

**RADIO**

**ANNUAL-1944**



**1** WGYN  
New York City



**5** WBCA  
Schenectady, N. Y.

110 MILES



**2** WFMN  
Alpine, N. J.

25 MILES

70 MILES

6 WMTW  
Mt. Washington, N. H.

4 WQTR  
Paxton, Mass.

120 MILES

40 MILES

## Perfect copies of her voice ...over an FM wireless network

**CRYSTAL-CLEAR!** Programs picked up out of the air and rebroadcast—again and again! With no appreciable loss of fidelity! With amazing freedom from static! Perfectly repeated “copies” of the original broadcast!

This is a practical reality. It is the definite promise of the modern FM chain-broadcasting technique for the sectional network of tomorrow. Already this FM technique is proving itself in time-tested daily use over New England's FM American network—with negligible distortion—with FM's amazing freedom from station interference—and with full coverage of the whole audio range of the human ear. . . . All this with no increase in the exceptionally low noise level of FM.

On regular FM wave-lengths, programs originating in New York's WGYN are relayed to Alpine, N. J., Hartford, Conn., the Paxton station near Worcester, Mass.; then picked up and again rebroadcast by stations at both Schenectady, N. Y., and Mt. Washington, N. H. (With the proper equipment, any station in such a network can originate a network program.)

General Electric furnished a substantial portion of the FM equipment for this chain. In fact, G.E. has furnished more than a third of all FM transmitters in America; and a large percentage of the half-million FM receivers.

That FM regional and national network broadcasting will grow rapidly is General Electric's confident prediction. For chain rebroadcasting seems the practical answer to regional FM broadcasts, and General Electric's exclusive S-T relay equipment points the way toward national FM networks. This efficient studio-to-transmitter link permits studio location for maximum convenience and transmitter location for maximum coverage . . . without wires!

### A PLAN

**that will secure your place in radio broadcasting post-war**

General Electric offers you “The G-E Equipment-Reservation Plan”. . . a plan designed to enable you to complete your post-war plans now. It will enable you to establish a post-war priority on a broadcast transmitter and associated equipment. It will enable us to plan definitely for large-scale post-war production, thereby giving you the fastest possible post-war delivery and the savings of planned production. Investigate this plan and assure your place in radio broadcasting post-war. *Electronics Dept., General Electric, Schenectady, N. Y.*

*Tune in “THE WORLD TODAY” and hear the news direct from the men who see it happen, every evening except Sunday at 6:45 E.W.T. over CBS. On Sunday listen to the G-E “All Girl Orchestra” at 10 P.M. E.W.T. over NBC.*

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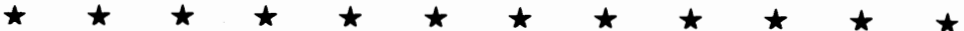
P R E S E N T S

# THE 1944 RADIO ANNUAL



*Edited by*  
**JACK ALICOATE**

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1501 Broadway, New York 18, N. Y. Wisconsin 7-6336





## THE ANSWERS TO SPOT PROBLEMS

### BUY THESE ELEVEN ESSENTIAL STATIONS IN THE ELEVEN ESSENTIAL MARKETS

Advertising dollars are best spent in *essential* markets—radio efforts are best spent on *essential* stations.

Once you have the facts on these prospect-rich markets . . . the facts on how they are best covered . . . your selection of these eleven stations will become automatic.

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Radio Annual is Dedicated to  
the Highly Dramatic part that

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is playing in the

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VICTORY

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tremendous technical strides of this  
great industry would stagger the  
imagination of the most practical  
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the talk of anything but the WINNING  
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bilities of radio and television that  
await a more peaceful world.

*Jack Olierate*

PUBLISHER

# TRANSAMERICAN



**Creators and Producers  
Of Radio Programs**



# EDITORIAL

1944

INDEX

1944



## A

Acoustical Society of America.....	908
Actors and Their Works in 1943.....	731
Actors' Equity Association.....	908

### ADVERTISING:

Advertising Federation of America.....	908
Advertising Research Foundation.....	909
Agencies, Addresses, Personnel, etc.....	153
Agency Expenditures by Network.....	119
American Association of Advertising Agencies, Offices, etc.....	909
Billings, Network.....	119
Expenditures, Network.....	119
Agents and Managers, Talent.....	709
Agricultural Marketing Service, Radio Sec- tion, Personnel, etc.....	909

### ALABAMA:

Census and "Shifting Populations".....	235
Chief Engineers of Stations.....	968
Home Economic Directors of Stations.....	840
Motion Picture Commentators of Stations.....	845
Musical Directors of Stations.....	835
Radio Editors and Writers of News- papers.....	221
Stations, Facilities and Personnel.....	347

### ALASKA:

Chief Engineers of Stations.....	974
Home Economic Directors of Stations.....	844
Musical Directors of Stations.....	839
Radio Editors.....	232
Stations, Facilities and Personnel.....	637

### ALBERTA:

Chief Engineers of Stations.....	974
Home Economic Directors of Stations.....	844
Musical Directors of Stations.....	839
Radio Editors and Writers of News- papers.....	232
Stations, Facilities and Personnel.....	645

Allicote, Jack, Introduction by.....	3
American Association of Advertising Agen- cies, Officers, etc.....	909

American Bar Association (Standing Com- mittee on Communications), Officers, etc.....	909
American Communications Association.....	909
American Council on Education.....	909
American Federation of Musicians.....	909
American Federation of Radio Artists.....	909
American Guild of Musical Artists.....	910
American Marketing Association.....	910

American Network, The.....	315
American Newspaper Publishers Assn.....	910
American Radio Relay League.....	910
American Standards Association's War Committee on Replacement Parts for Civilian Radio.....	911
American Society of Composers, Authors and Publishers (ASCAP); Officers, Per- sonnel, etc.....	911
Publisher Members.....	713
Statement by Deems Taylor.....	712
American Television Society, Officers, etc.....	911
Announcers and Their Work During 1943.....	789
Applications, FCC Regulations Regarding Broadcasting.....	198
Argentina, Stations of.....	1010

### ARIZONA:

Census and "Shifting Populations".....	236
Chief Engineers of Stations.....	968
Home Economic Directors of Stations.....	840
Motion Picture Commentators of Stations.....	845
Musical Directors of Stations.....	835
Radio Editors and Writers of News- papers.....	221
Stations, Facilities and Personnel.....	350
Arizona Broadcasting Co., Personnel, etc.....	315
Arizona Network, Personnel, etc.....	315

### ARKANSAS:

Census and "Shifting Populations".....	236
Chief Engineers of Stations.....	968
Home Economic Directors of Stations.....	840
Motion Picture Commentators of Stations.....	845
Musical Directors of Stations.....	835
Radio Editors and Writers of News- papers.....	221
Stations, Facilities and Personnel.....	353

### ARMY:

Article by Lieut. Colonel Thomas A. H. Lewis.....	109
Arrowhead Network, Personnel, etc.....	315

### ARTICLES:

Agriculture by Wallace L. Kadderly.....	59
AMP by C. M. Finney.....	716
Ascapy Article by Deems Taylor.....	712
Blue Network Co. by Mark Woods.....	291
Broadcast Music, Inc. (BMI) by M. E. Tompkins.....	718
Business Side of Radio by M. H. Shapiro.....	117

# In Kansas City



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MONTHS: NOVEMBER-DECEMBER, 1943 — KANSAS CITY						
HOOPER STATION LISTENING INDEX						
TOTAL COINCIDENTAL CALLS — THIS PERIOD 14,415						
<b>MORNING INDEX</b> <b>MONDAY</b> <b>THRU FRI.</b> <b>8-12 A. M.</b>	Station A <b>7.7</b>	Station B <b>10.0</b>	Station C <b>27.9</b>	Station D <b>17.4</b>	<b>WHB</b> <b>30.5</b>	Station E <b>5.1</b>
<b>AFTERNOON INDEX</b> <b>MONDAY</b> <b>THRU FRI.</b> <b>12-6 P. M.</b>	Station A <b>11.1</b>	Station B <b>8.4</b>	Station C <b>20.8</b>	Station D <b>30.6</b>	<b>WHB</b> <b>25.1</b>	Station E <b>3.2</b>

# EDITORIAL INDEX

Canada by Glenn Bannerman.....	67	Billings:	
Columbia Broadcasting System by Paul W. Kesten .....	297	Agency Gross by Network.....	119
Coordinator of Inter-American Affairs (CIAA) by J. W. G. Ogilvie.....	61	Sponsor .....	119
Educational Radio by Maj. Harold W. Kent .....	53	<b>BLUE NETWORK CO.:</b>	
Electronics, article by Dr. W. R. G. Baker	963	Affiliates, Alphabetically Listed by City	340
Equipment in War and Peace, by J. P. Taylor .....	959	Commercial Programs in 1943.....	871
Federal Communications Commission, by James Lawrence Fly .....	33	Gross Billings by Agencies for 1943....	119
FM Status, by M. H. Shapiro.....	953	Network Map .....	292, 293
Market, 1944 Radio by Frank Burke..	234	Personnel .....	294
Market Statistics by Wm. P. Noble....	63	Sponsor Expenditures, 1943.....	119
Musical Opportunities, Article by Paul Whiteman .....	89	Stations, Owned & Managed by.....	295
Mutual Broadcasting System by Miller McClintock .....	303	Woods, Mark, Article by.....	291
National Broadcasting Co. by Niles Trammell .....	307	BMI, Canada, Ltd., Officers, etc. ....	913
Navy Article by J. Harrison Hartley...	47	Board of Communications, Personnel, etc. (see War Communications Board)....	41, 913
Office of Censorship by J. Harold Ryan.	65	Bolivia, Stations of.....	1012
Office of Censorship Code.....	865	Brazil, Stations of.....	1013
Office of War Information by Robt. E. Sherwood .....	51	<b>BRITISH COLUMBIA:</b>	
Radio Stations at War, by M. H. Shapiro	37	Chief Engineers of Stations.....	974
Radio Corporation of America by David Sarnoff .....	45	Home Economic Directors of Stations...	844
Radio's Vital Role by Frank Burke....	35	Musical Directors of Stations.....	839
Radio in War and Peace by James L. Fly	33	Radio Editors and Writers of Newspapers .....	232
Sesac by Paul Heinecke.....	724	Stations, Facilities and Personnel.....	646
Shortwave by Bernard Estes.....	97	British Guiana, Stations of.....	1024
Television, by Gilbert Seldes.....	69	British Honduras, Stations of.....	1024
Television, by Ben Kaufman.....	929	Broadcast Music, Inc. (BMI):	
Television, Problems of, by Paul Raibourn	935	Officers and Personnel.....	913
Treasury Department, War Finance Div., by Thomas Lane .....	57	Publisher Members .....	719
Artists and Their Work During 1943.....	731	Statement by Merritt E. Tompkins.....	718
Associated Actors and Artistes of America	911	<b>Business Side of Radio:</b>	
Associated Broadcasting Corp.....	315	Advertising Agencies .....	153
Associated Music Publishers:		Agency and Sponsor Expenditures....	119
Officers, Personnel, etc. ....	716	American Assn. of Advertising Agencies	909
Publisher Members .....	716	Business Side of Radio, M. H. Shapiro.	117
Article by C. M. Finney.....	716	Census Data .....	233
Associated Press .....	145	Federal Communications Commission...	193
Association for Education by Radio.....	912	Federal Trade Commission.....	915
Association of Canadian Advertisers.....	912	Network Billings .....	119
Association of National Advertisers.....	912	News Services .....	145
Association of Radio News Analysts.....	912	Publications .....	207
Association of Radio Transcription Producers of Hollywood, Officers, etc.....	912	Research Firms .....	147
Associations, Personnel .....	908	"Shifting Populations" Data .....	233
Atlantic Coast Network, Personnel, etc. .	315	Station Reps. ....	127
Australian Broadcasting Commission.....	912	Burke, Frank, Article by.....	35, 234
Authors' Guild, Officers, etc. ....	913		
Authors' League, Officers, etc. ....	913	<b>C</b>	
		<b>Calendar of Holidays and Leading Events.</b>	859
		<b>CALIFORNIA:</b>	
		Census and "Shifting Populations".....	237
		Chief Engineers of Stations.....	968
		Home Economic Directors of Stations...	840
		Motion Picture Commentators of Stations	845
		Musical Directors of Stations.....	835
		Radio Editors and Writers .....	221
		Stations, Facilities and Personnel.....	357
		<b>CANADA:</b>	
		Article by Glenn Bannerman.....	67
		Canadian Broadcasting Corp.....	642
		Chief Engineers of Stations.....	974
		Home Economic Directors of Stations...	844
<b>B</b>			
Baker, W. R. G., Article by.....	963		
Bannerman, Glenn, Article on Canada...	67		
Behind the Mike (Artists and Their Work).	729		

PA



*and hatched it too!*

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*and that's our golden egg... Hatched!*

PA

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Radio Subsidiary of the Associated Press

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# EDITORIAL INDEX

Musical Directors of Stations.....	839	Musical Directors of Stations.....	835
Networks, National and Regional.....	842	Radio Editors and Writers of News-	
Organizations of .....	908	papers .....	223
Radio Editors and Writers of News-		Stations, Facilities and Personnel.....	381
papers .....	232	Connecticut State Network, Personnel, etc.	317
Stations, Alphabetically Listed by Call		Coordinator of Inter-American Affairs:	
Letter, etc. ....	643	Article by J. W. G. Ogilvie.....	61
Stations by Province with Detailed Infor-		Costa Rica, Stations of.....	1022
mation .....	645	The Cowles Group, Officers, etc. ....	317
Station Representatives in Canada.....	127	Cuba, Stations of .....	1003
Canadian Association of Broadcasters..	914		
Canadian Performing Rights Society, Ltd.	914	<hr/> <b>D</b> <hr/>	
Catholic Actors Guild of America.....	914	Daniel Boone Regional Network, Person-	
Catholic Writers Guild of America.....	914	nel, etc. ....	317
Censorship:		<b>DELAWARE:</b>	
Article by J. Harold Ryan.....	65	Census and "Shifting Populations".....	240
Code .....	865	Chief Engineers of Stations.....	969
<b>Census and Population Statistics:</b>		Home Economic Directors of Stations....	840
Census Data by States and Counties... 233		Stations, Facilities and Personnel.....	386
Burke, Frank, article on "Shifting Popu-		<b>DISTRICT OF COLUMBIA:</b>	
lations" .....	234	Census and "Shifting Populations".....	240
Noble, Wm. P., article on Market Data..	63	Chief Engineers of Stations.....	969
Central & South America, Stations of....	1010	Home Economic Directors of Stations... 841	
Chief Engineers of Stations.....	968	Motion Picture Commentators of Stations	845
Chile, Stations of.....	1015	Musical Directors of Stations.....	836
Clear Channel Broadcasting Service.....	914	Radio Editors and Writers.....	223
Codes:		Stations, Facilities and Personnel.....	387
Censorship .....	865	Dominican Republic, Stations of.....	1023
NAB .....	904	Don Lee Broadcasting System, Officers, etc.	317
Colombia, Stations of.....	1016	Dramatic Artists and Their Work, 1943... 731	
<b>COLORADO:</b>		Dramatists' Guild, Officers, etc. ....	914
Census and "Shifting Populations".....	238		
Chief Engineers of Stations.....	969	<hr/> <b>E</b> <hr/>	
Home Economic Directors of Stations... 840		Ecuador, Stations of.....	1018
Motion Picture Commentators of Stations	845	Editors and Writers, Radio, of News-	
Musical Directors of Stations.....	835	papers .....	221
Radio Editors and Writers of News-		<b>EDUCATION:</b>	
papers .....	223	National Association of Educational	
Stations, Facilities and Personnel.....	377	Broadcasters .....	918, 925
<b>COLUMBIA BROADCASTING SYSTEM:</b>		Educational Broadcast Stations, FCC	
Affiliates, Alphabetically Listed by City	340	Regulations for Non-Commercial.....	926
Commercial Programs in 1943.....	871	Educational Radio, by Maj. H. W. Kent... 53	
Gross Billings by Agencies for 1943... 119		Non-Commercial Educational Stations... 926	
Network Map .....	298, 299	Electronics, Article by W. R. G. Baker... 963	
Kesten, Paul W., Article by.....	297	El Salvador, Stations of.....	1023
Pan American Network, Stations, Per-		Employment Data Summary.....	860
sonnel, etc. ....	996	Engineers, Chief, of Stations.....	966
Personnel .....	300	Equipment Article by J. P. Taylor.....	859
Sponsor Expenditures in 1943.....	119	Equipment Firms, Officers, Addresses, etc.	875
Stations, Owned by.....	302	Estes, Bernard, Article on Shortwave Radio	87
<b>Commentators:</b>		Expenditures:	
Motion Picture, of Stations.....	845	Advertising Agency, on Networks.....	110
News, and Their Work in 1943.....	779	Network, by Sponsors .....	110
Sports, and Their Work in 1943.....	815		
<b>Commercial Programs of Networks in 1943</b>	871	<hr/> <b>F</b> <hr/>	
<b>Committee on Consumer Relations in Ad-</b>		Facsimile:	
<b>vertising .....</b>	914	Regulations, FCC .....	950
<b>CONNECTICUT:</b>		FM, Status, Article by M. H. Shapiro....	953
Census and "Shifting Populations".....	239	Fan (Radio) Publications.....	207
Chief Engineers of Stations.....	969	Federal Communication Bar Assn.....	915
Home Economic Directors of Stations... 840		<b>FEDERAL COMMUNICATIONS</b>	
Motion Picture Commentators of Stations	845	<b>COMMISSION:</b>	
		Application Regulations .....	196



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# EDITORIAL INDEX

Chain Broadcasting Regulations.....	203
Developmental Stations, Regulations (See 1943 Radio Annual).....	952
Employment Data Summary.....	860
Facsimile Station Regulations.....	950
Fly, James L., Statement by.....	33
Growth Chart of Stations, 1941-1943.....	205
High Frequency (FM) Stations.....	955
International Stations.....	994
National Defense Regulations.....	204
Non-Commercial Educational Stations and Regulations.....	926
Personnel.....	194
Production (Operation) Regulations (See 1943 Radio Annual).....	892
ST Stations and Regulations (See 1943 Radio Annual).....	954
Station Listing (See Stations)	
Television Stations and Regulations 938,	941
Federal Council of Churches of Christ in America, Department of National Religious Radio.....	915
Federal Radio Education Committee.....	915
Federal Trade Commission.....	915
Finney, C. M., AMP Article.....	716
First Advertising Agency Group.....	915
<b>FLORIDA:</b>	
Census and "Shifting Populations".....	240
Chief Engineers of Stations.....	969
Home Economic Directors of Stations... 841	
Motion Picture Commentators of Stations 845	
Musical Directors of Stations.....	836
Radio Editors and Writers of Newspapers.....	223
Stations, Facilities and Personnel.....	389
FM Broadcasters, Inc. (FMBI).....	915, 952
Foreign Language Radio Wartime Control	915
<b>FOREIGN:</b>	
Censorship Code on Foreign-Language Programs.....	870
International Section.....	993
Networks (Latin-American).....	996
Stations (Latin-American).....	993
<b>FREQUENCY MODULATION:</b>	
FM Broadcasters, Inc., Officers... 915,	952
FM Status of, Article by M. H. Shapiro... 953	
Stations.....	955
<b>G</b>	
<b>GEORGIA:</b>	
Census and "Shifting Populations".....	241
Chief Engineers of Stations.....	969
Home Economic Directors of Stations... 841	
Motion Picture Commentators of Stations 845	
Musical Directors of Stations.....	836
Radio Editors and Writers of Newspapers.....	223
Stations, Facilities and Personnel.....	397
Georgia Broadcasting System.....	317
Georgia Major Market Trio, Officers, etc. 318	
Guatemala, Stations of.....	1023
Guilds.....	897

<b>H</b>	
Hartley, J. Harrison, Article.....	47
Haiti, Stations of.....	1024
<b>HAWAII:</b>	
Chief Engineers of Stations.....	974
Home Economic Directors of Stations... 844	
Radio Editors and Writers of Newspapers.....	232
Stations, Facilities and Personnel.....	638
Heinecke, Paul, Statement on SESAC.....	724
Hollywood Radio Producers Club.....	916
Hollywood Victory Committee for Stage, Screen and Radio.....	916
Home Economic Directors of Stations... 840	
Honduras, Stations of.....	1024
<b>I</b>	
<b>IDAHO:</b>	
Census and "Shifting Populations".....	243
Chief Engineers of Stations.....	969
Home Economic Directors of Stations... 841	
Musical Directors of Stations.....	836
Radio Editors and Writers of Newspapers.....	225
Stations, Facilities and Personnel.....	404
<b>ILLINOIS:</b>	
Census and "Shifting Populations".....	244
Chief Engineers of Stations.....	969
Home Economic Directors of Stations... 841	
Motion Picture Commentators of Stations 845	
Musical Directors of Stations.....	836
Radio Editors and Writers of Newspapers.....	225
Stations, Facilities and Personnel.....	407
<b>INDIANA:</b>	
Census and "Shifting Populations".....	246
Chief Engineers of Stations.....	969
Home Economic Directors of Stations... 841	
Motion Picture Commentators of Stations 845	
Musical Directors of Stations.....	836
Radio Editors and Writers of Newspapers.....	225
Stations, Facilities and Personnel.....	421
Institute for Education by Radio.....	916
Institute of Radio Engineers, Officers, etc. 916	
Intercollegiate Broadcasting System.....	916
Interdepartmental Radio Advisory Comm. 916	
Intermountain Network, Officers, etc.... 318	
International Broadcast Stations, U. S.... 994	
International Brotherhood of Electrical Workers.....	917
International News Service, Officers, etc... 145	
International Operations, OWI.....	71
International Sections.....	993
International Shortwave, Article by Bernard Estes.....	97
International Short Wave Club.....	917
Introduction by Jack Allcoate.....	3
<b>IOWA:</b>	
Census and "Shifting Populations".....	247
Chief Engineers of Stations.....	969
Home Economic Directors of Stations... 841	
Motion Picture Commentators of Stations 845	



*Kate Smith*





# EDITORIAL INDEX

Musical Directors of Stations.....	836
Radio Editors and Writers of News- papers .....	225
Stations, Facilities and Personnel.....	427
<b>K</b>	
Kadderly, Wallace J., Article.....	59
<b>KANSAS:</b>	
Census and "Shifting Populations".....	249
Chief Engineers of Stations.....	970
Home Economic Directors of Stations...	841
Motion Picture Commentators of Stations	846
Musical Directors of Stations.....	836
Stations, Facilities and Personnel.....	433
Kansas State Network, Officers, etc.....	318
Kaufman, Ben, Television Article.....	929
<b>KENTUCKY:</b>	
Census and "Shifting Populations".....	251
Chief Engineers of Stations.....	970
Home Economic Directors of Stations...	841
Motion Picture Commentators of Stations	846
Musical Directors of Stations.....	836
Radio Editors and Writers of News- papers .....	225
Stations, Facilities and Personnel.....	441
<b>Keystone Broadcasting System:</b>	
Personnel .....	314
Kent, Harold W., Article by.....	53
Kesten, Paul W., Article by.....	297
<b>L</b>	
Lambs, The Officers, etc.....	917
Lane, Thomas H., Article on War Bonds...	57
Latin-American Networks .....	996
Lewis, Lt. Col. Thomas A. H., Article on Army .....	109
Libraries, Script and Transcription.....	708
Lone Star Chain, Officers, etc.....	318
<b>LOUISIANA:</b>	
Census and "Shifting Populations".....	252
Chief Engineers of Stations.....	970
Home Economic Directors of Stations...	841
Motion Picture Commentators of Stations	846
Musical Directors of Stations.....	836
Radio Editors and Writers of News- papers .....	225
Stations, Facilities and Personnel.....	443
<b>M</b>	
Magazines, Radio .....	207
<b>MAINE:</b>	
Census and "Shifting Populations".....	253
Chief Engineers of Stations.....	970
Home Economic Directors of Stations...	841
Motion Picture Commentators of Stations	846
Musical Directors of Stations.....	836
Radio Editors and Writers of News- papers .....	227
Stations, Facilities and Personnel.....	447
Managers and Agents, Talent.....	709
<b>MANITOBA:</b>	
Chief Engineers of Stations.....	974
Musical Directors of Stations.....	839
Stations, Facilities and Personnel.....	649
Market Research Council, Officers, etc....	917
<b>MARKET STATISTICS (U. S. Census):</b>	
By States and Counties.....	233
Burke, Frank, Article.....	234
"Shifting Populations" .....	233
1944 Market, Article by Wm. P. Noble...	63
<b>MARYLAND:</b>	
Census and "Shifting Populations".....	254
Chief Engineers of Stations.....	970
Home Economic Directors of Stations...	841
Motion Picture Commentators of Stations	846
Musical Directors of Stations.....	836
Radio Editors and Writers of News- papers .....	227
Stations, Facilities and Personnel.....	451
Maryland All-Home Network.....	318
Mason-Dixon Radio Group, Officers, etc...	318
<b>MASSACHUSETTS:</b>	
Census and "Shifting Populations".....	254
Chief Engineers of Stations.....	970
Home Economic Directors of Stations...	842
Motion Picture Commentators of Stations	846
Musical Directors of Stations.....	837
Radio Editors and Writers.....	227
Stations, Facilities and Personnel.....	455
McClintock, Miller, Article by.....	303
Mexico, Stations of.....	1005
<b>MICHIGAN:</b>	
Census and "Shifting Populations".....	255
Chief Engineers of Stations.....	970
Home Economic Directors of Stations...	842
Motion Picture Commentators of Stations	846
Musical Directors of Stations.....	837
Radio Editors and Writers of News- papers .....	227
Stations, Facilities and Personnel.....	463
Michigan Radio Network, Officers, etc....	318
<b>MINNESOTA:</b>	
Census and "Shifting Populations".....	256
Chief Engineers of Stations.....	970
Home Economic Directors of Stations...	842
Motion Picture Commentators of Stations	846
Musical Directors of Stations.....	837
Radio Editors and Writers of News- papers .....	227
Stations, Facilities and Personnel.....	471
Minnesota Radio Council.....	917
Minnesota Radio Network.....	319
<b>MISSISSIPPI:</b>	
Census and "Shifting Populations".....	258
Chief Engineers of Stations.....	970
Home Economic Directors of Stations...	842
Motion Picture Commentators of Stations	846
Musical Directors of Stations.....	837
Radio Editors and Writers of News- papers .....	227
Stations, Facilities and Personnel.....	477
<b>MISSOURI:</b>	
Census and "Shifting Populations".....	259
Chief Engineers of Stations.....	971
Home Economic Directors of Stations...	842
Motion Picture Commentators of Stations	846
Musical Directors of Stations.....	837

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# EDITORIAL INDEX

Radio Editors and Writers of Newspapers	227
Stations, Facilities and Personnel	481
<b>MONTANA:</b>	
Census and "Shifting Populations"	261
Chief Engineers of Stations	971
Home Economic Directors of Stations	842
Motion Picture Commentators of Stations	846
Musical Directors of Stations	837
Radio Editors and Writers of Newspapers	228
Stations, Facilities and Personnel	486
Motion Picture Commentators of Stations	845
Mountain & Plain Network, Officers, etc.	318
Music Publishers, A Listing	850
Music Publishers' Protective Association	917
Musical Conductors and Their Work	771
Musical Directors of Stations	835
<b>MUTUAL BROADCASTING SYSTEM:</b>	
Affiliates, Alphabetically Listed by City	340
Commercial Programs of 1943	871
Gross Billings by Agencies for 1943	119
McClintock, Miller, Article by	303
Network Map	304, 305
Personnel	306
Sponsor Expenditures, 1943	119
<hr/> <b>N</b> <hr/>	
<b>NATIONAL ASSOCIATION OF BROADCASTERS:</b>	
Broadcast Music, Inc.	718
Code	904
National Assn. of Broadcast Engineers	917
Personnel, Directors and Committee	898, 917
Resolution	907
Statement by J. Harold Ryan	65
War Effort Broadcasts by U. S. Stations	43
National Association of Educational Broadcasters	918, 925
National Assn. of Performing Artists	918
National Better Business Bureau	918
<b>NATIONAL BROADCASTING CO.:</b>	
Affiliates, Alphabetically Listed by City	340
Commercial Programs of 1943	871
Network Map	308, 309
Pan American Network, Stations, Personnel	999
Personnel	311
Stations Owned and Operated by	313
Trammell, Niles, Article by	307
National Independent Broadcasters	918
National Industrial Advertisers Assn.	918
National Variety Artists	919
Navy Department:	
Article by J. Harrison Hartley	47
<b>NEBRASKA:</b>	
Census and "Shifting Populations"	261
Chief Engineers of Stations	971
Home Economic Directors of Stations	842
Motion Picture Commentators of Stations	846
Musical Directors of Stations	837
Radio Editors and Writers of Newspapers	228
Stations, Facilities and Personnel	488
Nebraska Broadcasters Association	919
Network Affiliates, Inc., Officers, etc.	919
<b>NETWORKS:</b>	
Advertising Agency Gross Billings	119
Affiliated Stations, Listed by City	340
Blue Network Co.	294
Canadian Broadcasting Corp.	642
Columbia Broadcasting System	300
Employment Data Summary	860
Expenditures by Agencies and Sponsors	119
Keystone Broadcasting System	314
Mutual Broadcasting System	306
National Networks	289
National Broadcasting Co.	311
Pan American	996
Programs, Commercial, of	871
Regional Networks	315
Regulations, Chain FCC, for	203
Sponsors Network Expenditures	119
<b>NEVADA:</b>	
Census and "Shifting Populations"	263
Chief Engineers of Stations	971
Motion Picture Commentators of Stations	846
Radio Editors and Writers of Newspapers	228
Stations, Facilities and Personnel	493
<b>NEW BRUNSWICK:</b>	
Chief Engineers of Stations	974
Home Economic Directors of Stations	844
Musical Directors of Stations	839
Radio Editors and Writers of Newspapers	232
Stations, Facilities and Personnel	650
New England Regional Network, Personnel, etc.	319
<b>NEW HAMPSHIRE:</b>	
Census and "Shifting Populations"	263
Chief Engineers of Stations	971
Home Economic Directors of Stations	842
Motion Picture Commentators of Stations	846
Musical Directors of Stations	837
Radio Editors and Writers of Newspapers	228
Stations, Facilities and Personnel	493
<b>NEW JERSEY:</b>	
Census and "Shifting Populations"	264
Chief Engineers of Stations	971
Home Economic Directors of Stations	842
Motion Picture Commentators of Stations	846
Musical Directors of Stations	837
Radio Editors and Writers of Newspapers	228
Stations, Facilities and Personnel	497
New Jersey Broadcasters Association	920
<b>NEW MEXICO:</b>	
Census and "Shifting Populations"	264
Chief Engineers of Stations	971
Home Economic Directors of Stations	842
Motion Picture Commentators of Stations	846
Musical Directors of Stations	837
Radio Editors and Writers of Newspapers	228
Stations, Facilities and Personnel	501



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- TO • • Universal Pictures for whom I appeared in "We've Never Been Licked."
- TO • • Fox Movietone News.
- TO • • the National Broadcasting Company.

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HOUR, voted the foremost govern-  
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My Sincerest Appreciation,

*George F. Putnam*

# EDITORIAL INDEX

## NEW YORK:

Census and "Shifting Populations".....	265
Chief Engineers of Stations.....	971
Home Economic Directors of Stations....	842
Motion Picture Commentators of Stations	846
Musical Directors of Stations.....	837
Radio Editors and Writers of News- papers .....	228
Stations, Facilities and Personnel.....	503
News Broadcasts and Commentaries, Code of Wartime Practices.....	865
News Events of 1943, Ten Outstanding....	39
News Programs, Recommendations of NAB for Handling .....	905
News Services .....	145
Newspaper Radio Committee, Officers, etc.	920
Nicaragua, Stations of.....	1024
Noble, Wm. P., Article on Market Data....	63

## NORTH CAROLINA:

Census and "Shifting Populations".....	266
Chief Engineers of Stations.....	971
Home Economic Directors of Stations....	843
Motion Picture Commentators of Stations	846
Musical Directors of Stations.....	837
Radio Editors and Writers of News- papers .....	229
Stations, Facilities and Personnel.....	531
North Carolina Association of Broadcasters	920
North Central Broadcasting System.....	319

## NORTH DAKOTA:

Census and "Shifting Populations".....	268
Chief Engineers of Stations.....	972
Home Economic Directors of Stations....	843
Motion Picture Commentators of Stations	846
Musical Directors of Stations.....	838
Radio Editors and Writers of News- papers .....	229
Stations, Facilities and Personnel.....	539
Northern Broadcasting & Publishing, Ltd..	319
Northern California Broadcasters Assn....	920

## NOVA SCOTIA:

Chief Engineers of Stations.....	974
Home Economic Directors of Stations....	844
Musical Directors of Stations.....	839
Radio Editors and Writers of News- papers .....	232
Stations, Facilities and Personnel.....	651



## Office of Censorship:

Article by J. Harold Ryan.....	65
Code of Wartime Practices.....	865
Office of War Information, Domestic Radio Bureau:	
Article by Robt. E. Sherwood.....	51
International Operations, A Round Up..	71
Summary, Time & Talent Contributed....	43
Ogilvie, J. W. G., Article on CIAA.....	61

## OHIO:

Census and "Shifting Populations".....	268
Chief Engineers of Stations.....	972
Home Economic Directors of Stations....	843
Motion Picture Commentators of Stations	846
Musical Directors of Stations.....	838

Radio Editors and Writers of News- papers .....	229
Stations, Facilities and Personnel.....	542
Ohio Association of Broadcasters.....	920

## OKLAHOMA:

Census and "Shifting Population".....	270
Chief Engineers of Stations.....	972
Home Economic Directors of Stations....	843
Motion Picture Commentators of Stations	847
Musical Directors of Stations.....	838
Radio Editors and Writers of News- papers .....	229
Stations, Facilities and Personnel.....	555
Oklahoma Metropolitan Line, Officers, etc.	319
Oklahoma Network, Officers, etc.....	320

## ONTARIO:

Chief Engineers of Stations.....	974
Home Economic Directors of Stations....	844
Musical Directors of Stations.....	839
Radio Editors and Writers of News- papers .....	232
Stations, Facilities and Personnel.....	652
Orchestra Leaders and Their Work, 1943..	771

## OREGON:

Census and "Shifting Populations".....	271
Chief Engineers of Stations.....	972
Home Economic Directors of Stations....	843
Motion Picture Commentators of Stations	847
Musical Directors of Stations.....	838
Radio Editors and Writers of News- papers .....	229
Stations, Facilities and Personnel.....	559
Oregon State Broadcasters Association....	920
Organizations .....	908

## P

Pacific Advertising Association.....	920
Pacific Broadcasting Co., Officers, etc....	320
Panama, Stations of.....	1024
Paraguay, Stations of.....	1019

## PENNSYLVANIA:

Census and "Shifting Populations".....	272
Chief Engineers of Stations.....	972
Home Economic Directors of Stations....	843
Motion Picture Commentators of Stations	847
Musical Directors of Stations.....	838
Radio Editors and Writers of News- papers .....	230
Stations, Facilities and Personnel.....	565
Pennsylvania Broadcasters' Association....	921
Pennsylvania Network, Officers, etc.....	320
Peru, Stations of.....	1019
Poll, RADIO DAILY'S Seventh Annual....	91
POPULATION STATISTICS (U. S. Census):	
By States and Counties.....	233
Burke, Frank, Article by.....	234
Noble, Wm. P., Article by.....	63
"Shifting Populations".....	233
Press Association, Inc., Officers, etc.....	145

## PRINCE EDWARD ISLAND:

Chief Engineers of Stations.....	974
Home Economic Directors of Stations....	844
Musical Directors of Stations.....	839

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**N**EWs, like music, will always be a mainstay of American broadcasting.

The spot news programs and intelligent commentators are established firmly. But news techniques are not static . . . and never have been. Today, more than ever, there is an unmistakable need for *originality* in the treatment of news . . . for creative, stimulating presentations of the inherent drama in the news.

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It will be created this year, in the form of several outstanding radio presentations, by Transradio. If you are looking for an original news program idea, let us tell you what we are doing.



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NEW YORK 17, N. Y.



# EDITORIAL INDEX

Stations, Facilities and Personnel.....	660	Television Highlights—1943 .....	931
Program Producers, Listing.....	669	Radio Directors' Guild.....	921
<b>PRODUCTION:</b>		Radio Directors' Guild—Programs.....	848
Agents and Managers, Talent.....	709	Radio Executives Club of New York.....	922
Artists and Their Work During 1943.....	731	Radio Goes to War, OWI Summary.....	43
Announcers, Their Work During 1943.....	789	Radio Manufacturers' Association:	
Associated Music Publishers, Article and		Officers, Personnel, etc.....	922, 965
Publisher Members .....	716	Radio Manufacturers' Assn. of Canada.....	922
BMI, Article and Publisher Members.....	718	Radio News Association, Officers, etc.....	145
Censorship Code .....	865	Radio Programmas de Mexico.....	320
FCC Regulations Regarding Production:		Radio Television Roundup.....	931
(Operation) of Broadcast Stations (See		Radio Script & Transcription Exchange	
1943 Radio Annual).....	892	FREC .....	922
Home Economic Directors of Stations.....	840	Radio In War & Peace, Statement by	
Libraries, Script and Transcription.....	708	James L. Fly.....	33
Managers and Agents, Talent.....	709	Radio Technical Planning Board.....	922, 967
Motion Picture Commentators of Stations	845	Radio Writers' Guild of the Authors'	
Musical Conductors and Their Work.....	771	League of America.....	923
Music Directors of Stations.....	835	Raibourn, Paul, Article on Television.....	935
Music Publishers, A Nation-Wide Listing	850	RCA:	
News Commentators and Their Work.....	779	Article by David Sarnoff.....	45
Orchestra Leaders and Their Work.....	771	Recording Companies .....	695
Producers and Directors and Their		Regional Networks .....	315
Work .....	828, 848	Representatives, Station .....	127
Program Producers .....	669	Research Organizations .....	147
Programs of 1943, Network Commercial	871	Reuters, Personnel, etc.....	145
Recording Companies .....	695	<b>RHODE ISLAND:</b>	
Script Libraries .....	708	Census and "Shifting" Personnel, etc....	273
SESAC Article and Publisher Members..	724	Chief Engineers of Stations.....	972
Showman's Calendar .....	859	Motion Picture Commentators.....	847
Sports Commentators and Their Work..	815	Musical Directors of Stations.....	838
Transcription Companies .....	695	Radio Editors and Writers of News-	
Transcription Libraries .....	708	papers .....	230
Vocal Artists and Their Work, 1943.....	761	Station, Facilities and Personnel.....	583
War Effort Broadcasts (OWI-Tabulated)..	43	Rocky Mountain Radio Council.....	923
Writers, Radio .....	821	Rules and Regulations, FCC:	
Professional Music Men, Inc., Officers, etc.	921	Applications .....	198
Programs of 1943.....	871	Chain Broadcasting .....	203
Program Producers, Listing.....	828	Developmental (See 1943 Radio Annual)	953
Publications, Radio .....	207	Facsimile .....	950
Publishers, Music, Listing.....	850	International (See 1943 Radio Annual)..	993
<b>PUERTO RICO:</b>		National Defense .....	204
Chief Engineers of Stations.....	974	Non-Commercial Educational .....	926
Musical Directors of Stations.....	839	ST Stations (See 1943 Radio Annual)..	955
Stations, Facilities and Personnel.....	638	Television .....	945
		Ryan, J. H., Article on Radio Censorship	65
		<b>S</b>	
		Sarnoff, David, Article by.....	45
		<b>SASKATCHEWAN:</b>	
		Chief Engineers of Stations.....	974
		Home Economic Directors of Stations..	844
		Musical Directors of Stations.....	839
		Radio Editors and Writers of News-	
		papers .....	232
		Stations, Facilities and Personnel.....	664
		Script Libraries .....	708
		Script Writers .....	821
		Seldes, Gilbert, Television Article.....	69
		<b>SESAC, Inc.:</b>	
		Officers, Address, etc.....	923
		Publisher Affiliates .....	725
		Statement by Paul Heinecke.....	724
		<b>Q</b>	
		Quaker Network, Officers, Stations, Etc...	320
		<b>QUEBEC:</b>	
		Chief Engineers of Stations.....	974
		Home Economic Directors of Stations..	844
		Musical Directors of Stations.....	839
		Radio Editors and Writers of News-	
		papers .....	232
		Stations, Facilities and Personnel.....	660
		<b>R</b>	
		Radio Club of America.....	921
		Radio Correspondents' Association.....	921
		Radio Council-Chicago Public Schools..	921
		<b>RADIO DAILY:</b>	
		Seventh Annual Poll of Radio Editors	
		and Critics .....	91



TYPES 180C, 180G, 180P

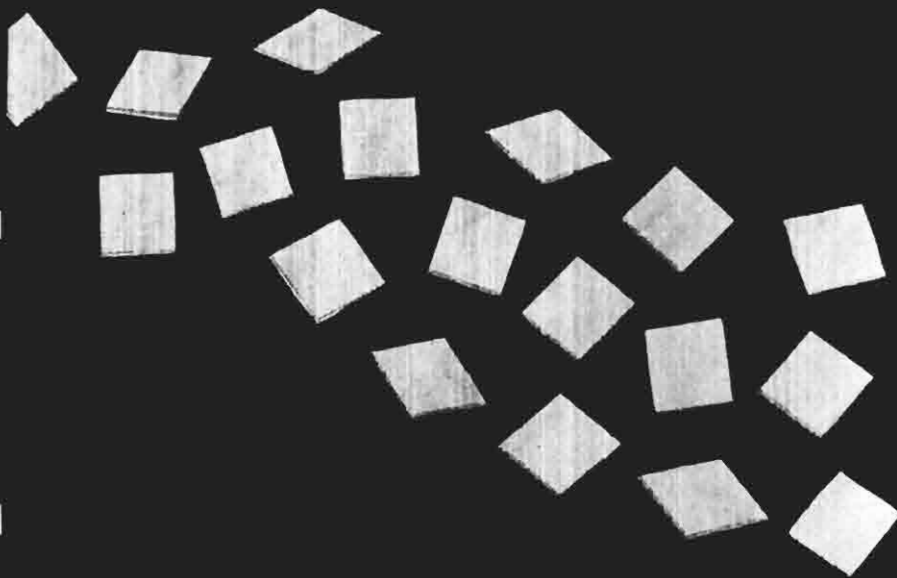
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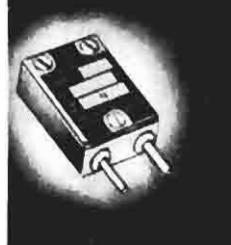
TYPES 150C, 150G



TYPES 80C, 80G



TYPES PL217—A, B, C, D & E



TYPE PL7



# EDITORIAL INDEX

Shapiro, M. H., Article by . . . . .	37, 117, 953
Sherwood, Robert E., Article by . . . . .	51
"Shifting Populations" . . . . .	
Shortwave, Article by B. Estes . . . . .	97
Shortwave, Article by J. W. G. Ogilvie . . . . .	61
Showman's Calendar for 1944 . . . . .	859
Singers and Their Work in 1943 . . . . .	761
Society of Jewish Composers, Publishers and Song Writers . . . . .	923
Society of Motion Picture Engineers . . . . .	923
Song Writers Protective Assn. (SPA) . . . . .	923
South American Networks . . . . .	996
South & Central American Stations . . . . .	1010
<b>SOUTH CAROLINA:</b>	
Census and "Shifting Populations" . . . . .	274
Chief Engineers of Stations . . . . .	972
Home Economic Directors of Stations . . . . .	843
Motion Picture Commentators of Stations . . . . .	847
Musical Directors of Stations . . . . .	838
Radio Editors and Writers of News- papers . . . . .	230
Stations, Facilities and Personnel . . . . .	585
South Central Quality Network . . . . .	321
<b>SOUTH DAKOTA:</b>	
Census Data . . . . .	274
Chief Engineers of Stations . . . . .	973
Home Economic Directors of Stations . . . . .	843
Motion Picture Commentators . . . . .	847
Musical Directors of Stations . . . . .	838
Radio Editors and Writers of News- papers . . . . .	230
Stations, Facilities and Personnel . . . . .	589
South Texas Radio Package . . . . .	321
Southern California Broadcasters Assn. . . . .	923
Southern Minnesota Network, Personnel, etc. . . . .	321
Sponsor Network Expenditures . . . . .	119
Sports Broadcasters Assn. (N. Y. Chapter) . . . . .	923
Sports Commentators and Their Work . . . . .	815
<b>STATIONS:</b>	
Alphabetically (U. S.) by Call Letters with Index to Detailed Information . . . . .	324
Alphabetically (U. S.) by City with Major Network Affiliations . . . . .	340
Application, FCC Regulations . . . . .	198
Blue Network Co. Owned, Managed or Programmed by . . . . .	295
<b>CANADA:</b>	
Alphabetically by Call Letters with Index to Detailed Information . . . . .	643
Geographically, with Detailed Informa- tion Listed by Province . . . . .	645
Listed by Province . . . . .	645
CBS Owned . . . . .	302
Censorship Code . . . . .	865
Central American (also see Individual Countries) . . . . .	1010
Chief Engineers of . . . . .	968
Cuban . . . . .	1003
Employment Data Summary . . . . .	850
<b>FCC Lists:</b>	
Developmental (See 1943 Radio Annual) . . . . .	952
Facsimile . . . . .	950

High Frequency (FM) . . . . .	955
International . . . . .	994
Non-Commercial Educational . . . . .	926
Representatives . . . . .	127
ST (See 1943 Radio Annual) . . . . .	954
Standard Band (Alphabetically Listed by Call Letters) . . . . .	324
Station Statistics . . . . .	37
Television . . . . .	938, 941
Growth of Radio Stations, 1941-1943, Chart . . . . .	205
Home Economic Directors of . . . . .	840
Mexican . . . . .	1005
Motion Picture Commentators of . . . . .	845
Musical Directors of . . . . .	835
National Association of Educational Broadcasters . . . . .	318, 925
NBC, Owned & Operated by . . . . .	313
Production Rules and Regulations, FCC (See 1943 Radio Annual) . . . . .	892
Representatives . . . . .	127
Standard Broadcast, Detailed Information Listed Alphabetically by States . . . . .	340
South American . . . . .	1010
Stations, U. S., Article by M. H. Shapiro . . . . .	37
War Effort Broadcasts of, OWI Summary . . . . .	43
Surinam, Stations of . . . . .	1024

## T

Talent Managers and Agents . . . . .	709
Taylor, Deems, ASCAP Article . . . . .	712
Taylor, J. P., Article by . . . . .	959
Technical (Radio) Publications . . . . .	207
Technical Section . . . . .	957
Telephone Numbers, Important Radio, 100, 101, 102, 103, 105	

## TELEVISION:

Television Broadcasters Assn. . . . .	937
Television Highlights—1943 . . . . .	931
Television Section . . . . .	927
American Television Society . . . . .	911
FCC Regulations . . . . .	945
Problems of Television, An Article by Paul Raibourn . . . . .	935
Stations, Commercial, Experimental . . . . .	938, 941
Television Today & Tomorrow, Article by Ben Kaufman . . . . .	929
Television in War & Peace, Article by Gilbert Seldes . . . . .	69
Television Press Club . . . . .	923

## TENNESSEE:

Census and "Shifting Populations" . . . . .	275
Chief Engineers of Stations . . . . .	973
Home Economic Directors of Stations . . . . .	843
Motion Picture Commentators of Sta- tions . . . . .	847
Musical Directors of Stations . . . . .	838
Radio Editors and Writers . . . . .	230
Stations, Facilities and Personnel . . . . .	590

## TEXAS:

Census and "Shifting Populations" . . . . .	277
Chief Engineers of Stations . . . . .	973
Home Economic Directors of Stations . . . . .	843

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RADIO'S MOST  
DRAMATIC  
FORWARD-STEP  
OF THE YEAR!

**IS THE GREATEST SURE-FIRE RADIO SHOW EVER  
OFFERED TO YOU FOR INCREASING YOUR BUSINESS  
A BIG NAME TRANSCRIBED HALF HOUR RADIO SHOW  
ON A NO MONEY BASIS! WHEN YOU SELL THIS  
SHOW YOU MAKE TWO TIME SALES SIMULTANEOUSLY!**

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★ ★ ★ ★ ★ ★ ★ ★ ★ ★  
"THE WOMAN" is a half hour transcribed radio show somewhat similar in program format to the "Radio Readers Digest" broadcast each Sunday evening over CBS. As a matter of fact this program is also built around the magazine idea, for the material on the program, is taken from the nationally famous digest magazine of the same name, "THE WOMAN."

The program is nationally publicized in the pages of the magazine every month. Furthermore, the program is pre-sold to the nation's women considering that the material used on the radio show has been read by millions of women throughout the country.

Each program has, in addition to a "guest star" interview between famous personalities from all walks of life, and Lorna Farrell, editor in chief of "THE WOMAN," a series of dramatizations, comments, and other interesting items to the "Women of America." The "guest star" interview spot on the show also has the advantage of fading into a dramatic, or comedy routine, with the guest star playing in that part of the show.

Just think of having these authors for your radio program: Fannie Hurst, Madame Chiang Kai Shek, Kate Smith, Katherine Brush, Vice-President Wallace, Jan Struthers, (author of "Mrs. Minniver") Konrad Bercovici, Wendell Willkie, Mary Margaret McBride, and others of equal fame. Yes these ARE YOUR AUTHORS, for it is the stories and articles that they have written for "THE WOMAN" magazine, that are used on the radio show. Think of having these guest stars on YOUR radio show: Mayor LaGuardia, of New York City, John Boles, famous stage and screen star, the incomparable "Hildegard" star of the NBC "Beat The Band" show, Kate Smith's Emcee Manager, Ted Collins. These are just a few of the great guests that you can expect on the radio show "THE WOMAN." The other programs in the series features more of these great personalities that have already been sold to unprecedented public acceptance.

The program has everything, human interest, comedy, pathos, everything that goes to make a fine radio program. It is the only BIG RADIO SHOW built exclusively for "the women of America." Yes it's "THE WOMAN."

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**WOMAN**  
*to work for you NOW!*

**NOW AVAILABLE FOR LOCAL SPONSORSHIP IN MANY  
MARKETS ON A NEW NO MONEY BASIS WHEREBY YOUR  
STATION MAKES TWO TIME SALES SIMULTANEOUSLY  
WHEN YOU SELL IT!**

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C O R P O R A T I O N

ELdorado 5-5511

# EDITORIAL INDEX

Motion Picture Commentators of Stations	847
Musical Directors of Stations	838
Radio Editors and Writers of Newspapers	230
Stations, Facilities and Personnel	597
Texas State Network Officers, etc.	321
Texas Quality Network Officers, etc.	321
Tobacco Network, The	321
Tompkins, Merritt E., Article on BMI	718
Trade Publications, Radio	207
Trammell, Niles, Article by	307
Transcription Companies	695
Transcription Libraries	708
Transcription Network	314
Transradio Press Service, Officers, etc.	145
Treasury Department:	
Article by Thomas H. Lane	57
Tri-City Stations of Virginia, Officers, etc.	321
Twenty Year Club, Personnel	924

## U

Unions	897
United Press Association, Officers, etc.	145
United States Department of Interior— Radio Section, Personnel, etc.	924
Uruguay, Stations of	1020

### UTAH:

Census and "Shifting Population"	280
Chief Engineers of Stations	973
Home Economic Directors of Stations	844
Motion Picture Commentators of Stations	847
Musical Directors of Stations	839
Radio Editors and Writers of Newspapers	231
Stations Facilities and Personnel	611

## V

Variety Artists and Their Work in 1943	731
Venezuela, Stations of	1021

### VERMONT:

Census and "Shifting Populations"	281
Chief Engineers of Stations	973
Home Economic Directors of Stations	844
Motion Picture Commentators of Stations	847
Musical Directors of Stations	839
Radio Editors and Writers of Newspapers	231
Stations, Facilities and Personnel	614

### VIRGINIA:

Census and "Shifting Populations"	281
Chief Engineers of Stations	973
Home Economic Directors of Stations	844
Motion Picture Commentators of Stations	847
Musical Directors of Stations	839
Radio Editors and Writers of Newspapers	231
Stations, Facilities and Personnel	615
Vocalists and Their Work in 1943	761

## W

War Bonds, Article by Thomas H. Lane	57
War Communications Board	41, 75, 913
Members, Coordinating Committee, etc.	41
War Activities Committee (Radio Subcommittee)	924

### WASHINGTON:

Census and "Shifting Populations"	283
Chief Engineers of Stations	973
Home Economic Directors of Stations	844
Motion Picture Commentators of Stations	847
Musical Directors of Stations	839
Radio Editors and Writers of Newspapers	231
Stations, Facilities and Personnel	619
Washington State Assn. of Broadcasters	924
West Indies, Stations of	1024

### WEST VIRGINIA:

Census and "Shifting Populations"	284
Chief Engineers of Stations	973
Home Economic Directors of Stations	844
Motion Picture Commentators of Stations	847
Musical Directors of Stations	839
Radio Editors and Writers of Newspapers	231
Stations, Facilities and Personnel	624
West Virginia Network, Officers, etc.	321
Western Association of Broadcasters	924
Whiteman, Paul, Article on Music	89

### WISCONSIN:

Census and "Shifting Populations"	285
Chief Engineers of Stations	974
Home Economic Directors of Stations	844
Motion Picture Commentators of Stations	847
Musical Directors of Stations	839
Radio Editors and Writers	231
Stations, Facilities and Personnel	629
Wisconsin Network, Officers, etc.	322
Wolverine Network, The	322
Woman's National Radio Committee	924
Woods, Mark Article on Blue Network	291
Writers, Radio	821
Writers and Radio Editors of Newspapers	221
Writers War Board	924

### WYOMING:

Census Data	286
Chief Engineers of Stations	974
Home Economic Directors of Stations	844
Motion Picture Commentators of Stations	847
Musical Directors of Stations	839
Radio Editors and Writers of Newspapers	232
Stations, Facilities and Personnel	635

## Y

Yankee Network, Officers, etc.	322
--------------------------------	-----

## Z

Z—Net, Officers, Stations, etc.	322
---------------------------------	-----



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# ADVERTISING

1944

INDEX

1944

## A

Abbott, Bud	52
"Abie's Irish Rose"	676
Advance Television Picture Service, Inc.	930
Advertiser, The	216
Advertising Age	212
Air Features, Inc.	685
Alaska Broadcasting Co.	636
Alber, David O., Asso.	759
Alexander, Alton	689
All-Canada Radio Facilities Limited	649
Allen, Fred	42
Allied Record Mfg. Co.	700
Alsop, Carlton	823
Ameche, Don	66
Anderson, Eddie	756
Andrews Sisters, The	762
Arthur, Jack	750
Associated Recorded Program Service	668

## B

Baker, Art	789
Baker, "Smiling" Jerry	767
Baker, Phil. Inside Back Cover	
Barnes Printing Company	146
Barry Sisters	767
Bates, Lulu	766
Beasley, Irene	732
Beck, Jackson	743
Bell, Patricia	86
Bennett, Jay	824
Benny, Jack	38
Berens, Norman	768
Berg, Gertrude	744
Bergen, Edgar	50
Berle, Milton	44
Billboard, The	222
Bixby, Carl	821
Black, Ivan	757
Block, Martin	10
Blocki, Fritz	822
Blue Network, The	16-17
BMI	98-99
Boles, Jim	747
Bower, Roger	745
Bowes, Major, Amateurs	691
Boyar, Burt	86

"Breakfast Club"	143
Brenaman, Tom	932
Brooks, Joan	86
Burn, Walter P., and Associates, Inc.	94
Burns, Bob	735
Burton, Bill	106-107

## C

CFRB	657
CKCL	658
CKLW	659
Café Society	757
Campbell, Patsy	86
Canadian Advertising	218
Canadian Broadcasting Corp.	640
Canova, Judy	70
Cantor, Eddie	40
"Can You Top This?"	745
Carson, Jack	733
Chimes, Michael	756
Cherniavsky, Josef	778
Clark, Lon	754
Close, Upton	84
Cohan, Phil	680
Columbia Broadcasting System	111, 112, 113, 114
Columbia Recording Corp.	694
Combs, George H., Jr.	785
Commercial Services, Inc.	158
Como, Perry	68
Connecticut State Network, The	316
Conte, John	766
Costello, Lou	52
Cott, Ted	825
Courtney, Alan	754
Courtney, Diane	764
Cravens, Kathryn	785
Cresta Blanca Wine Co.	90
Crosby, Bob	771

## D

Daly, Cass	763
Davies, Gwen	750
Davies, Lew	160
Dean, Eddie	756
DeAngelo, Carlo	825

Decca Records, Inc.	703
Donald, Peter	745 & 749
Don Lee Network	288
Dorsey, Jimmy	106
Douglas, Don	752
Down Beat Publishing Co.	226
Downey, Morton	64
Dubonnet Corporation	158
Dudley, Bernard	795
Dumke, Ralph	752
Durante, Jimmy	56

## E

East, Ed & Polly	748
Easy Aces	748
Edwards, Joan	760
Edwards, Ralph	72
Ellis, Anita	764

## F

Fairchild, Edgar "Cookie"	772
Feature Bureau	689
"First Mate Bob"	688
Fizdale, Tom, Inc.	759
Fitzgerald, Edward & Pegeen	741
Flannery, Harry W.	82
Ford, Senator	745
Forrest, Helen	107
Framer, Wait	826
Frederick Bros. Artists Corp.	120

## G

Gailmor, William S.	784
Gallop, Frank	791
Garde, Betty	728
Gardiner, Reginald	740
Gardner, Ed (Archie)	750
Gart, Jon	778
General Amusement Corp.	684
General Electric	
Inside Front Cover	
Georgia Broadcasting Co., Inc.	396
Germannt, William	684
Godfrey, Arthur	58
Goodman, Benny	30
Gould, David E.	106-107
Gould, Morton	90

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# ADVERTISING INDEX

Grauer, Ben ..... 789  
Green, Art ..... 801

## H

Hadley, Hap...Facing P. 1024  
Hail, Radcliffe ..... 795  
Harris, Arlene ..... 748  
Harris, Bob ..... 799  
Haven of Rest..... 688  
Haymes, Dick ..... 106  
Heatter, Gabriel ..... 782  
Herlihy, Ed ..... 797  
Herman, Woody ..... 770  
Hershey, Harry ..... 745  
Hersholt, Jean ..... 76  
Hildegarda ..... 28  
Hill, Edwin C. .... 782  
Hill, Ruth ..... 86  
Hoff, Carl ..... 775  
Hope, Bob ..... 46  
Hulick, Budd ..... 752  
Hull, Warren ..... 746

## J

Jarvis, Al ..... 755  
Johnson, Parks ..... 746  
Jones, Spike ..... 775  
Jordan, Marion and Jim.. 48  
Jostyn, Jay ..... 751  
Joy, Dick ..... 793

## K

KCKN ..... 434  
KCMO ..... 482  
KDYL ..... 613  
KFDM ..... 599  
KFEL ..... 377  
KFI ..... 361  
KFJZ ..... 602  
KFMB ..... 370  
KFQD ..... 636  
KFWB ..... 362  
KGFJ ..... 363  
KGKO ..... 598  
KLX ..... 366  
KMBC ..... 296  
KMPC ..... 364  
KMTR ..... 365  
KOA ..... 376  
KODY.WOW ..... 490-491  
KOY ..... 412  
KOZY ..... 954  
KROW ..... 367  
KSD ..... 480  
KSL ..... 612  
KSTP ..... 474  
KSUN ..... 412  
KTUC ..... 412  
KWKH ..... 448  
KXEL ..... 432  
KaDell, Carlton ..... 789  
Kasper-Gordon, Inc. .... 672  
Kaufman, Irving ..... 746

Kaye, Sammy ..... 770  
Kelk, Jackie ..... 756  
Kennedy, John B..... 781  
Kent-Johnson, Inc. .... 686  
Kermit-Raymond Corp... 24  
Keystone Broadcasting  
System ..Bet. pages 314-315  
Kroeger, Berry ..... 754

## L

Latimer, Ed ..... 753  
Laurie, Joe, Jr. .... 745  
Lavalle, Paul ..... 774  
Lawrence, Gertrude ..... 734  
Lee, Bert ..... 817  
Linkletter, Art ..... 752  
Lombardo, Guy ..... 36  
Long, Johnny ..... 772  
Lorde, Athena ..... 747  
Lovejoy, Frank ..... 753  
Lupino, Ida ..... 730  
Lyons, A. and S., Inc. ... 108

## M

MacGregor, C. P. .... 691  
Mack, Dick ..... 730  
Malone, Ted ..... 754  
Manners, Lucille ..... 764  
Marks, Lt. Garnett..... 92  
Martin, Charles ..... 829  
Marx, Groucho ..... 730  
McBride, Mary Margaret. 737  
McClatchy B'casting .... 358  
McGee, Fibber and Molly 48  
McGeehan, Pat ..... 793  
McGill, Jerry ..... 823  
McGillvra, Joseph  
Hershey, Inc. .... 152  
McNeill, Don ..... 143  
Mears, Martha ..... 766  
Mercer, Johnny ..... 822  
Merry Macs, The ..... 766  
Metronome ..... 220  
Michelson, Charles ..... 682  
Michigan Radio Network. 461  
Miller, Jack ..... 776  
Monroe, Lucy ..... 761  
Moore, Garry ..... 742  
Moorehead, Agnes ..... 738  
Morris Wm. Agency, Inc. 104  
Morse, Carlton E. .... 824  
Murray, Mildred ..... 751  
Musical Courier ..... 224  
Musical Steelmakers ..... 160  
Mutual Broadcasting  
System ..... 80-81  
Muzak Transcriptions, Inc. 698

## N

National Concert and  
Artists Corp. .... 116

NBC (Insert) ..Bet. pages 96-97  
NBC (Radio-Recording  
Division) ..... 666 and 696  
NBC (Spot Sales)..... 2  
Nichols, Anne ..... 676  
Nolte, Lois Mae ..... 160  
North Central Broadcast-  
ing System ..... 472  
Northwest Network, The.. 470  
Novak, Frank ..... 777

## O

Oboler, Arch ..... 821

## P

Pacific Blue Network, The 356  
Paige, Raymond ..... 26  
Pearce, Al ..... 739  
Perry, Bill ..... 765  
Phillips, Don ..... 789  
Pictorial Photo Engraving 727  
Pitt, Merle ..... 776  
Post, Carl ..... 758  
Pratt, Ben ..... 86  
Premier Crystal  
Laboratories, Inc. .... 22  
Press Association,  
The ..... 8 & R. O. B.  
Press Wireless, Inc. .... 34  
Presto Recording Corp... 958  
Pringle, Nelson ..... 784  
Professor Quiz ..... 88  
Putnam, George F. .... 18

## Q

Quiz Kids ..... 736

## R

Radio Corporation of  
America ..... Back Cover  
Radio-Craft ..... 214  
Radio News Reel  
(Recording Division)... 703  
Radio Programas de  
Mexico ..... 124  
Rambeau, William G., Co. 128  
Ramirez, Carlos ..... 782  
Renard, Jacques ..... 776  
Repaid, Billy ..... 783  
Riggs, Tommy..Facing page 1  
Ringling Bros and  
Barnum and Bailey.... 32  
Robertson, "Texas" Jim.. 768  
Rocco, Maurice ..... 78  
"Rochester" ..... 756  
Rockhill Radio, Inc. .... 701  
Rosa Rio ..... 754  
Ross Federal Research  
Corp. Fac. Inside Back Cover  
Runyon, Damon, Players. 107

---

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# ADVERTISING INDEX

## S

Saphler, James L.	118
Schenley Products	90
Schubert, Bernard L., Inc.	674
Seeds, Russel M., Co.	144
SESAC	14
Sherin, Leo "Ukie"	755
Shore, Dinah	60
Simms, Ginny	62
Sincere, Jean	86
Skelton, Red	54
Smart Set, The	768
Smith, Kate	12
Snow, Lucile	86
Sobol, Hartman, & Faggen	758
Souvaine, Henry, Inc.	678
Spivak, Charlie	773
Spot Sales, Inc.	126
Standard Rate & Data	210
Stark, Richard & Co.	690
Steel, Johannes	783
Stein, Harold	687
Stern, Bill	816
Swing, Raymond Gram	781
Sylvern, Henry	776

## T

Tempest, Coral	86
Templeton, Alec	90
Thomas, Ann	748
Thompson, J. Walter, Co.	122
Tours, Frank	774
Transamerican Broadcast- ing and Television Corp.	4
Transradio Press Service, Inc.	20
Tremayne, Les	750
Tri-Penn Market	568-581
Trier, Ryc	86
Tuttle, Lurene	749

## U

Universal Microphone Co. Ltd.	962
----------------------------------	-----

## V

Vallee, Rudy	728
Vernor, Vi and Vilma	86
Viola, Franklyn J., & Co.	128
Von Zell, Harry	791
Voorhees, Don	774
Vox Pop	746

## W

WAAT	498
WABY	503
WAGE	528
WAIT	416
WAKR	541
WATL	396
WATR	316
WAZL	569
WBAL	450

WBAP	598
WBBM	406
WBIG	534
WBLK	290
WBNX	508
WBNY	505
WBYN	504
WCAU	564
WCBI	477
WCBM	451
WCFL	408
WCHS	290
WCOP	454
WCOU	448
WCSC	586
WDAS	571
WDEL	386
WDRC	380
WDSU	444
WELI	316
WEMP	632
WERC	567
WEST	566
WEVD	510
WFAA	598
WFAS	530
WFBL	526
WFBM	422
WFCI	582
WFIL	572
WFMJ	554
WFTC	536
WGAL	568 & 581
WGBR	535
WGCM	478
WGN	410
WGPC	396
WGST	399
WGY	527
WHAM	524
WHAS	440
WHB	6
WHEB	494
WHIO	550
WHK	546
WHN	511
WHOM	496
WIBG	573
WIBW	436
WIND	413
WINS	512
WIOD	392
WIP	574
WIRE	424
WISN	628
WJAX	389
WJJD	413
WJTN	507
WTJW	548
WKAT	390
WKBO	568 & 581
WKRC	543

WLAW	458
WLS	412
WLW	310
WMAQ	414
WMC	594
WMCA	514
WNAB	316
WNEW	516
WNBC	316
WNLC	316
WOKO	503
WOL	387
WOOD	466
WOR	518
WORK	568 & 581
WORL	456
WOV	522
WOW-KODY	490-491
WPAR	290
WPAT	500
WPEN	576
WPRO	584
WPTF	537
WQXR	520
WRAK	580
WRBL	396
WRNL	617
WROK	419
WRR	602
WSAI	544
WSAZ	290
WSB	398
WSM	596
WSRR	316 & 384
WTBO	452
WTIC	382
WTOL	552
WWJ	464
WWNC	532
WXYZ	462
Wain, Bea	765
Waldrop, Jim	797
Walton, Sidney	779
Waring, Fred	74
Wayne, Jerry	760
Weintraub, William H., & Co., Inc.	156
West Virginia Network, The	290
Westinghouse (Radio Division)	960
Wheeling Steelmakers	160
Wisner, Harry	819
Wolf Associates, Inc.	680

## Y

Yankee Network, The, Inc.	154-155
------------------------------	---------

## Z

Zerbe, Lawson	744
Ziv, Frederic W., Inc.	670



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# RADIO

## IN TOTAL WAR AND IN PEACE

JAMES LAWRENCE FLY

*Chairman, Federal Communications  
Commission*



**R**ADIO'S VALUE as our most effective medium of mass communication and as a unifying force in time of national emergency was strikingly reaffirmed during the past year. Gearing itself to the demands of total war, American radio reporting has enabled the people at home to know the tragedy, the setbacks, victories and the problems of the battlefield with a completeness and speed undreamed of in World War I. The degree to which the homefront has been mobilized could not have been achieved without the hearty co-operation of the radio industry. For millions of our soldiers here and overseas, deprived of homelife and normal pleasures for warworkers and for the rest of our people at home, the radio continues to be the most readily available source of entertainment.

In view of the nation's need for the very best wartime service that radio can render, it is imperative that the industry increase its efforts wherever possible during the coming year. The tendency already noted in some quarters to yield to the temptation of quick and easy profits at the expense of public service must not become general. In some cases public service programs, particularly educational programs, are being curtailed. Some daytime schedules are crowded with cheap, shoddy dramatics which aggravate, not alleviate, wartime hyper-tension to the exclusion of worthwhile material. This is particularly unfortunate in view of radio's record-breaking earnings during the past year.

In line with its concept of public interest, the Commission in 1943 extended the license period of standard broadcast stations and prohibited multiple ownership of stations in the same service area.

The materials and manpower shortages continued critical during 1943, but in August the Commission was able to report that construction involving the use of idle equipment would be authorized to increase the power of 100-watt local channel stations or to build new low-power channel stations. The Commission also prepared a catalog of surplus and salvageable equipment and a report on idle standard broadcast transmitters. Foreign language broadcasting which as a whole has been invaluable to the war effort was examined as an emergency measure.

With some military experts pointing to a European victory in the coming year, a new challenge confronts radio. The new year must see specific plans completed to develop FM, television and other refinements of the radio art without, at the same time, causing serious dislocations to our present systems of radio broadcasting after the war. The Commission is eager to move ahead with industry in realizing the tremendous gains of war research and I am glad to say that at our November conference held with industry scientists on the Radio Technical Planning Board and representatives of other Government agencies, an encouraging start was made toward solution of some of these difficult problems.

*For Complete FCC Section Please Turn to Page 193*





A Group of Workers in the Hicksville Plant of Press Wireless, Inc., Rejoicing at Announcement the Plant Had Been Given Its Second Army-Navy "E" Award



Awarded to Our Hicksville Long Island Plant for Outstanding Achievement in War Production

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# RADIO'S VITAL WARTIME ROLE

By Frank Burke  
Editor, RADIO DAILY

RADIO'S paramount interest as we enter 1944 is to aid in the nation's all out effort to win the war and facts and figures gained from government agencies indicate that the industry is doing a magnificent job.

Reports from OWI, Treasury Department, and the radio divisions of the armed forces emphasize that during 1943 radio played a vital part in making the nation war conscious and has more ambitious plans for wartime coverage in 1944.

Coupled with the industry's wartime activities are indications of postwar prosperity with the prospects of television, FM, Radar and facsimile, as commercial developments with the cessation of hostilities.

Tele interests, both in the radio and motion picture fields, are showing activity in their postwar planning and the FM devotees have already set in motion plans for development of frequency modulation. Two organizations, important in the planning, are the Radio Technical Planning Board and the FM Broadcasters, Inc. The RTPB is now preparing recommendations to the Federal Communications Commission and the FMBI is working to make their interests vital in the postwar radio field.

Linked with the industry's growing interest in tele, FM and allied developments are the problems which beset the FCC in the allocation of wave lengths. Recently FCC Chairman Lawrence Fly, speaking before the national FM group, said "FM had become of age" but did not outline any of the commission's plans or views on the subject of allocations.

Flushed with the most profitable year in the history of radio, networks and stations alike enter 1944 with optimism and ambitious planning predicated on the cessation of hostilities and the conversion of the industry to peacetime manufacturing. It is the opinion in some quarters that the postwar development of tele and FM will not come as rapidly as some expect and that it may be from one to two years after the war before the full stride of the postwar boom is reached.

Although postwar prosperity is an absorbing speculative subject, broadcasters

are not allowing their wartime role to be neglected. To the contrary, radio has made amazing contributions to the war effort and right now basks in the spotlight of public service glory as a result of the OWI estimates of the industry's contributions during 1943. These figures, released in Washington on January 31, reveal that the estimated time, talent and other radio services during the past year is valued at \$103,582,000 and that the nets and stations handled a grand total of 3,514,510 wartime messages during the year.

Past year saw a new high reached in the matter of industry relations with FCC and the policies of this governmental agency as pertaining to public and congressional interest. Highlights of these activities were the Supreme Court decision of May 10 which upheld the FCC's network regulatory powers and the White-Wheeler bill hearings to revise and definitely define the Commission's powers under the Communications act. These hearings were concluded late in December and a revised White-Wheeler bill, at this writing, is in the process of being prepared.

Among the major problems which beset the industry during the past year was the AFM ban on recordings. Dating back to August 1, 1942, when the production of musical phonograph records and transcriptions came to a halt in the studios, the strike continued until last November. Then at a WLB panel hearing, Decca and World led the way in affecting a partial settlement of the AFM-recording dispute and resumed making of records. Meanwhile RCA, Victor, Columbia Recording Corp., and the Radio Recording division of NBC, continued their negotiations through the WLB with AFM for a more satisfactory recording contract.

Summing up radio's role in the wartime year of 1943 we conclude the industry may well be proud of its accomplishments. It has taken the inconveniences of wartime operation in stride; achieved unprecedented heights in public service and worked diligently with the Nation in the No. 1 assignment—*winning the war.*

## *Thanks*

To the radio editors of the  
United States and Canada.

To my brothers, and the boys  
in the band.

To the Roosevelt Hotel.

And to our exclusive agents  
and friends, MCA.

*Guy Lombardo*



# U. S. RADIO STATIONS AT WAR

By *M. H. Shapiro*  
Managing Editor, RADIO DAILY

**W**HEN the Nazi and Jap embroiled the United States into a World War, they took cognizance of unpreparedness, lack of full scale mobilization of production and other resources, and the on-the-fence supporters of the defense program. Entirely overlooked by the enemy was America's great Secret Weapon—Radio. Ability of the Government to quickly and consistently marshal the forces of public indignation after Pearl Harbor, bring about whole-hearted support of the war, maintain the morale of the home front and later back the men at the fighting front with every effort from War Bonds down, was due to radio broadcasting. And it was done in the American way.

*Graphic picture of the radio station status, standard, educational or experimental, is revealed below in the following vital nationwide statistics, as of January 1, 1944:*

## Standard Stations

There were 912 standard broadcast stations—910 in operation and two under construction. Mutual had 217 U. S. affiliates including one FM outlet; Blue Network 174; NBC 143 and CBS 134. Many of the Blue and Mutual affiliates are the same.

\* \* \*

## Frequency Modulation

There were 42 high frequency (FM) broadcasting stations licensed and eight under construction, in addition to five temporary Class 11 experimental high frequency broadcast stations also furnishing FM programs. There are 64 pending applications for FM stations.

\* \* \*

## Television

Five commercial television broadcast stations were operating at the close of the year, three of which had maintained a minimum program schedule of four hours per week during the year. Five experimental television stations have also provided scheduled program service of two or three hours per week throughout the greater part of the year. Pending are 14 applications for television stations, both commercial and experimental.

\* \* \*

## International

Total of 18 international broadcast stations were operating within the United States at the close of the year and 13 point-to-point radio telegraph or telephone transmitters were under special service authorization for international broadcast service.

All international broadcast stations are, of course, programmed by the Office of War Information and the Office of the Coordinator of Inter-American Affairs. These two offices have proposed a total of 36 international transmitters to provide adequately for the needs of psychological warfare. About 20 additional frequencies have been made available for international broadcast service.

\* \* \*

## Educational

Five channels are allocated for non-commercial educational broadcast stations adjacent to the commercial FM broadcast band. As of the year-end, seven stations were authorized, compared with eight of the previous year. While these stations have not been subject to wartime restrictions on construction under the FCC's Memorandum Opinion of April 27, 1942, equipment shortages and lack of skilled personnel have served to limit present development.

\* \* \*

## Facsimile

Apparently interest in facsimile broadcasting is limited and only three such stations are authorized, a decrease of one from the previous year (1942). Although the rules provide for multiplex transmission of facsimile by high frequency (FM) broadcast stations, no regular FM stations provide this service.



THE  
GRAPE NUTS  
FLAKES  
PROGRAM

*starring*

**Jack Benny**

*with*

MARY  
LIVINGSTONE  
DENNIS DAY  
ROCHESTER  
PHIL HARRIS

*and*

*yours*

*truly*

DON WILSON

*Written By*

SAM PERRIN

MILT JOSEFSBERG

GEORGE BALZER

JOHN TACKABERRY

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# TEN OUTSTANDING RADIO NEWS EVENTS OF 1943

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Jan. 19 . . . Cox resolution passes House authorizing sweeping investigation of FCC.

May 10 . . . United States Supreme Court in 5-2 opinion upholds right of FCC to regulate radio and declared FCC network monopoly regulations as proper and within Commission's jurisdiction.

May 26 . . . First information on Radar released by the Navy divulging war-time value of this electronic weapon.

July 30 . . . Edward J. Noble, owner of WMCA, New York, purchased Blue network for \$8,000,000 and FCC approved transfer on Oct. 12.

Sept. 24 . . . Recording strike of musicians broken with Decca and World Broadcasting Company agreeing to AFM demands for payment of royalties to the union on each record and ET.

Sept. 30 . . . Resignation of Rep. E. E. Cox (Democrat-Ga.) as chairman of the House Select Committee investigating FCC accepted with Rep. Clarence F. Lea (Democrat-Cal.) named to succeed as chairman by Speaker Sam Rayburn.

Nov. 3 . . . Lengthy hearings on the White-Wheeler bill launched before the Senate Inter-State Commerce Commission.

Nov. 23 . . . FCC ruling banning multiple ownership of standard broadcast stations in the same communities announced.

Dec. 17 . . . Census figures released by Office of Civilian Requirements reveals that approximately 32,500,000 American families now have one or more radio sets.

Dec. 27 . . . RADIO DAILY'S year-end survey indicates that radio enjoyed the best business during 1943 of any year in the history of broadcasting.

## **Outstanding Broadcasts**

Net's cover of the fall of Mussolini in Italy.

Edward R. Murrow's broadcast describing the Berlin raid in which he went along as observer.

Broadcast from an American station in Naples.

Three-hour soldier-sailor program on NBC, Christmas Day.

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☆ ☆ ☆ *Radio On To Victory* ☆ ☆ ☆

---

*"I love to spend each  
Wednesday with you" . . .*



**EDDIE  
CANTOR**



**9 P. M.**

**E.W.T.**

**NBC**

**BROADCASTING OVER 127 STATIONS  
FOR IPANA & SAL HEPATICA**

# BOARD OF WAR COMMUNICATIONS

---

*Washington, D. C.*

*The Defense Communications Board was created by Executive Order of the President on September 24, 1940, under authority of the Communications Act of 1934 (48 Stat. 1064), as amended. On June 15, 1942 a subsequent executive order changed the name of the Defense Communications Board to the Board of War Communications.*

## MEMBERS

Chairman  
JAMES LAWRENCE FLY  
Chairman of the Federal Communications Commission  
MAJOR GENERAL HARRY C. INGLES  
Chief Signal Officer of the Army  
REAR ADMIRAL JOSEPH R. REDMAN  
Director of Naval Communications  
HON. BRECKINRIDGE LONG  
Assistant Secretary of State  
Secretary  
HON. HERBERT E. GASTON  
Assistant Secretary of the Treasury  
Assistant Secretary  
CAPTAIN E. M. WEBSTER  
Chief of Communications  
U. S. Coast Guard

## ALTERNATES

E. K. JETT  
Of the Federal Communications Commission  
BRIGADIER GENERAL FRANK E. STONER  
Chief, Army Communications Branch  
CAPTAIN JOHN V. MURPHY  
Deputy Director of Naval Communications  
FRANCIS C. DE WOLF  
Assistant Chief of the Division of International Communications  
CAPTAIN E. M. WEBSTER  
Chief of Communications of the U. S. Coast Guard

## COORDINATING COMMITTEE

The duties of the Coordinating Committee include assistance to the Board in planning and coordinating work. It will maintain liaison with the Law Committee, Labor Advisory Committee, and Industry Advisory Committee, for the purposes of advice and consultation and will supervise the work of the other committees, which will report directly to it.

Chairman  
E. K. JETT  
Federal Communications  
Commission  
FRANCIS C. DE WOLF  
Assistant Chief  
Division of International Communica-  
tions, State Department

COL. WESLEY T. GUEST  
War Department  
COMDR. FRANZ O. WILLENBUCHER  
Navy Department  
CAPT. E. M. WEBSTER  
Chief of Communications,  
U. S. Coast Guard

*For Further Committee Listings Please Turn to Page 75*

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

# FRED ALLEN



TEXACO

STAR THEATRE



CBS . . . Sundays . . . 9:30 P.M., EWT.

WALTER BATCHELOR, Manager

# RADIO GOES TO WAR—1943

*A Summary of 151 Campaigns Conducted by OWI Domestic Radio Bureau During 1943 with Time and Talent Contributed by Advertisers, Networks and Stations.*

OWI FACILITIES	No. of Programs	No. of War Messages		Est. "Listener-Impressions" Per Week	Est. Annual Value of Time and Talent
		Per Week	Per Year		
1. Network Allocation Plan...	380	152	7,900	450,000,000	\$32,223,000
Sponsored .....	245	.....	.....	.....	.....
Sustaining .....	235	.....	.....	.....	.....
2. Special Assignment Plan...	135	32	1,600	80,000,000	10,741,000
3. National Spot & Reg. Network Allocation Plan...	144	42	1,900	15,000,000	1,433,000
4. Station Announcement Plan	891	62,937	3,503,000	63,000,000	17,065,000
Network Affiliates .....	567	35,721	1,988,000	.....	.....
Independent Stations...	324	27,216	1,515,000	.....	.....
5. Special Events .....	.....	2	110	6,000,000	500,000
6. Women's Radio War Program Guide .....	1,000	.....	.....	*	*
Local War Programs Other than OWI Allocations....	.....	.....	.....	*	42,120,000
<b>TOTAL .....</b>	.....	<b>63,165</b>	<b>3,514,510</b>	<b>614,000,000</b>	<b>\$103,582,000</b>

## Typical OWI Radio Campaigns in 1943

CAMPAIGNS	Weeks	Programs	Station Announcements	Estim. Listener Impressions	Est. Value of Time and Talent
Second War Loan .....	3	196	61,749	768,720,000	\$1,445,837
Third War Loan .....	4	654	86,237	1,111,720,000	2,303,000
WAVES Recruiting (5 campaigns)	11	333	86,793	875,583,000	2,500,000
Student Nurses .....	6	206	40,782	502,230,000	988,000
Women War Workers Needed .....	6	178	18,711	261,300,000	924,000
Get a War Job .....	2	85	*	234,000,000	*
Nutrition—Basic 7 .....	3	133	6,804	325,450,000	827,591
Eat More Potatoes (2 campaigns)	6	71	19,477	144,700,000	136,910
Victory Gardens .....	5	124	35,763	712,630,000	809,945
National War Fund .....	6	257	56,133	595,890,000	1,318,000

\*Not available.

## Breakdown of OWI National Campaigns by Agencies

Army .....	12	Director of Economic Stabilization.....	7
Navy (inc. Marines, Coast Guard) .....	11	Rubber Administrator .....	3
War Shipping Administration.....	2	Federal Bureau of Investigation.....	1
War Manpower Commission.....	14	Social Security Board.....	1
Federal Security Agency.....	7	Treasury Department .....	14
War Food Administration.....	17	Red Cross .....	3
Office of Price Administration.....	20	National War Fund.....	1
War Production Board.....	16	Others .....	11
Office of Defense Transportation.....	6		
Petroleum Administrator for War.....	5	<b>TOTAL .....</b>	<b>151</b>



**MILTON BERLE**

**20th CENTURY-FOX**

Rep.: WILLIAM MORRIS AGENCY

**"ZIEGFELD FOLLIES"**



# RADIO IN WAR AND THE FUTURE

By David Sarnoff

President, Radio Corporation of America

RADIO activity in research, engineering, communication and manufacturing during 1943 may be summed up in one objective—win the war! Although wartime secrecy imposes limitations, the end of the year affords appropriate opportunity to gauge radio's vital role in the world today, and to measure the significance of wartime developments as they may fit into the pattern of the future.

Strongly fortified by the ingenuity and skill of American research and industrial enterprise, radio has entered its third year of war in the service of the United States. Years of suspense—a year of defense and a year of offense—have gone into history. As 1944 begins, the United Nations are on the road to Victory. A year of intensified offensive, such as the world has never known, is ahead. Only time can tell, however, whether 1944 is to be the year of decision—the year of unconditional surrender of the forces which have brought destruction and tragedy upon the world.

## Breaking All Records

The American radio industry is breaking all records in war production and communication. Daily, 400,000 radio-electro tubes are manufactured. Every hour of the day and night, all America is informed by up-to-the-minute broadcasts on the progress of the war. At the same time, short-wave broadcasters are reaching every land throughout the world regardless of enemy restrictions. Tons and tons of apparatus are sent into combat every week. Miles and miles of trans-oceanic radiotelegraph circuits are vibrant with urgent dispatches, news and communiques. Messages are flashed by automatic high-speed machines at the rate of 600 words a minute.

## Huge Production

Latest estimates reveal that radio production in the United States is up to \$250,000,000 a month against \$30,000,000 a month a year ago—all for the armed services. The equipment is the finest and most efficient in the world. America's radio-electronic scientists and engineers have far surpassed Germany's much vaunted super-men of science.

In fulfilling its unprecedented wartime responsibilities, radio has taken its place among the great industries of America, offering employment to hundreds of thousands of workers. Since the war began in Europe, RCA employees have increased from 23,000 to more than 40,000. Another 6,000 employees are enrolled as officers and enlisted men in the military services. Many of them are in the front line of communications—they straighten, maintain and operate the life-line of Victory.

## No Service Disruption

The fact that our civilian radio service is not disrupted during these war years, when all-out effort and materials are directed to winning the war, is high commendation of the quality of American radios as designed for the home. Americans listen to enemy broadcasts without danger of death penalty or imprisonment. All this liberty in wartime is proof of radio's faithful alliance with Democracy and the Freedoms.

Scientifically, the outstanding developments of 1943, as those of 1941-42, are classified as military secrets. It violates no secret, however, to report that outstanding advances have been made in the use of radio sound and sight. Nothing in radio is ever new for long, even in peacetime. War, however, changes the old order of things even more rapidly.

## New Peace-Time Services

New instruments and new services are in the offing for peace. The wartime pace that science is called upon to maintain is breath-taking. Nevertheless, American radio keeps up with it. Our laboratories are creative beehives of activity; our manufacturing plants are arsenals; our communication waves are life-lines. To reconvert them all to peaceful pursuits will present a great challenge to the radio industry. It will be a most promising field for post-war employment and opportunity.

Radio as an industry is fortunate to have television as a post-war development of great promise and popular appeal, able to open a new era in service to the public.

*(Please Turn to Page 49)*

# HOPE



1938-1944

**PEPSODENT PROGRAM  
PARAMOUNT PICTURES**

# RADIO - NAVY MORALE BUILDER

By *J. Harrison Hartley*

*Chief, Radio Section, Office of Public Relations, Navy Department*

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BY THE military, "morale" might be defined as that state of mind—of the nation and the individual—which produces the maximum effort to win the war as quickly as possible.

It is the view of this writer that the broadcasting industry's greatest contribution to the building and maintenance of that kind of morale is its continuance of normal schedules of unbiased news and varied entertainment despite the difficulties presented by the war.

Our bluejackets, Marines and Coast Guardsmen afloat and ashore, and their families at home, uninterruptedly have been able to hear their favorite variety, musical, and dramatic programs. That fact has been more telling, from the standpoint of morale in our country, than all the collected speeches of Dr. Goebbels have been in Naziland. American radio is a living symbol of the America we are fighting for.

## **Training Camps**

This has been proved conclusively by the reaction of thousands of Navy men in the great training camps or temporarily home from the sea. The Fifth Naval District, which, with headquarters at Norfolk, Virginia, encompasses one of the largest areas of Naval activity of all kinds in the world, reports, "Local originations of name shows have been tops as a live audience morale factor. Many SEABEES assert that their spirit of 'Can do!' has been heightened by the many references to the Construction Battalions on important programs."

From the Ninth Naval District, home of the huge Great Lakes Naval Training Station, comes word that, "By bringing their programs to the sailors in training, the sponsors of programs have made available to the men a far higher type of entertainment than otherwise could have been offered on the stages of our auditoriums. Remember, 'boots' get no liberty for the first eight weeks in the service.

"In a different category is the radio program featuring largely Naval personnel. These broadcasts build the morale of both participants and audiences—Bluejackets—Marines and Coast

Guardsmen—and provide an excellent vehicle for the Navy's story in this greatest of all wars."

The West Coast says, "Navy welfare officers out here are unanimous in their praise of visiting radio shows as morale builders. In many cases, these programs play for men about to shove off for combat areas—ease the strain of the break from home shores. Many of the men write home, asking the folks to listen to the same show. The effect on families and men is very good."

## **Over There**

Reaching the Navy, Marines and Coast Guard overseas with popular programs has been a special, noteworthy, joint achievement of the radio industry and the armed forces. Since early in the war, many sponsors contributed recordings which were shipped by the Navy to Dutch Harbor, Alaska, for rebroadcast over a local network of military stations. Through the cold, dreary nights of the North these records brought laughter, comfort, and good cheer—the tie to home.

Since then, and with the active cooperation of the Navy, the Armed Forces Radio Service, Morale Services Division, War Department, has undertaken to supply especially conceived, written, and produced recordings, totaling fourteen hours per week, for the information, education, and orientation of all our fighting men overseas. Some 200 stations, abroad, schedule these transcriptions.

In addition, Armed Forces Radio is providing to the same stations, recordings of popular U. S. sponsored shows, sans commercials, by agreement with the advertisers. These latter programs are aired in combat theatres on schedules closely approximating the regular domestic schedules. This service gives each station an additional twenty-eight hours of programs per week.

A further distribution of both types of recordings is made to Army and Navy hospital ships, other surface vessels, and even submarines.

## **Home Front**

Meanwhile at home, the families of Naval personnel are hearing of their fathers', brothers', sons', and sweet-



*"Fibber McGee and Molly"*

NINTH YEAR FOR THE MAKERS OF JOHNSON'S WAX

hearts' exploits by means of eye-witness accounts, dramatizations and news commentaries, programmed in to the structure of both sponsored and sustaining shows. Working with the writers and producers of the agencies, networks and local stations are the staffs of the Radio Section of the Office of the Assistant Director of Public Relations, West Coast, Los Angeles, California; the Branch Radio Section, 580 Fifth Avenue, New York; the Radio Officers of District Public Relations Officer, and those on the staffs of the commanders of fleets. All of the male officers of the Radio Sections in Washington and New York have had experience at sea in combat areas in order better to fit them to service writers and producers.

Through their close collaboration with the industry in making available Navy, Marine and Coast Guard stories, Radio Officers have helped keep the public fully informed of the progress of the Naval phases of the war.

The Naval Service therefore needs all of the creative help it can obtain from network, regional and local programs. For reasons of security it is impossible to originate live programs from the Navy in action. Therefore, the newscaster, the writer, the producer, and the radio actor must interpret for the people the courage, determination and great human qualities of the men at sea, all of which greatly affects morale.

### Conclusion

1944 may well be the most important in the history of this country. At this momentous time for civilization, the American system of broadcasting, as the result of experience during the last four years, is organized and ready to play its vital part on the winning team—sustaining and building the morale not only of the Army, Navy, Marine Corps and Coast Guard, but also of the home front, the fighting fronts, and of our Allies.

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(Continued from Page 45)

## RADIO IN WAR AND THE FUTURE -- By David Sarnoff

### Television Status

There should be no expectation, however, that when the war ends the air will be transformed over night to television. It will require from three to six months to get the machinery in operation to resume the manufacture of civilian broadcast receivers. It may require a year after approval of standards and full authorization of commercialization of television broadcasting by the Federal Communications Commission before television sets are available within the price range from \$200 to \$300. Production of television receivers is not the only task. Television transmitters must be erected. Interesting programs must be planned. Automatic radio relay stations must be built to link key cities into a network. That is no one-year job.

Alongside of television, "FM," or frequency modulation on ultra-short waves, holds great promise of becoming an added feature in broadcasting. Even now "FM" carries the sound part of television. In both television and "FM," much scientific progress has been made in connection with the application of radio to the war. The home-radio instrument of the future will be a combination television and sound-broadcast receiver incorporating "FM" and phonograph.

Outside the realm of radio communication, the application of radiothermics, or radio heating, is finding widely extended use in industry. The use of high-frequency waves for heating is a wartime development of no small achievement. It is accelerating and increasing the efficiency of numerous industrial processes.

### In the Offing

Because of spectacular wartime developments, radio apparatus will be adopted for collision prevention to aircraft, ships, railroads and possibly automobiles. All this will be part of the new service of radio in an era of sight control made possible by the development of electron tubes in the field of microwaves.

As new electron tubes always serve as keys to major advances, so in broadcast reception, new and tiny tubes—smaller than acorns—may introduce "personalized" radio. Small, compact receivers, and even transmitters may be built in a little case that will slip into a pocket. The uses to which such "stations" may be put gives the imagination much to play upon.

All these new developments will not be realized in 1944, but with 1944 as the year of expected decision in the European war, they will date from it, as radio broadcasting dated from 1919.



*Charlie McCarthy*

*Supported by*

*Mortimer Snerd*

*Supported by*

*Edgar Bergen*

*are starring in*

*Charles R. Rogers'*

*"Song of the Open Road"*

★ ★ ★

*Sundays*

*at the usual time*

*The Chase and Sanborn Hour*

# OWI RADIO PROPAGANDA

By *Robert E. Sherwood*  
Director of the Overseas Branch of the OWI

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IN the theaters of war, the nature of the work of the Overseas Branch of the Office of War Information can be stated simply: it is direct propaganda action against the enemy and to the peoples of enemy occupied territory.

In the European theater this action is taken from all available bases—in Great Britain, in the Middle East, in North Africa and now in Sicily and Southern Italy. In South East Asia, the bases are India and Assam. In the Pacific, the bases are China, Australia, Hawaii and Alaska.

Not only must we supply the personnel and the equipment necessary for all bases in which invasions may be mounted; we must be prepared to move properly trained and equipped teams from these bases to the next objectives of invasion.

This happened in Tunisia, and again in Sicily, and again in Italy.

## **In Italy**

For instance: when the first American troops entered Palermo, in Sicily, OWI civilians went with them. One of our men accompanied the troops who seized the Palermos radio station. When they captured the manager of the station, they found in his coat pocket the orders that had been issued to him to destroy this station at the moment of Allied entry into the town. Prompt action had prevented him from carrying out these orders—and within a short time OWI men were broadcasting from this station to the people of Sicily and Southern Italy.

In Palermo—as in all other cities occupied by our troops—OWI men moved in immediately to take over and operate not only the radio stations but all newspaper plants, movie theaters and other means of communication.

We've traveled a long way to Palermo, Bari, Naples and northward.

Only a week before our troops landed in North Africa, the United States Government leased all American short-wave transmitters from NBC, CBS, GE, Crossley Corporation and the World Wide Broadcasting Foundation to unite them into a close-knit hard hitting propaganda battery. At that point, with the exception of a few programs relayed by BBC transmitters, American programs reached listeners directly from our side of the

Atlantic. They performed an important function. But we were still very remote—geographically and in spirit—from our listeners.

## **New York**

We are closer to them today. Fully 25 per cent of the present schedule of 2,600 programs the Overseas Branch beams out of New York each week in 26 languages are picked up by powerful radio stations on and near the European continent for rebroadcast to European audiences. In addition, OWI radio teams in combat areas produce hundreds of programs for direct broadcast to the peoples of Europe. Relay points to audiences in France, Germany, Turkey, the Union of South Africa, Spain and other countries include Tunis, Palermo, Naples, Leopoldville in the Belgian Congo, Gibraltar and Rabat. All through these fourteen months the number of programs rebroadcast by London transmitters has continued to grow. Programs originating in the United States now account for almost 10 per cent of the total number aimed at Europe from the British Isles.

## **Pacific Coast**

On the Pacific Coast, the OWI, broadcasting 694 programs weekly in 24 languages and dialects, has a varied audience—one which is scattered over more than half the world and among two-thirds of the world's population. We are heard in Japan, China, Malaya, Burma, Thailand, India, the East Indies, Australia, New Zealand, the Philippines, the Aleutians and Hawaii.

Looking at results of OWI's world-wide radio propaganda operation, we can honestly say that the men and materials of this organization have made a definite contribution to the brilliant series of victories which our armed forces have won.

On November 22, 1942, General Marshall wrote to Mr. Davis, saying: "the efficiency with which the personnel of the Office of War Information co-operated with the War Department in connection with the operation in North Africa contributed directly toward its success, and is deeply appreciated." On August 30, 1943, General Marshall again wrote to  
(Please Turn to Page 55)

Bud Lou  
**ABBOTT and COSTELLO**



*On The Air*

Thursdays—NBC  
For **CAMEL CIGARETTES**

★

*On The Screen in*  
**UNIVERSAL PICTURES**

★

Exclusive Management  
**EDWARD SHERMAN**

New York

Philadelphia

Hollywood



# EDUCATIONAL RADIO - 1944

By Major Harold W. Kent

President, Association for Education by Radio

A SURVEY of educational radio at this point (January, 1944) develops the conclusion that it still has some coming-of-age to do. As an enterprise in the radio field, it has received some support from a few public service-minded commercial broadcasters; some support has been given by the few college stations; some support from contribution to the literature of educational radio; from such organized conferences as the School Broadcast Conference and the Institute for Education by Radio; support from strong though isolated public school centers such as Detroit, Chicago, Cleveland, Akron, Los Angeles County, and Portland; and finally, from and through the membership of the steadily growing Association for Education by Radio (AER).

## Teacher Status

To continue the tone of this introduction it might be noted that there are 640,000 teachers at the elementary (Grades 1-8) level and 330,000 teachers working at the high school (Grades 9-12) level. How many of these people have seen a demonstration of the intelligent use of an educational broadcast? Read a description of a good utilization? Seen a manual of a broadcast series? How many of the 28,000 high schools have radio workshops? How many have any kind of central sound equipment? How many teacher colleges have any substantial program of professional radio courses?

Any reply to those questions would be empirical but it can be summed up by saying "mighty few." This seemingly is pessimism at its worst. Yet out of this welter of unacquaintance comes the challenge to the people in high places . . . radio educationally-speaking. It means that the Institute for Education by Radio at Columbus, now in its fifteenth year, must redouble its efforts. It is now the accepted rallying point for planners and thinkers in schools, in Government, in commercial radio and in public service to thresh out through sharp accentuated exchanges the views and news of the trade. Among other things, the Evaluation of School Broadcasts was born in the discussion of the Institute. So was the School Broadcast Conference. So was the Association for Education by Radio.

But these proceedings provide but a cue for the production that awaits him who accepts the challenge.

## School Broadcast Conference

The School Broadcast Conference in its eighth year at Chicago must rise to meet the challenge. Here is the outstanding "utilization" meeting in the country. Techniques of program use in all fields, at all levels, workshop and school policy are all thoroughly explored in demonstration and discussion. But this meeting must consider ways of implementing the "selling" of educational radio to administrators, supervisors and teachers. It must identify and clarify the schoolroom needs in writing and production peculiar to school use. It must more closely relate radio as an aid to curriculum. It must encourage teacher training programs to utilize the good developed in the fabric of the Conference. Above all, it should, as it has, encourage the development of similar school broadcast conferences all over the United States.

The two meetings as outlined are, however, but meetings. They are not organizations. To fill the need of a link, a continuing organization, the Association for Education by Radio, was organized in May, 1941. It is acknowledging the challenge and is steadily rising to meet it. With a present paid membership of 850 in every one of the 48 States, and Canada; with 10 city and two State chapters; with an eight-issue-a-year journal; 40 meetings at major radio conferences; an information service; a script of the month service in co-operation with the Writers War Board; a book service at 10 per cent discount; an affiliate in the form of Alpha Epsilon Rho, a national college workshop fraternity in six institutions of higher learning; with other activities of national scope joining up—with all these, it will be recognized that the AER is building a sound foundation for subsequent progress. Individual membership is "open to anyone interested in education by radio."

## Federal Activity

The Federal Radio Education Committee (FREC) is a small fairly representative group equally divided between education and industry, which publishes the



*Red Skelton*

Metro-Goldwyn-Mayer

and

"Raleigh" Program—NBC



PREC Bulletin (free) and supplies an information, script and transcription service. This is housed under the U. S. Office of Education auspices in Washington, D. C. One recent activity that merits comment is the listing of educational programs in a monthly bulletin. This fills a definite need in education.

There are certain other educational radio activities that are part of the fabric of this picture. One is a partly private, partly foundation-financed, Rocky Mountain Radio Council. On a regional basis this organization serves commercial and college stations, colleges and universities, with a listing, logging, script and transcription service that is outstanding in the nation.

### **Station Enterprises**

There is important educational and public service enterprise on the commercial stations and networks. Stations WLS, WLW, KOIN, stand out. Among the networks. CBS's American School of the Air and NBC's Inter-American University of the Air are important. They are basic and useful patterns of nationwide interest to educators.

The part that the college station plays in educational radio is tremendous. The National Association of Educational Broadcasters includes about all thirty-five of the college stations remaining on the air. The stalwart job of state and regional coverage that is done by WILL,

WHA, WSUI, WLB, KOAK, again to mention but a few, is a definite contribution to our culture and inheritance.

### **FM Angles**

In Washington the U. S. Office of Education is pushing Frequency Modulation for Education. It is not out of line to predict that not only will another or wider FM spectrum have to be set aside for education but that a television band will have to be so earmarked. Promotion of FM is being pushed with literature and carefully prepared statewide maps showing coverage possibilities by state educational systems.

The AER will probably affiliate with the National Education Association as a member department. Up to now, the AER has more than met the requirements for department admission.

Summer workshops under careful supervision will be a necessary venture. Utilization and equipment with teachers in mind should be the guiding light in organization.

### **Conclusion**

There it is. I believe radio is at the threshold educationally. Equipment trends will do much to steer its course, but intelligence and initiative among educational radio's leaders in setting up Summer workshops, teacher training courses, institutes, literature, and all kinds of helpful promotion will bring this audio aid into its full realization in education.

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(Continued from Page 51)

## **OWI RADIO PROPAGANDA -- By Robert E. Sherwood**

Mr. Davis and said: "I desire to express my appreciation to the members of your organization for their excellent work in the field of psychological warfare during the Sicilian campaign."

### **Psychological Warfare**

After the fall of Naples, General Eisenhower sent a cable to the Combined Chiefs of Staff in which he paid very high tribute to the work of the OWI and the other agencies involved in the Psychological Warfare Branch of his headquarters during the campaign in Tunisia and later in Pantelleria and Sicily and then in the invasion of Italy.

The facts support these generous statements from General Marshall and General Eisenhower.

More than eighty per cent of the German and Italian prisoners captured in Sicily confessed they had been influenced and impelled toward surrender by our propaganda.

### **The Future**

There are many holes in the supposedly solid wall of censorship which was built to keep the truth out of Germany, Japan and the conquered countries.

The German press has repeatedly warned its readers not to believe the floods of American "propaganda lies" which are constantly coming into Germany from Switzerland and Sweden. What the Nazis call "lies" are, of course, the truths of this war.

After the surrender of Italy, the Japanese Government radio broadcast to the Japanese people: "There is nothing for us to worry about in the surrender of Italy, but we must rather guard against the propaganda of the enemy. . . . Looking upon Italy, the victim of the exploitation propaganda of the United States of America, I would like to urge our people to solidify our effort further for the prosecution of the war."



Mgt. LOU CLAYTON

# RADIO SUPER-BOND SALESMAN

By *Thomas H. Lane*

*Director of Advertising, Press and Radio, War Finance Div., Treasury Dept.*

**T**HE most important reason that radio has been so successful in promoting and selling War Bonds is that the radio industry looks upon this job as its own. The voluntary efforts of the networks, local stations and radio advertisers are due a large share of the credit for sales of twenty-three billion seven hundred and seventy-two million dollars in War Bonds during the three years that these securities have been marketed to the American people. The all-out voluntary efforts of the radio industry especially are due a large share of the credit for the sale of almost nineteen billion dollars in War Bonds during the Third War Loan Drive in September, 1943.

## **Millions in Free Time**

As an example of the "value" of the radio industry in a War Loan Drive, the monetary value of the local and network radio time given over to promoting and selling War Bonds during the Third War Loan campaign was estimated by the National Association of Broadcasters at \$12,000,000. This estimate, of course, does not include cost of such talent as that of Bing Crosby, Jack Benny, Bob Hope; only a few examples of the leading radio, stage and screen stars who performed time and time again.

## **Full Network Co-op**

As an example, the four major networks (the National Broadcasting Company, the Mutual Broadcasting System, the Columbia Broadcasting System, and the Blue Network) deliver a tremendous proportion of their sustaining programs to the War Bond campaign; molding the scripts and commercials of these network-owned programs to the purpose of increasing War Bond sales without any direction, advice or request from the Treasury Department.

The same thing is true of network commercial programs; programs which are the property of commercial advertisers. In this respect, the commercial sponsor and his advertising agency "go it alone" in regard to reaching the public with what they think is the best War Bond-selling message, from the starting point of the Treasury Department's policy-theme.

## **Local Station the Keystone**

Just as the voluntary effort of the radio industry is one of the keystones in the successful operation of selling War Bonds so is the local radio station the keystone of the radio industry. And the local radio station is doing an unsurpassed job in promoting and selling War Bonds. Here the effort is even more voluntary than with the networks and the commercial sponsors, if possible. The local radio station translates the job of promoting and selling War Bonds into terms of its own community—focusing its War Bond sales efforts on the welfare of local men and women in the uniform of their country and the welfare of the townsfolk in the future days when jobs may be fewer and salaries less than they are now. Once again, the Treasury Department's "direction" of this effort may be summed up in the word theme-policy.

## **ETs Highly Important**

As an example of their usefulness, and the high regard with which radio stations receive Treasury Department transcriptions, seven hundred and ninety-two radio stations regularly broadcast the three Star Parade programs which they receive weekly. Many of these 792 stations broadcast these programs more than once a week. Six hundred and eighty-five radio stations regularly broadcast the Treasury Song Parade programs.

As an example of the entertainment features of these programs, following are a few of the stars who have appeared in these electrical transcriptions: Alfred Lunt and Lynne Fontanne, Paul Whiteman, Orson Welles, Bing Crosby, Conrad Nagle, Fibber McGee & Molly, Fanny Brice, Tommy Dorsey, Elizabeth Bergner, Frank Sinatra.

In addition to the Treasury Star Parade and the Treasury Song Parade electrically transcribed programs, the Treasury further aids the War Bond sales effort of the radio industry via the program *The Saturday Night Bandwagon*, a dramatic and musical program heard at 10:15 p.m. over the Mutual Broadcasting System network on Saturdays. This program is controlled and directed by the Treasury Department; But the time is given by the MBS network.



*Hello!*

*This is*

*Arthur Godfrey*

*Snafu*

# RADIO FARM AID OF TOMORROW

By Wallace J. Kadderly

Chief of Radio Service, U. S. Department of Agriculture

A FRIEND of mine recently shaved the whiskers from an old farm gag and put it back in circulation clothed in a diaper.

In the bewhiskered version, a rooster shows the hens of the flock an ostrich egg. He says, "Not complainin', girls; just want you to see what others are doing."

In the diapered version, the flock owner installs a television receiver in the laying house so the hens can "take in" video programs that originate in poultry houses on successful farms. He holds an ax in his hand and says, "Not a threat; just want to see what your competition is doing."

Far-fetched? Of course.

Yet the radio men "in the know" hint broadly that wartime developments in radio, television, and facsimile forecast post-war possibilities that practically stagger the imagination.

## Problems Solved

It may be that war-prodded research men have solved the technical problems that once threatened to delay indefinitely the extension of the newer types of radio service to agricultural areas. It may be, too, that economic obstacles to that service can be surmounted readily in the post-war world.

At any rate, the people on the land will need radio in the world of peace as they do in the world of war. The same rural needs that justified the existence of power stations before the war and during the war deserve consideration in the plans for post-war radio service.

And it's not unlikely that those who plan now to meet those rural needs will profit from the service.

New things are happening in agriculture. Farm income during the war has reached a new all-time high.

A lot of this income is necessarily being saved. The savings, plus accumulated wants and needs, guarantee the start of a great post-war market. On some of the very important products—products which have been produced in greater volume at the formal request of the Government—Congress has provided a policy of supporting prices if necessary during the transition from war to peace. But more important still is the fact that farmers are starting now to

do everything possible to produce abundantly and profitably after the war.

## Banishing Hunger

Agriculture is proud to have taken the lead in planning for peace. The United Nations Conference on Food and Agriculture in the Spring of 1943 kindled the hope for a world of plenty in the days of peace. Statesmen and scientists from 45 nations pointed out the principles through which it will be possible—for the first time in all the centuries of man—to banish hunger from the earth.

It was natural and logical that agriculture should take the lead in planning for a better world order, for agriculture is fundamental. Of the world's two billion people, nearly two-thirds are farmers. They feed the rest. Farming is the last of all human activities that could be abandoned if the human race is to exist on the earth.

Farmers today are discussing the world of the future as they meet the exacting needs of today. The people's "hired men" in the Government are studying to find the best ways to meet the problems of the future—the problems of markets for farm products, trade arrangements, technology.

Agriculture has a vision—a vision of peace with the plentitude that makes for lasting peace.

And this vision, far from distracting farm front fighters from the immediate job of winning the war, is a powerful incentive to finish the job quickly.

## Hand in Hand With Radio

The vision may never be realized. Nobody is naive enough to regard it as a certainty. But few of us are defeatists who believe the world must always be a chaos of boom-and-bust, war-and-armed truce. Those who believe we have a chance to realize the vision—know that food is one of the fundamentals on which peace must be built.

Agriculture has done a magnificent war production job—a job that could not have been done so well without the help of radio.

Agriculture cannot contribute its full share to the building of sound and lasting peace without the service of radio.

Agriculture says to the free radio of America: "Let us go forward together."

Wherever Songs are  
heard—she's Tops!

# Dinah Shore



Star of "The Dinah  
Shore Program," CBS  
Coast-to-Coast, every  
Thursday night, spon-  
sored by Birdseye Frosted  
Foods, produced by  
Young & Rubicam, Inc.



Soon to be starred in  
"Belle of the Yukon"  
for International.



Recording exclusively  
for RCA-Victor.



Recently featured in "Thank Your  
Lucky Stars" for Warners; "Up In  
Arms" for Goldwyn; "Command  
Performance" for Universal.



*Management:* WILLIAM MORRIS AGENCY



# U. S. RADIO TO LATIN AMERICA

By *John W. G. Ogilvie*

*Director of Radio, Coordinator of Inter-American Affairs*

**S**HORTWAVE in the United States, during the past eighteen months, has sprung into the dominant position it rightfully deserves and, according to a recent check, leads in popularity in the Latin Countries. Rather than use it as a tool for disseminating propaganda, United States radio, now as in peacetime, is a vehicle for cultural development, entertainment, and information. Latin American audiences have long since learned to discount German and other Axis programs because of the propaganda they carry. In news, for instance, the Latin American has confidence in the radio and press services of the United States and turns to these sources for the true picture of world affairs. In Lima, Peru, 44.1 per cent of the listeners prefer United States shortwave programs, as compared with 4.3 per cent for Germany and the remaining 51.6 per cent being divided between Great Britain and the shortwave stations of the other American Republics.

## **Reasons for Popularity**

The popularity of U. S. radio is due primarily to two reasons first, the strengthening of the shortwave signal through improved facilities and second, the program content and pattern for handling production. Prior to the war, the shortwave transmitters in the United States were used with little regard as to power, clearness of signal or concentration of the signal to a given area. There was no coordination of activities—each broadcaster was independent in his sphere of shortwave operation. Soon after the declaration of war the Government leased the shortwave stations from the owners, added new transmitters, cleared up the signal, integrated the service areas of the stations and set about to do a shortwave signal job—and did it.

## **Scripts Carefully Chosen**

With the beams directed to our neighbors to the south, with the signal cleared and usable, the next step was to produce the type of programs that the Latin audience would want and appreciate. The Coordinator's Office called upon the domestic standard stations for scripts depicting the every phase of American culture, business and everyday life, and received help from stations in all parts of the country. The networks offered

their services and today seven and one-half hours of Spanish language programs are produced on alternative hours by NBC and CBS and broadcast simultaneously over ten transmitters, seven and one-half hours of Portuguese are broadcast over three transmitters, beamed at Brazil and sixteen hours of English are broadcast over three stations from San Francisco. In addition to the regularly scheduled shows particular advantage is taken to have visiting Latin Americans broadcast their own impressions of the United States and during the past years prominent journalists, statesmen, and scientists have been on the shortwave programs.

## **Special Writers and Producers**

Producers and writers from the radio industry in the other Americas have been brought to New York to improve our technique in producing shows and their assistance has played an important note in the success of programs. United States shortwave radio, more perfectly than any other medium, can communicate to our neighbor republics the flavor of our manner and life. It permits them to eavesdrop on our intimate diversions. They have heard us at work in our thunderous industry rolling out fantastic quantities of ships, guns, tanks, bombers, and explosives. They have heard us on manoeuvres and in battle and it is possible that this titanic thunder and crash of production has been so deafening as to obscure the fact that in normal times, in the times that will follow the last roar of the bombers overhead, that we will continue to be their friends in the pursuit of happiness.

## **Other Activities**

Shortwave is only one of the undertakings of the Radio Division of the Coordinator's Office. With eleven specially trained radio field representatives with the radio industry in Latin America, local production has been undertaken which now ranks the highest in audience popularity in their respective countries.

Our obligation in 1944 is to hold the vast audience that has turned to us for radio service and develop new listeners and friends. We can do this by giving the best that we can produce in the field of radio entertainment and information in local productions and transcriptions.

# *Ginny Simms*



PHILIP MORRIS PROGRAM (NBC)  
M-G-M PICTURES — COLUMBIA RECORDS

# RADIO AND THE 1944 MARKET

By William P. Noble

Vice-President, Walter P. Burn & Associates, Inc.

THE war—with millions of men and women entering the armed services and other millions of civilian workers shifting from their home communities to war centers—has caused, numerically the greatest dislocation of population in our national history. All this has occurred within the space of the past three years.

To Radio, this factor of population shifts presents new problems. Markets must now be evaluated on new interim data, rather than by the yardstick of the last available Census. Many of these markets are still expanding at a rapid rate, some remain static, while others continue to decline in population. The mostly widely used base for all such calculations is the War Ration Book registrations which provide a working basis which estimates the present civilian population for cities, Metropolitan Districts, counties and states. However, these figures must still be translated into families and radio homes in order to complete this picture of radio's potential audience in any given area.

## Census Report

Illustrative of just what shifts of population has occurred within the past three years is a recent report of the Bureau of the Census which shows that 449 areas; counties, groups of Metropolitan Counties, independent cities and the District of Columbia, have gained civilian population in the past three years while 120 areas showed a decrease in civilian population. Further that nearly one-third of the 3,071 U. S. counties suffered a loss in civilian population of 15 per cent or more in the past three years.

This in-migration within the United States has had the effect of swelling civilian population where war industry, shipbuilding and mining operations are in operation, and where large military installations and naval posts are located. Roughly speaking, these areas of increased population are mainly located in the Atlantic and Pacific coastal areas, the gulf states, the Great Lakes region and in the mining states of the West. Heaviest losses of population have occurred principally in agricultural areas, most particularly on the Great Plains and in the Mississippi Valley.

*For Complete 60-Page Statistical Section Please Turn to Page 233.*

## More Radio Homes

While our civilian population has declined 2.4 per cent during the last three years, the number of our families, radios basic yardstick, is estimated by the Bureau of the Census to have increased. This seeming paradox is explained by several factors, a principal one being the increased number of marriages during the first wartime years. More families naturally mean more radio homes, so that while we have suffered a civilian population loss, we still have increased the number of radio homes and the number of potential listeners.

Together with the estimated increase in total families is the unquestioned rise in the number of radio homes, for the past few years. Estimates on this increase have been presented year by year by various research methods, but such estimates have been for the United States as a whole, and as such, could not be used for a broadcaster's individual coverage.

RADIO DAILY in this present volume, presents a county by county figure for radio homes, based on the latest War Ration registrations available. These figures have been carefully related to the shift in population for each county and at the same time consideration has been given to the increase in families and radio homes.

## A New High

As of 1944, the total number of radio homes in the United States reached the new high total of 31,289,920, reckoned by the method used. This compares to the official U. S. Census figure 1940 of 28,048,219 or an increase 3,241,701 radio homes.

During 1944 shifts in population will undoubtedly continue. These again will be revealed by War Ration Book registrations. However, it is not expected that such severe dislocations of population will occur as in the past three years.

Looking a little further ahead, it is safe to predict that some of the markets, already swollen by the influx of war workers will hold their gains, others will lose thousands when the war ends, and still others which have lost population will gain back some part of their losses.

THE COCA-COLA COMPANY  
and  
THE BOTTLERS OF COCA-COLA  
Present



MORTON DOWNEY

for  
SECOND YEAR

WJZ and THE BLUE NETWORK  
MONDAY THROUGH FRIDAY  
3 to 3:15, E.W.T.



# RADIO CENSORSHIP IN WARTIME

By

J. HAROLD RYAN

President National Association of Broadcasters\*

**V**OLUNTARY censorship is now operating in its third year. It is no longer an experiment. That it has passed the trial stage with so few failures and with so many successes is in no small part due to the spirit of American broadcasters, which is the spirit of the American people.

Since the Office of Censorship was organized, there have been issued to American broadcasters one original and three revised Codes of Wartime Practices. Each new edition has reflected the advantages gained through experience. Each new edition has provided for more liberal treatment of the news than its predecessor, which in brief means that it has been the endeavor of this office to loosen the girth of censorship wherever and whenever the war's progress has made it possible.

Time has found us, then, going by progressive steps from a relatively severe security provision against the release of production information to a liberal one. This progression has been keyed directly to the step-up in our production. As goals were met, there was less and less purpose in keeping the enemy from knowing that a certain plant was manufacturing a certain type of airplane.

The weather clause has been so altered that one can say on the air almost as much as he can say over the back fence. Almost, but not quite. But those early restrictions were necessary, because the enemy was at that time operating more closely to our shores and interception of signals from small stations was not impossible. Furthermore, there was the original necessity, and it remains unaltered, to administer voluntary censorship uniformly, with the requests of this office falling with equal weight on all. It was considered, and we believe wisely, that any policy short of this would be inconsistent and would foster a situation which could not be controlled voluntarily by the broadcasters. No broadcaster to whom this explanation has been made ever denied or opposed its logic.

The conception that voluntary censorship can only be successful if the broadcaster retains control over his microphone has not changed and it would not appear that such a conception should change, so long as we are at war.

One of the gratifying experiences of voluntary censorship in 1943 was written by the foreign language broadcasters. The Government found good purpose in permitting the continuance of foreign language programs on American radio stations. The listeners of such programs have as great reason, if not greater, for desiring the early defeat of our enemies. To them, as to those of us who listen only to English programs, the news of the war's progress is vital. To give them this news, special safeguards had to be established.

Of course the war is not over. It approaches a crisis. And, as the tempo of attack increases, the alertness of our voluntary censors must be even keener. You who perform the function of censorship on American stations fight silently, but surely. A blue pencil can save a battalion. With that certain knowledge, you cannot but live up to the principles of security to which you have been commendably faithful for over two years.

\* This article was written for RADIO ANNUAL while Mr. Ryan was Assistant Director of Censorship. For complete NAB Section Please Turn to Page 898.





# DON AMECHE

**Pictures**                      *Management*                      **Radio**  
20th Century-Fox    GEORGE FRANK, INC.    Radio Corporation of America

# CANADIAN BROADCASTING AT WAR

By *Glen Bannerman*

*President, Canadian Association of Broadcasters*

1943 ended with Canadian Radio Broadcasting well into its fifth year at war. Looking back over the twelve months of 1943 Canadian Radio was conscious of a just pride in the service it has rendered to a people at war.

Time on the privately-owned stations paid for by the Government of Canada to promote the country's war activities represented approximately 7 per cent of the total revenue from time sales. These same broadcasting stations provided free time which if sold would represent slightly over 16 per cent of their total commercial time sales. To this must be added the free time given by the Canadian Broadcasting Corporation's ten publicly-owned stations and over its network. All of this support was more than doubled by the many programmes which commercial sponsors devoted to government projects.

## The Future

While the war is by no means won and the effort must be kept up at top speed there is developing, within the trade, a definite desire to look at the future pattern of radio broadcasting in Canada. Will that pattern become one of state monopoly with its attendant beaurocracy and red tapes or will Canada have a dual system of public and private enterprise competing on equal ground for the favor of the public through service, programs and commercial sponsorships? It is for the Canadian People to say.

Naturally those who today are involved in the operation and development of the privately-owned Broadcasting Stations believe that the pattern of private operation in the United States holds the greatest promise for a free system of broadcasting and the most rapid progress in the art unhampered by government control. True, even our good neighbors have government supervision. Indeed because of its international character Broadcasting in any country must have a limited amount of supervision.

In Canada there is a limited amount of Government ownership, but complete Government control, under the Broadcasting Act of 1938 Broadcasting Stations have no legal rights in relation to the Gov-

ernment. It can take them over at will, paying only the value of the physical equipment at the time of being taken over. The Canadian Broadcasting Corporation, under the act, controls all networks and all use of telephone or telegraph lines for Broadcasting purposes. It may order any private station to take any program it desires. It may tell the private station what advertising it may or may not take and when the private station may and may not play transcription programs. In law the Corporation is ALL POWERFUL and can cancel any contract on a private station to make way for its programs without it or the station having any liability for compensation or damages. In actual practice the Corporation has not, to date, exercised all of its powers.

## Conclusion

The present pattern of Broadcasting in Canada appears to restrict rapid developments, especially in that the Corporation has reserved to itself the rights of Broadcasting by frequency modulation, facsimile and television. Despite this, the private broadcasters are looking to future developments and are devoting some time to the study and development of F.M.

It is generally recognized that Canada, with a population of 11,000,000 people cannot hope to have the same pattern as the United States with its 130,000,000 population. The market does not appear to be of sufficient volume to enable commercial advertising to cover the entire cost of a Broadcasting service to all the people from coast to coast.

It is therefore hoped that sane and wise counsel will result in a dual system of public and privately operated stations and networks being established for the future. Where neither is subservient to the other. If this objective is accomplished there is every reason to expect for Canada a pattern of Broadcasting that offers the greatest possible measure of freedom, of individual station responsibility and enough flexibility to keep pace with the development of the art.

☆ ☆ ☆ *Radio On To Victory* ☆ ☆ ☆



## **PERRY COMO**

**CBS—SUNDAYS—7:15 P.M., E.W.T.**

**Victor Recording Artist**

**Under 7-Year Contract with 20th Century-Fox Films**

*First Picture*

**"SOMETHING FOR THE BOYS"**

*Personal Mgt.*

**JACK PHILBIN**

**GENERAL AMUSEMENT CORP.**



# TELEVISION IN WAR AND PEACE

By *Gilbert Seldes*  
CBS Director of Television Programs

TECHNOLOGY in war time goes underground, and the last things to develop are the civilian arts. Everyone knows that great advances have been made in electronics, and that certain devices have proved themselves most effective in spotting Nazi planes or helping to knock off invisible Jap ships. There is a widespread belief that many of these new developments can be adapted to the uses of television, among other things.

Television as we once knew it is beginning to be obsolete. There may be some difference of opinion as to whether it was good enough in 1941 to become a grown-up entertainment medium; but there can be no doubt that technically it needed improvement; and every statement by manufacturers of equipment indicates that vast improvement is available.

Confined, by a shortage of manpower and materials, to a minimum broadcasting schedule during all of 1943, CBS has intensively studied the conditions of a satisfactory television system. The result, oddly enough, is to shift the question from, "When will television come?" to "Where will television come?" or to put it another way, "Where in the spectrum can a reasonably large number of stations find ample room for a clear, large television picture in color?"

## High Frequency the Answer

The answer is, in the higher frequency bands where there is room for many stations, instead of a few, where television in color causes no new difficulties, and where television in color causes no new difficulties, and where a normal, healthy and free expansion could reasonably take place.

The promises to the public in the past year have sometimes been rather high-pitched—often in complete disregard of the interlocking difficulties of program techniques and engineering techniques. With the new developments in electronics, the television of the future can transmit far better pictures than was possible in 1941, and by the curtailed program operations made necessary by the war, program techniques have not kept pace with technical developments.

I hope I am not belittling what has been done in the past when I say the future is going to be enormously better. Let us look at the past for a moment. Both abroad and here, the most elaborate programs were remote pickups, participation shows, and big theatrical productions. The first were limited only by the accuracy and capacity of the equipment. If the camera could take a football game late in October, when half of the field was in shadow, and give you a good picture as the ball was kicked from the shadow into the sun and vice versa—then you still have the problem of getting a good picture of this event on your home receiver. But it seems to me that the people who actually handled remote equipment did an extremely good job technically. No doubt in the future we will become as agile as newsreel cameramen—but I hope we never become quite so tricky. Still, the television cameramen knew how to use their instruments to get a whale of a successful picture. (I would put in here also, sport events in the studio, because they "felt" like remotes). In certain ways a prizefight in a studio could be more successfully picked up because you could keep the audience away from two sides of the ring, and so get better shots.

## Program Types

With participation shows you can rank all kinds of non-dramatic programs. They range from an engineer or a painter demonstrating a machine or a technique, through the pickup of a small jazz band, and right on to a straight unrehearsed quiz show. In these matters there were various approaches, and while I am partial to our own, the important thing is that everybody made good headway in this department. Television lends itself beautifully to the unexpected, the impromptu, the candid camera, working on the unaffected, the unrehearsed human being. (I hope there will be more boxing cats in the future television also.)

The only real dispute as to programs in television, is in the dramatic field. Here you have British and some American experience insisting that if the problem has not been solved, at least the

*(Continued on Page 73. For Complete Television Section Please Turn to Page 927).*

# JUDY CANOVA

FOR  
COLGATE-TOOTH POWDER  
C.B.S.

Tuesdays—

9:00-9:25 p.m., P.W.T.

8:30-8:55 p.m., E.W.T.

7:30-7:55 p.m., C.W.T.

6:30-6:55 p.m., M.W.T.

# ACTIVITIES OF OWI OVERSEAS

## A Radio Round-Up of International Operations

THE Overseas Branch of the Office of War Information, beaming out the news of the United Nations at war, completed its 1943 operations on December 31st last with 31 shortwave transmitters encircling the globe from the East and West coasts of the United States.

On the East Coast, in New York City, the Atlantic Operations central studio operation, now nearly completed, is handling more originating programs simultaneously than all four of the major U. S. networks combined. Broadcasting in 26 languages out of New York in a never-changing pattern, one of the most complicated radio network programs in existence is being carried out daily.

From a two studio operation inaugurated in March 1942 the Atlantic operation has grown to sixteen studios, plus nine remote studio feeds from NBC, CBS and others. The total capacity is now 20 input or originating channels, to be fed to 40 output or feed channels.

The recording room in New York is equipped with 14 lathes for cutting air shows as well as special recorded programs for making pressings of programs to be shipped to foreign outposts of the OWI for use on local stations in such places as Australia, Italy, North Africa, etc. In addition there are twenty Memovox recorders for transcription of every broadcast sent to shortwave stations; these are filed for the Government's record.

### Atlantic Operations

The Atlantic Operations of OWI Overseas Branch, headquartered in New York City, utilize 21 transmitters operating on European, North European, North African, South African, Central African, Brazilian, East South American, West South American, Mexican, Central American, and Caribbean beams, using 44 frequencies.

The stations are: WGEA, Schenectady; WGEO, Schenectady; WRUL, Boston; WRUS, Boston; WRUW, Boston; WRUA, Boston; WBOS, Boston; WCBX, New York City; WCRC, New York City; WCDA, New York City; WOOW, New York City; WOOC, New York City; WRCA, New York City; WNBI, New

York City; WLWK, Cincinnati; WLWO, Cincinnati; WKRD, New York City; WKRX, New York City; WKLJ, New York City; WKTM, New York City; WKTS, New York City.

Altogether 132 engineers are required to operate the New York studios, recording room, and master control room; in addition, there is a staff of eight for engineering traffic; twelve for studio operations, to schedule facilities and studios; twelve for technical planning. Women are used in all sections—twenty-two of them as radio engineers.

Language schedules from the East Coast include: Albanian, Afrikaans, Arabic, Bulgarian, Czech, Danish, Dutch, Egyptian-Arabic, English, Finnish, Flemish, French, German, Greek, Hungarian, Italian, Norwegian, Persian, Polish, Portuguese, Rumanian, Serbo-Croatian, Spanish, Swedish, Turkish, and Yugoslav.

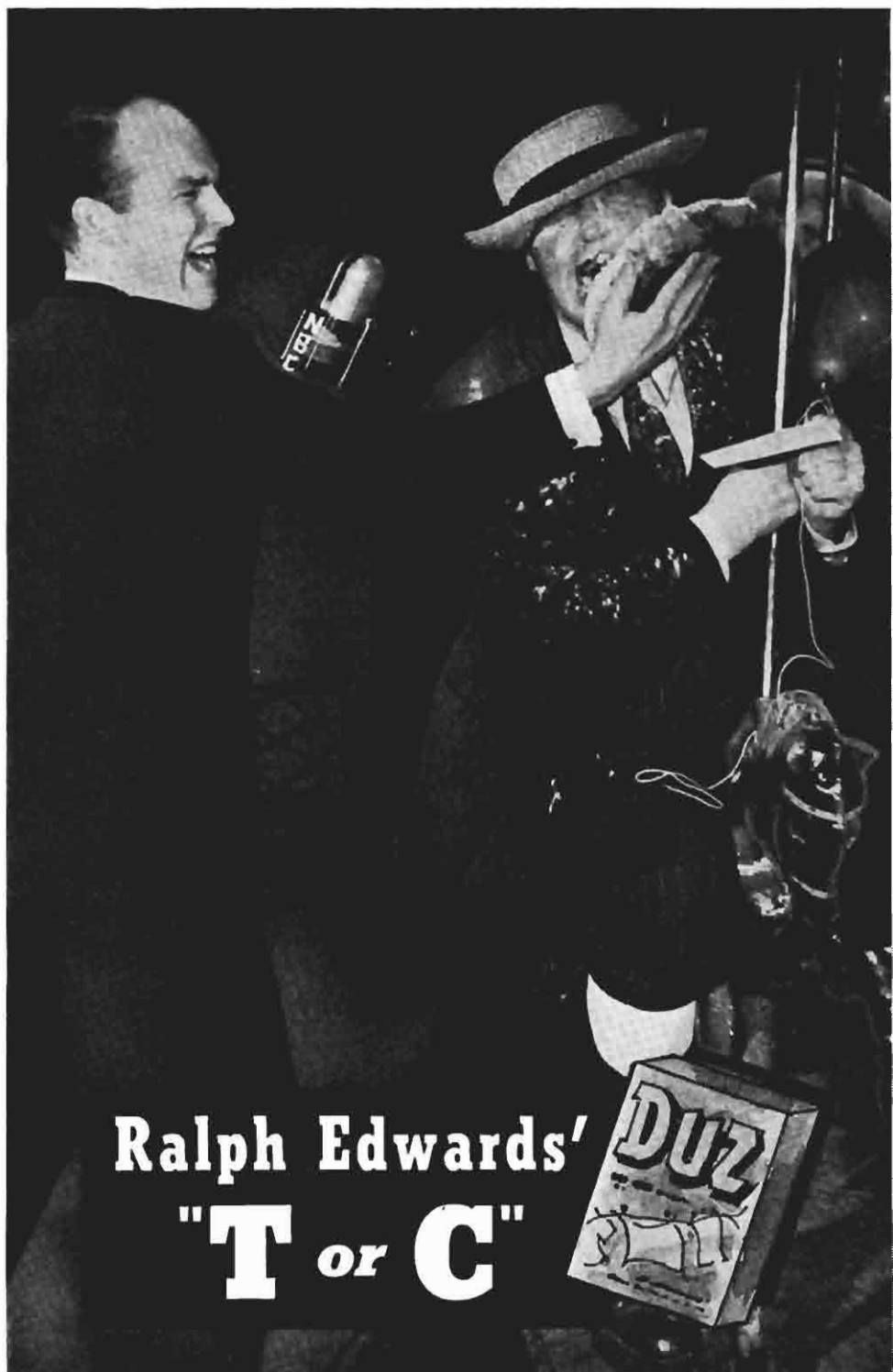
The volume of shortwave radio traffic which originates with the Atlantic operations in New York City may be seen in December 1943 monthly report. The total number of transmitter quarter-hours usage for the month amounted to 41,003, an average of over 1,300 transmitter quarter-hours per day, involving coordination and use of OWI network facilities. Of this monthly figure, 29,999 transmitter quarter-hours were devoted to the transmission of OWI voice programs, the bulk of which originated with OWI (24,519), the remainder originating at NBC and CBS. Comprising the monthly total also were 712 transmitter quarter-hours devoted to radio-photo transmissions originating in their entirety at OWI, and 10,292 transmitter quarter hours of CIAA programs originating at CBS and NBC. OWI handles all technical traffic and operations for CIAA and Army Forces Radio Services in New York and San Francisco.

### Pacific Activities

From San Francisco, the OWI Pacific Operations with ten transmitters on Orient, Australian, Netherlands East Indies and South American beams uses 15 frequencies.

The transmitters are: KGEI, San Francisco; KWID, San Francisco; KWIX, San Francisco; KWV, San Francisco; KWY,





Ralph Edwards'  
"T or C"

San Francisco; KWU, San Francisco; KRCA, San Francisco; KES-3, San Francisco; KES-2, San Francisco; KROJ, Los Angeles.

Shortwave programs are broadcast from the West Coast in the following languages and dialects: Amoy, Annamite, Burmese, Cantonese, Dutch, English, French, Japanese, Javanese, Korean, Malayan, Mandarin, Shanghai, Standard Chinese, Thai, Philippine language (10 dialects), a Spanish and Portuguese.

The San Francisco installation will rival that in New York upon completion. There will be 14 studios and a recording installation of 10 lathes. It is obvious that this propaganda effort will grow in importance as the military emphasis increases in the Pacific war theatre. The facilities to handle this activity are being provided in the same manner as an New York, including Master Control Room and all necessary installations of the newest and best design and manufacture.

### Truly Cooperative

Transmitters used by the Atlantic and Pacific Operations of the OWI Overseas Branch are owned by the Columbia Broadcasting System, the National Broadcasting Company, World Wide Broadcasting Corporations, General Electric, Associated Broadcasters, Inc., Crosley Corporation, Westinghouse Radio Stations, Inc., American Telephone and Telegraph Co., Press-Wireless, and RCA Communications.

James O. Weldon, Chief of the Bureau of Communications Facilities, is responsible for the design, installations and operation of all radio and communications facilities. In charge of the New York operation, as Mr. Weldon's Assistant, is John R. Sheehan, formerly manager of shortwave stations WGEA and WGEO in Schenectady. The San Francisco operations are headed by F. P. Nelson, Assistant Chief, who was formerly manager of shortwave station WBOS, Boston.

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## TELEVISION IN WAR AND PEACE - *By Gilbert Seldes*

*Continued From Page 69*

rights of direction of movement have been found; and you have another school of thought which believes that up to now the basic problems of dramatic or imaginative or fictional television production are not only far from the solution—the questions themselves have hardly been properly phrased.

Chances are that next year each television studio will more or less proceed as before. This means that we will all try to enlarge our operations, and eventually starting something a little more elaborate than we have done. Those of us who are not in war production are hardly in a position to say that when "cutbacks" occur, vital television material will become available. But if they are, we are all eager to start using our studios, our lights, and our cameras again. There are a lot of things that we can do—we can remind ourselves of all the short cuts and tricks that have been developed in the past, and we can go on to ask ourselves the right questions, and try to find the right answers.

### Re Program Departments

It will take about a year to get a good program department functioning. The engineers will need time to absorb into their practice the fundamental changes in electronics. There is a school of thought which is perfectly willing to try to sell the public 1941 television; and

there is another school which apparently will be satisfied with nothing but the television of 1957 or thereabouts. The public should be equally protected against both, because the first is technically incapable of becoming a great medium of entertainment, and the second will unnecessarily delay basically satisfactory television.

### New Standards

We believe that a set of new standards, basically simpler than any we have ever had, can now be devised. They will allow television to begin operations shortly after the war, give room for unlimited improvement thereafter, and free us from the constant threat of complete obsolescence which has hung over television from the beginning.

It probably will take some time to move television to its proper position in the spectrum; but it's better to use the time now instead of starting off on the wrong foot again, and making an elaborate apology five years later when we will have a disagreeable alternative; either we ask the public to junk its sets because we are moving to the broadcast band we should have occupied in the first place; or we find that area already allocated to others, and television relegated to a permanently unsatisfactory position in the spectrum, and a permanently second-rate position in the favor of the public.





# FRED WARING

*and his*

PENNSYLVANIANS

•  
5th YEAR

•  
*Chesterfield Pleasure Time*

•  
Management, John O'Connor  
1697 Broadway  
New York City

# COMMITTEES OF THE BOARD OF WAR COMMUNICATIONS

CONTINUED FROM PAGE 41

## LAW COMMITTEE

The duties of the Law Committee include the furnishing of legal opinions and advice, and the drafting of final reports and recommendations, proposed Executive Orders, proclamations, and legislation. The Law Committee will report directly to the Board but will have liaison, for purposes of advice and consultation, with the Coordinating Committee, and, as may be necessary, with other committees.

Chairman  
**CHARLES R. DENNY**  
 General Counsel, Federal  
 Communications Commission  
**COL. CONRAD E. SNOW**  
 Chief, Legal Branch, Office of the Chief  
 Signal Officer, War Department

LT. COMDR. ERNEST R. FEIDLER,  
 USCGR  
 (On leave of absence)  
 Treasury Department  
 COMDR. FRANZ O. WILLENBUCHER  
 Navy Department  
 RAYMOND T. YINGLING  
 State Department

## LABOR ADVISORY COMMITTEE

The duties of the Labor Advisory Committee include the submission of expert advice to the Board on all labor problems incident to the proper carrying out of its national defense mission. With the requirements of national defense as a primary consideration, the Labor Advisory Committee will submit recommendations to the Board on such problems as are referred to it by the Board. The Labor Committee will report directly to the Board but will have liaison for the purpose of advice and consultation with the Coordinating Committee and the Industry Advisory Committee.

Chairman: Robert J. Watt

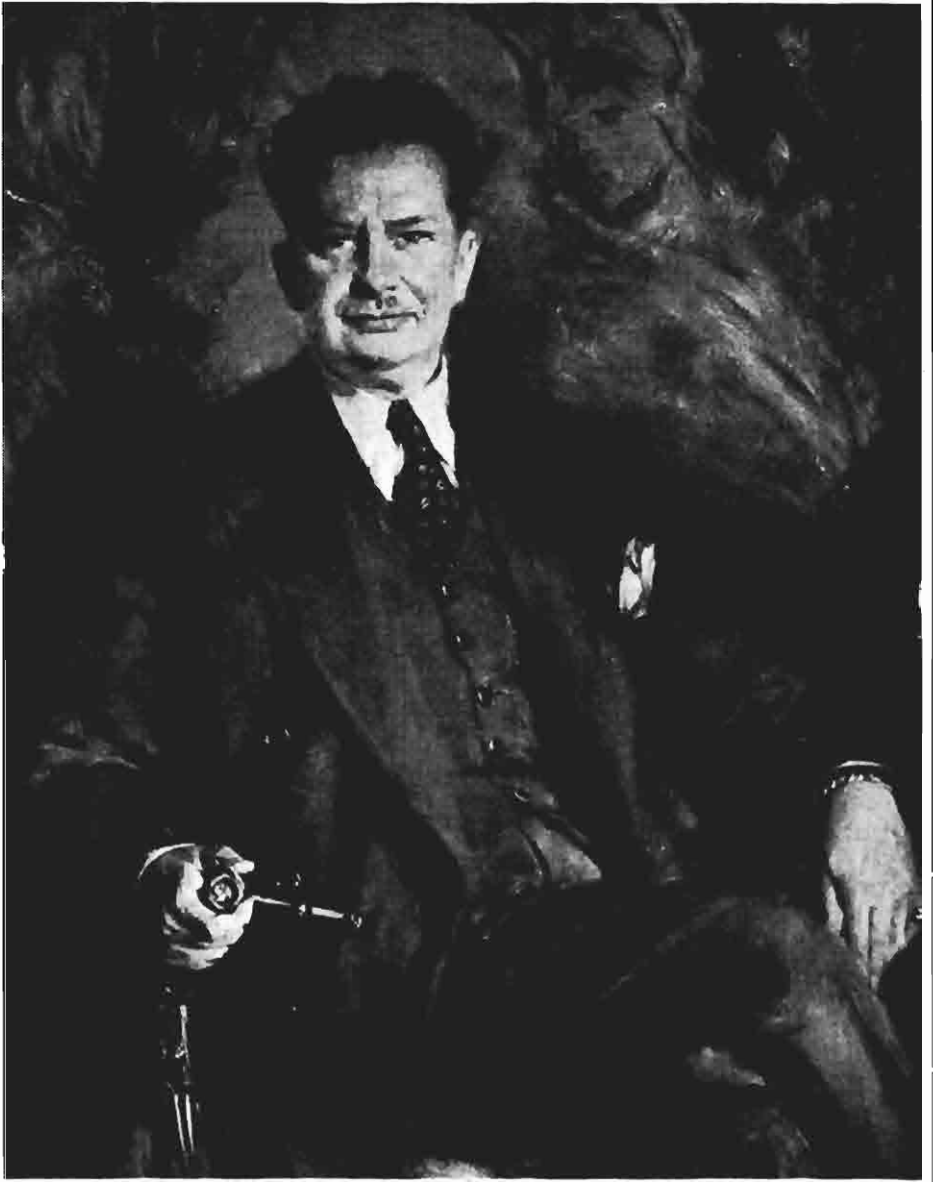
Organization	Representative	Alternate
American Federation of Labor Congress of Industrial Organizations	Robert J. Watt Joseph P. Selly	Lawson Wimberly, IBEW. Geraldine Shandros
National Federation of Telephone Workers	Joseph A. Beirne	American Communica- tions Association John J. Moran, Vice-Pres.

## INDUSTRY ADVISORY COMMITTEE

The duties of the Industry Advisory Committee include the submission of expert advice to the Board on all problems of general concern to the communications companies incident to the proper carrying out of the Board's national defense mission. With the requirements of national defense as a primary consideration, the Industry Advisory Committee will submit recommendations to the Board on such problems as are referred to it by the Board. The Industry Advisory Committee will report directly to the Board but will have liaison for the purpose of advice and consultation with the Coordinating Committee and the Labor Advisory Committee.

Whenever a problem involving domestic or international broadcasting shall arise, the Chairman of the Industry Advisory Committee shall notify the Chairman of the Domestic Broadcasting Committee or International Broadcasting Committee, as the case may be, and such Domestic or International Broadcasting Committee shall designate a Delegate to act as a member of the Industry Advisory Committee on that problem.

Chairman: Walter S. Gifford      Secretary: Dr. C. B. Jolliffe



*By Howard Chandler Christy*

# JEAN HERSHOLT

7th YEAR

*“Dr. Christian”*

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CBS, WEDNESDAY, 8:30 P.M.



• • • **BOARD OF WAR COMMUNICATIONS** • • •

Organization	Representative	Alternate
American Telephone and Telegraph Company	Walter S. Gifford	Keith S. McHugh
Globe Wireless, Ltd.	Jack Kaufman	R. W. Bunce
International Telephone and Telegraph Corp.	Col. Sosthenes Behn	Frank W. Phelan (All America Cables and Radio, Inc.)
Press Wireless, Inc.	Joseph Pierson	D. K. De Neuf
Radio Corporation of America	David Sarnoff	Dr. C. B. Jolliffe
Tropical Radio Telegraph Co.	R. V. Howley R. A. Phillips	
U. S. Independent Telephone Assn.	(Central Electric & Telephone Co.)	Clyde S. Bailey
Western Union Telegraph Co.	A. N. Williams	E. R. Shute

**AVIATION COMMUNICATIONS COMMITTEE**

The duties of this Committee include the study of all phases of domestic and international civil aviation radio facilities and communications services associated therewith. It will have liaison with the U. S. Government Facilities Committee and the State and Municipal Facilities Committee. With the requirements of national defense as a primary consideration, the Committee shall recommend plans for the most efficacious use of all of these facilities in time of military emergency, giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities.

Chairman: R. O. Smith

Organization	Representative	Alternate
Aeronautical Radio, Inc.	R. O. Smith	
American Association of Airport Executives		
American Export Airlines, Inc.	W. A. Schrader	M. H. McFarlen
American Federation of Labor		
American Telephone and Telegraph Company	R. L. Jones	F. A. Cowan
Department of Commerce (Civil Aeronautics Administration)	A. S. Stokes	Eugene Sibley
Federal Communications Commission	T. E. Daniels	
National Advisory Committee for Aeronautics	Charles H. Helms	
National Federation of Telephone Workers	John J. Moran	
Navy Department	Capt. Geo., H. De Baun	
Pan American Airways System	H. C. Leuteritz	
Private Fliers Association, Inc.	Roger Wolfe Kahn	John M. Wells,
State Department	Arthur Lebel	
U. S. Coast Guard	Lt. Comdr. F. A. Leamy	Lt. Comdr. E. K. Rhodes
War Department	Col. Wallace G. Smith	
Department of Commerce (Weather Bureau)	Delbert M. Little	Ivan R. Tannehill
Western Union Telegraph Co.	P. J. Howe	H. M. Saunders

**DOMESTIC BROADCASTING COMMITTEE**

The duties of this Committee include the study of the physical aspects of domestic standard broadcasting and formulation of recommendations of such precautions, supplementary facilities and reallocations as it shall deem desirable under foreseeable military conditions. It shall also consider other domestic broadcasting systems including relay broadcasting, high frequency (FM) broadcasting, television, facsimile broadcasting and experi-



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**MAURICE ROCCO**  
*and his*  
**ROCKIN' RHYTHM**

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RADIO HALL OF FAME

BLUE

CRESTA BLANCA CARNIVAL

COLUMBIA

LOWER BASIN STREET

BLUE

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MUTUAL

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ROXY THEATER

NEW YORK

*Appearing In*

INCENDIARY BLONDE

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Personal Management, PHIL SHELLEY, 64 E. Lake St., Chicago  
Eastern Representative, Stanford Zucker Agency, New York

• • • **BOARD OF WAR COMMUNICATIONS** • • •

mental broadcasting. The Committee's work in all of these fields will include recommendations for the speedy and efficacious use in time of military emergency of all necessary domestic broadcasting facilities and communications services associated therewith, with the requirements of the national defense as a primary consideration.

Chairman: Neville Miller\*

Secretary: A. D. Ring

Organization	Representative	Alternate
American Federation of Labor	Lawson Wimberly	Maynard F. Marquardt
American Telephone and Telegraph Company	G. L. Best	H. H. Carter
Blue Network, The	K. H. Berkeley	Geo. O. Milne
Broadcasters Victory Council	John Shepard III	O. L. Taylor
Columbia Broadcasting System, Inc.	Earl H. Gammons	Dr. Frank Stanton
Congress of Industrial Organizations		
Facsimile, Inc.	John V. L. Hogan	
Federal Communications Commission	George P. Adair	Rosel H. Hyde
FM Broadcasters, Inc.	Walter J. Damm	Philip G. Loucks
Finch Telecommunications		
Mutual Broadcasting System, Inc.		
National Association of Broadcasters	Neville Miller*	Howard S. Frazier
National Assn. of Broadcast Engineers	J. H. Brown	A. T. Powley
National Broadcasting Company	Frank M. Russell	O. B. Hanson
National Federation of Telephone Workers	John J. Moran	
National Independent Broadcasters	Harold A. Lafount	Andrew W. Bennett
National Television System Committee of the RMA Engineering Department	W. R. G. Baker	V. M. Graham
Office of War Information		
State Department	Harvey Otterman	
U. S. Independent Telephone Association	Louis Pitcher	Clyde S. Bailey
War Department		
War Production Board	F. H. McIntosh	J. R. Cruetz
Western Union Telegraph Company	H. P. Corwith	A. W. Donaldson

**INTERDEPARTMENT RADIO ADVISORY COMMITTEE**

This Committee is designated under the provisions of Paragraphs 5 and 7, but without reference to Paragraph 8, of the President's Executive Order of September 24, 1940. The duties of this Committee will include making special studies and recommendations regarding frequency allocations, with the requirements of national defense as a primary consideration but giving due consideration to the needs of governmental agencies, of industry, and of other civilian activities.

Chairman: Comr. T. A. M. Craven

Vice-Chairman: Lt. Comdr. Paul D. Miles

Secretary: P. F. Siling

Assistant Secretary: L. R. Brady

Organization	Representative	Alternate
Department of Agriculture	E. W. Loveridge	E. C. Wagner
Department of Commerce	Dr. J. H. Dellinger	L. H. Simson
Federal Communications Commission	T. A. M. Craven	H. F. Carl



**thumbprints  
all over us...  
and we  
love it!**

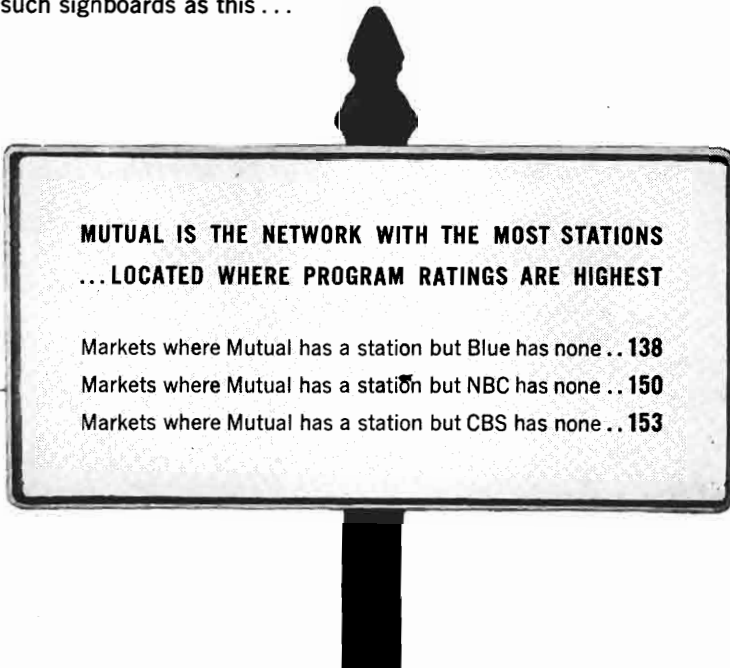


Radio research has lately set up a lot of new signposts, and lot of people have been thoughtfully thumbing the fresh paint on them. Some were erected by advertisers, some by agencies, some by networks — but they all stem from findings like these . . .

1. Just about the surest way to deliver a message in any market is to use a radio station located within that market . . .
2. Network programs enjoy much higher ratings in markets where there are fewer competing stations.

Since all these varied signposts converge unmistakably on our house, and since they've already led many advertisers to leave inquisitive thumbprints around here, we've bundled the works into a tidy little volume called "Fresh Paint", on which the ink is now drying.

When you get your copy, please apply your own thumbprint to such signboards as this . . .





With the war reaching its critical stage, radio broadcasters have a solemn responsibility to report and analyze accurately and fairly the events of the world today.

## HARRY W. FLANNERY

"Signal Roundtable," CBS, Sundays, 4:30-5 p.m. for Signal Oil Co.

News Analysis, CBS, 5:30-5:45, Mondays, Wednesdays and Fridays, for Bekins Van & Storage.

News Analysis, CBS, 5:30-5:45, Tuesdays, Thursdays and Saturdays, for Planter's Peanuts.

**BOARD OF WAR COMMUNICATIONS**

<b>Organization</b>	<b>Representative</b>	<b>Alternate</b>
Department of Interior.....	Stephen L. Windes	
Department of Justice.....	E. D. Coffey	H. J. Walls
Department of Labor.....		
U. S. Maritime Commission.....	D. S. Brierley	J. T. Welsh
Navy Department.....	Lt. Comdr. P. D. Miles	Lt. (jg) W. R. Foley, USNR
Post Office Department.....	Roy M. Martin	Charles M. Knoble
State Department.....	Thomas Burke	F. C. deWolf
U. S. Coast Guard.....	Capt. E. M. Webster	Lt. Arthur L. Budlong
War Department.....	Lt. Col. A. G. Simson	Capt. Wm. E. Plummer

**INTERNATIONAL BROADCASTING COMMITTEE**

The duties of this Committee include the study of all phases of international broadcasting and the formulation of recommendations concerning such precautions, supplementary facilities and reallocations as it shall deem desirable under foreseeable military conditions. With the requirements of national defense as a primary consideration, it shall also recommend plans for the speedy and efficacious use of all necessary international broadcasting facilities in time of military emergency giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities.

Chairman: Walter C. Evans

Secretary: P. F. Siling

<b>Organization</b>	<b>Representative</b>	<b>Alternate</b>
American Federation of Labor.....	Louis Barnett	Lawson Wimberly
Associated Broadcasters, Inc.....	Wesley I. Dumm	Royal V. Howard
Columbia Broadcasting System, Inc. ....	Earl H. Gammons	Edmund Chester
Department of Commerce (Bureau of Foreign and Domestic Commerce) .....	Howard E. Way	
Crosley Corporation (The) .....	James D. Shouse	R. J. Rockwell
Federal Communications Commission .....	P. F. Siling	Geo. P. Adair
General Electric Company .....	Robert S. Peare	
Mutual Broadcasting System, Inc. ....	Alfred J. McCosker	
National Association of Broadcasters .....	Neville Miller*	Howard S. Frazier
National Broadcasting Company, Inc. ....	John F. Royal	Dr. Charles B. Jolliffe
Navy Department .....	Comdr. Fnauz O. Willenbacher	Lt. Comdr. F. C. B. Jordan
Office of Coordinator of Inter-American Affairs .....	Don Francisco	John W. G. Ogilvie
Office of War Information.....	James Weldon	
State Department .....	Harvey Otterman	Col. Carl H. Hatch
War Department .....	Maj. Gen. Alexander D. Surles	
Westinghouse Electric and Manufacturing Co. ....	Walter C. Evans	L. B. Wailes
World Wide Broadcasting Corporation .....	Walter S. Lemmon	Mark L. MacAdam

**RADIO COMMUNICATIONS COMMITTEE**

The duties of this Committee include the study of all phases of domestic and international radiotelegraph and radiotelephone communications facilities (including mobile and fixed services) except aviation, amateur, Federal, State, and Municipal communications facilities. With the requirements of national defense as a primary consideration, the Committee shall recommend plans for the most efficacious use of all of these facilities in

## Historian - Commentator



### UPTON CLOSE

NBC's *World News Parade* for W. A. Sheaffer Pen Co. and MBS's *Closeups* for Lumbermen's Mutual Casualty Co., both sponsoring Upton Close, have been renewed for another year. The Sheaffer show has the highest daytime rating of any news show on any network, and highest daytime rating of any show on NBC. Mr. Close's Mutual spot has the highest rating of any show on that system.

Last Book—*Behind The Face of Japan*

New Book—*Ladder of History*\*

\*To be Macmillan's new High School text book throughout the land.



**BOARD OF WAR COMMUNICATIONS**

time of military emergency, giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities.

Chairman: Capt. E. M. Webster

Secretary: F. M. Ryan

American Federation of Labor	Andrew McDonald	David D. Barry
American Merchant Marine Institute, Inc.	R. J. Baker	
<b>Organization</b>	<b>Representative</b>	<b>Alternate</b>
American Telephone and Telegraph Company	W. G. Thompson	F. M. Ryan
Association of Edison Illuminating Companies	G. G. Langdon	
Congress of Industrial Organizations	H. C. Taylor	W. P. Paschel
Department of Commerce	Dr. J. H. Dellinger	L. H. Simson
Edison Electric Institute	H. E. Kent	
Federal Communications Commission	William N. Krebs	J. A. Russ
Globe Wireless, Ltd.	Jack Kaufman	R. W. Bunce
Lake Carriers' Association	Gilbert R. Johnson	C. M. Jansky, Jr.
Lorain County Radio Corporation	Herman E. Hageman	Frank C. Dunbar
Mackay Radio and Telegraph Company	Haraden Pratt	L. Spangenberg
Maritime Commission	D. S. Brierley	J. T. Welsh
Mutual Telephone Company	W. I. Harrington	Alvah A. Scott
National Federation of Telephone Workers	John J. Moran	
Navy Department	M. W. Arps	
Press Wireless, Inc.	Joseph Pierson	D. K. DeNeuf, V. P.
Radiomarine Corporation of America	Chas. J. Pannill	Arthur J. Costigan.
R.C.A. Communications, Inc.	Wm. A. Winterbottom	William H. Taylor
South Porto Rico Sugar Company	T. J. Phillips	
Tropical Radio Telegraph Company	R. V. Howley	C. C. Harris
U. S. Coast Guard	Capt. E. M. Webster	Lt. Comdr. C. H. Peterson
U. S.-Liberia Radio Corporation	Byron H. Larabee	
War Department	Col. Wesley T. Guest	Maj. Orla St. Clair

**COMMUNICATIONS LIAISON COMMITTEE FOR CIVILIAN DEFENSE**

The duties of this Committee include the submission of expert advice on all communications problems in which the Defense Communications Board and the Office of Civilian Defense are mutually interested. With the requirements of national defense as a primary consideration, the Committee will submit recommendations to the Board on such problems as are referred to it by the Board. In addition, the Committee shall have liaison with a similar committee of the Office of Civilian Defense and shall work with that committee in planning for the most efficacious use of communications facilities for civilian defense.

Chairman: William N. Krebs

Secretary: Herbert A. Friede

<b>Organization</b>	<b>Representative</b>
American Radio Relay League	George W. Bailey
Federal Communications Commission	William N. Krebs
International Association of Chiefs of Police	Capt. Donald S. Leonard
International Association of Fire Chiefs and International Association of Fire Fighters	Herbert A. Friede
National Bureau of Standards	Alvin C. Hutton
Office of War Information	Capt. Nelson Harton
War Department	Signal Corps

CBS Presents  
**JOAN BROOKS**

with a  
"Heartful of Songs"

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Personality Ingenue,  
Young Lead  
and  
Comedienne

LEx. 2-1100                      CI. 6-3082

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**CORAL TEMPEST**

Dramatic Lead & Light Comedienne

LEx. 2-1100                      CI. 6-3082

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**LUCILE SNOW**

Teen Age Ingenue

LEx. 2-1100                      CI. 6-3082

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**RUTH HILL**

Young Character Comedienne  
and Lead

LEx. 2-1100                      CI. 6-3082

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"Uncle Sam's Favorite Daughters"

**VI and VILMA  
VERNOR**

"The Singing Victory Twins"

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**JEAN SINCERE**

Straight and Emotional Ingenue  
and Young Lead

IN BROADWAY COMPANY  
of  
"ARSENIC AND OLD LACE"  
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**RYC TRIER**

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**BURT BOYAR**

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LEx. 2-1100                      CI. 6-3082

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**PATRICIA BELL**

Straight Ingenue  
and  
Young Lead

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**BOARD OF WAR COMMUNICATIONS**

Labor Advisory Committee, Defense Communications Board . . . . .	Joseph P. Selly	Alternate
Domestic Broadcasting Committee, Defense Communications Board . . . . .	Neville Miller	
Telegraph Committee, Defense Communications Board . . . . .	R. H. Vehling	
Telephone Committee, Defense Communications Board . . . . .	Ralph I. Mabbs	Clyde S. Bailey

**PRIORITIES LIAISON COMMITTEE**

The duties of this Committee include the study of non-military priority problems that arise in the current work of priority ratings for materials requiring inter-departmental coordination, and such special problems as may be referred to it by the Board of War Communications or the Coordinating Committee. In addition, the committee will have liaison with the Priorities Planning Committee and may call upon the priorities representatives of the numbered committees of the Board as well as other Government and industry experts for advice.

Chairman: Lt. Comdr. R. H. Griffin

Organization	Representative	Alternate
Federal Communications Commission . . . . .	Manfred K. Toepfen	
Navy Department . . . . .	Lt. Comdr. R. H. Griffin	
State Department . . . . .	J. T. Keating	Harvey Otterman
U. S. Coast Guard . . . . .	Lt. Comdr. J. W. Ryssy	
War Department . . . . .	Lt. Col. Lyle D. Wise	Capt. John G. Hubbard
War Production Board . . . . .	Leighton H. Peebles	

**PRIORITIES REPRESENTATIVES**

**Amateur Radio Committee**

George W. Bailey,  
The American Radio League

**Cable Committee**

Forest L. Henderson,  
All America Cables and Radio, Inc.      I. S. Coggeshall,  
The Western Union Telegraph Co.

**Domestic Broadcasting Committee**

Dr. W. R. G. Baker,  
National Television System Committee  
of the RMA Engineering Department

**International Broadcasting Committee**

R. J. Rockwell,  
The Crosley Corporation      M. L. Prescott,  
General Electric Company

**Radiocommunications Committee**

Arthur J. Costigan,  
Radiomarine Corp. of America      Haraden Pratt,  
Mackay Radio and Telegraph Co.

**State and Municipal Facilities Committee**

Captain Donald S. Leonard,  
International Assn. of Chiefs of Police      Lloyd N. Chatterton,  
International Municipal Signal Assn.

**Telegraph Committee**

E. R. Shute,  
The Western Union Telegraph Co.

**Communications Liaison Committee for Civilian Defense**

Herbert A. Friede,  
International Assn. of Fire Chiefs      George W. Bailey,  
The American Radio Relay League

\* Served through 1943, resigned Feb. 15, 1944. No successor appointed at press time.

# PROFESSOR QUIZ



•  
**WILLIAM GERNANTT**

521 Fifth Avenue  
New York

# MUSICAL OPPORTUNITIES IN 1944

By Paul Whiteman

Director of Music, Blue Network

"SOMETHING between a Song and a Symphony!"

Sounds euphonious, doesn't it? Sort of gives you an inkling of our musical quest for 1944—a search for new composers, compositions and ideas which will bring to radio much needed *in-between music—something between a song and a symphony.*



For years I've thought that radio needed some special music, compositions, neither in the popular or

classical categories, but acceptable to devotees of both schools. For example, numbers like "Manhattan Serenade," "Deep Purple" or "Park Avenue Fantasy." "A Holiday for Strings" and "Warsaw Concerto," theme song of our new Hall of Fame show, are written in the same vein.

## Original Compositions

So much for the type of new music we are seeking. Next is the problem of getting the composers. In this assignment I sought the counsel of my associates at the Blue network. They enthusiastically endorsed the idea and offered a budget to cover the cost of commissioning writers.

The plan is simple. We will invite the best of the new school of professional composers to submit their original compositions and will commission others to compose works especially for the Blue network. The successful composers will receive contracts. We will pay them for their original compositions and they will control the royalty and publishing rights.

Through the encouraging of profes-

sional composers we hope to find a new library of excellent numbers. These numbers, running from three to five minutes, will represent an entirely new sphere of radio music and we plan to introduce them both over the Blue network and in public concerts.

## Tribute to Hollywood Writers

For a long time I have had the feeling that a lot of talented writers are in Hollywood contributing their artistry to the motion picture industry. For the most part this creative writing becomes lost in the dramatic action of present-day pictures and the full beauty of their rhythmic creations are never really appreciated. To this group I intend to make a special appeal for new numbers. I am confident that radio will give full expression to their musical talents.

There's another thought in our musical planning that is worthy of noting at this time. That is the relationship between the composer, publisher, and conductor. I for one feel that the trio is inseparable, entirely dependent on each other for artistic achievement in the musical field. Many lose sight of the artistic and business relationship that should exist. Working in harmony, the composer, publisher and conductor can do much to solidify and enrich the musical sphere.

## Conclusion

Getting back to the original theme of this article it is heartening to creative artists to see world-wide acceptance of such a modern composer as Dimitri Shostakovich. His "Second Piano Sonata" and his setting of a sonnet by Shakespeare have been among his most accepted works. Shostakovich's success as a composer is a fine incentive for the new school of composers to whom we direct our message.

☆ ☆ ☆ **Radio On To Victory** ☆ ☆ ☆

*Program Notes for the most unique  
musical program now on the air*

## SCHENLEY'S GREATER CRESTA BLANCA CARNIVAL

*presents*

### MORTON GOULD *and* ALEC TEMPLETON

These two contemporary geniuses combine their rare talents in a radio program of musical contrasts—color, sparkle, wit and beautiful music . . . as exciting as gorgeous fireworks against a soft midnight sky . . . as satisfying and delightful as a bottle of

**CRESTA BLANCA** *California* **WINES**



*Morton Gould:* Brilliant composer and conductor, American born and American trained, has conducted the New York Philharmonic and Cleveland Orchestras, and has had his compositions performed under the leadership of Toscanini, Stokowski, Reiner, Goossens, Iturbi, Golschmann, Kindler, Rodzinski, Darbirolli and Wallenstein. Among his compositions are The Lincoln Legend, American Symphonette and a Symphony.

*Alec Templeton:* Eminent concert pianist, graduate of the Royal Academy of Music in London, has toured both Europe and America extensively. He has appeared with the major Symphony orchestras in England and America. A composer in his own right, he has published a large number of works for solo piano, as well as Symphony orchestras, including Rhapsody Harmonic, Concertina Lyric, Insect Suite, Idyll and Sonatine Ballads.

## THE CRESTA BLANCA CARNIVAL

You'll make Wednesday your "Evening In" . . . you won't want to miss a single one of these great programs . . . with two stars of first magnitude united in a weekly performance that eclipses all their previous "solo" efforts.

### CBS COAST TO COAST

*every Wednesday night*

*Cresta Blanca Wine Co., Inc., Livermore, California*



# RADIO DAILY

Seventh Annual Poll of the Radio Editors and Critics for 1943

## Commercial Programs

BOB HOPE .....	504
Jack Benny .....	368
Bing Crosby .....	350
Information Please .....	340
Fibber McGee & Molly .....	334
Edgar Bergen .....	312
Ed Gardiner (Duffy's) .....	232
Lux Radio Theater .....	196
Lower Basin Street .....	188
N. Y. Philharmonic-Symphony .....	152

## Entertainers

BING CROSBY .....	642
Bob Hope .....	618
Jack Benny .....	456
Edgar Bergen .....	390
Fred Allen .....	326
Fibber McGee & Molly .....	318
Ed Gardner .....	310
Kate Smith .....	194
Red Skelton .....	174
Kay Kyser .....	140

## Dramatic Shows

LUX RADIO THEATER .....	698
Screen Guild Players .....	322
Cavalcade of America .....	234
One Man's Family .....	168
Inner Sanctum .....	132
Mr. District Attorney .....	108
The Aldrich Family .....	106
Suspense .....	92
Man Behind the Gun .....	84
The Thin Man .....	84

## Educational Series

AMERICAN SCHOOL OF THE AIR .....	358
University of Chicago Round Table .....	348
American Town Meeting .....	254
Information Please .....	170
March of Time .....	108
Invitation to Learning .....	106
Land of the Free .....	70
American Forum of the Air .....	62
Pacific Story .....	54
Cavalcade of America .....	52

(Continued on Page 93)

# GARNETT MARKS



ANNOUNCER • NARRATOR  
ACTOR

SPORTS AND NEWS COMMENTATOR

**N O W**

# **LT. GARNETT MARKS**

**U. S. ARMY**



# RESULTS OF RADIO DAILY 1943 CRITICS POLL

## Dance Bands (Sweet)

GUY LOMBARDO .....	418
Sammy Kaye .....	322
Fred Waring .....	274
Tommy Dorsey .....	204
Freddy Martin .....	196
Kay Kyser .....	162
Wayne King .....	122
Glenn Miller .....	84
Paul Whiteman .....	76
Horace Heidt .....	74

## Comedians

BOB HOPE .....	856
Jack Benny .....	574
Fred Allen .....	458
Ed Gardner .....	370
Edgar Bergen .....	284
Red Skelton .....	254
Fibber McGee & Molly .....	156
Groucho Marx .....	146
Jimmy Durante .....	116
Eddie Cantor .....	114

## News Commentators

RAYMOND GRAM SWING .....	498
H. V. Kaltenborn .....	402
Fulton Lewis, Jr. ....	322
Lowell Thomas .....	300
Walter Winchel .....	206
Raymond Clapper .....	172
Earl Godwin .....	172
Gabriel Heather .....	144
John W. Vandercook .....	142
William Shirer .....	136

## Dramatic Serials

ONE MAN'S FAMILY .....	256
Vic and Sade .....	182
The Aldrich Family .....	154
I Love a Mystery .....	80
Those We Love .....	74
The Goldbergs .....	68
Light of the World .....	68
Bachelors Children .....	54
Easy Aces .....	52
Abie's Irish Rose .....	50
The Guiding Light .....	44

## Dance Bands (Swing)

HARRY JAMES .....	522
Benny Goodman .....	474
Tommy Dorsey .....	232
Duke Ellington .....	216
Jimmy Dorsey .....	162
Woody Herman .....	108
Cab Calloway .....	104
Kay Kyser .....	100
Bob Crosby .....	84
Les Brown .....	76

## Quiz Shows

QUIZ KIDS .....	794
Information Please .....	726
Take It or Leave It .....	574
Truth or Consequences .....	372
Dr. I. Q. ....	192
Thanks to the Yanks .....	186
Double or Nothing .....	176
Kay Kyser College of Musical Knowledge .....	76
Battle of the Sexes .....	62
Vox Pop .....	54

## Sports Commentators

BILL STERN .....	828
Ted Husing .....	546
Red Barber .....	292
Harry Wismer .....	226
Don Dunphy .....	112
Clem McCarthy .....	82
Ed Thorgersen .....	72
Bill Corum .....	60
Russ Hodges .....	50
Bob E'son .....	48

## Children Shows

THE LONE RANGER } (tie) .....	402
LET'S PRETEND } .....	
Jack Armstrong .....	192
Quiz Kids .....	136
Terry and the Pirates .....	106
Cross-Country on a Bus .....	72
Superman .....	68
American School of the Air .....	66
Dick Tracy .....	60
Land of the Lost .....	56

(Continued on Page 95)



## **THE ACCEPTED MARK FOR YOUR COVERAGE ALLOCATIONS**

- COVERAGE BROCHURES
- SURVEYS
- MARKET RESEARCH
- MAPS

**WALTER P. BURN AND ASSOCIATES, INC.**

7 WEST 44th STREET

NEW YORK, 18, NEW YORK

**Symphony Conductors**

ARTURO TOSCANINI .....	786
Leopold Stokowski .....	330
Serge Koussevitsky .....	278
Artur Rodzinski .....	214
Bruno Walter .....	208
Andre Kostelanetz .....	166
Dr. Frank Black .....	142
Howard Barlow .....	140
Eric Leinsdorff .....	108
Sir Thomas Beecham .....	78

**Male Vocalists  
(Classical)**

JOHN CHARLES THOMAS .....	766
Richard Crooks .....	530
James Melton .....	374
Nelson Eddy .....	322
Lawrence Tibbett .....	226
Jan Peerce .....	222
Frank Munn .....	170
Paul Robeson .....	92
Ezio Pinza .....	92
Lauritz Melchior .....	86

**Male Vocalists  
(Popular)**

BING CROSBY .....	1010
Frank Sinatra .....	520
Dick Haymes .....	460
Dennis Day .....	322
Perry Como .....	172
Kenny Baker .....	170
Barry Wood .....	78
Frank Munn .....	68
Bob Eberle .....	66
Ray Eberle .....	58
Frank Parker .....	58

**Symphony Programs**

N. Y. PHILHARMONIC-SYMPHONY .....	830
NBC Symphony .....	620
Boston Symphony .....	566
Cleveland Symphony .....	244
Philadelphia Symphony .....	90
Telephone Hour .....	82
CBS Symphony .....	80
Hour of Charm .....	72
Standard Symphony (Pacific Coast) .....	68
Stradivari Orchestra Program .....	58

**Female Vocalists  
(Classical)**

LILY PONS .....	556
Gladys Swartout .....	486
Marian Anderson .....	340
Jessica Dragonette .....	250
Grace Moore .....	230
Lucille Manners .....	146
Eilleen Farrell .....	140
Helen Traubel .....	124
Margaret Speaks .....	96
Jean Tennyson .....	94

**Female Vocalists  
(Popular)**

DINAH SHORE .....	836
Kate Smith .....	562
Ginny Simms .....	496
Frances Langford .....	232
Georgia Gibbs .....	130
Connie Boswell .....	108
Hildegarda .....	90
Bea Wain .....	80
Mary Martin .....	64
Helen O'Connell .....	50

**R**ADIO editors, writers and critics on newspapers and periodicals throughout the United States and Canada took part in the seventh annual poll conducted by RADIO DAILY.

Tabulations were made on the basis of 10 points for each first choice, 9 points for each second choice and proportionately down the line. All figures represent points out of a possible 1200.

Original signed questionnaires as returned by the radio editors and the worksheets used in the tabulation of the votes are carefully preserved by RADIO DAILY. It is regarded as the one authoritative pool of its kind conducted by a radio industry business paper and is presented as a service to the trade which finds it helpful to have a true cross-section of opinion from the nation's radio editors.

(Continued on Following Page)

# DATA ON PROGRAM WINNERS In Radio Daily's Seventh ANNUAL POLL of RADIO CRITICS

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## **Pepsodent (Bob Hope) Program**

Sponsored by Pepsodent Co.; Tuesdays, 10-10:30 p.m., EWT, on NBC network. *Agency:* Foote, Cone & Belding, Inc. *Cast:* Bob Hope, Frances Langford, Jerry Colonna, Barbara Jo Allen "Vera Vague," and guests. *Orchestra:* Stan Kenton.



## **Grape-Nuts Flakes (Jack Benny) Program**

Sponsored by General Foods Corp.; Sundays, 7-7:30 p.m., EWT, on NBC network. *Agency:* Young & Rubicam, Inc. *Cast:* Jack Benny, Mary Livingstone, Rochester, Dennis Day and Don Wilson. *Orchestra:* Phil Harris.



## **Kraft Music Hall**

Sponsored by Kraft Cheese Corp.; Thursdays, 9-9:30 p.m., EWT, on NBC network. *Agency:* J. Walter Thompson Co. *Cast:* Bing Crosby, Music Maids and Hal, The Charioteers, Trudy Erwin, Leo "Uke" Sherin and guest stars. *Orchestra:* John Scott Trotter.



## **"Information Please"**

Sponsored by H. J. Heinz Co.; Mondays, 10:30-11 p.m., EWT, on NBC network. *Agency:* Maxon, Inc. *Cast:* Clifton Fadiman, master of ceremonies; Franklin P. Adams, John Kieran, Oscar Levant, Ben Grauer and guests.



## **Fibber McGee & Molly**

Sponsored by S. C. Johnson & Sons, Inc.; Tuesdays, 9:30-10 p.m., EWT, on NBC network. *Agency:* Needham, Louis & Brorby, Inc. *Cast:* Marion and Jim Jordan and Ransom Sherman. *Orchestra:* Billy Mills.



## **Chase & Sanborn Hour**

Sponsored by Standard Brands, Inc.; Sundays, 8-8:30 p.m., EWT, on NBC Network. *Agency:* J. Walter Thompson Co. *Cast:* Edgar Bergen (Charlie McCarthy) and guest stars. *Orchestra:* Ray Noble.



## **"Duffy's" (Ed Gardner)**

Sponsored by Bristol-Myers Co.; Tuesdays, 8:30-9 p.m., EWT, on the Blue network. *Agency:* Young & Rubicam, Inc. *Cast:* Ed Gardner, Florence Halop as "Miss Duffy," Charlie Cantor as "Finnegan," Eddie Green and Johnny Johnston and guest stars. *Orchestra:* Paul Weston.



## **Lux Radio Theater**

Sponsored by Lever Bros. Co.; Mondays, 9-10 p.m., EWT, on CBS network. *Agency:* J. Walter Thompson Co. *Cast:* Cecil B. DeMille, producer, and guest stars. *Orchestra:* Louis Silvers.



## **"Lower Basin Street"**

Sponsored by the Andrew Jergens Co.; Sundays, 9:15-9:45 p.m., EWT, on the Blue network. *Agency:* Lennen & Mitchell, Inc. *Cast:* Paul Lavalle orchestra; Milton Cross, Jack McCarthy, Dick Todd and guest stars.



## **N. Y. Philharmonic-Symphony**

Sponsored by United States Rubber Co.; Sundays 3-4:30 p.m., EWT, on CBS network. *Agency:* Campbell-Ewald Co., Inc. (Eastern Division). New York Philharmonic-Symphony orchestra, Arthur Rodzinski, musical director; guest conductors and guest soloists; Intermission feature, "The American Scriptures," Carl Van Doren and guest stars. Bernard Dudley, announcer.

ride the tide of this national habit....

# ...the national habit of sta



## millions and millions listen regularly to NBC

Millions and millions of Americans tune every night and day to NBC because they like what they hear. They've made listening *regularly* a regular habit. And no wonder.



## the greatest shows in radio are on NBC

The listener knows where the winners are playing and that's where he keeps his dial. CAB and Hooper surveys consistently find that NBC shows are the nation's choice—have found NBC programs are nine out of the first ten audience rated shows; 15 out of the first 20; 33 out of the first 50 of *all* programs on the air.

## it's NBC for "The Parade of Stars"

Year after year, popularity polls conducted by newspapers and trade magazines show that there are far more popular stars on NBC than all the other networks combined.



When an advertiser has a valuable entertainer, he looks for the most valuable audience his money can buy—and that's why more of the nation's favorites are on NBC.

## NBC service to the nation and the public

In fast-changing times, it's frequently important that information reach great masses of people in a hurry. NBC is proud to have contributed hundreds of educational programs and tens of thousands of announcements in the public interest. NBC listeners are among the world's best-informed people.



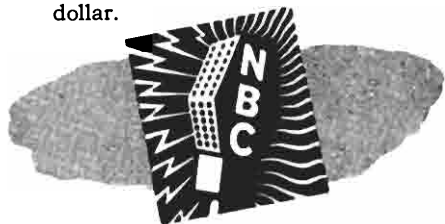
ing tuned to

# NBC



**the one best bet—the head  
that wears the coronet**

Most of the big advertisers learned long ago that NBC is a sound investment. Two-thirds of the advertisers who spent more than half a million dollars last year were on NBC. Since 1926, America's Number One Network has been a best bet for the advertising dollar.



**advertisers stick with NBC**

When an advertiser goes on NBC, he nearly always stays. Three-fourths of NBC's clients have been on the net-

work from five to fifteen years. More than half have been consistent users of NBC time for more than ten years. Year after year, they renew their lease on this responsive audience, enjoy the good-will and patronage of millions of American consumers.



**the world's best-known chimes  
identify NBC**

Everybody knows NBC's three-toned trade mark. When an advertiser sets his radio program between these familiar harmonies, he can be sure of the advantage of meeting an attentive, receptive and NBC-minded audience from the very start. Millions of listeners in millions of homes, day after day, night after night, supply the proof. A smart editor once said it: "The best-known sequence of sounds on this planet is the NBC chimes."

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They all tune to the **National Broadcasting Company**

**It's a National Habit**

America's No.1 Network



a service of Radio Corporation of America



# SHORTWAVE—POST WAR ERA

By Bernard Estes

TELEVISION and frequency modulation may be the bright spots in radio's magical future, but there is a more immediate potential in post war radio that offers great possibilities. It is commercial shortwave and international standard broadcast radio.

When the war is over, American capital by the millions of dollars will be invested in the rebuilding of a devastated world. Quickly following this investment of American money will be the rebirth of what will amount to practically virgin markets for American made machinery, clothing and food products.

How can American businessmen quickly build and sell these reborn markets of the world? Shortwave has proven itself as a propaganda media, and only the wording of the script changes the propaganda technique of war to the product selling message of peace.

## Selling by Radio

Nowhere in all the world has the art of producing shows that sell been perfected to such a high degree as has been done here in America. With the world's best production facilities at its fingertips and with sufficient personnel available for translating and "pointing" purposes all that remains for immediate contact with a foreign market is the purchase of time for rebroadcast on foreign transmitters which cover the desired market. The show is produced in studios located in, let's say, New York. The facilities of a shortwave transmitter are leased. The show is beamed towards the foreign transmitter and rebroadcast on a standard cycle to the desired market.

This is a simple and practical operation. It is being executed by the OWI several hundreds of times a week presently and under such obstacles as wartime jamming by enemy stations, the quick and sometimes inadequate facilities available on the ever advancing front lines.

Right now there are shortwave transmitters and standard cycle stations that are either located or cover every existing country in Europe and Asia. The peoples within the listening area of these stations will have, during the years of war, heard nothing but news, edicts, propaganda, practically no music other

than military airs and have never received the joys of entertainment through radio. They will be hungry for music, laughter and fun via the airwaves and within the power of American business lies the ability to give these people the kind of radio fare they will want. If they succeed in thus pleasing the people who will and should buy their products then they are entitled to their "commercial" which goes along with the blessing. The history of American radio has proven this point.

## Transcriptions

In addition to shortwave for rebroadcast and to ensure perfect reception at all times and reduce the costs of rebroadcasting American produced radio shows for foreign markets without sacrificing the value of our excellence in talent, scripting, direction and production—there is the use of transcriptions. A glance at one of the air map schedules published by some of the U. S. transoceanic airline companies and it is easy to figure the few hours of time that must elapse between the production of a radio show in America and its broadcast on a standard cycle station in Moscow, Berlin, Calcutta or Dakar. It's a sure thing that after this war the commercial airlines will cut existing schedules by several hours.

If there is any doubt as to the effectiveness of this type of broadcasting look at the records of the shortwave division of the Office of War Information, the Coordinator of Inter-American Affairs, the information offices of the Free French, the exiled Polish, Norwegians, the Belgians, the Dutch, etc., and bear in mind that our own Government is shortwaving programs twenty-four hours a day in some seventy-odd languages and dialects seven days a week every week. In addition to this the Army, Navy and Marines are shortwaving top network shows devoid of commercials to our armed forces throughout the world.

Surely, in the face of all the facts set forth herein, no one can deny that American Commercial Shortwave Radio is assured an important place in global economics.



# **BMI LICENSEES**

*represent*

**98% of the dollar**

**VOLUME OF THE INDUSTRY**

*They are served by*

**A Rich and Varied Music  
Catalog**

**Basic Indexes and Regular  
Supplements**

**Copyright Research Service**

**Continuities—Over 50 program  
units each week for use with  
transcription libraries and  
phonograph records**

---

**BMI has the exclusive performing rights to some half million titles in the catalogs of over 500 publishers and the official performing rights societies of ARGENTINA, BRAZIL, CHILE, CUBA and MEXICO.**

**B R O A D C A S T M U S I C**

*Incorporated*

**Los Angeles**

**New York**

**Chicago**

# **BMI BLANKETS THE INDUSTRY WITH BLANKET LICENSES**

**BMI has 953\* commercial licensees in the United States and Canada.**

**Advertising agencies and transcription companies which check their spot campaigns against our list of licensees find their clearance problems eliminated by the use of BMI Music on BMI Stations.**

**\*As of February 15, 1944**

## **BROADCAST MUSIC**

*Incorporated*

**Los Angeles**

**New York**

**Chicago**

# IMPORTANT RADIO Telephone Numbers in NEW YORK



## Radio Stations

WAAT (N. Y. Office)	Director	2-5878
WABC	Wickersham	2-2000
WBRR	Main	4-9735
WBXN	Mcrose	5-0333
WBYN	Bryant	9-3775
WCAU (N. Y. Office)	Wickersham	2-2000
WCAF	Circle	7-8300
WEVD	Bryant	9-2360
WGN (N. Y. Office)	Murray Hill	2-3033
WHN	Bryant	9-7841
WHOM	Plaza	3-4704
WBX (N. Y. Office)	Murray Hill	2-8228
WINS	Bryant	9-6000
WJZ	Circle	7-5700
WLIB	Interisol	2-1300
WLW	Circle	6-1750
WMCA	Circle	6-2200
WNBF (N. Y. Office)	Murray Hill	2-5767
WNEW	Plaza	3-3300
WNYC	Worth	2-5600
WOR	Pennsylvania	6-8600
WOV	Circle	5-7979
WPAT (N. Y. Office)	Pennsylvania	6-2945
WQXR	Circle	5-5556
WRUL (N. Y. Office)	Circle	7-3993
WWRL	Newtown	9-3300

## National Networks

Blue Network Co.	Circle	7-5700
Columbia Broadcasting System	Wickersham	2-2000
Keystone Broadcasting System	Longacre	3-2221
National Broadcasting System	Pennsylvania	6-9600
National Broadcasting Co.	Circle	7-8300

## Station Representatives

John Blair & Co.	Murray Hill	9-6084
Blue Network Co.	Circle	7-5700
The Branham Co.	Murray Hill	6-1860
British Broadcasting Corp.	Circle	7-0656
Burn-Smith Co.	Murray Hill	2-3124
Capper Publications, Inc.	MOhawk	4-3790
Cox & Tanz.	LEXington	2-2450
The Foreman Co.	ELdorado	5-0174
Forjoe & Co.	Vanderbilt	6-5080
Free & Peters, Inc.	Plaza	5-4131
Headley-Read Co.	Murray Hill	3-5470
George P. Hollingsberry Co.	Murray Hill	3-9447
The Katz Agency	Wisconsin	7-8620
Joseph Hershey McGillyra	Murray Hill	2-8755
J. P. McKinney	Circle	7-1178
National Broadcasting Co.	Circle	7-8300
John H. Perry Associates	Murray Hill	4-1647
Edward Petry & Co.	Murray Hill	2-4400
Radio Advertising Corp.	Murray Hill	2-2170
Radio Sales	Wickersham	7-7900
William G. Rambeau Co.	LEXington	2-1820
Paul H. Raymer Co.	Murray Hill	2-8689
Reynolds-Fitzgerald, Inc.	ELdorado	5-7070
Sears & Ayer	LEXington	2-0772
Spot Sales, Inc.	ELdorado	5-5040
The Walker Co.	Murray Hill	2-0374
Weed & Co.	Vanderbilt	6-4542
Howard A. Wilson Co.	Murray Hill	6-1230

## Advertising Agencies

N. W. Ayer & Son, Inc.	Circle	6-0700
Badger & Browning & Hersey	Circle	7-3719
Ted Bates, Inc.	Circle	6-9700
Batten, Barton, Durstine & Osborn, Inc.	ELdorado	5-5800
Benton & Bowles, Inc.	Wickersham	2-0400
Birmingham, Castleman & Pierce, Inc.	LEXington	2-7550

The Biow Co., Inc.	Circle	6-9300
Dancer-Fitzgerald-Sample	Wickersham	2-2700
Brooke, Smith, French & Dorrance, Inc.	Murray Hill	6-1800
Franklin Bruck Advertising Corp.	Circle	7-7661
Buchanan & Co.	MEdallion	3-3380
Campbell-Ewald Co. of N. Y.	Circle	7-6383
The Caples Co.	LEXington	2-0850
Compton Advertising Inc.	Circle	6-2800
D'Arcy Advertising Co.	Plaza	8-2600
Donahue & Coe, Inc.	COLUMbus	5-4252
Doremus & Co.	Director	2-1600
Sherman K. Ellis & Co.	Plaza	5-7711
Erwin, Wasey & Co.	MOhawk	4-8700
William Esty & Co.	CAledonia	5-1900
Federal Advertising Agency, Inc.	ELdorado	5-6400
Albert Frank-Guenther Law, Inc.	CORTland	7-5050
Foote, Cone & Belding	Wickersham	2-6600
Fuller & Smith & Rcss, Inc.	Murray Hill	6-5600
Gardner Advertising Co.	COLUMbus	5-2000
Geyer, Cornell & Newell, Inc.	Wickersham	2-5400
Grant Advertising, Inc.	Circle	5-4485
M. H. Hackett, Inc.	Circle	6-1950
Charles W. Hoyt Co., Inc.	Murray Hill	2-0850
Ivey & Ellington, Inc.	Murray Hill	3-5680
H. W. Kastor & Sons Advertising Co.	COLUMbus	5-6135
Joseph Katz Co.	Wickersham	2-2740
Kenyon & Eckhardt, Inc.	Plaza	3-0700
H. M. Kiesewetter Advertising Agency, Inc.	LEXington	2-0025
Knox Reeves, Advertising, Inc.	Murray Hill	4-3982
Arthur Kudner, Inc.	Circle	6-3200
Lambert & Feasley, Inc.	COLUMbus	5-3721
Lennen & Mitchell, Inc.	Murray Hill	2-9170
Marschalk & Pratt, Inc.	Vanderbilt	6-2022
J. M. Mathes, Inc.	LEXington	2-7450
Maxon, Inc.	ELdorado	5-2930
McCann-Erickson, Inc.	Circle	5-7000
McKee & A'bright	COLUMbus	5-2058
C. L. Miller Co.	Murray Hill	2-1010
Morse International, Inc.	LEXington	2-6727
Newell-Emmett Co., Inc.	ASHland	4-4900
Paris & Peart	CAledonia	5-9840
Peck Advertising Agency	Plaza	3-0900
Pedlar & Ryan & Lusk, Inc.	Plaza	5-1500
Charles Dallas Reach Co.	Vanderbilt	6-5924
Ruthrauff & Ryan, Inc.	Murray Hill	6-6400
Redfield-Johnstone, Inc.	Plaza	3-6120
Stack-Gob'e Advertising Co.	Plaza	3-7444
Street & Finney	Bryant	9-2400
J. Walter Thompson Co.	MOhawk	4-7700
Warwick & Legler	Murray Hill	6-8585
Ward Wheelock Co.	Plaza	3-7170
Wm. H. Weinstraub & Co.	Circle	7-4282
Young & Rubicam, Inc.	ASHland	4-8400

## Publications

Advertising Age	Bryant	9-6431
Advertising & Selling	CAledonia	5-9770
The Billboard	MEdallion	3-1615
Broadcasting and Broadcasting Advertising	Plaza	5-8355
Metronome	Circle	7-4500
Printers' Ink	Murray Hill	3-6500
Radio Advertising (Rates and Data)	LEXington	2-6611
Radio Craft	Director	2-9690
RADIO DAILY	Wisconsin	7-6336
Radio Retailing—Today	Plaza	3-1340
Radio & Television Weekly	Walker	5-2576
Sales Management	MOhawk	4-1760
Standard Advertising Register	MEdallion	3-5850
Tide	ASHland	4-3390

Tune-In .....Circle 5-8425  
 Variety .....BRyant 9-8153

## News Agencies and Associations

Associated Press .....Circle 6-4111  
 International News Service.....Murray Hill 2-0131  
 Press Association, Inc. ....Circle 7-1357  
 Radio News Association.....Murray Hill 2-8198  
 Reuters .....Circle 6-3960  
 Transradio Press Service, Inc.....Murray Hill 2-4185  
 United Press .....Murray Hill 2-0400

## Talent Agencies

James Appell .....Plaza 3-7840  
 Batchelor Enterprises, Inc.....Circle 6-4224  
 Columbia Concerts Corp.....Circle 7-6900  
 Consolidated Radio Artists, Inc.....Columbus 5-3580  
 Wallace Downey, Inc. ....Circle 6-4684  
 Evans & Salter.....Circle 7-6900  
 Fanchon & Marco .....Circle 7-5630  
 Frederick Bros. Artists Corp.....Circle 6-2144  
 Moe Gale .....Longacre 3-0350  
 General Amusement Corp.....Circle 7-7550  
 William Gernannt.....Vanderbilt 6-1750  
 Hesse & McCaffrey.....Eldorado 5-1076  
 Estela Karn .....Vanderbilt 6-3863  
 Bob Kerr .....Circle 7-5857  
 Mark Leddy .....Bryant 9-1631  
 Ben B. Lipset, Inc. ....Chickering 4-2466  
 A. & S. Lyons, Inc. ....Plaza 3-5181  
 Management Corp. of America.....Wickersham 2-8900  
 A. T. Michaud.....Circle 5-7165  
 Mills Artists, Inc. ....Circle 6-1566  
 William Morris Agency, Inc.....Circle 7-2160  
 Leo Morrison, Inc. ....Circle 7-6413  
 Music Corporation of America.....Wickersham 2-8970  
 National Concerts & Artists Corp.....Plaza 3-0820  
 James Peppe .....Plaza 3-2546  
 Myron Selznick Co. of N. Y.....Circle 7-6200  
 Stix, Thos. L. ....Circle 7-2693  
 Roy Wilson (Wilson, Powell & Hayward).....Plaza 5-5480  
 Ed Wolf & Associates.....Circle 7-4885  
 Stan Zucker .....Plaza 3-4677

## Program Producers and Transcription and Recording Companies

Advertisers' Broadcasting Co.....Bryant 9-1176  
 Advertisers Recording Service.....Circle 6-0141  
 Air Features, Inc. ....Wickersham 2-0077  
 American Institute of Food Products  
     Bowling Green 9-9188  
 Arts Recording Studios & Recording Co.....Plaza 8-0407  
 Asch Recording Studios.....Bryant 9-3137  
 Associated Music Publishers, Inc.....Bryant 9-0847  
 Audio-Scriptions, Inc. ....Circle 7-7690  
 Basch Radio Productions.....Murray Hill 2-8877  
 Broadcasting Program Service.....Bryant 9-4324  
 Ted Collins .....Circle 7-0094  
 Columbia Recording Corp.....Circle 5-7300  
 Decca Records, Inc. ....Columbus 5-2300  
 Federal Transcribed Programs, Inc.....Caledonia 5-7530  
 Allen A. Funt Radio Productions.....Murray Hill 4-6148  
 General Sound Corp.....Plaza 3-3015  
 Wm. Gernannt .....Vanderbilt 6-1750  
 H. S. Goodman .....Wickersham 2-3338  
 Kent-Johnson, Inc. ....Plaza 3-7246  
 Kermit-Raymond Corp.....Eldorado 5-5511  
 Langlois & Wentworth.....Eldorado 5-1620  
 Phillips H. Lord, Inc.....Wickersham 2-2211  
 Charles Michelson.....Murray Hill 2-3376  
 Management Corp. of America.....Wickersham 2-8900  
 Miller Broadcasting System, Inc.....Circle 6-0141  
 C. D. Morris Associates.....Plaza 3-4144  
 Muzak Transcriptions, Inc.....Bryant 9-1246  
 NBC Radio-Recording Division.....Circle 7-5703  
     Tr 7-8916  
 Lilian Okun, Inc. ....Columbus 5-0600  
 Radio Events, Inc. ....Murray Hill 6-3487  
 RCA Manufacturing Co.....Ashland 4-7605  
 Rockhill Radio Productions.....Eldorado 5-1860  
 Bernard L. Schubert, Inc.....Plaza 3-4670  
 Henry Souvaine, Inc.....Circle 7-5666  
 Shafer-Waible Radio Productions.....Eldorado 5-2372  
 Standard Radio .....Bryant 9-4324  
 Transamerican Broadcasting &  
     Television Corp.....Plaza 5-9800  
 Transcribed Radio Shows, Inc.....Longacre 5-3440

Tyro Productions.....Columbus 5-3737  
 Victor Recording Laboratory.....Murray Hill 4-6200  
 Roger White.....Murray Hill 2-0295  
 Wolf Associates .....Circle 7-4885  
 World Broadcasting System.....Wickersham 2-2100  
 F. W. Ziv, Inc. ....Plaza 3-9612

## Organizations, Unions and Government Agencies

Actors' Equity .....Bryant 9-3550  
 Advertising Club .....Caledonia 5-1810  
 Advertising Federation of America.....Bryant 9-0430  
 Air Corps Public Relations.....Whitehall 4-1600  
 American Association of Advertising  
     Agencies .....Lexington 2-7980  
 American Communications  
     Association.....Courtlandt 7-3947  
 American Federation of  
     Musicians Local 802.....Circle 7-6482  
 American Federation of Radio  
     Artists .....Vanderbilt 6-1810  
 American Newspaper Publishers  
     Association.....Caledonia 5-2000  
 Army U. S., Information Service.....Worth 2-1882  
 ASCAP .....Columbus 5-7464  
 American Television Society.....Caledonia 5-7430  
 Associated Actors & Artists  
     of America .....Bryant 9-3550  
 Association of National  
     Advertisers .....Murray Hill 5-9167  
 Broadcast Music, Inc.....Pennsylvania 6-5466  
 Bureau of Public Inquiries  
     (OEM) .....Murray Hill 3-6300  
 Coordinator of Inter-American Affairs  
     (Rockefeller Committee).....Murray Hill 3-6805  
 Employment Service, U. S.....Murray Hill 2-1530  
 Federal Communications Comm.....Canal 6-4000  
 Federal Trade Commission.....Whitehall 3-8000  
 Institute of Radio Engineers.....Medallion 3-5661  
 Music Publishers' Protective Association.....Circle 6-3084  
 NAB—New York City.....Murray Hill 2-1963  
 National Association of Performing  
     Artists .....Circle 7-8194  
 National Independent Broadcasters.....Circle 7-8300  
 National Labor Relations Board.....Hanover 2-4174  
 National War Labor Board.....Murray Hill 3-6800  
 OWI Domestic Radio Bureau.....Murray Hill 3-6800  
 OWI Overseas .....Circle 6-4400  
 Professional Music Men, Inc.....Columbus 5-7362  
 Radio Club of America.....Longacre 5-6622  
 Radio Writers Guild.....Murray Hill 5-6930  
 Selective Service System.....Murray Hill 2-6900  
 SESAC .....Murray Hill 3-5365  
 Social Security Board.....Bryant 9-0600  
 Society of Jewish Composers, Publishers  
     and Song Writers.....Longacre 5-9124  
 Songwriters' Protective Association.....Columbus 5-3758  
 Television Broadcasters Ass'n, Inc.....Lackawanna 4-4788  
 U. S. Navy, Radio Section.....Bryant 9-1710  
 War Manpower Comm.....Chickering 4-8800  
 War Production Board.....Murray Hill 3-6805  
 War Savings Staff.....Circle 6-3100  
 Women's National Radio Committee.....Circle 7-4110  
 Writers' War Board.....Murray Hill 3-6800

## Hotels

Algonquin .....Murray Hill 2-0100  
 Ambassador .....Wickersham 2-1000  
 Astor .....Circle 6-6000  
 Biltmore .....Murray Hill 9-7920  
 Commodore .....Murray Hill 6-6000  
 Edison .....Circle 6-5000  
 Lincoln .....Circle 6-4500  
 Lombardy .....Plaza 3-8600  
 New Yorker .....Medallion 3-1000  
 New Weston .....Plaza 3-4800  
 Park Central .....Circle 7-8000  
 Pennsylvania.....Pennsylvania 6-5000  
 Plaza .....Plaza 3-1740  
 Ritz Carlton .....Plaza 3-4600  
 Ritz Tower .....Wickersham 2-5000  
 Roosevelt .....Murray Hill 6-9200  
 St. Moritz .....Wickersham 2-5800  
 St. Regis .....Plaza 3-4500  
 Savoy Plaza .....Volunteer 5-2600  
 Sherry Netherland .....Volunteer 5-2800  
 Vanderbilt .....Ashland 4-4000  
 Waldorf-Astoria.....Eldorado 5-3000  
 Warwick .....Circle 7-2700

# IMPORTANT RADIO Telephone Numbers in LOS ANGELES



## Radio Stations

KECA	FAirfax	2121
KFAC	Fltzroy	1231
KFI	FAirfax	2121
KFOX	MUtual	2510
KFVD	DRexel	2391
KFWB	HEmpstead	5151
KGER	MAdition	2551
KGFJ	PRospect	2434
KHJ	HOLlywood	8111
KIEV	Cltrus 1-	1133
KMPC	BRadshaw 2-	4411
KMTR	Hillside	1161
KNX	HOLlywood	1212
KPAS (Pasadena)	RYan 1-	6991
KRKD	TUcker	7111
KWKW (Pasadena)	RYan 1-	6744
XELO (L. A. Office)	MAdition	6272
XEMO-XERB (L. A. Office)	PRospect	9136

Foote, Cone & Belding	Michigan	7651
Foote, Cone & Belding (Hollywood)	HOLlywood	6265
Gasser-Gailey & Co.	Fltzroy	2141
Hillman-Shane-Breyer, Inc.	VA n Dyke	5111
Hixson-O'Donnell Advertising	MUtual	8331
Jaffe & Jaffe	Fltzroy	3104
W. C. Jeffries Co.	WA'nut	8824
Katz Agency	TUcker	3219
William L. Lawrence	HEmpstead	9276
The Mayers Co.	PRospect	0101
McCann-Erickson Inc.	MUtual	2141
McKee & Albright, Inc.	HOLlywood	8363
Miner, Dan B.	Richmnd	3101
Morgan, Raymond R. Co.	HEmpstead	4194
Needham, Louis & Brorby	GRanite	7186
Elwood J. Robinson Adv. Agy.	MUtual	1142
Ruthrauff & Ryan Inc.	Hillside	7593
Schoits Advertising Service	Michigan	2396
Russel M. Seeds Co.	GRanite	4185
Barton A. Stebbins Advertising Agency	TRinity	8821
Thompson, J. Walter Co.	HIside	7241
R. W. Webster	TRinity	2153
Ward Wheelock Co.	Hillside	0191
Warwick-Legler	HEmpstead	8163
Weinberg, Milton, Advertising Co.	TUcker	4111
Young & Rubicam, Inc.	HOLlywood	2734

## Networks

Blue Network Co.	Hillside	8231
Columbia Broadcasting System	HOLlywood	1212
Between 10 P.M. and 8:30 A.M.	HOLlywood	7052
Don Lee Broadcasting System	HOLlywood	8111
Inter-California Broadcasting System	MUtual	2759
Keystone Broadcasting System	HEmpstead	0460
L. A. Broadcasting Co.	Fltzroy	1231
Mutual Broadcasting System	HOLlywood	8111
National Broadcasting Co.	HOLlywood	6161

## Station Representatives

Walter Biddick Co.	Richmond	6184
Free & Peters, Inc.	GLadstone	3949
Homer Griffith Co.	GRanite	1726
George P. Hollinbery Co.	VA n Dyke	7386
Joseph Hershey McGillvra	PRospect	5319
Edward Petry & Co.	MIchigan	8729
Ralph L. Power	MAdition	5617
Radio Advertising Corp.	VA n Dyke	1901
Radio Sales	HOLlywood	1212
William G. Rambeau Co.	GRanite	3636
Paul H. Raymer Co.	VA n Dyke	1901
Howard H. Wilson Co.	GRanite	1726
Weed & Co.	Hillside	8611

## Advertising Agencies

Alber R. H. Company	PRospect	3331
Batten, Barton, Durstine & Osborn	HOLlywood	7337
Benton & Bowles Inc.	Hillside	9151
The Biow Co.	HEmpstead	2377
Dancer-Fitzgerald-Sample	HEmpstead	0716
Botsford, Constantine & Gardner	MIchigan	1427
Brisacher, Davis & Staff	PRospect	9368
Buchanan & Company, Inc.	MUtual	6316
The Caples Co.	MUtual	4143
Compton Agency	HOLlywood	8301
Erwin, Wasey & Company	PRospect	5317

## Program Producers and Transcription and Recording Companies

Allied Record Mfg. Co.	HOLlywood	5107
Waite Biddick Co.	Richmond	6184
Blue Network	Hillside	8231
Columbia Recording Corp.	GRanite	4134
Columbia Pacific Network	HOLlywood	1212
Cruiger Radio Productions	HEmpstead	8254
Patrick Michael Cunning	HIside	5915
Decca Recording Division	HOLlywood	5191
Eccles Disc Recordings	Hillside	8351
Electro-Vox Recording Studios	GLadstone	2189
Grace Gibson	Hillside	2030
Hspano Broadcasting Co.	MIchigan	4433
Hollywood Music Recording Studios	CRestview	6-7335
International Artists, Inc.	HOLlywood	9718
International Recording Studio	HOLlywood	7391
Keystone Broadcasting System, Inc.	HEmpstead	0460
C. P. MacGregor	Fltzroy	4191
Haven MacQuarrie	CRestview	6-7162
Jack Parker	GRanite	7534
Ralph L. Power	MAdition	5617
Raymond R. Morgan Co.	HEmpstead	4194
Music City Glenn Wallichs	HOLlywood	8211
Music Corporation of America	BRadshaw 2-	3211
NBC Radio-Recording Division	HOLlywood	6161
Radio Producers of Hollywood	HOLlywood	6506
Radio Recorders, Inc.	HOLlywood	3917
James L. Saphier	HOLlywood	7211
Radio Transcriptions Co. of America	HOLlywood	6928
RCA Manufacturing Co.	HIside	5171
Rec-Art Studios	PRospect	9232
Edward S'oman Productions	CRestview	1-2242
Standard Radio, Inc.	HIside	0183
World Broadcasting System	HOLlywood	6321

## Radio Artists Agencies

American Federation of Radio Artists	Hillside	5121
Berg-Allenberg	CRestview	6-3131
Myrt Blum Associates	CRestview	6-7071
Cconsolidated Radio Service	GLadstone	1929
Everett N. Crosby, Ltd.	CRestview	1-1171
Ken Dolan & Co.	CRestview	1-9185
Margaret Ettlinger	Hillside	2141
Feldman-Blum	CRestview	1-5222
Tom Fizdale, Inc.	Hollywood	7363
Earle Ferris Associates	Hollywood	7111
George Frank, Inc.	Hillside	3188
General Amusement Corp.	CRestview	1-8101
Nat Goldstone	CRestview	6-1071
George Gruskin	CRestview	1-6161
Mitchell Hamilburg	Brighton	0-4546
Hayward-Deverich, Inc.	CRestview	1-5151
M. C. Levee	GLadstone	3115
A. & S. Lyons, Inc.	CRestview	1-6131
Morris Agency, Wiliam	CRestview	1-6 61
MCA Artists, Ltd.	Crestview	6-2001
National Concert & Artists Corp.	CRestview	1-7121
Orsatti Agcy	CRestview	6-1008
Art Rush	CRestview	1-2165
Salkow Agcy	CRestview	1-9134
James Saphier	Hollywood	7211
Myron Selznick & Co., Inc.	CRestview	1-9171
Edward Sherman Agcy	CRestview	5-0186

## Publications

Broadcasting & Broadcast Advertising	GLadstone	7353
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RADIO DAILY	GRanite	6607
Radio Life	Hempstead	2025
Variety	Hollywood	1141

## Air Lines

American Airlines	TRinity	7251
Grand Central Air Terminal	CHapman	5-1222
Los Angeles Municipal Airport	ORchard	7-6171
Pan American Airways	Michigan	2121
TWA	Michigan	8881
Union Air Terminal	STanley	7-2161
United Air Lines	MADison	1212
Western Air Lines	TUCKer	1551

## Sport Arenas

American Legion (Stadium-Hollywood)	HOLlywood	2951
Los Angeles Coliseum	Richmond	6391
Gilmore Stadium	WHitney	1163

## Railway Terminals

Santa Fe	MUTual	0111
Southern Pacific	Michigan	6161
Union Pacific	TRinity	9211

## Hotels

Ambassador Hotel	DRexel	7011
Beverly Hills Hotel	CRestview	1-8131
Beverly-Wilshire Hotel	CRestview	6-7111
Biltmore Hotel	Michigan	1011
Christie Hotel	HOLlywood	2241
Garden of Allah Hotel	HOLlywood	3581
Hollywood Hotel	Hempstead	4181
Hollywood Knickerbocker	CLadstone	3171
Hollywood Plaza Hotel	CLadstone	1131
Ravenswood Apt. Hotel	HOLlywood	5391
Roosevelt Hotel	HOLlywood	2442
The Town House	EXposition	1234

## IMPORTANT RADIO AND GOVERNMENT TELEPHONE NUMBERS IN Washington, D. C.

### Federal Departments and Agencies

White House	NAtional	1414
State Department	REpublic	5600
Treasury Department	NAtional	6400
War Department	REpublic	6700
Justice Department	REpublic	8200
Post Office Department	District	5360
Navy Department	REpublic	7400
Interior Department (Office of Education)	REpublic	1820
Agriculture Department	REpublic	4142
Commerce Department	District	2200
Labor Department	EXecutive	2420
Federal Trade Commission	EXecutive	6800

### FEDERAL COMMUNICATIONS COMMISSION

Selective Service Board	EXecutive	3620
War Manpower Commission	REpublic	5500
War Production Board	EXecutive	4660
War Labor Board	REpublic	7500
War Savings Staff, Radio Section	REpublic	7500
Board of Economic Warfare	EXecutive	6400
Securities & Exchange Commission	EXecutive	7030
National Labor Relations Board	District	3633
National Labor Relations Board	NAtional	9716
Wage & Hour Administration	EXecutive	2420
Social Security Board	REpublic	6500
Supreme Court of the U.S.	EXecutive	1640
D. C. Court of Appeals	REpublic	3811
Coordinator of Inter-American Affairs	REpublic	7500
U. S. District Court (for D. C.)	District	2854
Capitol (Senate and House)	NAtional	3120
Radio Script & Transcription Exchange, Extension 2225	REpublic	1820
Bureau of Census	District	2700
Office of Censorship, (J. E. Fetzer)	EXecutive	3600
Office of Emergency Management	REpublic	7500
Office of Civilian Defense	REpublic	7500
Office of Price Administration	REpublic	7500
Office of War Information	REpublic	7500

### Non-Governmental

American Red Cross	REpublic	8300
Clear Channel Group	REpublic	3305
FM Broadcasters, Inc.	NAtional	1199
National Association of Broadcasters	NAtional	2080
National Press Club	REpublic	2500
Radio Correspondents' Galleries	NAtional	3120
RADIO DAILY	TAYlor	0882
Radio Manufacturers' Association	NAtional	4901

### Radio Stations

WINX	REpublic	8000
WISV	MEtropolitan	3200
WMAL	NAtional	5400
WOL	MEtropolitan	0010
WRC	REpublic	4000
WWDC	NAtional	7203

### Hotels

Carleton Hotel	MEtropolitan	2626
Mayflower Hotel	District	3000
Raleigh Hotel	NAtional	3810
Shoreham Hotel	ADams	0700
Wardman Park Hotel	COlumbia	2000
Willard Hotel	NAtional	4420

### News Services

Associated Press	District	1500
International News Service	NAtional	1733
Transradio Press	NAtional	1178
United Press	EXecutive	3430

### Railway Terminals

Baltimore & Ohio R. R.	EXecutive	0770
Pennsylvania R. R.	EXecutive	6600
Union Station	EXecutive	7900



*You'll find  
this label on  
the best  
transcriptions  
and jingles!*



# IMPORTANT RADIO Telephone Numbers in CHICAGO



## Radio Stations

KSTP (Chicago office)	SUPerior	8659
WAAF	RANdolph	1932
WAIT	FRANKlin	0560
WBBM	WHIttehall	6000
WCAU (Chicago office)	SUPerior	5072
WCBD	SEElly	8066
WCFL	SUPerior	5300
WCRW	LINcoln	2188
WZDC	CRAwford	4101
WENR	DELaware	1900
WGES	SEElly	8066
WGN	SUPerior	0100
WHFC	LAWndale	8228
WHN (Chicago office)	RANdolph	5754
WHIP	DEARborn	8600
WIND (Chicago office)	STATe	4176
WJJD	STATe	5465
WLS	MONroe	9700
WLW (Chicago office)	STATe	0366
WMAQ	SUPerior	8300
WMBI	MICHigan	1570
WMCA (Chicago office)	SUPerior	5072
WOR (Chicago office)	SUPerior	5110
WSBC	SEElly	8066
W51C	STATe	1357

## National Networks

Blue Network Co.	DELaware	1900
Columbia Broadcasting System	WHIttehall	6000
Keystone Broadcasting System	STATe	4590
Mutual Broadcasting System	WHIttehall	5060
National Broadcasting Co.	SUPerior	8300

## Station Representatives

John Blair & Co.	SUPerior	8659
The Branham Co.	CENtral	5126
Burn-Smith Co.	CENtral	4290
Capper Publications	CENtral	5977
Cox & Tanz	FRANKlin	2095
The Foreman Co.	DELaware	1869
Forjoe Co.	RANdolph	6225
Free & Peters	FRANKlin	6373
Headley-Reed Co.	FRANKlin	4686
George P. Hollingbery	STATe	2898
Hal Holman Co.	RANdolph	6225
The Katz Agency	CENtral	4238
Joseph Hershey McGillvra	SUPerior	3444
J. P. McKinney & Son	SUPerior	9866
National Broadcasting Co.	SUPerior	8300
John E. Pearson Co.	FRANKlin	2359
John H. Perry Associates	HARison	8085
Edward Petry & Co.	DELaware	8600
Radio Sales	WHIttehall	6000
Radio Advertising Corp.	CENtral	1743
William C. Rambeau Co.	ANDover	5566
Paul H. Raymer Co.	SUPerior	4473
Reynolds-Fitzgerald, Inc.	STATe	4294
Sears & Aver	SUPerior	8177
Spot Sales, Inc.	FRANKlin	8520
The Walker Co.	STATe	5262
Weed & Co.	RANdolph	7730
Howard H. Wilson Co.	CENtral	8744

## Advertising Agencies

Aubrey, Moore & Wallace Inc.	RANdolph	0830
N. W. Ayer & Son, Inc.	RANdolph	3456
Batten, Barton, Durstine & Osborn, Inc.	SUPerior	9200
Dancer-Fitzgerald-Sample	DEARborn	0900

Buchanan & Co.	DELaware	5522
Leo Burnett Co.	CENtral	5959
Campbell-Ewald Co.	CENtral	1946
The Caples Co.	SUPerior	6016
Critchfield & Co.	SUPerior	3061
Doremus & Co.	CENtral	9132
Sherman K. Ellis & Co.	HARison	8612
Erwin, Wasey & Co., Ltd.	RANdolph	4952
Albert Frank-Guenther Law, Inc.	DEARborn	8910
Foote, Cone & Belding	SUPerior	4800
Goodkind, Joice & Morgan	SUPerior	6747
Grant Advertising, Inc.	SUPerior	9052
Henri, Hurst & McDonald, Inc.	SUPerior	3000
H. W. Kastor Advertising Co., Inc.	CENtral	5331
W. E. Long Co.	RANdolph	4606
MacFarland, Aveyard & Co.	RANdolph	9360
Maxon, Inc.	DELaware	3536
McCann-Erickson, Inc.	WEBster	3701
McJunkin Advertising Co.	STATe	5060
C. L. Miller Co.	CENtral	1640
Mitche I-Faust Advertising Co.	STATe	6610
Needham, Louis, & Brorby	STATe	5151
Presba, Fellers & Presba	CENtral	7683
L. W. Ramsey Co.	FRANKlin	8155
Rothe, Williams & Cunningham	HARison	8490
Ruttrauff & Ryan, Inc.	FRANKlin	0485
Schwimmer & Scott	DEARborn	1815
Russell M. Seeds Co.	DELaware	1045
Sherman & Marquette, Inc.	DELaware	8000
J. Walter Thompson Co.	SUPerior	0303
Wade Advertising Agency	STATe	7369
Weston-Barnett	WHIttehall	7725
Young & Rubicam, Inc.	CENtral	9389

## Program Producers and Transcription and Recording Companies

Chicago Recording Co.	CENtral	5275
Columbia Recording Corp.	WHIttehall	6000
Decca Records, Inc.	DELaware	8700
Estelle Lutz Artists Bureau	HARison	3435
William Morris Agency, Inc.	STATe	3632
Music Corporation of America	DELaware	1100
NBC Radio Recording Division	SUPerior	8300
James Parks Co.	CENtral	7680
RCA Manufacturing Co.	WHIttehall	4600
Radio Recording Studios	EDGewater	6461
Standard Radio, Inc.	STATe	3153
Carl Wester & Co.	RANdolph	6922
World Broadcasting System	SUPerior	9114

## News Agencies and Associations

Associated Press	STATe	7700
International News Service	ANDover	1234
RADIO DAILY	OAKland	4545
Press Association, Inc.	STATe	4581
Transradio Press Service	STATe	8091
United Press	RANdolph	3666

## Organizations and Unions

American Federation of Musicians	STATe	0063
American Federation of Radio Artists	SUPerior	6517
Ascap	STATe	8289
Association For Education By Radio	DEARborn	7801
Radio Council	DEARborn	7801

The  
OF



**JIMMY DORSEY**



**DICK  
HAYMES**



**THE LITTLE MANAGER**

**BILL BURTON . DAVID E**

**FAMILY  
STARS**

**HELEN FORREST**



EXCLUSIVE REPRESENTATIVES  
FOR THE  
**DAMON RUNYON  
PLAYERS**  
PRODUCED BY DAMON RUNYON

**OF BIG PEOPLE"**

**GOULD, Associate . 1270—6th AVENUE. NEW YORK CITY**

# A. & S. LYONS INC.

*Managers  
of  
Distinguished  
Artists*

RADIO • STAGE • SCREEN • TELEVISION

*Producers  
of  
Complete Radio Programs  
for*

ADVERTISING AGENCIES AND THEIR CLIENTS



NEW YORK  
515 Madison Ave.  
PLaza 3-5181

CALIFORNIA  
356 North Camden Drive  
Beverly Hills  
Crestview 1-6131

# ARMED FORCES RADIO SERVICE

By Lt. Col. Thomas A. H. Lewis  
Commanding AFRS

**STRETCHING** across the world is an American radio network which out- rivals the dreams of those who foresaw great broadcasting networks crossing and recrossing America. It belongs to the United States, and is operated by the Armed Forces Radio Service for the benefit of men and women in every branch of the armed forces and for their Allies. The AFRS is a Section of the Morale Services Division of the Army.

It was in May, 1942, that I was asked to set up the AFRS. Army officials recognized the need for radio, they knew that through its use it would be possible to educate, inform and orient men overseas by means of special events, news and entertainment. They knew, too, that radio would link men in Alaska, or Australia—on the high seas, beachheads or in jungles—with the homes for which they were fighting.

The initial production of the Armed Forces Radio Service was "Mail Call," a morale-building half hour which brought famed performers to the microphone to sing and gag in the best American manner, and in quick succession other shows were added until, today,—the AFRS is sending out 42 hours a week,—exclusive of news, and such special events as a Rose Bowl game, or a Christmas greeting from the President of the United States.

## Highly Skilled Aides

But it was not just a matter of gathering together a group of skilled highly successful officers and enlisted men capable of producing big time radio. As the commanding officer of the AFRS I was able, through Army channels, to obtain the services of such men as Major True Boardman, Major Mann Holliner, Captain Tom McKnight,—also Sergeants Jerry Lawrence, Bill Danch, and Richard Hall, Corporal Bob Welch and Private First Class Bill Morrow,—men who had helped write or produce shows for Bob Hope, Jack Benny, Fibber McGee and

Molly, Silver Theatre—and the other "top" broadcasts.

The services of Major Meredith Willson were obtained to head the Music Section, while Major Irving Fogel, and Captains Carter Hermann and Martin Work undertook the more technical problems of transcription and distribution.

Too, through the Hollywood Victory Committee it was possible to ask for the gratis services of the greatest stars in the radio, motion pictures and theatre world. Bob Hope said—"Sure, any time," Crosby echoed that sentiment, Judy Garland and Dinah Shore, Fibber McGee and Molly, Kay Kyser, Ginny Simms, Lena Horne, Carmen Miranda, Rochester and Charlie McCarthy—the list of talent includes everybody—or so close to everybody that the few who haven't been anxious to do their share aren't missed. The name bands, all of them, have been willing to throw their stuff into the groove any time, and men and women from the concert and opera field, Iturbi, Menuhin, John Charles Thomas and the rest, have spent hours recording material that could be retranscribed for such shows as "Great Music," or perhaps "Music for Sunday."

## "Denatured" Commercials

In addition to the 14 hours of specially produced Army shows the Armed Forces Radio Service releases 28 hours of "denatured" commercial shows chosen from the country's top-ranking broadcasts. The best radio entertainment in the world is produced by American commercial radio, and listening to the same type of show they heard when they lived on Main Street supplies men overseas with a tie that keeps them always conscious of the home and home land for which they are fighting. These de-commercialized programs are a gracious contribution from sponsors who allowed the advertising to be cut and the show retranscribed, also from the writer, musicians and players.

So much for the 106 programs that go

☆ ☆ ☆ *Radio On To Victory* ☆ ☆ ☆

overseas each week. The specially written AFRS shows subtly educate, inform and orient; the de-commercialized help build morale,—but all of them entertain. Those who command the Armed Forces Radio Service are well aware that radio has to be entertaining—or men either swing the dial to something else or snap it off.

### **Music Libraries Shipped**

Another service which has been developed by the Program Section of the AFRS is the basic music library which is shipped to each station, and to which new recordings are added each month. There is also a script service, and this, with the music library as a background, allows men overseas to build their own local shows.

The building of suitable AFRS programs was not “easy,” but it was simple when compared with the problem of distribution.

The first channel considered was short-wave, and it was realized at once, that all programs would have to be transcribed.

The very first casual survey showed that facilities for producing AFRS transcriptions were inadequate. The industry was concentrated in three cities, and pretty much limited to spot recordings, and an occasional recorded commercial series, generally supplementing a “live” program produced by a major advertiser on a network. An order of one or two thousand transcriptions was “very big,” yet it was visioned, at once, that the AFRS might be sending twenty or thirty thousand transcriptions a month.

### **Production Up 500 Per Cent**

But in spite of the fact that there were not enough materials, and that manpower for the job was lacking, the industry set to work, and between January and December, 1943, the number of radio transcriptions produced by the AFRS increased 500 per cent. Last year, 218,557 transcriptions were manufactured, and distributed to over 300 outlets in 47 countries.

In the beginning these transcriptions were sent to men overseas by means of short-wave, but it soon became apparent that this would not reach all service men and women. Too, when the AFRS was first started, there were no regular “time blocks” available. Since then, starting in December, 1943, the Armed Forces Radio Service has been granted regular short-wave time blocks, and is broadcasting on regular schedule, so that men in specific areas can look forward to hearing programs at specific times. This service not only beams the 42 hours of AFRS transcribed programs, but voices

Army news at regular times, also sport-casts and special events.

### **Int'l ET “Network”**

Side by side with short-wave the AFRS has developed an international transcription “network” made up of local radio stations. Negotiations were concluded for the use of time on 59 foreign government and commercial stations located, among other places, in Australia, New Zealand, Alaska, the Middle East, China, India and South Africa. Too, because the need for them was so apparent, the AFRS secured the approval and the funds necessary to erect American Expeditionary Stations overseas. In March, 1943, a thousand watt transmitter went into operation in Casablanca, and shortly after stations were installed in Northern Africa, then Sicily, and, six days after its capture, in Naples. From this start the American Expeditionary Stations have spread across the world. Some are small, of the 50 watt variety, and there is one of 5,000 watts. The 50 watt transmitters are portable, can be packed into five suit cases, and moved up with the troops.

Still another type of AFRS installation is the “sound systems” which have been placed at isolated posts where men are on duty. These “sound installations” are wired units with turntables and sound outlets.

In order to facilitate the shipping of the weekly 42 hours of recordings, overseas stations have been arranged in circuits, of from three to five stations. A week is allowed for the playing of the records, a week for them to travel via air to the next. When the circuit is completed the records are either kept as a backlog, or given to the Navy for use on submarines or surface ships.

### **Steady Progress**

The progress of the Armed Forces Radio Service has been steady. At this time, 37,400 transcriptions are being broadcast each month over 67 American Expeditionary Stations; 140 foreign government and commercial stations; 121 sound systems, and on troop transports and hospital ships. Exclusive of the 515 hours of shortwave broadcasting, the AFRS overseas radio schedule totals nearly 2,500 broadcast hours each week.

What the broadcasts sent out by the AFRS mean to men and women overseas can be imagined. To a fellow who has spent months guarding an outpost in the South Seas, Iceland or Africa a cheery greeting from a favorite comedian, a song hit direct from Broadway, or the beating rhythm of a hot band, mean a tie with the home to which he hopes soon to return.



# 'Horseshoe nails'

Benjamin Franklin drew lightning from heaven down a kite-string. He also wrote common sense.

He once wrote (in Poor Richard's Almanac) a jingle, which ran, somewhat prophetically, as follows:

*For want of a nail the shoe was lost,  
For want of a shoe the horse was lost,  
For want of a horse the rider was lost,  
For want of a rider the battle was lost,  
For want of a battle the kingdom was lost—  
And all for the want of a horseshoe nail.*

## 1944

Victories are made only by battles.

Battles are made only by soldiers and sailors with food and equipment.

Food and equipment are produced only by men and women civilians with a common understanding of the fact that neither victories nor battles can be won without food and equipment for the soldiers and sailors, and a fixed and uniform loyalty to those men.

That common loyalty is made up wholly of individuals who accept and pursue ideas.

Ideas are most swiftly, widely and penetratingly dispensed by radio (or lightning from heaven)



**and.....**

Since December 7, 1941, when it became apparent that we might not even survive, let alone win a victory, radio has broadcast those ideas, in the following tempo:

In the first two years of war (December 7, 1941 to December 7, 1943) a single American radio network (CBS) broadcast the following "horseshoe nails:"



## **OF WAR PROGRAMS 14,759:**

of these 8,404 were volunteered by the American business enterprises who advertise their goods and services on the CBS air, and 6,355 were volunteered by the network itself.



## **OF WAR ANNOUNCEMENTS 6,410:**

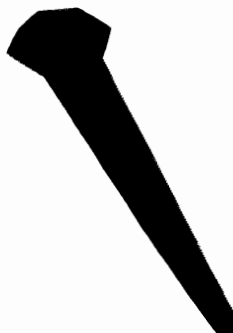
of these 1,699 were volunteered by the network, and 4,711 were broadcast on the time and at the whole expense of CBS advertisers.





## OF WAR NEWS BROADCASTS 11,053:

of these, 6,212 were the objective public-information service of the network, and 4,841 were equally objective CBS News originations sponsored by advertisers.



**THE TOTAL** of this CBS War Broadcasting is pretty formidable. It adds up to 5,699 hours. It adds up to 41% of the total of network operating hours. The whole dollar-and-manpower cost of this effort was a voluntary contribution by American industry through CBS to the single major objective that lies still before us all.

Through 1944 this tempo will not be relaxed.

And whenever peace comes, there will be plenty of new horseshoe nails for the plowhorse, as there have been for the charger.





# AND THESE ARE THE STATIONS THAT DROVE THE NAILS:

WADC..... Akron, Ohio  
 WGPC..... Albany, Ga.  
 WOKO..... Albany, N.Y.  
 KGGM. Albuquerque, N.M.  
 WAIM..... Anderson, S.C.  
 WWNC..... Asheville, N.C.  
 WGST..... Atlanta, Ga.  
 WBAB.. Atlantic City, N.J.  
 WRDW..... Augusta, Ga.  
 KTBC..... Austin, Tex.  
 WCAO..... Baltimore, Md.  
 WABI..... Bangor, Me.  
 WJLS..... Beckley, W. Va.  
 WNBf.. Binghamton, N.Y.  
 WAPI... Birmingham, Ala.  
 WEEI..... Boston, Mass.  
 WKBW..... Buffalo, N.Y.  
 WCAX..... Burlington, Vt.  
 WMT. Cedar Rapids, Iowa  
 WDWS... Champaign, Ill.  
 WCSC... Charleston, S.C.  
 WCHS. Charleston, W. Va.  
 WBT.... Charlotte, N.C.  
 WDOD Chattanooga, Tenn.  
 WBBM..... Chicago, Ill.  
 WKCY... Cincinnati, Ohio  
 WGAR... Cleveland, Ohio  
 KVOR . Colorado Springs, Colo.  
 WRBL..... Columbus, Ga.  
 WBNS..... Columbus, Ohio  
 KEYS . Corpus Christi, Tex.  
 KRLD..... Dallas, Tex.  
 WDAN..... Danville, Ill.  
 WHIO..... Dayton, Ohio  
 WSOY..... Decatur, Ill.  
 KLZ..... Denver, Colo.  
 KRNT... Des Moines, Iowa  
 WJR..... Detroit, Mich.  
 WCED..... Du Bois, Pa.  
 KDAL..... Duluth, Minn.  
 WDNC..... Durham, N. C.  
 KROD..... El Paso, Tex.  
 WERC..... Erie, Pa.  
 WEOA... Evansville, Ind.  
 WMMN.. Fairmont, W. Va.  
 WAAC... Fort Myers, Fla.  
 WFMD... Frederick, Md.  
 KARM..... Fresno, Cal.

KILO... Grand Forks, N.D.  
 KFBB... Great Falls, Mont.  
 WTAQ... Green Bay, Wisc.  
 WBIG... Greensboro, N.C.  
 KGBS... Harlingen, Tex.  
 WHP... Harrisburg, Pa.  
 WDRC... Hartford, Conn.  
 KHBC..... Hilo  
 KGMB..... Honolulu  
 WHOP.. Hopkinsville, Ky.  
 KTRH..... Houston, Tex.  
 WFBM.. Indianapolis, Ind.  
 WHCU..... Ithaca, N.Y.  
 WMBR.. Jacksonville, Fla.  
 WKZO . Kalamazoo-Grand  
           Rapids, Mich.  
 KMBC... Kansas City, Mo.  
 WKNE..... Keene, N. H.  
 KNOX... Knoxville, Tenn.  
 WLAW... Lawrence, Mass.  
 KFAB..... Lincoln, Neb.  
 KLRA... Little Rock, Ark.  
 KNX... Los Angeles, Cal.  
 WHAS... Louisville, Ky.  
 WMAZ..... Macon, Ga.  
 KGLO... Mason City, Iowa  
 WREY... Memphis, Tenn.  
 WCOC... Meridian, Miss.  
 WQAM..... Miami, Fla.  
 WISN.. Milwaukee, Wisc.  
 WCCO..... Minneapolis-  
           St. Paul, Minn.  
 KGVO... Missoula, Mont.  
 CKAC.. Montreal, Quebec  
 WCOV. Montgomery, Ala.  
 WLBC..... Muncie, Ind.  
 WLAC... Nashville, Tenn.  
 WWL... New Orleans, La.  
 WABC..... New York, N.Y.  
 KOMA. Oklahoma City, O.  
 KOIL..... Omaha, Neb.  
 WDBO..... Orlando, Fla.  
 WPAD..... Paducah, Ky.  
 WPAR. Parkersburg, W. Va.  
 WMBD..... Peoria, Ill.  
 WCAU.. Philadelphia, Pa.  
 KOY..... Phoenix, Ariz.  
 WJAS... Pittsburgh, Pa.

WGAN..... Portland, Me.  
 KOIN..... Portland, Ore.  
 WPRO... Providence, R. I.  
 WTAD..... Quincy, Ill.  
 WRVA..... Richmond, Va.  
 WDBJ..... Roanoke, Va.  
 WHEC... Rochester, N. Y.  
 KROY... Sacramento, Cal.  
 WFOY. St. Augustine, Fla.  
 KMOX..... St. Louis, Mo.  
 KSL... Salt Lake City, Utah  
 KTSA... San Antonio, Tex.  
 KQW... San Francisco, Cal.  
 WKAQ..... San Juan  
           KVSF..... Santa Fe, N. M.  
 WSPB..... Sarasota, Fla.  
 WTOC..... Savannah, Ga.  
 WGBI..... Scranton, Pa.  
 KIRO..... Seattle, Wash.  
 KWKH..... Shreveport, La.  
 WSBT... South Bend, Ind.  
 WSPA . Spartanburg, S. C.  
 KPFY... Spokane, Wash.  
 WTAX... Springfield, Ill.  
 WMAS. Springfield, Mass.  
 KGDM..... Stockton, Cal.  
 WFBL..... Syracuse, N. Y.  
 WDAE..... Tampa, Fla.  
 WIBW..... Topeka, Kan.  
 CFRB..... Toronto, Ont.  
 KTUC..... Tucson, Ariz.  
 KTUL..... Tulsa, Okla.  
 WMBS... Uniontown, Pa.  
 WIBX..... Utica, N. Y.  
 WTOP... Washington, D. C.  
 WBRY.. Waterbury, Conn.  
 WWNY... Watertown, N.Y.  
 WJNO West Palm Beach, Fla.  
 WKWK... Wheeling, W. Va.  
 KFH..... Wichita, Kan.  
 KWFT.. Wichita Falls, Tex.  
 WTAG... Worcester, Mass.  
 WNAX..... Yankton, S. D.  
 WKBN . Youngstown, Ohio





THE BUSINESS SIDE  
*of*  
RADIO



***Agency and Sponsor Network Billings***



***Station Representatives***



***News Services***



***Research Firms***



***Advertising Agencies***



***Federal Communications Commission***



***Radio Publications and Editors***



***U. S. Census Data***



# **NCAC** *Sells*

**TALENT**  
*and* **PROGRAMS**  
in all fields of

**ENTERTAINMENT**

Representing more than 300 artists in  
RADIO, CONCERT, THE THEATRE  
and on the LECTURE PLATFORM

**NATIONAL CONCERT AND ARTISTS CORPORATION**

711 FIFTH AVENUE, NEW YORK 22, N. Y. • PLaza 3-0820

ALFRED H. MORTON, *President* • DANIEL S. TUTHILL, *Vice-President and Director Popular Division*

CHICAGO  
Merchandise Mart

HOLLYWOOD  
Sunset at Doheny

SAN FRANCISCO  
111 Sutter Street

# THE BUSINESS SIDE OF RADIO

By *M. H. Shapiro*  
Managing Editor, *RADIO DAILY*

AS an industry among industries, broadcasting during 1943, continued in the rare category of contributing every possible effort to winning the war, yet managing to carry on its own business pretty much as usual. In fact, the "usual" is somewhat of an understatement, since gross billings of both network and spot business showed an over-all increase of approximately 21 per cent. It is to be expected that actual net profit will not be higher in many cases, due to increased Federal taxes.

Of the major networks, it was inevitable that the Blue and Mutual show particularly strong upturn in the gross revenue; both had an influx of new blood and capital and they had more choice time situations available. Thus the Blue ended the year with a gross billing of \$24,869,948, comparing with \$15,782,943 for 1942. Food and Food Beverages led the industry groups in point of expenditures. Mutual gross billings were set down as \$13,841,608, a 43.6 per cent increase over 1942. Religion accounts exceeded that of any other group of clients.

CBS gross revenue for 1943 was \$57,951,744, comparing with \$45,593,125 in 1942. Drug and Toilet Goods headed the industry classification in point of expenditures. This all-time high for a single network's 12-month billings, exceeds the combined total of three major networks in operation a decade ago. NBC, while adhering to its policy of not making public its billings, does admit to a 15 per cent increase in business, which would indicate a gross during 1943 of approximately \$54,000,000. This gives the four national networks gross billings of \$150,663,300. All of which was achieved by diligent application to acquiring clients new to radio and promoting institutional advertising from others now engaged wholly or in part in war work.

## Regional and Spot

Regional networks showed strong gains in every part of the country, averaging a 15 per cent gain in most cases. Spot business was unusually healthy; only a few local places failed to show financial betterment. Choice spots were at a premium in desirable markets and an important spur in motion picture advertis-

ing was noticeably felt throughout the country. We now hear full 15-minute newsspots sponsored by leading movie firms at 11 p.m., and some have been forced to take the midnight five-minute new periods. This is just one illustration.

Luxury commodity buying and the drive into secondary markets by many accounts further bolstered spot business all along the line. Non-national network and local business is estimated to have grossed several millions of dollars more than the national network gross, which is usually expected. This still gives the entire industry a net time sale well over the \$230,000,000 mark.

## Wartime Problems

Radio has its wartime problems, plenty of them, but whether contingent on advertising or market situation, labor unions or the general manpower shortage, the trend was always forward. Spot was seriously threatened for some time by the demands of the AFM and while not settled in some quarters, the dispute failed to deter the spot business upward curve. Syndicated sales of material made prior to the recording ban continued at a strong pace. With or without transcribed music, this field flourished. Radio continued to adjust itself to every problem.

FCC's new chain rules and regulations went into effect, causing some dislocation in many quarters and possibly relief in some, yet it appears that the dislocations offset that of the "relief." Broadcasting industry, unlike other great wheels in the life of the everyday American, was fortunate in not having to "convert" to the war effort. It was already backing the national defense move to the hilt. It will have no postwar conversion period to look forward to, at least not of its own, but possibly being a party to those that may come from without.

However, the forward march of the gross during wartime is healthy and there is no reason to believe that a sudden cessation of hostilities will cause any upheaval in the industry. As, for instance, brand names being kept alive now will obviously need advertising when the brands in question have returned to the shelves.



**T**his agency brings to the sale of talent and production of radio programs an expertness resulting from twelve years of specialization in the radio industry.

**JAMES L. SAPHIER**

HOLLYWOOD • CALIFORNIA

# AGENCY AND SPONSOR NETWORK GROSS BILLINGS

## Blue Network Co. 1943 Agency Gross Billings

D'Arcy Advertising Co. ....	\$ 3,535,412
Maxon, Inc. ....	2,486,878
J. Walter Thompson Co. ....	1,743,809
Compton Advertising, Inc. ....	1,639,360
Ruthrauff & Ryan, Inc. ....	1,548,950
Wade Advertising Co. ....	1,533,202
Blackett-Sample-Hummert	1,293,664
Knox-Reeves .....	923,075
Young & Rubicam .....	922,354
Kenyon & Eckhardt .....	818,034
Roche, Williams & Cunnyngnam .....	784,744
Sherman & Marquette, Inc. ....	748,062
Lennen & Mitchell, Inc. ....	680,867
Walker & Downing .....	551,660
Warwick & Legler, Inc. ....	530,224
Aubrey, Moore & Wallace, Inc. ....	467,004
Ted Bates, Inc. ....	393,291
Duane Jones Co. ....	381,374
Pedlar & Ryan, Inc. ....	355,379
Small & Seiffer, Inc. ....	324,645
J. William Sheets .....	311,702
Wm. H. Weitraub & Co., Inc. ....	294,252
Critchfield & Co. ....	279,127
Donohue & Coe .....	242,281
Raymond Spector Co. ....	213,770
Henri Hurst & McDonald .....	181,356
Buchanan & Co. ....	165,806
Foote, Cone & Belding .....	165,474
L. W. Ramsey Co. ....	158,016
MacFarland Aveyard & Co. ....	126,237
Batten, Barton, Durstine & Osborn .....	124,980
Glucksman Advertising Co., Inc. ....	117,236
Emil Mogul Co. ....	116,465
William Esty & Co. ....	107,376
Pacific National Advertising Co. ....	79,307
Advertising & Sales Council, Inc. ....	69,980
Addison Lewis Assoc. ....	66,768
Direct .....	58,912
Tracy-Locke Co. of Texas .....	58,867
Sayre M. Ramsdell Assoc. ....	50,076
Campbell-M' thun, Inc. ....	25,543
Arthur Kudner, Inc. ....	21,266
Raymond R. Morgan Co. ....	18,891
U. S. Advertising Corp. ....	18,700
Calkins & Holden .....	16,854
MacWilkins Cole .....	16,184
Glasser Gailey & Co. ....	13,921
Keeling & Co. ....	13,716
Barton A. Stebbins .....	12,528
Geyer, Cornell & Newell .....	7,740
Smith & Drum .....	6,327
Smith & Bull .....	5,623
The Clements Co. ....	5,472
Bronson, West Advtg. Co. ....	5,394
McJunkin Advertising Co. ....	5,391
Buchen Co. ....	5,323
Horton- Noyes .....	4,953
Hugo Wagenseil & Assoc. ....	4,465
A. W. Lewin Co. ....	4,017
Long Advertising Co. ....	2,736
Little & Co. ....	2,609
Mayers Co. ....	2,223
G. M. Basford Co. ....	96

Total ..... \$24,869,948

## Columbia Broadcasting System 1943 Agency Gross Billings

Young & Rubicam .....	\$ 6,435,374
J. Walter Thompson Co. ....	4,971,841
Blackett-Sample-Hummert .....	4,968,438
Ruthrauff & Ryan, Inc. ....	4,882,444
Compton Advertising Co. ....	3,009,680
The Biow Co., Inc. ....	2,283,876
William Esty & Co., Inc. ....	2,262,210
Foote, Cone & Belding .....	2,191,153
Arthur Meyerhoff & Co. ....	2,027,945
Benton & Bowles, Inc. ....	1,908,002
Batten, Barton, Durstine & Osborn, Inc. ....	1,785,723
McCann-Erickson, Inc. ....	1,565,330
Newell-Emmet Co., Inc. ....	1,528,780
Maxon, Inc. ....	1,379,828
D'Arcy Advertising Co., Inc. ....	1,313,824
Ted Bates, Inc. ....	1,275,106
Campbell-Ewald Co., Inc. ....	1,247,585
Knox Reeves Advertising, Inc. ....	1,114,666
Ward Wheelock Co. ....	1,113,774
Pedlar & Ryan, Inc. ....	997,793
Gardner Advertising Co. ....	847,175
Buchanan & Co., Inc. ....	829,930
C. L. Miller Co. ....	728,392
Roche, Williams & Cunnyngnam, Inc. ....	652,873
Sherman & Marquette, Inc. ....	577,516
Warwick & Legler, Inc. ....	555,263
Geyer, Cornell & Newell, Inc. ....	549,965
Sayre M. Ramsdell Associates .....	541,568
Arthur Kudner, Inc. ....	472,512
Wm. H. Weitraub & Co., Inc. ....	392,445
N. W. Ayer & Sons, Inc. ....	353,781
Kenyon & Eckhardt, Inc. ....	340,326
H. W. Kastor & Sons Adv. Co. ....	283,306
Raymond R. Morgan Co. ....	252,505
Cruttenden & Eger .....	246,397
Russel M. Seeds Co., Inc. ....	223,669
Sorensen & Co. ....	211,287
Henri, Hurst & McDonald, Inc. ....	186,471
Duane Jones Co. ....	177,064
Grant Advertising Co. ....	114,703
Wallace-Ferry-Hanly Co. ....	105,037
Joseph Katz Co. ....	103,356
Sherman K. Ellis Co., Inc. ....	89,019
Schwimmer & Scott .....	82,999
Addison Lewis & Associates .....	75,058
J. D. Tarcher & Co. ....	70,999
Paris & Peart .....	56,313
Walker & Downing .....	51,289
Franklin Bruck Advertising Corp. ....	49,612
Erwin-Wasey & Co., Inc. ....	48,849
Barton A. Stebbins .....	42,415
Federal Advertising Agency, Inc. ....	40,316
Garfield & Guild .....	40,065
Brisacher, Davis & Staff .....	37,209
Lake-Spiro-Shurman Co. ....	36,504
Morse International, Inc. ....	34,882
Brooks Advertising Agency .....	31,871
Ronalds Advertising Agency, Ltd. ....	21,701
Spitzer & Mills, Ltd. ....	20,544
Glasser-Gailey & Co. ....	19,673
Long Advertising Service .....	17,064
Clements Co., Inc. ....	16,330
Milton Weinberg Advertising Co. ....	13,299
Gilham Advertising Agency .....	10,920
W. Earl Bothwell Advertising Agency .....	9,477

# FREDERICK BROS. AGENCY, INC.

*Established 1932*



*“Personalized Service”*



## FREDERICK BROS. ARTISTS CORP.

New York

Chicago

Hollywood



Beeson, Fuller, Reichart, Inc.....	7,369
Little & Co.....	6,006
Leo Burnett Co., Inc.....	5,229
Armand S. Well Co., Inc.....	2,568
Pacific National Advertising Agency.....	2,282
Leighton & Nelson.....	2,046
<b>Total .....</b>	<b>\$37,951,744</b>

## Blue Network Co.

### 1943 Sponsor Expenditures

## Mutual Broadcasting System

### 1943 Agency Gross Billings

Erwin, Wasey & Co., Inc.....	\$ 2,128,630.85
R. H. Alber Company.....	1,566,130.83
Ivey & Ellington, Inc.....	1,076,100.18
Wm. Estey & Co., Inc.....	997,167.12
Kenyon & Eckhardt, Inc.....	798,329.80
Hixson-O'Donnell Adv., Inc.....	672,061.03
G. C. Hoskin Associates.....	474,786.30
Ruthrauff & Ryan, Inc.....	457,662.43
Aircasters, Inc.....	442,754.06
J. Walter Thompson Co.....	439,352.41
Blackett-Sample-Hummert.....	418,427.76
Maxon, Inc.....	416,097.10
Gotham Advertising Co., Inc.....	317,475.32
Leo Burnett Company, Inc.....	282,125.69
Wm. H. Weintraub & Co., Inc.....	167,116.01
Kel y, Zahardt & Kely.....	160,251.59
Bermingham, Castleman & Pierce, Inc.....	147,945.50
Al Paul Lefton Co. Inc.....	132,745.38
Donahue & Coe, Inc.....	123,660.00
Wallace-Ferry-Hanly Co.....	118,933.60
Duane Jones Co.....	113,067.91
McJunkin Advertising Co.....	112,780.87
H. B. Humphrey Co.....	100,674.76
Russel M. Seeds Co. Inc.....	91,731.00
Raymond Spector Co. Inc.....	72,885.30
Aubrey, Moore & Wallace, Inc.....	66,956.40
Campbell-Mithun, Inc.....	60,716.40
Harold Cabot & Co. Inc.....	54,441.59
Schwimmer & Scott.....	53,812.27
Young & Rub'cam, Inc.....	52,909.02
L. W. Ramsey Co.....	49,366.40
A. W. Lewin Co. Inc.....	43,557.00
U. S. Advertising Corp.....	42,651.32
The Joseph Katz Company.....	40,755.00
Grey Advertising Agency Inc.....	38,910.00
Roche, Williams & Cunnyngham, Inc.....	34,140.00
Walker and Downing.....	32,140.24
Sterling Adv. Agency, Inc.....	30,629.00
Arthur Kudner, Inc.....	24,874.58
Van Sant, Dugdale & Co. Inc.....	24,128.00
Clements Company, Inc.....	21,460.00
Weston-Barnett, Inc.....	7,954.69
Calkins & Holden.....	4,011.75
Harvey-Massengale Co., Inc.....	3,736.60
Landsheft, Inc.....	2,293.33
Clarence Juneau Agencies.....	1,092.00
Bresnick and Solomont.....	966.00
Direct.....	6,499.50
Local Cooperatives.....	1,313,807.21
<b>Year Total 1943 .....</b>	<b>\$13,811,608.00</b>

Cola-Cola Co.....	\$ 3,355,412
Ford Motor Co.....	2,355,908
General Mills, Inc.....	1,764,726
Miles Laboratories, Inc.....	1,533,202
Socony-Vacuum Oil Co.....	1,303,784
Kellogg Co.....	1,004,750
Swift & Co.....	933,538
American Cigar & Cigarette Co.....	899,940
Cummer Products Co.....	886,471
Bristol-Myers Co.....	881,387
Sun Oil Co.....	784,744
Quaker Oats Co.....	748,062
Carter Products, Inc.....	717,936
Andrew Jergens Co.....	680,867
Alaska Pacific Salmon Co.....	593,971
Wander Co.....	441,393
Dr. Earle S. Sloan, Inc.....	392,070
Williamson Candy Co.....	338,430
D. I. Clark Co.....	298,574
Radio Corporation of America.....	298,118
Wheeling Steel Co.....	279,127
J. B. Williams Co.....	277,038
Mail Pouch Tobacco Co.....	253,086
Loew's, Inc.....	242,281
Serutan Co.....	213,770
Dubonnet Corp.....	196,236
Hall Bros., Inc.....	181,356
Bourjols, Inc.....	165,474
F. W. Fitch Co.....	158,016
C. L. Mueller Co.....	148,226
Texas Co.....	145,180
Sherwin-Williams Co.....	138,154
H. J. Heinz Co.....	130,970
O'Cedar Corp.....	128,574
Sweets Co. of America.....	119,871
Adam Hat Stores, Inc.....	117,336
Trimount Clothing Co.....	116,465
Joseph Tetley & Co., Inc.....	113,277
Lehn & Fink Products Corp.....	107,376
Langendorf United Bakeries.....	105,348
Revlon Products Corp.....	98,016
Northwestern Yeast Co.....	96,666
Cream of Wheat Corp.....	91,320
Fisher Flouring Mills.....	72,980
O'Sullivan Rubber Co.....	69,980
Minneapolis-Honeywell Regulator Co.....	66,768
Dr. Pepper Co.....	58,867
Allis-Chalmers Mfg. Co.....	53,307
Phileo Corp.....	50,076
A. S. Boyle Co.....	44,289
Accusticon Div., Dictograph Corp.....	42,912
Standard Oil Co. of California.....	33,660
Curtis Publishing Co.....	29,571
Benjamin Moore & Co.....	27,066
American Dairy Assoc.....	25,543
Best Foods, Inc.....	21,266
Gillette Safety Razor Co.....	20,626
Political.....	19,623
Wilson Sporting Goods Co.....	18,700
Stokeley Bros. & Co.....	16,854
Neighbors of Woodcraft, Inc.....	16,184
Wilson Milk Co.....	13,716
Chlorine Solutions, Inc.....	12,528
Kerr Glass Mfg. Co.....	12,051
Metropolitan Life Insurance Co.....	10,625
Anacin Co.....	10,620
Austin Studios.....	9,988
New York Central Railroad Co.....	7,740
Folger Coffee Co.....	6,840
Sales Builders, Inc.....	6,327
Washington Co-op. Egg & Poultry Assoc.....	6,327

## National Broadcasting Co.

### 1943 Agency Gross Billings

Not Available



To American broadcasters, station managers and station personnel:

*For your outstanding success* in building America's greatest radio audience in 1943—the year when Americans most needed the good-fellowship and unifying influence of radio

*For your resourcefulness and co-operation* in promoting listenership through live and recorded courtesy announcements, billboards, car and taxi cards, newspaper spotlight advertisements, movie trailers, point-of-sale merchandising, dealer letters, direct mail, window displays, posters, spectaculars

*For your faithfulness* to the finest traditions of radio in showmanship and in public service

A

# TRIBUTE

*We speak for all the following sponsors and programs in extending to you sincere admiration and gratitude*

**P. Ballantine & Sons**  
Broadway Showtime

**Bank of America**  
California, Carry On

**Block Drug Company**  
Dentu-Grip  
Announcements and programs  
Gold Medal Capsules  
Announcements and programs

**Bowman Dairy**  
Musical Milkwagon

**A. S. Boyle Company**  
Breakfast at Sardi's (Participation)  
Fleetwood Lawton  
Newscast  
OK For Release

**Carter Products, Inc.**  
Superin—Announcements

**Cole Milling Company**  
Omega Flour—Announcements

**Elgin National Watch Company**  
Elgin Christmas Show  
Elgin Thanksgiving Day Show  
Man Behind the Gun  
Nero Wolfe

**Fanny Farmer Candy Shops**  
Participation and announcements

**Ford Motor Company**

**General Cigar Company, Inc.**  
White Owl Cigars

**Johns-Manville Corporation**  
Bill Henry, News

**Kraft Cheese Co., Inc.**  
Kraft Music Hall

**Lamont, Corliss & Co.**  
Pond's Cold Cream  
Eleanore King and announcements

**Lever Brothers Company**  
Lux Flakes and Lux Toilet Soap  
Lux Radio Theatre  
Vimms—Frank Sinatra Program

**Libby, McNeill and Libby**  
Announcements

**P. Lorillard Company**  
Old Gold Cigarettes  
Announcements and local programs  
Baseball over Chicago, Washington  
and New York stations  
Bob Crosby and Les Tremayne  
Sammy Kaye's Band and Guests

**The Mentholatum Company, Inc.**  
Announcements and programs

**Northern Trust Company**  
The Northerners

**Owens-Illinois Glass Company**  
Broadway Matinee

**The Parker Pen Company**  
Quink—News With Ned Calmer

**Penick & Ford Ltd., Inc.**  
BrerRabbit Molasses—Participation

**Planters Nut & Chocolate Company**  
Planters Peanuts—Local news programs

**Radio Corporation of America**  
What's New?

**Safeway Stores, Inc.**  
What's Doing, Ladies?

**Standard Brands Incorporated**  
Chase & Sanborn Tender Leaf Tea  
Chase & Sanborn Program  
Mary Marlin

**Swift & Company**  
All Sweet Margarine (Participations)  
Jewel Shortening—Announcements and  
Breakfast at Sardi's (Participation)

**Ward Baking Company**  
Aunt Hannah's Bread  
Programs and announcements  
Tip-Top Bread  
Programs and announcements

**Washington State Apple Commission**  
Announcements

**Western Sugar Refinery**  
Sea Island Sugar—I Was There

**The J. B. Williams Co.**  
Williams Luxury Shaving Cream  
Glider—W. L. Shirer

**Wm. Wrigley Jr. Company**  
Doublemint Chewing Gum  
America In the Air

**W. F. Young, Inc.**  
Absorbine Jr.—Announcements

## J. WALTER THOMPSON COMPANY

The J. Walter Thompson Company maintains 18 offices located throughout the world. *In North America:* New York, Chicago, San Francisco, Los Angeles, Hollywood, Mexico City, Montreal, Toronto, Latin-American Division in New York. *In South America:* Buenos Aires, São Paulo, Rio de Janeiro. *In . . .* London, Johannesburg, Capetown, Bombay, Calcutta, Sydney, Melbourne.

Seaboard Finance Co.	5,623
Hecker Products Co.	5,472
National Battery Co.	5,394
Chef Boyardee Corp.	5,391
Masonite Corp.	5,373
Crane Co.	5,323
Jenkins Bros., Inc.	4,953
Safeway Stores, Inc.	4,830
Crawford MacGregor Candy Co.	4,465
Harvel Watch Co.	4,017
L. B. Laboratories, Inc.	3,933
Calavo Growers of California	3,555
General Aircraft Corp.	3,240
Barron-Gray Packing Co.	2,736
Kelite Products, Inc.	2,609
Kendall Foods, Inc.	2,223
Phelps Dodge Co.	684
National Supply Co.	345
Western Gear Works	204
Air Preheater Corp.	96
<b>Total</b>	<b>\$24,869,948</b>

### Columbia Broadcasting System 1943 Sponsor Expenditures

General Foods Corp.	\$ 4,868,710
Lever Brothers Co.	4,524,100
Procter & Gamble Co.	3,866,722
American Home Products Corp.	2,839,573
William Wrigley Jr. Co.	2,657,483
R. J. Reynolds Tobacco Co.	2,262,210
Sterling Products, Inc.	2,141,801
Campbell Soup Co.	1,510,680
Liggett & Myers Tobacco Co.	1,528,780
Philip Morris & Co., Ltd.	1,388,259
General Electric Co.	1,299,255
Colgate-Palmolive-Peet Co.	1,158,415
General Mills, Inc.	1,114,666
Owens-Illinois Glass Co.	1,047,467
American Tobacco Co.	1,024,971
Johns-Manville Corp.	865,233
Pet Milk Sales Co.	858,095
Quaker Oats Co.	832,266
Texas Co.	797,073
U. S. Rubber Co.	706,731
B. F. Goodrich Co.	784,298
Celanese Corp. of America	783,828
Lady Esther Co., Ltd.	779,568
P. Lorillard Co.	766,458
E. R. Squibb & Sons	754,384
Eversharp, Inc.	752,695
Continental Baking Co.	705,421
Chrysler Corp.	697,724
Emerson Drug Co.	676,380
Chesebrough Manufacturing Co.	643,755
Prudential Insurance Co. of America	574,697
Phileo Corp.	541,568
Pabst Sales Co.	536,555
Gulf Oil Corp.	524,230
Coca-Cola Co.	508,160
Roma Wine Co. (Schenley Import Corp.)	497,990
Parker Pen Co.	490,899
Lewis-Howe Co.	487,731
Corn Products Refining Co.	482,253
U. S. Tobacco Co.	472,512
Pacific Coast Borax Co.	452,219
Chevrolet Dealers (Gen. Motors Corp.)	450,854
Schenley Import Corp.	392,445
Armstrong Cork Co.	387,528
Lockheed Aircraft Corp.	359,939
Electric Companies Adv. Program	245,357
Southern Cotton Oil Co.	340,326
Elgin National Watch Co.	337,106

International Silver Co.	298,310
Welch Grape Juice Co.	260,467
Admiral Corp. (Cont'l Radio & Tel. Corp.)	246,397
Curtiss Candy Co.	246,139
Johnson & Johnson	239,949
Servel, Inc.	227,660
P. Ballentine & Sons	220,191
Bowey's, Inc.	211,287
Mennen Co.	266,232
California Fruit Growers Exchange	187,429
Bourjols, Inc.	175,023
Standard Brands, Inc.	168,912
Schutter Candy Co.	166,630
Ballard & Ballard Co.	142,240
Planters Nut & Chocolate Co.	129,166
B. T. Nesbitt, Inc.	128,842
Los Angeles Soap Co.	117,905
Cudahy Packing Co.	114,703
Campana Sales Corp.	105,037
American Oil Co.	103,356
Cream of Wheat Corp.	86,596
Gillette Safety Razor Co.	80,573
Holland Furnace Co.	78,390
Minneapolis-Honeywell Regulator Co.	75,058
McKesson & Robbins, Inc.	58,991
Great Atlantic & Pacific Tea Co.	56,313
Soil-Off Manufacturing Co.	54,558
Allegheny-Ludlum Steel Co.	51,289
Manhattan Soap Co.	49,612
Barbasol Co.	48,849
John Morrell & Co.	44,231
Peter Paul, Inc.	37,209
Plough, Inc.	36,504
General Cigar Co.	33,940
Bekins Van & Storage Co.	31,871
Chemicals, Inc.	30,588
Prince Matchabelli (Vick Chemical Co.)	29,198
Joseph Tetley & Co., Inc.	25,822
Ben Hur Products, Inc.	25,526
Dwight Edwards Co.	23,776
Campbell Cereal Co.	22,839
C. F. Mueller Co.	22,400
Colonial Dames, Inc.	19,673
Western Sugar Refinery	19,656
J. B. Williams Co.	19,042
MacFadden Publications, Inc.	18,708
Lamont Corliss & Co.	18,252
Union Oil Co.	17,511
Cal. Prune & Apricot Growers Ass'n.	17,064
Signal Oil Co.	16,889
Hudson Coal Co.	16,330
Grove Laboratories, Inc.	15,225
Graysons Shops, Inc.	13,299
Smith Brothers	12,008
Bank of America Nat'l Trust & Savings Ass'n	9,744
P. Duff & Sons	9,477
Kay Jewelry Co.	9,477
Mentholatum Co.	8,543
United Air Lines Transport Corp.	8,424
Aro Equipment Corp.	7,369
Washington State Apple Adv. Comm.	6,951
Gerber Products, Inc.	6,376
Readers' Digest Ass'n.	6,248
Kelite Products, Inc.	6,006
Vick Chemical Co.	5,684
J. Folger Co.	5,434
Shefford Cheese Co.	5,229
Sun Oil Co.	3,121
Johnstone Drug Sales Corp.	2,568
Washington Coop. Egg & Poultry Assn.	2,282
Brown & Williamson Tobacco Corp.	2,212
Consolidated Royal Chemical Co.	2,144
Independent Citizens Committee	2,046
Sunnyvale Packing Co.	374
<b>Total</b>	<b>\$57,951,744</b>

# Mexico's BIG FOUR



Four leading activities of Mexican life busy as never before do their part in creating an optimistic spirit towards a forthcoming Victory. Twenty million people below the Rio Grande work hard at these active

sources of production. A population standing for one of the most important markets in Latin America. Radio advertising through our network of more than 75

stations assures a perfect coverage of this market.

## WE HANDLE

- 85% of the money spent in Mexico in radio advertising.
- 90% of the recorded programs produced in Mexico.
- 90% of the telephone hook-ups.
- 70% of the spot announcements.

**RADIO PROGRAMAS DE MEXICO**  
*Largest Latin American Broadcasting System*

P.O. Box 1324, MEXICO, D.F. - EMILIO AZCARRAGA, Pres.; CLEMENTE SERNA MARTINEZ, V. Pres. Gen. Mgr.



**Mutual Broadcasting System  
1943 Sponsor Expenditures**

Gospel Broadcasting Assn.....	\$ 1,566,130.83
R. B. Semler, Inc.....	919,449.15
Kellogg Company.....	798,329.80
Pharmaco, Inc.....	677,132.92
Bayuk Cigars, Inc.....	670,230.82
Zonite Products Corp.....	583,557.40
Sinclair Refining Company.....	516,599.62
Barbasol Company.....	491,510.92
Lutheran Laymen's League.....	477,729.91
Voice of Prophecy, Inc.....	474,786.30
General Cigar Co., Inc.....	439,352.11
Gillette Safety Razor Co.....	416,697.10
Anacin Company.....	409,663.76
Young People's Church of the Air	395,420.32
American Cigarette & Cigar Co., Inc.	388,462.00
Lehn & Fink Products Co.....	341,494.20
Lumbermens Mutual Casualty Co..	279,395.69
Detroit Bible Class (Radio Bible	
Class).....	270,370.26
Campana Sales Company.....	185,890.00
Petri Wine Company.....	184,031.40
Wesley Radio League.....	172,384.70
Schenley Import Corp.....	167,116.01
Richfield Oil Corp. of N. Y.....	155,461.41
Benson & Hedges, Inc.....	137,942.49
Duffy-Mott Company, Inc.....	132,745.38
Metro-Goldwyn-Mayer, Inc.....	123,660.00
Chef Boy-Ar-Dee Quality Foods,	
Inc.....	112,780.87
Employers' Group Ins. Co. of Bos-	
ton, Mass.....	-100,674.76
Comt Products Corp.....	93,031.50
Grove Laboratories, Inc.....	91,731.00
Serutan Company.....	72,885.30
Delaware, Lackawanna & Western	
Coal Co.....	65,236.44
Land O'Lakes Creameries, Inc.....	60,716.40
Frank H. Lee Co.....	54,864.00
W. L. Douglas Shoe Co.....	54,441.59
Loyal Order of Moose.....	49,366.40
Harvel Watch Company.....	43,557.00
Wilson Sporting Goods Co.....	42,651.32
Maryland Pharmaceutical Co.....	40,755.00
Consolidated Razor Blade Co., Inc..	38,910.00
Clark Brothers Chewing Gum Co... Coronet Magazine.....	32,140.24
Gotham Hosiery Co., Inc.....	30,792.27
Lewis-Howe Co.....	30,629.00
Sherwood Brothers, Inc.....	28,560.00
National Small Business Men's Assn.	24,128.00
People's Church, Inc.....	23,020.00
Whitehall Pharmacal Co.....	10,449.04
American Bird Products, Inc.....	8,764.00
Studebaker Corp. (Pacific Division)	7,954.69
Jones and Laughlin Steel Corp....	5,880.00
Garrett & Co., Inc.....	4,011.75
Wright's Automatic Machinery Co..	3,963.99
McElroy Manufacturing Corp....	3,736.60
Hoover Company.....	2,800.50
Curtiss-Wright Corp.....	2,730.00
Bridgeport Brass Co.....	2,293.33
Hercules Motors Corp.....	2,161.50
Western Conference of Teamsters..	1,534.50
Converse Rubber Co.....	1,092.00
Converse Rubber Co.....	966.00

Total .....\$12,527,800.79  
Locally Sponsored ..... 1,313,807.21

Total for Year.....\$13,841,608.00

**National Broadcasting Co.  
1943 Sponsor Expenditures  
Not Available**

**Blue Network Co.  
Gross Monthly Billings**

January.....	\$ 1,797,274
February.....	1,747,053
March.....	2,024,035
April.....	1,998,703
May.....	2,079,962
June.....	1,974,029
July.....	1,848,936
August.....	2,003,831
September.....	2,180,712
October.....	2,354,199
November.....	2,356,294
December.....	2,504,920

Total .....\$24,869,948

**Columbia Broadcasting System  
Gross Monthly Billings**

January.....	\$ 4,194,882
February.....	3,790,165
March.....	4,457,068
April.....	4,591,992
May.....	4,880,037
June.....	4,870,744
July.....	4,901,974
August.....	4,863,104
September.....	4,932,711
October.....	5,481,098
November.....	5,356,596
December.....	5,633,373

Total .....\$57,951,744

**Mutual Broadcasting System  
Gross Monthly Billings**

January.....	\$ 992,104
February.....	826,085
March.....	941,533
April.....	961,918
May.....	1,080,797
June.....	1,100,481
July.....	1,088,809
August.....	1,205,240
September.....	1,153,510
October.....	1,407,787
November.....	1,479,042
December.....	1,603,402

Total .....\$13,841,608

# **SPOTLIGHTS ON SPOTS**

...

**ASK ANY STATION  
REPRESENTED BY  
SPOT SALES, INC.**

**WHAT WE'VE  
DONE FOR THEM  
WE  
CAN DO  
FOR  
YOU!**

## **Spot Sales, inc.**

**NEW YORK:**  
400 Madison Ave.  
Loren L. Watson  
Peggy Stone  
Jack Koste  
ELdorado 5-5040

**CHICAGO:**  
360 N. Michigan Ave.  
Stanley Young  
Willie Kissick  
Franklin 8520

**HOLLYWOOD:**  
1650 Cosmo St.  
John Livingston  
Grae Gibson  
Hollywood 6928

# ★ RADIO STATION ★ REPRESENTATIVES

## JAMES L. ALEXANDER

*Toronto*—Concourse Bldg., James L. Alexander, Manager..... Adelaide 9594  
*Montreal*—Drummond Bldg., M. Normandin, Manager..... Harbour 6448  
*Stations*—CKPC, Brantford, Ont.; CJIC, Sault Ste. Marie, Ont.; CKNX, Wingham, Ont.; CHLP, Montreal, Que.; CKTB, St. Catherines, Ont.; CJFX, Antigonish, N. S.

## ALL-CANADA RADIO FACILITIES LIMITED

*Calgary*—Southam Bldg. .... M 7691  
 H. R. Carson, President-Managing Director; A. R. Gibson, Secretary-Treasurer.  
*Montreal*—Dominion Square Bldg., B. Hall..... Lancaster 6400  
*Toronto*—Victory Bldg., G. F. Herbert..... Elgin 2464  
*Winnipeg*—Electric Railway Chambers, P. H. Gayner..... 96-861  
*Vancouver*—543 Seymour St., J. E. Baldwin..... Marine 9542  
*Stations*—CFAC, Calgary, Alta.; CJCA, Edmonton, Alta.; CFGP, Grand Prairie, Alta.; CJOC, Lethbridge, Alta.; CFJC, Kamloops, B. C.; CKOV, Kelowna, B. C.; CJAT, Trail, B. C.; CKWX, Vancouver, B. C.; CJVI, Victoria, B. C.; CKRC, Winnipeg, Man.; CKNB, Campbellton, N. B.; CFNB, Fredericton, N. B.; CHNS, Halifax, N.S.; CJCB, Sydney, N. S.; CKOC, Hamilton, Ont.; CJCS, Stratford, Ont.; CKSO, Sudbury, Ont.; CFRB, Toronto, Ont.; CFCY, Charlottetown, P. E. I.; CFCF, Montreal, Que.; CHNC, New Carlisle, Que.; CKBI, Prince Albert, Sask.; CKCK, Regina, Sask.; CKRM, Regina, Sask.; CHAB, Moose Jaw, Sask.; VONF, St. Johns, Newfoundland; CJLS, Yarmouth, N. S.

## ASSOCIATED BROADCASTING CO., LTD.

*Montreal*—Dominion Square Bldg. .... Belair 3325  
 M. Maxwell, President; M. Feldman, Vice-President; F. Maxwell, Secretary-Treasurer; H. Rittenberg, Sales Director; S. Vineberg, Program Director; B. Stewart, Script Director; M. Fitzgerald, Talent Director; J. O. Denis, French Director; B. Cabanna, French Scripts; J. Feldman, Recording Department; R. O. Stevson, Manager of Syndicated Transcription Department.  
*Toronto*—45 Richmond St., W..... Adelaide 3248  
 K. H. Gregory, Mgr., H. Stevenson, Sales Mgr.

## BERTHA BANNAN

(New England Representative\*)

*Boston*—538 Little Bldg., Bertha Bannan; L. H. Morello, Secretary..... Hubbard 4370  
*Stations*—WLBZ, Bangor, Me.; WCSH, Portland, Me.; WHAI, Greenfield, Mass.; WHYN, Holyoke, Mass.; WBRK, Pittsfield, Mass.; WSPR, Springfield, Mass.; WTAG, Worcester, Mass.; WKNE, Keene, N. H.; WLNH, Laconia, N. H.; WFEA, Manchester, N. H.; WHEB, Portsmouth, N. H.; WHN, New York, N. Y.; WSYR, Syracuse, N. Y.; WTRY, Troy, N. Y.; WIBX, Utica, N. Y.; WCAU, Philadelphia, Pa.; WJAR, Providence, R. I.; WWSR, St. Albans, Vt.; WDEV, Waterbury, Vt.

\*Stations represented on a regional basis in New England only.

## WALTER BIDDICK COMPANY

*Los Angeles*—568 Chamber of Commerce Bldg. (15)..... Richmond 6184  
 Walter Biddick, President; M. Cornell, Vice-President; G. M. Biddick, George Link, L. Hill.  
*Stations*—KIEV, Glendale, Calif.; KFOX, Long Beach, Calif.; KLS, Oakland, Calif.; KPRO, Riverside, Calif.; KHUB, Watsonville, Calif.; WJJD, Chicago, Ill.; WIBW, Topeka, Kans.; WIBX, Utica, N. Y.

**WILLIAM G. RAMBEAU  
COMPANY**

*Radio's First  
Special Representatives*

CHICAGO  
NEW YORK  
LOS ANGELES

**National Foreign Language  
Broadcasting Service**

★

- Pioneers in the specialized field of Foreign Language Broadcasting.
- We offer Productive Program ideas in every language.
- Pertinent Facts, Figures and capable Station Presentation.

★

**J. FRANKLYN VIOLA & CO.**

152 WEST 42nd STREET  
NEW YORK CITY

**PA** *THE PACEMAKER*  
**HELPS STATION SALES**

PA, through its Station Relations Department, helps its affiliated stations SELL by acquainting national advertisers with the news and feature scripts on

*The Special*



*Radio News Wire*



## JOHN BLAIR & COMPANY

<i>Chicago</i> —520 N. Michigan Avenue.....	Superior	8660
John Blair, President; Gale Blocki, Jr., Vice-President; Paul Ray, Charles Dilcher, Blake Blair.		
<i>New York City</i> —341 Madison Avenue.....	Murray Hill	9-6084
George Bolling, Vice-President; Richard Buckley, William Weldon, Robert Hill Bolling.		
<i>Los Angeles</i> —428 Chamber of Commerce Bldg., Carleton E. Coveny.....	Prospect	3584
<i>San Francisco</i> —608 Russ Bldg., Lindsey Spight, Vice-President.....	Douglas	3188
<i>St. Louis</i> —350 Paul Brown Bldg., J. Chris Hetherington.....	Chestnut	5688
<i>Stations</i> —KSUN, Lowell-Bisbee, Ariz.; KOY, Phoenix, Ariz.; KTUC, Tucson, Ariz.; KHJ, Los Angeles, Calif.; KGB, San Diego, Calif.; KFRC, San Francisco, Calif.; KFEL, Denver, Colo.; WJAX, Jacksonville, Fla.; WQAM, Miami, Fla.; WFLA, Tampa, Fla.; WAGA, Atlanta, Ga.; KIDO, Boise, Ida.; WLS, Chicago, Ill.; KXEL, Waterloo, Ia.; WFBR, Baltimore, Md.; WOW, Omaha, Nebr.; WNBF, Binghamton, N. Y.; WNEW, New York, N. Y.; KFYR, Bismarck, N. D.; WBNS, Columbus, Ohio; WHP, Harrisburg, Pa.; WGBI, Scranton, Pa.; WROL, Knoxville, Tenn.; KTRH, Houston, Texas; KTSA, San Antonio, Texas; KDYL, Salt Lake City, Utah; WMBG, Richmond, Va.; WMMN, Fairmont, W. Va.; WWVA, Wheeling, W. Va.; KOL, Seattle, Wash.; KMO, Tacoma, Wash.; KGMB, Honolulu, T. H.; KXOK, St. Louis, Mo.; KFRU, Columbia, Mo.; Don Lee Mutual Network; Arizona Network.		

## BLUE NETWORK COMPANY

(National Spot and Local Sales Division)

<i>New York City</i> —30 Rockefeller Plaza.....	Circle	7-5700
Murray Grabhorn, National Spot Sales Manager; Ralph E. Dennis, Eastern Spot Sales Manager.		
<i>Chicago</i> —Merchandise Mart Bldg.....	Delaware	1900
G. I. Berry, Manager.		
<i>Hollywood</i> —6285 Sunset Blvd.....	Hillside	8231
Fred Becker, Manager.		
<i>Stations</i> —KGO, San Francisco, Calif.; WMAL, Washington, D. C.; WENR, Chicago, Ill.; WJZ, New York, N. Y., Pacific Coast Blue Network.		

## THE BRANHAM COMPANY

<i>New York</i> —230 Park Avenue.....	Murray Hill	6-1860
M. H. Long, Vice-President; F. P. Motz, Vice-President; James H. Connolly, Manager of radio department.		
<i>Chicago</i> —360 N. Michigan Avenue.....	Central	5726
John Petrie, President; E. F. Corcoran, Vice-President; Pete Kurber, Manager radio department.		
<i>Detroit</i> —General Motors Bldg., Harry Anderson.....	Trinity	1-0440
<i>Dallas</i> —Texas Bank Bldg., A. J. Putman.....	Dallas	2-8569
<i>Atlanta</i> —Rhodes Haverty Bldg., J. B. Keough.....	Walnut	4851
<i>St. Louis</i> —Arcade Bldg., Sloane McCauley.....	Chestnut	6192
<i>Kansas City</i> —Board of Trade Bldg., G. F. Dillon.....	Harrison	1023
<i>San Francisco</i> —5 Third St., George D. Close.....	Garfield	6740
<i>Los Angeles</i> —448 S. Hill St., J. H. Hornung.....	Michigan	1269
<i>Seattle</i> —858 Empire Bldg., A. G. Neitz.....	Elliott	1769
<i>Charlotte, N. C.</i> —612 Commercial National Bank Bldg., H. L. Ralls.....	Charlotte	8839
<i>Memphis</i> —1018 Sterick Bldg.....	Memphis	8-2344
<i>Stations</i> —KTHS, Hot Springs, Ark.; KWKH, Shreveport, La.; KTBS, Shreveport, La.; WCPO, Cincinnati, Ohio; WTJS, Jackson, Tenn.; WNOX, Knoxville, Tenn.; WMC, Memphis, Tenn.; KTBC, Austin, Texas; KRIC, Beaumont, Texas; KRLD, Dallas, Texas, KXYZ, Houston, Texas; KRIS, Corpus Christi, Texas; West Virginia Network (WCHS, Charleston, WPAR, Parkersburg; WBLK, Clarksburg); WSAZ, Huntington, West Va.		

• • • **STATION REPRESENTATIVES** • • •

**BROADCASTING ADVERTISING, INC.**

(New England Representative\*)

**Boston**—8 Newbury St. (16).....KENmore 0854  
 J. E. Murley, President-Treasurer; J. J. Manning, Office Manager-Time Buyer.  
 \*(This firm represents and exclusively directs "The Marjorie Mills Hour" on the New England Regional Network and "The Yankee Kitchen" on the Yankee Network; both programs are sold on a participating sponsorship basis.)

**HOWARD C. BROWN COMPANY**

**Hollywood**—6404 Sunset Blvd.....Hollywood 6045  
 Stations—3XY, Melbourne, Australia; 2UE, Sydney, Australia; National Commercial Broadcasting Service (5 stations), New Zealand.

**BURN-SMITH COMPANY, INC.**

**New York**—551 Fifth Avenue, C. Otis Rawalt.....MUrray Hill 2-3124  
**Chicago**—307 N. Michigan Ave., John Toothill, President.....Central 4437  
**Los Angeles**—Chamber of Commerce Bldg.....Richmond 6184  
 Stations—KMTR, Los Angeles, Calif.; WRUF, Gainesville, Fla.; WLOF, Orlando, Fla.; WALB, Albany, Ga.; WRDW, Augusta, Ga.; WTRC, Elkhart, Ind.; WKBB, Dubuque, Ia.; KVFD, Fort Dodge, Ia.; KTRI, Sioux City, Ia.; WGRC, Louisville, Ky.; WLB, Bowling Green, Ky.; WHLN, Harlan, Ky.; WSON, Henderson, Ky.; WHOP, Hopkinsville, Ky.; WOMI, Owensboro, Ky.; WPAD, Paducah, Ky.; WEIM, Fitchburg, Mass.; WHAI, Greenfield, Mass.; WNBH, New Bedford, Mass.; WBRK, Pittsfield, Mass.; WELL, Battle Creek, Mich.; WJLB, Detroit, Mich.; WFDF, Flint, Mich.; WKBZ, Muskegon, Mich.; KGVO, Missoula, Mont.; WOLF, Syracuse, N. Y.; WCNC, Elizabeth City, N. C.; WGBR, Goldsboro, N. C.; WGBG, Greensboro, N. C.; WCBT, Roanoke Rapids, N. C.; WSTP, Salisbury, N. C.; WRRF, Washington, N. C.; WGTM, Wilson, N. C.; WFNC, Fayetteville, N. C.; WFTC, Kinston, N. C.; WMFD, Wilmington, N. C.; WHBC, Canton, Ohio; KOCY, Oklahoma City, Okla.; WMRF, Lewiston, Pa.; W49PH, Philadelphia, Pa.; WBAX, Wilkes-Barre, Pa.; WOPI, Bristol, Tenn.; WDEF, Chattanooga, Tenn.; WKPT, Kingsport, Tenn.; WBIR, Knoxville, Tenn.; KFRO, Longview, Texas; KMAC, San Antonio, Texas; WFVA, Fredericksburg, Va.; WGH, Newport News, Va.; KOOS, Marshfield, Ore.; KWJJ, Portland, Ore.; KGY, Olympia, Wash.; KFBC, Cheyenne, Wyo.; WGRC, Louisville, Ky.; Daniel Boone Network (WISE, Asheville, N. C.; WKPT, Kingsport, Tenn.; WOPI, Bristol, Tenn.-Va.); WJLS, Beckley, W. Va.

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*Philadelphia*—1421 Chestnut St., Ralph H. Steen, Manager; M. Keating . . Rittenhouse 1390

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*Stations*—WSLB, Ogdensburg, N. Y.

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**Los Angeles**—412 W. 6th St., Murray Bothwell, Manager . . . . . Vandike 5875  
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Medford, Ore.; KWJJ, Portland, Ore.; KODL, The Dalles, Ore.; WKOK, Sunbury, Pa.; KELA, Centralia, Wash.; KPOW, Powell, Wyo.; KQRS, Rock Springs, Wyo.; KWYO, Sheridan, Wyo.; KTOH, Lihue, T. H. The Homer Griffith Co. also functions as the West Coast division of the Howard Wilson Co.

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Ecuador: HC2AJ-HC2AK, Guayaquil.

Guatemala: TGW, TGWB, TGWC & TGWA, Guatemala City.

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<i>Chicago</i> —307 N. Michigan Avenue.....	Central	4006
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<i>Detroit</i> —General Motors Bldg.....	Trinity	2-7685
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<i>Kansas City</i> —Bryant Bldg.....	Victor	7095
Gordon Gray, Manager, Charles Eatough.		
<i>Atlanta</i> —22 Marietta Street Bldg.....	Walnut	4795
Fred M. Bell, Manager, Charles Coleman.		
<i>Dallas</i> —Republic Bank Bldg., Frank Brimm.....	Central	7936
<i>Los Angeles</i> —530 W. 6th Street.....	Tucker	3219
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<i>San Francisco</i> —Monadnock Bldg.....	Sutter	7498
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### RAY LINTON & CO.

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<i>Chicago</i> —360 N. Michigan Avenue.....	State	6662
Harold Higgins, Mgr.		
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**STATION REPRESENTATIVES**

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<i>Los Angeles</i> —445 Western Pacific Bldg. (15).....	Prospect	5319
Albert M. Tewskbury, Forrest Pearson.		
<i>San Francisco</i> —627 Mills Building (4).....	Sutter	1393
Duncan A. Scott, Dorothy Hill.		
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XEW-XEQ, Mexico City, Mexico; RHC-Cadena Azul, Havana, Cuba.		
CJCJ, Calgary, Alta.; CJOR, Vancouver, B. C.; CKX, Brandon, Man.; CFAR, Flin Flon, Man.; CKY, Winnipeg, Man.; KCKW, Moncton, N. B.; CHSJ, Saint John, N. B.; CHML, Hamilton, Ont.; CFPL, London, Ont.; CKCO, Ottawa, Ont.; CFOS, Owen Sound, Ont.; CHOV, Pembroke, Ont.; CFLC, Prescott, Ont.; CKTB, St. Catharines, Ont.; CFRB, Toronto, Ont.; CKCL, Toronto, Ont.; CKLW, Windsor, Ont.; CHLP, Montreal, Que.; CKAC, Montreal, Que.; CHNC, New Carlisle, Que.; CHRC, Quebec, Que.; CJBR, Rimouski, Que.; CJRL, Kenora, Ont.; CKRM, Regina, Sask.; CJGX, Yorkton, Sask.		

**J. P. MCKINNEY & SON**

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<i>Chicago</i> —400 N. Michigan Avenue.....	Superior	9866
<i>Los Angeles</i> —6362 Hollywood Blvd.....	Granite	9596
Homer Griffith, Manager.		
<i>San Francisco</i> —681 Market St., R. J. Bidwell, Manager.....	Garfield	5512
<i>Stations</i> —WTHT, Hartford, Conn.; WDAN, Danville, Ill.; WOKO, Albany, N. Y.; WABY, Albany, N. Y.; WENY, Elmira, N. Y.; WHDL, Olean, N. Y.; WHEC, Rochester, N. Y.; WRAK, Williamsport, Pa.		

**NATIONAL BROADCASTING COMPANY**

(National Spot and Local Sales Division)

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<i>Boston</i> —Bradford Hotel, E. Kettell.....	Hancock	4261
<i>Cleveland</i> —815 Superior Ave., N. E., Donald G. Stratton.....	Cherry	0942
<i>Chicago</i> —Merchandise Mart.....	Superior	8300
Oliver Morton, Manager.		
<i>Denver</i> —1625 California Street, James MacPherson.....	Main	6211
<i>Hollywood</i> —Sunset Blvd. & Vine St., Fred Selzer, Jr.....	Hollywood	6161
<i>San Francisco</i> —111 Sutter Street, Donald Norman.....	Sutter	1920
<i>Washington, D. C.</i> —Trans-Lux Bldg., Mahlon Glascock.....	Republic	4000
<i>Stations</i> —KPO, San Francisco, Calif.; KOA, Denver, Colo.; WRC, Washington, D. C.; WMAQ, Chicago, Ill.; WOWO-WGL, Fort Wayne, Ind.; WBZ-WBZA, Boston-Springfield, Mass.; WEAJ, New York, N. Y.; WGY, Schenectady, N. Y.; WTAM, Cleveland, Ohio; KYW, Philadelphia, Pa.; KDKA, Pittsburgh, Pa.		

**NORTHERN BROADCAST SALES**

<i>Toronto</i> —Bank of Commerce Bldg.....	Elgin	1165
Jack K. Cooke, General Manager; R. A. Leslie, Manager; N. D. Brown, C. E. Wingrove, Sonya Barnett.		



**Montreal**—310 Keefer Bldg.....HArbour 3051  
 Roy Hoff, Manager.  
*Stations*—CKWS, Kingston, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CHEX, Peterborough, Ont.; CKGB, Timmins, Ont.; CKRN, Rouyn-Noranda, Que.; CKVD, Val D'Or, Que.; CHAD, Amos (Northern Quebec B'casting System).

**NORTHWEST RADIO ADVERTISING CO.**

**Seattle**—American Bldg. ....Elliot 5488  
 Edwin A. Kraft, General Manager; W. L. Paul, Assistant Manager.  
*Stations*—KINY, Juneau, Alaska; KTKN, Ketchikan, Alaska.

**PAN AMERICAN BROADCASTING COMPANY**

*(Latin-American and Foreign Station Representative)*

**New York City**—330 Madison Avenue, E. Bernald, Manager.....Murray Hill 2-0811  
**Chicago**—228 North La Salle St., F. R. Jones, Manager.....State 5096  
**Cleveland**—1635 East Twenty-Fifth St., Alonzo Hawley.....Prospect 2922  
**Hollywood**—6362 Hollywood Blvd., H. O. Griffith.....Granite 1726  
**San Francisco**—681 Market St., S. P. LaDue.....Douglas 4475  
**Seattle**—White Bldg., Hal Pearce.....Main 6626  
*Stations*: Argentina: Red Argentina de Emisoras Splendid (11-station network) Bolivia: CP2, La Paz; British Guiana: ZFY, Georgetown; Chile: Cooperativa Vitalicia (7-station network); Columbia: Radio Continental (4-station network); Costa Rica: TIPG, San Jose; Dominican Republic: HIN, Ciudad Trujillo; Ecuador: HCIBF, Quito and HCRB, Guayaquil; El Salvador: YSP, San Salvador; Guatemala: TGW, Guatemala City; Haiti: HHW and HHBM, Port-au-Prince; Honduras: HRN, Tegucigalpa; Nicaragua: YNRS-YNPH, Managua; Panama: HP5G-HOA, Panama City; Paraguay: ZP9-ZP1, Ascuncion; Peru: Compania Peruana de Radiodifusion (7-station network) and OAX4A-OAX4T-OAX4Z, Lima; Puerto Rico: WIAC, San Juan; Montevideo; Venezuela: YV5RA-YV5RN, Caracas and YVIRA-YVIRV and YVIRK-YVIRL, Maracai o; Newfoundland: VONF-VONG-VONH, St. Johns; KFQD, Ankorage, Alaska.

**JOHN E. PEARSON COMPANY**

**Chicago**—360 N. Michigan Avenue.....FRanklin 2359  
 John E. Pearson, Owner; Kay Fisher; Audrey Bremer  
**New York**—250 Park Ave.....PLaza 8-2255  
 Hines Hatchett, Manager; John McSweeney; Shirley Hcllender  
*Stations*—WJJD, Chicago, Ill.; WIRE, Indianapolis, Ind.; WAOV, Vincennes, Ind.; KDTH, Dubuque, Ia.; KGGF, Coffeyville, Kans.; KSAL, Salina, Kans.; WEW, St. Louis, Mo.; KGBX, Springfield, Mo.; KWTO, Springfield, Mo.; WLOL, St. Paul, Minn.; WIND, Gary-Chicago, Ill.; WQXR, New York, N. Y.; KLCN, Blytheville, Ark.; WCAR, Pontiac, Mich.; KGKL, San Angelo, Texas; KPLT, Paris, Texas; KBST, Big Spring, Texas; KRBC, Abilene, Texas; KCMC, Texarkana, Texas; WHBL, Sheboygan, Wisc.; KATE, Albert Lea-Austin, Minn.; KYSM, Mankito, Minn.; KROC, Rochester, Minn.; WCAZ, Carthage, Ill.; KFVS, Cape Givadeau, Mo.; KHMO, Hannibal, Mo.; WKRO, Cairo, Ill.

**JOHN H. PERRY ASSOCIATES**

**New York**—310 East 45th St.....MURray Hill 4-1647  
 William K. Dorman, Manager; W. T. Kelly, Wilmer Clark.  
**Chicago**—122 S. Michigan Avenue, O. J. Ranft, Manager.....Harrison 8085  
**Detroit**—7338 Woodward Avenue, J. J. Higgins, Manager.....Madison 0790  
**Atlanta**—1220 Rhodes-Haverty Bldg., Mrs. Alice S. Grant, Manager.....Walnut 1334  
**Philadelphia**—12 South 12th St., Robert Hitchings, Manager.....Walnut 3555  
*Stations*—WJHP, Jacksonville, Fla.; WTMC, Ocala, Fla.; WDLF, Panama City, Fla.; WCOA, Pensacola, Fla.; WCMI, Ashland, Ky.; WLAP, Lexington, Ky.

**EDWARD PETRY & COMPANY, INC.**

**New York City**—17 East 42nd Street.....MURray Hill 2-4401  
 Edward Petry, President; Henry Christal, Secretary-Treasurer; Henry Ring-

• • •      **STATION REPRESENTATIVES**      • • •

	gold, Albert Young, Jr., Mason McGuire, Lloyd George Venard, Volney F. Righter, Francis Conrad, John Harrington, Oliver Presbrey.	
<i>Chicago</i>	—400 N. Michigan Avenue. . . . .	Delaware 8630
	Edward Voynow, Vice-President; John Ashenhurst, Robert Boneil, James L. Thompson, Irvin Gross, Buell Herman.	
<i>Detroit</i>	—General Motors Bldg. . . . .	Madison 1035
	William Cartwright.	
<i>San Francisco</i>	—Russ Bldg., Earle H. Smith . . . . .	Garfield 4010
<i>Los Angeles</i>	—601 W. 5th Street, Chester Matson . . . . .	Michigan 8729
<i>St. Louis</i>	—Shell Bldg., George Kercher . . . . .	Chestnut 7191
	<i>Stations</i> —KARK, Little Rock, Ark.; KARM, Fresno, Cal.; KFI, Los Angeles, Calif.; KQW, San Francisco, Calif.; WICC, Bridgeport, Conn.; WSB, Atlanta, Ga.; KFH, Wichita, Kans.; WHAS, Louisville, Ky.; WSMB, New Orleans, La.; WBAL, Baltimore, Md.; WNAC, Boston, Mass.; WLLH, Lowell, Mass.; WMAS, Springfield, Mass.; WAAB, Worcester, Mass.; WJR, Detroit, Mich.; KSTP, St. Paul, Minn.; WDAF, Kansas City, Mo.; KFAB, Lincoln, Nebr.; KOIL, Omaha, Nebr.; WBEN, Buffalo, N. Y.; WAGE, Syracuse, N. Y.; WGAR, Cleveland, Ohio; KVOO, Tulsa, Okla.; KGW, Portland, Ore.; WEAN, Providence, R. I.; WSM, Nashville, Tenn.; WFAA, Dallas, Texas; KGKO, Ft. Worth-Dallas, Texas; WBAP, Fort Worth, Texas; KPRC, Houston, Texas; WOAI, San Antonio, Texas; KSL, Salt Lake City, Utah; WTAR, Norfolk, Va.; WRNL, Richmond, Va.; KOMO, Seattle, Wash.; KHQ, Spokane, Wash.; KGA, Spokane, Wash.; WTMJ, Milwaukee, Wisc.; Texas Quality Network; Yankee Network.	

**RALPH L. POWER**

(*Australian Representative*)

<i>Los Angeles</i>	—405-7 Van Nuys Bldg. (14) . . . . .	Madison 5617
	<i>Station</i> —Representation of stations in Australia, New Zealand and South Africa.	

**RADIO ADVERTISING CO.**

<i>New York</i>	—521 Fifth Avenue (17) . . . . .	MURray Hill 2-2170
	Louis J. F. Moore, Manager; John Mayo.	
<i>Chicago</i>	—333 N. Michigan Avenue (1) . . . . .	Central 1743
	R. L. Swats, Jr., Manager.	
<i>Detroit</i>	—General Motors Bldg. (2), Richard F. Kopf, Manager . . . . .	UNiversity 2-3553
<i>San Francisco</i>	—Russ Bldg. (4), David H. Sandeberg, Manager . . . . .	Exbrook 2093
<i>Los Angeles</i>	—707 South Hill St. (14), J. Leslie Fox, Walter O. Miles . . . . .	Vandike 1901
	<i>Stations</i> —KWBW, Hutchinson, Kans.; KROC, Rochester, Minn.; WJNO, W. Palm Beach, Fla.; WAZL, Hazleton, Pa.; WEST, Easton, Pa.; WCLE, Cleveland, Ohio; WHKC, Columbus, Ohio; WTOL, Toledo, Ohio; WMBS, Uniontown, Pa.; The Oklahoma Network.	

**RADIO CENTRE LIMITED**

<i>Toronto</i>	—74 Wellington St., West . . . . .	WAverly 2036
	D. Spencer Grow, Manager.	
	<i>Station</i> —CJCJ, Calgary, Alberta.	

**RADIO REPRESENTATIVES, LTD.**

<i>Toronto</i>	—4 Albert Street . . . . .	WAverly 5564
	J. Slatter, Managing Director.	
<i>Montreal</i>	—337 Dominion Square Bldg., W. Dippie, Mgr. . . . .	HARbour 7811
	<i>Stations</i> —CFCN, Calgary, Alta.; CFRN, Edmonton, Alta.; CKMO, Vancouver, B. C.; CKPR, Fort William, Ont.; CKCL, Toronto, Ont. ( <i>Montreal</i> only); CKCH, Hull, Que.; CKCV, Quebec City, Que.; CHLN, Three Rivers, Que.; CHLT, Sherbrooke, Que.; CFQC, Saskatoon, Sask.	

## RADIO SALES

(The Spot Broadcasting Division of the Columbia Broadcasting System)

<i>New York</i> —485 Madison Avenue.....	Wickersham	2-2000
Howard S. Meighan, Eastern Sales Manager; Howard L. Schreiber, Sales Service Manager; Chas. H. Smith, Supervisor of Research; Wm. L. Rayburn, Promotion Director; Emmett J. Heerdt, Jr., Mgr., Clearance Dept.; Herbert A. Carlborg, G. R. Dunham, Jr., Wilbur Edwards, A. H. Flaten, Don Miller, Charles E. Morin, Roy F. Shults, David V. Sutton.		
<i>Chicago</i> —410 N. Michigan Avenue.....	Whitehall	6900
J. Kelly Smith, General Sales Manager; Ted McLoney, Gordon Owen, J. M. Ward, Wm. Parker.		
<i>St. Louis</i> —Mart Bldg., Carter Ringlep, Sales Manager.....	Central	8240
<i>Charlotte, N. C.</i> —Wilder Bldg., Royal Penny, Sales Manager.....	Charlotte	3-8833
<i>San Francisco</i> —Palace Hotel.....	Yukon	1700
Ole G. Morby, Sales Manager for Northern California & the Northwest.		
<i>Los Angeles</i> —Columbia Square.....	Hollywood	1212
Meredith Pratt, Sales Manager for Southern California.		
<i>Stations</i> —WAPI, Birmingham, Ala.; KNX, Los Angeles, Calif.; WTOP, Washington, D. C.; WBBM, Chicago, Ill.; WEEL, Boston, Mass.; WCCO, Minneapolis-St. Paul, Minn.; KMOX, St. Louis, Mo.; WABC, New York, N. Y.; WBT, Charlotte, N. C.; Columbia California Network; Columbia New England Network; Columbia Pacific Network.		

### WILLIAM G. RAMBEAU COMPANY

<i>Chicago</i> —360 N. Michigan Ave.....	Andover	5566
William G. Rambeau, Owner; Frank M. Reed, Mary S. Rudd, Helen G. Dooley.		
<i>New York City</i> —Chanin Bldg.....	Lexington	2-1820
Paul S. Wilson, Manager; Helen Shatsick, Dorothy P. Phillips.		
<i>Los Angeles</i> —5833 Fernwood Ave., Fred L. Allen, Manager.....	Granite	3636
<i>Stations</i> —KTKC, Fresno-Visalia, Calif.; KFVB, Los Angeles, Calif.; KFMB, San Diego, Cal.; KJBS, San Francisco, Calif.; KMYR, Denver, Colo.; WNAB, Bridgeport, Conn.; WELI, New Haven, Conn.; WATR, Waterbury, Conn.; KBUR, Burlington, La.; WJEJ, Hagerstown, Md.; WDSM, Duluth-Superior, Minn.; WDGY, St. Paul-Minneapolis, Minn.; WIL, St. Louis, Mo.; WJTN, Jamestown, N. Y.; WHN, New York, N. Y.; WHEB, Portsmouth, N. H.; KBON, Omaha, Nebr.; WJAS, Pittsburgh, Pa.; WRAW, Reading, Pa.; WFCI, Pawtucket, R. I.; WHBQ, Memphis, Tenn.; KEVR, Seattle, Wash.		

### PAUL H. RAYMER CO.

<i>Chicago</i> —435 N. Michigan Avenue (11).....	Superior	4473
Paul H. Raymer, Manager; Walter I. Tenney, Richard F. Kopf.		
<i>New York</i> —366 Madison Avenue (17).....	Murray Hill	2-8689
Fred C. Brokaw, Manager; Peirce L. Romaine, Paul Tiemer, Garfield C. Packard.		
<i>Detroit</i> —General Motors Bldg. (2), Walter I. Tenney.....	Trinity	2-3553
<i>San Francisco</i> —Russ Bldg. (4), David H. Sandeberg.....	Exbrook	2093
<i>Los Angeles</i> —707 South Hill St. (14), J. Leslie Fox, Walter O. Miles.....	Vandike	1901
<i>Stations</i> —WBRC, Birmingham, Ala.; Arizona Broadcasting Co.; KTAR, Phoenix, Ariz.; KVOA, Tucson, Ariz.; KERN, Bakersfield, Calif.; KXO, El Centro, Calif.; KMJ, Fresno, Calif.; KMPC, Los Angeles, Calif.; KFBK, Sacramento, Calif.; KFSD, San Diego, Calif.; KTMS, Santa Barbara, Calif.; KWG, Stockton, Calif.; WDRG, Hartford, Conn.; WDEL-WILM, Wilmington, Del.; WMBR-WFOY, Jacksonville-St. Augustine, Fla.; WSBT, South Bend, Ind.; KWFT, Wichita Falls, Kans.; WGAN, Portland, Me.; WCAO, Baltimore, Md.; WTAG, Worcester, Mass.; Michigan Radio Network; WXYZ, Detroit, Mich.; WOOD-WASH, Grand Rapids, Mich.; KWK, St. Louis, Mo.; WHK, Cleveland, Ohio; KOH, Reno, Nev.; WSYR, Syracuse, N. Y.; WTRY, Troy N. Y.; WKBN, Youngstown, Ohio; KEX, Portland, Ore.; WKBO, Harrisburg, Pa.; WGAL, Lancaster, Pa.; WORK, York, Pa.;		

**STATION REPRESENTATIVES**

WPRO, Providence, R. I.; WDOD, Chattanooga, Tenn.; WLAC, Nashville, Tenn.; WRVA, Richmond, Va.; KJR, Seattle, Wash.; Arizona Broadcasting Co.; McClatchy Bee Line; Tri-Penn Group.

**VIRGIL REITER & CO.**

*Chicago*—400 N. Michigan Ave. (11)..... Superior 5072  
Virgil Reiter, Jr., Owner.  
*Stations*—WIBX, Utica, N. Y.; WCAU, Philadelphia, Pa.

**REYNOLDS-FITZGERALD, INC.**

*New York City*—515 Madison Ave..... ELdorado 5-7020  
Herbert Hatfield, Robert S. McLean, C. Harry Weissner, Lou W. Turck,  
John H. Goetz.  
*Chicago*—360 N. Michigan Ave..... State 4294  
John T. Fitzgerald, John E. Rohde, Harold E. Hinrichs.  
*Detroit*—General Motors Bldg., Richard T. Healy..... Madison 4250  
*Philadelphia*—Land Title Bldg., L. W. Turck..... Rittenhouse 3839  
*San Francisco*—58 Sutter Street..... Garfield 6144  
Judson H. Carter, Ralph E. DeMotte.  
*Los Angeles*—117 West Ninth Street, Charles E. Fisher..... Tucker 2474  
*Station*—WSAU, Wausau, Wisc.

**SEARS & AYER, INC.**

*Chicago*—612 N. Michigan Ave..... Superior 8177  
B. H. Sears, President; A. T. Sears, Secretary-Treasurer.  
*New York City*—295 Madison Ave., P. Joseph Bogner, Jack Martin..... Lexington 2-0772  
*Kansas City*—15 W. 10th St., Wm. Temple, Mgr..... Victor 0021  
*Stations*—WHMA, Anniston, Ala.; WJBY, Gadsden, Ala.; WMOB, Mobile, Ala.; WMSD, Muscle Shoals, Ala.; WHBB, Selma, Ala.; WKEU, Griffin, Ga.; WMTV, East St. Louis, Ill.; WGIL, Galesburg, Ill.; WCBS, Springfield, Ill.; KTSW, Emporia, Kans.; WSON, Henderson, Ky.; WHOP, Hopkinsville, Ky.; WPAD, Paducah, Ky.; WHDF, Calumet-Houghton, Mich.; WJMS, Ironwood, Mich.; WGCM, Biloxi-Gulfport, Miss.; WCBI, Columbus, Miss.; WFOR, Hattiesburg, Miss.; WAML, Laurel, Miss.; KWOS, Jefferson, Mo.; WMBH, Joplin, Mo.; KORN, Fremont, Nebr.; KGFW, Kearney, Nebr.; WBTA, Batavia, N. Y.; WLPM, Suffolk, Va.; WATW, Ashland, Wisc.; KDFN, Casper, Wyo.; KPOW, Powell, Wyo.; KWYO, Sheridan, Wyo.; Lake Superior Radio Group.

**SPOT SALES, INC.**

*New York*—400 Madison Avenue..... ELdorado 5-5040  
James D. Shouse, President; Loren L. Watson, Executive Vice-President;  
Peggy Stone, District Mgr.; Jack Koste  
*Chicago*—360 N. Michigan Ave..... Franklin 8520  
Stanley Young, Willie Kissick.  
*San Francisco*—5 Third St., John Livingston, District Mgr..... Douglas 2536  
*Hollywood*—1650 Cosmo St..... Hollywood 6928  
John Livingston, District Mgr.; Grace Gibson.  
*Stations*—KGHI, Little Rock, Ark.; KYA, San Francisco, Calif.; WOL, Washington, D. C.; WKAT, Miami Beach, Fla.; WATL, Atlanta, Ga.; WRBL, Columbus Ga.; WINN, Louisville, Ky.; WTBO, Cumberland, Md.; WHDH, Boston, Mass.; WMUR, Manchester, N. H.; WAAT, Newark, N. J. (outside N. Y. C.); WTTM, Trenton, N. J.; WAKR, Akron, Ohio; WSAI, Cincinnati, Ohio; WLW, Cincinnati, Ohio (West Coast Only); WCED, DuBois, Pa.; WERC, Erie, Pa.; WHJB, Greensburg, Pa.; WKST, New Castle, Pa.; WIBG, Philadelphia, Pa.; KQV, Pittsburgh, Pa.; WCOS, Columbia, S. C.; WMPS, Memphis, Tenn.; WSIX, Nashville, Tenn.; KNOW, Austin, Texas; WACO, Waco, Texas; WKWK, Wheeling, W. V.

## STOVIN & WRIGHT

<i>Toronto</i> —1402 Victory Bldg.....	ADelaide	9184
H. N. Stovin, Partner; C. W. Wright, Partner; W. Enger, R. Bowden, J. Knox.		
<i>Montreal</i> —608 Keefer Bldg., J. R. Pearcey, Mgr.....	Plateau	8749
<i>Winnipeg</i> —A. J. Messner, Manager, c/o Radio Station CKY.....	Winnipeg	92191
S. J. Irwin, F. Ward.		
<i>Stations</i> —CJOR, Vancouver, B. C.; CKLN, Nelson, B. C.; CFPR, Prince Rupert, B. C.; CFAR, Flin Flon, Man.; CKX, Brandon, Man.; CKY, Winnipeg, Man.; CKCW, Moncton, N. B.; CHSJ, Saint John, N. B.; CFBR, Brockville, Ont.; CHML, Hamilton, Ont.; CKCR, Kitchener, Ont.; CFPL, London, Ont.; CKCO, Ottawa, Ont.; CFOS, Owen Sound, Ont.; CHPS, Parry Sound, Ont.; CHOV, Pembroke, Ont.; CKLW, Windsor, Ont.; CKAC, Montreal, Que.; CJBR, Rimouski, Que.; CHGB, Ste. Anne de la Pocatiere, Que.; CJRL, Kenora, Ont.; CJGX, Yorktown, Sask.		

## TEXAS DAILY PRESS LEAGUE, INC.

<i>Dallas</i> —507 Texas Bank Bldg., Irl W. Brown, Manager.....	Central	9026
<i>New York</i> —60 East 42nd St., Lowell W. Brown, Manager.....	MURray Hill	6-1788
<i>Chicago</i> —360 N. Michigan Ave., Don B. Milliken, Manager.....	Franklin	5241
<i>St. Louis</i> —915 Olive St., Fred J. Wright, Manager.....	Chestnut	1965
<i>San Francisco</i> —155 Sansome St., R. J. Birch, Manager.....	Davenport	4164
<i>Station</i> —WDWS, Champaign-Urbana, Ill.		

## EDWARD S. TOWNSEND COMPANY

<i>San Francisco</i> —Russ Bldg., Edward S. Townsend, Owner.....	Exbrook	2164
<i>Stations</i> —WIOD, Miami, Fla.; WOR, New York, N. Y.		

## TRI-CITY STATIONS OF VIRGINIA

<i>Lynchburg, Va.</i> —Allied Arts Bldg., Philip P. Allen, Manager.....	Lynchburg	3032
<i>Stations</i> —WBTM, Danville, Va.; WLVA, Lynchburg, Va.; WSLS, Roanoke, Va.		

## J. FRANKLYN VIOLA AND COMPANY

(Foreign Language Representative\*)

<i>New York City</i> —152 W. 42nd St., J. Franklyn Viola, President.....	CHickering	4-3254
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\*Stations represented for the broadcasting and producing of foreign language programs only.

## THE WALKER COMPANY

<i>New York</i> —551 Fifth Avenue.....	MURray Hill	2-0374
J. Wythe Walker, President.		
<i>Chicago</i> —360 North Michigan Ave., Hal Holman.....	State	5262
<i>Kansas City, Mo.</i> —15 W. 10th St., Wm. Temple.....	Victory	0021
<i>Los Angeles</i> —568 Chamber of Commerce Bldg., Walter Biddick.....	Richmond	6184
<i>Stations</i> —KUOA, Siloam Springs, Ark.; KFXJ, Grand Junction, Colo.; KFKA, Greeley, Colo.; KSEI, Pocatello, Ida.; KTFI, Twin Falls, Ida.; KFJB, Marshalltown, Iowa; KOAM, Pittsburg, Kans.; WABI, Bangor, Me.; WSAR, Fall River, Mass.; KGIR, Butte, Mont.; KPFA, Helena, Mont.; KRBM, Bozeman, Mont.; WJAG, Norfolk, Nebr.; KGNE, North Platte, Nebr.; KLPM, Minot, N. D.; WICA, Ashtabula, Ohio; KABR, Aberdeen, S. D.; KOBH, Rapid City, S. D.; WRJN, Racine, Wisc.; Z-Bar Net (KGIR, Butte, Mont.; KPFA, Helena, Mont.; KRBM, Bozeman, Mont.).		

## WAXELBAUM & CO.

(Foreign Language Representative)

<i>New York</i> —132 West 43rd St.....	PENnsylvania	6-0043
Benjamin Waxelbaum, Principal.		
<i>Stations</i> —Representative for broadcasting and producing of foreign-language programs only.		

• • • STATION REPRESENTATIVES • • •

**WEED & CO.**

*New York*—350 Madison Avenue.....Vanderbilt 6-4542  
 Joseph J. Weed, President; Grace Walsh, Secretary.

*Chicago*—203 N. Wabash Avenue.....Randolph 7730  
 C. C. Weed, Vice-President.

*Detroit*—General Motors Bldg., Charles M. Adell, Manager.....Madison 6366

*Boston*—Statler Bldg., Charles D. Kean, Manager.....Hubbard 5677

*Hollywood*—6253 Hollywood Blvd., Lincoln P. Simonds, Manager.....Hillside 8611

*San Francisco*—Mark Hopkins Hotel, Lincoln P. Simonds, Manager.....Yukon 1899

*Stations*—KSFO, San Francisco, Calif.; WTIC, Hartford, Conn.; WWDC, Washington, D. C.; WMBR, Jacksonville, Fla.; WSUN, St. Petersburg, Fla.; WSOY, Decatur, Ill.; WTAX, Springfield, Ill.; WEOA, Evansville, Ind.; WGBF, Evansville, Ind.; WBOW, Terre Haute, Ind.; KGLO, Mason City, Ia.; WDSU, New Orleans, La.; WRDO, Augusta, Me.; WLBZ, Bangor, Me.; WCSH, Portland, Me.; WORC, Worcester, Mass.; WSLI, Jackson, Miss.; KFBB, Great Falls, Mont.; WFEA, Manchester, N. H.; KGGM, Albuquerque, N. M.; WEBR, Buffalo, N. Y.; WMCA, New York, N. Y.; WYNY, Watertown, N. Y.; WCOL, Columbus, Ohio; WIZE, Springfield, Ohio; WAYS, Charlotte, N. C.; WRAL, Raleigh, N. C.; WING, Dayton, Ohio; WJAR, Providence, R. I.; WFBC, Greenville, S. C.; WRR, Dallas, Texas; KFJZ, Fort Worth, Texas; Texas State Network; WCAX, Burlington, Vt.; WTAQ, Green Bay, Wisc.; New England Regional Network; CFAC, Calgary, Alta.; CJCA, Edmonton, Alta.; CFGP, Grand Prairie, Alta.; CJOC, Lethbridge, Alta.; CKOV, Kelowna, B. C.; CJAT, Trail, B. C.; CKWX, Vancouver, B. C.; CJVI, Victoria, B. C.; CKRC, Winnipeg, Man.; CFNB, Fredericton, N. B.; CHNS, Halifax, N. S.; CJCB, Sydney, N. S.; CKOC, Hamilton, Ont.; CKWS, Kingston, Ont.; CKJL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CHEX, Peterborough, Ont.; CJCS, Stratford, Ont.; CKSO, Sudbury, Ont.; CKGB, Timmins, Ont.; CFCY, Charlottetown, P. E. I.; CFCF, Montreal, Que.; CHAB, Moose Jaw, Sask.; CKBI, Prince Albert, Sask.; CKCK, Regina, Sask.; Marjorie Mills Hour; Tobacco Network.

**HOWARD H. WILSON COMPANY**

*Chicago*—75 East Wacker Drive.....Central 8744  
 Howard H. Wilson, Owner; S. M. Aston, George E. Wilson.

*New York*—551 Fifth Ave.....Murray Hill 6-1230  
 David F. Crosier, Manager; Clem A. Kracht.

*Hollywood*—6362 Hollywood Blvd., Homer O. Griffith.....Granite 6113

*San Francisco*—681 Market St., R. J. Bidwell.....Douglas 4475

*Seattle*—2102 Smith Tower Bldg., Robt. S. Nichols

*Stations*—WCOV, Montgomery, Ala.; KGHF, Pueblo, Colo.; KRLC, Lewiston, Ida.; WHBF, Rock Island, Ill.; WZD, Tuscola, Ill.; KFBI, Wichita, Kans.; WFMD, Frederick, Md.; WSNY, Schenectady, N. Y.; WDNC, Durham, N. C.; WHKY, Hickory, N. C.; KWJJ, Portland, Ore.; WPIC, Sharon, Pa.; KELO, Sioux Falls, S. D.; KSOO, Sioux Falls, S. D.; WJHL, Johnson City, Tenn.; KGNC, Amarillo, Texas; KFDM, Beaumont, Texas; KROD, El Paso, Texas; KFYO, Lubbock, Texas; KRGV, Weslaco, Texas; WWSR, St. Albans, Vt.; WDEV, Waterbury, Vt.; WSWA, Harrisonburg, Va.; KXRO, Aberdeen, Wash.; KELA, Centralia-Chelalis, Wash.; KGY, Olympia, Wash.; KXA, Seattle, Wash.; KUV, Walla Walla, Wash.; WKBH, La Crosse, Wisc.; WIBA, Madison, Wisc.; WEMP, Milwaukee, Wisc.; WOSH, Oshkosh, Wisc.; Lone Star Chain.

CFCN, Calgary, Alta.; CFRN, Edmonton, Alta.; CKMO, Vancouver, B. C.; CKPR, Fort William, Ont.; CFQC, Saskatoon, Sask.; CKCH, Hull, Que.

**HELEN WOOD**

*New York*—551 Fifth Ave. (17).....Murray Hill 2-8228  
 Helen Wood, Manager; Lionel E. Colton, Asst.

*Stations*—WSRR, Stamford, Conn.; WKNY, Kingston, N. Y.; WSNY, Schenectady, N. Y.; WIBX, Utica, N. Y.; WAIR, Winston-Salem, N. C.; Connecticut State Network.

**DON MCNEILL** and the  
**BLUE NET**

**"BREAKFAST CLUB"**



"The same habit that compels all Americans to eat breakfast prompts millions to listen to DON MCNEILL'S Blue Network 'BREAKFAST CLUB' from Chicago . . . it helps to get the day off to a cheerful start."—*Scoops Daily, Radio Daily, 1/17/44.*  
Heard Daily Monday to Saturday, Incl., 8 to 9 A.M., CWT., on the Blue Network.



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- ☆ *The Raleigh Cigarette Program, with*  
RED SKELTON  
Ozzie Nelson ☆ Harriet Hilliard  
*for Brown & Williamson Tobacco Corporation*
- ☆ *"Beat the Band" with*  
HILDEGARDE  
*for Brown & Williamson Tobacco Corporation*
- ☆ *"People Are Funny"*  
*for Brown & Williamson Tobacco Corporation*
- ☆ RAY DADY  
*for The Grove Laboratories, Inc.*
- ☆ *"Reveille Roundup"*  
*for The Grove Laboratories, Inc.*
- ☆ ED SULLIVAN  
*for The Mennen Company*
- ☆ *"World News Parade" with*  
UPTON CLOSE  
*for W. A. Sheaffer Pen Company*

RUSSEL M. SEEDS COMPANY, *Advertising*  
Palmolive Building Chicago 11, Illinois



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# NEWS SERVICES

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## ***International News Service***

New York—235 East 45th Street.....MUrray Hill 2-0131

### Executives

President.....Joseph V. Connolly  
Editor-In-Chief.....Barry Faris  
Managing Editor.....Seymour Berkson  
Business Manager.....Walter E. Moss  
Sales Manager.....Frank J. Nicht

## ***Press Association, Inc. (Associated Press)***

New York—50 Rockefeller Plaza.....Circle 7-1357

### Executives

General Manager.....William J. McCambridge  
Assistant General Manager.....Oliver Gramling  
Radio News Director.....Tom O'Neil

## ***Radio News Association***

New York—521 Fifth Avenue.....MUrray Hill 2-4341

President.....Herbert Moore

## ***Reuters***

New York—50 Rockefeller Plaza.....Circle 6-3960

### Executives

Manager.....D. Kimpton Rogers  
News Editor.....Jeoffrey Imeson  
Accountant.....Douglas Rowley

## ***Transradio Press Service, Inc.***

New York—521 Fifth Avenue.....MUrray Hill 2-4053-4

### Executives

President.....Herbert Moore  
Vice-President-Editor.....Dixon Stewart

## ***United Press Associations***

New York—220 East 42nd Street.....MUrray Hill 2-0400

### Executives

President.....Hugh Baillie  
Vice-President & General Business Manager.. E. M. Williams  
Radio News Manager.....Phil Newsom  
Radio Sales Manager.....A. F. Harrison

*When a problem arises in your business  
and you need competent advice you consult*

## ***A SPECIALIST***

How is one designated a specialist?

Through years of experience and practice  
with other people's problems and headaches.

That is what we have been doing for the  
past twenty-five years—working out other  
people's problems and relieving their headaches

## ***IN PRINTING***

Why not let us diagnose your printing problem  
and maybe we can relieve you of a headache?

We are specialists in handling trade publications,  
house organs, year books and catalogs.

Our prescription might be the cure  
for your printing ills.

***BARNES PRINTING CO., Inc.***

229 West 28th Street

New York 1, N. Y.

# RESEARCH ————— ————— ORGANIZATIONS

## AMERICAN RESEARCH SERVICE

1023 Victoria Avenue, Los Angeles 6, Calif.  
Phone: YOrk 3010

Owner and General Manager

Robert L. Biggs

Services Offered: All types of business surveys and polls; special attention given to radio surveys, coincidental or recall methods, telephone or personal interview. Individual studies planned and executed to meet special problems and conditions.

•

## BUREAU OF RESEARCH IN EDUCATION BY RADIO

University of Texas, Austin, Texas  
Phone: 9171-234

Director.....A. L. Chapman

Secretary.....Camille Lyons

Assistants.....Elizabeth Berg,  
Helen Kelley, Jerry Barnes, Janice Lyons

Services Offered: Non-commercial research service; research results utilized in the planning, writing, production and evaluation of educational radio programs; educational radio equipment studies; listening-time studies; listener-effect surveys.

•

## WALTER P. BURN & ASSOCIATES, INC.

7 West 44th Street, New York, N. Y.  
Phone, MUrray Hill 2-7462

President.....Walter P. Burn

Vice-President.....William Noble

Services Offered: Market data, economic studies, media coverage studies, radio coverage maps, decorative maps, economic maps, charts, trade paper advertising, brochures, dramatized sales presentation, complete promotion plans, trade area counsel on FM applications.

## CALIFORNIA ASSOCIATES

417 South Hill St., Los Angeles, Calif.  
Phone: Madison 1196

Partner.....John B. Knight

Partner.....Geraldine Parker

Secretary.....Sylvia Clawson

### Branch Office

300 Montgomery St., San Francisco, Calif.  
Phone: Exbrook 0600

Services Offered: Public opinion surveys; market analysis; business research.

•

## CALIFORNIA RESEARCH BUREAU

6331 Hollywood Blvd., Hollywood 28, Calif.  
Phone: Ho. 5111

C. P. A.....Carl Oppenheimer

Researcher.....E. B. Goodman

Retail Store Executive.....N. B. Slocum

Services Offered: Re-conversion of industry from war to peace time pursuit, engineering facility, and scientific measurement of opinion tendencies in radio, political sentiment, and socie-economic movement, income tax consultants.

•

## CANADIAN FACTS

19 Melinda Street, Toronto, Ont., Canada  
Phone Adelaide 2067

President.....John F. Graydon

Vice-President.....Ethel O. Colwell

Services Offered: All types of marketing research including market coverage data, consumer studies, dealer investigations, opinion studies, government work, market condition forecast and checks on effectiveness of various media. Representatives in over 100 key communities across Canada.

**McKINSEY & CO.**

60 East 42nd St., New York, N. Y.

Phone, VAnDerbilt 6-5280

Services Offered: Distribution consultant, market surveys, media studies.

**COMMERCIAL SERVICES, INC.**

2011 Park Avenue, Detroit 26, Mich.

Phone: RAnDolph 1485

President-General Manager

Richard W. Oudersluys

Secretary-Treasurer.....Lawrence E. Black

Production Manager.....Nellie R. Cline

Services Offered: Radio listening surveys, consumer and dealer studies, copy testing, market investigations.

**ROBERT S. CONLAN & ASSOCIATES**

New York Life Bldg., Kansas City, Mo.

Phone Victor 1973

Principal.....Robert S. Conlan

Associates.....Carrie J. Conlan,  
Gladys Zander

Services Offered: Advertising and public relation research, listener surveys, market research.

**THE COOPERATIVE ANALYSIS OF BROADCASTING, INC.**

330 West 42nd Street, New York, N. Y.

Phone, LOnGacre 3-1454

General Manager.....A. W. Lehman

Governing Committee:

D. P. Smelser, Chairman (Procter & Gamble Co.); George H. Gallup, Treasurer (Young & Rubicam); Robert B. Brown (Bristol-Myers Co.); L. D. H. Weld (McCann-Erickson); F. B. Ryan, Jr. (Ruthrauff & Ryan); John L. Bogert (Standard Brands); A. W. Lehman, General Manager.

Services Offered: The Cooperative Analysis of Broadcasting, Inc., is a non-profit membership corporation. Its purposes are: collection, for information of its members, of information, statistics, and data related to

advertising through the medium of radio broadcast; evaluation of the popularity of various radio broadcast programs in relation one to the other; studies of the habits of those who listen to radio broadcast programs and of the uses by such listeners of radio receiving instruments; and generally, the collection and dissemination of information, statistics and data applicable, directly or indirectly, to the use of wireless telegraphy for the transmission of messages or the entertainment or education of the listening public.

**CROSSLEY, INC.**

330 West 42 St., New York 18, N. Y.

Phone BRyant 9-5462

President.....Archibald M. Crossley

Vice-President.....J. A. Ward

Services Offered: Program rating, nationwide or individual area studies, general marketing consultants.

**ELLIOTT-HAYNES, LTD.**

(Radio Research Division)

25 King St., West, Toronto, Ont., Canada

President.....Walter E. Elliott

Vice-President.....W. Paul Haynes

Secretary-Treasurer.....Ernest Comte

Offices

Sun Life Bldg., Montreal, P. Q., Canada

(Also offices in Halifax, Winnipeg and Vancouver.)

Services Offered: Radio audience and listening surveys using, with permission, the C. E. Hooper, Inc., technique and formula (telephone co-incident); reports are released fortnightly with the first report of the month carrying complete data on evening listening and the second report carrying complete data on daytime listening.

**EVALUATION OF SCHOOL BROADCASTS PROJECT**

Ohio State University, Columbus, Ohio

Phone, University 3148, Ext. 708

Director.....I. Keith Tyler

Associate Director.....Norman Woelfel

Services Offered: Research on the relation of radio and children and young people; advisory services to broadcasters and educators on planning and production of school broadcasts and children's programs. (This project has published 40 bulletins on a variety of problems relating to the educational use of radio; bulletins are available from the project at cost.

**FACTS CONSOLIDATED**

6305 Yucca at Vine, Hollywood, Calif.

Phone: Granite 3658

Co-Owner.....Dorothy D. Corey  
111 Sutter St., San Francisco, Calif.

Co-Owner.....Roy S. Frothingham

Services Offered: Coincidental, special studies involving products, radio, public opinion, etc.

**C. E. HOOPER, INC.**

10 East 40th St., New York 16, N. Y.

Phone, LExington 2-3000

President.....C. E. Hooper

Vice-President.....Fred H. Kenkel

Manager, Station Audience Reports  
W. Ward Dorrell

Manager, Radio Program Reports  
Dorothy M. Behrens

Manager, Special Surveys.....Edythe F. Buel

Research Consultant....Dr. M. N. Chappell

*Branch Office*

1709 West 8th St., Los Angeles, Calif.

Phone: Federal 7777

Manager.....Ruth Arnold

Services Offered: Radio audience and listening survey specialists, publishers of monthly "Hooper Radio Reports"—(National daytime programs, national evening programs, regional sets-in-use reports, regional program ratings, station audience reports, radio sales effectiveness reports, etc.)

**HOOPER-HOLMES BUREAU**

102 Maiden Lane, New York 5, N. Y.

Phone Whitehall 3-9700

Director of Research.....William L. Henry

*Branch Offices*

78 Offices Throughout

United States and Canada

Services Offered: Commercial research.

**INDUSTRIAL SURVEYS CO., INC.**

347 Madison Ave., New York 17, N. Y.

Phone: MURray Hill 3-0690

President.....Samuel G. Barton

Vice-President.....Stanley Womer

Secretary-Treasurer.....Henry C. Trainor

Assistant to President.....Jean L. Stewart

Director Radio Coverage Studies

George M. Baillie

Director, The Radio Panel.....Berta Howell

Mgr., Telephone Surveys.....Anne Nash

Tabulating Manager.....Kurt Benjamin

Statistician.....Ralph Chances

Librarian.....Sophia Hanson

*Branch Office*

75 East Wacker Drive, Chicago 1, Ill.

Phone: State 7788

Mgr., Radio Surveys.....Marji Frank

Tabulating Manager.....Richard Buck

Statistician.....Robert Farber

Librarian.....Stanley Berglund

Services Offered: Field surveys via personal interview, telephone interview, controlled mail, panels and juries. National Radio Coverage studies, The Listener Diary, The Radio Panel, listening-buying correlations. Permanent radio staff in 20 cities. Mechanical and manual tabulating New York and Chicago.

**NATIONAL RADIO RECORDS**

347 Madison Ave., New York 17, N. Y.

Phone, MURray Hill 6-9186

President.....N. Charles Rorabaugh

Executive Vice-President.....Fulton Dent  
Publication Editor.....Dorothy Greene

Services Offered: Monthly spot advertising reports; confidential statistics revealing spot activity of national and regional advertisers.

### A. C. NIELSEN COMPANY

2101 Howard Street, Chicago, Ill.  
Phone, Hollycourt 6109

President.....A. C. Nielsen  
Executive Vice-President.....F. K. Leisch  
Executive Vice-President.....H. L. Rusch  
Vice-President.....W. B. Perrin  
Vice-President.....J. M. Teague  
Vice-President.....L. O. Heideman  
Vice-President.....P. V. Jester  
Vice-President.....J. P. Napier  
Vice-President.....D. M. Prather  
Vice-President.....T. R. Shearer  
Vice-President.....C. T. Allen  
Vice-President.....C. G. Shaw  
Secretary-Treasurer.....Bertha Pritzlaff

#### Branch Office

500 Fifth Ave., New York, N. Y.  
Phone, PENnsylvania 6-7126

Executive Vice-President In Charge of  
N. Y. Office.....J. O. Peckham  
109 St. Aldates, Oxford, England  
Vice-President.....E. L. Lloyd

Services Offered: Market research work including the publication of indexes on the drug, food, liquor, radio and British business.

tiveness of various media of communication; sociological and psychological composition of radio audiences; audience to different types of programs; techniques of measurement of coverage and effectiveness of media of communication; techniques of measuring likes and dislikes of programs.

### OFFICE OF RESEARCH— RADIO DIVISION

3470 Broadway, New York 31, N. Y.  
Phone, AUdubon 3-2335

Director.....Dr. John G. Peatman

Services Offered: Psychological aspects of market research; surveys and analyses for the music industries and advertising agencies; weekly Audience Coverage Index Report; national survey of popular music broadcast on nation networks, consultation service on radio sampling methods and on the program analyzer technique for evaluating and improving programs.

### THE PULSE OF NEW YORK, INC.

500 Fifth Ave., New York 18, N. Y.  
Phone: LACKawanna 4-8305

Director.....Sydney Roslow  
Manager.....David Klein

Services Offered: Measurement of radio audiences, analysis of radio program audiences and the sales effectiveness of radio programs; studies of the relationship between radio listening and other related questions.

### OFFICE OF RADIO RESEARCH, COLUMBIA UNIVERSITY

Phone, COLUMbus 5-6951

15 Amsterdam Ave., New York 23, N. Y.  
Director.....Dr. Paul F. Lazarsfeld  
Associate Director.....Dr. Robt. A. Merton  
Research Associate.....Marjorie Fiske  
Services Offered: Research in the effec-

### RADIO REPORTS, INC.

220 East 42nd St., New York, N. Y.  
Phone: MURray Hill 2-3564

President.....Edward F. Loomis  
Vice-President.....P. R. Rieber  
Secretary.....Rose T. Pavlica  
Sales Manager.....George I. Reid

• • • **RESEARCH ORGANIZATIONS** • • •

*Branch Office*

617 S. Olive St., Los Angeles, Calif.  
Phone: Van Dyke 4084

Manager.....Dixie Wilkinson

Services Offered: Daily and Weekly Digests of Radio Opinion; verbatim texts of radio addresses, comment, dramatization, news reports, etc., based on electrical recordings; verbatim text of radio commercials. Also monitoring (checking) of commercials and spot announcements on nation-wide basis.

•  
**REGAN SERVICE**

1085 Monadnock Bldg., San Francisco, Calif.  
Phone DOuglas 4475

Owner-Manager.....James L. Regan

Services Offered: Personnel surveys in stores, hotels, restaurants, banks, transportation systems; purchase tests; comparison shopping.

•  
**ELMO ROPER**

30 Rockefeller Plaza, New York 20, N. Y.  
Phone Circle 6-7164

Executives.....Elmo Roper, Carolyn W. Crusius, Robert Williams

Services Offered: Marketing research, distribution consultant, trade and consumer studies.

•  
**ROSS FEDERAL RESEARCH CORP.**

18 East 48th St., New York, N. Y.  
Phone, PLaza 3-6500

President and Treasurer.....Harry A. Ross  
Vice-President-General Manager

Densmore A. Ross

Vice-President-General Sales Manager

Clifford B. Ross

Vice-President-Eastern Sales Manager

S. W. Sheetz

Vice-President-Midwestern Sales Manager

W. O'Dell

Secretary.....Frank X. Miske

*Branch Offices*

- 59 E. Van Buren St., Chicago, Ill.  
642 Book Bldg., Detroit, Mich.  
872 Hanna Bldg., Cleveland, Ohio  
913-915 Berger Bldg., Pittsburgh, Pa.  
606 West Wisconsin Ave., Milwaukee, Wisc.  
740 Union Trust Bldg., Cincinnati, Ohio  
320 N. Meridian St., Indianapolis, Ind.  
817-18 Metropolitan Bldg., Boston, Mass.  
17 Court St., Buffalo, N. Y.  
Market St. National Bank Bldg., Philadelphia, Pa.  
1028 Connecticut Ave., Washington, D. C.  
1307 Grand Ave., Kansas City, Mo.  
210 Grand Olive Bldg., St. Louis, Mo.  
3723 Wilshire Blvd., Los Angeles, Calif.  
1051-53 Monadnock Bldg., San Francisco, Calif.  
1904 Third Ave., Seattle, Wash.  
Tower Petroleum Bldg., Dallas, Texas  
903 United States National Bank Bldg., Denver, Colo.  
47 West South Temple St., Salt Lake City, Utah  
Rand Tower Bldg., Minneapolis, Minn.  
507 Tenth St., Des Moines, Ia.  
1911 Sterick Bldg., Memphis, Tenn.  
314 Johnston Bldg., Charlotte, N. C.  
207-208 Palmer Bldg., Atlanta, Ga.  
90 State St., Albany, N. Y.  
1004 Baronne Bldg., New Orleans, La.  
404 Terminal Bldg., Oklahoma City, Okla.  
306 S. Fifteenth St., Omaha, Nebr.  
602 Porter Bldg., Portland, Ore.  
746 Chapel St., New Haven, Conn.

Services Offered: Market research, consumer and dealer studies, radio studies, sales planning and testing.

•  
**GREGORY GUY WILLIAMS**

1137 Board of Trade Bldg., Kansas City, Mo.  
Phone: Victor 0553

Owner.....G. G. Williams

Services Offered: Grain statistical studies; market surveys; wheat, rye, corn and grain market forecasts.

# IF it's *Spot* RADIO



*Call Me Gillvra*

**These Stations  
in These Markets  
are Your Best Dollar Values**

Boston	WMEX	Independent
Charleston	WGKV	Red, Blue and Mutual
Denver	KVOD	Blue
Detroit	CKLW	Mutual
Grand Rapids	WLAV	Blue & Mutual
Kansas City	KCMO	Blue
Los Angeles	KPAS	Independent
Macon	WBML	Blue & Mutual
New Orleans	WNOE	Mutual
New York	WOV	Independent
Port Arthur	KPAC	Mutual
Oakland	KLX	Independent
Portland	KXL	Independent

Pueblo	KGHF	Blue
Rochester	WSAY	Mutual plus Blue Shows
Rutland	WSYB	Mutual and Yankee
Sacramento	KROY	Columbia
St. Petersburg and Tampa	WTSP	Mutual
Salt Lake City and Ogden	KLO	Mutual
Tacoma	KMO	Mutual
Tulsa	KOME	Blue & Mutual
Waterbury	WBRY	Columbia
Wenatchee	KPQ	Blue
Yakima	KIT	Mutual

**Utah — Intermountain Network — five stations — all Mutual**

## **JOSEPH HERSHEY MCGILLVRA, inc.**

NEW YORK, 17  
366 Madison Avenue  
MUrray Hill 2-8755

CHICAGO, 11  
919 N. Michigan Avenue  
Superior 3444

SAN FRANCISCO, 4  
627 Mills Building  
Sutter 1393

LOS ANGELES, 15  
445 Western Pacific Building  
Prospect 5319



# ADVERTISING AGENCIES

The following listing includes agencies placing network and important spot business during 1943 as well as those handling the larger local accounts.

## Key to Symbols of Membership and Recognition Abbreviations

- AAAA . . . American Association of Advertising Agencies
- ABC . . . Audit Bureau of Circulation
- ABP . . . Associated Business Papers
- ANPA . . . American Newspaper Publishers' Association
- APA . . . Agricultural Publishers' Association
- FAAG . . . First Advertising Agency Group
- NOAB . . . National Outdoor Advertising Bureau
- OAAA . . . Outdoor Advertising Association of America, Inc.
- PPA . . . Periodical Publishers' Association
- PRB . . . Pacific Recognition Bureau
- SAAA . . . Southwestern Association of Advertising Agencies
- SNPA . . . Southern Newspaper Publishers' Association

### AARON & BROWN

1411 Walnut St., Philadelphia, Pa.  
Phone LOcust 2282  
ANPA  
Officers

President . . . . . M. W. Aaron  
Vice-President . . . . . E. L. Brown  
Secretary-Treasurer . . . . . Lon Jourdet  
Radio Director . . . . . E. L. Brown

### ADVERTISERS BROADCASTING CO., INC.

117 West 46th St., New York, N. Y.  
Phone BRyant 9-1176  
Officers

President . . . . . Z. H. Rubinstein  
Treasurer . . . . . M. Keilson  
Radio Director . . . . . Sholom Rubinstein  
Producer . . . . . Jacob F. Keilson  
Musical Director . . . . . Harry Lubin  
Continuity Writer . . . . . Jacob I. Freedman  
*Radio Accounts Placed*—Foreign Language Programs: General Food Corp. (Maxwell House Coffee, Diamond Crystal Salt, Sanka Coffee); Horowitz-Margareten; I. Rokeach & Sons; R. B. Davis Co. (Cocomalt, Davis Baking Powder, Cut-Rite Waxed Paper; San Fay Tissue); Colgate Palmolive-Peet Co. (Colgate Dental Cream); B. T. Babbit Co.

(Bab-O, Aunt Polly's Soup Mix); Francis H. Leggett Co. (Premier Food Products); The Sun-Rayed Co. (Kemp's Sun-Rayed Tomato Juice); Charles Hansen Laboratory, Inc. (Junket); American Home Products (Anacin, Old Dutch Cleanser); Best Foods Co. (Heckers' Cream Farina, H-O Oats); Ralston Purina Co. (Ralston, Instant Ralston, Ry-Krisp); Barbasol Co. (Barbasol Brushless Shaving Cream); Penick & Ford, Ltd. (My-T-Fine); Ex-Lax, Inc. (Ex-Lax, Jest); Lydia E. Pinkham Co. (Sanative Wash); Joseph Tetley & Co. (Tetley Soup Mix, Tetley Tea); Standard Brands (Royal Baking Powder); Dugan Brothers (Dugan Breads and Cakes); Maltex Co. (Maltex); Grove's Laboratories (Grove's B-Complex Vitamins, Grove's Cold Tablets); Bond Bakers (Bond Bread); Carter Products, Inc. (Carter's Little Liver Pills).

### ADVERTISING, INC.

1523-29 Central National Bank Bldg.,  
Richmond, Va.  
Phone 32800 & 32809  
ANPA—SNPA—APA  
First Advertising Agency Group  
Officers

President . . . . . J. Lynn Miller  
Vice-President . . . . . M. T. Miller

# ***PUSH BACK THE***



**L**OOK at New England as a whole — not just a part of it.

The real potentialities of the New England market can be largely wasted if you try to cover too much area with two or three stations.

By taking the broad view, by bringing into focus all the cities of New England and their trading zones, it becomes apparent that you need a network to sell New England as a unit.

There is but one network that will do this job — do it thoroughly by giving you the right stations in the twenty-one places where you need the impact of primary coverage.

Add these twenty-one Yankee stations together, with their local acceptance based on long standing success and the friendship and support of their communities — the result is all-over primary coverage of New England.

Yankee's twenty-one stations bring all markets within your reach in the only way they can be reached by radio.

# **THE YANKEE**

*Member of the Mutual*

**21 BROOKLINE AVENUE, BOSTON 15, MASSACHUSETTS**

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# HORIZON



ACCEPTANCE  
IS THE  
YANKEE NETWORK'S  
FOUNDATION

# NETWORK, INC.

Broadcasting System

EDWARD PETRY & CO., INC., Exclusive National Sales Representative

---

# William H. Weintraub & Company, Inc. advertising

New York and Hollywood

now serving the  
following radio clients:

**ANCHOR HOOKING GLASS CORPORATION** Lancaster, Ohio  
"Meet Corliss Archer," based on the characters of the New  
York Stage success "Kiss and Tell" (CBS Network)

**CRESTA BLANCA WINE CO., INC.** Livermore, Calif.  
"Cresta Blanca Wine Carnival of Music" starring  
Morton Gould and Alec Templeton (CBS Network)

**DUBONNET CORPORATION** Lodi, Calif.  
"Your Dubonnet Date" with Xavier Cugat and his orchestra,  
Lina Romay, Don Rodney and Del Campo (Mutual Network)

**EMERSON RADIO AND PHONOGRAPH CORPORATION**, New York, N.Y.  
"Green Valley, U. S. A." featuring guest stars (Mutual Network)

**HELBROS WATCH COMPANY, INC.**, New York, N.Y.  
"Pick and Pat Time" starring Pick and Pat, Mary Small,  
Vincent Lopez and his orchestra, Tiny Ruffner (Mutual Network)

**REVLON PRODUCTS CORP.** New York, N.Y.  
"The Revlon Theatre"  
starring Gertrude Lawrence (Blue Network)

**SEEMAN BROTHERS, INC.** New York, N.Y.  
Distributors of White Rose Quality Foods... **air-wick**  
Spot radio and participating programs in key cities

other clients  
of the agency  
include:

**ANCIENT AGE WHISKEY** (Schenley Distillers Corp.) New York, N.Y.

**BURNHAM & CO.** (Members of The New York Stock Exchange) New York, N.Y.

**COMMAR PRODUCTS CORP.** Newark, N.J.

**CORONET BRANDY** (Schenley Distillers Corp.) New York, N.Y.

**GOODMAN & THEISE, INC.** New York, N.Y.

**LIBERTY AIRCRAFT PRODUCTS CORP.** Farmingdale, L. I.

**RAINFAIR, INC.** Racine, Wisconsin

**SCHENLEY GINS** (Schenley Distillers Corp.) New York, N.Y.

Secretary-Radio Director..Alicia G. Smithers  
 Art Director.....M. F. Riggs  
 Production Manager.....W. H. Hoxie  
*Radio Accounts Placed*—Southern Dairies,  
 R. F. & P. Railroad, Richmond Maid Mfg.  
 Co., Henry R. Haase Furs, Sydnor & Hundley,  
 Inc.

**ADVERTISING & SALES  
 COUNCIL, INC.**

Winchester, Va.  
 PPA

President & Time Buyer.....John Freiburg  
*Account Placed*—O'Sullivan Rubber Co.,  
 Inc.

**THE AITKIN-KYNETT COMPANY**

1400 South Penn Square  
 Philadelphia, Pa.

Phone Rittenhouse 7810

AAAA — ABC — NOAB — ABP — ANPA  
 APA — PPA

*Officers*

Senior Partner-Radio Director..H. H. Kynett  
 Partner .....A. K. Aitkin  
 Partner .....M. E. Goldman  
*Radio Accounts Placed*—Stephano Bros.;  
 Phillips Packing Co.

**R. H. ALBER CO.**

458 Chamber of Commerce Bldg.,  
 Los Angeles, Calif.

Phone PRespect 3331

ANPA

President.....R. H. Alber  
*Radio Account Placed*—Gospel B'casting  
 Assn.

**ALLEN & REYNOLDS, INC.**

833 Insurance Bldg.  
 Omaha, Nebr.

Phone Atlantic 4445

ANPA—APA—APB

*Officers*

President-Treasurer .....Earl Allen  
 Executive-Vice-President-Secretary,  
 Milton H. Reynolds  
 Vice-President.....Harold Roll  
 Vice-President.....Robert Savage

**ANDERSON, DAVIS & PLATTE, INC.**

50 Rockefeller Plaza, New York 20, N. Y.

Phone COLUMBUS 5-4868

PPA — ANPA

*Officers*

President.....T. H. Anderson, Jr.  
 Vice-President.....H. H. Smith  
 Secretary-Treasurer-Time Buyer...Lewis G.  
 Van Akin.

*Branch Office*

821 15th St., N.W., Washington, D. C.

Phone NA 7142

*Radio Accounts Placed*—Alexander Smith  
 & Sons Carpet Co. (national spot, F. Schu-  
 macher & Co. (national spot), Dry Dock  
 Savings Institution (local).

**ANFENGER ADVERTISING  
 AGENCY, INC.**

1706 Olive St., St. Louis, Mo.

Phone CHestnut 6380

AAAA—ABP—ANPA—PPA

Radio Director.....Vernon L. Morelock  
 Asst. Radio Director.....Lynn Westbury

*Branch Office*

1014 Canal Bldg., New Orleans, La.

Phone RAymond 0845

Manager.....Walter Winius  
*Radio Accounts Placed*—Falls City Brew-  
 ing Co., Jackson Brewing Co., Seven-Up  
 Bottling Co., Jefferson Hotel, St. Louis Dairy  
 Council, Reardon Co., Lion Oil Refining Co.,  
 Meyer Bros. Drug Co.

**ANIOL & AULD**

Transit Tower, San Antonio, Tex.

Phone Fannin 9148

ABP—SNPA—SAAA

*Officers*

President.....Claude B. Aniol

**ARROW ADVERTISING AGENCY**

79 Wall St., New York 5, N. Y.

Phone WHITEhall 4-8193

*Officers*

Radio Director.....Rosetta Valenti  
 Space Buyer.....Angelo Sava  
 Copy Chief.....H. D. Kline  
 Marketing Dir. ....Wm. Balog  
*Radio Accounts Placed*—Colonial House  
 Candies, Central Opera House, Times Sq.  
 Motors, David's, Ridd Labs., Inc., Furniture  
 Industry of America.

**ASSOCIATED ADVERTISING  
 AGENCY, INC.**

Florida Natl. Bank Bldg., Jacksonville 2, Fla.

Phone 3-1253

ABP—SNPA—APA—NOAB—FAAG

*Officers*

President.....M. Thayer Newman  
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Radio Time Buyer-Production John H. North  
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Phone Lombard 0100  
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Phone Circle 6-0200

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Business Manager..... Robert Collins  
Production Supervision..... Max Wylie  
Talent..... Alma E. Marks  
Copy Chief..... James E. Hanna  
Business Manager..... T. J. McDermott  
Time Buyer..... Paul Kizenberger  
Program Promotion..... Wauhilla La Hay  
Producers..... Herbert C. Sanford,  
John F. Roche, Wallace R. Magill, Les  
Quailey, R. C. Coleson, J. F. Rourke  
Writers..... G. David Gudebrod,  
Philip A. Young, Dorothy Zimmer,  
Richard Hubbell  
Statler Office Bldg., Boston 16, Mass.  
Phone Hubbard 4970

Manager..... E. Craig Greiner  
404 Taft Bldg., Hollywood 28, Calif.  
Phone Granite 3697

Manager..... Robert C. Coleson  
135 S. LaSalle St., Chicago 3, Ill.  
Phone Randolph 3456

Vice-President..... Sterling E. Peacock  
235 Montgomery St., San Francisco 4, Calif.  
Phone Sutter 2534

Vice-President..... Carl J. Eastman  
2680 Penobscot Bldg., Detroit 26, Mich.  
Phone Randolph 3800

Vice-President..... Wm. H. Beatty  
*Radio Accounts Placed*—Atlantic Refining

Co., Bell Telephone System, Clicquot Club Co., Goodyear Tire & Rubber Co., Hawaiian Pineapple Co., Dr. Hess & Clark, Inc., Illinois Bell Telephone Co., Kerr Chickeries, Michigan Bell Telephone Co., Sheffield Farms Co., Supplee-Wills-Jones Co., Anthracite Industries, United Air Lines, Electric Companies Adv. Program, Boeing Aircraft, Chas. E. Hires Co., Wyandotte Chemical Co.

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Phone Circle 7-3720  
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Treasurer ..... F. S. Browning  
Radio Director ..... Mrs. Marjorie de Mott  
Time Buyer..... H. W. Mallinson, Jr.

*Affiliated Agency*

Badger & Browning  
75 Federal St., Boston, Mass.  
Phone Liberty 3364

*Radio Account Placed*—American Chiclé Co., Denver Chemical Mfg. Co., Adam Hat Stores.

**BALDWIN & STRACHAN, INC.**

374 Delaware Ave., Buffalo, N. Y.  
Phone WASHINGTON 6854  
ABP—ANPA—PPA

President ..... Wm. Baldwin  
Vice-Pres. & Treas..... Kenneth Strachan  
Radio Director..... J. F. Higgins  
*Radio Accounts Placed*—Widmer's Wine Cellars, Inc., Iroquois Beverage Corp., O'Rourke Baking Co., Curtiss-Wright Corp., Rochester & Pittsburgh Coal Co., Seven-Up Co. of Buffalo.

**BARLOW ADVERTISING AGENCY, INC.**

309 Syracuse-Kemper Bldg., Syracuse 2, N. Y.  
Phone 3-0131  
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Secretary ..... E. C. Watkins  
Production Manager..... F. B. Tompkins  
Copy Chief..... J. J. Hines  
Art Director..... H. C. Millard  
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### Branch Office

1121 South Hill St., Los Angeles 15, Calif.  
Phone PRespect 4118

Manager.....E. W. Rutledge

## BARRONS ADVERTISING CO.

1737 McGee St., Kansas City, Mo.  
Phone HArrison 7730-1

ABP—ANPA—PPA—SNPA—APA

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Secretary.....A. W. Durrin  
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William Rubin

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Seidlitz Paint & Varnish Co., Diesel Power  
Engineering School, Manor Baking Co., Che-  
vrolet Dealers of Kansas City, The Sodiphene  
Co., Pla-Mor Amusement Co., Kansas City  
Public Service Co., W. B. Duke Beverage Co.,  
C. H. Stein-Mans Mfg. Co., National Protec-  
tive Insurance Co., Nourse Oil Co., Sweeney  
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Asst. Secretary.....Edgar Small  
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MacDonald Dunbar, R. J. Fiechter.

Assistant Treasurer.....Carlos Justiz  
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Clifford Parsells

*Radio Accounts Placed*—Colgate-Palmolive-  
Peet Co. (Colgate Dental Cream, Octagon  
Soap Products, Palmolive Brushless and  
Lather Shave Cream, Crystal White Soap  
Products); Continental Baking Co., Standard  
Brands, Inc. (Royal Gelatin, Royal Puddings,  
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## BATTEN, BARTON, DURSTINE & OSBORN, INC.

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Phone Eldorado 5-5800

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Vice-President-Director of Radio,  
Arthur Pryor, Jr.

Associate Director of Radio  
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Webb, Kay Winn, Edwin Marshall, Wal-  
ter Tibbals, Russell Ambruster, Gladys  
Franklin, Geo. Kondolf, Robt. La Bour,  
Chet Gierlach, Josephine Lyons, Ted  
Long.

Business Manager,

Radio Dept.....Frank Silvernail

Time Buyers.....Gertrude Scanlan,  
John Moore, Elenore Scanlan.

Publicity.....Wm. Maloney

### Branch Offices

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Phone Superior 9200

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Phone Cleveland 7915

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Grant Bldg., Pittsburgh 19, Pa.

Phone Grant 8060

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178 Tremont St., Boston 11, Mass.

Phone Hubbard 0430

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Phone Prospect 3621

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1680 N. Vine St., Hollywood 28, Calif.

Phone Hollywood 7337

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Radio Director.....Wayne Tiss

Russ Bldg., San Francisco 4, Calif.

Phone Garfield 1017

Manager.....Charles H. McDougall  
Pacific Mutual Bldg., Los Angeles 14, Calif.

Phone Michigan 1354

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*Radio Accounts Placed*—Armstrong Cork  
Co.; Boston Edison Co.; The Boston Globe;  
Corning Glass Works; Consolidated Edison;  
Cream of Wheat Corp.; E. I. du Pont de  
Nemours & Co.; Fenn Bros.; Fort Pitt Brew-  
ing Co.; Gamble Stores; General Baking Co.;  
General Electric Co.; B. F. Goodrich Co.;  
Hoffman Beverage Co.; Household Finance  
Corp.; Liberty Mutual Insurance Co.; Lyon

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Vice-Pres-Media..... H. H. Dobbertein  
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Casting Director ..... Rita Dugan  
Time Buyers.. Franklin Owens, Frank Palmer

*Branch Offices*

Equitable Bldg., Hollywood 28, Calif.  
Phone Hillside 9151

Production Head ..... Al Kaye  
*Radio Accounts Placed* — General Foods Corp. (Maxwell House Coffee, Diamond Crystal Salt, Huskies, Baker's Chocolate, Post Toasties, Certo, Log Cabin Syrup, Post-Tens, Sure-Jell, Post's Bran Flakes); Prudential Insurance Co.; Procter & Gamble Co. (Ivory Snow).

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**BERMINGHAM, CASTLEMAN &  
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9 Rockefeller Pl., New York, N. Y.  
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Secretary ..... V. R. Best  
Time Buyer..... A. H. Van Buren  
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Radio Research..... Edith Oliver  
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Radio Production & Writing... Max Marcin,  
Jack Johnstone, Milton Geiger, Earl Mc-Gill, Richard Lewis.

Production..... Wm. Spear, Wm. Lawrence  
485 California St., San Francisco, Calif.

Robert L. Philippe

*Radio Accounts Placed* — Bulova Watch Co., Philip Morris & Co., Revelation Tobacco, Bond Street Tobacco, Westfield Watches, Eversharp, Inc., Procter & Gamble Co. (Lava Soap), Hills Bros., San-Nap-Pak Co., Lady Esther, Shenley Corp., Roma Wine.

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Vice-President..... John J. Shubert, Jr.  
Production Manager..... J. Adams  
Radio Director..... Marlo Lewis

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Standard Life Bldg., Pittsburgh, Pa.  
Phone Court 6565  
*Officers*

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Secretary-Treasurer..... A. A. Logan  
Radio Director..... H. B. Trautman  
Time Buyer..... T. H. Black, Jr.  
Asst. Radio Director..... Peg McMeekin  
*Radio Accounts Placed*—P. Duff & Sons,  
Inc. (Duff's Baking Mixes).

## BOTSFORD, CONSTANTINE & GARDNER

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Phone Atwater 9541  
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Phone Elliott 3523  
Vice-President..... C. P. Constantine  
350 Russ Bldg., San Francisco, Cal.  
Phone Exbrook 7565  
Vice-President..... Stanley G. Swanberg  
621 So. Hope St., Los Angeles 14, Cal.  
Phone Michigan 1427  
Vice-President..... Hassel W. Smith  
*Radio Accounts Placed*—Tillamook County  
Creamery Assn.

## STANLEY G. BOYNTON-NATIONAL RADIO AGENCY

410-11 Fisher Bldg., Detroit 2, Mich.  
Phone TRinity 1-2552  
ABP—ANPA—PPA

President..... Stanley G. Boynton  
Vice-President..... L. C. Boynton  
Secretary..... V. V. Cory  
Treasurer..... C. Taylor  
Program Director..... Larry Payne

### *Branch Offices*

17 East 42nd St., New York, N. Y.  
Phone MURray Hill 2-0086  
*Radio Accounts Placed* — Detroit Bible  
Class, Wesley Radio League, Blake Orange  
Growers, Berea Tabernacle, Rainbow Hour,  
My Old Kentucky Home, Worship Hour,  
Blake Orange Growers.

## THE J. CARSON BRANTLEY ADVERTISING AGENCY

Post Building, Salisbury, N. C.  
Phone 900  
*Officers*

General Manager..... J. Carson Brantley  
Treasurer..... Robt. C. Lyerly  
Time Buyer..... A. N. Cheney  
*Radio Accounts Placed*—Stanback Co., R. J.  
Reynolds Tobacco Co. (Brown's Mule Plug  
Tobacco), Duke Power Co., Owen Drug Co.

## BRESNICK & SOLOMONT

216 Tremont St., Boston 16, Mass.  
Phone Liberty 4732  
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*Officers*

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Principal..... Chester L. Solomont  
Account Executives..... Joseph Blue,  
Arthur Cohen, George J. M. Riseman.  
*Radio Accounts Placed*—Federal Savings &  
Loan Assn. of New England, Dawson's  
Brewery, Inc., M. Hoffman & Co.

## R. C. BRETH, INC.

310 Pine St., Green Bay, Wisc.  
Phone Howard 134  
ABP—ANPA—PPA

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*Radio Accounts Placed*—Home Mutuals In-  
surance Co., Western States Mutual Auto Ins,  
Co., Brillion Iron Works, Inc.

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*Officers*

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Account Executive..... Charles H. Gabriel

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Petroleum Bldg., Los Angeles, Cal.  
Phone Prospect 9368  
250 Park Ave., New York, N. Y.  
Phone, Plaza 8-1634  
Vice-President..... R. T. Van Norden  
*Radio Accounts Placed*—Acme Breweries,  
West Coast Soap Co., Peter Paul, Inc., Macey  
Jewelrv Co., Inc., Moore's Clothing Co., Par  
Soap Co., The Shasta Water Co., Standard  
Beverages, Sunset Magazine, Par-T-Pak, Gold-  
en Grain Macaroni Co.

## BROOKE, SMITH, FRENCH & DORRANCE, INC.

82 Hancock Ave., East, Detroit 1, Mich.  
Phone Columbia 0860  
52 Vanderbilt Ave., New York 17, N. Y.  
Phone Murray Hill 6-1800

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 Williams, Walter C. Ayers, Blount Slade  
 Manager, Media Dept.....Herbert R. Bayle  
 Director of Research.....Walter C. Ayers  
 Director of Radio.....H. R. Bayle  
*Radio Accounts Placed*—Detroit; Goebel  
 Brewing Co., Hudson Motor Car Co., New  
 York; State of Maine, Church & Dwight,  
 Christmas Club.

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416 W. 8th St., Los Angeles 14, Calif.  
 Phone TRinity 0558  
 ANPA

*Officers*

General Manager.....A. R. Brooks  
 Secretary.....M. Jackson  
 Space and Time Buyer.....A. R. Brooks  
*Radio Accounts Placed*—Bekins Moving &  
 Storage, Citizens Nat'l Trust & Savings Bank.

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**D. P. BROTHER & CO., INC.**

General Motors Bldg., Detroit, Mich.  
 Phone Trinity 2-8250  
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 Vice-President.....C. Hatch, Jr.  
 Secretary.....E. M. Reitz  
 Radio Time Buyer.....C. Georgi, Jr.  
*Radio Accounts Placed*—AC Spark Plug &  
 Oldsmobile Division of General Motors Sales  
 Corp.

•  
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 CORP.**

RKO Bldg., Rockefeller Center,  
 New York, N. Y.  
 Phone Circle 7-7661  
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 Secretary and Radio  
 Director.....M. J. Kleinfeld  
 Vice-President.....Mort Heineman  
 Radio Time Buyer.....Rae Elbroch  
 Radio Traffic.....Milton Jurin  
 Radio Production.....Howard Blake  
 Research Director.....Jules Nathan  
*Radio Accounts Placed*—North American  
 Accident Insurance Co., Manhattan Soap  
 Company, Johnson Candy Co., Fashion  
 Frocks.

•  
**BUCHANAN & COMPANY, INC.**

1501 Broadway, New York 18, N. Y.  
 Phone MEDallion 3-3380  
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 Secretary.....A. Grace Barrett  
 Vice-President & Treas.....John Hertz, Jr.  
 Radio Director.....Jack Wyatt

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919 No. Michigan Ave., Chicago 11, Ill.  
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 427 West 5th St., Los Angeles 13, Cal.  
 Phone Mutual 6316  
 Vice-President.....Fred M. Jordan  
 155 Montgomery St., San Francisco 4, Calif.  
 Phone Yukon 2802  
 Manager.....Ray Randall  
*Radio Accounts Placed*—The Texas Co.,  
 Paramount Pictures, Inc., The B. F. Good-  
 rich Co., Bendix Aviation Corp., Soil Ott  
 Mfg. Co., Rainier Brewing Co.

•  
**BUCHANAN-THOMAS  
 ADVERTISING CO.**

412 So. 19th St., Omaha 2, Nebraska  
 Phone AT 2125  
 ABP—ANPA—PPA

*Officers*

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 Partner.....L. H. Thomas  
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360 North Michigan Ave., Chicago, Ill.  
 Phone Central 5959  
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*Officers*

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 Executive Vice-President.....R. N. Heath  
 Secretary.....Naomi Burnett  
 Treasurer.....E. Ross Gamble  
 Vice-President.....DeWitt O'Kieffe  
 Vice-President.....John Olson  
 Director of Radio.....Frank W. Ferrin  
*Radio Accounts Placed*—Network: Pure  
 Oil Co.; National Spot: Lumbermen's Mu-  
 tual Casualty Co.; Brown Shoe Co.; Pure  
 Oil Co., The Chicago Sun.

•  
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 ADVERTISING AGENCY**

203 East Broad St., Columbus, Ohio  
 Phone Main 3276  
 ABP—ANPA—PPA—ABP—NOAB  
 Co-owners.....Herbert Byer,  
 Gus K. Bowman, Joel M. Burghalter  
 Director of Radio.....Joel M. Burghalter

•  
**BERT BUTTERWORTH AGENCY**

1606 North Hollywood Avenue  
 Hollywood 28, California  
 Phone Hollywood 7263  
 Space Buyer.....Bert Butterworth  
 Order Clerk.....Villa J. Pierce

## HAROLD CABOT & CO., INC.

24 Milk St., Boston 9, Mass.  
Phone HANcock 7690  
AAAA—ANPA—APA

### Officers

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Vice-President.....Donald D. Douglass  
Vice-President.....John E. Kennedy  
Vice-President-Art Director George R. Griffin  
Assistant Treasurer.....Eveleth R. Todd  
Time Buyer.....J. L. O'Brien  
*Radio Accounts Placed*—H. P. Hood & Sons, Boston & Maine Railroad, The James Hanley Co., Douglas Shoe Co.

## CAHN-MILLER, INC.

413 N. Charles St., Baltimore 1, Md.  
Phone Saratoga 4466-7

### Officers

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Secretary-Treasurer.....C. LeRoy Miller  
*Radio Accounts Placed*—Chatham Home-spun Suits, Jarman Motors, Popular Club Beveridge Co., Reads' Drugs, N. Hess' Sons, Fraternity Federal, Elite Laundry, H. B. Davis Co.

## CALKINS & HOLDEN

247 Park Ave., New York, N. Y.  
Phone Wickersham 2-6900  
AAAA—ABP—ANPA—PPA—  
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### Officers

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Radio Dept. Manager.....J. J. Griffin  
Asst. Manager.....T. H. Young

### Branch Office

333 No. Michigan Ave., Chicago, Ill.  
Radio Dept. Manager.....R. A. Washburn  
*Radio Accounts Placed*—Van Camp's, Inc., Oakite Products, Inc.

## CAMPBELL-EWALD CO., INC. (Eastern Division)

10 Rockefeller Plaza, New York 20, N. Y.  
Phone Circle 7-6383  
AAAA—ABP—ANPA—PPA—NOAB

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Blodgett, J. L. Spencer  
Time Buyer.....E. A. Elliott  
Program Director.....R. F. Hackenger

### Branch Offices

1206 19th St., N. W. Washington, D.C.  
Phone Metropolitan 5670  
Manager.....Emmett Deady

## CAMPBELL-EWALD CO.

General Motors Bldg., Detroit 2, Mich.  
Phone Trinity 2-6200  
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Executive Vice-President.....R. H. Crooker  
Vice-Pres. & Gen. Mgr.....W. W. Lewis  
Vice President-Media Director.J. J. Hartigan

### Branch Offices

230 N. Michigan Ave.,  
Central 1946  
Chicago, Ill.  
Manager.....E. W. Clements

## CAMPBELL-MITHUN, INC.

1370 Northwestern Bank Bldg.  
Minneapolis, Minn.  
Phone ATLantic 3231  
ANPA—PPA—APA—APB—NOAB

### Officers

Chairman of Board.....R. B. Campbell  
President.....Ray O. Mithun  
Secretary.....H. L. Wagoner  
Vice-Pres.....J. A. Rheinstrom  
Treas. & Time Buyer.....R. E. Pendergast  
Radio Dir.....Louis Knopp  
*Radio Accounts Placed* — Land O' Lakes Creameries, Taystee Bread.

## THE CAPLES COMPANY

535 Fifth Ave., New York, N. Y.  
Phone LEXington 2-0850  
ANPA—PPA—APA—NOAB

### Officers

President.....R. C. Caples  
Vice-President.....Lynn B. Clarke  
Time Buyer.....Ruth D. Folster

### Branch Offices

225 East Erie St., Chicago, Ill.  
Phone Superior 6016  
Vice-President-Secretary-Treasurer,  
R. N. Hartsing  
1504 Dodge St., Omaha, Nebr.  
Phone Jackson 1107

Vice-President.....L. M. Branch  
Radio Department Head...Russell Rullman  
412 West Sixth St., Los Angeles, Calif.  
Phone Mutual 4143

Manager.....Arthur Caron  
*Radio Accounts Placed* — American Ex-press; Union Pacific Railroad; Chicago & North Western Railway; Railway Express Illinois Central.

## CARY-AINSWORTH, INC.

908-10 Liberty Bldg., Des Moines 9, Iowa  
Phone 4-0375  
ABP—ANPA—PPA—APA

### Officers

President.....R. H. Cary  
Vice-President.....David Ainsworth  
Secretary.....Evonne Kordick  
Time Buyer.....R. H. Cary  
Production Manager.....Harold Wierwill  
*Radio Accounts Placed*—Chamberlain Sales Corp., Oelwein Chemical Co., Geppert Studios, Thompson Hybrid Corn Co.

• • • **ADVERTISING AGENCIES** • • •

**CASANAVE & PEARSON**

1600 Broadway, New York, N. Y.  
Phone Circle 6-1648

*Officers*

President.....Chas. Casanave  
Vice-Pres. & Radio Dir.....C. H. Pearson  
*Radio Account Placed*—Cooper Safety Razor Co.

**NELSON CHESMAN COMPANY**

Hamilton Trust Bldg., Chattanooga 8, Tenn.  
Phone 6-4942

**SNPA**

*Officers*

Pres. & Treas.....Henry Tritschler  
Vice-Pres.....John E. Fontaine  
Time Buyer.....H. Tritschler  
*Radio Accounts Placed*—The Chattanooga Medicine Co., Fleetwood Coffee Co., Southern Agriculturist.

**CECIL & PRESBREY, INC.**

247 Park Ave., New York 17, N. Y.

Phone Wickersham 2-8200

**ANPA—AAAA—PPA—APA—NOAB**

*Officers*

Ch. Bd.....Chas. Presbrey  
Time Buyer.....Harry Parnas  
Radio Dir.....T. G. Sabin

**C. P. CLARK, INC.**

2411 West End Ave., Nashville, Tenn.

Phone 7-6602

**ABP—ANPA—PPA—SNPA—NOAB**

First Advertising Agency Group

*Officers*

President-In Charge of Radio....C. P. Clark  
Secretary-Treasurer.....D. G. Goodwin

**THE CLEMENTS COMPANY, INC.**

1601 Chestnut St., Philadelphia, Pa.

Phone Rittenhouse 0236

*Officers*

President-Treasurer.....I. W. Clements  
Vice-President-Secretary...E. D. Masterman  
Director of Radio.....Alice Clements  
*Radio Accounts Placed*—Network: Modern Food Process Co., F. G. Vogt & Sons, Pharmaco, Inc., Hudson Coal Co., Horn & Hardart, Certified Milk Assn.

**RUSSELL C. COMER ADVERTISING CO.**

Land Bank Building, Kansas City, Mo.

Phone HARRISON 3964

**APA**

*Officers*

President.....Russell C. Comer  
Vice-President.....John C. Fehlandt  
Secretary.....A. M. Rockie  
Treasurer.....Cecil W. Trapp  
Recording Engn.....F. Ries

**COMPTON ADVERTISING, INC.**

630 Fifth Ave., New York, N. Y.

Phone Circle 6-2800

**AAAA—ABP—ANPA—PPA—PBR—**

**SAAA—SNPA**

*Officers*

President.....Richard Compton  
Executive Vice-President.....Trell Yocum  
Secretary-Treasurer.....Leonard T. Bush  
Vice-Presidents.....Leonard T. Bush,  
Harold S. Barnes, Gordon Aymar, Craig Davidson, John E. McMillin, Guy Richards, Edward Battey, Jr., Frank Griffin  
Director of Radio.....Storrs Haynes  
Ass't Head, Radio Dept...Lewis H. Titterton  
Program Director.....Carlis K. Wilber  
Casting Director.....Isabel Olmstead  
Publicity Director.....Lilian Schoen  
Radio Time Buyers.....Murray Carpenter,  
Frank B. Kemp.

*Branch Offices*

Socony Vacuum Bldg., Chicago, Ill.  
Manager.....L. O. Holmberg  
New Center Bldg., Detroit, Mich.  
Manager.....R. W. Heizer  
Bryant Bldg., Kansas City, Mo.  
Manager.....Merrell Boyce  
*Radio Account Placed*—Procter & Gamble Co. (Ivory Soap, Ivory Flakes, Crisco, P. & G. Naptha Soap, Fluffo, Barsalou Soap, Duz), Wheatena Corp., William S. Scull Co. (Boscol Coffee and Minute-Man Soups), Socony-Vacuum Oil Co., American Home Products Co., Kruger Brewing Co., Kolynos Tooth Powder, Kelly Springfield Tires, Allis Chalmers Co.

**COOLIDGE ADVERTISING CO.**

308-311 Insurance Exchange, Des Moines, Ia.

Phone 2-0221

**AAAA—ABP—ANPA—PPA—APA**

*Officers*

President.....Paul Blakemore  
Vice-President.....Henry Kroeger  
Production Manager.....N. E. deReus

**COWAN & DENGLER, INC.**

527 Fifth Ave., New York 17, N. Y.

Phone MURRAY Hill 2-0940

**ANPA—PPA—NOAB—APA**

*Officers*

President.....Stuart D. Cowan  
V-P, Secretary-Treasurer.....H. W. Dengler  
Media Director-Time Buyer,  
Miss A. Marie Maus  
Office Manager.....William Erichs  
*Radio Accounts Placed*—American Agricultural Chemical Co., Walban Corp.

**JOHN GILBERT CRAIG ADV.**

903 Shipley St., Wilmington, Del.

Phone 6185

**ABP—APA—NAAN**

*Officers*

President.....J. C. Craig  
Vice-Pres.....R. V. Craig  
Sec. & Treas.....K. W. Anderson

**THE CRAMER-KRASSETT CO.**

733 N. Van Buren St., Milwaukee, Wisc.  
Phone Daly 3500  
AAAA — ABP — ANPA — PPA  
APA — NOAB

*Officers*

President.....A. W. Seiler  
Executive Vice-President.....H. N. Pasteur  
Vice-Presidents.....H. T. Dyson,  
C. W. Faude, A. J. Spoerl  
Secretary.....F. Aumueller  
Treasurer.....P. A. Schmidt  
Director of Media.....L. H. Ness  
Asst. Director of Radio.....Loretta Mahar  
*Radio Accounts Placed*—Plankinton Pack-  
ing Co., John Graf Co., Luick Ice Cream Co.

**CRITCHFIELD & COMPANY**

720 North Michigan Ave., Chicago 11, Ill.  
Phone Superior 3061  
ANPA — APA — PPA — NOAB

*Officers*

President.....Scott S. Smith  
Secretary.....R. C. Scrvmiger  
Vice-President.....E. P. Nesbitt  
Radio Director.....M. E. Blackburn  
*Radio Accounts Placed*—Wheeling Steel  
Corp.

**CRUTTENDEN & EGER**

64 E. Lake St., Chicago 1, Ill.  
Phone Central 7830  
PPA—APA—ABP

Owner.....Edmund I. Eger

**D'ARCY ADVERTISING COMPANY**

Missouri Pacific Bldg., St. Louis 3, Mo.  
Phone Central 6700  
AAAA — ANPA — PPA — ABP — PRB —  
SAAA—SNPA—NOAB

*Officers*

President.....W. C. D'Arcy  
Secretary-Treasurer.....C. C. Pangman

*Branch Offices*

515 Madison Ave., New York 22, N. Y.  
Phone Eldorado 5-5435

Vice-President in Charge of  
Radio.....Alfred N. Steele  
Radio Dept.....J. T. Irvine

Wallace Pflueger  
Terminal Bldg., Cleveland, Ohio  
Phone Cherry 0158

Stanley Seward, H. M. Cooper  
P. O. Box 1734, Atlanta, Ga.  
Phone Vernon 0021

J. H. Kinsella  
90 Broadview Ave., Toronto, Canada  
Gramont Altenbernd

*Radio Account Placed*—The Coca-Cola Co.

**DANCER-FITZGERALD-SAMPLE**

221 No. La Salle St., Chicago 1, Ill.  
Phone Dearborn 0900  
ABP—ANPA—APA—PPA—ABC—NOAB

*Officers*

Partners.....H. M. Dancer,  
C. L. Fitzgerald, J. G. Sample  
Treasurer.....Paul Keenan  
Acct. Execs.....Kenneth F. Beirn,  
D. D. Brown, Joseph Greeley, Thomas L.  
Greer, Robert F. Hussey, James S. Lind,  
A. W. Neally  
Radio Supervisors.....Carl Stanton,  
Roy Winsor, George Stellman, Philip  
Bowman, Charles L. Hotchkiss  
Dir. of Research and Media...C. A. Wolcott  
Space Buyers.....Paul K. Flavin  
J. L. Snodgrass  
Dir. of Radio Time Buying...J. James Neale  
Copy Supervisors.....James Tennyson  
W. Norman Graham, Hazel F. Gwynn  
Director of Art.....A. F. H. Armstrong  
Art Directors.....Stuart Rae,  
Frank Livingston  
Director of Merchandising.....A. O. Meyer

*Branch Offices*

247 Park Ave., New York 17, N. Y.  
Phone Wickersham 2-2700

Acct. Execs.....Bertram H. Carter,  
Frank A. Kearney, Robert A. McNell,  
Joseph I. Palistrant, A. W. Spence,  
George G. Tormey  
Director Creative Dept.....Erwin D. Swann  
Art Director.....William Irwin  
Room 1014, Taft Building, 1680 Vine St.,  
Hollywood, Calif.  
Phone Hempstead 0716

Manager Western Office.....James West  
Radio Talent.....Ann Parks  
*Radio Accounts Placed*—Affiliated Prod-  
ucts, Inc., Alba Chemical Company, Anacin  
Company, Bayer Company, Bi-So-Dol Com-  
pany, Boyle, A. S., Company, Continental  
Illinois National Bank & Trust Co., Falstaff  
Brewing Corp., General Mills, Inc., Hirestra  
Labs., Inc., Kilmer & Co., Inc., Knowlton  
Danderine Co., Kolynos Company, Inc.,  
Larned Corp., The, Midway Chemical Com-  
pany, Mystic Laboratories, Phillips, Chas. H.,  
Chemical Co., Procter & Gamble Company,  
The, Sterling Products Company, Valmont  
of Canada, Watkins, R. L., Co.

**JIMM DAUGHERTY, INC.**

706 Chestnut St., St. Louis, Mo.  
Phone Main 0790-0791  
ABP — PPA

*Officers*

President-Time Buyer...James M. Daugherty  
Service Director.....Joseph E. Schmitt  
*Radio Accounts Placed*—Pepsi-Cola Bot-  
tlers of St. Louis, Meyer Bros. Drug Co.,  
St. Louis Dairy Co.

• • • **ADVERTISING AGENCIES** • • •

**BEN DEAN ADVERTISING AGENCY**

207 Houseman Bldg., Grand Rapids, Mich.  
Phone 8-0666  
APA—ABP

Owner.....Ben Dean  
Asst.....Mildred Juneau

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**DOE-ANDERSON ADVERTISING  
AGENCY**

308 Martin Brown Bldg., Louisville 2, Ky.  
Phone Wabash 3193  
ANPA—PPA—APA—SNPA

*Officers*

President.....Elmer H. Doe  
Account Executive.....Warwick Anderson  
*Radio Accounts Placed*—Free & Peters, Inc., Radio Station WAVE, Radio Station WHO, Radio Station WDAY, Radio Station WDBJ, Radio Station WPTF, Radio Station

•

**THE RALPH L. DOMBROWER CO.,  
INC.**

Dombrower Bldg., Richmond, Va.  
Phone 3-1113  
AAAA—ABP—ANPA—PPA—SAAA—SNPA

*Officers*

President.....R. L. Dombrower  
Vice-President.....M. L. Wallerstein  
Secretary.....L. E. Carney  
Manager Radio Dept.....J. C. Fulmer  
*Radio Accounts Placed*—E. P. Murphy & Son, Inc., British-American Ambulance Corps, Inc.

•

**DONAHUE AND COE, INC.**

1270 Sixth Ave., New York 20, N. Y.  
Phone Columbus 5-4252  
ANPA—PPA—ABP—PRB—SNPA

*Officers*

President.....Edward J. Churchill  
Treasurer.....W. B. Patterson  
Secretary.....O. A. Kingsbury  
Radio Dir. & V.-President..Edw. J. Fitzgerald  
Time Buyer.....Joe Lincoln  
Script Chief.....Latham Owens  
Production.....Robert Monroe

*Branch Office*

411 Hurt Bldg., Atlanta, Ga.  
Phone Main 5662

Manager.....H. L. Morrill, Jr.  
*Radio Accounts Placed*—Scholl Mfg. Co., Metro-Goldwyn-Mayer, Grove's Labs, Beaumont Co., Goldwyn Productions, Republic Pictures, Cagney Productions, N. Y. Herald Tribune, Atlantic Beer, Radio City Music Hall

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**DOREMUS & CO.**

120 Broadway, New York 5, N. Y.  
Phone Rector 2.1600  
ANPA—PPA—APA—ABP—NOAB

*Officers*

President.....Wm. H. Long, Jr.  
Exec. Vice-Pres.....W. H. Burnham  
Treasurer.....R. E. Williams

•

**JOHN C. DOWD, INC.**

Park Square Bldg., Boston, Mass.  
Phone Hubbard 8050

*Officers*

President-Radio Director.....John C. Dowd  
Executive Vice-President.....E. D. Parent

•

**SHERMAN K. ELLIS & CO.**

247 Park Ave., New York 17, N. Y.  
Phone PLaza 5-7711  
AAAA—ANPA—PPA—APA

*Officers*

President-Treasurer.....Sherman K. Ellis  
Exec. Vice-President.....C. E. Staudinger  
Vice-Presidents.....E. S. Pratt,  
John F. Price

Radio Time Buyer.....Harry Torp

*Branch Offices*

141 W. Jackson Blvd., Chicago, Ill.  
Phone Harrison 8612  
Radio Executive.....Palmer Clark  
*Radio Accounts Placed*—Quaker Oats Co., Chop Stick Co.

•

**ERWIN, WASEY & CO., INC.**

Graybar Bldg., 420 Lexington Ave.,  
New York 17, N. Y.  
Phone MOhawk 4-8700

AAAA—ABP—ANPA—PPA—  
SNPA—SAAA—NOAB—OAAA

*Officers*

President.....Louis R. Wasey  
Vice-President-General Manager,  
Howard D. Williams

Treasurer.....A. G. Van Utt  
Director of Radio.....C. H. Cottington  
Asst. Radio Director.....Joe Brattain  
Radio Production.....Frank Haas  
Woman's Program.....Peg de Gripenberg

*Branch Offices*

Erwin Wasey & Co., Ltd.  
230 N. Michigan Ave., Chicago, Ill.  
Phone Randolph 4952  
Vice-President.....L. R. Northrup  
Erwin Wasey & Co. of Minnesota  
Rand Tower, Minneapolis, Minn.  
Phone Atlantic 1223

President.....Mac Martin  
Erwin Wasey & Co. of the Pacific Coast  
333 Montgomery St., San Francisco, Calif.  
Phone Exbrook 7004

Vice-President.....S. R. Hutton  
714 W. 10th St., Los Angeles, Calif.  
Phone Prospect 5317

Executive Vice-President.....H. A. Stebbins  
Skinner Bldg., Seattle, Wash.  
Phone Maine 6435

Vice-President.....W. E. Kraft



First National Bank Bldg.,  
Oklahoma City, Okla.

Vice-President.....Harold Holsell  
*Radio Accounts Placed*—Lydia E. Pinkham  
Medicine Co., Musterole Co., The Barbasol  
Co., Consolidated Cigar Co., Carnation Co.,  
R. B. Semler, Inc., Zonite Products Co.,  
Primrose House, Inc., Seeck & Kade, S. C.  
Johnson & Son, Inc., Mason, Au & Magen-  
heimer Conf. Mfg. Co., Petri Wine Co., Na-  
tional Lead Co., Leslie Salt Co., Langendorf  
United Bakers, Inc., Schuckl Rancho Soup,  
Ballard & Skellet, Nash Coffee Co., Reis Bot-  
tling Works, Salisbury & Saterlee Co., Sturdi-  
wheat Co.

### WILLIAM ESTY & COMPANY

100 East 42nd St., New York 17, N. Y.  
Phone Caledonia 5-1900

#### Officers

President and Treasurer.....William Esty  
Secretary.....E. H. Cummings  
Director of Radio.....Thos. D. Luckenbill  
Time Buyers.....John C. Esty,  
Richard Grahl.  
Radio Producers .....Don Bernard,  
Phil Cohan, Al Foster, Martin Gosch,  
Kenneth MacGregor, Tom Reilly, Tom  
Wallace.

*Radio Accounts Placed*—R. J. Reynolds  
Tobacco Co., Lehn & Fink Products, Inc.,  
Pacquin's Hand Cream, Thomas Leeming &  
Co., Colgate-Palmolive-Peet Co., Piel Bros.

### FEDERAL ADVERTISING AGENCY, INC.

444 Madison Ave., New York 22, N. Y.  
Phone Eldorado 5-6400

AAAA — ANPA — PPA — ABP

#### Officers

President .....Robert Tinsman  
Vice-Presidents.....James O'Brien,  
Jules B. Singer, Joseph Beck, Kenneth  
Plumb, C. G. Wright, Donald Parsons,  
Macgregor Armiston

Treasurer .....George Dietrich  
General Manager-Secretary.....George Dietrich  
Radio Director.....J. S. Davidson  
Time Buyer.....Penelope Simmons  
Publicity Director.....W. Baxter  
*Radio Accounts Placed*—American Safety  
Razor Corp., Joseph Dixon Crucible Co.  
(Ticonderoga Pencils), J. F. Trommer Co.,  
Inc., General Cigar Co., National Biscuit Co.  
(for Nabisco, Shredded Wheat, Shreddies),  
Rockwood & Co., Durkee Famous Foods  
(Durkee's Dressing).

### HARRY FEIGENBAUM ADVERTISING AGENCY

1420 Walnut St., Philadelphia, Pa.  
Phone Pennypacker 3623

ANPA — PPA

#### Officers

President.....Harry Feigenbaum  
Radio Dept. Manager.....David Wermen  
Radio Director & Talent.....Ralph A. Hart

### FERRY-HANLY COMPANY

3200 Fidelity Bldg., Kansas City 6, Mo.  
Phone HArrison 4890

AAAA—ABP—ANPA—PPA—NOAB

#### Officers

President.....C. P. Hanly  
Vice-Presidents.....Bruce B. Brewer,  
H. M. Montgomery, C. L. Collette  
Secretary-Treasurer.....O. P. Luther  
*New York Office*  
500 Fifth Ave., New York 18, N. Y.  
Phone LOnacre 5-5000  
Manager.....H. M. Montgomery  
*Chicago Office*  
430 N. Michigan Ave., Chicago 11, Ill.  
Phone CEntral 8333

Manager.....C. L. Collette  
*Radio Accounts Placed*—Skinner Mfg. Co.,  
Nutrena Mills, Inc., Faultless Starch Co.,  
Johnson & Johnson (TEK toothbrushes).

### LAWRENCE FERTIG & CO., INC.

149 Madison Ave., New York 16, N. Y.  
Phone MURray Hill 4-3300

ABP—ANPA—PPA—APA—NOAB

#### Officers

President & Treasurer.....Lawrence Fertig  
Radio Director.....Henry Bretzfield  
*Radio Accounts Placed* — Smith-Douglass  
Co., Inc.

### ROBERT G. FIELDS & CO.

Warner Bldg., Nashville, Tenn.  
Phone 6-1977

PPA — SNPA — ABP

#### Officers

President.....Robert G. Fields

### FITZGERALD ADVERTISING AGENCY, INC.

202 Southern Bldg., 833 Howard Ave.,  
New Orleans 13, La.  
Phone Raymond 5194

AAAA — ANPA — PPA — SNPA  
APA — ABP — NOAB

#### Officers

President.....Joe L. Killen  
Vice-President.....Joseph H. Epstein  
V.P. and Time Buyer.....Leonard Gessner  
Secretary-Treasurer.....Roy M. Schwarz  
Radio Director.....Martha Dulin  
*Radio Account Placed*—Wesson Oil &  
Snowdrift Sales Co.

### FLACK ADVERTISING AGENCY

Hills Bldg., Syracuse 2, N. Y.  
Phone 2-3129

ABP — ANPA — PPA — APA

#### Officers

Owner.....John B. Flack  
Radio Account Executive  
Richard H. Wickham  
*Radio Accounts Placed*—Netherland Dairy,  
Keepsake Diamond Rings, Napteen Labs,  
Bardeen's, Inc.

**FOLEY ADVERTISING AGENCY**

1012 NBC Bldg., Cleveland, Ohio  
Phone Cherry 1490  
ANPA

*Officers*

President.....Robert B. Foley  
Space Buyer.....Helen M. Little  
*Radio Accounts Placed*—I. J. Fox, Inc.,  
The Bing Co., Ohio Floor Covering Co.,  
Perry Auto Stores.

**FOOTE, CONE & BELDING**

919 N. Michigan Ave., Chicago, Ill.  
Phone Superior 4800

AAAA — ANPA — ABP — PPA

*Officers*

Chairman of the Board.....Don Belding  
President .....Emerson Foote  
Chairman, Executive Committee  
Fairfax Cone  
Executive Vice-President....E. I. Harrington  
Secretary-Treasurer.....William R. Sachse  
Radio Production Manager.....Vic Hunter  
Radio Time Buyer.....G. Lemper

*Branch Offices*

247 Park Ave., New York, N. Y.  
Phone Wickersham 2-6600

President.....Emerson Foote  
Radio Manager.....Lee Strahorn  
Radio Time Buyer.....G. Lemper  
601 West Fifth St., Los Angeles, Calif.

Phone Michigan 7651

Chairman of Board.....Don Belding  
235 Montgomery St., San Francisco, Calif.  
Phone Sutter 2355

Executive Vice-President....H. K. Reynolds  
6117 Sunset Blvd., Hollywood, Calif.  
Phone Hollywood 6265

Radio Production Managers....T. F. Smith,  
Tom Sawyer, Paul Phillips, Arnold  
Maguire

*Radio Accounts Placed* — Albers Milling  
Company, All Year Club of Southern Cali-  
fornia, The American Tobacco Company, Ar-  
mour & Company, Beatrice Creamery Com-  
pany, Bechtel, McCone & Parsons, Bourjoise-  
Chanel-Barbara Gould, California Fruit Grow-  
ers Exchange, Californians, Inc., Carnation  
Company (Fresh Milk & Ice Cream Divi-  
sion), Cities Service Company, Commercial  
Investment Trust, Inc.

Commercial National Bank & Trust Co. of  
New York, Commonwealth Edison Company,  
Del Monte Properties Company, Frigidaire  
Division, General Motors; Hartwell Aviation  
Supply Company, International Cellucotton  
Products Company, Jell Well Dessert Com-  
pany, Kimberly-Clark Corporation, Lindsay  
Ripe Olive Company, Lockheed Aircraft Cor-  
poration, Menasco Manufacturing Company,  
Milk Industry of San Francisco, Montgomery  
Ward & Company, New York Central.

Pacific Mutual Life Insurance Company,  
People's Gas, Light & Coke Co.; The Pepsod-  
ent Company, Prune Proration Zone No. 1,  
Public Service Corporation of Northern Illi-  
nois, Purex Corporation, Ltd., RKO Pictures,  
Inc., RKO Theatres, Roos Bros., Safeway  
Stores, Inc., Security First National Bank of  
Los Angeles, Southern Pacific Company,  
Stagg-Finch Distillers Corp., Sun-Maid Raisin  
Growers Association, Sunnyvale Packing  
Company, Union Oil Company, Vega Aircraft  
Corporation, Western United Gas & Electric  
Company.

**FORT & COMPANY**

Wilder Bldg., Charlotte 1, N. C.

Phone 4-7122

APA — SNPA

*Officers*

President.....John L. Fort  
*Radio Accounts Placed*—A. K. Sutton, Inc.,  
McCoy's Service Stations, T. W. Garner Food  
Co. (Local).

**ALBERT FRANK GUENTHER LAW,  
INC.**

131 Cedar St., New York, N. Y.

Phone Cortlandt 7-5060

ANPA — PPA — ABP — NOAB

*Officers*

Chairman of the Board....Emmett Corrigan  
President.....Frank J. Reynolds  
First Vice-President & Treasurer

Victor J. Cevasco

Vice-President & Secretary.Harold E. Maples  
Radio Department.....John V. McAdams

*Branch Offices*

Post Office Square, Boston, Mass.

Phone Hancock 5900

Packard Bldg., Philadelphia, Pa.

Phone Rittenhouse 3915

1 La Salle St., Chicago, Ill.

Phone Dearborn 8910

155 Sansome St., San Francisco, Calif.

Phone EXbrook 3484

**HARRY M. FROST CO., INC.**

260 Tremont St., Boston, Mass.

Phone Liberty 0813

ANPA—PPA

President.....Karl M. Frost  
Treasurer.....Harry M. Frost  
Asst. Treas.....Edith G. Robinson  
Production Manager.....Harold E. Bessom  
Secretary.....Harvey P. Newcomb  
Radio Director & Time Buyer

Harvey P. Newcomb

*Branch Offices*

Lynn, Mass.

*Radio Accounts Placed* — Durkee-Mower,  
Inc., CeLect Baking Co., Cold Spring Brew-  
ing Co., Eastern Racing Assn., Eldred &  
Barbo, National Bakers' Service, Shubert  
Theatres, Supreme Wine Co., Whipple Co.

**FULLER & SMITH & ROSS, INC.**

71 Vanderbilt Ave., New York 17, N. Y.  
 Phone MURRAY Hill 6-5600  
 1501 Euclid Ave., Cleveland, Ohio  
 Phone Cherry 6700  
 AAAA — ANPA — PPA — ABP  
 APA—ABC—NOAB

*Officers*

President (Cleveland).....A. L. Billingsley  
 Chairman of the Board (New York)

J. E. Wiley

Secretary-Treasurer (Cleveland)

C. C. Reidenbaugh

Radio Director (New York)....Lee Williams  
*Radio Accounts Placed—Alcoa.*

**GARDNER ADVERTISING CO.**

915 Olive St., St. Louis 1, Mo.  
 Phone Garfield 2915  
 AAAA — ABP — ANPA — PPA — PRB  
 SAAA — SNPA

*Officers*

Chairman of Board.....H. S. Gardner  
 President.....E. G. Marshutz  
 Executive Vice-President...Mrs. E. P. Proetz  
 Secretary.....E. A. W. Schulenburg  
 Treasurer.....E. R. Gardner  
 Director of Radio (St. Louis)...C. E. Claggett

*Branch Offices*

9 Rockefeller Plaza, New York, N. Y.  
 Phone Columbus 5-2000  
 Vice-President in Charge of Radio,  
 Roland Martini

215 Pershing Road  
 Phone Harrison 7535

*Radio Accounts Placed—*Pet Milk Co.,  
 Ralston Purina Co., Cupples Co. (Kent Vita-  
 mins), B-1 Beverage Company, H. D. Lee  
 Company.

**GARFIELD & GUILD ADVERTISING AGENCY**

660 Market St., San Francisco, Calif.  
 Phone EXbrook 3420  
 PPA—ANPA—NOAB—ABP—APA  
*Officers*

President.....Sidney Garfield  
 Vice Pres. & Director of Radio..Walter Guild  
 Radio Time Buyer.....Bertha Rios  
*Radio Accounts Placed—*Brite-Ize, Brody's,  
 Capwell, Sullivan & Furth, El Dorado Oil  
 Co., Euclid Candy Co., Alice Frock, Haskins  
 Bros., Hurley Marine Works, Good Foods,  
 Inc., Gravem-Inglis Baking Co., Kay Jewel-  
 ers, Valley Church of the Air, Smith's, No-  
 Doz Awakeners, Northrup King & Co., Remar  
 Baking Co., Rosefield Packing Co.

**W. W. GARRISON & COMPANY**

400 N. Michigan Ave., Chicago, Ill.  
 Phone Superior 8191  
 ABP — ANPA — PPA  
*Officers*

President.....W. W. Garrison  
 Vice-Presidents.....Brooks Middleton,  
 Earl Lines  
 Time Buyer.....G. P. Schill

*Radio Accounts Placed—*Florida Citrus Ex-  
 change, W. A. Sheaffer Pen Co. (foreign).

**GEYER, CORNELL & NEWELL, INC.**

745 Fifth Ave., New York, N. Y.  
 Phone Wickersham 2-5400  
 AAAA — PPA — ANPA

*Officers*

President .....Bertram B. Geyer  
 Exec. Comm. Chairman.....Joe M. Dawson  
 Vice-Presidents.....H. W. Newell,  
 R. M. Ganger, J. W. Bertch, Manfred  
 Darmstadter  
 Radio Director.....Eleanor Larsen

*Branch Offices*

V. B. Bldg., Dayton, O.  
 Phone Fulton 4145

Manager.....E. G. Frost  
 14250 Plymouth Rd., Detroit, Mich.  
 Phone, Hogarth 5520  
 Manager.....H. M. Hempstead  
 Hibbs Bldg., 725 -15th St., N.W., Wash., D. C.  
 V. P. & Manager.....J. W. Bertch  
*Radio Accounts Placed—*E. R. Squibb &  
 Sons.

**GILLHAM ADVERTISING AGENCY**

Continental Bank Bldg.,  
 Salt Lake City, Utah  
 Phone 4-5516  
 ANPA — APA — ABP  
*Officers*

President & Treasurer.....M. C. Nelson  
 Vice-Presidents .....J. Y. Tipton,  
 Lon Richardson  
 Secretary.....Virginia Murray  
 Copywriter.....Mary Lou Ritchie  
 Radio Director.....Victor V. Bell  
*Radio Accounts Placed—*Sego Milk Pro-  
 ducts Co., Utah Oil Refining Co., Excelcis  
 Products Co., Mountain Fuel Supply Co.,  
 Royal Baking Co., Walker Bank & Trust Co.,  
 Sweet Candy Co., Cloverleaf Dairy, Tracy  
 Loan & Trust Co., Utah Finance Co., Utah  
 Power & Light Co., Union Pacific R. R.,  
 Utah State Fed. of Labor, First Federal Sav-  
 ings & Loan Assn.

**GLASER ADVERTISING, INC.**

Statler Bldg., Boston 16, Mass.  
 Phone Hubbard 7188  
 AAAA — ABP — ANPA — PPA — APA  
*Officers*

President.....Louis Glaser  
 Radio Director.....M. B. Collins  
 Production Manager Thomas F. Eccleston, Jr.  
*Radio Accounts Placed—*Hathaway Baker-  
 ies, Inc., Rose-Derry Co.

**GLASSER-GAILEY & CO.**

3275 Wilshire Blvd., Los Angeles 5, Calif.  
 Phone Fl. 2141  
*Officers*

Partner.....G. F. Glasser  
 Radio Director.....P. E. Gailey  
 Time Buyer.....K. C. Jones

• • • **ADVERTISING AGENCIES** • • •

**RAY K. GLENN ADVERTISING**

1366 First Natl. Bldg., Oklahoma City 2, Okla.  
Phone 3-5439

ABP—ANPA—SAAA—SNPA—NOAB

*Officers*

General Manager.....Ray K. Glenn  
Radio Director.....Lowe Runkle

*Branch Offices*

1342 Liberty Bank Bldg., Dallas, Texas  
Phone CEntral 3334

Manager.....T. A. Workman  
1615 Fort Worth Natl. Bank Bldg.,  
Fort Worth, Texas  
Phone 2-2575

Manager.....Duke Burger, Jr.  
*Radio Accounts Placed*—The Frito Co.,  
Globe Laboratories, Bewley Mills, William-  
son-Dickey Mfg. Co., Producers Creamery  
Co., Cains Coffee Co., Hardeman-King Co.

**GLICKSMAN ADVERTISING CO.,  
INC.**

400 Madison Ave., New York, N. Y.  
Phone PLaza 8-0716

ABP — ANPA — PPA

*Officers*

President .....Joseph Glicksman  
Vice-President-Secretary .William Glicksman  
Treasurer .....David Glicksman  
Radio Director.....Jos. Glicksman  
*Radio Accounts Placed*—Adam Hats, Portis  
Bros. Hat Co.

**GOODKIND, JOICE & MORGAN**

919 North Michigan Ave., Chicago, Ill.  
Phone Superior 6747

AAAA—ANPA—PPA—ABP

*Affiliated with Raymond R. Morgan Co.  
Hollywood, Calif.*

*Officers*

President.....Clyde M. Joice  
Vice President-Treasurer.M. Lewis Goodkind  
Vice-President-Merchandising,

Harlow P. Roberts

Copy Chief.....Garrick M. Taylor  
Space Buyer.....Florence A. Neighbors

*Radio Accounts Placed*—Service Stores,  
Inc., Planters Nut & Chocolate Co., Golden-  
rod Ice Cream Co., Planters Edible Oil Co.,  
Tatman, Inc., Straus Securities Co., Iowa Soap  
Co., Pine Forest Co., Hooker Glass & Paint  
Co.

**GOTHAM ADVERTISING  
COMPANY**

2 West 46th St., New York 19, N. Y.  
Phone LOngacre 5-2616

APA—ABP—ANPA—PPA

*Officers*

President.....C. E. Harris  
Radio Director.....Arthur A. Kron  
*Radio Accounts Placed*—McCann Pure  
Food Hour, Chichester Chemical Co., Morris  
Plan Bank.

**GRANT ADVERTISING, INC.**

1313 Gulf States Bldg., Dallas, Texas  
Phone RIVerside 8121

ABP—ANPA—PPA—PRB—SNPA

*Officers*

President.....Will C. Grant  
Vice-Presidents.....Claude R. Miller,  
George C. Bayna, Eugene W. Cooper  
Radio Directors.....L. G. Harris,  
D. Lockhart

*Branch Offices*

919 N. Michigan Ave., Chicago 11, Ill.  
Phone Superior 9052

Radio Director.....James Whipple  
30 Rockefeller Plaza, New York 20, N. Y.  
Phone Circle 5-4485

Radio Dept.....John C. Morrow,  
Perry Dickey, Jim McClain, Evelyn  
Elam

Edif. Guardiola, Mexico City, Mexico  
Phone 6-1380

Padre Mier 474, Monterrey, Mexico

*Radio Accounts Placed*—Vick Chemical  
Co. (Vitamins Plus), Mars, Inc., Cudahy  
Packing Co., American Chiclé Co. (Bee-  
man's).

**GREEN-BRODIE, INC.**

420 Madison Ave., New York 17, N. Y.  
Phone PLaza 3-9533

ANPA — PPA

*Officers*

President.....Julian P. Brodie  
Secretary-Treasurer.....Alan Green  
Vice President-Art Director.Murray A. Levin  
Production Director.....Harold Lebow  
Radio Dept.....Julian P. Brodie  
*Radio Accounts Placed*—Pieter deWitt Dia-  
monds, Ltd., Trade Bank & Trust Co.

**GREY ADVERTISING  
AGENCY, INC.**

166 West 32nd St., New York 1, N. Y.  
Phone CHickering 4-3900

ABP — ANPA — PPA — NOAB — APA

*Officers*

President.....Lawrence Valenstein  
Executive Vice-President.... Arthur C. Fatt  
Supervisor of Radio.....Herschel Deutsch  
Time Buyer.....Maria J. White  
*Radio Accounts Placed*—Berkely Razor  
Blades, Dif Corp., Lambert Bros., Major "B"  
Vitamins, Miles Shoe Stores.

**GRISWOLD-ESHLEMAN**

2700 Terminal Tower, Cleveland 13, Ohio  
Phone MAin 7626

AAAA—ANPA—PPA—APA—APB—NOAB

*Officers*

President.....C. L. Eshleman  
Radio Director.....Earl R. Preble  
*Radio Accounts Placed*—Fleetwing Corp.

**JULIAN GROSS ADVERTISING AGENCY**

11 Asylum St., Hartford, Conn.  
Phone 7-7179  
*Officers*

Owner ..... Julian Gross  
Radio Director.....Geraldine K. Ray  
Account Executive.....M. Gold

**M. H. HACKETT CO.**

9 Rockefeller Plaza, New York, N. Y.  
Phone Circle 6-1950  
ANBP — ANPA — PPA — NOAB  
*Officers*

Partner ..... Montague H. Hackett  
Members:.....Robt. D. Spahn,  
John Small, Henry C. Bainbridge, Louis  
Redmond, Aida Stearns.  
*Radio Accounts Placed*—Riggio Tobacco  
Corp., Chatham Mfg. Co.

**HART-CONWAY CO., INC.**

Genesee Valley Trust Bldg., Rochester, N. Y.  
Phone Main 2073  
ANPA — APA  
*Officers*

President.....H. Lyman Hart  
Secretary.....M. Brinkman Hart  
Vice President.....Harold E. Kennedy  
Radio Director.....John P. Street

**GEORGE H. HARTMAN CO.**

307 North Michigan Ave., Chicago 1, Ill.  
Phone State 0055  
ANPA — PPA — APA — ABP — NOAB  
*Officers*

President.....George H. Hartman  
Secretary-Treasurer.....Frank R. Hartman  
Radio Director.....Thomas Kivlan  
*Radio Accounts Placed*—Hartz Mountain  
Products, Nelson Bros. Co., Simoniz Co.,  
P. A. Starck Co., Sawyer Biscuit Co.

**HENRI, HURST & McDONALD, INC.**

520 N. Michigan Ave., Chicago 11, Ill.  
Phone Superior 3000  
ANPA — PPA — APA — ABP — NOAB  
*Officers*

President ..... W. B. Henri  
Secretary ..... W. D. McDonald  
Treasurer ..... J. F. Hurst  
Space Buyer.....Louis C. Paul  
Radio Director.....W. S. Shartle  
*Radio Accounts Placed*—Network: Hall  
Bros., Inc., Skelly Oil Co., John Morrell &  
Co. National Spot: John Morrell & Co.,  
Ballard & Ballard Co., Carolene Products  
Co., Elatz Brewing Co., Acme White Lead &  
Color Works.

**HILLMAN-SHANE-BREYER, INC.**

403 W. 8th St., Los Angeles, Calif.  
Phone Vandike 5111  
*Officers*

President.....David S. Hillman  
Vice-Pres. & Radio Div....Donald A. Breyer  
Time Buyer.....S. Schonfeld

**HIXON-O'DONNELL ADV., INC.**

19 West 50th St., New York 20, N. Y.  
Circle 5-6590  
ANPA — PPA — APA — ABP — NOAB  
*Officers*

President & Treasurer.....S. M. Morey  
Vice-President.....Thos. E. Orr  
V.-P. & Radio Director...L. B. Van Doren  
*Branch Office*  
555 S. Flower St., Los Angeles, Calif.  
Mutual 8331

President.....G. K. Breitenstein  
*Radio Accounts Placed*—Richfield Oil  
Corp., Robertshaw Co., Sinclair Refining Co.,  
Stein Hall & Co.

**WILLIAM F. HOLLAND AGENCY**

Hotel Simon, Cincinnati, Ohio  
Phone MAin 3450  
*Officers*

Owner.....William F. Holland  
Copy Chief.....James Parsons  
Art Director.....Pat O'Brien  
Research Director.....P. L. West  
Program Director.....Walt Covell

**CHARLES W. HOYT COMPANY, INC.**

551 Fifth Ave., New York 17, N. Y.  
Phone MUrray Hill 2-0850  
AAAA — ANPA — PPA — ABP — NOAB  
*Officers*

President and Treasurer...Everett W. Hoyt  
Secretary.....C. B. Donovan  
Vice-Presidents.....F. A. Whipple,  
W. K. Dingledine  
Director of Radio.....W. P. Smith  
Time Buyer.....D. W. Coutlee  
*Branch Office*  
650 Main St., Hartford, Conn.  
Phone 5-6066

Vice-President.....F. A. Whipple  
*Radio Accounts Placed*—B. C. Remedy  
Co., Richardson & Robbins, Charles Gulden,  
Inc., American Molasses Co., Merck & Co.,  
Burnham & Morrill, Snider Packing Corp.,  
E. L. Knowles Co., Rubine.

**THE H S G ADVERTISING AGENCY**

19 East 53rd St., New York, N. Y.  
Phone WIckersham 2-3338  
*Officers*

President-Treasurer.....H. S. Goodman  
Secretary .....H. Knuth  
Vice-Presidents.....Everett F. Goodman,  
A. D. Paker

*Branch Offices*  
American National Bank Bldg., Chicago, Ill.  
206 S. Spring St., Los Angeles, Calif.

**H. B. HUMPHREY CO.**

1235 Statler Bldg., Boston, Mass.  
Phone Liberty 4714  
AAAA — ABP — ANPA — PPA — APA  
*Officers*

Chairman of Board....Henry B. Humphrey  
President-Treasurer...Richard S. Humphrey

• • • **ADVERTISING AGENCIES** • • •

Vice-President-Copy Chief, Julian L. Watkins  
 Vice-President.....Herbert T. Hand, Jr.  
 Radio Director.....Wm. H. Eynon  
 Account Executives.....Herbert T. Hand, Jr.,  
 Frank Christian  
 Production Manager.....G. L. Leonard  
*Radio Accounts Placed*—Rumford Chemical Works, Christian Science Monitor, The Employers' Group Insurance Companies, Jos. Burnett Co.

●  
**HUTCHINS ADVERTISING COMPANY, INC.**

Cutler Bldg., Rochester, N. Y.  
 Phone Main 3528  
 APA — ANPA — PPA — ABP  
*Officers*

President .....M. S. Hutchins  
 Treasurer .....F. I. Hutchins  
 Secretary .....F. R. Hutchins  
 Vice-President & Director of Radio  
 F. A. Hutchins  
 Vice-Presidents.....J. P. McCarthy,  
 R. P. Weis

●  
**IVEY & ELLINGTON, INC.**

1400 So. Penn Square, Philadelphia 2, Pa.  
 Phone Locust 7909  
 ANPA — PPA  
*Officers*

President.....Neal D. Ivey  
 Vice-President-Treasurer...Jesse T. Ellington  
 Secretary.....George V. Strong  
 Media Director.....C. R. Palmer

*Branch Office*

155 East 44th St., New York 17, N. Y.  
 Phone MURray Hill 3-5680

Vice-Presidents.....Thomas M. Keresey,  
 T. S. Strong  
*Radio Accounts Placed*—Bayuk Cigars Inc., General Baking Co., Packers Tar Soap Inc., Young People's Church of the Air.

●  
**JOSEPH JACOBS JEWISH MARKET ORGANIZATION**

6 East 46th St., New York 17, N. Y.  
 Phone MURray Hill 2-6995

President and Director.....Joseph Jacobs  
 General Manager.....Morris Unger  
 Time Buyer.....Joseph Jacobs  
 Talent Buyer and Program Manager

M. Keilson

Production Director.....Sholom Rubinstein  
 Research, Script and Radio Publicity

David M. Hausdorff, J. J. Freedman

*Radio Accounts Placed*—Maxwell House Coffee, Diamond Crystal Salt, Bab-O, R. B. Davis Co., My-T-Fine Desserts, Cream of Rice, Premier Food Products, Ralston-Purina Co., Sanka Coffee, Grape-Nuts Wheat-Meal, Kemp's Tomato Juice, Colgate Dental Cream, International Cellucotton Products Co., Koly-

nos Tooth Powder, Hecker Products Corp., Anacin, "Junket" Rennet Products, Tetley Soup Mix Ltd., Old English Household Products, Dugan Bros., Royal Baking Powder, H-O Oats, Bond Bread, Pepsodent, Maltex, Grove's B-Complex, Barbasol.

●  
**JESSOP ADVERTISING CO.**

First Central Tower, Akron, Ohio  
 Phone Franklin 3232  
*Officers*

President.....M. K. Jessop  
 Space Buyer.....Charles A. Jessop  
 Radio Director.....R. Gilbert

●  
**THE RALPH H. JONES COMPANY**

Carew Tower, Cincinnati, Ohio  
 Phone Main 3351  
 AAAA — ABP — ANPA — PPA  
*Officers*

President.....C. M. Robertson, Jr.  
 Vice-Presidents.....Stanley A. Willer,  
 A. E. Johnston  
 Secretary.....Elmer A. Vehr  
 Time Buyer.....Kathryn M. Hardig  
 Publicity.....M. MacPherson

*Branch Office*

580 Fifth Ave., New York City  
 Phone Wisconsin 7-5500

Manager.....Philip Meek  
*Radio Accounts Placed*—Dow Drug Co., Kroger Grocery & Baking Co., Carter Coal Co., Miami Margarine, Ten-B-Low, Kutol Products Co.

●  
**H. W. KASTOR & SONS ADVERTISING CO., INC.**

360 N. Michigan Ave., Chicago 1, Ill.  
 Phone Central 5331  
 ANPA—APA—PPA—NOAB  
*Officers*

Vice-President.....R. H. Kastor  
 Treasurer.....A. C. Kastor  
 Secretary.....W. B. Kastor  
 Director of Radio.....B. J. Green

*Branch Offices*

9 Rockefeller Plaza, New York  
 Phone Columbus 5-6135

Manager.....Herman W. Kastor  
 4858 Fountain St., St. Louis, Mo.  
 Phone Rosedale 1612

*Radio Accounts Placed*—Procter & Gamble Co., Welch Grape Juice Co.

●  
**THE JOSEPH KATZ COMPANY**

444 Madison Ave., New York, N. Y.  
 Phone Wickersham 2-2740  
 AAAA—ANPA—PPA—ABP  
*Officers*

President.....Joseph Katz  
 Vice-President.....Nat C. Wildman  
 Treasurer.....Charles M. Harrison  
 Director of Radio.....Philip Barrison

Radio Producers & Continuity Writers,  
Nat C. Wildman, H. E. Hudgins, Alvan  
Sommerfield

*Branch Offices*  
8 South St., Baltimore, Md.  
Phone Lexington 1500

Manager.....C. M. Harrison  
Director of Radio.....Harold Kaye  
*Radio Accounts Placed*—American Oil Co.,  
Maryland Pharmaceutical Co., Ex-Lax, Inc.,  
Arrow Beer, Jests, Inc., Laco & Pompeian  
Products, Inc., Gibbs & Company, Inc., Mary-  
land Drydock, Gude's Pepto-Mangan.

### HENRY J. KAUFMAN ADVERTISING

Homer Bldg., Washington 5, D. C.  
Phone District 7400  
ANPA—APA—ABP—PA—NAAN

#### *Officers*

Owner.....Henry J. Kaufman  
Radio Director.....Jeffery A. Abel  
Copy Chief.....William F. Sigmund  
Space Buyer.....Betty D. Gwyer  
Time Buyer.....Christine Kempton  
*Radio Accounts Placed*—War Photographs,  
A. Kay Co., Service Rings.

### KAYTON-SPIERO CO., INC.

230 West 41st St., New York 18, N. Y.  
Phone LOnacre 5-5090  
AAAA—ABP—ANPA—PPA—PRB

#### *Officers*

President.....Gerald B. Spiero  
Vice-President.....Morris Kinzler  
Secretary-Treasurer.....Alvin J. Kayton  
Time Buyer.....Herman Jacobs  
*Radio Account Placed*—Twentieth Century-  
Fox Film Corp.

### KEELING & CO., INC.

1028 Chamber of Commerce Bldg.  
Indianapolis, Ind.  
Phone Riley 1478

ANPA—AAAA—APA—PPA—ABP—NOAB

#### *Officers*

Pres. & Treas.....Hal Keeling  
Vice-Pres. & Time Buyer.....Don Collins  
Vice-Pres. & Sec.....Wm. Hutchinson  
*Radio Account Placed*—Wilson Milk Co.

### KELLY, ZAHRNDT & KELLY, INC.

745 Cotton Belt Bldg., St. Louis 2, Mo.  
Phone Garfield 0777

#### *Officers*

President.....C. F. Kelly, Jr.  
Vice-Pres. and Treasurer....W. W. Zahrndt  
Vice-Pres. and Secretary.....V. A. Kelly  
Director of Radio.....C. F. Kelly, Jr.  
Assistant Director.....W. W. Zahrndt  
Radio Producers.....C. F. Kelly, Jr.,  
V. A. Kelly  
Radio Continuity Writers....C. F. Kelly, Jr.,  
V. A. Kelly  
*Radio Accounts Placed*—Tremis, Inc., Visit  
St. Louis Committee.

### KENYON & ECKHARDT, INC.

247 Park Ave., New York 17, N. Y.  
Phone PLaza 3-0700  
AAAA — ANPA — PPA — ABP — APA

#### *Officers*

Chairman of Board.....Otis Allen Kenyon  
President.....Thomas D'Arcy Brophy  
Treasurer.....Charles Vasoll  
Secretary.....Joseph A. Vessey  
Vice-Pres. & Dir. of Radio.....Dwight Mills  
Asst. Director of Radio.....Robert D. Wolf  
Producers:.....John Hines,  
Robt. Brilmayer

Writers:.....Helen Hinckley,  
Peggy Holt, Davis Smith, John Mathews

#### *Branch Office*

135 S. La Salle St., Chicago 3, Ill.  
Phone RAndolph 6470

Vice-President in charge....Chester A. Foust  
*Radio Accounts Placed*—Network: Charles  
B. Knox Gelatine Co., Standard Brands  
(Fleischman's Foil Yeast), Richard Hudnut,  
Wesson Oil & Snowdrift, Rock City, Bosco,  
Spool Cotton, Kellogg Co. (All-Bran, Gro-  
Pup, 40% Bran, Pep, Raisen 40% Bran),  
Corn Flakes, Rice Krispies, Krumbles, Shred-  
ded Wheat, Pepperidge Farm, Stetson Co.,  
McHugh Bros. & Drummond, RCA, Savavins,  
Inc., S. B. Thomas Inc., R. B. Davis Co.,  
Borden Co.

### H. M. KIESEWETTER ADVERTISING AGENCY, INC.

9 East 40th St., New York 16, N. Y.  
Phone Lexington 2-0025  
ANPA — PPA — ABP

#### *Officers*

President & Treasurer....E. T. Kiewewetter  
General Manager.....H. M. Kiewewetter  
Radio Dept. Manager.....Samm S. Baker  
Radio Time Buyer.....Rhoda Kane Powers  
*Radio Accounts Placed*—Penn Tobacco Co.,  
Bathasweet Corp., Lorr Laboratories, The  
Mennen Co.

### ABBOTT KIMBALL CO., INC.

250 Park Ave., New York 17, N. Y.  
Phone PLaza 3-9600  
AAAA—ABP—ANPA—PPA

#### *Officers*

President.....Abbott Kimball  
Treasurer.....Raymond Kimball  
Secretary.....W. Kegg  
Director of Radio.....Bernard H. Pelzer, Jr.  
Director of Radio Sales.....Cecil H. Hackett

#### *Branch Office*

1443 Merchandise Mart, Chicago, Ill.  
Manager.....Grant Chamberlain

### KIRCHER, LYTLE, HELTON & COLLETT, INC.

321 West First St., Dayton 10, Ohio  
Phone 2151  
PPA—ABP—BPA

#### *Officers*

President .....J. Horace Lytle

• • • **ADVERTISING AGENCIES** • • •

Vice-President.....R. C. Kircher  
 Treasurer.....C. B. Helton  
 Secretary.....Robert Collett  
 Art Director.....Gustave Sigritz

•  
**KLINGER ADVERTISING CORP.**

119 W. 57th St., New York, N. Y.  
 Phone Circle 6-3660

*Officers*

President-Radio Time Buyer...A. A. Klinger  
 Vice-President.....E. A. Tenner  
 Secretary.....E. French

*Radio Accounts Placed*—Madison Long  
 Island Personal Loan Co., Madison Finance  
 Co. of N. J., Servus Clothes, Samuel Schloss-  
 man & Sons, Inc., Stanback Co. Ltd., Bridge  
 Apparel Shops, Smilin' Irishman, Kent Mot-  
 tors, Ideal Motors, Price Motors, Superior  
 Agencies, Inc.

•  
**KNOX REEVES ADVERTISING, INC.**

600 First National Bank Bldg.  
 Minneapolis 2, Minn.  
 Phone Bridgeport 7701  
 ANPA—PPA—APA

*Officers*

President.....E. E. Sylvestre  
 Executive Vice-President.....Wayne Hunt  
 Vice-Presidents.....J. H. Sarles,  
 Elizabeth B. Reeves, Helen A. Brown  
 Treasurer.....C. L. Greenwood  
 Radio Director.....Lloyd Griffin  
 Director of Media & Research,  
 Dr. A. R. Root

Radio Production Manager.....Russell Neff  
 Program Production.....H. K. Painter  
 Radio Script.....E. B. Reeves  
 Radio News.....A. H. Lund  
 Time Buyer.....K. E. Titus

*Branch Office*

925 Chanin Bldg., New York 17, N. Y.  
 Phone MURray Hill 4-3982  
 625 Market St., San Francisco 5, Calif.  
 Phone SUTter 6744

Vice President.....R. W. Stafford  
 Radio Production Manager...Hal Burdick  
*Radio Account Placed* — General Mills,  
 Inc.

•  
**MERRILL KREMER, INC.**

1711 Exchange Building, Memphis, Tenn.  
 Phone 5-4343

ABP—SNPA—APA—PANY—NAAN

*Officers*

President.....Merrill Kremer  
 Secretary and Treasurer.....Ernest Lee  
 Account Executive.....Warren Billingsley  
 Production Director.....Homer Gentry  
 Time Buyer.....Polly J. Cohen

•  
**ARTHUR KUDNER, INC.**

630 Fifth Ave., New York 20, N. Y.  
 Phone Circle 6-3200

AAAA — ANPA — PPA — ABP

*Officers*

President.....J. H. S. Ellis  
 Vice-Presidents.....E. J. Owens,  
 Sam D. Fuson, Charles F. Gannon, Ken-  
 neth Collins

Director of Radio.....Myron P. Kirk  
 Script Buyer.....Alan Ward  
 Time Buyer.....Eleanore Manning  
 Production.....G. Bennett Larson

*Branch Offices*

New Center Bldg., Detroit, Mich.  
 Phone Madison 5315

Robert Copeland

Albee Bldg., Washington, D. C.

Phone National 5506

Frank Getty

*Radio Accounts Placed*—Network: U. S.  
 Tobacco Co., National Spot: Goodyear Tire  
 & Rubber, General Motors, Bensen & Hedges.

•  
**J. R. KUPSICK ADVERTISING  
 AGENCY, INC.**

122 East 42nd St., New York, N. Y.  
 Phone MURray Hill 5-9145  
 ANPA — ABP — PPA

*Officers*

President.....J. R. Kupsick  
 Vice President.....Saul Kampf  
 Radio Director.....Frank Powderly  
 Space Buyer.....E. M. Fordsman

*Radio Accounts Placed*—Arco Publ. Co.,  
 Hecht Co., N. Y. Auto Exchange, Greiner  
 Motor Sales, Maple Motors, Paul Kaskali,  
 Cascade Laundry, United Institute of Aero-  
 nautics, Ben Marden's Riviera.

•  
**LAKE-SPIRO-SHURMAN, INC.**

2800 Sterick Tower, Memphis 3, Tenn.  
 Phone 5-1571  
 ABP—ANPA—PPA—SNPA

*Officers*

President.....Avron Spiro  
 Secretary-Treasurer.....M. M. Shurman  
 Radio Director.....Clark R. Brown

*Radio Accounts Placed*—Plough, Inc., The  
 Pisco Co.

•  
**LAMBERT & FEASLEY, INC.**

9 Rockefeller Plaza, New York 20, N. Y.  
 Phone COLUMbus 5-3721  
 ANPA — PPA

*Officers*

President.....John L. Johnston  
 Executive V.P. ....Gordon Seagrove  
 V.P.-Radio Director.....Martin Horrell  
 General Manager.....Frank Mace

*Radio Accounts Placed*—Lambert Phar-  
 maceutical Co.; Prophylactic Brush Co.; Phillips  
 Petroleum Co.



### LANDSHEFT, INC.

810 Liberty Bank Bldg., Buffalo 2, N. Y.  
ANPA—APA—ABP—NOAB  
Pres. & Radio Director....A. Wm. Landsheft  
*Radio Account Placed*—Curtiss-Wright Corp.

### LANG, FISHER & STASHOWER, INC.

1010 Euclid Ave., Cleveland 15, Ohio  
Phone Main 6579  
ANPA—ABP—PPA

#### Officers

President.....H. Jack Lang  
Vice President-Secretary.....A. B. Fisher  
Vice President-Treasurer..Fred P. Stashower  
Production Manager.....George DeWitt  
Radio Director.....A. B. Fisher  
*Radio Accounts Placed*—Stouffer's Restaurant, Railley Corp.

### LAUSEN & SALOMON

520 No. Michigan Ave., Chicago 11, Ill.  
Phone Superior 0738  
ABP—ANPA—PPA

#### Officers

President.....A. M. Salomon  
Account Executive.....Wendell Walker

### LEEFORD ADVERTISING AGENCY

315 Fourth Ave., New York 10, N. Y.  
Phone STuyvesant 9-1742  
PPA

#### Officers

President-Radio Director.....David D. Lee  
Treasurer .....W. C. Hoyt  
*Radio Account Placed*—Remington-Rand, Inc., American Writing Machine Co.

### AL PAUL LEFTON CO., INC.

1617 Penna. Blvd., Philadelphia 3, Pa.  
Phone RIttenhouse 1500  
ANPA—APA—NOAB

#### Officers

President.....A. P. Lefton  
Vice-Presidents.....G. W. Wolfsten,  
P. Brown, T. A. Ballantyne  
Radio Director.....Andrew McLean Parker  
Time Buyer.....H. B. Gotwals

#### Branch Offices

521 Fifth Ave., New York 17, N. Y.  
Phone VAnderbilt 6-4340

Vice-Presidents.....R. J. Herts,  
M. S. Gladstone, R. J. Misch  
Radio Director.....Carl Mark

### LEIGHTON & NELSON

202 State St., Schenectady 5, N. Y.  
Phone 6-4202  
ABP—PPA—ANPA

#### Officers

Partners .....Winslow P. Leighton  
and George R. Nelson  
Radio Director.....George R. Nelson  
Copy Director.....Cecil Woodland

Radio Assistants.....M. L. Croninger,  
Shirley Ten Eyck

*Radio Accounts Placed*—New York State Democratic Committee, The Hudson Coal Co., Saratoga Racing Assn., William W. Lee & Co., The Stanton Brewery, Inc., Breslaw Bros. Furniture, Stanton Brewery, Saratoga Vichy Spring Co., Rudolph Bros., D'Jimas Furs.

### LENNEN & MITCHELL, INC.

17 East 45th St., New York 17, N. Y.  
Phone MURray Hill 2-9170

AAAA—ANPA—PPA—APA—NOAB

#### Officers

President.....Philip W. Lennen  
Vice President-Treasurer.....Robert W. Orr  
Secretary.....Arthur L. Lynn  
Director of Radio.....S. James Andrews  
Radio Producer.....Travis D. Wells  
*Radio Accounts Placed*—John H. Woodbury, Inc., Andrew Jergens Co., P. Lorillard Co., Inc., Tide Water Associated Oil Co., Parfums Schiaparelli, Inc., Lehn & Fink.

### TED LEVY ADVERTISING AGENCY

Temple Court Bldg., Denver, Colorado  
Phone CHerry 4521  
ABP—ANPA—APA

#### Officers

Owner.....Ted Levy  
Production Manager.....William Robertson  
Copy Director.....Barbara Aiton

### A. W. LEWIN CO., INC.

11 Commerce St., Newark, N. J.  
Phone MITchell 2-7244

ANPA—AAAA—PPA—ABP

President & Treasurer.....A. W. Lewin

### ADDISON LEWIS & ASSOCIATES

1414 Foshay Tower, Minneapolis, Minn.  
Phont AT 6235

ABP—ANPA—PPA—NOAB—APA

#### Officers

Owner.....Addison Lewis  
Time Buyer.....Margie Anderson  
Account Executives.....Edward Grubb,  
Harvey Kruse, J. A. Quint  
*Radio Accounts Placed*—Minneapolis-Honeywell.

### LEON LIVINGSTON ADVERTISING AGENCY

Mills Bldg., San Francisco, Calif.  
Phone Sutter 7340

AAAA—ABP—ANPA—PPA—NOAB

#### Officers

President.....Leon G. Livingston  
Vice-President.....W. C. Day  
Space Buyer.....B. B. Biederman  
*Radio Accounts Placed*—Colgate-Palmolive-Pect (Pee't's Granulated Soap), Simon Mattress Mfg. Co., Nestle's Milk Products, Inc., Italian Swiss Colony, Haas Bros.

• • • **ADVERTISING AGENCIES** • • •

**LLOYD, CHESTER & DILLINGHAM, INC.**

9 Rockefeller Plaza, New York 20, N. Y.  
Phone Circle 5-8800  
ANPA—PPA—NOAB

*Officers*  
President..... Laurence M. Lloyd  
Vice-President..... Charles M. Pietsch  
Production Manager..... William T. Kaleb  
Media Director..... John J. Hagan

•  
**LOGAN & ARNOLD**

621 S. Hope St., Los Angeles, Calif.  
ANPA—AAAA—PPA—APA—ABP

*Officers*  
President..... Dudley L. Logan  
Exec. Vice-Pres..... J. C. Arnold  
Vice-President..... Van Davis

•  
**THE W. E. LONG COMPANY**

155 North Clark St., Chicago 1, Ill.  
Phone Randolph 4606  
ANPA—NOAB

*Officers*  
President..... W. E. Long  
Vice-President..... W. D. Warrick  
*Radio Accounts Placed*—Agency is a specialist in wholesale baker advertising servicing hundreds from coast to coast on a syndicated basis.

•  
**EARLE LUDGIN, INC.**

121 West Wacker Drive, Chicago 1, Ill.  
Phone Franklin 1762  
ANPA — ABP — PPA — APA

*Officers*  
Partners..... Earle Ludgin,  
V. R. Bliss, J. H. Caro, J. H. Willmarth  
Radio Director..... V. R. Bliss

•  
**MACE ADVERTISING AGENCY, INC.**

507 Lehmann Bldg., Peoria, Ill.  
Phone 7197  
ANPA—ABP—APA—NAAN

*Officers*  
President..... J. F. Fellay  
Trea. & Radio Time Buyer..... Jay J. Keith  
Vice-President..... Robert J. Rice  
Radio Director..... Ann McNatt  
*Radio Accounts Placed*—Keystone Steel & Wire Co., Consolidated Products Co., Schultz, Bausan & Co.

•  
**MacFARLAND, AVEYARD & CO.**

333 North Michigan Ave., Chicago 1, Ill.  
Phone Randolph 9360  
ANPA — PPA — ABP — SNPA  
NOAB

*Officers*  
President..... Hays MacFarland  
Vice-Presidents..... A. E. Aveyard,  
Malcolm A. Jennings, Allen B. Dicus,  
R. E. Tuttle, Harry M. Coleman

Secretary-Treasurer..... B. G. Ruttingh  
Radio Director..... Evelyn Stark  
Time Buyer..... Bergi Boe  
Production Manager..... Edwin C. Frank  
Space Buyer..... Madge C. Drake

*Branch Office*

RCA Bldg., New York, N. Y.  
Circle 6-2890

Radio Director..... H. C. Klein  
*Radio Accounts Placed*—Network: Northwestern Yeast Co., Curtis Publishing Co., National Spot: Omar, Inc., Burma-Vita Co., Stewart Warner Corp., United Wallpaper Factories.

•  
**MacLAREN ADVERTISING CO. LTD.**

372 Bay St., Toronto, Ont., Canada  
Phone Elgin 0321-2551  
ANPA—CAAA—CDNA—CWNA

*Officers*  
President-General Manager... J. A. MacLaren  
Vice President-Assistant General  
Manager..... E. V. Rechnitzer  
Vice-President-Treasurer... I. E. Reynolds  
Secretary..... G. T. Scroggie  
Broadcast Advertising Dept... C. M. Pasmore,  
M. Rosenfeld

*Branch Office*

901 Dominion Square Bldg.,  
Montreal, Que., Canada  
Phone Plateau 9556

Office Manager..... E. H. H. Smith  
224 Curry Bldg., Winnipeg, Man., Canada  
Phone 26-622

Manager..... E. P. Thompson  
305 Province Bldg., Vancouver, B. C., Can.  
Phone Marine 6268

Manager..... W. D. M. Patterson  
*Radio Accounts Placed*—Network: Imperial Oil, Ltd., Tuckett, Ltd., People's Credit Jewelers. National Spot: Bulova Watch Co., Ltd., General Motors Corp., Dalglisch Co., Ltd.

•  
**MALCOLM-HOWARD ADVERTISING AGENCY**

20 East Jackson Blvd., Chicago, Ill.  
Phone Webster 2110  
ABP—APA—ANPA—PPA

*Officers*

Owner-Time Buyer..... Arthur M. Holland  
Radio Account Executive... Max G. Holland  
Radio Director..... Maury Cliffer  
Radio Writers..... Hal Tate,  
Nikki Kaye, Ray Freedman, Eileen Rietz,  
Mauri Cliffer.

*Radio Accounts Placed*—Dad's Root Beer, Joy Candy Shoppes, Roller Derby, Alert Laundry, Holland Jewelers, Newart Co., Burde Cologne, Fij-Oil Shampoo, Rubin's Apparel, Roller Derby.

**DAVID MALKIEL ADVERTISING AGENCY**

260 Tremont St., Boston, Mass.  
Phone Liberty 1421  
ANPA—ABP—APA—PPA—AAAN  
*Officers*

President .....David Malkiel  
Secretary .....Martha Brest  
Account Executives.....Harry Weinbaum  
Alfred Black, Martin Kadis

*Radio Accounts Placed*—I. J. Fox Co., Ace Vacuum Cleaners, Drive-In Theaters, Inc., Paramount Baking Co., E. M. Loew's Theaters, Greater Boston Theaters, Inc., RKO Theaters, Steuben's Restaurant, Canadian Ace Ale, Casa Manana, Elm Farm Foods Co., Serta-White Cross Co., Freilicher Kabtzen, Lithuanian Corp. Group, Rio Casino, Royal Crown Cola of Boston, Old Monastery Wines, Ritter Dancing School, Essex Hotel, Avery Hotel, Granada Vineyards, Inc., Glendale Coal Co., Racing Guide, Ray Galvin, Kasanof's Bread, Rosoff's, Totem Pole Ballroom, Belmont Furn., L. P. Rogers & Son, Washington Jewelers, Babijuce Oranges, Corner House, Franklin Insulation Co.

**MANSON-GOLD ADVERTISING AGENCY**

1004 Marquette Ave., Minneapolis 2, Minn.  
Phone GENEva 9619  
ABP—PPA—PRB—APA  
*Officers*

Radio Director.....D. P. Nathanson  
Account Executive.....Meyer Gold  
Time Buyer.....Jean Hadley  
*Radio Accounts Placed*—Red Devil Soot & Carbon Remover, Vitamin Products of America, St. Paul Lutheran Church, Morton's Dog Food, Snyder's Drug Stores.

**MARSCHALK & PRATT COMPANY**

535 Fifth Ave., New York 17, N. Y.  
Phone VAnDerbilt 6-2022  
ANPA—PPA—ABP—APA—ABC—AAAA—NOAB  
*Officers*

Partners.....Harry C. Marschalk, G. A. Poetschke, S. H. Giellerup, S. L. Meulendyke  
Director of Radio.....Carlo De Angelo  
Radio Continuity Writers...G. W. Freeman, Bennett Kolb, Edmund Mitchell, John R. Allen  
*Radio Account Placed*—Standard Oil Co. of N. J.

**J. M. MATHES, INCORPORATED**

122 East 42nd St., New York 17, N. Y.  
Phone LEXington 2-7450  
ABP—ANPA—PPA—SNPA  
*Officers*

President.....J. M. Mathes  
Treasurer.....A. E. Cox  
Secretary .....Carle Rollins  
Vice-Presidents.....William B. Okie,

Hyland L. Hodgson, Lester Loh,  
Charles O'Donnell, Charles R. Marshall  
Vice-President-Director of Radio,

Wilfred S. King  
Time Buyer.....Edna Cathcart  
*Radio Accounts Placed*—Ludens, Inc.: National Carbon Co., Canada Dry Ginger Ale & Spur, Magazine Repeating Razor Co., International Salt Co., Bleachette, Pure Foods (Herbox), Pan-American Coffee Bureau, Burlington Mills.

**THE MAYERS COMPANY**

1240 S. Main St., Los Angeles 27, Calif.  
Phone PRospect 0101  
ABP—ANPA—PRB—FAAG  
*Officers*

Principals.....Henry Mayers, J. R. Mayers, Arthur Mayers  
Manager Radio Dept.....Gertrude Stark  
Time Buyer.....Alden Weiss  
Assistant.....Dean Simmons  
Production.....Martin Weinstein, Vern Davies  
*Radio Accounts Placed*—Pennzoil Co., Sears Roebuck & Co., Southern Calif. Telephone Co., Gordon Bread Co., Dad's Root Beer, California Bank.

**JOSEPH MAXFIELD COMPANY**

36 Exchange Place, Providence 3, R. I.  
Phone GASpee 4456  
ABP—ANPA  
*Officers*

President.....Joseph M. Finkle  
Vice-President.....Archie M. Finkle  
Treasurer.....Bruno Schnabel  
Executive Secretary.....Anne E. Wold  
Time Buyer.....Joseph M. Finkle  
Radio Director.....Dorothy M. Taipe  
*Radio Accounts Placed*—Old Monastery Wine Co., Eclipse Food Products, Corp., Jack & Harry's Auto Stores, Candy Mart Stores.

**MAXON, INC.**

2761 E. Jefferson Ave., Detroit, Mich.  
Phone FITzroy 5710  
ANPA—PPA—APA—AAAA—ABP  
ABC—NOAB—TAB—CCA  
*Officers*

Chairman of Board.....Lou R. Maxon  
President .....T. K. Quinn  
Vice-President .....Searle Hendee  
Treasurer.....W. I. O'Neil  
Secretary.....G. Réginald McKiel  
Radio Department.....Ed Wilhelm, P. R. Pumphrey

*Branch Offices*

570 Lexington Ave., New York, N. Y.  
Phone ELdorado 5-2930

Vice-President In Charge....W. Ray Baker  
955 Main St., Bridgeport, Conn.  
Phone BRidgeport 6-2177  
Vice-President In Charge....W. Ray Baker  
919 N. Michigan Ave., Chicago, Ill.  
Phone DELaware 3536  
Vice-President.....L. J. Sholty

• • • **ADVERTISING AGENCIES** • • •

*Radio Accounts Placed*—Gillette Safety Razor Co., General Electric Co., Ford Motor Co., Pfeiffer Brewing Co., H. J. Heinz Co., Griesedieck Brewery, Feigenspan Brewing Co., Dobler Brewing Co.

**McCANN-ERICKSON, INC.**

50 Rockefeller Plaza, New York 20, N. Y.  
Phone Circle 5-7000  
AAAA—ANPA—PPA—ABP—APA—NOAB

*Officers*

President ..... H. K. McCann  
Chairman of Exec. Comm. .... Harrison Atwood  
Executive Vice-President. .... Carl B. Robbins  
Vice-President and General Manager of

New York Office. .... L. S. Briggs

Vice-Presidents. .... Harrison Atwood,  
L. E. Firth, J. L. Deane, C. A. Hoppock,  
W. E. McKeachie, R. E. Thompson, E. F.  
Wilson, Gordon E. Hyde, Myron C. Lechner,  
E. D. Madden, J. J. McCarthy, Hugh  
A. Mitchell, C. A. Posey, R. W. St. Hill  
Secretary-Treasurer. .... John L. Anderson  
Director of Research. .... L. D. H. Weld  
Vice-Pres. & Gen. Mgr. of Research Dept.  
Jackson Taylor

Vice-Pres. in charge of Radio  
Lloyd O. Coulter

Radio Producers. .... Dorothy B. McCann,  
Clarence Olmstead, Russ Johnston

Radio Time Buyer. .... Wm. C. Dekker  
Radio Research. .... Marion Harper, Jr.

*Branch Offices*

910 S. Michigan Ave., Chicago, Ill.  
Phone Webster 3701

Vice-President and Manager,  
Homer Havermale

Vice-President. .... H. G. Smith  
Vice-President. .... J. H. Jameson

Guardian Bldg., Cleveland, O.

Phone Cherry 3490

Vice-President-Manager. .... Albert A. Sommer  
Penobscot Bldg., Detroit, Mich.

Phone Randolph 9710

Vice-President and Manager. Donald C. Hight  
6331 Hollywood Blvd., Hollywood 28, Calif.

Phone Hillside 8268

Manager. .... A. J. Bruhn  
448 S. Hill St., Los Angeles, Calif.

Phone Michigan 4049

Manager. .... Burt Cochran  
Hodgson Bldg., Minneapolis, Minn.

Vice-Pres. & Mgr. .... R. B. Donnelly  
Vice-President. .... Merrill Hutchinson

114 Sansome St., San Francisco, Calif.

Phone Douglas 5560

Vice-President and Manager. Henry Q. Hawes  
Vice-Presidents. .... M. S. Achenbach,

R. H. Cochran, F. H. McCrea, C. E.  
Persons, C. F. Ohliger

Public Service Bldg., Portland, Ore.

Phone Atwater 4305

Manager. .... R. B. Calkins

*Radio Accounts Placed*—New York: American Molasses Co., Axton-Fisher Tobacco Co., Chesebrough Manufacturing Co., Gruen Watch Co., Manufacturers Trust Co., James McCutcheon & Co., National Biscuit Co., Pacific Coast Borax Co., Stomberg-Carlson Co., Stanco, Inc., Westinghouse Electric and Manufacturing Co.

Chicago: Standard Oil Co. of Nebraska, Standard Oil Co. of Indiana, Milk Foundation, Inc.

Cleveland: Leisy Brewing Co., Richman Bros. Co., Standard Oil Co. of Ohio.

Detroit: Altes Brewing Co.

Los Angeles: Globe Mills Co., Southern California Gas Co. and Southern Counties Gas Co., The Squirt Co.

Minneapolis: Pillsbury Flour Mills Co., Twin City Federal Savings & Loan Assn., Gluck Brewing Co., First National Bank, Northwest Scrap Dealers Assn.

Portland: Northwestern Electric Co., Pacific Power & Light Co., Portland Gas & Coke Co.

San Francisco: Anglo California National Bank of San Francisco, Associated Dental Supply Co., California Packing Corporation, California Walnut Growers Assn., Harold H. Clapp, Inc., Dwight Edwards Company, General Brewing Corporation, Hale Bros. Stores, Inc., Pacific Gas & Electric Co., Roma Wine Co.

**R. E. McCARTHY ADVERTISING AGENCY**

Tampa Theater Bldg., Tampa 2, Fla.  
Phone 2323  
PANY—SNPA

*Officers*

President. .... R. E. McCarthy  
Secretary. .... M. A. McCarthy

Treasurer. .... M. C. Benito

Time Buyer. .... R. E. McCarthy

Continuity. .... J. M. Neef

*Radio Accounts Placed*—Borden's Poinsettia Dairy, Southern Brewing Co., Penninsular Telephone Co., McClosky & Co.

**THE McCORD COMPANY, INC.**

1100 Hodgson Bldg., Minneapolis, Minn.  
Phone Bridgeport 1225  
APA—ANPA—PPA—NOAB

*Officers*

President & Treasurer. .... R. D. McCord  
Vice-President. .... Louis Melamed

Secretary. .... C. F. Baker

Director of Radio. .... E. B. Grove

Production Manager. .... T. L. B. Campbell

Radio Time Buyer. .... Edith M. Knutsen

*Radio Accounts Placed*—W. H. Barber Co., Conrad Fur Co., Central Cooperative Live-stock Assn., Furniture Exposition Mart, The Hilex Co., Chocolate Products Co., Goodman

Bros., Jewelers, Minneapolis Gas Light Co., Minnesota Farm Bureau Federation, Griggs, Cooper & Co., Milk Foundation of Minneapolis, American Benefit Assn., Boutill's, Minnesota Farm Bureau Service, Anaconda Sales Co., Sanitary Food Mfg. Co.

**McJUNKIN ADVERTISING CO.**

228 N. LaSalle St., Chicago 1, Ill.  
Phone State 5060

*Officers*

President.....Gordon Best  
Vice-Presidents.....Roy M. Kirtland,  
Leroy A. Kling, Willard E. Stevens, Dade  
B. Epstein, James W. Egan, Hal R.  
Makelin  
Account Executives.....Joseph J. Klein,  
Donald B. Skinner  
Manager, Radio Dept.....Hal R. Makelin  
Media Dept. Manager.....Edwin A. Trizil  
Production Manager.....W. C. Mottershead  
*Radio Accounts Placed*—Joseph Schlitz  
Brewing Co., Carey Salt Co., Florsheim Shoe  
Co., Chef Boiardi Food Products Co., Bren-  
ner Bros., Carson, Pirie, Scott & Co., Jewel  
Food Stores, Andes Candies.

**McKEE & ALBRIGHT, INC.**

1400 South Penn Square, Philadelphia, Pa.  
Phone Locust 4737

ANPA—PPA—APA—OAAA

*Officers*

President.....Roy J. McKee  
Vice-President-Treasurer..David R. Albright  
Vice President-Radio Director,  
James A. McFadden  
Radio Producer.....Tom McAvity  
Time Buyer.....E. R. Walsley  
Vice-President-Merchandising,  
Howard H. Yaw

Secretary.....T. E. Libby

*Branch Office*

30 Rockefeller Plaza, New York 20, N. Y.  
Phone COLUMBUS 5-2058

Equitable Bldg., Hollywood, Calif.

Phone Hollywood 8363

*Radio Accounts Placed*—Sealtest, Inc.

**A. McKIM, LTD.**

Dominion Square Bldg., Montreal, Que., Can.  
Phone Lancaster 5192

*Officers*

President-General Manager.....C. T. Pearce  
Radio Director.....E. W. Brodie  
Secretary-Treasurer.....J. B. Stephens

*Branch Offices*

320 Bay St., Toronto, Ont., Canada  
Phone Elgin 5351

Manager.....D. E. Longmore  
Electric Railway Bldg., Winnipeg, Man.,  
Canada

Manager.....A. A. Brown  
514 Province Bldg.,  
Vancouver, B. C., Canada

Manager.....H. S. Watson  
376 Strand, W. C. 2, London, England  
Manager.....H. Suffell

**ARTHUR MEYERHOFF & CO.**

Wrigley Bldg., Chicago, Ill.

Phone Delaware 7860

ANPA—PPA—APA—AAAA

*Officers*

General Manager.....Arthur E. Meyerhoff  
Director of Radio.....Nelson A. Shawn  
Spot Anment. Dir.....I. J. Wagner  
Time Buyers.....Mary Hauser,  
A. Kennelly

*Branch Office*

759 N. Milwaukee St., Milwaukee, Wis.  
Phone Marquette 3144

Manager.....George Grabin  
*Radio Account Placed*—William Wrigley,  
Jr. Co.

**C. L. MILLER COMPANY**

521 Fifth Ave., New York 17, N. Y.

Phone MURRAY Hill 2-1010

ANPA—PPA—APA—NOAB

*Officers*

President.....C. L. Miller  
Sec'y & Ass't Treasurer.....George Carhart  
Radio Director.....Roger White

*Branch Office*

333 N. Michigan Ave., Chicago, Ill.  
Phone Central 1640

Manager.....I. M. Tuteur  
*Radio Accounts Placed*—Corn Products  
Refining Co., Curtis Candy Co., Keeley Brew-  
ing Co., Cooter Brokerage Co., Gordon Bak-  
ing Co., Tastyest, Inc.

**DAN B. MINER CO.**

Chamber of Commerce Bldg.

Los Angeles 15, Calif.

Phone Richmond 3101

AAAA — ANPA — ABP — NOAB

CAN — APA

*Officers*

President.....Dan B. Miner  
Vice President.....John C. Morse  
Secretary-Treasurer.....M. R. Sweeny  
Radio Director.....Wallace B. Ramsey

*Branch Offices*

(Affiliated with Continental Agency Network)  
*Radio Accounts Placed*—Interstate Bak-  
eries, Forest Lawn Memorial Park, Bill Hay  
Reads the Bible (66 station cooperative  
show), National Spot: Roman Meal Bread.

**EMIL MOGUL CO., INC.**

250 West 57th St., New York, N. Y.

Phone, COLUMBUS 5-2482

ABP — ANPA

*Officers*

Radio Director.....Emil Mogul  
Radio Time Buyer.....Helen Munroe  
*Radio Accounts Placed*—Network: Tri-  
mount Clipper Craft Clothes. National Spot:  
Barney's Clothes, San Gabriel Wine Co., Na-  
tional Shoe Stores.

• • • **ADVERTISING AGENCIES** • • •

**THE CHESTER C. MORELAND CO.**

Times-Star Bldg., Cincinnati, Ohio  
PPA — ABP — ANPA

*Officers*

President-Treasurer....Chester C. Moreland  
Vice-Presidents.....Robert N. Gorman,  
Robert H. Ames, Wm. G. Steiner  
Vice President-Space Buyer,  
Bryce L. Schurman  
Secretary.....Walter H. Strauss

**RAYMOND R. MORGAN CO.**

6332 Hollywood Blvd., Hollywood, Calif.  
Phone Hempstead 4194

*Officers*

President.....Raymond R. Morgan  
General Manager.....R. E. Messer  
*Radio Accounts Placed*—Folger Coffee Co.,  
Planters Nut & Chocolate Co., White King  
Soap Co., Petrol Corp., Sparklett's Drinking  
Water Corp., Kerr Glass Mfg. Co., King's X  
Flavor Co.

**MORSE, INTERNATIONAL, INC.**

122 East 42nd St., New York 17, N. Y.  
Phone LEXington 2-6727

*Officers*

Chairman of the Board.....Carl J. Balliett  
President.....Mansfield House  
Vice-President.....J. P. Sawyer  
Secretary and Treasurer.....Laura K. Long  
Radio Director.....Richard Nicholls

*Branch Offices*

205 Johnston Bldg., Charlotte, N. C.  
*Radio Accounts Placed*—Network: Vick  
Chemical Co., Vitamin Plus, Inc. National  
Lance, Inc., Matchabelli, Inc.

**MOSER & COTINS, INC.**

10 Hopper St., Utica 3, N. Y.  
Phone Utica 4-6141  
ABP — ANPA — PPA — NOAB

*Officers*

President.....T. E. Moser  
Vice President-Treasurer.....A. S. Cotins  
Secretary.....Mrs. M. B. Blair  
*Radio Accounts Placed*—West End Brewing  
Co., Oswego Candy Works, Inc., Saratoga  
Springs Authority.

**MOSS ASSOCIATES**

415 Lexington Ave., New York, N. Y.  
Phone VAnDerbilt 6-1828  
ABP—PANY—APA

*Officers*

President.....Joseph H. Moskowitz  
Radio Director.....Hines Hachette  
*Radio Accounts Placed*—Harman Watch  
Co., U. S. Rockwool Insulators, Neoderm  
Inst., Thomas M. Quinn & Sons, Inc.

**NATIONAL EXPORT ADVERTISING  
SERVICE, INC.**

405 Lexington Ave., New York 17, N. Y.  
Phone MURray Hill 9-6835

*Officers*

President.....Paul Kruming  
Vice-President.....Thomas W. Hughes  
Treasurer.....Frank Neuhauser  
Time Buyer.....Eduardo Martinez

*Branch Offices In:*

Cuba, Mexico, Venezuela, Colombia,  
Brazil, Argentina, South Africa,  
India, Chili

*Radio Accounts Placed*—Carter Products,  
Inc., General Foods Corp., H. J. Heinz Co.,  
Lambert Bros., Lever Bros. Co., Quaker Oats  
Co., Welch Grape Juice Co., Wm. R. Warner  
Co.

**NEEDHAM, LOUIS & BRORBY, INC.**

135 S. LaSalle St., Chicago 3, Ill.  
Phone State 5151

AAAA — ANPA — PPA — ABP — APA  
ABC — NOAB

*Officers*

President.....Maurice H. Needham  
Secretary-Treasurer.....Otto R. Stadelman  
Vice-Presidents.....John J. Louis,  
Melvin Brorby, Harry Phelps, W. Ray  
Fowler, Jr.

Time Buyer.....O. R. Stadleman

*Branch Offices*

1680 North Vine St., Hollywood, Calif.  
Phone Granite 7186

Manager.....Cecil Underwood  
*Radio Accounts Placed*—Network: Kraft  
Cheese Co., S. C. Johnson & Son, Inc. Na-  
tional Spot: Swift & Co. (Sunbrite Cleaner).

**NEFF-ROGOW, INC.**

30 Rockefeller Plaza, New York, N. Y.  
Phone CIRCle 7-4231

*Officers*

President.....Walter J. Neff  
Vice-President.....William Rogow  
*Radio Accounts Placed*—Bond Stores, Inc.,  
Melville Shoe Corp., Sears Roebuck & Co.,  
Joseph Martinson & Co., Abraham & Straus,  
Inc., Ruby Lane Stores.

**NEWELL-EMMETT COMPANY**

40 East 34th St., New York 16, N. Y.  
Phone ASHland 4-4900

AAAA — ANPA — PPA — ABP — PRB —  
NOAB—SAAA—SNPA

*Officers*

Directors.....Clarence D. Newell,  
William Reydel, John P. Cunningham,  
Frank Donshea, C. S. Walsh, R. L. Stro-  
bridge  
Radio Director.....Blayne Butcher  
Time Buyer.....Newman McEvoy

*Radio Accounts Placed*—Liggett & Myers Tobacco Co. (Chesterfields), Loose-Wiles Biscuit Co., Pepsi-Cola Co., Beech-Nut Packing Co., Economics Laboratories, Kirkman's Soap, Sherwin Williams.

**OLIAN ADVERTISING CO.**

1409 Ambassador Bldg., St. Louis 1, Mo.  
Phone CEntral 8380  
ABP—ANPA—NOAB

*Officers*

Owner.....Irwin A. Olian  
Radio Director-Time Buyer....Virginia Loeb  
Radio Continuity.....James L. Spencer  
*Radio Accounts Placed*—National Waste Paper Conservation Campaign.

**MERRITT OWENS  
ADVERTISING AGENCY**

201 Commercial National Bank Bldg.  
Kansas City, Kans.  
Phone Dr. 7250

*Radio Accounts Placed*—Penn-Central Oil Co., Sulfa Products Co., Interstate Moving & Storage, Weevil-Fume Corp.

**PACIFIC NATIONAL ADVERTISING  
AGENCY**

605 Union St., Seattle 1, Wash.  
Phone Eliot 4884

ANPA—AAAA—PPA—APA—NOAB—CAN

*Officers*

President.....Wm. H. Horsley  
Radio Director.....Marjorie McPherson

*Branch Office*

Spalding Bldg., Portland 1, Ore.  
Phone ATwater 4339

Manager.....Ruth Foland  
*Radio Accounts Placed*—Fisher Flouring Mills Co., Washington Co-op Egg & Poultry Assn., Spot: Seattle First National Bank, Hansen Baking Co., Webster-Brinkley Co., Northwest Cherry Bur., Cedergreen Frozen Pack Corp.

**PARIS & PEART**

370 Lexington Ave., New York, N. Y.  
Phone Caledonia 5-9840  
ANPA—ABP—PPA

Co-Partners.....A. G. Peart,  
John H. Rehm

Radio Time Buyer.....A. C. De Pierro  
*Radio Accounts Placed*—The Great Atlantic & Pacific Tea Co., Spratts Dog Food.

**PECK ADVERTISING AGENCY, INC.**

400 Madison Ave., New York 17, N. Y.  
Phone PLaza 3-0900

*Officers*

President.....Harry Peck  
Secretary-Treasurer.....Harry Krawit  
Vice-President.....Walter Schwartz  
Director of Radio.....Arthur Sinsheimer  
Radio Continuity Writers...James Lawrence,  
Muriel Post, Ray White

**PEDLAR, RYAN & LUSK, INC.**

250 Park Ave., New York, N. Y.  
Phone PLaza 5-1500

AAAA — ANPA — PPA — ABP

*Officers*

President.....Thomas L. L. Ryan  
Executive Vice-President....Robert E. Lusk  
Secretary and Treas.....Arthur Cobb, Jr.  
Vice-Presidents.....Lawrence L. Shenfield,  
Francis J. Doherty, D. K. Clifford, J. P.  
Hardie, A. E. McElfresh

Assistant Treasurer.....Wm. F. Cantrell  
Assistant Secretary.....Helen C. Sutherland  
Radio Dept. Manager.....E. G. Sisson, Jr.  
Supervisor Nighttime Radio,

Chester MacCracken

Supervisor Daytime Radio....Tom L. Rley  
Radio Copy Chief.....Cyril J. Mullen  
Asst. Radio Copy Chief.....W. B. Finney  
Time Buyer.....Helen Wilbur

*Radio Accounts Placed*—Network: Bristol-Myers Co. (Vitalis, Mum), Procter & Gamble Co. (Camay, Chipso, Dash)

**PITLUK ADVERTISING CO.**

Alamo Nat'l Bank Bldg., San Antonio, Texas  
Phone Garfield 7268

ABP — ANPA — PRA — SAAA —  
SNRA — NOAB

*Officers*

Owner.....Jack N. Pitluk  
General Manager.....Norman D. Schwerke  
Vice-President.....C. R. Cusick  
Art Director.....Gus J. Wild  
Time Buyer.....Lee Wood  
Radio Dept. Manager.....Fred G. Allen

**PLATT-FORBES, INC.**

386 Fourth Ave., New York 16, N.Y.  
Phone Caledonia 5-4440

*Officers*

President.....W. A. Forbes  
Vice-President-Treasurer...Rutherford Platt  
Vice-President.....T. F. Cosgrove  
Secretary.....W. S. Walker  
Space Buyer & Prod. Manager..T. O'Donnell

*Branch Office*

75 Pearl St., Hartford, Conn.  
G. Frank Sweet  
Phone Hartford 7-9017

*Radio Accounts Placed*—Peter Paul, Inc., Oxo, Ltd.

**R. J. POTTS—CALKINS & HOLDEN**

215 W. Pershing Road, Kansas City, Mo.  
Phone Victor 4433

APA — NOAB — ANPA — PPA

*Officers*

President.....R. J. Potts  
Vice-Presidents.....J. B. Woodbury,  
F. F. B. Houston, C. C. Tucker, E. A.  
Warner, C. L. Robinson  
Secretary-Treasurer.....Jerry McKee  
Account Executives.....Ralph Page  
W B. Hill, John M. Farrell, G. S. Lannon,  
M. H. Straight

**THE POTTS TURNBULL COMPANY**

10th Floor, Carbide & Carbon Bldg.  
Kansas City 6, Mo.  
Phone Victor 9400

ANPA — PPA — APA — NOAB — ABP

*Officers*

President ..... W. J. Krebs  
V-P-Production Mgr..... D. E. Dexter  
Secretary ..... G. F. Magill  
Treasurer ..... E. T. Chester  
Time Buyer..... B. G. Wasser

**SAYRE M. RAMSDELL ASSOC., INC.**

3701 N. Broad St., Philadelphia 40, Pa.  
Phone Radcliff 1900

ANPA—PPA

*Officers*

President..... S. M. Ramsdell  
Exec. Vice-Pres. & Treas..... E. B. Loveman  
Vice-President..... F. A. Hutchins  
*Radio Account Placed* — Philco Hall of Fame.

**THE L. W. RAMSEY ADVERTISING AGENCY**

Union Bank Bldg., Davenport, Iowa  
Phone 3-1889

ANPA — PPA — APA — ABP — NOAB

President & Treasurer..... L. W. Ramsey  
Secretary..... E. G. Naeckel  
Vice-President..... W. J. Henderson  
Vice-President..... A. C. Naeckel  
Production Manager..... A. M. Walgren

*Branch Office*

230 N. Michigan Ave., Chicago 1, Ill.  
Phone Franklin 8155

Vice-President..... F. L. Eason  
Vice-Presidents..... N. B. Langworthy,  
L. H. Copeland  
Production Manager..... Vito M. Volino  
*Radio Accounts Placed*—F. W. Fitch Co.,  
Loyal Order of Moose, National Oats, Starline  
(farm equipment).

**THE RANDALL COMPANY**

75 Pearl St., Hartford, Conn.  
Phone 7-2828

**CHAS. DALLAS REACH CO.**

58 Park Place, Newark 2, N. J.  
Phone Market 3-5100

AAAA — ANPA — PPA — ABP — APA

*Officers*

President-Director of Radio,  
Chas. Dallas Reach  
Vice-President..... Howard E. Sands  
Vice-President..... Edw. C. Stover, Jr.  
Secretary..... F. R. Risley  
*Radio Accounts Placed*—Cut-Rite Waxed  
Paper, R. B. Davis Sales Co., Koppers Co.-  
Minnesota Division, Admiracion Labora-  
tories, L. E. Waterman Co., Dugan Bros. of  
New Jersey, Inc.

**REDFIELD-JOHNSTONE, INC.**

420 Madison Ave., New York 17, N. Y.  
Phone PLaza 3-6121

ANPA—PPA—ABP—APA—NOAB

*Officers*

Chairman of the Board..... L. L. Redfield  
President ..... E. F. Johnstone  
*Radio Accounts Placed*—Network: Howard  
Clothes, Inc. National Spot: Stera-Kleen,  
Poslam, Allenru.

**EMIL REINHARDT**

**ADVERTISING AGENCY**

1736 Franklin St., Oakland, Calif.

Phone Templebar 2408

ABP — ANPA — APA

*Officers*

Owner..... Emil Reinhardt  
Space Buyer..... Mildred McMahon  
Writers..... David Lane, Joseph Connor  
*Radio Accounts Placed*—Kilpatrick Bak-  
ery Co., Mary Ellen's, Inc., J. L. Tuttle, Inc.,  
Wood Briquettes, Inc., Music for Fun, Inc.,  
Standard Beverages.

**REISS ADVERTISING**

30 Rockefeller Plaza, New York 19, N. Y.

Phone COLUMbus 5-7733

ANPA — ABP — PPA — APA

*Officers*

President..... Joseph Reiss  
Vice-President..... Harold Reiss  
Secretary-Treasurer..... B. M. Reiss

**RESNIK-MILLER-ENGLAND, INC.**

152 Temple St., New Haven, Conn.  
Phone 7-0241

*Officers*

President & Treasurer..... Harry D. Resnick  
Secretary..... Harvey N. Ladin  
Radio Dept. Manager..... Ellen Simmons

*Branch Offices*

75 Pratt St., Hartford, Conn.  
Phone 2-9987

Manager..... Harry D. Resnik-WTIC  
77 Summer Hill Ave., Worcester, Mass.

Phone 6-0223

Manager..... Isabelle Whitaker-WTAG  
26 Custom House St., Providence, R. I.

Phone Gaspee 9526

Manager..... Frank Jones-WJAR

**C. E. RICKERD, INC.**

5462 Second Blvd., Detroit, Michigan  
Phone Temple 1-3636

*Officers*

President-Treasurer-Time Buyer,  
C. E. Rickerd  
Treasurer..... Geo. Rickerd  
Secretary..... Fred B. Collier  
Production..... Royal Cressy



**ROCHE, WILLIAMS & CUNNYNGHAM, INC.**

310 S. Michigan Ave., Chicago 4, Ill.  
Phone Harrison 8490  
ANPA—APA—PPA—NOAB

*Officers*

President.....J. P. Roche  
Treasurer.....D. J. Kelly  
Asst. Treas. & Secty.....M. F. Williamson  
Vice-Presidents....J. M. Cleary, S. Weston,  
Guy C. Pierce, Lloyd Maxwell, R. A. Porter  
Director of Radio.....Phil Stewart

*Branch Offices*

225 S. 15th St., Philadelphia, Pa.  
Phone PEnnypacker 2766

In Charge.....Guy C. Pierce  
400 Madison Ave., New York 17, N. Y.  
Phone PLaza 3-7444

In Charge.....R. A. Porter  
Radio Director.....Harold F. Kemp  
*Radio Accounts Placed*—Network: Lewis-  
Howe Co., Schutter Candy Co., Sun Oil Co.  
National Spot: Chicago, Milwaukee, St. Paul  
& Pacific RR., Domestic Finance Co., Dr.  
Peter Fahrney & Sons Co., Holland Furnace  
Co., Kenton Pharmacal Co., Inc., National  
Toilet Co., John Puhl Products Co., Port-  
land Cement Assn., Sempray Jovenay Co.,  
The Studebaker Corp.

**RONALDS ADVERTISING AGENCY, LTD.**

701 Keefer Bldg., Montreal, Que.  
Phone Plateau 4803  
ANPA  
*Officers*

President.....Russell C. Ronalds  
Vice-Pres.....E. M. Putnam  
Treas.....Augus Ahern  
Radio Dir.....W. K. Vale

**ARTHUR ROSENBERG CO., INC.**

570 Seventh Ave., New York 18, N. Y.  
Phone CHickering 44420  
ANPA — PPA — APA

*Officers*

President.....Arthur Rosenberg  
Vice-President.....Samuel Rubenstein  
Secretary.....A. A. Rosenberg  
Treasurer.....Charles S. Silver  
Production Manager.....H. B. Fleischman  
Research Director...Walter Alwyn-Schmidt  
Copy & Plans.....Harrison J. Cowan,  
H. B. Sadler, Joseph Elnor

**CHARLES L. RUMRILL & CO.**

364 East Ave., Rochester 4, N. Y.  
Phone Stone 592  
ABP  
*Officers*

Partners.....Charles L. Rumrill,  
J. E. Porter, Earl A. Rogers  
Time Buyer.....G. Grantly Wallington  
*Radio Accounts Placed*—Radio Station  
WHAM.

**RUTHRAUFF & RYAN, INC.**

405 Lexington Ave., New York 17, N. Y.  
Phone MURray Hill 6-6400  
AAAA—ANPA—PPA—ABP—NOAB—APA

*Officers*

President.....F. B. Ryan  
Senior Vice-President.....Cal J. McCarthy  
Executive Vice-President...Everett J. Grady  
V-P & Secretary.....Ralph Van Buren  
Director of Media.....Daniel M. Gord  
V-P & Director of Radio...Donald D. Stauffer  
V-P & Associate Director...S. Heagan Bayles  
V-P in Charge of Radio Programs,  
Merritt W. Barnam, Jr.

Business Manager.....Charles T. Ayres  
Production Directors.....John Bates,  
Bob Byron, Lee Cooley, Marguerite  
Dougherty, Knowles Entrikin, Thomas  
H. Hutchinson, Addison Smith  
Commercial Writers.....Regina Morgan,  
Robert Mann, Florence Miles, Vivian  
Washburn, Dorothy Haller, Meil O'Brien,  
Maxine Smith, Cecil Billings, Frances  
Kennedy, Philip Thompson

Time Buyer.....T. C. Fisher  
Radio Publicity Director...Grant Y. Flynn

*Branch Offices*

360 N. Michigan Ave., Chicago 1, Ill.  
Phone Randolph 2625

Executive Vice-President.....Paul Watson  
Vice-President-Director of Radio,  
Ros Metzger  
Assistant Radio Director.....Arthur Trask  
Executive-In-Charge of Production,  
Warren Johnson  
Executive-In-Charge of Scripts,  
Catherine Haynie

Writers.....Irene Small,  
M. Crutcher, Van R. Carlson  
Time Buyer.....Albert Callies  
7430 Second Blvd., Detroit 2, Mich.  
Phone Madison 1980

Vice-President In Charge...Mathew J. Casey  
812 Olive St., St. Louis, Mo.  
Phone Main 0128

Manager.....Oscar A. Zahner  
1680 N. Vine St., Hollywood, Calif.  
Phone Hillside 7593

Radio Director.....Nate Tufts  
Production Directors.....Murray Bolen,  
Don Clark, Dick Gibson, Sam Pierce  
712 Main St., Houston, Texas  
Phone, Charter 4-1741

Manager.....W. Van A. Combs  
235 Montgomery St., San Francisco, Calif.  
Phone Douglas 5822

Manager.....R. W. Watson  
1216 Third Ave., Seattle, Wash.  
Phone Main 6727

Manager.....F. S. Mullins  
80 Richmond St., Toronto, Ont.  
Canada  
Phone, Adelaide 4096

Manager.....Douglas Philpott  
Radio Production.....Alan Savage

• • •      **ADVERTISING AGENCIES**      • • •

*Radio Accounts Placed*—American Tobacco Co., Canadian Ironized Yeast Co., Chrysler Corp., Delaware, Lackawanna & Western Coal Co., Dodge Motor Corp., H. Fendrich, Inc., Ironized Yeast Co., Lever Bros. Co., Lever Bros., Ltd., Noxema Chemical Co., Oshkosh B'Gosh, Inc., Quaker Oats Co., Sterling Brewery, Inc., Emerson Drug Co., Jacob Ruppert Brewery, Binyon Optical Co., Garrett & Co., Gilmore Oil Co., Golden State Co. Ltd., Griesedieck Bros. Brewery Co., Johnson, Stephens & Shinkle Shoe Co., Krim-Ko Company, Lambert Pharmaceutical Co., Langendorf United Bakeries, Inc., Southwestern Drug Co.

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**ST. GEORGES & KEYES, INC.**

250 Park Ave., New York 17, N. Y.  
Phone, PLaza 3-6920  
ABP — ANPA — PPA

*Officers*

President.....Maubert St. Georges  
Vice President.....Stanley J. Keyes, Jr.  
Radio Director.....Victor van der Linde

•

**SHELDON, QUICK & McELROY, INC.**

400 Madison Ave., New York 17, N. Y.  
Phone PLaza 3-1670  
AAAA—ANPA—PPA—APA

*Officers*

President.....George H. Sheldon  
Vice-President.....L. C. McElroy  
Time Buyer.....Catherine Wohlpart  
Treasurer & General Manager...J. F. Quick  
*Radio Account Placed*—Chas. E. Hires Co., Inc.

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**SCHOLTS ADVERTISING SERVICE**

1201 West 4th St., Los Angeles, Calif.  
Phone Michigan 2396

*Officers*

Owner.....William G. Scholts  
Radio Director.....Fred Montgomery

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**J. WM. SHEETS**

Central Bldg., Seattle, Wash.  
Phone Main 2442  
ANPA—PPA—APA—NOAB

Owner.....J. Wm. Sheets  
*Radio Accounts Placed*—Skinner & Eddy Corp., Minute Man Soup.

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**MARCEL SCHULOFF & CO.**

19 West 44th St., New York 18, N. Y.  
Phone VA 6-0373

Partners.....Marcel Schuloff,  
Miriam C. Schuloff  
*Accounts Placed*—Station WHOM, Basch Radio Prod., Sure-Fit Products Co., Stylepark Hats, Keal Textile Co., National Sure-Fit Quilting Co., Voice of Experience.

**SCHWAB & BEATTY, INC.**

1230 Sixth Ave., New York 20, N. Y.  
Phone Circle 5-9090  
ANPA—AAAA—PPA—APA—ABP

*Officers*

President.....Victor O. Schwab  
Time Buyer.....Robert W. Beatty  
*Radio Account Placed*—Book-of-the-Month Club.

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**SCHWIMMER & SCOTT**

75 E. Wacker Drive, Chicago 1, Ill.  
Phone Dearborn 1815  
AAAA—ABP—ANPA—PPA—APA

*Officers*

Partners....Walter Schwimmer, R. J. Scott  
Time Buyer.....John Davies  
*Radio Accounts Placed*—Peter Fox Brew Co., Hirsch Clothing Co., Salerno-Megowen Biscuit Co., Studebaker Sales Co. of Chicago, Rudolph Wurlitzer Co., Thomas J. Webb Coffee Co., Walgreen Drug Co., Congress Cigar Co., Coronet Magazine.

•

**RUSSEL M. SEEDS COMPANY, INC.**

Palmolive Bldg., Chicago 11, Ill.  
Phone, Delaware 1045  
ANPA — ABP — SNPA — PPA

*Officers*

President.....Freeman Keyes  
Chairman of Board.....Freeman Keyes  
Treasurer.....Jack Harding  
Secretary.....H. J. Smith  
Vice-Presidents.....Paul Richey,  
George Bayard, A. D. Keyes, Harry Maus, John Guedel  
Radio Director.....Hub Jackson  
Time Buyer.....June Rollinson

*Branch Offices*

366 Madison Ave., New York, N. Y.  
Manager.....C. A. (Fritz) Snyder  
Lemcke Bldg., Indianapolis, Ind.  
Phone Market 1395

Vice-President.....Paul Richey  
Treasurer.....Jack Harding  
Taft Bldg., Hollywood, Calif.  
Phone, Hillside 7256

Manager.....John Guedel  
Radio Director.....John Guidel  
*Radio Accounts Placed*—W. A. Sheaffer Pen Co., Pinex Co., General Mills, Inc., Keystone Steel & Wire Co., Brown & Williamson Tobacco Corp., The Mennen Co., Grove Laboratories, Inc.

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**SHERMAN & MARQUETTE, INC.**

Room 3400 Palmolive Bldg., Chicago, Ill.  
Phone Delaware 8000  
ABP — ANPA — PPA — PRB — SAAA  
SNPA — APA — NOAB

*Officers*

President .....Stuart Sherman

Vice-President and Treasurer.  
Arthur Marquette  
Radio Director.....Morgan Ryan  
Time Buyer.....C. E. Bonnesen

*Branch Office*  
50 Rockefeller Plaza, New York, N. Y.  
Phone Circle 6-1550

Vice-President & Manager.....Carl S. Brown  
Radio Director.....Morgan Ryan  
Time Buyer.....Kelso M. Taeger  
*Radio Account Placed*—Colgate-Palmolive-Peet Co. (for Colgate Shave Creams, Colgate Tooth Powder, Halo Shampoo, Quaker Oats Co. (for Quaker Farina and Ful-O-Pep Feeds, Quaker Puffed Wheat Sparkies, Quaker Puffed Rice Sparkies), Dr. W. B. Caldwell, Inc. (Dr. Caldwell's Laxative), Syrup of Figs, Sante, Pape's Cold Compound, Blackstone Aspirin, Tasty Lax.

### **SIMON & GWYNN, INC.**

624 Commerce Title Bldg., Memphis, Tenn.  
Phone 5-2404  
SNPA  
*Officers*

President.....Milton Simon  
Exec. V.P. & Sec. Treas.....H. N. Gwynn

### **SIMONS-MICHELSON CO.**

1207 Washington Blvd., Detroit 26, Mich.  
Phone CHerry 3000  
ANPA—PPA—APA  
*Officers*

Partners.....L. N. Simons,  
L. J. Michelson  
General Manager.....Leon Wayburn  
Radio Director.....Glenn Kyper  
Production.....Art Copland

### **SMALL & SEIFFER, INC.**

24 West 40th St., New York, N. Y.  
Phone WIsconsin 7-8765  
ANPA—PPA—APA  
*Officers*

President.....Albert Seiffer  
Secretary & Treasurer.....Marvin Small  
Time Buyer.....Joya Krakauer  
*Radio Accounts Placed*—Arrid, Allcock Mfg. Co., Souplets.

### **SMITH & DRUM, INC.**

Dexter-Horton Bldg., Los Angeles, Calif.  
Phone Trinity 3454  
ABP—ANPA—PPA—PRB—NOAB  
*Officers*

President.....A. Carman Smith  
Vice-President.....Harry C. Drum  
*Radio Account Placed*—General Petroleum Corp.

### **SORENSEN & CO.**

919 No. Michigan Ave., Chicago, Ill.  
Phone, Delaware 5030  
ABP—ANPA—PPA—SNPA  
*Officers*

President.....Roy A. Sorensen  
Radio Director.....Muriel Wageman

*Radio Accounts Placed*—Bowey's, Inc., Sunway Vitamin Co., F. H. Pfunder, Inc., Hotel & Restaurant Co-operative Adv., J. P. Harding Restaurants, Old Heidelberg Corp.

### **C. JERRY SPAULDING, INC.**

201 Commercial St., Worcester 8, Mass.  
Phone: 3-4789

#### *Officers*

President-Treasurer.....C. Jerry Spaulding  
Asst. Treasurer.....M. Murray  
Secretary.....H. H. Hartwell

### **RAYMOND SPECTOR COMPANY, INC.**

595 Madison Ave., New York 17, N. Y.  
Phone ELdorado 5-1270

ANPA—PPA—ABP—NOAB

#### *Officers*

President.....Raymond Spector  
Time Buyer.....Hal Winter  
Radio Research.....Bernard Cerlin  
*Radio Accounts Placed*—Network: Serutan Co. National Spot: Serutan Co., Rum & Maple Tobacco Corp., Journal of Living, King David Memorial Park, Purity Products Co., Beverly Hills Memorial Park, The Lone Ranger, Inc., Macfadden Publications (True Story Magazine), National Nutrition Society, Three Squires Tobacco, Doubleday Doran & Co., Nutrex Co., Book League of America.

### **SPITZER & MILLS LTD.**

19 Richmond St., West, Toronto, Ont.  
Phone WA 1151

CAAA—CDNA—CPPA—CAB

#### *Officers*

President.....G. F. Mills  
Exec. Vice-President.....J. W. Spitzer  
Account Executives.....W. H. Reid,  
J. R. Charles, J. G. Wallace, G. J. White  
Manager Radio Dept.....Marguerite Deans

#### *Branch Office*

1010 Catherine St., W., Montreal, P. Q.  
Manager.....W. G. Power  
*Radio Accounts Placed*—Colgate-Palmolive-Peet Co., RCA Victor Co., Lehn & Fink, Quaker Oats Co., California Fruit Growers Exchange.

### **HOWARD D. STEERE ADVERTISING**

David Stott Bldg., Detrit, Mich.  
Phone CHerry 5688

Owner.....H. D. Steere  
Asst.....F. Humphreys

### **STERLING ADVERTISING AGENCY**

70 West 40th St., New York 18, N. Y.  
PPA

#### *Officers*

Chairman of Board.....S. M. Brown  
President.....Jos. S. Edelman

• • • **ADVERTISING AGENCIES** • • •

**STERNFIELD-GODLEY, INC.**

280 Broadway, New York, N. Y.  
Phone BRarclay 7-3030  
ABP—ANPA—PPA

*Officers*

President-In-Charge of Radio Samuel I. Godley  
Vice-President.....Philip Scheft  
Secretary.....Frances C. Costello  
Treasurer.....Samuel S. Sternfield  
*Radio Account Placed*—Fada Radio.

**STOCKTON, WEST, BURKHART, INC.**

1303 First National Bank Bldg., Cincinnati, O.  
Phone CHerry 3517

AAAA

*Officers*

President.....Wm. Z. Burkhardt  
Vice-Pres..Secy. & Radio Director,  
Ranald S. West  
Assistant Radio Director.....Jos. D. Nelson  
*Radio Accounts Placed*—Ohio Oil Co.,  
Cliffside Brewery, Cincinnati Gas & Elec. Co.

**STODEL ADVERTISING CO.**

411 W. Seventh St., Los Angeles, Calif.  
Phone, TRinity 8577

*Officers*

President.....Edward C. Stodel  
Time Buyer.....Selma Schonfeld  
*Radio Accounts Placed*—Warner Bros.  
Pictures, Brooks Clothing Co., Eastern-Co-  
lumbia Department Stores, Beneficial Casu-  
alty Insurance Co.

**STRAUCHEN & McKIM  
ADVERTISING**

810 Chamber of Commerce Bldg.,  
Cincinnati, Ohio  
Phone, MAin 2245

*Officers*

Partners.....Edmund R. Strauchen,  
Gordon F. McKim, Jr.  
Radio Director.....Ardeane Heiskell  
Media Research.....Geo. Rink  
Art Director.....Russell N. Withenbury  
*Radio Accounts Placed*—George Wiede-  
mann Brewing Co., Inc.

**STREET & FINNEY, INC.**

330 West 42nd St., New York 18, N. Y.  
Phone: BRyant 9-2400

ANPA—PPA—ABC—NOAB—APA

*Officers*

President-Treasurer.....F. N. Finney  
General Manager.....Robert Finney  
Assistant General Manager....Frank Finney  
Secretary.....Foxhall Finney  
Account Executives.....W. E. Faxon,  
J. T. Kelly, Jr.  
Director of Radio.....Howard Miller

*Radio Accounts Placed*—National Spot:  
Foster-Milburn Co. (Doan's Pills), Raladam  
Co. (Marmola), G. T. Fulford Co. (Baby's  
Own Tablets, Children's Own Tablets, Dr.  
William's Pink Pills).

**BARTON A. STEBBINS  
ADVERTISING AGENCY**

811 West Seventh St., Los Angeles  
Phone TRinity 8821

AAAA—ANPA—PPA—ABP—NOAB

*Officers*

Head of Agency.....Barton A. Stebbins  
Chief Executive.....Leigh Crosby  
Acct. Executive.....Arthur W. Gudelman  
Program Director.....Edward Bloodworth  
Time Buyer.....Dorothy Miller  
*Radio Accounts Placed*—Signal Oil Com-  
pany, Ben Hur Products, Inc., Packard Bell  
Company, E. F. Hutton Company, Ryan Aero-  
nautical Company.

**SWAFFORD & KOEHL, INC.**

341 Madison Ave., New York 17, N. Y.  
Phone, MUrray Hill 6-8860

ABP—ANPA—PPA—APA—NOAB

*Officers*

President.....Albert E. Koehl  
Vice-President.....A. A. Landis

**SWEENEY & JAMES CO.**

1501 Euclid Ave., Cleveland, Ohio  
Phone Main 7142

ANPA—PPA—APA—ABP—NOAB

*Officers*

President.....John F. Sweeney  
Vice-President.....Frank G. James  
Radio Time Buyers.....W. B. Watterson,  
T. M. Gregory  
*Radio Account Placed*—Network: Fire-  
stone Tire & Rubber Co.

**J. WALTER THOMPSON CO.**

420 Lexington Ave., New York 17, N. Y.  
Phone Mohawk 4-7700

AAAA—ANPA—ABP—PPA

*Officers*

President.....Stanley Resor  
Secretary.....Howard Kohl  
Treasurer.....Gilbert Kinney  
Assistant Treasurer-Secretary

Luther O. Lemon

Senior Vice-Presidents.....Gilbert Kinney,  
Henry T. Stanton  
Senior Consultant.....James W. Young  
Vice-Presidents.....Lloyd W. Baillie  
Henry C. Flower, Jr., Howard Hender-  
son, Henry M. Stevens, S. Hunter Richey  
William Resor, Walter R. Hine, Thayer  
Jaccaci, William G. Palmer, Samuel W  
Meek, Robert T. Colwell, O'Neill Ryan,  
Jr., Anson Lowitz, Lew A. Greene.

**Director of Media and Research**

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Vice-President in Charge of Radio,  
John U. Reber  
Radio Time Buyer.....Linnea Nelsor  
Radio Talent Buyer.....Virginia Spragle

*Branch Offices*

1549 North Vine St., Hollywood, Calif.  
Phone Hillside 7241

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410 N. Michigan Ave., Chicago, Ill.  
Phone Superior 0303

Vice-President and General Manager,  
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Radio Director.....B. W. Gunn  
Radio Time Buyer.....Margaret Wylie  
100 Bush St., San Francisco, Calif.  
Phone Garfield 3510

Radio Time Buyer.....Lowell Mainland  
612 South Hope St., Los Angeles, Calif.  
Phone Trinity 2591

General Manager.....Norton W. Mogge  
*Radio Accounts Placed*—Atlantis Sales  
Corp., P. Ballantine & Sons, Bank of America,  
Block Drug Company (Gold Medal Capsules  
and Dentu-Grip), Bowman Dairy Co., A. S.  
Boyle Co., Carter Products, Inc. (Superin),  
H. C. Cole Milling Co., Elgin National Watch  
Co., Fanny Farmer Candy, General Cigar Co.,  
Johns-Manville Corp., Kraft Cheese Co.,  
Lamont P. Corliss & Co., P. Lorillard Co.  
(Old Gold Cigarettes), Lever Bros. Co. (Lux  
Flakes & Lux Toilet Soap), Libby, McNeil  
& Libby, Mentholatum Co., Northam Warren  
Corp., Northern Trust Co., Owens-Illinois  
Glass Co., Parker Pen Co., Penick & Ford,  
Ltd., Planters Nut & Chocolate Co. (Planters  
Peanuts), R. C. A., Safeway Stores, Inc., Shell  
Oil Co., Standard Brands, Inc. (Chase & San-  
born Coffee and Tender Leaf Tea), Swift &  
Co., Universal Pictures, Ward Baking Co.,  
Washington State Apple Commission, Weco  
Products Co., J. B. Williams Co., William  
Wrigley, Jr. Co., W. F. Young

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Phone Glencourt 4941  
NOAB — APA

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*Radio Accounts Placed*—Cardinet Candy  
Co., Par Soap Co., Downtown Merchants  
Association, Key System, Frozen Food Dis-  
tributors, Inc.

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Copy Chief.....K. H. Thompson  
*Radio Accounts Placed*—Wilbert Products  
Co., John Opitz, Inc.

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Telephone & Telegraph Co., Southern Spring  
Bed Co.

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Account Executives.....G. A. Wilson,  
Robt. E. Hutchinson

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Vice-President.....R. E. Daiger  
Production Manager.....C. D. Carr  
Space Buyer.....G. M. Talbot  
*Radio Accounts Placed*—Network: Sher-  
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Sherwood Bros., Manhattan Co., Crosse &  
Blackwell Co., The Equitable Trust Co.,  
Baltimore Transit Co..

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Radio Time Buyer.....L. J. Nelson  
Radio Producers.....Edward Simmons  
P. C. Lund, Jeff Wade, Riley Jackson  
Radio Continuity Writers.....R. E. Dwyer,  
L. W. Davidson, Margot O'Flaherty

*Radio Account Placed*—Miles Laboratories, Inc., Murphy Products Co., Morris B. Sachs, Illinois Bottled Gas Co., Wear Proof Mat Co., Hoover Liniment Co., General Bandages, Inc., Chicago Sun, Haskelite Mfg. Corp., Wait-Cahill Co.

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Oliver Bldg., Pittsburgh, Pa.  
Phone Grant 1900  
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Secretary-Treasurer.....B. I. Davis  
Radio Director.....R. C. Woodruff

*Radio Accounts Placed*—American Fruit Growers, Inc., Clark Bros. Chewing Gum Co., D. L. Clark Co., Colonial Biscuit Co., Duquesne Brewing Co. Pittsburgh Coal Co., Allegheny County Milk Exchange, Allegheny-Ludlum Steel Corp., Clearfield Taxidermy Co., Joseph Horne Company, Mail Pouch Tobacco Co., Meadow Gold Dairies, Inc., Moto-Radio Distributing Co., Sterling Oil Division of Quaker State Refining Co.

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**WARWICK & LEGLER, INC.**

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*Radio Accounts Placed*—The Wm. R. Warner Co., Larus & Bro. Company, The Sherwin-Williams Company, Pabst Brewing Co., Tangee Cosmetics, Hanover Shoe Co.

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**LUTHER WEAVER & ASSOCIATES**

200 Globe Bldg., St. Paul 1, Minn.  
Phone Cedar 3777  
APA

*Officers*

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Associate .....Donald Gardner  
Director of Radio.....Blanche Anderson

*Radio Accounts Placed*—Minnesota Federal Savings & Loan Association, F. C. Hayer Co., Marshall Co., Seaboard Finance Corp., Minnesota State Optometric Assn., Rice & Burnham.

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**MILTON WEINBERG ADVERTISING CO.**

325 W. Eighth St., Los Angeles 14, Calif.  
Phone Tucker 4111  
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Space Buyer.....E. Cousino  
Publicity.....W. H. Krauch

*Radio Accounts Placed*—Gaffers & Sattler, Hollywood Pantages Theater, Hollywood Turf Club, May Co., Pep Boys of California, Sontag Cut Rate Drug Stores, Grayson's, K's Beverages, Lyman's Restaurants, Zukor's, Mini's Dog Food Co., Hamilton Diamond Co., Hollywood Film Studios.

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Radio Director.....Hubert Chain  
Talent.....Vera A. Lea

Research.....Tom F. Hughes  
 Time Buyer.....William Gallow  
 Copy Chief.....Kennon Jewett  
*Radio Accounts Placed*—Anchor-Hocking  
 Glass Corp., Cresta Blanca Wine Co., Du-  
 bonnet Corp., Helbros Watch Co., Revlon  
 Products Corp.

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 Cohn  
 Director of Radio.....Lester J. Mallets  
 Time Buyer.....Jos. E. Bloom

*Branch Office*

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 Phone Del. 1124

*Radio Accounts Placed*—Nedick's Stores,  
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 Pictures Corp., Kenmore Publ.

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 Phone, Whitehall 7725

Executive-In-Charge.....A. C. Barnett  
*Radio Accounts Placed*—Iowa Soap Co.,  
 American Bird Products, Inc., Walker Remedy  
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*Branch Office*

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Vice-President.....R. K. Strassman  
*Radio Account Placed*—Campbell Soup Co.

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 Radio Time Buyer.....Hortense Essler  
*Radio Account Placed*—Harrisburg Steel  
 Corp.

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285 Madison Ave., New York 17, N. Y.  
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 Bureau .....Joseph A. Moran  
 Radio Business Manager.....F. A. Zaghi  
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 Bureau.....Wm. J. Thomas, Jr.  
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 Phone Central 9389  
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 Vice-President.....D. G. Schneider  
 7430 Second Blvd., Detroit 2, Mich.  
 Phone Madison 4300  
 Vice Pres. & Manager.....George Davis  
 235 Montgomery St., San Francisco 4, Calif.  
 Phone Exbrook 6685  
 Manager .....Robbins Milbank  
 660 St. Catherine Street, West, Montreal, Que.  
 Phone Plateau 4691

Manager.....L. C. Arbuthnot  
 80 King St., West, Toronto, Ont.  
 Phone Elgin 5347  
 Manager.....Stuart B. Smith  
 Dir. of For. Offices.....Lorimer B. Slocum  
*Radio Accounts Placed*—American Can Co., The Borden Co., Johnson & Johnson (Band-Aid), General Food Corp. (Calumet, Grape-Nuts and Grape-Nuts Products, Swans Down, Minute Tapioca, Sanka Jell-O and Jell-O Products, La France, Satina, Postum), Drake's Bakeries, Cummer Products (Energine, Molle), Gulf Oil Corp., Igleheart Bros., Inc., International Silver Co., Life Savers, Inc., Thomas J. Lipton, Inc., R. H. Macy & Co., Packard Motor Car Co., Bristol-Myers Co. (Ipana, Sal Hepatica, Minit Rub, Toushay); Rath Packing Co., Time, Inc.

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### *Chain Broadcasting Rules*



### *National Defense Rules*



### *Growth of Radio Stations*



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**Headquarters: New Post Office Building, Washington, D. C.**

*Personnel as of January 1, 1944*

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DOROTHY HOLLOWAY

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322-323 Federal Bldg., San Juan, Puerto Rico.
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7-8 Shattuck Bldg., Juneau, Alaska.

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MAURICE WIHTON

### Senior Attorneys

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Secty. to Comm. Craven  
MIRIAM K. LOVELESS,  
Asst. Secty. to Comm. Craven  
WALTER E. JAMES.....Secty. to Comm. Durr  
ETHEL C. MARDEN  
Asst. Secty. to Comm. Durr  
ROBERT W. HUDSON  
Secty. to Comm. Wakefield  
ROWENA G. ROCKHOLD,  
Asst. Secty. to Comm. Wakefield  
LAURA L. HOLLINGSWORTH,  
Secty. to Mr. Slowie

JANET P. FISHER...Secty. to Chief of Personnel  
JULIA M. SHANKLAND  
Secty. to Director of Information  
WANDA COX.....Secty. to Chief, License Div.  
WALESKA WATSON..Secty. to Chief Accountant  
LINDA WOLIN  
Secty. to Asst. Genl. Counsel Hyde  
MARGARET L. CURETON  
Secty. to Asst. Gen. Counsel Plotkin  
FAUSTA M. PUFFENBERGER  
Secty. to Asst. Genl. Counsel Cottone  
JEAN K. WEISSMAN  
Secty. to Asst. Chief Engineer Adair  
ANNIE B. STEARNS  
Secty. to Asst. Chief Engr. Toeppen  
NEVA BELL PERRY  
Secty. to Asst. Chief Engr. Sterling  
EVA E. HOCUTT  
Secty. to Chief, Safety and Special Service Division  
MILA GROSSNICKLAUS  
Secty. to Chief, Field Division  
EVELYN B. MODANCE  
Secty. to Chief, Technical Information Division

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# F. C. C. REGULATIONS REGARDING BROADCASTING APPLICATIONS

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As of January 1, 1944

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**P**LACE of filing; number of copies. Each application for construction permit or station license, and all papers incorporated therein and made a part thereof, with respect to the number of copies and place of filing, shall be submitted as follows:

Three copies direct to Washington, D. C.

*Contents.* Each application shall be specific with regard to frequency or frequencies, power, hours of operation, equipment, location of the station, and other information required by the application forms. An application for broadcast facilities in the band 550 kilocycles to 1600 kilocycles shall be limited to one specific frequency. An application for radio station construction permit or license requesting alternate facilities will not be accepted.

*Full disclosures.* Each application shall contain full and complete disclosures with regard to the real party or parties in interest, and their legal, technical, financial and other qualifications, and as to all matters and things required to be disclosed by the application forms.

*Additional statements.* In addition the Commission may require an applicant to submit such documents and written statements of fact, under oath, as in its judgment may be necessary.

*Installation or removal of apparatus.* Applications for construction permit or modification thereof, involving removal of existing transmitting apparatus and/or installation of new transmitting apparatus, shall be filed at least sixty days prior to the contemplated removal and/or installation.

*Forfeiture of construction permits: extensions of time.*—(a) A construction permit shall be automatically forfeited if the station is not ready for operation within the time specified therein or within such further time as the Commission may have allowed for completion, and a notation of the forfeiture of any construction permit under this provision will be placed in the records of the Commission as of the expiration date.

(b) Any application (FCC Form No. 701) for extension of time within which to construct a station shall be filed at least thirty days prior to the expiration date of such permit if the facts supporting such application for extension are known to the applicant in time to permit such filing. In other cases such applications will be accepted upon a showing satisfactory to the Commission of sufficient reasons for filing within less than thirty days prior to the expiration date. Such applications will be granted upon a specific and detailed showing that the failure to complete was due to causes not under the control of the grantee, or upon a specific and detailed showing of other matters sufficient to justify the extension.

*License following construction permit.* In all cases where a construction permit is required by Section 319 of the Act for the construction of a station, the application for station license (or for station license or modification thereof, if for station other than broadcast) shall be filed by permittee prior to service or program tests.

*Where construction permit not required.* Each application for new license, except amateur, where a construction permit is not a prerequisite thereto, shall be filed at least sixty days prior to the contemplated operation of the station: *Provided, however,* That in emergency and for good cause shown, the Commission may waive the requirements of this rule.

*Modification of license.* An application for modification of license, except amateur, and except as otherwise provided by these rules, may be filed for change in frequency, change in operating power where no construction is necessary, change in hours of operation, and for change in name of licensee where no change in ownership or control is involved. In case of a broadcast station, an application for modification of license may be filed for change in location of main studio. In case of all stations other than broadcast, an application for modification of license may be filed for change in points of communication, change in nature of authorized service,

and to cover an outstanding construction permit where the station is already licensed. Except when filed to cover construction permit, each application for modification of license shall be filed at least sixty days prior to the contemplated modification of license; *Provided, however*, that in emergencies and for good cause shown, the requirements hereof may be waived in so far as time for filing is concerned.

*Renewal of license.* Unless otherwise directed by the Commission, each application for renewal of license shall be filed at least sixty days prior to the expiration date of the license sought to be renewed. No application for renewal of license of a standard broadcast station will be considered unless there is on file with the Commission, the balance sheet and income statement currently required by the rules of practice and procedure of the Commission, reference to which by date and file number shall be included in the application.

*Financial statements.* Each licensee of a standard broadcast station shall file with the Commission on or before March 1 of each year on such forms as may be prescribed by the Commission, a balance sheet showing the financial condition of a licensee as of December 31 of the preceding year and an income statement for the preceding calendar year. Each such form shall be subscribed and verified by: (1) the parties or party filing the statement; (2) in the case of a corporation, an officer of the corporation. (An attorney for either is allowed with sufficient reason.)

*Filing directed by Commission.* Whenever the Commission regards an application for a renewal of license as essential to the proper conduct of a hearing or investigation, and specifically directs that it be filed by a certain date, such application shall be filed within the time thus specified. If the licensee fails to file such application within the prescribed time, the hearing or investigation shall proceed as if such renewal application had been received.

*Temporary extension of station licenses.* Where there is pending before the Commission any application, investigation, or proceeding which, after hearing might lead to or make necessary the modification of, revocation of, or the refusal to renew an existing license, the Commis-

sion may, in its discretion, grant a temporary extension of such license; *Provided, however*, That no such temporary extension shall be construed as a finding by the Commission that the operation of any radio station thereunder will serve public interest, convenience, and necessity beyond the express terms of such temporary extension of license; *And providea further*, That such temporary extension of license will in no wise affect or limit the action of the Commission with respect to any pending application or proceeding.

*Assignment or transfer of control.* (a) *General.* An application for consent to assignment of a construction permit or license, or for consent to transfer of control of a corporation holding a construction permit or license, shall be filed with the Commission at least sixty days prior to the contemplated effective date of assignment or transfer of control. If the assignment or transfer is voluntary, the appropriate application shall be fully executed by all parties and, if involuntary, by assignee or transferee only.

(b) *Broadcast.* With each such application, involving any standard broadcast station construction permit or license, there shall be submitted under oath or affirmation all information required to be disclosed by the application forms prescribed by the Commission, together with such other information under oath or affirmation as the Commission may require.

(c) *Other than broadcast.* In all classes of applications for consent to assignment of construction permit or license or for consent to transfer of control of a corporation holding a construction permit or license, other than those prescribed in paragraph (b), the Commission may require the furnishing of such information as in its discretion is deemed necessary.

*Special temporary authorizations.* (a) Special temporary authority may be granted for the operation of a station for a limited time, or in a manner and to an extent or for service other or beyond that authorized in an existing license upon proper application therefor; *Provided, however*, That no such request will be considered unless:

1. It is received by the Commission at least ten days previous to the date of proposed operation: *Provided, however*, That any such request received within less than

ten days may be accepted upon due showing of sufficient reasons for the delay in submitting such request.

2. Full particulars as to the purpose for which the request is made are stated.

(b) If the request is for operation of a standard broadcast station, the following additional requirements shall apply:

1. No such authority may be granted to a person other than the licensee of an existing standard broadcast station.

2. The request shall be limited to a definite or temporary period or periods for the transmission of programs or events which are not recurrent, and approval thereof will not be granted for a period in excess of thirty days.

3. The request shall show that it has been seasonably submitted to other stations whose operations may be affected (to be determined as indicated below), and the date on which such request was so submitted, which such stations shall submit direct to the Commission waiver of objection to the granting thereof or a statement of the nature of any objections that such stations may desire to interpose:

4. If the request is for operation upon a clear channel, showing required above shall be made with respect to the Class I station or stations on the channel.

5. If the request is made by time sharing station, the showing required above shall be made with respect to the station or stations with which time is shared.

6. In any case, the showing required above must be made with respect to any station on the same or adjacent channels when any such station is located within the interference range of the station making the request to be determined by the "Standards of Good Engineering Practice Concerning Standard Broadcast Stations."

7. Waiver of objections, or statement of objections, when furnished under this rule, shall be forwarded direct to the Commission by the responding station, and in the case of waiver shall show whether the waiver covers simultaneous operation or whether the station is giving up the time sought by the applicant. Where it appears that the proposed operation has been seasonably submitted to the station or stations referred to in sub-paragraphs (4), (5), and (6), above, and no reply has been received, it will be considered that such stations have waived any objections to the granting of the request.

*Special Service Authorizations.* Special Service Authority may be issued to the licensee of a radio station for a service other or beyond that authorized in its

existing license for a period not exceeding that of its existing license upon proper application therefor\*; and satisfactory showing in regard to the following, among others:

(a) That the requested operation may not be granted on a regular basis under the existing rules governing the operation of standard broadcast stations;

(b) That in the event the application is on behalf of a standard broadcast station that experimental operation is not involved as provided for by Part 3, Section 3.22, of the Rules and Regulations;

(c) That public interest, convenience, and necessity will be served by the authorization requested.

*Inconsistent or conflicting applications.*

When an applicant has an application pending and undecided, no other inconsistent or conflicting application filed by the same applicant, his successor or assignee, or on behalf or for the benefit of said applicant, will be accepted for consideration.

*Multiple applications; broadcast service.* In the broadcast service, while there is one application for new or additional facilities pending for a standard, international, television, facsimile, high frequency or experimental broadcast station, the Commission will not consider another application for new or additional facilities for a station of the same class (as given above) to serve in whole or in part the same area, by the same applicant or by his successor or assignee, or on behalf or for the benefit of the original parties in interest. Two such applications may not be filed simultaneously.

*Repetitious applications.* (a) *Broadcast services.* In the broadcast service, where an applicant has been afforded an opportunity to be heard with respect to a particular application for a new standard, international, television, facsimile, high frequency, or developmental broadcast station, or for an extension or enlargement of existing service or facilities, and the Commission has, after hearing or default, denied the application or dismissed it with prejudice, the Commission will not consider another application for a station of the same class (as given above) to serve in whole or in part the same area, by the same applicant or his successor or assignee, or on behalf of or for the benefit of the original parties in interest, until after the lapse of twelve months from the effective date of the Commission's order.

\* Applications for authorizations to use frequencies assigned to the international broadcast service may be made on an informal basis; formal application must be made for other authorizations.



(b) *Other radio services.* In any other radio service, where an applicant has been afforded an opportunity to be heard with respect to a particular application for a new station, or for an extension or enlargement of service or facilities, and the Commission has, after hearing or default, denied the application or dismissed it with prejudice, the Commission will not consider a like application involving service of the same kind to the same area by the same applicant, or by his successor or assignee, or on behalf of or for the benefit of the original parties in interest, until after the lapse of twelve months from the effective date of the Commission's order: Provided, however, That the Commission may waive the requirements of this rule in situations affecting safety of life or property.

*Pending appeals.* Where an appeal has been taken from the action of the Commission in denying a particular applicant another application for the same class of broadcast station and for the same area, in whole or in part, filed by the same applicant or by his successor or assignee, or on behalf of or for the benefit of the original parties in interest, will not be considered until the final disposition of such appeal.

### Action on Applications

*Partial grants.* Where any application is granted in part, or with any privileges, terms, or conditions other than those requested, without a hearing thereon, the action of the Commission shall be considered as granting such application unless the applicant shall, within twenty days from the date on which public announcement of such grant is made, or from its effective date if a later date is specified, file with the Commission a written request for a hearing with respect to the part, or with respect to the privileges, terms, or conditions, not granted. Upon receipt of such request, the Commission will vacate its original action upon the application and set the application for hearing in the same manner as other applications are set for hearing, and the applicant and other parties in interest will be notified thereof.

*Designation for hearing.* In cases where an application for radio facilities is proper upon its face but the Commission is unable to determine upon examination of the same that the granting of such application either in whole or in part, would serve public interest, con-

venience or necessity, the Commission will designate the same for hearing and the following procedure will govern it:

(a) The Secretary shall forthwith mail a written notice to the applicant setting forth the action of the Commission designating the application for hearing, together with such statement of the Commission's reasons therefor as shall be appropriate to the nature of the application.

(b) In order to avail himself of the opportunity to be heard the applicant in person or by his attorney shall, within fifteen days of the mailing of the notice of designation for hearing by the Secretary, file with the Commission a written appearance stating that he will appear and present evidence on the issues specified in the statement of reasons furnished by the Commission on such date as may be fixed for the hearing. In cases other than standard broadcast, high frequency broadcast, international broadcast and television, the applicant will accompany his appearance with an additional copy of his application and supporting documents.

### Answers to Notices of Violation

*Under Title III of the Act.* Any licensee receiving official notice of a violation of the terms of the Communications Act of 1934, any legislative act, Executive Order, treaty to which the United States is a party, or the Rules and Regulations of the Federal Communications Commission, shall, within three days from such receipt, send a written answer direct to the Federal Communications Commission at Washington, D. C., and a copy thereof to the office of the Commission originating the official notice when the originating office is other than the office of the Commission in Washington, D. C.; *Provided, however,* That if an answer cannot be sent nor an acknowledgment made within such three-day period by reason of illness or other unavoidable circumstances, acknowledgment and answer shall be made at the earliest practicable date with a satisfactory explanation of the delay. The answer to each notice shall be complete in itself and shall not be abbreviated by reference to other communications or answers to other notices. If the notice relates to some violation that may be due to the physical or electrical characteristics of transmitting apparatus, the answer shall state fully what steps, if any, are taken to prevent future violations,

and if any new apparatus is to be installed, the date such apparatus was ordered, the name of the manufacturer, and promised date of delivery. If the installation of such apparatus requires a construction permit, the file number of the application shall be given, or if a file number has not been assigned by the Commission, such identification as will permit of ready reference. If the notice of violation relates to some lack of attention or improper operation of the transmitter, the name and license number of the operator in charge shall be given.

### **Revocation and Modification of Station Licenses**

*Revocation.* Whenever the Commission shall institute a revocation proceeding against the holder of any radio station construction permit or license under Section 312 (a), it shall initiate said proceeding by serving upon said licensee an order of revocation effective not less than fifteen days after written notice thereof is given the licensee. The order of revocation shall contain a statement of the grounds and reasons for such proposed revocation and a notice of the licensee's right to be heard by filing with the Commission a written request for hearing within fifteen days after receipt of said order. Upon the filing of such written request for hearing by said licensee the order of revocation shall stand suspended and the Commission will set a time and place for hearing and shall give the licensee and other interested parties notice thereof. If no request for hearing on any order of revocation is made by the licensee against whom such an order is directed within the time hereinabove set forth, the order of revocation shall become final and effective, without further action of the Commission. When any order of revocation has become final, the person whose license has been revoked shall forthwith deliver the station license in question to the inspector in charge of the district in which the licensee resides.

*Modification.* (a) *Order to show cause.* Whenever the Commission shall determine that public interest, convenience, and necessity would be served, or any treaty ratified by the United States will be more fully complied with, by the modification of any radio station construction permit or license either for a limited time, or for the duration of the term thereof, it shall issue an order for such licensee to show cause why such construction permit or license should not be modified.

(b) *Contents of order to show cause.* Such order to show cause shall contain a

statement of the grounds and reasons for such proposed modification, and shall specify wherein the said construction permit or license is required to be modified. It shall require the licensee against whom it is directed, to be and appear at a place and time therein named, in no event to be less than thirty days from the date of receipt of the order to show cause why the proposed modification should not be made and the order of modification issued.

(c) *Failure to appear.* If the licensee against whom the order to show cause is directed does not appear at the time and place provided in said order, a final order of modification shall issue forthwith.

### **Suspension of Operator Licenses**

*Order of suspension.* No order of suspension of any operator's license shall take effect until fifteen days' notice in writing thereof, stating the cause for the proposed suspension, has been given to the operator licensee who may make written application to the Commission at any time within said fifteen days for a hearing upon such order. The notice to the operator licensee shall not be effective until actually received by him, and from that time he shall have fifteen days in which to mail the said application. In the event that physical conditions prevent mailing of the application at the expiration of the fifteen-day period, the application shall then be mailed as soon as possible thereafter, accompanied by a satisfactory explanation of the delay. Upon receipt by the Commission of such application for hearing, said order of suspension shall be held in abeyance until the conclusion of the hearing which shall be conducted under such rules as the Commission, shall deem appropriate. Upon the conclusion of said hearing the Commission may affirm, modify, or revoke said order of suspension.

*Proceedings.* Proceedings for the suspension of an operator's license shall in all cases be initiated by the entry of an order of suspension. Respondent will be given notice thereof together with notice of his right to be heard and to contest the proceeding. The effective date of the suspension will not be specified in the original order but will be fixed by subsequent motion of the Commission in accordance with the conditions specified above. Notice of the effective date of suspension will be given respondent, who shall send his operator license to the office of the Commission in Washington, D. C., on or before the said effective date, or, if the effective date has passed at the time notice is received, the license shall be sent to the Commission forthwith.

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# RULES APPLICABLE TO STATIONS ENGAGED IN CHAIN BROADCASTING

Effective June 15, 1943

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## Licensing Requirements

No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization<sup>1</sup> under which the station is prevented or hindered from, or penalized for, broadcasting the programs of any other network organization.

No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another station serving substantially the same area from broadcasting the network's programs not taken by the former station, or which prevents or hinders another station serving a substantially different area from broadcasting any program of the network organization. This regulation shall not be construed to prohibit any contract, arrangement, or understanding between a station and a network organization pursuant to which the station is granted the first call in its primary service area upon the programs of the network organization.

No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding express or implied, with a network organization which provides, by original term, provisions for renewal, or otherwise for the affiliation of the station with the network organization for a period longer than two years: *Provided*, That a contract, arrangement, or understanding for a period up to two years, may be entered into within 6 months prior to the commencement of such period.

No license shall be granted to a standard broadcast station which options<sup>2</sup> for network programs any time subject to call on less than 56 days' notice, or more time than a total of three hours<sup>3</sup> within each of four segments of the broadcast day, as herein described. The broadcast day is divided into four segments, as follows: 8:00 a.m. to 1:00 p.m.; 1:00 p.m. to 6:00 p.m.; 6:00 p.m. to 11:00 p.m.; 11:00 p.m. to 8:00 a.m.<sup>4</sup> Such options

may not be exclusive as against other network organizations and may not prevent or hinder the station from optioning or selling any or all of the time covered by the option, or other time, to other network organizations.

No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which (a), with respect to programs offered pursuant to an affiliation contract, prevents or hinders the station from rejecting or refusing network programs which the station reasonably believes to be unsatisfactory or unsuitable; or which (b), with respect to network programs so offered or already contracted for, prevents the station from rejecting or refusing any program which, in its opinion, is contrary to the public interest, or from substituting a program of outstanding local or national importance.

No license shall be granted to a network organization, or to any person directly or indirectly controlled by or under common control<sup>5</sup> with a network organization, for more than one standard broadcast station where one of the stations covers substantially the service area

<sup>1</sup> The term "network organization" as used herein includes national and regional network organizations. See Chapter VII, J, of Report on Chain Broadcasting.

<sup>2</sup> As used in this section, an option is any contract, arrangement, or understanding, express or implied, between a station and a network organization which prevents or hinders the station from scheduling programs before the network agrees to utilize the time during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time.

<sup>3</sup> All time options permitted under this section must be for specified clock hours, expressed in terms of any time system set forth in the contract agreed upon by the station and network organization. Shifts from daylight saving to standard time or vice versa may or may not shift the specified hours correspondingly as agreed by the station and network organization.

<sup>4</sup> These segments are to be determined for each station in terms of local time at the location of the station but may remain constant throughout the year regardless of shifts from standard to daylight saving time or vice versa.

<sup>5</sup> The word "control" as used herein, is not limited to full control but includes such a measure of control as would substantially affect the availability of the station to other networks.

of the other station, or for any standard broadcast station in any locality where the existing standard broadcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency, or other related matters) that competition would be substantially restrained by such licensing. (Effective date of this section may be extended from time to time with respect to any station in order to permit the orderly disposition of properties.)

No license shall be issued to a standard broadcast station affiliated with a network organization which maintains more than one network: *Provided*, That this regula-

tion shall not be applicable if such networks are not operated simultaneously, or if there is no substantial overlap in the territory served by the group of stations comprising each such network. (Effective date of this section shall be April 12th, 1944.

No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization under which the station is prevented or hindered from, or penalized for, fixing or altering its rates for the sale of broadcast time for other than the network's programs.

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# FCC REGULATIONS REGARDING NATIONAL DEFENSE

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Any common carrier or the licensee of any radio station subject to the Communications Act may utilize its facilities to render free service to the government for military or naval communications in preparation for national defense. The government agency concerned will keep the Commission generally informed of the services of this kind accepted. Nothing herein or in any other regulation of the Commission shall be construed to require any such carrier or station to participate in any such communication.

The Federal Communications Commission may authorize the licensee of any radio station during a period of national emergency to

operate its facilities upon such frequencies with such power and points of communication, and in such a manner beyond that specified in the station license as may be requested by the Army or Navy.

No provision of the Commission's Rules and Regulations shall, in time of war, prevent the master of any vessel of the United States from taking any action whatsoever in regard to the radio installation, the operators, the transmission and receipt of messages, and the radio service of the ship whenever in his discretion such action is necessary to carry out the instructions of the United States naval control officers and other instructions issued by the Navy Department.



# 1941—GROWTH OF RADIO STATIONS—1943

As of:	Licensed Stations	Construction Permits	Special Broad- cast Stations	Total
January 1941	826	51	5	882
February 1941	830	46	5	881
March 1941	831	54	5	890
April 1941	832	54	5	891
May 1941	831	55	5	891
June 1941	844	48	5	897
July 1941	854**	43	—	897
August 1941	859**	44	—	903
September 1941	859**	53	—	912
October 1941	869**	44	—	913
November 1941	877**	38	—	915
December 1941	882**	37	—	919
January 1942	887	36	—	923
February 1942	891	32	—	923
March 1942	893	31	—	924
April 1942	897	27	—	924
May 1942	899	25	—	924
June 1942	906	18	—	924
July 1942	906	19	—	925
August 1942	905	16	—	921
September 1942	906	14	—	920
October 1942	908	11	—	919
November 1942	910	9	—	919
December 1942	919	9	—	918
January 1943	910	7	—	917
February 1943	910	6	—	916
March 1943	909	5	—	914
April 1943	911	2	—	913
May 1943	911	2	—	913
June 1943	911	1	—	912
July 1943	911	1	—	912
August 1943	911	2	—	913
September 1943	911	2	—	913
October 1943	911	2	—	913
November 1943	911	2	—	913
December 1943	910	2	—	912
January 1944	—	—	—	—

\*Including one stay order.

†Including two stay orders.

§Including four stay orders.

xAnnual report shows 748, additional station being in Court of Appeals.

zIncluding one construction permit for a special broadcast station.

ySpecial Broadcast Stations total is included in total of licensed stations.

\*\*This figure includes the 5 Special Broadcast Stations.

TELEVISION  
IS IMPORTANT  
IN THE WAR EFFORT

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ITS COMING  
POSSIBILITIES  
ARE TREMENDOUS

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FOR TELEVISION  
DEVELOPMENTS

READ  
RADIO DAILY  
REGULARLY

# PUBLICATIONS

*Covering the Field of Radio*

TRADE—FAN—TECHNICAL—GENERAL

## **The Advertiser**

MONTHLY 11 W. 42nd St., New York, N. Y. Phone, PENnsylvania 6-3265. Editor and Publisher, Manuel Rosenberg; Associate Editor, Barbara Kaye. BRANCH OFFICE: 3557 Bogart Ave., Cincinnati, O. Phone, AVon 6825. Lena Aron, Sec'y. The Advertiser carries articles on radio concerning the advertising field. There is also an annual, **MARKETS OF AMERICA**, presenting a compilation of market articles, each written by an advertising or agency executive expert in the market he discusses.

## **Advertising Age**

WEEKLY. 100 East Ohio St., Chicago 11, Ill. Phone, Delaware 1337. Publisher, G. D. Crain, Jr.; Editor, S. R. Bernstein. BRANCH OFFICES: 330 W. 42nd St., New York, N. Y. Phone, BRyant 9-6431; 1226 National Press Bldg., Washington, D. C. Phone, REpublic 7659. Treats radio strictly from the merchandising viewpoint; prints details of networks and talent used, but does not use material dealing with show-business phases of radio; also regularly prints statistical material on broadcasting, such as volume of time sales for major networks, and money spent on air by leading national advertisers, as well as news and discussions of broadcast trends and developments of interest to advertisers and advertising agencies.

## **Advertising & Selling**

MONTHLY. 9 E. 38th St., New York 16, N. Y. Phone, CAledonia 5-9770. Published by Robbins Publishing Co. President, J. H. Moore; Editor and Publisher, F. C. Kendall; Advertising Manager, Lloyd Cain. BRANCH OFFICES: 1328 Peoples Gas Bldg., Chicago, Ill., John G. Tinsley, Western Adv. Mgr.; 714 West 10th St., Los Angeles, Calif., Ned Brydone-Jack, Representative; 3703 Dorothy Ave., Dallas, Texas, Kenneth Ford, Representative. Limited largely to interpretation of major trends in the operation of radio advertising from point of view of network, agency, and sponsor. Major personnel changes and industry news

are reported each month. Emphasis in all coverage of radio activity is on pictorial elements involved.

## **The Billboard**

WEEKLY. 25 Opera Place, Cincinnati, Ohio. Phone, Main 5306. Publisher, The Billboard Publishing Co.; Managing Editor, R. S. Littleford, Jr. (Cincinnati); Leonard Traube, Editor, on leave with Armed Forces; Jos. Koehler Acting Editor; Radio Editor, Lou Frankel (New York); President-Treasurer, E. W. Evans; Secretary, W. D. Littleford; Advertising Manager, C. J. Latscha. BRANCH OFFICES: Ashland Bldg., Chicago, Ill., Maynard Reuter, Manager; 1564 Broadway, New York, N. Y., Joseph Csida, General Manager; 1509 Vine St., Hollywood, Calif., Sam Abbott, Manager. The editorial policy of this publication's radio department is concerned with the showmanship, talent and business phases of broadcasting.

## **Boxoffice**

WEEKLY. 9 Rockefeller Plaza, New York, N. Y. Phone, COLUMbus 5-6370. Editor-in-Chief and Publisher, Ben Shlyen; Editor, William G. Formby; News Editor, James M. Jerauld; Chicago Correspondent, Rene Clayton; Hollywood Manager, Ivan Spear; General Manager, Raymond Levy. Covering briefly all radio developments of interest to the motion picture industry.

## **Broadcasting—Broadcast Advertising**

WEEKLY. National Press Bldg., Washington, D. C. Phone, Metropolitan 1022. Publisher, Martin Codel (on leave with Red Cross); Editor and General Manager, Sol Taishoff; Maury Long, Business Manager; J. Frank Beatty, Managing Editor; Bernard Platt, Circulation Manager; N. Y. Correspondent, Bruce Robertson; Chicago Correspondent, J. J. McGuinn; Los Angeles Correspondent, David Glickman; Toronto, Canada, Correspondent, James Montague. Trade journal of the broadcasting and broadcast advertising fields.

**I  
WONDER  
WHAT  
RADIO DAILY  
WILL  
SAY  
ABOUT IT?**



**Business Promotion**

MONTHLY. Merchandise Mart, Chicago, Ill. Phone, Whitehall 6614. Publisher, Henry S. Bunting; General Manager, Van Asmus Bunting. Business Promotion publishes information concerning all premium, prize and advertising-gift offers on the radio. Readers are sales promoters and all users of premiums and gifts as sales promotional material. Radio sponsors, stations and agencies are eligible to receive Business Promotion on a complimentary basis. Editorial content is based on premium usage in promotional campaigns.

**Canadian Advertising**

QUARTERLY (January, April, July and October). 481 University Ave., Toronto, Ont., Canada. Phone, Adelaide 9131. Publisher, MacLean Publishing Co.; Advertising Manager & Editor, A. C. Ball; Group Manager of Industrial Publications, J. L. Craig; Data Editor, Margaret M. White. BRANCH OFFICES: Dominion Square Bldg., Montreal, Canada, Phone, MARquette 2331. This publication is an advertising media data book which includes a listing of Canadian radio stations, their rates, time on the air, power, frequency, personnel, etc.; besides media references it contains articles reviewing advertising activities in Canada.

**Communications**

MONTHLY. 19 East 47th St., New York, N. Y. Phone, Plaza 3-0483. Publisher, Bryan Davis Publishing Co., Inc.; Editor, Lewis Winner; Business Manager, B. S. Davis; General Manager, Paul S. Weil. Circulates among engineers, executives and other personnel engaged in the design, manufacture, installation, operation, service and maintenance of radio and wire communications, broadcast stations—police, marine, aeronautical radio and other point to point services—sound recording and projection—public address—television and picture transmission—and in the manufacture of all radio equipment and accessories, components and instruments used in these fields. Editorial content features technical articles covering the entire communications field.

**Daily Variety**

DAILY. 1708 North Vine St., Hollywood, Calif. Phone, HOLlywood 1141.

President, Sid Silverman; Editor, Arthur Ungar. BRANCH OFFICES: See listing under Variety Weekly.

**Down Beat**

TWICE MONTHLY. 203 N. Wabash Ave., Chicago, Ill. Phone, Andover 1612. Publisher, Glenn Burrs; Managing Editor, Ned E. Williams. BRANCH OFFICES: RKO Bldg., New York, N. Y., Rod Read and Frank Stacy; 648 N. Rampart Blvd., Los Angeles, Charlie Emge. Publishes news and pictures of popular radio bands and orchestras, etc.

**Editor and Publisher**

WEEKLY. 1700 Times Tower, New York, N. Y. Phone, BRyant 9-3052. President, James W. Brown; Publisher, James W. Brown, Jr.; Editor, Arthur T. Robb; Managing Editor, Robert U. Brown; General Manager-Advertising Director, Charles T. Stuart; Chicago Correspondent, G. A. Brandenburg; Los Angeles Correspondent, Don Taylor; San Francisco, Don R. Nelson; London, England, Vera Chandler; Washington Correspondent, James J. Butler. Prints radio news of interest to the newspaper and advertising fields.

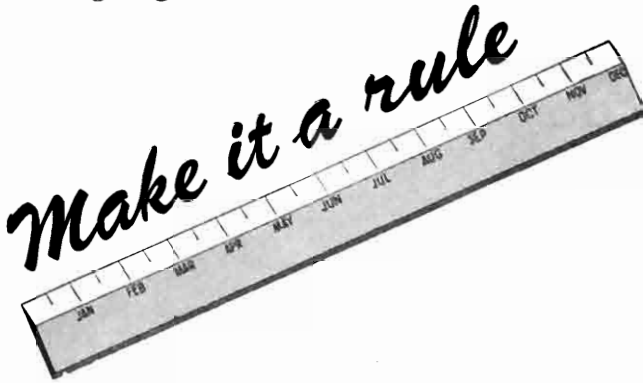
**Electronic Industries**

MONTHLY. 480 Lexington Ave., New York, N. Y. Phone, PLaza 3-1340. Publisher, M. Clements; Editor, Dr. Orestes H. Caldwell. Electronic Industries is published for all who design, produce, or operate radio and electronic equipment.

**Electronics**

MONTHLY. 330 West 42nd St., New York, N. Y. Phone, MEdallion 3-0700. Publisher, McGraw-Hill Publishing Co.; Editor, Keith Henney; Editor, Western (Chicago), Beverley Dudley; Associate Editor, W. MacDonald; Publisher, H. W. Mateer; Sales Manager, Wallace B. Blood. Branch Offices: 1427 Statler Bldg., Boston, Mass., Ralph Flynn; 520 North Michigan Ave., Chicago, Ill., Charles Wardner; 1510 Hanna Bldg., Cleveland, Ohio, J. L. Phillips; 16 South Broad St., Philadelphia, Pa., Frank Coyle; 68 Post St., San Francisco, Cal., J. W. Otterson; 601 W. 5th St., Los Angeles, Cal., Roy N. Phelan; 1105 Rhodes-Haverty Bldg., Atlanta, Ga., Ralph Maulsby. A magazine for executives, engineers and operations men in radio, communication including facsimile and television, industrial applications in the electronic fields—Design—Engineering—Manufacture.

**If you want to harvest  
today's frequent new crops  
of advertising urges**



**to advertise regularly in  
STANDARD RATE  
& DATA SERVICE**

With shifting markets and sales-manpower shortages, large numbers of advertisers are maintaining liquid budget reserves . . . are prepared to *pour it on* wherever promotion possibilities loom the largest.

This widespread policy involves an unprecedented volume of day-to-day decisions . . . offers stations many more opportunities than ever before to sell their services . . . makes "constant buyer contact" the golden rule of advertising today. To pull more business, sell *every day* through Standard Rate & Data Service, used constantly by your prime advertising prospects—account executives, time buyers, advertising and sales managers, and all other important advertising officials—for planning, budgeting, scheduling and scores of other necessary operations.

Put this subtle power of hour after hour usership into your advertising appeals. Knock over sale after sale by punching hard from every use angle—from market data to station facilities. Jolt orders out of big buyers with timely, telling blows—when their use of the Service leaves them wide open for your sales-winning story.

Rule out any chance of being overlooked in today's augmented advertising market by making regular monthly use of Standard Rate & Data Service your advertising rule. **STANDARD RATE & DATA SERVICE**, 333 N. Michigan Ave., Chicago 1, Ill. • 420 Lexington Ave., New York 17, N. Y. • 816 W. Fifth St., Los Angeles 13, Calif.

**Film Daily**

DAILY. 1501 Broadway, New York 18, N. Y. Phone, BRyant 9-7117. Publisher, John W. Alicoate; General Manager, Donald M. Mersereau; Editor, Chester B. Bahn; Los Angeles Correspondent, Ralph Wilk, 6425 Hollywood Blvd., Phone GRanite 6607; Washington Correspondent, Andrew H. Older, 841 Longfellow St., N. W., Phone, Taylor 0882; Chicago Correspondent, Joseph Esler, 6241 N. Oakley Ave. The Daily Newspaper of Motion Pictures: FILM DAILY reports the news covering every phase of motion pictures as well as television and radio to the extent they concern the film field.

**FM-Radio Electronics**

MONTHLY. 240 Madison Ave., New York 16, N. Y. Phone, LExington 2-8070. Editor-Publisher, M. B. Sleeper; Advertising Manager, Wm. T. Mohrman. BRANCH OFFICE: 360 N. Michigan Ave., Chicago, Ill., Phone, State 4439, William Fleischman. This publication deals with radio-electronic development, engineering, and manufacturing and includes the monthly Radio-Electronic products directory.

**Hollywood Reporter**

DAILY (Five days weekly). 6715 Sunset Boulevard, Hollywood, Cal. Phone, Hillside 7411. Editor and Publisher, W. R. Wilkerson; Managing Editor, Frank Pope; Business Manager, A. J. Oliver; Assistant to Publisher, George Kennedy; Manager of New York Office, Jack Harrison; Radio Editor, Joan Flynn. BRANCH OFFICES: 229 West 42nd St., New York, N. Y., Manager, Jack Harrison, Phone, Wisconsin 7-2470; 504 No. Michigan Ave., Chicago, Ill.; 2, Deanery Mews, Park Lane W. 1, London, England; Pelayo 1, Barcelona; Kungsgatan 28, Stockholm; 198 Pitt St., Sydney; San Martin 501, Buenos Aires. A publication devoted to the Motion Picture industry, its allies, and radio.

**Industrial Marketing**

MONTHLY (Except 2 issues in October). 100 East Ohio St., Chicago, Ill. Phone, Delaware 1337. Publisher, G. D. Crain, Jr.; Editor, Ralph O. McGraw.

BRANCH OFFICE: 330 West 42nd St., New York, N. Y. Phone, BRyant 9-6432. This publication prints all available news stories about the use of radio by industrial marketers.

**Marketing**

WEEKLY. 119 York St., Toronto, Ont., Canada. Publisher, W. A. Lydiatt.

**Metronome**

MONTHLY. 119 West 57th St., New York, N. Y. Phone, Circle 7-4500. Editor, Barry Ulanov; Associate Editor, Leonard Feather; Gene Roderick, Advertising Manager; Gus Greiff, Assistant Advertising Manager; Dixon Gayer, Chicago Editor; Milt Benny, Los Angeles Editor. This publication is a trade journal in the field of popular music, giving world coverage on news of the dance band and popular music fields; radio, band, stage, show and record reviews, interviews and personality stories, instruction departments conducted by leading exponents of the various dance band instruments.

**Motion Picture Daily**

DAILY. 1270 Sixth Ave., New York 20, N. Y. Phone, Circle 7-3100. President and Editor-in-Chief, Martin Quigley; Calvin Brown, Publisher; Exec. Editor, Sherwin Kane; Chicago Correspondent, Oscar Lundy; Los Angeles, Red Cann, Vice-President; Business Manager, T. J. Sullivan; Radio Advertising Manager, Herb V. Fecke. BRANCH OFFICES: 6305 Yucca St., Hollywood, Calif.; 624 S. Michigan Ave., Chicago, Ill.; 4 Golden Square, London W-1, England. Motion picture news coverage; also radio news and columns.

**Music News**

TWICE MONTHLY (Except monthly in June, July, August and September). Suite 615, 310 S. Michigan Ave., Chicago 4, Ill. Phone, WABash 5595. Editor-in-Chief, Lois Watt North; Managing Editor, Hans Rosenwald; Sales Manager, Milton Edwards; Business Manager, Vivian Bradshaw. Music News is a feature and news publication, departmental-

# *What You Should Know* *About* **Advertising Age**

## **FIELD COVERED •**

The entire field of advertising, merchandising and related industries. Readers are advertising and merchandising executives and advertising agencies — men who are the final buying authority in the purchase of radio time, transcriptions, talent, and in the selection of markets to be cultivated by local, regional and national accounts.

## **EDITORIAL CHARACTER •**

The editorial appeal of ADVERTISING AGE is based upon the modern necessity for business news accurately and quickly presented. No textbook or preacher, ADVERTISING AGE sticks to its primary purpose of honest, intelligent, wide-awake news gathering. It prints more information about advertising, merchandising and marketing than any other publication.

Ten editors and more than 70 correspondents located at strategic points all over the United States, present the latest news affecting this field every Monday morning. Representation is particularly strong in Washington because of the importance and extent of regulation and legislation affecting business which originates there.

## **CIRCULATION •**

Advertising and merchandising executives and advertising agency executives constitute the bulk of our readers—over 12,000 of the most important men and women in this business. Our penetration into agencies is especially strong, and from the standpoint of reader-preference among agencies, ADVERTISING AGE is away out in front.

## **ADVERTISING •**

ADVERTISING AGE carries more lineage, more insertions, more accounts and more exclusive accounts than any other general advertising publication. It has done so for many years, and has extended its lead during 1943.

During the first half of 1943 ADVERTISING AGE carried 38.2% of all the radio lineage placed in the general advertising magazines. It had nearly twice the number of insertions of its nearest competitor.

## **FORMAT AND MAKEUP •**

Newspaper style, with newspaper printing and mailing speed. Full pages are large enough to permit smash displays, yet makeup of five columns is so flexible that copy can be as small as 1/72 of a page. Radio stations throughout the country find that whatever size unit is employed produces real results for them.

# **Advertising Age**

THE NATIONAL NEWSPAPER OF MARKETING

NEW YORK 18  
330 W. 42nd St.

SAN FRANCISCO 4  
Simpson-Reilly, Ltd.  
Russ Bldg.

CHICAGO 11  
100 E. Ohio St.

LOS ANGELES 18  
Simpson-Reilly, Ltd.  
Garfield Bldg.

ized. In each issue there are reviews of the better class music including popular types.

•

**Music Times**

QUARTERLY (Duration) MONTHLY. 501 Plymouth Court, Chicago 5, Ill. Phone, Harrison 0144. Editor-Publisher, J. Bradford Pengelly. In each issue there is a section devoted to radio under the heading, "Records, Radio and Television." Also publisher of "The Blue Book of Style, Musical Instruments."

•

**Music Trade Review**

MONTHLY. 1270 Sixth Ave., New York, N. Y. Phone, Circle 7-5842. Editor, Carleton Chace. Music Trade Review has a monthly department on radio, radio-combinations, records, etc., comprising news of the trade and merchandising articles for the benefit of the retail music merchant. Circulation comprises entire Music Industry, both wholesale and retail. Combined with "Musical Merchandise Magazine" for the duration of the war.

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**The Music Trades**

MONTHLY. 113 West 57th St., New York, N. Y. Phone, Circle 7-0520. Publisher, John F. Majeski; Editor, Emil Raymond. BRANCH OFFICES: 304 South Wabash Ave., Chicago, Ill. Phone, Harrison 4544. The Music Trades is devoted to reports of current activities and new developments among manufacturers and dealers of all kinds of musical instruments including radio and phonograph.

•

**Musical Advance**

MONTHLY. 100 West 57th St., New York, N. Y. Phone, Circle 7-3206. Publisher-Editor, Spencer B. Driggs; Advertising Manager, V. E. Matlack; Radio Editor, Frank C. Barber.

•

**Musical America**

EIGHTEEN TIMES YEARLY. 113 West 57th St., New York, N. Y. Phone, Circle 7-0520. Publisher, John F. Majeski; Editors, Ronald Eyer, Frances Eaton; Advertising Manager, M. B. Swaab. BRANCH OFFICE: 304 South Wabash Ave., Chicago, Ill. Phone, Harrison 4544. Musical America reports current musical events in the United States

and all foreign centers of interest to musicians, music lovers, music clubs and students.

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**Musical Courier**

TWICE MONTHLY. 119 West 57th St., New York, N. Y. Phone, Circle 7-4500. Publisher, Music Periodicals Corp.; Editor, Leonard Liebling; Managing Editor, Russell Kerr. BRANCH OFFICES: 220 South Michigan Ave., Chicago, Ill., Rene Devries, Assoc. Editor; 5617 Hollywood Blvd., Hollywood, Calif., Richard Drake Saunders, West Coast Manager. Review of better class music programs throughout the world in each issue; comments on broadcast programs.

•

**Musical Digest**

QUARTERLY. 119 West 57th St., New York, N. Y. Phone, Circle 7-1124. Editor-Publisher, Pierre Key; Managing Editor, Irene E. Haynes. Musical Digest prints newsy notes and reviews on broadcasts of serious music as well as occasional comment on broadcasts by musical artists.

•

**The Musician**

MONTHLY. 139 E. 47th Street, New York, N. Y. Phone, PLaza 3-5925. Editor, Nicholas deVore; Publisher, AMF Artist Service, Inc. The Musician publishes news and comments on happenings in the music world as well as educational and analytic articles regarding serious music. It is the official organ of the American Musical Fellowship.

•

**Pan-American Radio**

MONTHLY. 45 West 45th St., New York, N. Y. Phone, BRyant 9-4324. Publisher-Editor, Herbert Rosen. This publication is an organ of information concerning broadcasting and its problems as they relate to both North and South America. It is printed in three different languages, English, Spanish and Portuguese in one and the same edition.

•

**Printers' Ink**

WEEKLY. 205 E. 42nd St., New York 17, N. Y. Phone, MURray Hill 3-6500. Publisher, Printers' Ink Publishing Co.; President, C. B. Larrabee; Advertising Director, Henry W. Marks; Editor, G. A. Nichols; Exec. Editor, Robert W. Palmer; Managing Editor, Eldridge Peterson; Radio, Pat Murray. BRANCH OF-

**A MESSAGE TO RADIO AND  
ELECTRONIC MANUFACTURERS**

# SUPPLIES!

Post-war competitive battles will be won by getting the right supplies to the right spot at the right time!

## **YOUR FIELD COMMANDERS**

— the radio and electronic technicians, servicemen, and dealers, have been waiting and waiting these long war years for replacement parts and sets. They are always hungry for news of what is available, or at least, of what the manufacturers are doing. Eagerly they search the pages of RADIO-CRAFT — their main source of information.

The radio or electronic manufacturer who has no merchandise to offer at this time might well keep in the good graces of his outlets, by maintaining contact through RADIO-CRAFT — the leader in this highly concentrated field.

# PARTS!



## **LEADERSHIP IN READERSHIP**

We wish you could be with us while we open the incoming mail. You would see how these technical middlemen — the very ones you will be seeking again for your "sales representatives" — appealing to our editors for help on this or that problem. Some ask for the latest "dope" on technical developments — some request information on parts, others send in notes and suggestions which we print for them.

The picture you would get is that your future sales outlets regard RADIO-CRAFT as virtually their own publication. As a matter of fact, they are inclined to feel slighted if a manufacturing supplier does not keep them informed through their favorite medium.

**CURRENT PRESS RUN 60,000**

*Certainly, with the war taking a favorable turn, this is the proper time to start re-establishing friendship with our readers—another name for your sales outlets. Notwithstanding high quality readership, we can also offer quantity circulation.*

**RADIO-CRAFT, 25 West Broadway, New York 7, N. Y.**

FICES: 6 N. Michigan Ave., Chicago, Ill., P. H. Erbes, Jr., Associate Editor, and Gove Compton, Manager; 1722 Rhodes Haverty Bldg., Atlanta, Ga., H. F. Cogill, Manager; 1672 Walsworth Ave., Pasadena, Calif., Joseph W. Conrow, Manager. Printers' Ink uses articles about radio as an advertising medium and as related to merchandising and distribution; also news of personnel changes and spot news that will interest radio advertisers from a business point of view.

•

**Proceedings of the I. R. E.**

(Institute of Radio Engineers)

MONTHLY. 330 West 42nd St., New York 18, N. Y. Phone, MEDallion 3-5661. Publisher, Inst. of Radio Engineers; Editor, Dr. Alfred N. Goldsmith; Secretary Haraden Pratt; Advertising Manager, William C. Copp; Wm. B. Cowlich, Asst. Secty. The Proceedings is an engineering journal publishing technical papers on radio and allied subjects. Papers are published after review by three committees and the editor. Releases and other news cannot be used, but new commercial literature of engineering interest is listed.

•

**Proceedings of the Radio Club of America**

SIX ISSUES PER YEAR (Approximately). 11 West 42nd St., New York, N. Y. Phone, LOnacre 5-6622. Publisher, Radio Club of America, Inc.; Editor, Charles E. Dean. This publication contains texts of engineering papers on radio subjects and brief accounts of club activities. Subscriptions are available to non-members.

•

**Q S T**

MONTHLY. West Hartford, Conn. Publisher, American Radio Relay League; Editor, Kenneth B. Warner; Executive Editor, Clinton B. DeSoto; Advertising Manager, F. Cheyney Beekley; Circulation Manager, David H. Houghton, Technical Editor, George Grammer. This publication is the official organ of the American Radio Relay League and is devoted to publication of technical data and the activities and developments in amateur radio.

**Radio Advertising Rates and Data**

Discontinued under above title—now issued as a section of Standard Rate & Data Service.

•

**Radio-Craft**

MONTHLY. 25 West Broadway, New York, N. Y. Phone, REctor 2-9690. President and Publisher, H. Gernsback; Associate Editor, Fred Shunamen. BRANCH OFFICE: 520 N. Michigan Ave., Chicago, Ill. Phone, Superior 7306. This publication reports latest developments in the radio art, radio telephony, electronics, television, amateur radio, ham set construction, public address and facsimile, including servicing, trade news and technical descriptions.

•

**Radio Daily**

DAILY. 1501 Broadway, New York 18, N. Y. Phone, Wisconsin 7-6336. Publisher, John W. Alicoate; General Manager, Donald M. Mersereau; Frank Burke, Editor; Managing Editor, M. H. Shapiro; Business Manager, Marvin Kirsch; Los Angeles Correspondent, Ralph Wilk; Chicago Correspondent, Bill Irvin. BRANCH OFFICE: 6425 Hollywood Blvd., Hollywood, Calif.; Ralph Wilk, Manager. The National Daily Newspaper of Commercial Radio and Television.

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**Radio and Electrical Sales**

46 Bloor St. W., Toronto, Ont., Canada. Phone, Randolph 2137. Publisher, Weston Wrigley; Editor, G. B. Wrigley; Advertising Manager, A. H. Boyd. A merchandising publication featuring window and store displays and advocating trade organization.

*(This publication has been discontinued during the war period and has been replaced by an annual edition, Canadian Radio Data Book.)*

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**Radio Electronic Parts Journal**

MONTHLY. 1270 Sixth Ave., New York 20, N. Y. Phone, Circle 7-5842. Editor and Business Manager, Mac Parks. Parts is edited exclusively for radio parts and tube wholesalers and their sales staffs. It endeavors to cover all merchandising trends, new product developments and manufacturing merchandising policies.



**NILES TRAMMELL**, President of NBC... Long a user of *The Advertiser* and *MARKETS of AMERICA*. Our publications have proven their effective promotion value for NBC.



**MARK WOODS**, President of the Blue Network... Throughout its history BLUE has employed *The Advertiser* to do a selling job for this oldest and yet newest of the networks.



**EDWARD J. NOBLE**, newest of network owners... *The Advertiser* and *MARKETS of AMERICA* are on his 1943 advertising promotion list for his aggressive BLUE network.



**WILLIAM S. PALEY**, President of Columbia Broadcasting System... His network, during the past decade has regularly employed *The Advertiser* and *MARKETS of AMERICA* to carry their dynamic advertising efforts.

## NETWORK PRESIDENTS KNOW the Value of Advertising...

and each is back of his network's advertising efforts. They sell it for its great merchandising power... They buy advertising as a sales tool...

Every station can profit by this correct viewpoint. The trade press is your most effective promotion means. *The Advertiser* ranks high in this respect—tops. HIGH with your prospective Advertisers, Time Buyers, Account Executives.



**MILLER MCCLINTOCK**, President of Mutual Network... Informs *The Advertiser* he is contemplating an extensive promotion schedule in *The Advertiser* and *MARKETS of AMERICA* in 1944.

**C**OVERING every advertiser and prospective buyer of Time, and Network Spot—*The Advertiser's* circulation guarantees 100% coverage of every broadcaster's promotional needs. We regularly check our circulation with the sales promotion lists of each of the networks and several major stations. Additionally we issue thousands of copies of *The Advertiser* to readers in excess of the largest of the network promotion lists. Verily, *The Advertiser* not alone does a 100% job for radio, as the evidence amply indicates, it also does a super promotion job for all other media, seeking to reach the national

advertiser and the agency executives who buy time and space.

With a long list of broadcasting stations, networks, publications and other advertisers who have been in the pages of *The Advertiser*, and *MARKETS of AMERICA* over a period of as long as 13 years, our publications have proven their powerful sales effectiveness. We enter 1944 with the largest volume of contracts in the history of *The Advertiser* and, *MARKETS of AMERICA*... Space Reservations for the latter should be made immediately for Volume 8 (1944)... Positions are still available.

Space rate is just \$185. per page. ★ Only \$160. per page on 12 time contract.

# They ALL Read The ADVERTISER

## They ALL Consult MARKETS of AMERICA

NEW YORK CITY: 11 West 42 St. (18) PEenn 6-3265 ★ CINCINNATI: 3557 Bogart Ave. (29) AVon 6825



### **Radio Life**

WEEKLY. 1029 W. Washington Blvd., Los Angeles, Calif. Phone, RIchmond 5262. Publisher, Carl M. Bigsby; Managing Director, Culbreth Sudler; Business Manager, Vinson Vaughan; Editor, Evelyn Bigsby; Radio Editor, Hal Julian. BRANCH OFFICE: 1558 No. Vine St., Hollywood, Calif. Phone HEMPstead 2025. Radio Life carries complete logs for all Southern California stations, radio's weekly highlights, and a rotogravure section.

### **Radio Mirror**

MONTHLY. 205 East 42nd St., New York 17, N. Y. Phone, LEXington 2-9050. Publisher, Macfadden Publications, Inc.; Editorial Director, Fred R. Sammis; Editor, Doris McFerran; Art Editor, Jack Zasorin; Associate Editor, Belle Landsman; Los Angeles Correspondent, Elaine Osterman; Advertising Manager, Walter Hanlon. BRANCH OFFICES: 221 North La Salle St., Chicago, Ill., Manager, Edward F. Lethen, Jr.; 420 Market St., San Francisco, Calif.; 8949 Sunset Blvd., Hollywood, Calif. News and pictures of stars and shows; fictionizing of radio dramas; biographies; program listings.

### **Radio News**

MONTHLY. 540 N. Michigan Ave., Chicago, Ill. Phone, Delaware 6100. Published by Ziff-Davis Publishing Co. Publisher, William B. Ziff; Editor, B. G. Davis; Managing Editor, Oliver Read. BRANCH OFFICES: 270 Madison Ave., New York, N. Y., Executive Assistant, Charles R. Tighe; 1052 Earle Bldg., Washington, D. C., Fred Hamlin, Manager. This publication is a technical magazine devoted to radio in war, including articles for the engineer, servicemen, dealer, recordist, experimenter and amateur.

### **Radio Retailing Today**

MONTHLY. 480 Lexington Ave., New York, N. Y. Phone, PLaza 3-1340. Publisher and General Manager, M.

Clements; Editor, Orestes H. Caldwell. Publication devoted to dealers, manufacturers, service men and distributors.

### **Radio and Television Weekly**

WEEKLY. 99 Hudson St., New York, N. Y. Phone, WA 5-2576. Publisher, Edward H. Davis; Editor, Cy Kneller; Advertising Manager, Sidney E. Davis. Radio and Television Weekly publishes news of the radio-television, electronics and phonograph record industries (manufacturing and merchandising of products).

### **Radio-Television Journal**

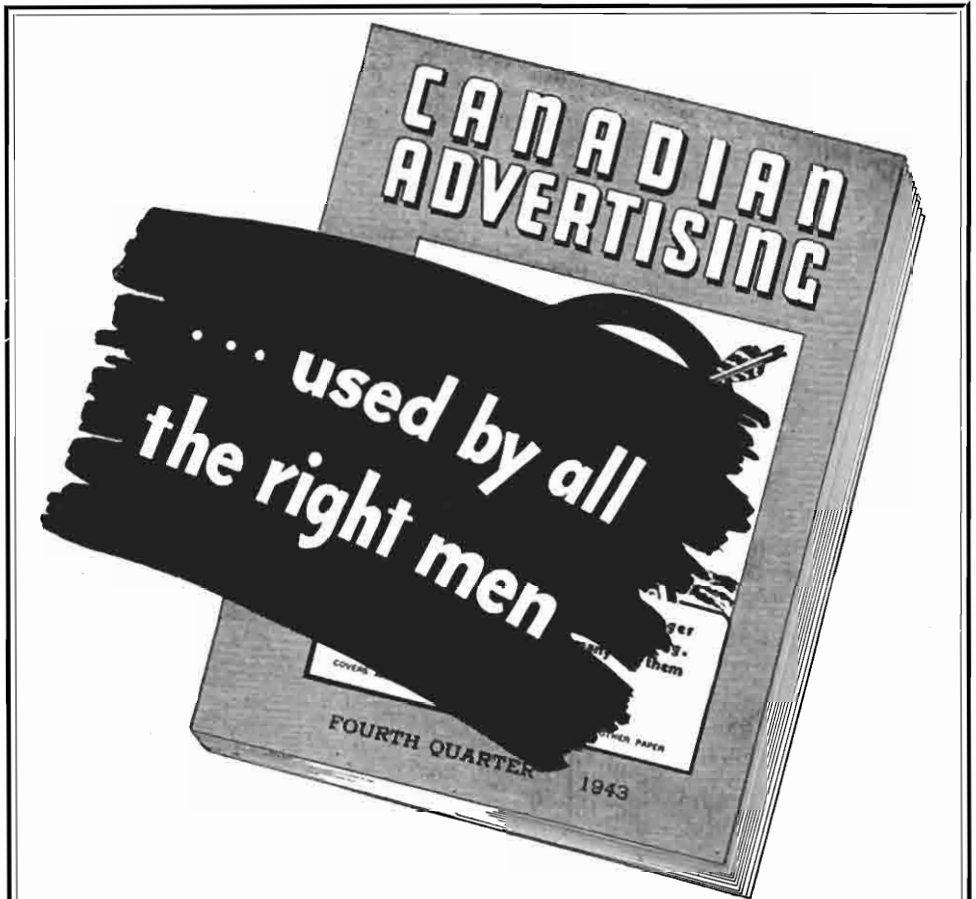
MONTHLY. 1270 Sixth Ave., New York 20, N. Y. Phone, Circle 7-5842. Publisher, Kolbe Publications, Inc., Editor, Mal Parks; Managing Editor, Alex H. Kolbe; Technical Editor, George Duvall; Washington Editor, B. F. Holley; News Editor, Patricia McKee; Reader-Service Editor, Mary Scourby; Business Management Editor, Fred Merish; Canadian Editor, E. H. Cooke; Circulation Manager, Betty Borin; Western Manager, Fred Owens.

### **Radiotime**

TWICE MONTHLY. Sun Life Bldg., Montreal, Quebec, Canada. Phone, PLateau 6494. President, W. E. Elliott; Vice-President, W. P. Haynes; Secretary, J. M. Leckie; Treasurer, E. R. Romte. BRANCH OFFICE: 45 Richmond St., W. Toronto, Ont., Canada. Radiotime is a composite of individual Canadian radio station program schedules which are standardized and published in one edition.

### **Radio Trade-Builder**

MONTHLY. 347 Adelaide St., West, Toronto, Ont., Canada. Phone, Adelaide 6261. Publisher Hugh C. MacLean Publications Ltd.; Editor, T. C. Van Alstyne; National Advertising Manager, John T. Rochford. BRANCH OFFICES: 2118 Bleury St., Montreal, Que., Canada; 75 East Wacker Drive, Chicago, Ill. This publication reports general trade news of interest to radio dealers and servicemen, jobbers and manufacturers, radio



## CANADA'S MEDIA AUTHORITY

The only Canadian publication regularly supplying authoritative data on all Canadian Media.

### MEDIA LISTED

Daily Newspapers  
National Week-End  
Newspapers  
Weekly Newspapers  
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Financial Papers  
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Business Papers  
Telephone Directory  
Non-English Dailies  
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Tri-Weeklies  
Radio Stations  
Religious Publications

Labor and Political  
Papers  
French Papers  
(Outside Quebec)  
University Papers  
City and Community  
Weeklies  
Transportation  
Advertising  
Poster Advertising  
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and Executives  
Special  
Representatives

**B**UYERS of advertising space and time are constantly analyzing and seeking new markets . . . they must be kept informed on changing media and circulation standings.

Canadian Advertising, every three months, presents a revised and complete picture of media in Canada to practically all important buyers of advertising.

*Write for Subscription and Advertising Rates to*

## CANADIAN ADVERTISING

481 UNIVERSITY AVENUE, TORONTO 2

engineers, broadcasting stations, etc. It also contains merchandising and service articles of interest to retail radio trade.

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**Sales Management**

SEMI-MONTHLY. 420 Lexington Ave., New York, N. Y. Phone, MOhawk 4-1760. Publisher and Editor, Raymond Bill; Executive Editor and General Manager, Philip Salisbury; Advertising Manager, Merrill V. Reed. BRANCH OFFICES: 333 N. Michigan Ave., Chicago, Ill., Phone State 1266, C. E. Lovejoy, Manager; 15 East de la Guerra, Santa Barbara, Calif., Phone, 6405, Warwick S. Carpenter, Manager. Sales Management's editorial front is a broad one, embracing all the phases of general management, market analysis, operation of the sales force, use of advertising media and other sales tools, advertising agency relations, consumer research, product design, etc., which fall within the limits of the responsibility of the Director of Sales of a business concern.

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**Service**

MONTHLY. 19 East 47th St., New York, N. Y. Phone, PLaza 3-0483. Publisher, Bryan Davis Publishing Co., Inc.; Advisory Editor, A. A. Ghirardi; Business Manager, B. S. Davis; General Manager, Paul S. Weil; Advertising Manager, F. Walen. Circulates among distributors of radio parts and accessories, radio set distributors, distributors of public address equipment and all types of sound apparatus; service organizations specializing in radio and allied industries; service departments of radio set and parts distributors and dealers, department stores, radio set manufacturers, public address manufacturers, and kindred lines; radio dealers, sporting goods, music and automotive stores as well as other retailers handling radio and television; independent radio service men and service engineers. Editorial content features technical and semi-technical articles, business helps and news of the industry, etc.

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**Standard Rate and Data Service**

MONTHLY. 333 No. Michigan Ave., Chicago 1, Ill. Phone, Randolph 5616. Chairman of the Board, Walter E. Bothhof; President, Richard A. Trenkmann; Exec. Vice-Pres. and Treas. C. Laury Bothhof; Exec. Vice-Pres. in Charge New York Office, Albert William Moss; Vice-

Pres., C. W. Doheny; Secretary, Howard E. Rogers; Vice-Pres., James M. Kelly. BRANCH OFFICES: 420 Lexington Ave., New York 17, N. Y., Phone, LEXington 2-6611; 816 W. Fifth St. Los Angeles 13. Advertising rate service for publication field revised and issued monthly.

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**Tide**

SEMI-MONTHLY. 232 Madison Ave., New York 16, N. Y. Phone, ASHland 4-3390. President and Publisher, Edwin F. Thayer; Editor, Reginald T. Clough; Radio Editor, Dorothy Blum; Vice-President, J. F. Weintz; Los Angeles Representative, R. J. Birch & Co. BRANCH OFFICES: 360 N. Michigan Ave., Chicago Ill., J. E. West, Vice-Pres.; 607 South Hill St., Los Angeles, Calif., R. J. Birch; 300 Montgomery St., San Francisco, Calif., R. J. Birch & Co. Report radio news of interest to agency executives and advertisers.

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**Tune In**

MONTHLY. 30 Rockefeller Plaza, New York 20, N. Y. Phone, CIRCLE 5-8425. Published by D. S. Publishing Co. Publisher and Editor, Richard Davis; Secretary, V. C. Albus; Managing Editor, Lawrence Falkenburg; Executive Editor, Teresa Buxton; Associate Editors, Elba Lohman, Francigene Sheridan; Research Editor, Alton Brimmer. Publishes news and pictures of radio programs and personalities; schedules of important radio shows; interesting sidelights of radio including radio facts, humor and an overall picture of radio in general.

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SEMI-MONTHLY. 564 Market St., San Francisco, Calif. Phone, GARfield 8966. Editor and Publisher, Ramsey Oppenheim. Assistant Publisher, R. S. Oppenheim. New developments in radio generally and reporting news of western accounts and stations from a commercial angle.

# OUR 61<sup>ST</sup> YEAR

**METRONOME** announces with great pride its entrance into its 61st year of publication. During those 61 years, **METRONOME** has won the respect and confidence of the entire popular music industry by its consistently honest and accurate coverage of the field to which it has dedicated itself.

**METRONOME** today still stands alone as the most respected magazine in the popular music field and its honest and constructive band, record, radio and stage show reviews, as well as its accurate news reports and entertaining features are accepted and respected as Gospel by those in the field it serves.



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# RADIO EDITORS and WRITERS of NEWSPAPERS IN THE UNITED STATES and CANADA

(As of January 1, 1944)



*The following list of radio editors writing for newspapers and magazines in the United States and Canada was compiled from questionnaires submitted in the Seventh Annual Radio Daily Poll and through the cooperation of radio stations in both countries.*

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Amusement Weekly: Virgil E. Pierson  
Anniston Star: Dr. Frank McLean  
Birmingham News & Age-Herald: Turner Jordan  
Birmingham Post: Effie Chalmers, T. D. McCluskey  
Chambers County News (Lanett): Vernie Teel  
Mobile Press-Register: George M. Cox, Jr.  
Montgomery Journal: Sarah Crist  
Montgomery Advertiser: Bill Mahoney  
Roanoke Leader: J. B. Stevenson  
Southern Radio News (Birmingham): Virgil Pearson

## ARIZONA

Arizona Farmer (Phoenix): Ernie Douglas  
Arizona Record (Globe): Ralph Herron  
Arizona Republic (Phoenix): Frank Ross  
Arizona Silver Belt (Miami): W. W. Kooken, Jack Slack  
Clifton Copper Era: W. V. Olin  
Graham County Guardian (Safford): Harry Payne  
Arizona Weekly (Phoenix): Cleo Smith  
Phoenix Gazette: C. G. Nuckolls  
Phoenix Republic: Frank Ross  
Somerton Star (Yuma): Joe Gorman  
Tucson Star: Al Wilke, W. R. Matthews  
Yuma Daily Sun: Karl E. Allen

## ARKANSAS

Arkansas Democrat: Bess King  
Arkansas Gazette (Little Rock): Mary Mehaffey  
Fort Smith Tribune: Harry Robinson, E. R. Guthridge  
Greenwood Democrat: Earl Dodd  
N. W. Arkansas Times (Fayetteville): L. S. Reed  
Siloam Springs Herald & Democrat: A. W. Perrine

Texarkana Gazette-News: Al Weeks

## CALIFORNIA

Anaheim Bulletin: Lotus Loudon  
Aviation News (Los Angeles): Doug Crane  
Bakersfield Californian: Ralph Kreiser  
Berkeley Daily Gazette: Howard Sipe, Sylvia Wall  
Calexico Chronicle: Al Haworth  
Chico Express: Chet Dahl  
Chico Record: Chas. Richards  
El Centro Post-Press: S. Fitzhugh  
Fan Fare Magazine (San Francisco): Helane Peters  
Fresno Bee: Art Welter  
Fresno Guide: Ray Garman  
Fullerton News Tribune: Ed Elfstrom  
Hanford Sentinel: W. I. Christie  
Hollywood Citizen: Zuma Palmer  
Hollywood Shopping News: John Kemp, Jerry Kelly  
Holtville Tribune: B. Odets  
Humboldt Standard (Eureka): Don O'Kane  
Imperial Valley Democrat (Brawley): T. Greer  
Long Beach Independent: John Dennis  
Los Angeles Examiner, Times, News, Herald: Jack Holmes  
Twentieth Century News Syndicate (Los Angeles): Barney Glazer  
Marysville Appeal-Democrat: Earl Brownlee  
Mercury Herald: Dan Beebe  
Mission Merchants News (San Francisco): Alfred Jones  
Oakland Post-Enquirer: Janet Stencer  
Oakland Shopping News: Tom Tyrell  
Oakland Tribune: Louise Phillips  
Orange Daily News: William Hart  
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 San Francisco Call - Bulletin: Frances  
 Grubb  
 San Francisco Chronicle: E. J. Birnbaum,  
 Virginia Madison  
 San Francisco Examiner: Edward Mur-  
 phy  
 San Francisco News: Louise Weich  
 San Francisco Shopping News: Tom  
 Foster, Tom Tyrell  
 Santa Barbara News Press: Marv Bacy,  
 Stella Hollowell  
 Santa Rosa Republican, Press Democrat:  
 Mike Pardi  
 Seal Beach Post: Phyllis Arrington  
 Stockton Record: Earl Edmiston  
 Universal Radio Features Syndicate (La-  
 guna Beach): Tom Danson  
 Vallejo Times Herald, Evening Chronicle:  
 Marion Devlin  
 Watsonville Register Pajaronion: Frank  
 Orr, Fred H. Jenkins  
 Westmoreland Mail: Mr. Powell

### COLORADO

Colorado Springs Gazette & Telegraph:  
 G. B. Sampson  
 Denver Monitor: Carter Kaanta, Stephen  
 Russell, Mrs. Saata  
 Denver Post: Betty Craig, Jim Carberry  
 Ft. Collins Express Courier: Edith M.  
 Bjornstad  
 Pueblo Chieftain, Star Journal: Frank  
 Hoag  
 Rocky Mountain News (Denver): Doris  
 Stocum, Nancy Fellers, Rosemary  
 Weber

### CONNECTICUT

Bridgeport Post & Telegram: Rocky  
 Clark  
 Bridgeport Sunday Herald: Leo Miller  
 Bristol Press: Clarkson S. Barnes  
 Danbury News-Times: Frank P. Rollins  
 Greenwich Time: Ted Yudain  
 Hartford Courant: Roberta Sullivan  
 Hartford Times: Harold Waldo  
 Manchester Herald: Thomas S. Ferguson  
 Meriden Journal: Walter Allen  
 Meriden Record: Thomas H. Warnock  
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 Sloane  
 New Haven Register: Roger A. Connolly  
 New London Day: George E. Clapp  
 Norwalk Hour: Sidney A. Bedient  
 Post Publishing Co. (Bridgeport): R.  
 Clark  
 South Norwalk Sentinel: Cecil Bridge

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 Stonington Mirror: Mr. Anderson  
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 Washington Star: John Stepp  
 Washington Times-Herald: Dwight Mar-  
 tin, George Titus

### FLORIDA

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 Lino  
 Sanford Herald: Nina Dean  
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 Tampa Daily Times: Mrs. J. Howell

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 ney  
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 Atlanta Constitution: Paul Jones  
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 Augusta Chronicle: George Kiser  
 Augusta Herald: Sam Moss  
 Blackshear Times: Kirk Sutlive  
 Cordel Dispatch: Peyton Bishop  
 Dalton Citizen: Jennings Whitemer  
 Gainesville Eagle: Carolyn Ramsey  
 Gainesville News: Virginia Brown  
 La Grange News: Hal David  
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Lewiston Morning Tribune: **Claude Basskett**  
Lewiston Shopping News: **Howard Wallace**  
Moscow News-Review Publishing Co.:  
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Mullen News: **Hall Saupe**  
Wallace Miner: **Tom McCabe**  
Wallace Press Times: **Wes Leib**

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Belleville News Democrat: **Joe Adam**  
Champaign News-Gazette: **Harold Holmes**  
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Chicago Herald-American: **Harry Munzel**  
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Chicago Times: **Don Foster, Bill Irwin**  
Chicago Tribune: **Larry Wolters**  
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Davenport Democrat: **Ina Wickham**  
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East St. Louis Journal: **Mrs. McMurchy**  
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Rockford Register-Republic, Morning Star: **Wm. R. Traum**  
Rock Island Argus: **Frank F. Telleen**  
Urbana Courier: **Robert Sink**  
Urbana Illini: **K. E. Herron**

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Anderson Bulletin: **Bryan Luiso**  
Bryan Democrat: **Case Cullis**  
Elkhart Truth: **Dan Albrecht**  
Ft. Wayne Journal Gazette: **Mrs. Marion L. Fitzgerald**  
Ft. Wayne News-Sentinel: **Cliff Ward**  
Goshen News-Democrat: **Herb Swartz**

Hammond Times: **Paul Damai**  
Indianapolis News: **Herbert Kenney, Jr.**  
Indianapolis Star: **Cleo Kern**  
Indianapolis Times: **Dan Gordon**  
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Saturday Spectator (Terre Haute): **N. C. Williams**  
Vincennes Sun-Commercial: **Ross Garrigus**

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**IOWA**

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Davenport Democrat: **Ina B. Wickam**  
Decorah Journal: **Karlton Rosholt**  
Decorah Public Opinion: **Dale Ahern**  
Des Moines Register & Tribune: **Mary Little**  
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Shenandoah Evening Sentinel: **R. K. Tindall**  
Sioux City Journal: **Willis Forbes**  
Waterloo Courier: **Joyce Mascik**

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**KANSAS**

Dodge City Globe: **A. R. Buckingham**  
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Wichita Beacon: **Sid Coleman**  
Wichita Eagle: **M. Kieffer**

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**KENTUCKY**

Courier Journal: **Joe Creason**  
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Paducah Sun Democrat: **Joe Lagore**  
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✓ Worcester Telegram, Evening Gazette,  
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Northfield News: Nellie Phillips

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Durham Sun: **Wyatt Dixon**

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Greensboro News-Record: **J. F. Reynolds**

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Cleveland Press: **Norman Siegal**

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Ohio State Lantern (Columbus): **Peggy  
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Prospect Monitor: **Fred Keller Dix**

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Springfield Sun: **Betty Allen**

Steubenville Herald Star: **Ed Worstel**

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Toledo Times: **Marie Hartough**

Upper Sandusky Daily Chief Union:  
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Ada Bulletin: **Clifford Smith**

Ada News: **Roy McKeown**

Carter News: **J. B. Miller**

Daily Ardmore (Ardmore): **Sam Block-  
burn**

Elk City Journal: **J. B. Miller**

Ellis County Capital (Arnett): **Red  
Seward**

Enid Daily Eagle: **A. J. Strauss**

Enid Morning News: **J. Allen Thomas**

Lawton Morning Press: **Homer Hedges**

Muskogee Daily Phoenix, Times-Demo-  
crat: **Paul A. Bruner**

Oklahoma City Advertiser: **O. L. Crain**

Tulsa Daily World: **John Booker, Lee  
Earhart, Edward Burke**

Tulsa Tribune: **Lee Earhart, Harmon  
Phillips**

Washita Valley Enterprise (Corn): **J. E.  
Heinrich**

### **OREGON**

Albany Democrat Herald: **Walter Coover**

Astoria Budget: **Bob Lucas**

Coos Bay Times (Marshfield): **Harrison  
C. J. Shorbe**

East Oregonian (Pendleton): **Edna Storey**

Eastern Oregon Review (La Grande):  
**C. V. Shorbe**

Fugene Register Guard: **Horace Burnett**

Lebanon Express: **Robert Hayden**

Oregonian (Portland): **Bill Moyes**

Oregon Journal (Portland): **Larry Gil-  
bertson, Jean Yount, Herbert Adler**

—Oregon Statesman (Salem): Maxine Buren  
Roseburg News-Review: Charles Stanton

**PENNSYLVANIA**

Bradford Era: Ray Sill  
Brownsville Telegraph: Walt Catterall  
Connellsville Courier: James Driscoll  
Dubois Courier-Express Daily: Les Ryder  
Erie Daily Times: Charles Wells  
Erie Dispatch Herald: A. J. White  
Erie Lake Shore Visitor: Father Franklin  
Homestead Messenger: Ida Ahlberg  
Johnstown Democrat: Pat Malloy  
Johnstown Tribune: Ben Coll  
Lewiston Sentinel: C. V. Rowland  
Philadelphia Bulletin: Elmer Cull  
Philadelphia Daily News: Jerry Gaghan  
Philadelphia Inquirer: Frank Rosen, D. V. Redding  
Philadelphia Record: George Lilley, Jeff Keen, Harriet Packer  
Pittsburgh Post Gazette: Hal Cohen, Flo Merchant  
Pittsburgh Press: Sy Steinhauser  
Pittsburgh Sun-Telegraph: Jane Shaughnessy  
Scrantonian (Scranton): Alex Thompson  
Scranton Times: Thomas Murphy, A. J. O'Malley  
Scranton Tribune: B. B. Powell  
Sharon Herald: Rosalie Williams, Kenneth Mills  
Sunbury Daily Item: Homer Smith  
Uniontown Standard: George Gray  
Uniontown Herald: Joe Dixon  
Wilkes-Barre Sunday Independent: J. Heffernan, Paul J. Walter  
Wilkes-Barre Times Leader: Hal Smith

**RHODE ISLAND**

Attleboro Sun: Ethel McDonald  
Newport Daily News: H. S. Van Brocklyn  
Pawtucket Times: Sylvester Sprague  
Providence Journal & Bulletin: Ben Kaplan  
Woonsocket Call: Fred Roland

**SOUTH CAROLINA**

Anderson Independent: G. Paul Browne  
Charleston Evening Post: Manning J. Rubin  
Charleston News & Courier: Fred Minshall  
Columbia Record: Brim Rykard  
Greenville News, Piedmont: Bill Gaines, E. N. Smith, Bob Waldrep  
The Observer (Greenville): D. W. Hiott  
The State (Columbia): Murray D. Benoit

**SOUTH DAKOTA**

Belle Fourche Post: Lawrence Weyler  
Rapid City Daily Journal: Clyde Donaldson, Redford Dibble  
Sioux Falls Daily Argus Leader: Ted Ramsay, Wilmer Simmons  
Vermillion Plain Talk: Russ Bauer  
Yankton Press & Dakotan: Fred Monfore

**TENNESSEE**

Bristol Herald Courier: Marjorie Freels  
Chattanooga News Free Press: Ralph Sanders  
Chattanooga Times: Sarah Radin  
Jackson Sun: R. P. Mahon, Jr.  
Johnson City Press-Chronicle: Carl Jones, Jr.  
Johnson City Times: James Quillen  
Kingsport Times: Eilene Crawford  
Knoxville Journal: Juanita Glenn  
Knoxville News-Sentinel: Bill Clebsch  
Leaf Chronicle (Clarkesville): Stanley Gower  
Memphis Commercial Appeal: Lillard McGee  
Memphis Press-Scimitar: Lee Johnson  
Nashville Banner: Milton Randolph  
Nashville Tennessean: Herb Bailey

**TEXAS**

Abilene Reporter News: Prexy Anderson, W. H. Bedichek  
Amarillo News and Globe: Wes Izzard  
Amarillo Times: S. B. Whittenburg  
Austin American: Bill Weege, Ruth Lewis  
Austin Statesman: Gordon Fulcher  
Austin Tribune: Ray Brown, Stanley Gunn  
College City Battalion: Sy Boone  
Beaumont Enterprise: Don Streeter  
Beaumont Journal: Gladys Quilliam  
Big Spring Herald: Robert Whipkey  
Brownsville Herald: Jack Rutledge  
Daily Brownwood Bulletin: Curtiss Petrey  
Daily Texan (Austin): Ellen Gibson  
Dallas News: John Rosenfield, P. Alexander  
Dallas Times Herald: Douglas Hawley  
El Paso Herald-Post: Ed Pooley  
El Paso Times: Ray Stover, Mrs. Clara Webster  
Fort Worth Press: Ann O'Fiel  
Fort Worth Star Telegram: Phil Edwards, Stan Gunn  
Galveston News, Tribune: Silas Ragsdale  
Houston Chronicle: Mildred Stockard  
Houston Post: Dorothy Meitzen  
Houston Press: Anthony Triolo  
Longview News: Ellie Hopkins  
McAllan Monitor: Cy Cassidy

Pampa News: **Tex DeWeese**  
 Paris News: **W. N. Furey**  
 Port Arthur News: **Grace Foote**  
 San Antonio Evening News: **A. W. Walliser**  
 San Antonio Express: **C. E. Good, Mr. Grant**  
 San Antonio Light: **Sam Woolford**  
 Santa Rosa Signal: **Tom Phillips**  
 South Texas Citizen (Laredo): **E. G. Clingenpeel**  
 Sweetwater Press: **Rita Weaver**  
 Temple Telegram: **W. R. Humphrey**  
 Valley Morning Star (Harlingen): **John L. Stone**  
 Victoria Advocate: **S. Stahalia**  
 Wichita Falls Daily Times: **W. L. Underwood, Louis T. Hamlett**  
 Wichita Falls Record News: **H. R. Hamlette**

### UTAH

Cedar City Record: **Morgan Rullo**  
 Deseret News (Salt Lake City): **Mark Peterson**  
 Ogden Standard Examiner: **Dorothy Porter**  
 Salt Lake City Tribune, Telegram: **Ace Campbell**

### VERMONT

Burlington Daily News: **Charles Weaver**  
 St. Albans Daily Messenger: **Walter Murtagh**

### VIRGINIA

Lynchburg Daily Advance: **Dave Wright**  
 Lynchburg News: **Mrs. Johnson**  
 Martinsville Daily Bulletin: **Kay Thompson**  
 Newport News Daily Press: **Fred J. Naff, Lewis T. Jester**  
 Newport News Times-Herald: **William H. Harrison**  
 Norfolk Ledger Dispatch: **Charles Hoofnagle, Louise Britt**  
 Norfolk Pilot: **W. Twyford**  
 Petersburg Progress-Index: **Curtis Lyons**  
 Portsmouth Star: **W. T. Brown**  
 Richmond News Leader: **John Stratton**  
 Richmond Times Dispatch: **C. Rowe**  
 Roanoke Leader: **A. R. Powers**  
 Roanoke Times: **C. N. Snead, W. A. Atkinson**  
 Roanoke World News: **C. B. Thornton, A. G. Smith**  
 Suffolk News Herald: **Lyrus Barrett, Ann Brunk**  
 Virginian Pilot (Norfolk): **Warner Twiford, Daisy Nurney**

### WASHINGTON

Aberdeen World: **Prim Foelkner, Harold Weatherby**  
 Associated Country Newspapers (Spokane): **Mrs. Margaret Porter, H. L. Thorson**

Bremerton News Searchlight: **Bonny Olsen**  
 Clark County Sun (Vancouver): **Marion Sexton**  
 Everett Daily Herald: **Abe Glassberg**  
 Grays Harbor Post (Aberdeen): **Kearney Clark**  
 Grays Harbor Washingtonian (Hoquiam): **Doris West**  
 Metropolitan Record (Spokane): **Leo Seccord**  
 Olympian (Olympia): **Marsh Hunt**  
 Olympian News: **Fern Nye**  
 Pullman Herald: **T. S. Goodyear, Paul Stoffel, Jr.**  
 Seattle Post-Intelligencer: **Paul Tieche, Rosalie La Veau**  
 Seattle Star: **Edwarda McCarty**  
 Seattle Times: **Betty Cornelius, Richard Hayes**  
 Shelton Journal: **Grant Angle**  
 Spokane Chronicle: **Wafford Conrad**  
 Spokesman-Review (Spokane): **A. Libby, Byron Johnsrud**  
 Walla Walla Union-Bulletin: **Sherman Mitchell**

### WEST VIRGINIA

Brooke News (Brooke County): **Richard Jennings**  
 Charleston Daily Mail: **Sol Padlibsky**  
 Charleston Gazette: **Edith Graham, Frank Knight**  
 Clarksburg News: **H. G. Rhawn**  
 Dominion News (Morgantown): **Wm. Hart**  
 Fairmont Times: **Martha Donehew**  
 Huntington Advertiser: **C. B. Enslow, Jim Wallen**  
 Huntington Herald Dispatch: **Gene Brown**  
 Morgantown Post: **Brooks Cottle**  
 Moundsville Echo: **Sam Shaw**  
 Weirton Times: **C. J. Denny**  
 Welch Daily News: **Fred Pendelton**  
 Wheeling Intelligencer: **Bob Beans**  
 Wheeling News Register: **Russell Rafferty**

### WISCONSIN

Capital Times: **Art Lentz**  
 Commonwealth Reporter (Fond du Lac): **C. H. Keyser**  
 Deutsche Zeitung (Milw.): **Mr. Schnabel**  
 Janesville Gazette: **Ann Tenny, Ken Houseman**  
 Marshfield News-Herald: **Ed Heller**  
 Milwaukee Journal: **Richard Bellamy**  
 Milwaukee Sentinel: **Buck Herzog, Roy Wiker**  
 Racine Journal-Times: **Verne Hoffman**  
 Stevens Point Daily Journal: **James W. Hull, Francis Strand**  
 Superior Evening Telegram: **Seegar Swanson**  
 Wausau Record-Herald: **Mary Byers**  
 Wisconsin Rapids Tribune: **Lorena Paap**

Wisconsin State Journal (Madison): **William Doudna**

**WYOMING**

Sheridan Press: **Ralph Meyers**  
Wyoming Eagle (Cheyenne): **Al McCollough**

Wyoming State Tribune (Cheyenne):  
**Lewis Bates**

**ALASKA**

Juneau Daily Empire: **Bill Carter**  
Fairbanks News Miner: **Arthur Bremer**  
Jessen's Weekly (Fairbanks): **F. F. Jessen**

**TERRITORY OF HAWAII**

Filipino News (Lihue, Kauai): **Abraham A. Albayalde**  
Garden Island News (Lihue, Kauai):  
**Clarice B. Taylor, Charles Fern**  
Honolulu Star-Bulletin: **Paul Findeison**  
Honolulu Advertiser: **Robert Trumbull**  
Hilo Tribune-Herald: **Kenneth Byerly**  
Maui News: **Charles Young**

**CANADA**

**ALBERTA**

Calgary Herald: **Denny Brown**  
Edmonton Bulletin: **Don Killips, Bert Nightingale**  
Edmonton Journal: **Don Mac Intyre, Gordon McCallum**  
Grande - Prairie Herald - Tribune: **Art Jackson**  
Lethbridge Herald: **George Yackulic**  
Western Farm Leader (Calgary): **Mrs. N. Smith**

**BRITISH COLUMBIA**

Ashcroft Journal, Armstrong Advertiser,  
Kamloops Sentinel, Merritt Herald,  
Salmon Arm Observer: **Ian Clark**  
Nelson News: **Hume Lethbridge**  
Rossland Miner: **E. Daily**  
Trail Times: **Jack Lunney**  
Vancouver Daily Province: **Miss Walls, Margaret Fosness**  
Vancouver News-Herald: **Miss Burton, Cromar Bruce**  
Vancouver Sun: **L. Price, Ozzie Odium**  
Victoria Daily Colonist: **Bob Willett**

**NEW BRUNSWICK**

Campbellton Graphic: **Al Anslow**  
Campbellton Tribune: **Harold Crockett**  
St. John Telegraph-Journal & Evening  
Times-Globe: **Mrs. C. W. Fewings**

**NOVA SCOTIA**

Antigonish Casket: **Charles MacGillivray**  
Halifax Chronicle: **Bert Robinson, C. F. Fraser**  
Halifax Herald: **Bert Wetmore, Robert Rankin**

New Glasgow News: **Don Sutherland**  
Sydney Post-Record: **R. D. Duchmein**

**ONTARIO**

Brockville Recorder & Times: **B. Amond**  
Hamilton Spectator: **Mabel Bruce**  
Hamilton Review: **Archie MacMillan**  
Kingston Belleville Intelligencer: **W. D. Steer**  
Kingston Whig Standard: **Miss Brooks**  
Le Droit (Ottawa): **Mr. Berriault**  
London Free Press: **L. N. Bronson**  
Ottawa Citizen: **Mr. Hammerstrom**  
Ottawa Journal: **Mr. Taschereau**  
Owen Sound Daily Sun Times: **Muriel Ready**  
Timmins Daily Press: **Ed Copps, Harrison Flint**  
Toronto Daily Star: **Miss E. Quin**  
Toronto Evening Telegram: **Charles Holt**  
Toronto Globe & Mail: **C. H. Jenkins**

**PRINCE EDWARD ISLAND**

Charlottetown Patriot: **N. Mathieson**  
New Glasgow Evening News: **James Tibbetts**

**QUEBEC**

La Patrie (Montreal): **R. Carbonneau, D. Kavanaugh**  
La Press (Montreal): **J. Morissette, Jean Descheneau**  
Le Carada (Montreal): **R. Benoit, Rosaire David**  
Le Devoir (Montreal): **Lucien Desbiens**  
L'Illustration (Montreal): **Jos. Bourdon**  
Le Petit Journal (Montreal): **G. Francoeur, Marcel Toupin**  
Le Soleil: **Germaine Bundock**  
Montreal Gazette: **Herbert Whittaker, T. Archer**  
Montreal Herald: **D. P. Davis**  
Montreal Standard: **O. Gannon**  
Montreal Star: **George Scott**  
St. Maurice Valley Chronicle (Trois  
Rivieres): **Bob Clark**  
Val D'Or Star: **R. Duff**

**SASKATCHEWAN**

Calgary Herald: **Denny Brown**  
Moose Jaw Times-Herald: **Ron Brownridge**  
Regina Leader Post: **Gee Johnson, Miss M. Jones**  
Saskatchewan Farmer (Regina): **Gaston Johnson, D. Dibney**  
Saskatoon Star Phoenix: **Mr. Taylor, Eric Knowles**  
Western Spotlight (Moose Jaw): **Lewis Lewry**  
Winnipeg Free Press: **Edith McBride**  
Winnipeg Tribune: **R. Maley**





RADIO DAILY

PRESENTS

A NATION WIDE

UP-TO-THE-MINUTE

ANALYSIS OF THE

1944 RADIO MARKET



# THE 1944 MARKET FOR RADIO

By FRANK BURKE  
Editor THE RADIO DAILY

**R**ADIO'S most comprehensive analysis of the 1944 market, revealing the shifts in population, where it has increased or decreased and complete statistical data on a Metropolitan county and other county basis is incorporated in the following statistical tables.

New figures as of March 1, 1943 are presented for civilian population, together with the actual increase or decrease in percentage from the 1940 Census. These figures are based upon the registrations for War Ration Book Two and in order to minimize the influence of disturbing factors the registration figures have been adjusted to add to an independent estimate of the civilian population. This adjustment has occasioned a slight reduction in the registration figure for each county.

Most significant is the fact that while the county's civilian population declined 2.4 per cent from the last Census, the 237 Metropolitan Counties showed an actual increase of 2.4 per cent while the remaining 2,800 odd counties lost 7.3 per cent. This is the population flow which has caused the boom cities and areas wherever industry is concentrated.

#### — Radio Homes —

In column three of the tables, RADIO DAILY presents a county by county estimate of Radio Homes developed from the factors of population shifts, the estimated increase in radio homes—1940-1943, and a special report on the estimated number of families in the United States 1940-1960. RADIO DAILY wishes to acknowledge the helpfulness of Dr. Leon E. Truesdell, Chief, Population Division, Bureau of the Census for his assistance in looking over the method of projection used to develop these figures which bring the number of Radio Homes to a new all time high of 31,289,920.

The need for a new estimate of Radio Homes by counties is most obvious. The great population shifts which the Ration Book registrations reveal run as high as 797.9 per cent in the case of one Nevada county; several other counties run over 100 per cent. Conversely losses in population run 30-40 per cent through many counties. The big gains in population in Metropolitan Counties add substantially to the potential number of Radio Homes which lie right at the door step of the regional or big city distributor.

#### — Retail Service —

The Retail-Service columns have been retained in the 1944 Annual for the purpose of showing the number of retail outlets and actual sales volume from a Census year. Number of Farms, by counties, has been added, to give figures on the rural element of the population.

One other noticeable feature of the population percentage is the fact that while non-metropolitan counties as a whole declined 7.3 per cent in civilian population, those counties which contain a city of some size show either a smaller rate of decrease or an actual increase in population. In other words those cities not in the Metropolitan District class of 50,000 population or more, have attracted population on a scale only less in scale than the big areas.

Regionally, only the West has gained in population 1940-1943. Losses were suffered by the Northeast, North Central and the South. States which have gained in population include, Connecticut, Michigan, Delaware, Maryland, Virginia, Florida, Arizona, Utah, Nevada, Washington, Oregon, California and the District of Columbia. The greatest percentage gain in state population was registered by Nevada with 25.7 per cent. The greatest percentage loss in North Dakota with a decline of 15.6 per cent. California shows the greatest actual increase in civilian population with a gain of 603,163 while New York with a loss of 759,644 suffered the greatest loss in population.

#### — Conclusion —

In previous annuals, RADIO DAILY has presented factors on Population-Urban and Rural and also county breakdowns of the most important classifications of Retail Trade, together with similar data for Metropolitan Districts. It must be remembered, however, that the new figures presented this year deal with civilian population only, and do not include the millions now serving in the armed services.

In presenting the new 1944 survey, RADIO DAILY credits Walter P. Burns and Associates, Inc., with doing an excellent and accurate job of research. A corps of statisticians under the direction of William Noble, vice-president of the Burns organization, spent several weeks in Washington acquiring the information for the following RADIO DAILY tables:

# ALABAMA

Population 1943\* ..... 2,785,147  
 Radio Homes, 1944 (RADIO  
 DAILY Estimate) ..... 372,350  
 No. of Farms, 1940 ..... 231,746

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	1940 NAB Projection	Stores	Sales
Autauga	17,296	-17.5	1,370	2,253	1,408	1,483	189	\$1,518
Baldwin	39,037	+20.8	4,850	2,618	3,587	3,699	459	5,167
Barbour	28,311	-13.5	2,140	3,388	2,140	2,231	360	3,264
Bibb	18,734	-7.1	2,190	1,831	2,077	2,122	253	2,073
Blount	26,961	-8.6	2,940	4,482	2,767	2,858	336	2,499
Bullock	17,911	-9.6	960	2,561	932	951	221	1,763
Butler	27,496	-15.3	2,110	3,316	2,248	2,345	349	3,464
Calhoun	70,189	+12.9	10,850	2,707	8,619	8,830	847	11,653
Chambers	39,613	-6.0	4,810	3,073	4,475	4,629	386	3,367
Cherokee	16,165	-18.9	2,300	2,879	2,478	2,520	306	1,455
Chilton	23,235	-16.9	2,660	3,628	2,778	2,851	361	3,216
Choctaw	17,395	-13.9	980	3,108	992	1,021	292	1,438
Clarke	24,217	-12.4	1,810	3,510	1,805	1,841	417	3,706
Clay	13,818	-18.3	1,360	2,624	1,440	1,498	242	1,511
Cleburne	11,431	-16.1	980	1,869	1,019	1,044	189	1,635
Coffee	30,018	-6.2	2,830	3,733	2,628	2,718	412	3,037
Colbert	35,909	+5.3	5,250	2,267	4,453	4,572	415	5,381
Conecuh	20,550	-19.4	1,350	3,246	1,432	1,480	195	1,954
Coosa	11,461	-14.9	1,010	1,676	1,031	1,057	146	836
Covington	36,390	-14.2	3,930	3,975	3,768	4,088	563	6,578
Crenshaw	20,224	-14.4	1,490	2,814	1,644	1,730	284	2,168
Cullman	42,466	-10.3	5,820	6,877	5,706	5,825	608	6,310
Dale	21,962	-3.2	2,250	2,438	2,043	2,100	315	1,703
Dallas	51,236	-7.3	4,180	5,713	3,923	4,056	592	8,996
DeKalb	39,275	-8.8	5,010	6,526	4,787	4,956	522	3,824
Elmore	30,884	-10.6	3,160	3,561	3,040	3,189	433	3,570
Escambia	28,031	-8.6	2,500	2,077	2,368	2,479	383	5,294
Etowah	77,541	+6.8	13,730	3,444	11,387	11,739	836	16,614
Fayette	17,804	-17.8	2,050	3,037	2,167	2,212	233	2,335
Franklin	25,127	-8.8	2,720	3,117	2,630	2,690	349	2,622
Geneva	24,908	-14.6	2,250	3,333	2,276	2,370	337	2,851
Greene	15,978	-16.7	620	3,327	646	671	147	1,622
Hale	22,202	-13.0	1,110	3,850	1,107	1,138	174	1,693
Henry	18,385	-16.1	1,470	2,632	1,517	1,568	188	1,766
Houston	42,085	-7.8	5,300	4,134	4,906	5,200	666	8,175
Jackson	36,195	-13.4	4,050	4,683	3,981	4,172	437	5,517
Jefferson	See Listing—End of State							
Lamar	16,040	-18.6	1,730	3,137	86,706	89,654	5,194	132,388
Lauderdale	46,562	+1.1	6,360	4,098	1,859	1,903	248	1,753
Lawrence	24,121	-13.5	2,190	3,489	5,596	5,728	555	7,505
Lee	32,185	-11.7	3,280	2,715	2,225	2,286	226	1,490
Limestone	32,909	-7.7	3,420	4,767	3,214	3,344	413	5,762
Lowndes	18,867	-16.7	660	3,508	3,239	3,356	396	3,401
Macon	25,592	-7.5	1,660	3,374	673	707	169	1,390
Madison	69,771	+5.2	9,670	5,187	1,553	1,631	410	2,873
Marengo	29,024	-18.8	1,480	5,389	8,228	8,412	735	11,964
Marion	22,681	-21.2	2,550	3,629	1,635	1,626	327	3,249
Marshall	38,942	-8.1	5,480	5,505	2,800	2,860	254	2,191
Mobile	See Listing—End of State							
Monroe	23,089	-21.6	1,630	3,939	5,265	5,367	618	5,831
Montgomery	See Listing—End of State							
Morgan	46,106	-4.2	7,630	3,990	20,856	21,526	2,348	41,224
Perry	21,452	-19.4	1,110	3,799	1,746	1,847	277	2,967
Pickens	24,223	-12.5	2,020	3,984	15,221	15,879	1,507	34,555
Pike	27,994	-13.8	2,690	3,198	7,011	7,194	578	8,757
Randolph	21,755	-14.7	2,360	3,524	1,117	1,215	225	2,274
Russell	See Listing—End of State							
St. Clair	24,840	-9.1	3,110	2,588	2,015	2,078	200	2,322
Shelby	26,155	-9.7	3,170	2,181	2,700	2,806	440	4,614
Sumter	23,230	-15.0	1,140	3,821	2,410	2,486	330	2,324
Talladega	62,265	+20.1	6,470	3,232	3,007	2,169	427	3,302
Tallapoosa	33,029	-6.4	4,170	2,981	3,007	3,082	260	3,113
Tuscaloosa	73,285	-3.6	9,720	4,559	3,083	3,170	259	2,809
Walker	59,688	-7.0	8,610	3,943	1,128	1,202	183	2,136
Washington	13,667	-15.6	900	1,574	4,471	4,980	511	7,749
Wilcox	23,970	-8.8	1,040	4,011	3,850	4,005	434	4,857
Winston	16,769	-10.5	1,790	2,317	8,794	9,168	736	14,673
<b>METROPOLITAN DISTRICTS—COUNTIES</b>								
BIRMINGHAM (Jefferson)	477,446	+3.8	102,210	4,455	86,706	89,654	5,194	132,388
MOBILE (Mobile)	232,956	+64.6	37,670	2,233	20,856	21,526	2,348	41,224
MONTGOMERY (Montgomery)	116,962	+5.0	18,260	3,772	15,221	15,879	1,507	34,555
<b>TOTAL STATE</b>	<b>2,785,147</b>	<b>-1.5</b>	<b>372,350</b>	<b>231,746</b>	<b>321,671</b>	<b>332,776</b>	<b>32,917</b>	<b>467,334</b>

Note—Russell County contained in Columbus, Ga., Metropolitan District. Listed Under Ga.  
 \* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by  
**RADIO DAILY** from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# ARIZONA

Population 1943\* ..... 578,756  
 Radio Homes, 1944 (RADIO  
 DAILY Estimate) ..... 114,330  
 No. of Farms, 1940 ..... 18,468

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
	See Listing—End of State							
Apache	20,567	-14.6	1,360	3,120	1,372	1,433	154	\$2,487
Cochise	34,454	+ 6.2	8,260	1,076	6,893	7,126	560	11,419
Coconino	17,194	- 8.4	2,510	1,509	2,403	2,459	380	7,021
Gila	27,766	+16.3	6,090	595	4,631	4,844	332	6,760
Graham	10,190	-15.9	1,760	676	1,821	1,878	212	3,366
Greenlee	15,075	+73.3	2,920	239	1,567	1,602	133	2,291
Maricopa	See Listing—End of State							
Mohave	7,484	-12.9	1,660	373	1,657	1,713	198	4,347
Navajo	26,813	+ 5.9	3,050	2,448	2,518	2,629	282	5,841
Pima	86,952	+19.4	19,440	932	14,619	15,092	1,167	30,678
Pinal	52,094	+80.6	7,270	1,309	3,695	3,815	463	5,681
Santa Cruz	8,429	-11.1	1,570	174	1,546	1,582	162	3,626
Yavapai	22,572	-14.9	5,380	715	5,473	5,666	546	9,771
Yuma	40,520	+109.7	7,360	670	3,242	3,347	371	6,883
<b>METROPOLITAN DISTRICTS—COUNTIES</b>								
City Phoenix (Maricopa)	208,646	+12.1	45,700	4,632	36,344	37,208	3,201	72,712
<b>TOTAL STATE..</b>	<b>578,756</b>	<b>+16.4</b>	<b>114,330</b>	<b>18,468</b>	<b>87,781</b>	<b>90,394</b>	<b>8,061</b>	<b>\$172,883</b>

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# ARKANSAS

Population 1943\* ..... 1,816,806  
 Radio Homes, 1944 (RADIO  
 DAILY Estimate) ..... 261,950  
 No. of Farms, 1940 ..... 216,674

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
	Arkansas	22,913			- 6.2	3,700	2,324	3,450
Ashley	25,337	+ 5.4	2,900	3,127	2,697	2,762	276	3,570
Baxter	10,702	+ 4.1	1,290	1,420	1,113	1,140	167	913
Benton	30,701	-15.1	5,700	5,570	5,845	5,997	637	5,430
Boone	13,956	-12.0	2,540	2,192	2,507	2,591	276	3,167
Bradley	15,175	-16.1	2,130	1,440	2,163	2,263	226	2,979
Calhoun	7,965	-17.3	840	1,142	875	907	79	587
Carroll	11,858	-19.5	2,150	2,452	2,308	2,384	295	1,692
Chicot	27,057	- 1.4	2,420	4,154	2,138	2,223	313	3,215
Clark	21,709	-11.0	3,080	2,536	2,883	3,111	362	3,690
Clay	26,940	+ 5.1	4,240	3,307	3,961	4,041	426	2,687
Cleburne	11,369	-13.4	1,530	2,181	1,538	1,580	171	1,030
Cleveland	10,369	-17.5	1,010	1,748	1,158	1,193	114	798
Columbia	26,179	-12.2	3,300	3,700	3,160	3,363	316	4,486
Conway	18,767	-12.9	2,300	2,468	2,318	2,364	310	2,569
Craighead	43,377	- 8.1	7,850	4,541	7,463	7,695	690	8,107
Crawford	23,162	- 3.2	3,450	2,196	3,138	3,225	307	2,633
Crittenden	41,596	- 2.1	3,610	6,475	3,226	3,345	485	6,011
Cross	24,076	- 7.6	2,660	3,836	2,526	2,603	345	2,910
Dallas	12,075	-16.6	1,360	1,373	1,415	1,461	211	2,512
Desha	34,387	+26.6	3,110	4,050	2,191	2,261	286	3,197
Drew	21,584	+ 8.8	2,040	2,685	1,631	1,713	226	2,479
Faulkner	23,322	- 9.9	3,650	3,347	3,580	3,662	365	3,503
Franklin	12,290	-21.6	1,850	2,142	2,017	2,106	216	1,486
Fulton	8,130	-20.7	1,010	1,939	1,104	1,122	131	517
Garland	40,040	- 1.4	8,250	1,573	7,325	7,562	898	13,126
Grant	9,722	- 7.2	1,350	1,246	1,231	1,308	104	1,009
Greene	26,080	-13.7	4,550	3,676	4,570	4,733	387	3,758
Hempstead	28,149	-14.1	3,360	4,048	3,426	3,502	340	4,844
Hot Spring	18,131	- 4.1	2,590	2,054	2,352	2,444	276	2,181
Howard	13,768	-17.2	1,840	2,094	1,915	1,984	263	2,437
Independence	22,052	-14.0	3,440	3,412	3,463	3,584	298	3,517
Izard	10,694	-16.7	1,320	2,571	1,407	1,418	170	664
Jackson	24,766	- 6.3	3,200	2,861	3,029	3,080	366	3,824
Jefferson	72,497	+11.4	8,970	6,484	7,250	7,412	1,014	14,075
Johnson	15,034	-20.0	2,290	2,347	2,465	2,541	235	2,039
Lafayette	14,964	-11.2	1,540	2,178	1,493	1,554	240	2,051
Lawrence	20,630	- 8.9	3,100	2,757	3,010	3,069	297	2,542
Lee	24,437	- 8.9	2,040	4,280	1,962	2,024	239	2,927
Lincoln	17,644	-10.5	1,250	3,575	1,212	1,263	164	1,171
Little River	13,101	-17.8	1,340	1,960	1,422	1,458	174	1,765
Logan	22,181	-14.6	3,270	2,792	3,360	3,441	324	2,840
Lonoke	33,368	+12.0	4,480	4,424	3,582	3,666	405	4,150
Madison	11,143	-23.3	1,180	2,892	1,308	1,348	206	643
					1,039	1,063	123	406

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Marion	7,376	-22.1	930	1,537	4,221	4,333	404	7,876
Miller	31,483	-1.2	4,720	2,716	9,696	10,021	1,016	16,594
Mississippi	77,836	-3.0	10,720	7,866	2,005	2,030	210	2,431
Monroe	18,825	-10.9	2,010	2,633	960	975	117	611
Montgomery	6,885	-22.4	860	1,341	2,181	2,256	231	2,344
Nevada	16,451	-17.2	2,100	2,492	809	820	144	352
Newton	8,480	-22.1	720	1,926	3,577	3,722	377	5,261
Ouachita	28,910	-7.2	3,830	1,952	729	754	113	423
Perry	6,698	-20.2	680	1,011	4,026	4,171	479	7,531
Phillips	41,574	-9.6	4,170	5,774	1,312	1,372	204	1,104
Pike	10,030	-14.9	1,300	1,425	4,415	4,460	432	4,834
Poinsett	33,032	-12.3	4,370	4,136	1,839	1,885	273	2,463
Polk	13,571	-14.3	1,810	1,975	3,164	3,307	334	3,582
Pope	20,539	-20.0	2,980	2,677	1,815	1,860	201	1,245
Prairie	11,602	-24.2	1,600	2,063	2,130	2,210	251	1,753
Pulaski	See Listing	—End of State	—	—	2,839	2,922	410	4,828
Randolph	15,179	-17.1	2,060	2,469	2,493	2,539	216	2,151
St. Francis	33,294	-7.6	2,980	5,456	1,708	1,757	186	1,468
Saline	18,504	-3.4	2,710	2,025	1,051	1,070	151	647
Scott	11,582	-12.9	1,700	1,546	12,119	12,301	1,001	18,361
Searcy	10,196	-14.6	1,020	1,957	1,648	1,877	197	1,621
Sebastian	61,718	-1.7	13,290	2,407	1,304	1,339	167	628
Sevier	12,561	-17.6	1,730	1,648	748	768	83	439
Sharp	10,107	-12.1	1,310	1,987	748	768	83	439
Stone	7,275	-15.4	730	1,602	1,284	1,306	158	571
Union	50,054	-0.8	8,530	2,815	7,498	7,826	861	13,363
Van Buren	9,856	-21.3	1,160	2,028	1,284	1,306	158	571
Washington	36,739	-10.6	6,600	5,213	6,535	6,666	624	8,644
White	34,571	-7.0	5,020	4,760	5,102	5,177	514	4,624
Woodruff	19,452	-12.1	2,360	2,747	2,305	2,410	277	2,620
Yell	15,855	-24.4	2,310	2,440	2,610	2,687	314	2,056
City								
LITTLE ROCK (Pulaski)	173,174	+11.0	36,560	4,481	29,051	30,215	2,934	55,711
TOTAL STATE	1,816,806	-6.7	261,950	216,674	244,586	252,148	27,024	\$320,973

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# CALIFORNIA

Population 1943\* ..... 7,471,228  
 Radio Homes, 1944 (RADIO DAILY Estimate) ..... 2,273,100  
 No. of Farms, 1940 ..... 132,658

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Alameda	See Listing	—End of State	—	—	63	64	7	\$31
Alpine	200	-38.1	50	13	2,153	2,205	250	3,568
Amador	6,544	-27.1	1,830	407	10,913	11,373	947	19,627
Butte	39,618	-7.5	11,600	2,584	2,152	2,197	186	2,871
Calaveras	5,871	-28.6	1,820	469	2,331	2,495	247	4,448
Colusa	8,034	-17.9	2,300	730	1,110	1,130	195	1,994
Contra Costa	See Listing	—End of State	—	—	3,312	3,434	286	4,739
Del Norte	3,261	-31.3	900	247	2,991	3,063	251	5,205
Eldorado	9,150	-30.8	2,720	863	11,845	12,192	1,144	20,687
Fresno	See Listing	—End of State	—	—	10,388	10,650	1,108	24,881
Glenn	10,611	-13.0	2,970	1,376	1,661	1,750	175	4,184
Humboldt	41,364	-9.5	12,190	2,065	31,076	32,283	2,564	62,668
Imperial	52,304	-12.4	10,540	2,696	7,915	8,131	773	14,576
Inyo	17,477	+129.2	4,220	228	2,300	2,416	275	2,954
Kern	131,316	-2.8	34,540	2,188	3,589	3,659	252	5,866
Kings	33,507	-4.7	8,640	2,132	4,699	4,810	445	7,318
Lake	6,695	-17.0	2,250	876	1,414	1,437	119	1,834
Lassen	14,798	+2.2	4,100	486	6,005	6,347	706	9,541
Los Angeles	See Listing	—End of State	—	—	10,308	10,676	905	18,872
Madera	22,846	-2.0	5,190	1,538	2,104	2,175	204	2,573
Marin	See Listing	—End of State	—	—	530	570	69	843
Mariposa	3,029	-46.0	930	370	17,334	17,803	1,662	36,819
Mendocino	23,538	-15.4	6,030	1,843	6,893	7,075	567	12,080
Merced	43,478	-7.5	10,890	3,777	5,004	5,165	448	9,224
Modoc	13,918	+59.7	3,720	686	2,713	2,834	303	4,103
Mono	943	-59.0	280	92	—	—	—	—
Monterey	75,622	+6.3	20,650	1,999	—	—	—	—
Napa	36,955	+29.7	9,920	1,764	—	—	—	—
Nevada	12,995	-32.6	3,970	492	—	—	—	—
Orange	See Listing	—End of State	—	—	—	—	—	—
Placer	24,136	-14.1	6,980	1,451	—	—	—	—
Plumas	8,669	-24.9	2,410	167	—	—	—	—

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Riverside	116,362	+14.4	33,070	4,672	25,847	26,663	2,263	41,209
Sacramento	See Listing	—End of State						
San Benito	10,429	— 8.5	2,920	1,001	2,836	2,887	271	4,172
San Bernardino	176,474	+ 9.5	51,360	6,110	41,367	42,798	3,288	63,316
San Diego	See Listing	—End of State						
San Francisco	See Listing	—End of State						
San Joaquin	See Listing	—End of State						
San Luis Obispo	39,715	+19.5	11,380	1,916	8,465	8,771	950	15,655
San Mateo	See Listing	—End of State						
Santa Barbara	69,217	— 1.8	21,020	1,339	18,761	19,463	1,751	38,829
Santa Clara	See Listing	—End of State						
Santa Cruz	38,128	—15.4	12,930	1,712	13,279	13,607	1,283	23,203
Shasta	27,856	— 3.3	7,570	1,229	6,834	7,071	702	14,329
Sierra	1,645	—45.6	550	86	836	853	76	918
Siskiyou	32,378	+13.2	9,090	1,208	7,225	7,390	669	11,882
Solano	See Listing	—End of State						
Sonoma	71,936	+ 4.2	22,670	6,209	19,291	19,882	1,897	37,711
Stanislaus	76,271	+ 1.9	21,930	5,734	18,974	19,596	1,560	36,463
Sutter	17,040	— 8.8	4,650	1,425	4,451	4,599	251	4,145
Tehama	12,198	—14.8	3,610	1,744	3,633	3,798	394	6,259
Trinity	2,138	—46.1	660	329	994	1,019	77	849
Tulane	101,223	— 5.5	25,770	6,372	23,936	24,775	1,656	36,918
Tuolumne	7,574	—30.4	2,370	403	2,882	2,965	277	5,347
Ventura	68,350	— 1.9	18,820	1,745	16,854	17,425	1,439	27,803
Yolo	26,015	— 4.5	6,990	1,339	6,484	6,652	512	10,850
Yuba	17,367	+ 2.0	4,460	562	3,874	3,975	500	12,316
City								
<b>METROPOLITAN DISTRICTS—COUNTIES</b>								
FRESNO (Fresno)	163,589	— 8.4	44,800	9,550	42,537	43,924	4,002	84,522
LOS ANGELES (Los Angeles, Orange)	3,134,767	+ 7.6	1,054,530	18,584	872,543	894,530	72,255	1,531,040
SACRAMENTO (Sacramento)	191,793	+ 7.1	52,500	3,456	43,712	44,868	3,904	98,782
SAN FRANCISCO—Alameda, Contra Costa, Marin, San Francisco, San Mateo, Solano)	1,724,929	+19.2	568,730	7,397	428,065	440,864	35,712	840,263
SAN DIEGO (San Diego)	386,590	+40.0	126,520	5,814	82,582	84,343	6,403	130,542
SAN JOSE (Santa Clara)	180,565	+ 4.3	55,660	5,608	47,352	48,829	3,882	85,505
STOCKTON (San Joaquin)	139,760	+ 4.1	37,000	5,575	31,559	32,452	2,933	59,892
TOTAL STATE	7,471,228	+ 8.8	2,373,100	132,658	1,933,031	1,987,204	163,651	\$3,515,950

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# COLORADO

Population 1943\* . . . . . 1,095,043  
 Radio Homes, 1944 (RADIO DAILY Estimate) . . . . . 283,580  
 No. of Farms, 1940 . . . . . 51,436

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Adams	20,352	— 9.5	4,580	1,729	4,402	4,577	350	\$4,135
Alamosa	8,074	—23.0	1,870	608	2,105	2,151	228	4,916
Arapahoe	See Listing	—End of State						
Archuleta	2,466	—35.2	390	354	506	514	59	675
Baca	5,770	— 7.0	1,140	906	1,085	1,107	146	1,244
Bent	8,082	—16.3	1,770	687	1,771	1,879	170	1,805
Boulder	37,620	+ 0.5	11,340	1,352	10,070	10,213	830	13,886
Chaffee	7,069	—12.8	1,880	295	1,936	1,977	240	3,234
Cheyenne	2,476	—16.5	610	496	642	662	78	648
Clear Creek	2,474	—34.6	750	47	957	994	101	1,428
Conejos	9,393	—19.4	1,180	1,049	1,268	1,295	142	1,583
Costilla	5,744	—23.7	570	523	627	670	89	602
Crowley	4,463	—17.3	990	532	1,041	1,069	103	1,132
Custer	1,432	—36.9	320	305	447	458	49	329
Delta	13,029	—20.9	3,080	1,699	3,369	3,449	336	4,250
Denver	See Listing	—End of State						
Dolores	1,780	— 9.1	360	236	323	353	29	237
Douglas	2,945	—15.8	790	417	818	840	76	720
Eagle	4,393	—18.1	1,080	329	1,135	1,171	112	1,327
Elbert	4,139	—24.2	1,000	989	1,149	1,169	87	714
El Paso	59,147	+ 9.5	18,030	1,310	14,593	15,026	1,352	25,558
Fremont	17,236	—12.7	4,080	987	4,199	4,298	413	5,173
Garfield	8,975	—15.0	2,170	980	2,216	2,288	228	3,300
Gilpin	781	—51.9	270	51	437	441	46	330

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Grand	2,842	-20.8	720	253	780	812	137	1,520
Gunnison	4,451	-28.1	1,180	362	1,415	1,435	141	1,935
Hinsdale	193	-44.7	50	34	76	78	9	144
Huerfano	11,964	-25.6	2,000	696	2,308	2,384	264	3,725
Jackson	1,483	-17.5	360	262	367	392	52	531
Jefferson	See Listing—End of State							
Kiowa	2,429	-13.0	600	454	602	629	73	511
Kit Carson	6,269	-16.5	1,360	1,148	1,441	1,467	149	1,743
Lake	7,143	+ 3.8	1,980	29	1,699	1,740	146	3,108
La Plata	11,642	-24.9	2,520	† 1,046	2,901	2,966	280	5,266
Larimer	29,197	-17.8	8,380	1,825	8,925	9,104	842	13,647
Las Animas	27,950	-13.7	4,850	1,281	4,917	5,056	503	7,830
Lincoln	5,124	-12.9	1,270	834	1,277	1,304	190	1,708
Logan	15,344	-16.5	3,610	1,575	3,796	3,880	336	5,961
Mesa	27,668	-18.1	6,780	2,652	7,216	7,370	603	12,634
Mineral	655	-32.8	180	49	232	234	31	296
Moffat	4,083	-19.7	1,050	527	1,119	1,169	105	1,684
Montezuma	7,308	-30.2	1,410	1,043	1,704	1,757	147	2,351
Montrose	13,002	-15.7	2,950	1,426	3,064	3,133	218	4,640
Morgan	14,468	-16.0	3,560	1,349	3,681	3,787	350	5,575
Otero	23,534	- 0.2	5,520	1,189	4,855	5,021	492	7,309
Ouray	1,423	-31.9	460	153	499	590	57	580
Park	1,575	-51.9	470	306	780	803	100	913
Phillips	4,314	-12.8	1,140	626	1,170	1,179	140	1,454
Pitkin	1,293	-29.6	350	169	423	437	38	259
Prowers	18,587	+51.1	4,190	1,022	2,507	2,607	294	3,654
Pueblo	See Listing—End of State							
Rio Blanco	2,201	-25.2	570	339	653	671	50	890
Rio Grande	10,672	-14.0	2,160	675	2,196	2,245	247	4,152
Routt	8,633	-18.0	2,230	829	2,331	2,417	200	3,192
Sequache	4,963	-19.6	880	505	951	976	107	1,107
San Juan	1,138	-20.9	290	—	324	328	51	469
San Miguel	2,235	-39.0	510	178	691	709	62	760
Sedgwick	4,340	-18.0	1,070	505	1,127	1,164	120	1,673
Summit	1,174	-33.1	380	59	481	490	46	363
Teller	2,838	-56.1	900	246	1,624	1,678	161	1,996
Washington	6,412	-23.1	1,460	1,439	1,636	1,680	125	1,201
Weld	53,652	-15.8	13,200	4,512	13,602	14,038	1,126	17,556
Yuma	9,924	-18.0	2,370	1,765	2,477	2,582	241	2,876
City	METROPOLITAN DISTRICTS—COUNTIES							
DENVER (Arapahoe, Denver, Jefferson)	404,664	+ 6.1	123,680	3,000	102,137	106,624	8,147	208,193
PUEBLO (Pueblo)	74,416	+ 8.1	18,690	1,193	15,493	15,839	1,327	25,954
TOTAL STATE..	1,059,043	- 5.4	283,580	51,436	258,573	267,295	22,971	\$436,576
† Includes 4 farms in San Juan County								

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# CONNECTICUT

Population 1943\* . . . . . 1,758,963  
 Radio Homes, 1944  
 (RADIO DAILY  
 Estimate) . . . . . 486,180  
 No. of Farms, 1940 . . . . . 21,163

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Fairfield	See Listing—End of State							
Hartford	See Listing—End of State							
Litchfield	97,931	+ 12.5	26,840	2,795	21,479	21,824	1,600	32,237
Middlesex	See Listing—End of State							
New Haven	See Listing—End of State							
New London	126,472	+ 2.5	34,230	2,947	29,676	30,290	2,437	50,483
Tolland	32,692	+ 2.6	8,670	2,229	7,531	7,668	534	7,731
Windham	53,834	- 4.2	14,650	2,447	13,486	13,817	1,176	21,511
City	METROPOLITAN DISTRICTS—COUNTIES							
BRIDGEPORT (Fairfield)	435,537	+ 4.1	121,330	2,772	103,147	106,428	8,534	200,688
HARTFORD—(Hartford, Middlesex)	530,217	+ 4.7	145,010	5,090	121,628	126,094	9,081	235,185
NEW BRITAIN	482,280	- 0.4	135,450	2,883	120,312	123,139	10,863	215,451
WATERBURY								
TOTAL STATE..	1,758,963	+ 3.0	486,180	21,163	417,259	429,260	34,225	\$763,295

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# DELAWARE

Population 1943\* ..... 270,836  
 Radio Homes, 1944 (RADIO  
 DAILY Estimate) ..... 68,920  
 No. of Farms, 1940 ..... 8,994

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Kent	31,159	- 9.5	7,280	2,742	7,093	7,278	886	\$12,531
New Castle	See Listing—End of State							
Sussex	52,491	+ 0.1	12,590	4,665	11,194	11,446	1,296	20,623
WILMINGTON METROPOLITAN DISTRICTS—COUNTIES								
(New Castle)	187,186	+ 4.9	49,050	1,587	41,634	42,656	3,806	83,656
TOTAL STATE	270,836	+ 2.1	68,920	8,994	59,921	61,380	5,998	\$116,810

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# DIST. OF COL.

Population 1943\* ..... 833,720  
 Radio Homes, 1944  
 (RADIO DAILY Esti-  
 mate) ..... 212,550  
 No. of Farms, 1940 ..... 65

City	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
WASHINGTON (District of Columbia; Montgomery, Prince Georges, Md., Alexandria City, Arlington, Va.)	1,178,970	+ 28.2	308,960	4,312	218,120	223,884	13,210	521,128
TOTAL, D. C. . . . .	833,720	+ 26.7	212,550	65	158,377	162,446	10,723	\$442,259

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# FLORIDA

Population 1943\* ..... 2,080,003  
 Radio Homes, 1944 (RADIO  
 DAILY Estimate) ..... 411,060  
 No. of Farms, 1940 ..... 62,248

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Alachua	38,218	- 1.0	5,540	2,108	4,844	5,076	705	\$10,522
Baker	5,862	-10.0	490	434	479	488	95	772
Bay	36,210	+ 75.0	5,990	162	3,160	3,240	317	4,956
Bradford	12,724	+ 46.0	1,580	901	938	1,011	146	1,426
Brevard	18,069	+ 12.0	3,780	764	3,021	3,097	498	5,699
Broward	51,530	+ 29.9	10,790	946	7,515	7,714	968	17,143
Calhoun	7,320	-10.9	630	518	626	632	92	998
Charlotte	3,586	- 2.1	740	102	663	684	97	1,102
Citrus	4,950	-15.3	730	217	756	770	102	1,064
Clay	8,195	+ 26.7	1,160	290	813	847	100	783
Collier	4,271	-16.3	550	86	572	583	110	1,220
Columbia	15,266	- 9.4	1,510	1,383	1,424	1,522	253	3,382
Dade	See Listing—End of State							
DeSoto	8,299	+ 6.5	1,390	604	1,132	1,168	186	2,122
Dixie	6,244	-11.0	750	194	749	755	88	1,305
Duval	See Listing—End of Space							
Escambia	87,946	+ 27.4	16,050	1,164	11,317	11,717	921	20,362
Flagler	2,394	-20.3	310	107	348	349	66	496
Franklin	10,376	+ 73.2	1,280	16	639	697	110	1,054
Gadsden	30,029	- 4.5	2,420	1,466	2,237	2,305	306	5,288
Gilchrist	3,399	-20.0	280	529	307	314	53	532
Glades	1,992	-27.4	290	159	350	358	39	386
Gulf	7,474	+ 7.5	1,080	85	884	916	92	1,119
Hamilton	8,756	-10.5	670	928	663	674	133	1,128
Hardee	8,468	-16.6	1,230	1,132	1,270	1,322	192	2,095
Hendry	5,047	- 3.6	900	156	817	848	105	1,428
Hernando	5,132	- 9.0	770	546	738	759	103	1,400
Highlands	14,047	+ 51.9	2,430	389	1,445	1,498	201	2,473
Hillsborough	See Listing—End of State							
Holmes	13,629	-11.8	1,060	1,672	1,048	1,085	135	775
Indian River	9,329	+ 4.2	1,720	742	1,454	1,506	234	2,852
Jackson	31,053	- 9.8	2,460	3,585	2,414	2,463	339	4,537
Jefferson	11,007	- 8.5	820	1,288	777	828	144	1,153
Lafayette	3,505	-20.4	390	548	426	429	51	396



County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Lake	28,196	+ 3.5	5,400	2,017	4,696	4,739	549	7,273
Lee	21,598	+23.5	4,570	291	3,172	3,415	393	6,622
Leon	35,674	+12.7	4,960	1,443	3,857	4,040	416	9,236
Levy	11,611	— 7.5	1,130	851	1,054	1,112	190	1,619
Liberty	2,902	—22.7	220	253	243	252	46	221
Madison	15,067	— 6.9	1,320	1,499	1,229	1,279	225	2,158
Manatee	24,725	— 5.3	5,080	676	4,567	4,835	461	7,391
Marion	30,343	— 2.9	4,490	2,146	4,129	4,200	428	8,172
Martin	6,481	+ 3.0	1,200	177	1,057	1,069	167	1,719
Monroe	20,072	+48.0	4,090	94	2,555	2,584	334	2,947
Nassau	10,775	— 0.4	1,470	531	1,301	1,343	186	1,801
Okaloosa	15,591	+20.9	1,650	898	1,207	1,254	160	1,771
Okeechobee	2,929	— 2.4	420	174	385	389	66	780
Orange	79,448	+13.4	18,940	2,399	14,992	15,401	1,561	33,718
Osceola	9,687	— 4.3	2,150	442	2,008	2,028	183	2,252
Palm Beach	88,356	+10.5	18,420	808	14,879	15,223	2,182	38,733
Pasco	13,322	— 4.7	2,500	1,107	2,276	2,380	246	2,329
Pinellas	See Listing—End of State							
Polk	90,356	+ 4.3	17,460	4,273	14,802	15,315	1,821	28,932
Putnam	17,806	— 4.8	2,590	850	2,408	2,467	374	4,408
St. Johns	20,182	+ 0.8	3,730	348	3,315	3,358	496	6,366
St. Lucie	13,084	+10.2	2,140	598	1,663	1,780	242	5,129
Santa Rosa	13,799	—14.2	1,360	1,222	1,375	1,420	150	1,488
Sarasota	19,514	+21.2	4,350	191	3,220	3,324	448	8,193
Seminole	21,080	— 5.5	3,680	760	3,470	3,536	542	5,691
Sumter	9,532	—13.7	1,260	804	1,276	1,316	166	1,318
Suwannee	16,029	— 6.1	1,570	1,877	1,459	1,511	283	2,731
Taylor	9,682	—16.3	910	483	953	973	167	2,081
Union	7,228	+ 1.9	440	547	387	393	70	445
Volusia	53,099	— 1.1	11,870	1,518	10,747	10,888	1,353	20,867
Wakulla	5,717	+ 4.6	560	286	472	484	71	684
Walton	13,284	— 6.8	1,230	1,028	1,120	1,191	159	1,750
Washington	10,900	—11.4	890	1,259	874	900	128	1,087
City								
JACKSONVILLE								
(Duval)	258,381	+23.0	55,720	1,436	40,627	41,893	3,429	84,393
MIAMI								
(Dade)	301,144	+12.5	79,190	1,439	62,001	64,382	6,348	151,272
TAMPA (Hillsboro, Pinellas)								
ST. PETERSBURG	308,082	+13.3	74,310	4,362	58,845	60,412	5,828	105,877
TOTAL STATE	2,080,003	+10.0	411,060	62,248	326,447	336,803	36,849	\$661,022

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# GEORGIA

Population 1943\* ..... 3,026,728  
 Radio Homes, 1944 (RADIO DAILY Estimate) ..... 439,010  
 No. of Farms, 1940 ..... 216,033

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Appling	11,114	—23.3	1,020	1,459	1,165	1,179	180	\$1,601
Atkinson	6,318	—10.9	650	662	650	658	87	457
Bacon	7,101	—12.3	780	994	769	791	145	1,282
Baker	6,190	—15.7	390	1,093	392	410	63	277
Baldwin	22,349	— 7.6	2,060	805	1,957	2,023	244	3,319
Banks	6,902	—21.0	730	1,370	791	820	60	199
Barrow	12,116	— 7.3	1,920	1,458	1,819	1,864	182	1,805
Bartow	23,362	— 7.6	3,150	1,861	3,268	3,443	276	3,794
Ben Hill	13,061	—10.1	1,900	900	1,876	1,900	242	3,445
Berrien	12,712	—17.3	1,270	1,739	1,348	1,367	180	2,125
Bibb	See Listing—End of State							
Bleckley	8,415	—12.8	870	916	868	894	134	1,165
Brantley	6,015	—12.5	400	679	402	410	79	386
Brooks	17,032	—16.9	1,520	2,236	1,582	1,632	193	2,116
Bryan	5,626	—10.5	380	378	374	384	108	559
Bullock	22,047	—15.2	2,300	2,842	2,347	2,421	454	4,767
Burke	22,113	—16.6	1,510	2,360	1,556	1,617	335	2,670
Butts	8,172	—11.0	1,020	950	996	1,032	129	1,319
Calhoun	9,208	—11.8	600	1,347	608	616	171	1,099
Camden	6,295	+ 6.5	570	308	458	486	96	884
Candler	7,120	—21.8	940	1,141	827	843	118	1,373
Cawoll	29,984	—12.2	4,260	4,377	4,179	4,344	474	4,289
Catoosa	11,427	+30.3	2,540	1,306	1,784	1,816	99	660
Charlton	4,549	—13.5	400	297	408	412	68	568

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Chatham	See Listing	—End of State						
Chattahoochee	1,797	-25.9	120	269	149	153	49	250
Chattooga	18,825	+ 1.6	3,090	1,234	2,550	2,750	176	2,833
Cherokee	17,398	-13.6	2,360	2,435	2,415	2,463	335	2,519
Clarke	28,685	+ 1.0	5,440	757	4,757	4,909	428	10,711
Clay	6,333	-10.3	460	989	455	464	102	765
Clayton	10,744	- 7.8	1,620	1,023	1,547	1,587	135	728
Clinch	5,480	-14.8	590	268	613	624	106	741
Cobb	39,500	+ 3.2	7,200	2,826	5,994	6,366	502	6,578
Coffee	20,062	- 6.9	1,860	2,087	1,759	1,808	243	3,314
Colquitt	32,103	- 2.8	3,580	2,880	3,232	3,357	396	5,411
Columbia	8,737	- 7.4	830	1,200	787	810	108	459
Cook	10,297	-13.6	1,160	1,326	1,170	1,207	146	1,614
Coweta	26,106	- 3.2	3,360	1,853	3,065	3,145	359	4,238
Crawford	6,360	-10.8	470	741	436	466	93	411
Crisp	15,834	- 9.7	1,740	1,226	1,714	1,742	241	4,342
Dade	5,697	- 3.3	630	577	566	586	57	353
Dawson	3,610	-19.4	370	614	394	410	53	88
Decatur	22,033	- 0.9	1,890	1,563	1,652	1,735	287	3,362
DeKalb	See Listing	—End of State						
Dodge	16,854	-19.8	1,450	2,033	1,578	1,606	242	2,153
Dooly	14,376	-14.9	1,210	1,680	1,241	1,272	185	1,414
Dougherty	30,491	+ 6.7	4,360	666	3,623	3,735	525	11,035
Douglas	8,794	-12.5	1,120	1,135	1,100	1,162	130	1,107
Early	17,609	- 5.7	1,370	2,232	1,264	1,317	198	2,440
Echols	2,647	-10.7	210	230	216	216	28	99
Effingham	8,773	- 9.1	800	827	762	792	104	762
Elbert	16,119	-17.8	2,130	1,893	2,146	2,318	283	2,790
Emanuel	19,343	-17.7	2,050	2,444	2,157	2,226	356	3,003
Evans	6,141	-17.0	640	707	659	691	113	1,159
Fannin	13,920	- 5.6	1,680	1,649	1,588	1,617	173	853
Fayette	7,593	- 7.1	660	1,132	633	637	87	506
Floyd	57,030	+ 1.6	11,140	2,085	9,424	9,954	625	14,813
Forsyth	9,545	-15.7	1,130	2,009	1,168	1,190	746	607
Franklin	15,220	- 2.5	1,830	2,139	1,649	1,708	217	1,918
Fulton	See Listing	—End of State						
Gilmer	8,881	- 1.3	810	1,226	736	748	87	689
Glassecock	3,772	-17.0	450	561	471	482	62	308
Glynn	32,020	+46.1	5,410	170	3,400	3,453	431	7,036
Gordon	17,275	- 6.3	2,910	2,158	2,715	2,801	261	2,826
Grady	17,289	-12.0	1,830	1,923	1,836	1,865	186	2,506
Greene	12,557	- 8.4	1,300	1,337	1,195	1,277	123	1,530
Gwinnett	25,663	-11.8	3,560	3,309	3,504	3,634	392	3,143
Habersham	13,809	- 6.5	1,930	1,386	1,822	1,876	235	2,180
Hall	33,382	- 4.1	5,200	2,405	4,845	4,956	474	7,765
Hancock	11,088	-13.1	650	1,679	644	673	151	1,150
Haralson	12,467	-13.3	1,790	1,629	1,791	1,851	150	1,841
Harris	10,373	- 9.2	790	1,212	748	777	93	736
Hart	13,135	-15.3	1,680	2,308	1,702	1,773	110	1,013
Heard	7,137	-17.1	560	1,324	582	603	81	430
Henry	13,246	-12.4	1,370	1,893	1,358	1,401	169	1,471
Houston	11,762	+ 4.1	930	1,008	799	817	115	1,543
Irwin	11,841	- 8.5	1,040	1,586	1,008	1,031	112	1,171
Jackson	18,395	- 8.4	2,360	2,223	2,214	2,312	243	2,520
Jasper	7,543	-14.0	850	802	705	884	124	1,013
Jeff Davis	7,596	-14.1	770	961	796	802	92	874
Jefferson	18,278	- 8.8	1,820	1,936	1,735	1,804	324	2,613
Jenkins	10,357	-12.5	790	1,243	806	816	137	1,391
Johnson	9,493	-26.7	580	1,586	885	902	188	1,296
Jones	7,553	- 9.3	670	740	597	673	53	436
Lamar	9,050	-10.3	1,240	742	1,216	1,242	143	1,414
Lanier	5,126	- 9.0	470	580	462	467	61	545
Laurens	28,454	-15.3	2,940	3,569	2,948	3,091	494	4,798
Lee	6,557	-16.3	360	946	375	385	46	455
Liberty	9,897	+15.1	680	917	490	541	114	768
Lincoln	6,177	-12.3	510	1,032	467	523	103	566
Long	3,190	-21.9	210	400	216	235	61	269
Lowndes	32,913	+ 3.3	4,040	1,852	3,483	3,572	476	7,697
Lumpkin	5,583	-10.3	550	841	540	549	115	426
McDuffie	10,353	- 4.8	1,110	995	1,000	1,061	159	1,674
McIntosh	5,714	+ 8.0	490	130	405	421	101	663
Macon	14,373	- 9.9	1,230	1,349	1,194	1,231	149	1,643
Madison	11,385	-15.2	1,390	1,876	1,344	1,403	132	848
Marion	6,397	- 8.0	450	792	430	444	96	668
Meriwether	19,404	-12.0	1,930	1,856	1,849	1,972	308	2,066
Miller	8,834	-11.6	650	1,400	649	665	110	851
Mitchell	20,391	-12.3	1,640	2,862	1,610	1,672	293	2,875
Monroe	9,947	- 7.5	930	975	891	912	146	1,499
Montgomery	7,888	-18.4	570	1,085	583	616	123	668
Morgan	10,983	-13.6	1,100	1,333	1,082	1,139	125	1,363
Murray	9,668	-13.2	1,280	1,258	1,290	1,322	96	785

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
	See Listing—End of State							
Muscogee	18,916	+ 1.8	2,950	1,198	2,584	2,641	246	3,127
Newton	6,544	-13.6	700	924	716	730	61	237
Oconee	9,943	-20.0	990	1,593	960	998	99	736
Oglethorpe	10,967	-14.5	1,260	1,788	1,282	1,322	90	842
Paulding	10,895	+ 5.0	1,230	433	1,054	1,073	139	2,015
Peach	7,712	-15.6	1,040	939	1,092	1,103	84	969
Pickens	10,161	-13.9	880	1,375	890	913	163	1,789
Pike	8,735	-15.8	890	1,159	923	941	107	670
Polk	26,434	- 7.1	4,420	1,493	4,162	4,294	332	5,230
Pulaski	8,999	- 8.4	840	944	808	824	134	1,540
Putnam	7,363	-13.5	680	833	693	708	118	1,199
Quitman	2,974	-13.4	150	365	152	158	36	153
Rabun	6,398	-18.2	660	1,037	690	712	110	1,058
Randolph	14,036	-15.5	1,130	1,952	1,161	1,199	280	2,130
Richmond	See Listing—End of State							
Rockdale	6,953	-10.0	920	809	916	924	117	1,065
Schley	4,331	-13.9	390	629	395	400	54	446
Screven	17,162	-15.7	1,210	2,320	1,251	1,284	248	1,990
Seminole	7,974	- 6.1	640	950	596	613	128	1,146
Spaulding	27,628	- 2.8	4,880	850	4,463	4,560	403	7,755
Stephens	14,757	+13.8	2,150	895	1,722	1,746	182	2,218
Stewart	9,793	- 7.6	660	1,082	616	646	131	1,144
Sumter	22,861	- 6.5	2,340	1,567	2,215	2,267	389	4,587
Talbot	7,558	- 7.2	440	831	416	431	101	587
Taliaferro	5,291	-15.7	370	807	387	397	65	379
Tattnall	15,213	- 6.3	1,520	1,696	1,379	1,458	225	1,913
Taylor	9,015	-16.3	820	1,157	858	876	125	1,137
Telfair	12,534	-17.2	1,150	1,413	1,213	1,234	232	2,028
Terrill	15,139	- 9.2	1,070	2,003	1,037	1,080	223	2,139
Thomas	30,659	- 2.0	4,090	2,065	3,650	3,784	489	6,034
Tift	17,960	- 3.4	2,230	1,344	2,005	2,080	353	4,474
Toombs	16,032	- 5.4	1,630	1,563	1,469	1,547	255	2,822
Towns	4,039	-18.0	450	741	462	479	58	165
Treutlen	6,191	-18.9	480	857	504	528	84	814
Troup	36,443	-16.7	5,220	1,235	5,427	5,607	648	12,064
Turner	9,377	-13.5	910	1,321	936	954	138	1,393
Twiggs	8,513	- 6.6	490	1,014	431	472	78	428
Union	6,757	-12.0	550	1,325	546	558	112	261
Upson	23,621	- 5.8	3,550	921	3,311	3,410	288	4,844
Walker	See Listing—End of State							
Walton	18,945	- 8.8	2,630	2,286	2,559	2,698	234	2,874
Ware	26,610	- 4.7	4,070	1,029	3,804	3,873	541	8,464
Warren	9,560	- 6.6	720	1,235	683	702	94	900
Washington	18,256	-24.7	1,530	2,506	1,707	1,800	378	2,648
Wayne	12,575	- 4.2	1,220	950	1,138	1,158	190	1,850
Webster	3,777	-20.1	250	576	271	274	46	267
Wheeler	6,804	-20.3	650	989	682	716	89	427
White	5,627	-12.3	570	924	559	585	100	295
Whitfield	27,904	+ 6.9	5,260	1,586	4,320	4,497	423	6,594
Wilcox	10,177	-20.2	860	1,385	938	954	156	1,012
Wilkes	13,403	-11.1	1,150	1,757	1,110	1,160	208	1,862
Wilkinson	9,725	-11.8	930	1,092	904	949	149	1,001
Worth	18,464	-13.6	1,430	2,664	1,444	1,488	202	1,565
<b>METROPOLITAN DISTRICTS—COUNTIES</b>								
ATLANTA (DeKalb, Fulton)	523,093	+ 9.6	115,210	4,909	93,197	96,008	7,670	216,104
AUGUSTA (Richmond)	88,255	+ 8.5	15,660	920	12,539	13,159	1,335	27,603
COLUMBUS (Muscogee; Russell, Ala.)	139,706	+25.6	21,330	3,078	15,080	15,682	1,573	29,847
MACON (Bibb)	97,658	+16.6	17,110	829	13,065	13,461	1,306	28,800
SAVANNAH (Chatham)	139,406	+19.8	26,950	496	20,172	20,732	2,064	40,137
Note—Walker County contained in Chattanooga, Tenn. Metropolitan District. Listed under Tenn.								
TOTAL STATE..	3,026,728	- 2.4	439,010	216,033	381,668	394,755	42,968	\$670,021

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# IDAHO

Population 1943\* ..... 467,567  
 Radio Homes, 1944 (RADIO DAILY Estimate) ..... 121,350  
 No. of Farms, 1940 ..... 43,663

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
	See Listing—End of State							
Ada	49,045	- 2.7	14,060	2,689	12,535	13,140	862	\$26,236
Adams	2,631	-22.8	620	410	685	724	64	626

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Bannock	35,937	+ 3.4	9,090	1,723	7,844	8,048	637	15,025
Bear Lake	6,445	-18.5	1,680	711	1,804	1,855	147	2,207
Benewah	5,464	-25.5	1,450	643	1,693	1,718	121	1,585
Bingham	18,852	-10.4	4,330	2,217	4,206	4,325	273	4,872
Blaine	3,861	-27.1	1,010	318	1,166	1,216	152	2,215
Boise	1,103	-52.7	320	195	510	530	41	394
Bonner	13,172	-15.9	3,310	1,561	3,408	3,517	258	3,624
Bonneville	21,139	-17.7	5,290	1,672	5,487	5,757	382	12,349
Boundary	4,974	-16.9	1,260	708	1,331	1,355	101	1,750
Botte	1,529	-18.5	350	264	382	386	41	418
Camas	914	-32.8	260	193	325	330	39	327
Canyon	36,526	-10.7	9,770	3,631	9,578	9,864	632	14,233
Caribou	2,033	-11.0	550	247	544	555	60	837
Cassia	13,835	-4.1	3,160	1,296	2,898	2,977	239	4,667
Clark	813	-19.1	230	113	230	244	20	1190
Clearwater	6,996	-15.1	1,680	531	1,728	1,766	107	2,147
Custer	2,369	-33.2	580	365	746	764	89	906
Elmore	8,882	+ 61.0	2,090	476	1,219	1,237	136	1,805
Franklin	8,367	-18.2	1,030	996	2,165	2,203	146	2,637
Freemont	7,578	-26.5	1,750	967	2,039	2,109	156	2,451
Gem	6,796	-28.8	1,670	900	2,120	2,186	122	2,912
Gooding	7,397	-20.1	1,820	1,006	1,967	2,018	155	2,769
Idaho	8,630	-32.0	2,170	1,464	2,697	2,790	212	3,293
Jefferson	8,642	-19.7	2,010	1,297	2,153	2,227	144	1,906
Jerome	18,324	+ 85.1	4,270	969	2,053	2,178	144	2,904
Kootenai	22,973	+ 3.1	6,550	1,733	5,684	5,796	412	6,139
Latah	16,018	-14.8	4,520	1,777	4,695	4,758	328	6,463
Lemhi	4,372	-33.0	1,060	530	1,349	1,381	136	2,176
Lewis	3,803	-18.5	1,060	546	1,142	1,159	98	1,345
Lincoln	3,379	-20.1	810	441	882	904	82	1,031
Madison	7,358	-19.9	1,690	1,012	1,813	1,876	135	2,529
Minidoka	7,892	-20.0	2,000	1,048	2,174	2,221	153	2,690
Nez Perce	15,366	-18.6	4,610	1,282	4,751	4,948	355	10,123
Oneida	3,910	-27.8	930	644	1,143	1,159	92	1,277
Owyhee	4,819	-14.7	990	873	1,006	1,041	93	934
Payette	7,602	-20.1	2,060	922	2,230	2,285	179	3,020
Power	3,048	-23.1	670	505	839	854	75	1,161
Shoshone	20,422	-3.8	6,820	192	5,382	5,489	396	9,035
Teton	2,945	-18.2	610	492	655	672	70	568
Twin Falls	30,359	-16.6	8,330	2,717	8,672	8,948	591	15,786
Valley	4,189	+ 3.8	1,040	361	907	916	103	1,566
Washington	6,858	-22.5	1,790	976	1,988	2,045	167	3,375
<b>TOTAL STATE..</b>	<b>467,567</b>	<b>-10.9</b>	<b>121,350</b>	<b>43,663</b>	<b>118,824</b>	<b>122,471</b>	<b>8,944</b>	<b>\$184,503</b>

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# ILLINOIS

Population 1943\* ..... 7,622,739  
 Radio Homes, 1944 (RADIO DAILY Estimate) ..... 2,191,320  
 No. of Farms, 1940 ..... 213,439

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Adams	58,647	-10.1	16,060	3,271	15,778	16,058	1,220	\$20,192
Alexander	21,771	-14.6	4,100	845	4,114	4,311	356	5,643
Bond	13,191	-9.3	3,240	1,585	3,148	3,203	244	3,176
Boone	14,646	-3.7	4,380	1,175	3,985	4,138	293	5,079
Brown	6,627	-17.7	1,670	1,100	1,800	1,851	149	1,361
Bureau	33,908	-9.8	9,930	3,040	9,737	9,929	917	9,677
Calhoun	6,763	-17.6	1,450	991	1,538	1,578	145	1,206
Carroll	17,671	-0.7	5,170	1,623	4,668	4,760	437	5,363
Cass	14,326	-12.8	3,860	1,053	3,823	3,981	392	4,604
Champaign	69,644	+ 8.6	21,750	3,122	17,686	18,271	1,348	31,332
Christian	34,178	-11.4	9,510	2,591	9,208	9,607	719	11,011
Clark	15,924	-15.5	4,050	2,358	4,176	4,304	375	3,775
Clay	16,009	-15.5	4,140	2,086	4,314	4,400	279	4,080
Clinton	19,619	-14.4	4,500	1,724	4,560	4,690	418	3,746
Coles	34,609	-10.0	9,950	2,083	9,707	9,945	716	13,591
Cook	See Listing—End of State							
Crawford	18,917	-11.2	4,940	2,046	4,904	4,991	418	4,880
Cumberland	9,625	-17.7	2,480	1,779	2,627	2,696	148	1,320
DeKalb	32,821	-4.6	9,830	2,251	9,200	9,358	702	13,401
DeWitt	16,027	-12.2	4,550	1,420	4,550	4,642	354	5,290
Douglas	14,927	-15.1	4,210	1,358	4,337	4,432	280	4,591
DuPage	See Listing—End of State							
Edgar	22,227	-9.0	6,360	2,084	6,184	6,298	483	6,887

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Edwards	7,916	-11.8	2,040	1,030	2,042	2,083	160	1,602
Effingham	18,467	-16.2	4,510	2,086	4,677	4,797	518	6,649
Fayette	24,436	-16.2	5,740	2,997	5,902	6,103	478	7,610
Ford	13,501	-10.0	4,080	1,476	3,897	4,081	378	4,854
Franklin	43,611	-17.9	11,310	2,489	11,928	12,295	872	10,877
Fulton	41,469	-7.1	11,820	3,199	11,105	11,475	800	10,841
Gallatin	9,299	-18.5	2,020	1,070	2,171	2,213	183	1,516
Greene	17,910	-11.7	4,390	1,737	4,370	4,484	359	3,772
Grundy	18,702	+ 1.7	5,340	1,354	4,464	4,760	434	4,893
Hamilton	12,621	-6.2	2,740	2,257	2,604	2,635	207	1,469
Hancock	23,647	-10.1	6,650	3,177	6,493	6,652	564	4,973
Hardin	7,957	+ 2.6	1,550	740	1,348	1,364	127	805
Henderson	7,850	-12.3	2,070	1,060	2,095	2,111	140	1,073
Henry	41,349	-5.6	22,210	3,023	11,468	11,739	855	13,492
Iroquois	28,655	-11.8	8,150	3,613	8,091	8,311	626	7,955
Jackson	33,983	-10.4	8,260	2,384	7,968	8,261	812	10,396
Jasper	11,260	-16.2	2,760	2,359	2,911	2,938	191	1,852
Jefferson	33,721	-1.9	8,530	3,308	7,726	7,899	626	9,642
Jersey	12,649	-7.2	2,870	1,269	2,695	2,782	221	2,752
Jo Daviess	19,973	-0.1	5,400	2,018	4,862	4,952	426	4,854
Johnson	8,683	-19.1	1,780	1,579	1,893	1,947	181	1,278
Kane	130,625	+ 0.3	36,620	2,071	32,122	33,289	2,407	55,296
Kankakee	61,807	+ 1.5	41,610	2,353	12,675	13,045	1,084	20,579
Kendall	9,868	-11.1	2,810	1,129	2,770	2,837	139	1,971
Knox	47,182	-9.7	14,030	2,609	13,666	14,026	1,061	19,034
Lake	See Listing	—	—	—	—	—	—	—
LaSalle	94,351	-3.5	26,160	3,858	23,906	24,673	2,043	34,124
Lawrence	19,667	-6.7	4,670	1,590	4,376	4,534	421	4,970
Lee	32,866	-5.0	8,440	2,467	7,782	8,036	564	9,862
Livingston	35,575	-8.4	9,400	3,398	8,979	9,217	694	9,997
Logan	26,798	-9.0	6,520	1,973	6,283	6,457	595	8,073
McDonough	25,356	-5.9	7,500	2,334	6,927	7,207	530	8,132
McHenry	37,040	-0.7	10,690	2,535	9,402	9,806	912	14,687
McLean	68,366	-10.2	19,480	3,899	18,907	19,482	1,504	28,383
Macon	See Listing	—	—	—	—	—	—	—
Macoupin	40,954	-11.6	11,320	3,180	11,247	11,554	913	9,668
Madison	See Listing	—	—	—	—	—	—	—
Marion	40,962	-14.6	10,590	2,946	10,687	11,147	921	18,960
Marshall	11,547	-12.4	3,300	1,181	3,297	3,370	295	3,212
Mason	13,990	-8.9	3,880	1,322	3,739	3,839	372	4,015
Massac	13,195	-11.7	2,930	1,096	2,915	2,985	308	2,563
Menard	8,659	-18.8	2,350	980	2,539	2,582	217	2,326
Mercer	15,921	-10.1	4,540	1,925	4,464	4,540	342	3,922
Monroe	11,817	-7.3	2,670	1,403	2,552	2,588	254	3,149
Montgomery	29,029	-15.9	7,930	2,816	8,164	8,438	669	8,811
Morgan	32,038	-11.9	7,770	2,058	7,714	7,932	643	11,821
Moultrie	11,474	-14.9	3,020	1,278	3,101	3,177	231	2,450
Ogle	28,205	-5.6	8,330	2,780	7,820	8,010	500	7,857
Peoria	See Listing	—	—	—	—	—	—	—
Perry	20,834	-11.1	5,020	1,557	4,885	5,075	422	5,220
Piatt	12,559	-14.3	3,570	1,250	3,651	3,717	256	3,018
Pike	21,443	-15.4	5,440	2,836	5,581	5,720	494	4,878
Pope	6,087	-23.9	1,260	1,237	1,417	1,466	106	802
Pulaski	13,600	-14.3	2,460	958	2,480	2,563	242	1,668
Putnam	4,514	-14.7	1,210	505	1,243	1,278	97	754
Randolph	29,714	-11.6	6,400	2,161	6,285	6,528	518	6,006
Richland	15,009	-12.4	3,950	1,833	3,951	4,034	336	4,898
Rock Island	See Listing	—	—	—	—	—	—	—
St. Clair	See Listing	—	—	—	—	—	—	—
Saline	31,660	-16.8	8,070	2,116	8,319	8,682	619	8,927
Sangamon	See Listing	—	—	—	—	—	—	—
Schuyler	9,451	-17.3	2,450	1,509	2,585	2,629	177	1,914
Scott	6,736	-17.6	1,700	798	1,775	1,847	155	1,459
Shelby	22,838	-13.1	6,250	3,458	6,279	6,446	486	4,491
Stark	7,764	-12.6	2,180	955	2,199	2,248	205	2,007
Stephenson	37,934	-6.7	2,310	2,594	10,610	10,823	844	15,619
Tazewell	See Listing	—	—	—	—	—	—	—
Union	19,188	-10.9	3,710	1,724	3,595	3,750	291	4,178
Vermilion	76,665	-11.7	21,380	3,330	21,304	21,819	1,610	27,350
Wabash	12,915	-5.9	3,440	907	3,219	3,305	262	3,989
Warren	19,104	-10.3	5,610	1,839	5,458	5,609	460	7,189
Washington	13,946	-11.7	3,160	1,999	3,139	3,225	326	2,882
Wayne	18,952	-14.2	4,330	3,388	4,344	4,512	301	4,005
White	20,092	+ 0.3	4,860	1,883	4,314	4,423	411	4,396
Whiteside	41,708	-3.8	12,050	2,682	11,040	11,363	823	13,963
Will	119,685	+ 4.8	31,380	2,999	26,692	27,285	1,843	35,388
Williamson	46,070	-14.0	12,060	2,405	11,609	12,063	792	10,760
Winnebago	See Listing	—	—	—	—	—	—	—
Woodford	17,334	-9.4	4,770	1,942	4,589	4,724	346	5,276

County City	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
CHICAGO (Cook, DuPage, Lake, Lake, Ind.) . . . . .	4,531,674	— 0.9	1,320,240	9,012	1,184,987	1,211,233	89,645	2,149,644
DECATUR (Macon) . . . . .	83,178	— 1.8	24,440	2,335	22,033	22,627	1,542	37,018
PEORIA (Peoria, Tazewell) . . . . .	202,177	— 4.5	57,900	4,812	53,555	55,224	3,611	85,562
ROCKFORD (Winnebago) . . . . .	124,779	+ 3.0	37,510	2,110	32,303	33,194	2,209	51,803
SPRINGFIELD (Sangamon) . . . . .	115,540	— 2.0	32,840	3,131	28,802	30,404	2,063	48,298
TOTAL STATE . . . . .	7,622,739	— 3.3	2,191,320	213,439	1,974,604	2,023,969	151,829	\$3,152,602

NOTE: Rock Island County contained in Davenport-Rock Island, Moline Metropolitan District and listed under Iowa. Madison, St. Clair Counties contained in St. Louis, Mo. Metropolitan District. Listed under Mo.

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# INDIANA

Population 1943\* . . . . . 3,396,878  
 Radio Homes, 1944 (RADIO  
 DAILY Estimate) . . . . . 926,280  
 No. of Farms, 1940 . . . . . 184,549

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Adams . . . . .	20,135	— 5.3	5,080	1,999	4,779	4,836	352	\$5,041
Allen . . . . .	See Listing—End of State							
Bartholomew . . . . .	30,275	+ 7.1	8,150	1,815	6,790	6,963	520	8,519
Benton . . . . .	10,509	— 5.5	2,880	1,101	2,678	2,770	206	3,414
Blackford . . . . .	12,340	— 10.5	3,570	941	3,538	3,603	260	3,881
Boone . . . . .	20,967	— 5.0	6,320	2,643	5,891	6,023	416	6,129
Brown . . . . .	4,988	— 19.4	890	883	952	982	86	546
Carroll . . . . .	13,835	— 10.2	3,890	1,742	3,837	3,891	300	3,632
Cass . . . . .	33,411	— 9.5	9,450	2,202	9,223	9,454	696	11,920
Clark . . . . .	See Listing—End of State							
Clay . . . . .	21,971	— 13.4	5,670	2,153	5,728	5,839	411	6,048
Clinton . . . . .	26,394	— 7.1	7,780	2,050	7,340	7,551	517	9,838
Crawford . . . . .	8,281	— 18.6	1,520	1,509	1,656	1,673	209	1,088
Daviess . . . . .	26,659	+ 1.9	6,210	2,434	5,364	5,546	427	5,557
Dearborn . . . . .	See Listing—End of State							
Decatur . . . . .	15,810	— 10.8	3,940	1,745	3,912	3,980	392	4,900
DeKalb . . . . .	22,926	— 7.4	6,580	2,124	6,193	6,392	521	7,228
Delaware . . . . .	75,043	+ 0.1	22,350	2,462	19,877	20,316	1,407	27,577
Dubois . . . . .	19,512	— 13.6	4,010	1,902	4,067	4,176	437	4,786
Elkhart . . . . .	70,504	— 2.9	20,050	3,182	18,372	18,744	1,307	26,399
Payette . . . . .	19,754	+ 1.8	5,510	986	4,839	4,925	300	5,442
Floyd . . . . .	See Listing—End of State							
Fountain . . . . .	13,497	— 26.2	3,820	1,621	4,450	4,536	347	4,826
Franklin . . . . .	12,967	— 10.0	2,810	1,860	2,766	2,811	235	2,428
Fulton . . . . .	13,744	— 11.8	3,980	1,967	3,999	4,066	327	4,114
Gibson . . . . .	27,843	— 9.3	6,990	2,290	6,812	6,924	540	6,030
Grant . . . . .	54,596	— 2.2	15,800	2,547	14,058	14,635	1,093	18,231
Greene . . . . .	32,375	+ 3.3	8,040	3,060	6,922	7,121	598	6,384
Hamilton . . . . .	23,313	— 5.3	6,940	2,573	6,494	6,595	492	6,602
Hancock . . . . .	17,093	— 1.2	5,050	1,837	4,514	4,639	361	4,658
Harrison . . . . .	15,873	— 7.2	3,120	2,586	2,961	3,030	263	2,201
Hendricks . . . . .	19,323	— 4.1	5,390	2,396	4,949	5,083	381	4,453
Henry . . . . .	39,127	— 2.7	11,040	2,320	10,140	10,323	727	11,230
Howard . . . . .	45,828	— 4.0	13,370	1,880	12,300	12,614	907	17,001
Huntington . . . . .	27,542	— 8.0	8,010	2,400	7,702	7,854	603	9,197
Jackson . . . . .	24,769	— 6.9	5,990	2,286	5,703	5,816	534	6,630
Jasper . . . . .	13,838	— 3.9	3,560	1,782	3,214	3,354	260	3,891
Jay . . . . .	20,728	— 8.3	6,020	2,431	5,713	5,902	467	6,384
Jefferson . . . . .	19,971	+ 0.3	4,440	2,113	3,930	4,041	385	4,488
Jennings . . . . .	12,563	— 8.2	2,350	1,748	2,252	2,299	185	2,279
Johnson . . . . .	24,583	+ 9.3	5,610	1,945	5,415	5,558	429	5,991
Knox . . . . .	39,933	— 9.2	10,410	2,224	9,955	10,310	916	13,226
Kosciusko . . . . .	27,176	— 8.1	7,680	3,192	7,381	7,530	510	8,232
Lagrange . . . . .	12,959	— 9.7	2,890	1,821	2,846	2,885	281	3,191
Lake . . . . .	See Listing—End of State							
La Porte . . . . .	67,961	+ 6.8	18,270	2,476	15,219	15,616	1,184	23,006
Lawrence . . . . .	31,884	— 9.0	7,840	2,126	7,055	7,708	551	7,319
Madison . . . . .	89,824	+ 1.4	26,280	3,336	22,920	23,677	1,736	30,737
Marion . . . . .	See Listing—End of State							
Marshall . . . . .	24,230	— 6.6	6,550	2,560	6,094	6,362	531	7,290
Martin . . . . .	9,731	— 5.5	1,750	1,165	1,648	1,680	161	1,491
Miami . . . . .	25,861	— 7.4	7,600	2,069	7,215	7,382	547	7,917
Monroe . . . . .	36,178	— 1.0	8,870	2,119	7,868	8,143	580	11,637

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Montgomery	24,857	- 8.7	7,410	2,456	7,160	7,341	630	9,012
Morgan	19,458	- 1.7	4,770	2,069	4,296	4,415	392	5,203
Newton	9,442	-12.4	2,530	1,051	2,479	2,584	226	3,183
Noble	20,397	-10.4	5,750	2,175	5,634	5,748	513	6,288
Ohio	3,457	- 8.6	870	498	854	863	76	636
Orange	14,723	-15.0	3,260	2,030	3,339	3,430	300	3,545
Owen	10,413	-13.9	2,260	1,702	2,296	2,351	241	2,398
Parke	14,672	-15.5	3,670	1,971	3,814	3,899	335	3,586
Perry	15,015	-15.5	2,880	1,609	3,033	3,068	341	2,674
Pike	14,492	-15.0	3,200	1,557	3,242	3,361	333	3,051
Porter	29,517	+ 6.0	8,110	1,879	6,867	6,985	583	6,995
Posey	18,293	- 4.6	4,300	1,679	4,000	4,095	334	3,674
Pulaski	11,135	- 7.6	2,620	1,650	2,493	2,565	226	2,942
Putnam	19,508	- 6.4	5,060	2,409	4,867	4,914	402	4,975
Randolph	22,984	-14.1	6,750	2,886	6,854	7,031	553	7,025
Ripley	16,046	-15.1	3,610	2,634	3,722	3,805	399	4,290
Rush	17,223	- 9.0	4,830	1,769	4,712	4,785	378	4,752
St. Joseph	See Listing	—End of State						
Scott	9,802	+ 9.2	2,270	965	1,888	1,904	151	1,607
Shelby	23,364	-10.0	6,710	2,273	6,547	6,705	472	8,241
Spencer	14,219	-12.3	2,900	2,024	2,872	2,956	297	2,101
Starke	14,291	+16.6	3,390	1,534	2,615	2,665	279	3,218
Steuben	12,195	-11.2	3,500	1,507	3,455	3,532	393	5,033
Sullivan	22,572	-16.4	5,760	2,641	5,940	6,123	473	5,054
Switzerland	6,837	-16.3	1,640	1,503	1,676	1,743	166	902
Tippecanoe	55,317	+ 8.4	15,620	2,039	12,781	13,247	829	23,420
Tipton	13,075	-13.6	3,770	1,441	3,872	3,930	284	3,475
Union	5,339	-11.3	1,530	684	1,522	1,543	86	1,555
Vanderburgh	See Listing	—End of State						
Vermillion	19,091	-12.4	5,290	1,100	5,297	5,401	479	5,049
Vigo	See Listing	—End of State						
Wabash	24,907	- 6.4	7,130	2,210	6,708	6,856	539	8,488
Warren	7,861	-13.2	1,950	1,184	2,075	2,113	127	1,268
Warrick	17,985	- 7.5	4,080	2,051	3,833	3,998	301	3,438
Washington	15,349	- 9.8	3,310	2,470	3,210	3,309	294	2,653
Wayne	59,294	+ 0.1	16,850	2,182	14,864	15,315	1,190	21,734
Wells	17,134	-10.3	4,910	2,256	4,776	4,912	291	4,842
White	14,825	-13.0	4,070	1,715	4,055	4,199	396	4,379
Whitley	15,769	- 7.2	4,490	2,022	4,280	4,356	332	4,471

City	METROPOLITAN DISTRICTS—COUNTIES							
EVANSVILLE (Vanderburgh, Ky.)	171,613	+ 8.8	44,410	3,626	36,358	37,312	2,772	56,684
FORT WAYNE (Allen)	154,597	- 0.3	44,110	1,999	39,150	40,101	2,885	64,856
INDIANAPOLIS (Marion)	498,094	+ 8.9	147,810	3,083	120,282	124,210	8,719	215,676
SOUTH BEND (St. Joseph)	165,621	+ 2.3	46,150	2,783	40,180	41,204	2,844	63,459
TERRE HAUTE (Vigo)	95,271	- 4.5	27,470	2,094	25,651	26,153	2,037	39,110

TOTAL STATE.. 3,396,878 - 0.8 926,280 184,549 826,603 848,325 63,978 \$1,130,510  
NOTE: Lake County contained in Chicago Metropolitan District, listed under Ill. Clark, Floyd Counties contained in Louisville, Ky. Metropolitan District, listed under Ky. Dearborn County contained in Cincinnati Metropolitan District, listed under Ohio.

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# IOWA

Population 1943\* ..... 2,308,748  
Radio Homes, 1944 (RADIO DAILY Estimate) ..... 638,790  
No. of Farms, 1940 ..... 213,318

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Adair	11,872	-10.0	3,300	2,098	3,222	3,299	288	\$3,124
Adams	8,552	-15.8	2,420	1,582	2,491	2,570	202	2,106
Allamakee	15,079	-12.2	3,700	2,088	3,665	3,777	381	4,565
Appanoose	19,834	-18.2	5,200	2,092	5,544	5,647	484	5,049
Audubon	10,648	- 9.7	2,850	1,820	2,790	2,854	251	3,171
Benton	20,197	-11.7	5,750	2,490	5,762	5,866	506	6,851
Black Hawk	See Listing	—End of State						
Boone	26,141	-12.2	7,090	2,504	7,043	7,232	592	9,013
Bremer	15,888	-11.4	4,300	2,060	4,332	4,399	358	6,213
Buchanan	18,895	-10.0	4,770	2,367	4,655	4,765	438	5,044
Buena Vista	16,829	-15.2	4,890	2,110	5,054	5,148	528	7,599

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Butler	15,719	-12.6	4,240	2,361	4,328	4,373	358	4,503
Calhoun	15,424	-12.3	4,410	2,097	4,398	4,496	457	5,401
Carroll	20,438	-10.2	5,320	2,119	5,216	5,323	515	8,004
Cass	16,509	-11.5	4,770	2,205	4,773	4,863	587	7,249
Cedar	14,429	-14.5	4,070	2,227	4,087	4,286	336	5,144
Cerro Gordo	39,174	-10.7	10,810	1,996	10,721	10,922	900	20,010
Cherokees	16,189	-15.9	4,050	1,824	4,174	4,307	399	5,985
Chickasaw	13,202	-13.3	4,180	2,053	3,510	3,576	337	4,032
Clarke	8,149	-17.0	2,380	1,450	2,450	2,573	191	2,296
Clay	15,197	-14.4	4,340	1,840	4,395	4,520	428	8,123
Clayton	27,343	+12.4	6,310	2,970	5,504	5,591	551	5,470
Clinton	42,462	- 5.1	12,120	2,649	11,313	11,541	988	17,062
Crawford	17,961	-12.5	4,550	2,507	4,708	4,790	443	5,446
Dallas	21,653	-12.2	6,360	2,448	6,380	6,489	510	7,530
Davis	9,376	-15.8	2,350	1,852	2,430	2,498	198	2,039
Decatur	12,603	-10.1	3,150	1,919	3,060	3,147	279	2,948
Delaware	15,099	-18.3	3,960	2,248	4,246	4,300	350	4,524
Des Moines	42,144	+14.5	12,230	1,726	9,523	9,777	706	14,638
Dickinson	9,876	-18.9	2,770	1,256	2,946	3,035	378	4,168
Dubuque	59,898	- 6.1	15,170	2,303	14,322	14,587	1,148	24,822
Emmet	11,460	-14.5	3,070	1,315	3,121	3,228	307	5,136
Fayette	26,178	-10.2	7,010	3,109	6,906	7,013	605	8,748
Floyd	17,339	-14.0	5,000	1,897	5,046	5,208	443	6,298
Franklin	14,373	-12.2	4,020	2,158	3,995	4,102	296	4,831
Fremont	12,228	-16.5	3,290	1,742	3,464	3,539	337	2,633
Greene	13,145	-20.8	3,880	2,159	4,262	4,357	392	4,658
Grundy	12,376	- 8.4	3,420	1,788	3,384	3,494	295	3,940
Guthrie	14,669	-14.8	3,400	2,394	4,074	4,206	463	3,790
Hamilton	17,236	-13.5	4,820	2,161	4,925	5,024	403	6,263
Hancock	13,687	-11.1	3,560	1,998	3,568	3,633	295	4,243
Hardin	20,362	- 9.6	5,810	2,062	5,555	5,810	574	8,545
Harrison	19,453	-14.6	4,730	2,637	4,857	4,984	510	5,236
Henry	18,123	+ 0.7	4,650	1,866	4,099	4,186	316	4,033
Howard	11,970	-11.5	3,030	1,749	3,024	3,095	268	3,426
Humboldt	11,559	-14.1	3,130	1,425	3,060	3,264	333	3,849
Ida	9,172	-17.0	2,590	1,389	2,711	2,782	263	3,232
Iowa	15,073	-11.4	4,060	2,155	4,031	4,099	359	5,171
Jackson	17,437	- 9.1	4,570	2,227	4,407	4,528	433	5,707
Jasper	27,929	-11.3	7,950	2,988	7,843	8,032	529	8,315
Jefferson	14,016	-11.1	3,960	1,782	3,836	3,997	343	4,468
Johnson	32,270	- 2.8	8,890	2,573	8,117	8,307	572	14,254
Jones	17,891	-10.3	4,540	2,139	4,434	4,540	382	5,259
Keokuk	15,892	-13.7	4,610	2,532	4,707	4,799	401	4,872
Kossuth	23,604	-11.4	5,870	3,106	5,772	5,933	522	7,925
Lee	40,102	- 2.4	10,570	2,106	9,611	9,952	840	12,552
Linn	See Listing—End of State							
Louisia	10,353	- 9.1	2,770	1,306	2,682	2,746	230	3,083
Lucas	11,472	-21.3	3,230	1,665	3,548	3,628	250	3,759
Lyon	13,357	-13.1	3,250	1,870	3,236	3,369	357	3,422
Madison	12,154	-16.3	3,320	2,088	3,430	3,533	280	3,649
Mahaska	22,691	-14.3	6,550	2,728	6,687	6,824	449	7,957
Marion	23,201	-14.1	6,180	2,459	6,125	6,427	550	7,235
Marshall	31,873	-10.0	9,120	2,302	8,934	9,117	712	14,134
Mills	12,971	-13.9	3,010	1,500	3,046	3,136	299	3,285
Mitchell	12,423	-12.0	3,320	1,738	3,323	3,390	294	3,937
Monona	14,525	-20.4	3,990	2,091	3,874	4,032	368	4,407
Monroe	11,904	-18.2	3,040	1,643	3,174	3,300	263	2,893
Montgomery	13,695	-12.8	4,110	1,633	4,131	4,238	397	5,359
Muscatine	28,915	- 7.6	8,630	1,744	8,210	8,375	686	11,038
O'Brien	16,166	-16.2	4,560	1,986	4,689	4,845	520	6,858
Osceola	9,360	-11.8	2,380	1,306	2,380	2,425	225	3,099
Page	21,632	-13.1	5,780	2,100	5,772	5,952	628	11,026
Palo Alto	14,107	-12.8	3,500	1,864	3,498	3,612	346	4,756
Plymouth	20,569	-12.5	5,050	2,842	5,249	5,373	422	6,216
Pocahontas	14,055	-13.6	3,780	2,039	3,815	3,934	349	4,471
Polk	See Listing—End of State							
Pottawattamie	See Listing—End of State							
Poweshiek	17,008	- 9.3	4,990	2,161	4,808	4,937	342	5,713
Ringgold	9,171	-17.7	2,490	1,853	2,617	2,710	177	1,893
Sac	15,360	-12.9	4,280	2,058	4,320	4,412	390	5,241
Scott	See Listing—End of State							
Shelby	15,586	- 6.8	3,970	2,148	3,783	3,854	414	4,557
Sioux	24,363	-10.5	5,720	3,028	5,659	5,776	603	6,498
Story	33,172	- 0.8	9,570	2,292	8,478	8,773	815	14,447
Tama	19,167	-14.5	5,390	2,724	5,570	5,670	499	5,954
Taylor	12,081	-15.3	3,330	2,208	3,440	3,505	344	2,625
Union	13,744	-15.6	4,050	1,603	4,142	4,303	377	5,145
Van Buren	10,650	-11.6	3,000	1,756	2,997	3,063	262	2,151
Wapello	44,293	-	11,480	2,008	11,249	11,479	767	14,947
Warren	15,581	-11.9	4,240	2,487	4,195	4,321	458	3,899
Washington	17,139	-14.5	4,750	2,266	4,909	5,002	389	6,708



County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Wayne	11,205	-15.8	3,120	1,740	3,341	3,400	264	2,511
Webster	36,486	-12.1	10,360	2,678	10,444	10,568	808	18,315
Winnebago	10,512	-24.8	2,670	1,646	3,047	3,152	317	4,719
Winneshiak	19,430	-12.7	4,910	2,887	4,959	5,060	438	5,777
Woodbury	See Listing—End of State							
Worth	10,087	-11.9	2,620	1,533	2,629	2,670	223	2,581
Wright	17,137	-14.5	4,830	1,987	4,967	5,085	425	5,920

**METROPOLITAN DISTRICTS—COUNTIES**

CEDAR RAPIDS (Linn)	86,918	- 2.5	26,210	3,728	23,922	24,490	1,808	41,370
DAVENPORT (Scott; Rock Island, Ill.)								
DOCK ISLAND, ILL.								
MOLINE, ILL.	203,288	+ 2.8	59,620	4,111	51,786	52,760	3,763	83,132
DES MOINES (Polk)	190,218	- 2.2	57,317	3,139	51,022	53,129	3,972	94,342
SIOUX CITY (Woodbury)	94,449	- 8.9	26,230	3,192	25,208	25,966	2,207	47,338
WATERLOO (Black Hawk)	77,075	- 3.6	22,860	2,494	21,084	21,563	1,446	37,097
<b>TOTAL STATE..</b>	<b>2,308,748</b>	<b>- 9.0</b>	<b>638,790</b>	<b>213,318</b>	<b>617,006</b>	<b>633,168</b>	<b>52,780</b>	<b>\$870,632</b>

NOTE: Pottawattamie County contained in Omaha-Council Bluffs Metropolitan District. Listed under Neb.

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# KANSAS

Population 1943\* ..... 1,707,262  
 Radio Homes, 1944 (RADIO DAILY Estimate) ..... 450,421  
 No. of Farms, 1940 ..... 156,327

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Allen	16,220	-18.4	4,230	1,949	4,430	4,597	394	\$4,603
Anderson	9,797	-16.0	2,340	1,671	2,430	2,489	242	2,310
Atchison	18,912	-14.9	5,010	1,732	5,109	5,270	442	5,683
Barber	7,506	-17.3	1,950	1,030	2,039	2,100	220	2,772
Barton	23,744	- 5.1	6,230	1,723	5,763	5,926	533	8,959
Bourbon	16,135	-23.0	4,240	2,120	4,764	4,890	474	5,493
Brown	13,472	-22.6	3,690	2,034	4,142	4,236	348	4,178
Butler	29,707	- 7.2	7,820	2,482	7,391	7,596	642	9,246
Chase	5,044	-20.5	1,240	743	1,356	1,379	110	1,122
Chautauqua	6,890	-25.4	1,540	1,134	1,754	1,796	169	1,991
Cherokee	27,255	- 8.6	6,540	2,312	6,325	6,476	505	5,063
Cheyenne	5,138	-17.4	1,120	949	1,151	1,208	119	1,476
Clark	3,305	-19.0	720	553	880	905	101	1,218
Clay	10,975	-17.4	3,180	1,809	3,365	3,420	315	3,950
Cloud	14,660	-15.0	3,920	1,938	3,974	4,123	385	4,863
Coffey	10,314	-16.0	2,500	1,956	2,596	2,661	245	2,750
Comanche	3,724	-15.6	970	547	1,023	1,034	174	1,323
Cowley	34,529	- 9.5	9,430	2,483	9,164	9,428	797	11,450
Crawford	40,502	- 8.3	11,080	2,464	10,881	11,055	1,024	12,244
Decatur	6,265	-15.7	1,460	1,174	1,453	1,552	152	1,304
Dickinson	20,523	-10.5	5,770	2,366	5,698	5,829	574	6,182
Doniphan	10,290	-20.5	2,420	1,670	2,611	2,714	251	1,707
Douglas	33,360	+32.5	9,680	1,854	6,609	6,799	527	9,078
Edwards	5,337	-16.3	1,390	827	1,446	1,479	166	1,469
Elk	6,244	-23.7	1,520	1,167	1,694	1,756	184	1,422
Ellis	15,699	-10.5	3,130	1,235	3,071	3,164	293	4,660
Ellsworth	8,473	-14.0	2,150	1,265	2,174	2,239	224	2,131
Finney	11,623	+15.2	2,760	879	2,120	2,210	209	4,511
Ford	16,980	- 1.6	4,300	1,485	3,806	3,987	398	6,798
Franklin	19,030	- 8.9	4,930	2,153	4,811	4,976	427	5,733
Geary	17,045	+52.6	5,130	687	3,104	3,178	258	4,027
Gore	4,128	-13.9	730	822	748	763	107	762
Graham	4,636	-23.6	1,210	984	1,003	1,051	105	779
Grant	1,835	- 5.7	380	272	348	363	45	431
Gray	4,842	+ 1.4	1,010	866	847	909	95	837
Greeley	1,463	-10.7	320	209	310	324	39	246
Greenwood	12,800	-22.4	3,960	1,733	3,486	3,579	362	4,054
Hamilton	2,514	- 5.0	560	379	529	536	80	762
Harper	9,454	-21.7	2,600	1,571	2,866	2,945	322	3,382
Harvey	20,033	- 7.7	5,300	1,614	5,063	5,191	429	6,655
Haskell	1,951	- 6.6	450	423	424	433	46	399
Hodgeman	3,413	- 3.5	720	759	656	675	64	421
Jackson	11,067	-17.3	2,700	2,090	2,783	2,906	276	2,241
Jefferson	10,999	-13.5	2,510	1,943	2,541	2,613	246	1,698
Jewell	9,532	-20.4	2,390	2,393	2,554	2,657	206	1,768

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	% Change				1940 Census	NAB Projection	Stores	Sales
	1913*	1940-43						
Johnson	See Listing—End of State							
Kearny	2,306	— 8.7	540	471	493	538	62	411
Kingman	10,255	—14.5	2,580	1,666	2,655	2,711	268	2,691
Kiowa	4,227	—17.3	1,070	735	1,123	1,154	129	1,045
Labette	31,912	+ 5.1	8,200	2,464	7,002	7,138	602	7,931
Lane	2,470	—12.4	590	552	591	604	70	659
Leavenworth	36,468	+10.1	9,260	2,084	7,546	7,722	593	8,316
Lincoln	6,545	—21.5	1,150	1,382	1,788	1,868	156	1,302
Linn	9,961	—16.8	2,130	2,013	2,208	2,285	265	2,059
Logan	3,621	— 1.8	790	511	712	732	107	828
Lyon	22,754	—13.9	6,080	2,406	6,186	6,336	565	8,355
McPherson	22,149	— 8.3	5,870	2,575	5,586	5,751	530	6,831
Marion	16,716	—11.8	4,080	2,540	4,011	4,162	367	4,135
Marshall	17,827	—15.1	4,640	2,686	4,779	4,873	541	4,715
Meade	5,089	— 7.8	1,120	750	1,060	1,097	114	1,494
Miami	16,709	—14.3	4,040	2,216	4,144	4,203	346	3,926
Mitchell	9,642	—15.0	2,540	1,451	2,599	2,670	284	3,214
Montgomery	47,862	— 3.8	12,590	2,462	11,565	11,881	1,048	15,120
Morris	8,385	—19.1	2,180	1,414	2,334	2,388	232	2,056
Morton	2,061	— 5.7	450	334	406	437	65	538
Nemaha	14,060	—16.1	3,340	2,286	3,466	3,549	349	3,963
Neosho	19,039	—14.3	4,870	2,175	4,954	5,077	425	5,674
Ness	6,265	— 8.7	1,380	1,059	1,321	1,364	183	1,174
Norton	8,443	—14.1	1,850	1,437	1,848	1,928	164	1,930
Osage	11,810	—21.9	3,060	2,309	3,392	3,479	328	2,677
Osborne	6,870	—30.1	1,810	1,468	2,220	2,271	238	2,062
Ottawa	7,458	—19.1	2,140	1,468	2,294	2,356	191	1,662
Pawnee	9,062	—12.0	2,080	1,102	2,073	2,125	206	2,933
Phillips	8,625	—17.3	1,100	1,657	2,133	2,256	254	2,134
Pottawatomie	11,905	—15.1	2,870	1,985	2,954	3,020	302	3,018
Pratt	11,488	— 7.0	2,960	1,118	2,897	3,045	299	4,399
Rawlins	5,036	—23.9	1,170	1,154	1,340	1,379	137	1,123
Reno	50,029	— 4.1	13,660	3,265	12,483	12,887	1,152	19,886
Republic	10,751	—18.1	2,800	2,209	2,974	3,043	306	2,603
Rice	14,374	—16.5	4,100	1,487	4,291	4,403	382	5,173
Riley	22,386	+ 8.7	6,280	1,495	5,171	5,274	476	8,499
Rooks	7,567	—10.9	1,840	1,250	1,743	1,822	189	1,692
Rush	6,873	—17.0	1,810	1,128	1,664	1,695	189	1,597
Russell	11,882	—11.7	3,050	1,270	3,037	3,109	298	3,729
Saline	33,384	+13.0	9,470	1,667	7,315	7,677	732	12,318
Scott	3,663	— 2.9	870	528	790	813	92	1,074
Sedgwick	See Listing—End of State							
Seward	7,622	+16.5	1,910	478	1,425	1,500	171	3,181
Shawnee	See Listing—End of State							
Sheridan	4,244	—20.1	810	929	854	885	93	719
Sherman	5,931	— 7.6	1,430	705	1,359	1,402	144	2,051
Smith	8,365	—21.0	2,020	1,963	2,201	2,269	223	1,768
Stafford	8,849	—15.6	2,330	1,312	2,351	2,475	196	2,646
Stanton	1,456	+ 0.9	270	223	244	252	36	378
Stevens	2,767	—13.3	600	433	604	620	63	633
Sumner	21,686	—17.1	5,960	2,840	6,313	6,469	481	6,114
Thomas	5,957	— 7.3	1,510	955	1,425	1,466	175	2,175
Trego	4,466	—23.3	990	884	1,110	1,130	124	1,096
Wabaunsee	7,383	—19.9	1,700	1,516	1,858	1,883	209	1,541
Wallace	1,953	—11.9	420	328	416	428	48	387
Washington	12,750	—19.9	3,140	2,630	3,406	3,486	332	2,547
Wichita	1,963	—10.2	420	395	409	423	46	614
Wilson	14,935	—15.7	3,840	1,856	3,952	4,076	340	3,504
Woodson	6,411	—20.0	1,480	1,091	1,616	1,648	219	1,401
Wyandotte	See Listing—End of State							

City	METROPOLITAN DISTRICTS—COUNTIES							
TOPEKA (Shawnee) ..	85,526	— 6.3	24,920	2,200	23,202	23,955	1,797	35,534
WICHITA (Sedgwick) ..	189,995	+32.6	54,870	3,290	36,943	38,356	3,172	62,794
TOTAL STATE..	1,707,262	— 4.6	450,421	156,327	411,984	424,457	37,592	\$503,948

NOTE: Johnson and Wyandotte Counties contained in Kansas City, Mo.—Kansas City, Kans. Metropolitan District. Listed under Mo.

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# KENTUCKY

Population 1943\* ..... 2,607,673  
 Radio Homes, 1944 (RADIO  
 DAILY Estimate) ..... 478,740  
 No. of Farms, 1940..... 252,894

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Adair	16,214	—12.7	1,870	3,331	1,902	1,925	252	\$1,388
Allen	13,205	—14.8	1,750	2,709	1,841	1,862	213	1,876
Anderson	7,990	—10.6	1,750	1,480	1,718	1,762	105	1,382
Ballard	8,650	— 8.8	1,650	1,387	1,553	1,636	150	987
Barren	24,989	— 9.3	4,270	4,264	4,138	4,232	393	5,141
Bath	9,847	—14.0	1,650	1,686	1,577	1,636	146	965
Bell	41,895	— 4.4	5,250	1,385	5,026	5,195	443	7,441
Boone	10,240	— 5.4	2,200	1,443	2,232	2,289	170	1,197
Bourbon	16,150	— 9.9	3,830	1,343	3,513	3,616	207	3,454
Boyd	See Listing—End of State							
Boyle	16,248	— 4.8	3,560	1,307	3,238	3,383	280	5,302
Bracken	8,145	—13.2	1,810	1,370	1,798	1,866	173	1,364
Breathitt	18,547	—22.5	900	3,663	1,003	1,030	379	980
Breckinridge	15,104	—14.9	2,270	2,814	2,346	2,381	292	1,537
Bullitt	8,854	— 6.9	1,540	1,177	1,475	1,491	111	987
Butler	11,098	—22.8	1,110	2,091	1,254	1,280	246	723
Caldwell	13,017	—10.2	2,360	1,572	2,291	2,361	180	2,281
Calloway	16,863	—11.4	3,090	3,040	2,995	3,118	295	3,040
Campbell	See Listing—End of State							
Carlisle	6,189	—19.1	1,130	1,143	1,192	1,242	94	787
Carroll	7,558	—12.7	1,610	953	1,667	1,692	153	2,095
Carter	21,786	—14.7	2,000	2,858	2,676	2,738	289	2,148
Casey	16,487	—17.4	1,550	3,389	1,635	1,672	197	937
Christian	36,439	+ 0.9	5,610	3,027	4,906	5,061	519	7,083
Clark	16,399	— 8.8	3,630	1,605	3,431	3,592	316	4,444
Clay	19,716	—17.5	1,410	3,574	1,496	1,530	259	1,123
Clinton	9,393	— 8.6	990	1,574	959	978	128	727
Crittenden	10,082	—16.8	1,900	1,641	2,006	2,040	166	1,476
Cumberland	9,767	—18.1	990	1,964	1,055	1,075	153	866
Daviess	48,937	— 6.5	10,610	3,294	9,928	10,299	792	14,220
Edmonson	9,091	—19.9	1,020	1,818	1,117	1,132	185	693
Elliott	6,732	—22.7	630	1,487	707	718	116	422
Estill	14,645	—18.5	1,670	1,940	1,784	1,821	231	1,896
Fayette	81,324	+ 3.1	19,490	1,198	16,678	17,249	1,125	36,564
Fleming	11,360	—14.8	2,140	2,433	2,166	2,259	244	1,753
Floyd	44,590	—15.8	5,670	4,026	5,906	6,031	585	5,846
Franklin	21,426	— 8.1	4,920	1,363	4,748	4,820	335	7,189
Fulton	13,920	— 9.7	2,560	1,020	2,486	2,559	339	4,012
Gallatin	3,271	—24.1	600	729	660	701	79	626
Garrard	10,321	—13.3	1,790	1,922	1,817	1,848	149	1,669
Grant	8,742	—11.5	1,770	1,545	1,772	1,802	183	1,792
Graves	28,507	—10.3	5,500	4,247	5,305	5,503	492	5,901
Grayson	15,000	—14.6	1,760	2,916	1,804	1,847	288	1,673
Green	10,680	—13.3	1,540	2,605	1,547	1,586	181	930
Greenup	18,842	—24.4	2,970	2,094	3,395	3,463	272	2,027
Hancock	5,653	—17.0	890	1,086	939	962	104	693
Hardin	29,917	+40.4	5,610	2,836	3,605	3,740	425	5,073
Harlan	66,040	—12.3	10,270	1,638	10,204	10,484	663	14,272
Harrison	12,486	—17.4	2,930	2,568	2,973	3,144	280	3,945
Hark	14,391	—16.5	2,020	2,979	2,121	2,172	255	1,666
Henderson	See Listing—End of State							
Henry	11,061	— 9.5	2,320	1,501	2,293	2,321	179	1,822
Hickman	6,944	—24.0	1,260	1,388	1,384	1,440	100	1,018
Hopkins	32,720	—13.4	6,470	2,343	6,546	6,667	531	7,558
Jackson	11,822	—27.6	900	2,535	1,049	1,100	168	793
Jefferson	See Listing—End of State							
Jessamine	10,707	—12.1	2,160	1,148	2,172	2,202	223	2,284
Johnson	21,503	—16.6	2,600	2,644	2,757	2,800	293	3,367
Kenton	See Listing—End of State							
Knott	16,957	—15.2	1,220	2,645	1,276	1,289	226	778
Knox	23,870	—23.1	2,470	3,432	2,766	2,831	326	2,219
Larue	9,022	— 6.2	1,500	1,332	1,424	1,445	158	1,226
Laurel	21,138	—17.6	2,260	3,631	2,404	2,462	266	2,357
Lawrence	13,363	—22.6	1,490	2,508	1,668	1,712	215	1,139
Lee	8,619	—20.6	850	1,396	936	957	146	770
Leslie	12,696	—15.3	590	2,334	611	622	148	562
Letcher	35,077	—13.6	4,460	2,670	4,455	4,642	450	4,672
Lewis	12,985	—17.2	1,700	2,288	1,722	1,824	157	916
Lincoln	16,507	—16.9	2,430	2,802	2,525	2,607	288	2,063
Livingston	8,077	—11.5	1,280	1,257	1,282	1,307	92	614
Logan	20,350	—12.8	3,380	3,045	3,378	3,486	316	3,310
Lyon	7,855	—13.4	1,030	914	974	1,062	77	826
McCracken	45,210	— 6.8	9,880	1,937	9,318	9,595	780	15,917
McCreary	15,416	— 6.3	1,640	1,675	1,536	1,673	203	1,682
McLean	9,386	—18.0	1,780	1,397	1,891	1,933	158	1,103
Madison	29,801	+ 4.4	4,940	3,643	4,163	4,341	408	5,700

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Magoffin	12,982	-25.8	980	2,670	1,016	1,039	245	673
Marion	14,848	-12.2	2,260	2,122	2,243	2,303	169	2,375
Marshall	13,431	-19.1	2,370	2,182	2,518	2,601	211	1,667
Martin	8,771	-20.0	630	1,394	680	699	107	413
Mason	17,313	-9.2	3,770	1,530	3,648	3,730	375	5,450
Meade	8,016	-9.2	1,340	1,295	1,309	1,322	130	910
Menifee	4,425	-22.2	380	950	405	415	68	341
Mercer	13,129	-10.3	2,830	1,932	2,760	2,835	218	2,761
Metcalfe	8,942	-17.3	1,180	2,205	1,237	1,275	112	517
Monroe	13,175	-6.4	1,670	2,322	1,576	1,604	259	1,128
Montgomery	11,211	-8.7	2,030	1,100	1,965	2,007	209	2,732
Morgan	12,773	-24.1	1,080	3,008	1,197	1,248	270	830
Muhlenberg	30,809	-18.0	4,780	2,868	4,870	4,976	416	5,066
Nelson	16,855	-6.4	2,790	1,968	2,614	2,678	200	2,532
Nicholas	7,073	-17.9	1,570	1,485	1,668	1,705	110	1,169
Ohio	18,112	-25.8	2,640	3,429	3,080	3,133	412	2,119
Oldham	10,449	-2.5	1,610	802	1,472	1,504	107	1,135
Owen	9,076	-17.1	1,780	1,993	1,877	1,917	123	1,367
Owsley	6,767	-24.5	540	1,713	618	633	116	378
Pendleton	8,512	-18.1	1,820	1,741	1,924	1,973	156	1,444
Perry	42,871	-10.4	5,530	3,268	5,438	5,535	512	7,621
Pike	65,602	-7.8	7,430	6,633	7,115	7,284	770	8,067
Powell	5,830	-24.0	550	947	588	613	92	302
Pulaski	32,396	-18.7	4,260	5,186	4,611	4,681	510	4,482
Robertson	2,822	-17.4	610	737	640	659	64	426
Rockcastle	14,452	-15.8	1,170	2,366	1,207	1,240	255	1,062
Rowan	11,107	-12.8	1,460	1,345	1,473	1,500	217	1,675
Russell	12,451	-8.5	1,200	2,194	1,172	1,187	173	915
Scott	12,826	-10.4	2,890	1,617	2,800	2,892	195	2,811
Shelby	16,149	-9.1	3,540	2,086	3,384	3,506	207	3,723
Simpson	10,405	-11.5	1,910	1,484	1,818	1,868	176	2,229
Spencer	5,585	-17.3	980	1,115	1,043	1,058	68	644
Taylor	12,645	-6.7	2,070	1,829	1,961	2,013	178	1,917
Todd	12,982	-8.8	1,790	1,766	1,713	1,771	196	1,507
Trigg	10,179	-20.4	1,400	1,609	1,527	1,553	104	1,050
Trimble	4,813	-14.1	930	1,084	930	973	81	324
Union	16,735	-3.9	3,240	1,217	2,970	3,057	224	2,711
Warren	33,226	-9.3	6,050	3,608	5,787	5,987	626	8,674
Washington	11,650	-10.1	1,990	2,143	1,961	1,997	149	1,854
Wayne	15,278	-11.2	1,450	2,437	1,357	1,466	177	1,385
Webster	16,753	-12.7	2,970	1,647	2,977	3,066	282	2,840
Whitley	28,236	-14.8	3,260	2,796	3,340	3,434	469	5,128
Wolfe	8,294	-17.0	610	1,642	646	654	108	390
Woodford	10,714	-9.6	2,190	820	2,109	2,194	159	2,088

City

METROPOLITAN DISTRICTS—COUNTIES

LOUISVILLE (Jefferson; Clark; Floyd, Ind.)	503,989	+11.7	131,870	6,229	105,487	108,086	7,865	165,965
TOTAL STATE	2,607,673	-8.0	478,740	252,894	444,416	456,633	40,283	\$554,228

NOTE: Boyd County contained in Huntington-Ashland Metropolitan District. Listed under West Virginia. Campbell, Kenton Counties contained in Cincinnati Metropolitan District. Listed under Ohio. Henderson County contained in Evansville Metropolitan District. Listed under Indiana.

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# LOUISIANA

Population 1943\* ..... 2,339,596  
 Radio Homes, 1944 (RADIO DAILY Estimate) ..... 350,620  
 No. of Farms, 1940 ..... 150,007

Parish	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Acadia	41,712	-9.8	4,300	3,937	4,203	4,300	627	\$7,510
Allen	16,477	-6.1	2,010	1,302	1,878	1,933	195	1,998
Ascension	20,070	-5.4	2,170	1,411	2,012	2,060	266	2,929
Assumption	16,578	-10.6	1,380	551	1,373	1,391	204	2,380
Avozelles	35,244	-10.2	3,510	5,242	3,395	3,511	592	4,362
Beauregard	16,786	+13.1	1,920	1,709	1,504	1,551	195	2,095
Bienville	20,516	-14.5	2,040	3,083	2,090	2,142	220	2,658
Bossier	30,160	+3.5	3,900	3,079	3,286	3,422	276	4,528
Caddo	See Listing—End of State							
Calcasieu	73,917	+30.8	12,950	1,776	9,043	9,179	973	16,994
Caldwell	10,331	-14.2	1,300	1,252	1,296	1,348	120	1,358
Cameron	5,493	-23.7	700	842	789	813	97	505
Catahoula	11,394	-22.1	900	2,219	915	1,019	132	1,136

Parish	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Claiborne	26,271	-12.0	2,640	3,758	2,645	2,698	318	3,720
Concordia	13,195	-9.4	1,170	1,824	1,137	1,161	167	1,913
DeSoto	27,548	-13.4	2,310	4,397	2,313	2,378	303	3,591
East Baton Rouge	112,246	+27.0	22,350	1,853	15,889	16,314	1,277	37,038
East Carroll	15,986	-16.0	1,490	2,876	1,500	1,582	159	2,239
East Feliciana	17,847	-1.1	970	1,971	877	889	132	1,072
Evangeline	30,581	+0.3	2,010	4,578	1,781	1,827	409	2,613
Franklin	28,907	-10.7	2,760	5,865	2,704	2,792	267	3,346
Grant	15,751	-1.1	1,690	1,423	1,491	1,549	177	1,651
Iberia	34,400	-7.5	4,610	1,314	4,411	4,519	512	7,455
Iberville	24,784	-8.5	2,540	741	2,476	2,512	351	3,681
Jackson	15,790	-11.3	2,210	1,638	2,186	2,231	156	3,029
Jefferson	See Listing—End of State							
Jefferson Davis	22,570	-6.7	2,790	1,665	2,620	2,711	311	4,636
Lafayette	43,190	-1.7	4,890	3,441	4,428	4,528	681	8,896
Lafourche	34,489	-10.7	3,440	1,120	3,342	3,474	401	7,309
LaSalle	12,183	+11.2	1,610	704	1,297	1,322	150	2,058
Lincoln	22,513	-9.2	2,850	2,842	2,744	2,824	255	3,773
Livingston	16,045	-9.8	1,770	2,162	1,757	1,771	194	1,597
Madison	16,753	-9.2	1,580	2,524	1,533	1,561	202	2,885
Morehouse	25,786	-6.5	2,610	3,744	2,454	2,511	210	3,845
Natchitoches	37,357	-8.9	3,230	4,886	3,091	3,197	392	4,546
Orleans	See Listing—End of State							
Ouachita	60,437	+2.1	11,240	2,499	9,735	10,035	947	21,681
Plaquemines	9,663	-21.6	1,270	602	1,446	1,454	137	938
Pointe Coupee	21,951	-8.6	1,830	2,828	1,748	1,815	338	2,715
Rapides	93,157	+27.0	12,750	3,368	8,978	9,309	957	16,428
Red River	14,018	-11.7	1,070	2,338	1,159	1,180	113	1,355
Richland	25,492	-11.6	2,450	4,866	2,439	2,549	253	3,240
Sabine	21,307	-9.7	2,020	2,540	1,928	2,020	261	2,581
St. Bernard	7,480	+2.7	1,240	111	1,073	1,093	102	701
St. Charles	11,748	-4.7	1,510	253	1,417	1,441	188	1,553
St. Helena	7,885	-17.4	620	1,709	661	672	49	321
St. James	14,187	-14.5	1,210	434	1,213	1,270	242	1,748
St. John the Baptist	13,303	-9.9	1,450	181	1,422	1,449	196	1,705
St. Landry	68,854	-3.7	5,320	7,883	4,915	5,021	829	10,128
St. Martin	23,081	-12.6	1,760	2,440	1,784	1,812	369	2,681
St. Mary	32,802	+4.3	4,070	387	3,505	3,569	404	5,001
St. Tammany	22,184	-6.1	3,290	1,245	3,098	3,158	350	3,697
Tangipahoa	42,352	-7.0	5,240	4,521	5,026	5,089	544	7,812
Tensas	13,204	-17.2	970	2,371	1,021	1,050	162	1,450
Terrebonne	35,182	-1.9	3,880	917	3,441	3,590	493	8,035
Union	20,780	-0.8	2,510	3,248	2,169	2,298	203	1,968
Vermilion	34,111	-9.6	3,500	3,392	3,437	3,495	516	4,869
Vernon	26,871	+40.4	2,020	1,885	1,977	2,019	209	2,270
Washington	32,383	-6.0	4,710	3,261	4,443	4,526	396	6,223
Webster	34,442	+2.3	4,810	2,785	4,208	4,295	394	5,705
West Baton Rouge	10,388	-7.8	1,080	501	1,049	1,061	107	1,205
West Carroll	17,020	-11.6	2,060	3,275	2,044	2,103	194	1,903
West Feliciana	10,996	-6.2	490	1,253	467	473	82	676
Winn	14,865	-12.2	1,690	1,641	1,610	1,731	164	2,120

City	METROPOLITAN DISTRICTS—COUNTIES							
NEW ORLEANS (Jefferson, Orleans)	574,164	+ 5.4	129,010	483	110,175	112,180	9,991	185,931
SHREVEPORT (Caddo)	132,420	-11.8	25,950	5,061	25,835	26,484	2,255	56,696
<b>TOTAL STATE</b>	<b>2,339,596</b>	<b>-0.8</b>	<b>350,620</b>	<b>150,007</b>	<b>207,833</b>	<b>315,261</b>	<b>32,356</b>	<b>\$522,652</b>

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# MAINE

Population 1943\* . . . . . 795,228  
 Radio Homes, 1944 (RADIO DAILY Estimate) . . . . . 198,630  
 No. of Farms, 1940 . . . . . 38,980

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Androscoggin	76,225	-0.6	19,790	2,111	17,657	18,150	1,511	\$30,783
Aroostook	78,717	-16.6	13,540	5,706	14,031	14,559	1,639	23,982
Cumberland	See Listing—End of State							
Franklin	17,708	-11.0	4,310	1,469	4,266	4,348	469	5,659
Hancock	24,396	-24.7	6,590	1,804	7,501	7,757	887	10,787

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Kennebec	70,392	- 8.9	17,040	3,449	16,464	16,868	1,543	28,390
Knox	22,474	-17.2	6,380	1,544	6,704	6,859	732	9,891
Lincoln	14,356	-11.8	3,920	1,810	3,859	4,012	411	5,624
Oxford	37,008	-13.3	8,930	2,509	9,047	9,204	795	11,968
Penobscot	93,590	- 3.6	22,950	3,932	21,146	21,649	1,768	36,143
Piscataquis	17,241	- 6.6	4,360	977	4,156	4,232	359	4,483
Sagadahoc	18,236	- 4.6	4,900	669	4,558	4,662	370	6,260
Somerset	31,088	-17.7	7,730	2,863	8,279	8,509	790	9,741
Waldo	16,727	-20.9	4,150	2,593	4,547	4,667	480	5,181
Washington	29,915	-20.7	7,210	2,358	7,818	8,102	893	9,383
York	88,412	+ 8.2	23,240	2,249	19,340	19,689	2,147	27,914
City								
PORTLAND								
(Cumberland)	158,743	+10.5	43,590	2,937	34,977	36,033	2,964	69,868
TOTAL STATE..	795,288	- 5.8	198,630	38,980	184,348	189,300	17,758	\$296,057

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

Population 1943\* ..... 1,967,963  
 Radio Homes, 1944 (RADIO DAILY Estimate) ..... 490,240  
 No. of Farms, 1940 ..... 42,110

# MARYLAND

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Allegany	83,623	- 3.9	20,590	1,132	18,896	19,427	1,423	\$29,240
Anne Arundel	See Listing	—End of State						
Baltimore	See Listing	—End of State						
Baltimore City	See Listing	—End of State						
Calvert	10,769	+ 2.7	1,460	1,177	1,256	1,286	202	1,962
Caroline	15,858	- 9.6	3,510	1,817	3,450	3,507	346	4,091
Carroll	38,672	- 1.0	8,820	3,188	7,950	8,090	585	9,364
Cecil	30,647	+16.1	6,460	1,456	4,897	5,136	443	6,201
Charles	20,691	+25.6	2,500	1,276	1,799	1,907	231	3,141
Dorchester	24,015	-14.3	4,840	1,486	4,769	5,040	618	6,943
Frederick	52,228	- 8.9	11,680	3,466	11,525	11,793	927	18,123
Garrett	18,810	-14.4	3,140	2,068	3,146	3,267	253	4,031
Harford	42,628	+33.8	9,820	2,269	6,567	6,823	557	9,261
Howard	18,349	+ 6.8	3,720	1,007	3,071	3,176	302	4,447
Kent	12,998	- 3.5	2,770	852	2,444	2,613	319	4,133
Montgomery	See Listing	—End of State						
Prince Georges	See Listing	—End of State						
Queen Annes	12,256	-15.3	2,550	1,271	2,527	2,579	232	2,868
St. Marys	17,716	+21.1	1,720	1,347	1,280	1,313	250	2,365
Somerset	17,573	-16.2	3,310	1,193	3,357	3,521	432	3,121
Talbot	15,913	-15.3	3,770	1,033	3,853	3,970	390	6,863
Washington	70,360	+ 2.2	17,140	2,516	14,843	15,305	1,300	23,162
Wicomico	32,116	- 7.0	7,830	2,191	7,335	7,597	687	12,970
Worcester	18,212	-14.1	4,000	1,767	4,001	4,169	468	7,573
City								
BALTIMORE (Baltimore (city), Anne Arundel, Baltimore)								
	1,197,493	+11.6	319,230	5,378	252,619	261,658	22,478	457,989
TOTAL STATE..	1,967,963	+ 8.9	490,240	42,110	396,338	410,164	34,063	\$664,491

NOTE:Montgomery, Prince Georges Counties contained in Washington, D. C. Metropolitan District. Listed under Washington, D. C.

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

Population 1943\* ..... 4,116,242  
 Radio Homes, 1944 (RADIO DAILY Estimate) ..... 1,133,480  
 No. of Farms, 1940 ..... 31,897

# MASS.

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Barnstable	36,113	- 2.8	10,510	1,422	9,684	9,825	1,084	\$21,793
Berkshire	120,299	- 1.6	33,390	1,684	30,007	30,922	2,259	51,640
Bristol	See Listing	—End of State						
Dukes	4,649	-17.2	1,410	208	1,508	1,517	222	3,248
Essex	See Listing	—End of State						

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Franklin	47,211	— 4.5	13,340	2,434	12,347	12,704	932	19,792
Hampden	See Listing—End of State							
Hampshire	See Listing—End of State							
Middlesex	See Listing—End of State							
Nantucket	2,529	—25.0	810	43	948	955	119	2,110
Norfolk	See Listing—End of State							
Plymouth	See Listing—End of State							
Suffolk	See Listing—End of State							
Worcester	See Listing—End of State							

CITY METROPOLITAN DISTRICTS—COUNTIES								
BOSTON (Suffolk, Essex, Middlesex, Norfolk, Plymouth)								
LOWELL								
LAWRENCE								
HAVERTHILL (Bristol)	2,692,242	— 4.6	740,670	11,857	682,799	705,399	55,758	1,282,454
FALL RIVER (Bristol)								
NEW BEDFORD	340,315	— 6.7	94,530	3,833	89,300	91,776	7,110	126,600
SPRINGFIELD (Hampden, Hampshire)								
HOLYOKE	395,266	— 2.3	109,840	4,582	99,027	101,708	7,741	171,943
WORCESTER (Worcester)	477,618	— 5.1	128,980	5,834	119,210	122,836	8,775	196,533
TOTAL STATE..	4,116,242	— 4.5	1,133,480	31,897	1,044,830	1,077,642	84,000	\$1,876,113

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# MICHIGAN

Population 1943\* ..... 5,282,307  
 Radio Homes, 1944 (RADIO DAILY Estimate) ..... 1,445,290  
 No. of Farms, 1940 ..... 187,589

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Alcona	4,322	—20.8	1,040	792	1,130	1,171	99	\$1,047
Alger	8,455	—16.5	1,800	568	1,905	1,932	162	2,683
Allegan	37,375	—10.7	10,200	4,775	10,018	10,305	790	10,837
Alpena	18,456	—10.9	4,260	1,362	4,225	4,307	330	6,487
Antrim	9,150	—16.5	2,030	1,249	2,145	2,180	167	1,857
Arenac	7,246	—21.5	1,540	1,359	1,726	1,744	165	2,211
Baraga	6,683	—28.6	1,570	850	1,895	1,938	135	2,141
Barry	20,584	— 9.0	5,880	3,111	5,715	5,824	289	4,896
Bay	See Listing—End of State							
Benzie	6,109	—21.4	1,620	798	1,795	1,822	180	2,184
Berrien	89,337	+ 0.4	25,470	5,324	22,559	23,150	1,672	33,004
Branch	24,378	+ 5.7	7,200	2,792	6,774	6,928	514	7,563
Calhoun	99,999	+ 6.1	29,260	3,523	24,493	25,227	1,737	36,360
Cass	20,572	— 6.1	5,850	2,466	5,478	5,627	385	5,170
Charlevoix	10,208	—21.3	2,510	1,124	2,706	2,821	286	3,572
Cheboygan	10,257	—24.8	2,240	1,122	2,545	2,625	267	3,658
Chippewa	28,031	+ 4.9	6,550	1,584	5,697	5,699	459	9,036
Clare	8,012	—12.6	1,910	899	1,889	1,973	190	2,651
Clinton	25,316	— 5.1	6,950	3,141	6,428	6,615	423	5,949
Crawford	2,562	—32.0	580	101	740	754	111	1,525
Delta	30,786	— 9.6	7,510	1,426	7,286	7,509	575	10,424
Dickinson	22,849	—20.5	6,030	623	6,676	6,782	470	7,687
Eaton	32,743	— 4.0	9,650	3,354	8,801	9,103	623	8,473
Emmet	12,317	—22.0	2,860	1,120	3,189	3,252	364	7,110
Genesee	See Listing—End of State							
Gladwin	7,894	—15.9	1,840	1,296	1,915	1,961	158	1,909
Gogebic	25,784	—18.9	6,510	842	7,106	7,263	569	9,808
Grand Traverse	20,988	—10.3	5,000	1,614	4,903	5,002	338	5,505
Gratiot	28,238	—12.3	7,510	3,346	7,405	7,662	586	9,338
Hillsdale	27,771	— 4.5	7,850	3,601	7,224	7,475	518	6,594
Houghton	36,070	—24.2	9,780	1,644	11,116	11,377	802	13,249
Huron	27,878	—14.4	6,710	4,155	6,837	6,994	579	8,171
Ingham	See Listing—End of State							
Ionia	32,038	—10.3	8,580	3,041	8,353	8,583	667	8,633
Iosca	7,196	—15.7	1,830	741	1,862	1,952	168	2,264
Iron	16,906	—16.5	4,150	857	4,382	4,466	322	5,200
Isabella	21,506	—17.2	5,360	2,619	5,628	5,769	373	6,778
Jackson	95,102	+ 2.1	26,550	3,386	23,193	23,707	1,592	35,064
Kalamazoo	See Listing—End of State							
Kalkaska	3,654	—29.2	780	690	891	969	60	740
Kent	See Listing—End of State							
Keweenaw	2,917	—26.1	730	140	871	873	44	577
Lake	4,001	—16.6	840	697	871	915	115	802
Lapeer	30,332	— 5.6	6,980	3,444	6,409	6,699	515	7,789
Leelanau	6,130	—27.1	1,280	1,119	1,517	1,553	170	1,382

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Lenawee	51,222	— 3.6	14,420	4,186	13,200	13,608	1,011	16,740
Livingston	21,024	+ 08	5,730	2,236	5,112	5,251	386	6,301
Luce	6,783	— 8.6	1,110	189	1,069	1,103	77	1,968
Mackinac	7,124	—24.3	1,540	511	1,722	1,793	208	2,281
Macomb	See Listing—End of State							
Manistee	15,492	—16.0	4,230	1,338	4,435	4,504	375	5,324
Marquette	40,333	—14.3	10,400	1,030	10,608	10,833	781	14,758
Mason	18,809	— 2.8	5,020	1,858	4,589	4,695	364	5,727
Mecosta	14,392	—14.9	3,650	2,144	3,679	3,835	318	4,286
Menominee	21,610	—13.2	5,420	2,002	5,484	5,583	367	4,426
Midland	28,535	+ 5.3	7,040	2,113	5,956	6,129	353	7,612
Missaukee	6,511	—19.0	1,310	1,214	1,394	1,440	108	1,511
Monroe	58,198	— 0.7	15,260	4,165	13,549	14,003	948	15,712
Montcalm	24,995	—12.5	6,920	3,685	6,923	7,133	636	7,393
Montmorency	2,831	—26.3	560	500	667	676	77	809
Muskegon	99,837	+ 5.7	28,210	2,277	23,998	24,324	1,492	33,219
Newaygo	16,822	—12.8	4,170	2,799	4,236	4,295	298	3,717
Oakland	See Listing—End of State							
Oceana*	12,415	—16.2	3,060	2,015	3,182	3,262	274	3,158
Ogemaw	8,051	— 7.7	1,680	1,080	1,559	1,649	156	2,430
Ontonagon	7,130	—37.2	1,800	1,239	2,401	2,452	197	2,378
Osceola	12,094	— 9.1	2,860	1,929	2,777	2,836	236	2,998
Oscoda	1,937	—23.8	420	247	478	486	72	554
Otsego	4,658	—20.1	970	514	958	979	135	1,813
Ottawa	58,480	— 1.8	16,460	4,369	14,882	15,240	998	19,197
Presque Isle	9,936	—18.8	1,890	1,105	2,044	2,076	198	2,436
Roscommon	3,130	—14.7	810	197	828	851	148	1,441
Saginaw	See Listing—End of State							
St. Clair	78,314	+ 2.8	22,000	4,533	18,953	19,456	1,329	27,451
St. Joseph	27,523	—13.3	8,280	2,336	8,321	8,532	709	10,757
Sanilac	26,677	—11.4	6,900	4,897	6,738	6,968	551	7,059
Schoonercraft	7,593	—20.3	1,780	382	1,939	1,963	173	2,873
Shiawassee	38,687	— 6.1	10,900	3,246	10,179	10,484	766	13,178
Tuscola	33,026	— 7.5	8,050	4,590	7,707	7,892	611	9,562
Van Buren	30,381	—13.4	8,960	4,348	8,881	9,237	816	10,975
Washtenaw	99,649	+23.3	28,360	3,363	20,880	21,332	1,761	38,361
Wayne	See Listing—End of State							
Wexford	15,013	—16.5	3,810	1,336	4,023	4,100	342	5,838
City	METROPOLITAN DISTRICTS—COUNTIES							
DETROIT (Macomb, Oakland, Wayne)	2,566,463	+ 8.1	705,290	11,557	582,775	597,704	39,675	990,123
FLINT (Genesee)	224,163	— 1.7	62,280	5,281	56,536	57,660	3,594	89,672
GRAND RAPIDS (Kent)	228,290	— 7.3	67,700	5,623	63,953	65,723	4,479	102,253
KALAMAZOO (Kalamazoo)	100,260	+ 0.2	28,800	2,909	25,472	26,175	1,784	43,610
LANSING (Ingham)	121,891	— 6.7	36,370	2,999	34,502	35,306	2,095	58,173
SAGINAW (Bay, Saginaw)	201,876	— 1.7	54,080	8,552	48,712	50,073	3,171	71,657
TOTAL STATE	5,282,307	+ 0.6	1,445,290	187,589	1,271,499	1,304,149	90,038	\$1,954,069

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Aitkin	13,220	—26.0	3,560	2,858	3,739	3,791	401	\$3,410
Anoka	See Listing—End of State							
Becker	21,323	—19.7	4,690	3,321	5,149	5,212	370	5,550
Beltrami	21,165	—18.9	4,780	2,596	5,041	5,244	521	7,322
Benton	14,551	— 9.7	3,120	1,615	3,084	3,116	322	3,886
Big Stone	8,720	—16.5	2,180	1,131	2,303	2,338	285	3,804
Blue Earth	31,987	—11.6	8,670	3,046	8,547	8,845	861	17,137
Brown	23,229	— 9.1	6,010	2,073	5,778	5,953	486	9,312
Carlton	21,459	—11.4	5,230	2,510	5,212	5,282	420	6,563
Carver	15,758	—10.5	3,850	2,053	3,750	3,889	381	4,888
Cass	15,544	—24.7	3,360	2,530	3,856	3,960	405	3,582
Chippawa	13,843	—18.2	3,630	1,757	3,908	3,954	303	6,354
Chisago	11,215	—14.5	2,930	2,035	3,027	3,088	318	3,088
Clay	22,154	—12.6	5,490	2,128	5,514	5,661	390	8,169
Clearwater	9,324	—16.4	2,050	1,803	2,133	2,178	206	2,049
Cook	2,064	—31.4	490	161	606	613	94	897



County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Cottonwood	13,629	-15.6	3,450	1,978	3,557	3,672	297	4,926
Crow Wing	25,047	-17.1	6,460	2,076	6,778	6,954	674	10,478
Dakota	40,313	+ 1.6	10,040	2,358	8,534	8,904	653	12,694
Dodge	11,089	-14.2	2,830	1,796	2,873	2,964	231	2,890
Douglas	18,131	-11.0	4,540	2,695	4,487	4,583	462	6,297
Faribault	21,692	- 9.4	5,550	2,525	5,459	5,608	544	8,272
Fillmore	22,681	-12.2	5,740	3,169	5,673	5,859	625	6,480
Freeborn	28,911	- 9.0	7,630	3,069	7,267	7,551	539	11,269
Goodhue	28,809	- 8.7	7,680	3,037	7,358	7,607	672	11,016
Grant	8,472	-13.8	2,150	1,384	2,156	2,236	223	2,908
Hennepin	See Listing	—End of State						
Houston	12,809	-13.1	3,170	1,845	3,174	3,269	298	3,443
Hubbard	8,864	-20.0	1,990	1,489	2,127	2,209	206	2,482
Isanti	10,826	-16.4	2,370	1,956	2,481	2,544	221	2,855
Itasca	28,874	-12.5	6,750	3,105	6,943	7,061	606	8,787
Jackson	14,563	-13.3	3,720	2,285	3,722	3,829	276	4,275
Kanabec	8,240	-14.6	1,940	1,755	1,994	2,035	166	2,049
Kandiyohi	24,210	- 8.7	5,690	2,619	5,646	5,752	494	8,641
Kittson	8,872	-17.2	2,100	1,481	2,123	2,146	226	3,083
Koochiching	15,191	-10.3	3,510	1,552	3,427	3,507	434	5,430
Lac qui Parle	13,720	-11.5	3,360	2,094	3,335	3,428	269	3,701
Lake	6,245	-10.2	1,890	411	1,808	1,801	211	2,855
Lake of the Woods	4,040	-32.4	890	1,072				966
Le Sueur	16,940	-11.9	4,450	2,125	1,119	1,150	145	4,895
Lincoln	9,561	-11.4	2,320	1,564	4,419	4,537	395	4,895
Lyon	18,134	-15.9	4,580	1,976	2,298	2,346	206	2,309
McLeod	19,281	- 9.8	4,760	2,504	4,712	4,876	466	8,654
Mahnomon	6,701	-16.8	1,260	983	4,676	4,762	520	7,111
Marshall	14,987	-18.4	3,400	2,879	1,325	1,368	114	1,354
Martin	21,440	-13.0	5,640	2,557	3,629	3,693	314	3,561
Meeker	17,282	-10.3	4,260	2,484	5,616	5,817	540	9,159
Mille Laacs	13,034	-16.2	3,150	2,132	4,175	4,256	397	5,168
Morrison	24,423	-11.1	5,200	3,418	3,263	3,344	317	4,389
Mower	35,338	- 2.1	9,310	2,574	5,163	5,252	590	5,898
Murray	13,089	-13.1	3,050	2,100	8,346	8,622	643	13,681
Nicollet	17,251	- 5.6	3,940	1,496	3,081	3,150	254	3,458
Nobles	18,921	-10.8	4,850	2,211	4,760	4,901	284	3,772
Norman	11,498	-22.0	2,740	2,003	3,012	3,114	406	8,151
Olmstead	37,422	-12.3	9,340	2,453	4,760	4,901	280	3,413
Otter Tail	45,317	-14.8	10,400	7,031	9,193	9,532	702	19,350
Pennington	10,847	-16.0	2,660	1,366	10,604	10,949	814	11,995
Pine	17,800	-17.1	4,130	3,506	2,766	2,829	221	4,886
Pipestone	12,006	-13.0	3,060	1,319	4,349	4,439	406	4,286
Polk	30,972	-17.9	7,440	4,342	3,018	3,155	320	5,638
Pope	11,900	-12.1	2,930	1,864	7,880	8,092	775	10,836
Ramsey	See Listing	—End of State			2,924	2,986	259	2,971
Red Lake	6,597	-11.0	1,400	985	1,385	1,410	151	1,606
Redwood	20,187	- 9.4	5,020	2,663	4,836	4,970	454	6,899
Renville	21,740	-11.7	5,310	3,095	5,300	5,416	495	6,963
Rice	28,886	-10.2	6,830	2,388	6,657	6,828	555	9,625
Rock	9,415	-13.9	2,450	1,368	2,475	2,556	231	3,406
Roseau	12,908	-14.5	2,740	2,433	2,812	2,881	243	3,108
St. Louis	See Listing	—End of State						
Scott	13,972	-10.3	3,100	1,598	2,995	3,103	417	4,240
Sherburne	8,316	-20.5	1,730	1,211	1,899	1,936	189	2,139
Sibley	13,910	-16.3	3,360	2,326	3,425	3,575	307	3,837
Stearns	58,447	-13.0	12,290	4,685	12,424	12,669	1,357	19,839
Steele	18,195	- 7.9	4,510	1,970	4,518	4,603	325	7,270
Stevens	9,812	-11.1	2,320	1,337	2,274	2,338	192	3,614
Swift	13,513	-12.6	3,250	1,876	3,293	3,356	322	4,612
Todd	22,401	-18.4	5,240	3,720	5,594	5,695	416	5,344
Traverse	7,139	-13.8	1,800	1,102	1,846	1,878	166	2,314
Wabash	15,286	-13.4	3,920	1,696	3,919	4,035	427	4,784
Wadena	11,154	-12.7	2,470	1,624	2,504	2,547	252	3,961
Waseca	13,612	-11.0	3,490	1,703	3,416	3,525	282	4,435
Washington	See Listing	—End of State						
Watsonwan	12,763	- 8.2	6,240	1,468	3,158	3,291	292	4,665
Wilkin	9,372	-10.5	2,160	1,250	2,180	2,215	202	2,664
Winona	34,124	- 9.7	8,900	2,089	8,631	8,998	801	14,292
Wright	24,547	- 0.9	5,970	3,798	5,889	6,026	641	6,755
Yellow Medicine	15,324	- 9.4	3,860	2,222	3,754	3,821	337	4,696

CITY METROPOLITAN DISTRICTS—COUNTIES								
DULUTH (St. Louis; Douglas, Wisc.)								
SUPERIOR, WISC.	228,354	-10.1	63,660	10,035	62,661	63,657	4,952	102,279
MINNEAPOLIS (Anoka, Hennepin, Ramsey, Washington)								
ST. PAUL	910,305	- 1.5	270,890	8,557	244,382	250,823	17,920	508,228
TOTAL STATE..	2,541,000	- 8.9	677,240	197,351	647,499	664,296	54,511	\$1,081,158

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# MISSISSIPPI

Population 1943\* ..... 2,030,258  
 Radio Homes, 1944 (RADIO  
 DAILY Estimate) ..... 223,071  
 No. of Farms, 1940 ..... 291,092

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Adams	26,107	— 4.2	3,080	1,641	2,798	2,909	402	\$6,072
Alcorn	23,697	—12.1	3,770	2,835	3,702	3,847	418	4,890
Amite	20,400	— 6.8	1,780	3,868	1,697	1,732	209	1,190
Attala	25,797	—14.7	2,550	4,518	2,637	2,733	264	3,475
Benton	8,624	—17.3	760	1,746	757	813	111	364
Bolivar	61,336	— 9.2	5,170	12,005	4,889	5,123	828	9,184
Calhoun	17,802	—14.8	2,280	3,237	2,333	2,404	210	1,517
Carroll	16,264	—21.2	1,400	3,745	1,487	1,576	138	1,037
Chickasaw	19,675	— 8.2	2,080	2,177	1,942	2,041	241	1,816
Choctaw	11,515	—15.0	1,100	2,115	1,138	1,160	149	937
Claiborne	12,014	— 6.2	910	1,800	829	873	147	1,499
Clarke	18,272	—11.3	1,860	2,525	1,835	1,881	165	1,693
Clay	17,403	— 8.5	1,780	2,689	1,681	1,765	215	2,345
Coahoma	45,152	— 6.2	4,130	7,758	3,840	4,011	596	8,849
Copiah	29,805	—12.3	3,110	4,526	3,058	3,177	345	4,077
Covington	15,561	— 8.6	1,620	2,609	1,514	1,602	198	1,531
De Soto	25,749	— 3.4	1,670	5,536	1,446	1,556	189	1,978
Forrest	45,443	+30.2	6,950	1,270	4,814	4,952	528	9,651
Franklin	9,802	—21.6	990	1,691	1,111	1,122	143	944
George	8,494	— 2.4	840	972	733	773	95	1,050
Greene	8,072	—15.1	660	923	689	698	86	752
Grenada	19,213	+ 0.8	1,960	2,222	1,720	1,759	214	2,854
Hancock	9,996	—11.8	1,310	509	1,285	1,331	174	1,351
Harrison	61,916	+22.2	10,840	1,030	7,815	8,219	905	12,437
Hinds	See Listing—End of State							
Holmes	37,049	— 6.7	2,590	6,350	2,460	2,515	402	4,263
Humphreys	24,387	— 7.1	1,890	4,304	1,763	1,832	215	2,702
Issaquena	5,206	—19.1	290	1,158	297	320	35	301
Itawamba	15,522	—22.1	1,540	3,565	1,636	1,740	297	896
Jackson	31,429	+53.6	5,270	753	3,113	3,225	285	3,192
Jasper	17,619	— 9.6	1,440	3,134	1,409	1,443	214	1,484
Jefferson	11,938	—14.5	640	2,402	641	676	113	1,141
Jefferson Davis	14,346	— 9.6	1,100	2,833	1,051	1,095	115	1,313
Jones	48,110	— 2.3	6,850	3,951	6,136	6,342	632	9,128
Kemper	16,403	—25.0	1,110	3,482	1,248	1,301	219	1,207
Lafayette	19,987	— 6.0	2,050	3,405	2,054	2,137	261	2,504
Lamar	6,952	—42.5	760	1,347	1,143	1,155	122	789
Lauderdale	58,604	+ 0.6	8,150	2,844	7,109	7,344	736	13,758
Lawrence	12,634	— 9.6	990	2,319	956	990	162	1,188
Leake	20,595	—16.2	1,800	4,205	1,858	1,917	233	2,325
Lee	34,322	—11.6	4,770	4,973	4,734	4,803	499	6,543
Leflore	49,983	— 6.4	5,330	7,727	4,961	5,128	579	10,682
Lincoln	24,561	—10.7	2,770	3,617	2,722	2,799	352	4,149
Lowndes	35,320	+ 0.2	4,080	3,330	3,583	3,699	434	6,083
Madison	34,156	— 8.9	2,750	5,538	2,640	2,719	304	3,616
Marion	21,235	—11.8	2,110	3,129	2,081	2,153	335	3,556
Marshall	24,115	— 5.5	1,370	4,304	1,375	1,425	280	2,045
Monroe	33,163	—11.9	3,750	5,272	3,706	3,823	433	4,830
Montgomery	14,856	— 5.4	1,680	2,275	1,532	1,604	205	1,844
Neshoba	24,588	—11.8	2,430	4,384	2,407	2,481	181	2,695
Newton	20,496	—15.5	2,060	3,483	2,123	2,188	241	2,466
Noxubec	21,467	—16.4	1,060	4,267	1,089	1,125	217	2,309
Oktibbeha	20,880	— 5.7	2,020	2,743	1,870	1,944	229	2,654
Panola	31,807	— 7.6	3,050	5,998	2,909	2,990	302	4,209
Pearl River	17,248	— 9.8	2,420	1,530	2,360	2,420	256	3,075
Perry	8,155	—12.2	750	989	759	770	82	655
Pike	32,432	— 7.3	4,510	3,142	4,204	4,373	505	6,487
Pontotoc	18,924	—17.4	2,290	3,975	2,414	2,467	231	1,675
Prentiss	17,927	—14.3	2,250	3,113	2,276	2,338	277	2,074
Quitman	24,631	— 9.4	2,790	5,511	2,645	2,759	245	2,487
Rankin	25,101	—10.1	2,230	3,605	2,064	2,231	216	1,670
Scott	21,892	— 5.4	2,510	3,398	2,072	2,392	236	3,095
Sharkey	13,993	— 9.3	1,410	2,244	1,355	1,393	136	1,999
Simpson	18,607	—15.5	2,030	3,369	2,066	2,164	253	1,869
Smith	15,348	—20.9	1,570	3,289	1,670	1,765	177	985
Stone	5,571	— 9.5	660	516	639	660	97	885
Sunflower	54,820	—10.1	4,820	10,981	4,644	4,825	536	6,520
Tallahatchie	31,265	— 8.5	2,840	6,415	2,659	2,815	253	2,637
Tate	17,196	—10.9	1,620	3,924	1,550	1,631	229	1,714
Tippah	16,291	—17.2	2,010	3,004	2,128	2,168	234	1,627
Tishomingo	15,167	—10.6	1,870	2,402	1,850	1,891	197	1,026
Tunica	21,554	— 4.7	1,530	5,080	1,365	1,451	214	2,498
Union	19,016	—13.0	2,620	3,308	2,656	2,701	288	2,216
Walthall	15,679	—10.6	1,310	3,419	1,288	1,318	112	2,006
Warren	37,513	— 5.3	5,770	2,310	5,371	5,490	470	9,028
Washington	64,988	— 3.8	6,830	7,915	6,267	6,441	716	12,815

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Wayne .....	13,975	-17.4	1,070	2,162	1,122	1,154	166	1,398
Webster .....	11,736	-17.1	1,390	2,370	1,457	1,494	220	1,782
Wilkinson .....	16,443	+ 3.1	1,450	2,222	1,242	1,284	237	2,058
Winston .....	20,087	-11.7	1,750	3,380	1,758	1,789	213	2,157
Yalobusha .....	15,985	-13.1	1,760	2,928	1,770	1,814	241	2,091
Yazoo .....	35,539	-11.4	2,920	6,066	2,876	2,950	446	4,902

METROPOLITAN DISTRICTS—CITIES								
City JACKSON (Hinds) .....	13,327	+ 5.6	17,790	6,396	14,728	15,334	1,336	34,488
<b>TOTAL STATE..</b>	<b>2,030,258</b>	<b>- 7.0</b>	<b>223,071</b>	<b>291,092</b>	<b>205,613</b>	<b>213,312</b>	<b>24,421</b>	<b>\$303,274</b>

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# MISSOURI

Population 1943\* ..... 3,575,734  
 Radio Homes, 1944 (RADIO  
 DAILY Estimate) ..... 901,820  
 No. of Farms, 1940 ..... 256,100

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Adair .....	16,974	-16.2	4,510	2,209	4,731	4,802	409	\$5,827
Andrew .....	10,463	-19.6	2,470	2,233	3,020	3,090	236	1,713
Atchison .....	10,600	-17.8	2,720	1,513	2,010	2,064	212	2,853
Audrain .....	21,877	- 3.5	5,720	2,107	5,322	5,397	379	5,964
Barry .....	19,510	-17.1	3,960	3,341	4,150	4,264	382	3,533
Barton .....	11,032	-22.0	2,530	1,992	2,697	2,881	277	2,279
Bates .....	15,873	-18.7	3,630	3,011	3,939	3,985	406	3,464
Benton .....	9,142	-18.0	1,720	2,119	1,841	1,868	210	1,626
Bollinger .....	10,092	-21.8	1,400	2,175	1,536	1,595	193	926
Boone .....	33,900	- 3.1	8,870	2,837	8,121	8,291	679	12,980
Buchanan .....	See Listing—End of State							
Butler .....	30,963	- 9.7	4,750	3,373	4,537	4,745	491	6,255
Caldwell .....	9,896	-14.9	2,520	1,796	2,610	2,651	250	2,344
Callaway .....	20,952	- 9.3	3,900	2,833	3,804	3,857	334	3,972
Camden .....	6,655	-25.8	1,270	1,306	1,360	1,396	174	860
Cape Girardeau..	33,892	-10.3	7,840	2,664				
Carroll .....	14,486	-18.7	3,740	2,674	7,582	7,840	639	12,030
Carter .....	4,627	-25.7	690	660	4,044	4,107	326	3,464
Cass .....	17,260	-11.6	4,220	2,797	719		99	643
Cedar .....	9,681	-17.2	1,860	1,980	4,212	4,306	419	4,024
Chariton .....	14,454	-20.1	3,390	2,774	1,907	2,002	223	1,508
Christian .....	11,410	-15.7	2,190	2,461	3,722	3,774	319	2,825
Clark .....	8,847	-13.0	2,040	1,673	2,277	2,327	217	1,420
Clay .....	33,329	+ 9.6	8,190	1,935	2,062	2,101	211	1,696
Clinton .....	11,159	-15.9	2,890	1,582	7,547	7,673	741	11,069
Cole .....	31,068	-11.0	6,790	1,725	3,008	3,076	302	3,363
Cooper .....	16,442	- 9.0	3,420	2,074	6,740	6,859	553	11,776
Crawford .....	9,537	-24.9	1,580	1,875	3,291	3,384	307	4,090
Dade .....	9,218	-18.0	1,950	2,075	1,806	1,862	198	1,944
Dallas .....	9,708	-15.8	1,690	1,933	2,041	2,117	211	1,305
Daviess .....	10,745	-19.8	2,550	2,368	1,732	1,800	190	1,043
De Kalb .....	7,953	-18.4	1,030	1,782	2,800	2,827	234	1,831
Dent .....	9,974	-15.2	1,790	1,756	2,162	2,202	215	1,441
Douglas .....	12,827	-17.8	1,810	2,823	1,728	1,882	284	2,168
Dunklin .....	40,787	- 9.3	6,840	3,475	1,900	1,968	180	1,320
Franklin .....	31,747	- 6.3	6,790	3,384	6,578	6,771	654	8,602
Gasconade .....	11,232	- 9.5	2,210	1,564	6,390	6,534	751	7,925
Gentry .....	10,748	-19.5	2,740	2,021	2,172	2,207	254	2,368
Greene .....	See Listing—End of State							
Grundy .....	12,903	-17.9	3,490	1,841	3,659	3,795	311	3,548
Harrison .....	13,781	-16.6	3,390	2,831	3,600	3,642	301	3,263
Henry .....	18,571	-16.8	4,490	2,756	4,630	4,752	499	4,859
Hickory .....	5,165	-20.6	1,020	1,386	1,129	1,151	126	492
Holt .....	9,600	-23.1	2,430	1,586	2,749	2,808	233	2,121
Howard .....	10,856	-16.7	1,500	1,611	2,639	2,691	210	2,295
Howell .....	18,578	-16.6	3,190	3,251	3,323	3,428	387	4,037
Iron .....	8,052	-22.9	1,140	1,205	1,290	1,311	141	1,308
Jackson .....	See Listing—End of State							
Jasper .....	76,343	- 3.0	20,320	3,053	18,408	18,989	1,676	28,155
Jefferson .....	25,664	-19.9	6,340	2,644	6,970	7,037	477	6,635
Johnson .....	14,075	-34.9	3,290	3,057	4,315	4,410	416	4,390
Knox .....	7,419	-16.4	1,840	1,623	1,926	1,957	164	1,247
Laclede .....	18,008	- 3.8	3,100	2,719	2,862	2,929	343	3,219
Lafayette .....	24,206	-13.1	5,830	2,803	5,865	6,009	582	6,168
Lawrence .....	21,708	-11.0	4,770	3,067	4,777	4,863	456	3,926

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Lewis	9,845	-14.3	2,630	1,695	2,710	2,735	272	1,978
Lincoln	12,552	-12.8	2,930	2,262	2,956	3,022	251	2,764
Linn	18,546	-13.4	4,940	2,348	5,014	5,087	458	4,966
Livingston	14,965	-16.9	3,810	2,141	3,972	4,090	339	4,563
McDonald	13,569	-13.8	2,220	2,464	2,240	2,313	241	2,161
Macon	17,241	-19.4	4,350	3,379	4,642	4,738	432	4,963
Madison	8,814	- 8.7	1,500	949	1,464	1,484	181	1,683
Maries	7,037	-18.5	970	1,566	1,058	1,073	91	409
Marion	27,243	-13.7	7,530	1,643	7,683	7,838	687	9,888
Mercer	7,445	-15.1	1,840	1,794	1,882	1,930	129	1,288
Miller	12,376	-16.4	2,250	2,144	2,338	2,387	260	2,440
Mississippi	23,456	+ 1.3	3,290	2,320	2,891	2,955	334	4,015
Montineau	10,618	- 9.8	2,280	1,697	2,241	2,276	233	2,276
Monroe	11,056	-16.2	2,780	2,327	2,866	2,947	207	2,596
Montgomery	11,877	- 4.5	2,770	1,933	2,597	2,635	257	2,094
Morgan	9,642	-13.4	1,730	1,826	1,703	1,784	195	1,940
New Madrid	39,295	- 1.2	5,530	3,473	4,907	5,066	534	5,608
Newton	27,719	- 4.5	5,730	3,514	5,250	5,452	465	4,586
Nodaway	21,162	-17.2	5,380	3,433	5,709	5,790	433	5,907
Oregon	10,853	-18.9	1,630	2,006	1,750	1,787	182	1,475
Osage	10,870	-12.2	1,540	1,858	1,523	1,572	163	1,128
Ozark	9,666	-10.2	1,160	2,115	1,143	1,164	118	552
Pemiscot	39,300	-16.1	5,890	3,002	6,167	6,265	560	8,018
Perry	12,313	-19.8	2,290	1,860	2,472	2,536	266	2,797
Pettis	28,367	-14.9	7,350	2,534	7,584	7,731	612	9,135
Phelps	20,324	+16.6	3,720	1,919	2,827	2,936	345	4,023
Pike	16,540	- 9.8	4,190	2,119	4,088	4,194	354	3,863
Platte	12,443	-10.2	3,030	2,065	2,976	3,031	251	2,442
Polk	14,599	-16.1	2,980	3,055	3,007	3,170	347	2,724
Pulaski	15,416	+43.1	2,970	1,570	1,852	1,871	255	1,764
Putnam	9,571	-15.5	2,180	2,013	2,167	2,219	180	1,345
Ralls	8,336	-17.0	1,970	1,618	2,071	2,117	141	1,010
Randolph	21,604	-11.7	5,890	2,012	5,891	6,013	475	6,418
Ray	15,168	-18.4	3,790	2,466	4,079	4,119	351	2,941
Reynolds	7,073	-24.5	810	1,282	924	947	137	677
Ripley	10,768	-14.6	1,500	1,940	1,550	1,577	169	1,384
St. Charles	See Listing—End of State							
St. Clair	10,329	-21.4	1,980	2,305	2,136	2,219	246	1,404
St. Francois	32,444	- 9.8	6,990	1,473	6,758	6,981	580	8,669
St. Louis	See Listing—End of State							
St. Louis City	See Listing—End of State							
Ste. Genevieve	9,895	- 9.3	1,780	1,320	1,739	1,759	163	1,914
Saline	25,179	-14.4	5,890	2,637	6,018	6,130	498	6,239
Schuyler	5,548	-16.3	1,530	1,192	1,593	1,624	154	1,183
Scotland	6,955	-18.7	1,790	1,575	1,924	1,966	144	1,520
Scott	27,792	- 8.5	5,530	1,832	5,428	5,586	556	6,344
Shannon	9,758	-17.5	1,290	1,687	1,364	1,403	153	998
Shelby	9,507	-15.3	2,480	1,816	2,559	2,613	271	2,393
Stoddard	29,773	- 9.8	4,780	3,956	4,546	4,780	399	3,807
Stone	9,163	-18.9	1,400	1,868	1,466	1,539	183	1,089
Sullivan	11,806	-13.8	2,620	2,427	2,644	2,729	261	1,540
Taney	8,396	-18.7	1,320	1,499	1,401	1,458	223	1,251
Texas	17,937	- 9.5	2,720	3,427	2,662	2,724	339	2,802
Vernon	21,915	-14.3	4,760	3,197	4,778	4,962	461	4,938
Warren	7,156	- 7.5	1,350	1,202	1,364	1,381	152	1,262
Washington	12,567	-28.2	1,570	1,428	1,864	1,910	201	1,749
Wayne	9,585	-25.1	1,310	1,572	1,505	1,532	213	1,506
Webster	14,476	-16.0	2,760	2,819	2,857	2,942	328	2,734
Worth	5,236	-17.5	1,260	1,080	1,354	1,374	120	1,090
Wright	14,876	-17.2	2,380	2,914	2,497	2,567	308	2,810

**CITY METROPOLITAN DISTRICTS—COUNTIES**

KANSAS CITY, MO (Jackson; Johnson, Wyandotte, Kans.)								
KANSAS CITY,								
KANS.	688,591	+ 4.9	205,040	7,479	172,536	178,295	13,354	314,642
ST. JOSEPH								
(Buchanan)	80,312	-14.6	21,860	2,444	22,659	23,011	1,898	33,479
ST. LOUIS (St. Louis City, St. Charles, St. Louis; Madison, St. Clair, Ill.)								
	1,495,929	+ 4.7	426,390	11,815	362,765	370,766	29,737	568,872
SPRINGFIELD								
(Greene)	87,119	- 3.8	23,480	4,357	21,599	22,152	1,997	31,197
TOTAL STATE	3,575,734	- 5.5	901,820	256,100	832,590	853,299	73,694	\$1,201,439

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# MONTANA

Population 1943\* ..... 478,973  
 Radio Homes, 1944 (RADIO  
 DAILY Estimate) ..... 124,180  
 No. of Farms, 1940 ..... 41,823

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Beaverhead	5,377	-22.6	1,530	457	1,710	1,763	202	\$3,796
Big Horn	8,830	-15.3	1,900	1,103	1,940	1,999	161	2,926
Blaine	7,847	-20.1	1,730	1,078	1,868	1,916	194	3,683
Broadwater	2,313	-33.0	580	268	712	744	69	1,198
Carbon	9,189	-22.6	2,390	1,074	2,643	2,737	241	2,794
Carter	2,774	-15.4	670	637	703	709	49	401
Cascade	41,262	- 1.8	2,170	1,401	11,051	11,270	815	23,690
Chouteau	5,984	-18.2	1,690	1,383	1,809	1,837	122	1,941
Custer	8,982	-13.8	2,510	496	2,584	2,618	181	4,763
Daniels	3,511	-23.1	910	804	1,040	1,056	103	1,366
Dawson	7,649	-11.2	2,020	834	1,996	2,041	176	3,111
Deer Lodge	14,448	- 6.0	3,850	179	3,643	3,704	262	5,655
Fallon	3,088	-17.0	760	510	813	819	75	1,068
Fergus	11,568	-17.6	3,220	1,486	3,415	3,503	299	5,383
Flathead	21,147	-12.9	6,110	1,701	6,034	6,296	442	10,105
Gallatin	15,536	-15.0	4,330	1,242	4,335	4,558	429	9,641
Garfield	2,743	- 3.9	530	587	578	500	43	356
Glacier	7,916	-12.4	1,770	495	1,780	1,805	158	3,987
Golden Valley	1,161	-27.8	330	268	394	399	37	209
Granite	2,531	-25.6	750	205	883	890	86	1,323
Hill	11,427	-14.1	3,070	1,245	3,137	3,198	295	6,195
Jefferson	3,333	-28.5	820	331	977	1,013	105	1,243
Judith Basin	3,265	-10.6	890	599	891	899	75	931
Lake	10,155	-24.7	2,570	1,673	2,948	3,022	236	3,382
Lewis and Clark	19,821	-10.4	5,920	532	5,743	5,924	455	12,137
Liberty	1,682	-23.9	430	420	546	552	47	647
Lincoln	6,436	-18.3	1,710	534	1,828	1,864	155	2,001
McCone	2,418	-36.3	620	754	836	856	48	495
Madison	4,918	-32.6	1,440	655	1,603	1,657	151	1,686
Meagher	1,601	-28.4	450	228	537	544	69	867
Mineral	1,408	-34.1	430	112	547	559	60	470
Missoula	23,774	-14.6	7,030	776	7,313	7,396	568	16,222
Musselshell	4,658	-18.5	1,310	314	1,425	1,440	122	1,922
Park	9,321	-19.4	2,760	623	2,923	3,032	263	4,970
Petroleum	877	-19.0	230	180	256	259	24	222
Phillips	5,904	-25.2	1,580	1,046	1,822	1,848	142	2,495
Pondera	5,176	-22.9	1,320	879	1,492	1,511	149	2,597
Powder River	2,541	-19.6	590	688	637	659	31	430
Powell	5,646	- 8.2	1,560	309	1,487	1,530	126	2,163
Prairie	2,188	- 9.2	530	257	521	525	45	628
Ravalli	10,135	-21.9	2,970	1,501	2,971	3,028	221	3,641
Richland	8,210	-19.6	2,030	1,218	2,226	2,264	166	3,288
Roosevelt	8,845	- 9.8	2,040	1,043	1,990	2,044	213	3,391
Rosebud	5,480	-15.4	1,240	690	1,293	1,309	132	1,940
Sanders	5,550	-19.9	1,420	854	1,555	1,575	127	1,494
Sheridan	6,242	-20.1	1,560	1,238	1,700	1,726	126	1,668
Silver Bow	49,061	- 7.8	15,350	202	14,543	15,048	1,081	28,788
Stillwater	6,925	+21.6	1,820	796	1,340	1,368	130	1,580
Sweet Grass	2,988	-19.8	820	463	883	908	70	1,136
Teton	5,886	-15.0	1,630	1,081	1,699	1,729	142	2,152
Toole	5,405	-20.2	1,540	569	1,663	1,705	190	3,130
Treasure	1,292	-13.8	310	203	300	318	31	377
Valley	10,657	-29.8	2,890	1,297	3,528	3,611	334	6,446
Wheatland	2,809	-14.5	760	229	780	803	91	1,390
Wihaux	1,939	-10.4	490	373	486	491	42	374
Yellowstone	37,347	- 9.3	10,510	1,703	10,134	10,403	707	22,472
Yellowstone National Park (Part)	.....	-100.0	.....	.....	12	18	.....	.....
<b>TOTAL STATE..</b>	<b>478,973</b>	<b>-14.2</b>	<b>124,180</b>	<b>41,823</b>	<b>134,503</b>	<b>137,900</b>	<b>11,113</b>	<b>\$232,366</b>

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# NEBRASKA

Population 1943\* ..... 1,194,124  
 Radio Homes, 1944 (RADIO  
 DAILY Estimate) ..... 312,520  
 No. of Farms, 1940 ..... 121,062

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Adams	29,056	+18.2	7,070	1,456	5,453	5,530	482	\$8,533
Antelope	10,786	-18.8	2,590	1,940	2,770	2,852	279	2,722

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Arthur	799	-23.5	170	181	194	196	23	94
Banner	1,242	-11.5	300	323	302	306	11	52
Blaine	1,296	-15.7	300	278	307	314	32	224
Boone	10,325	-14.9	2,320	1,672	2,369	2,442	243	2,552
Box Butte	11,254	+ 4.8	2,920	854	2,469	2,547	252	4,729
Boyd	5,245	-13.4	1,140	913	1,149	1,175	151	1,380
Brown	4,973	-16.6	1,120	733	1,175	1,200	144	1,710
Buffalo	22,314	- 5.7	5,590	2,276	5,230	5,309	546	7,753
Burt	10,379	-17.3	2,800	1,508	2,950	3,004	248	3,185
Butler	10,870	-17.1	2,500	1,896	2,621	2,689	307	2,114
Cass	15,926	- 6.3	4,350	1,983	4,097	4,178	349	3,066
Cedar	13,245	-12.4	3,130	2,100	3,091	3,190	257	3,136
Chase	4,736	-10.8	1,080	768	1,073	1,095	128	1,846
Cherry	5,938	-38.4	1,360	1,217	1,808	1,893	210	2,610
Cheyenne	9,756	+ 2.6	2,420	1,167	2,102	2,144	229	3,617
Clay	10,191	- 2.4	8,670	1,551	2,427	2,470	259	1,735
Colfax	9,294	-12.5	2,380	1,416	2,422	2,456	249	2,875
Cuming	11,571	-14.7	2,820	1,925	2,895	2,966	250	3,027
Custer	17,669	-21.8	4,160	3,413	4,656	4,723	524	5,445
Dakota	8,538	-13.2	2,100	775	2,097	2,168	161	1,775
Dawes	9,124	- 6.7	2,450	844	2,350	2,404	237	3,743
Dawson	15,790	-11.7	3,660	1,919	3,914	3,982	390	6,888
Deuel	3,303	- 7.7	810	515	770	789	97	1,256
Dixon	8,986	-13.7	2,430	1,475	2,287	2,340	202	1,960
Dodge	23,867	+ 0.3	6,720	1,793	5,948	6,105	623	9,362
Douglas	See Listing—End of State							
Dundy	4,392	-16.2	920	652	961	982	97	1,171
Fillmore	9,445	-17.3	2,400	1,768	2,534	2,577	215	2,202
Franklin	6,188	-20.1	1,430	1,201	1,548	1,594	190	1,518
Frontier	4,992	-22.2	1,160	1,169	1,290	1,317	134	1,134
Furnas	8,141	-19.4	2,120	1,334	2,212	2,322	292	2,557
Gage	25,420	-14.1	6,640	2,870	6,748	6,918	622	8,176
Garden	3,764	-19.6	890	653	976	987	112	843
Garfield	2,875	-16.5	610	490	663	667	87	791
Gosper	2,702	-26.7	570	767	672	685	38	516
Grant	1,179	-11.2	280	119	274	282	39	579
Greeley	5,632	-17.7	1,150	956	1,195	1,252	149	1,202
Hall	29,655	+ 7.7	8,000	1,567	6,637	6,778	596	11,611
Hamilton	8,312	-16.7	2,110	1,623	2,209	2,297	177	1,818
Harlan	5,823	-18.3	4,010	1,121	1,460	1,525	160	1,274
Hayes	2,197	-25.7	470	561	546	563	23	185
Hitchcock	5,452	-14.9	1,240	802	1,291	1,308	137	1,383
Holt	14,018	-15.3	3,200	2,305	3,288	3,368	335	3,628
Hooker	1,342	+ 7.1	280	123	244	246	36	837
Howard	7,048	-16.3	1,640	1,402	1,715	1,745	183	1,393
Jefferson	16,156	+ 4.0	4,310	1,611	3,674	3,775	320	4,403
Johnson	7,054	-18.6	1,950	1,282	1,986	2,032	189	1,651
Kearney	6,362	- 7.2	1,690	1,155	1,594	1,640	141	1,248
Keith	6,121	-26.5	1,470	706	1,746	1,772	185	3,587
Keyapaha	2,293	-29.1	500	572	602	615	43	268
Kimball	3,444	-12.0	870	516	880	891	102	1,345
Knox	14,466	-12.2	3,230	2,464	3,244	3,291	327	2,019
Lancaster	See Listing—End of State							
Lincoln	27,362	+ 7.6	6,730	1,962	5,021	5,703	537	9,999
Logan	1,472	-15.5	300	269	313	322	39	330
Loup	1,431	-19.5	320	314	349	355	34	165
McPherson	980	-16.6	190	264	205	207	8	87
Madison	22,278	- 8.2	5,680	1,874	5,477	5,653	598	8,718
Merrick	7,954	-15.0	2,070	1,238	2,142	2,177	249	2,258
Morrill	7,540	-20.1	1,700	1,007	1,840	1,888	194	2,284
Nance	6,219	-18.7	1,400	961	1,504	1,533	140	1,378
Nemaha	9,930	-22.3	2,780	1,471	3,108	3,169	259	3,005
Nuckolls	8,493	-18.7	2,040	1,373	2,207	2,233	213	2,262
Otoe	15,605	-17.8	4,300	2,215	4,601	4,675	477	5,168
Pawnee	6,585	-22.7	1,640	1,362	1,863	1,883	165	1,580
Perkins	4,408	-15.2	1,030	897	1,062	1,089	116	1,677
Phelps	7,196	-14.9	2,050	1,161	2,076	2,160	201	2,960
Pierce	8,860	-13.2	2,160	1,601	2,159	2,222	217	2,196
Platte	17,020	-15.7	3,800	2,094	3,961	4,036	378	5,789
Polk	7,127	-18.5	2,000	1,386	2,030	2,068	173	1,482
Redwillow	10,274	-14.0	2,610	1,047	2,647	2,717	302	5,223
Richardson	16,059	-16.3	4,150	1,915	4,351	4,409	397	5,489
Rock	3,214	-19.2	730	593	781	800	83	958
Saline	12,915	-14.0	3,440	2,057	3,541	3,581	360	3,606
Sarpy	10,522	+ 8.8	2,750	1,064	2,257	2,308	121	1,406
Saunders	17,086	- 4.5	4,490	2,668	4,193	4,272	390	4,196
Scotts Bluff	29,735	-12.3	6,880	1,900	6,895	7,021	616	14,936
Seward	11,983	-15.4	3,080	2,076	3,172	3,242	345	2,965
Sheridan	8,424	-14.6	2,060	1,236	2,122	2,173	223	3,728
Sherman	5,817	-25.1	1,180	1,167	1,363	1,385	144	1,200
Sioux	2,781	-30.5	610	699	767	780	39	298

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
	Stanton	5,843			-15.2	1,410	1,218	1,468
Thayer	10,160	-17.1	2,520	1,641	2,676	2,711	286	2,932
Thomas	1,185	-23.7	280	189	317	319	48	338
Thurston	8,443	-17.7	1,650	1,100	1,734	1,789	160	1,811
Valley	6,845	-16.1	1,650	1,173	1,738	1,758	150	1,720
Washington	10,134	-12.5	2,700	1,577	2,713	2,788	170	2,291
Wayne	8,431	-14.7	2,230	1,451	2,316	2,350	182	2,409
Webster	6,961	-13.8	1,650	1,283	1,691	1,713	166	1,847
Wheeler	1,538	-28.2	330	377	392	397	33	170
York	12,507	-15.9	3,370	1,829	3,544	3,590	300	4,346
City	METROPOLITAN DISTRICTS—COUNTIES							
LINCOLN (Lancaster)	95,526	- 5.0	27,810	2,915	26,329	26,482	537	9,999
OMAHA (Douglas; Pottawattamie, Ia.) COUNCIL BLUFFS, IA..	307,312	- 2.0	87,090	5,554	78,409	80,642	6,091	139,080
TOTAL STATE..	1,194,124	- 9.1	312,520	121,062	298,700	305,681	2,641	\$423,568

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# NEVADA

Population 1943\* ..... 136,685  
 Radio Homes, 1944 (RADIO  
 DAILY Estimate) ..... 38,770  
 No. of Farms, 1940 ..... 3,573

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
	Churchill	4,920			- 7.5	1,240	597	1,183
Clark	41,790	+154.6	10,320	362	3,788	3,871	395	9,959
Douglas	1,641	-20.2	420	127	437	473	56	938
Elko	9,928	- 9.0	2,560	491	2,433	2,535	291	5,415
Esmeralda	770	-50.5	240	25	400	406	43	886
Eureka	938	-31.1	200	59	248	263	34	326
Humboldt	4,087	-13.8	970	226	958	1,009	119	2,733
Lander	1,514	-13.2	380	54	390	395	55	763
Lincoln	4,043	- 2.1	1,070	217	961	991	83	1,270
Lyon	3,564	-12.6	920	342	903	944	93	1,141
Mineral	7,686	+797.9	4,410	83	475	486	50	772
Nye	4,273	+18.5	1,190	141	897	926	127	2,026
Ormsby	2,004	- 9.5	830	28	821	830	82	1,578
Pershing	2,827	+ 4.2	650	108	593	612	60	1,071
Storey	506	-58.4	200	8	317	344	30	404
Washoe	34,155	+ 5.2	10,430	516	8,703	9,069	838	27,132
White Pine	11,139	-10.0	2,740	189	2,693	2,748	190	6,173
TOTAL STATE..	136,685	+25.7	38,770	3,573	26,200	27,119	9,639	\$65,183

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# N. HAMPSHIRE

Population 1943\* ..... 454,490  
 Radio Homes, 1944  
 (RADIO DAILY  
 Estimate) ..... 122,670  
 No. of Farms, 1940 ..... 16,554

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
	Belknap	21,524			-11.5	5,780	854	5,858
Carroll	12,787	-18.0	3,450	742	3,657	3,754	450	5,708
Cheshire	33,230	- 4.9	9,030	1,557	8,321	8,596	580	12,265
Coos	32,005	-17.0	7,940	1,136	8,343	8,532	746	12,930
Grafton	39,060	-12.5	10,330	2,034	10,318	10,655	880	18,461
Hillsborough	See Listing—End of State							
Merrimack	50,664	-16.5	13,290	2,120	14,028	14,290	1,069	22,732
Rockingham	58,212	+ 0.4	16,320	2,993	14,468	14,844	1,335	23,323
Strafford	43,051	- 1.2	11,760	1,226	10,584	10,788	820	17,809
Sullivan	25,008	+ 1.8	6,920	1,285	6,058	6,173	408	9,404
City	METROPOLITAN DISTRICTS—COUNTIES							
MANCHESTER (Hillsborough)	137,449	- 5.1	37,850	2,607	35,174	36,048	2,874	60,055
TOTAL STATE..	454,490	- 7.5	122,670	16,554	116,809	119,664	19,639	\$192,529

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# NEW JERSEY

Population 1943\* ..... 4,103,454  
 Radio Homes, 1944 (RADIO  
 DAILY Estimate) ..... 1,143,080  
 No. of Farms, 1940 ..... 25,835

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Atlantic	See Listing	—	End of State					
Bergen	See Listing	—	End of State					
Burlington	See Listing	—	End of State					
Camden	See Listing	—	End of State					
Cape May	26,034	— 9.0	7,860	418	7,587	7,785	1,411	17,456
Cumberland	72,874	— 0.4	19,690	2,750	17,479	17,900	1,461	28,873
Essex	See Listing	—	End of State					
Gloucester	See Listing	—	End of State					
Hudson	See Listing	—	End of State					
Hunterdon	34,696	— 5.6	9,810	2,431	9,292	9,434	751	11,364
Mercer	See Listing	—	End of State					
Middlesex	See Listing	—	End of State					
Monmouth	See Listing	—	End of State					
Morris	See Listing	—	End of State					
Ocean	36,794	— 0.9	10,820	875	9,618	9,925	1,315	19,736
Passaic	See Listing	—	End of State					
Salem	42,479	+ 1.0	11,320	1,547	9,963	10,199	774	14,223
Somerset	74,965	+ 0.8	19,500	1,319	17,016	17,564	1,374	23,328
Sussex	30,388	+ 2.6	8,270	1,273	7,205	7,319	737	12,595
Union	See Listing	—	End of State					
Warren	48,226	— 3.9	13,630	1,521	12,665	12,856	1,160	16,064
<b>METROPOLITAN DISTRICTS—COUNTIES</b>								
ATLANTIC CITY (Atlantic)	107,272	—13.5	30,540	1,618	30,852	31,814	3,964	64,301
TRENTON (Mercer)	196,966	— 0.2	50,730	1,135	44,807	46,118	4,535	89,873
TOTAL STATE	4,103,454	— 1.2	1,143,080	25,835	1,020,466	1,050,612	91,715	\$1,704,931

Note—Bergen, Essex, Hudson, Middlesex, Monmouth, Morris, Passaic, Union Counties contained in New York Northeastern Metropolitan District. Listed under New York. Burlington, Camden, Gloucester Counties contained in Philadelphia Metropolitan District. Listed under Pennsylvania.

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# NEW MEXICO

Population 1943\* ..... 496,161  
 Radio Homes, 1944  
 (RADIO DAILY Estimate) ..... 73,920  
 No. of Farms, 1940 ..... 34,105

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Bernalillo	72,477	+ 4.4	15,280	1,646	12,688	13,396	1,220	\$27,188
Catron	3,182	—34.8	410	641	550	558	90	370
Chaves	25,461	+ 6.2	4,740	979	3,955	4,088	479	9,220
Colfax	14,918	—20.3	2,750	659	3,014	3,057	354	5,127
Curry	20,584	+13.4	4,460	1,191	3,502	3,633	418	8,808
DeBaca	4,564	+22.5	670	347	490	508	81	780
Dona Ana	27,469	— 9.7	3,750	1,574	3,695	3,746	412	5,483
Eddy	25,610	+ 5.3	4,380	655	3,867	3,983	377	8,519
Grant	21,317	+12.8	3,770	618	2,993	3,059	263	5,116
Guadalupe	7,654	—11.5	580	476	551	590	139	1,503
Harding	3,176	—27.4	340	475	450	477	72	702
Hidalgo	6,235	+29.3	1,020	228	737	746	111	1,709
Lea	17,160	—18.9	4,150	549	4,254	4,559	392	8,752
Lincoln	6,678	—22.0	1,010	640	1,094	1,144	179	1,438
Luna	8,434	+30.6	1,400	308	970	987	150	2,294
McKinley	31,723	+34.2	3,440	1,996	2,283	2,385	303	6,736
Mora	8,315	—24.3	300	1,222	333	340	109	633
Otero	11,050	+ 5.0	1,480	656	1,315	1,348	207	2,364
Quay	11,670	— 3.6	2,260	999	2,069	2,132	255	3,614
Rio Arriba	20,994	—17.2	980	2,622	1,039	1,058	194	1,761
Roosevelt	12,995	—10.7	2,180	1,797	2,087	2,206	222	3,152
Sandoval	12,603	— 9.3	760	1,710	743	765	134	876
San Juan	8,262	—51.7	850	2,383	1,385	1,440	169	2,127
San Miguel	23,942	—14.2	1,990	1,482	2,029	2,073	334	4,482
Santa Fe	26,427	—14.3	3,990	973	4,074	4,161	369	9,045
Sierra	5,175	—25.7	740	397	877	883	169	1,221
Socorro	9,205	—19.4	820	798	881	897	173	1,520



County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940		RETAIL—SERVICE	
	1943*	% Change 1940-43			Census	NAB Projection	Stores	Sales
Taos	15,596	-15.8	890	1,803	921	948	255	1,796
Torrance	8,264	-25.0	860	1,301	970	1,008	175	1,291
Union	6,921	-23.9	2,200	1,035	1,366	1,395	189	2,073
Valencia	18,100	-10.6	1,470	1,945	1,427	1,483	235	2,422
<b>TOTAL STATE..</b>	<b>496,161</b>	<b>- 6.5</b>	<b>73,920</b>	<b>34,105</b>	<b>66,609</b>	<b>69,053</b>	<b>8,229</b>	<b>\$132,117</b>

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# NEW YORK

Population 1943\* ..... 12,684,378  
 Radio Homes, 1944 (RADIO DAILY Estimate) ..... 3,638,130  
 No. of Farms, 1940 ..... 153,238

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940		RETAIL—SERVICE	
	1943*	% Change 1910-43			Census	NAB Projection	Stores	Sales
Albany	See Listing—End of State							
Allegany	37,480	- 5.5	9,970	3,018	9,311	9,585	764	11,740
Bronx	See Listing—End of State							
Broome	See Listing—End of State							
Cattaraugus	64,236	-11.6	17,520	4,124	17,354	17,878	1,331	28,172
Cayuga	59,359	- 9.4	16,600	3,359	15,934	16,434	1,406	24,615
Chautauqua	115,595	- 6.5	34,490	5,573	32,632	33,487	2,364	44,202
Chemung	76,457	+ 3.7	21,300	1,508	18,454	19,296	1,658	33,917
Chenango	33,800	- 7.3	9,360	3,371	8,883	9,082	872	14,641
Clinton	42,875	-16.3	9,380	2,753	9,778	9,982	891	16,142
Columbia	36,699	-11.5	10,300	2,153	10,229	10,514	1,054	14,607
Cortland	30,457	- 9.5	8,880	1,787	8,615	8,879	771	15,262
Delaware	36,939	- 9.9	9,590	3,738	9,364	9,592	966	15,964
Dutchess	118,795	- 1.4	28,770	1,958	25,690	26,386	2,440	52,783
Erie	See Listing—End of State							
Essex	29,825	-12.7	7,250	1,604	7,238	7,473	791	12,126
Franklin	40,815	- 7.8	9,420	2,761	8,954	9,235	1,035	16,080
Fulton	45,165	- 7.1	13,930	1,323	13,327	13,523	1,054	20,056
Genesee	40,978	- 7.9	11,300	2,487	10,745	11,074	797	16,426
Greene	24,304	-13.0	7,140	1,653	7,229	7,363	808	9,870
Hamilton	2,895	-30.9	760	248	949	971	216	1,459
Herkimer	See Listing—End of State							
Jefferson	70,261	-14.8	18,800	4,205	20,380	20,834	2,052	33,591
Kings	See Listing—End of State							
Lewis	19,102	-16.3	4,610	2,126	4,774	4,905	479	5,778
Livingston	33,809	-12.2	8,410	2,155	8,353	8,577	802	11,378
Madison	37,282	- 5.8	10,660	2,752	9,845	10,163	884	15,170
Monroe	See Listing—End of State							
Montgomery	53,446	- 9.6	15,590	1,813	15,286	15,588	1,291	22,542
Nassau	See Listing—End of State							
New York	See Listing—End of State							
Niagara	See Listing—End of State							
Oneida	See Listing—End of State							
Onondaga	See Listing—End of State							
Ontario	50,152	- 9.3	13,900	3,093	13,270	13,805	1,107	20,364
Orange	125,619	- 6.3	35,800	3,513	33,337	34,416	3,369	62,270
Orleans	24,703	-11.0	7,080	2,161	7,001	7,147	559	8,538
Oswego	63,371	-10.3	17,750	4,426	17,284	17,752	1,387	22,000
Otsego	39,956	-13.3	11,390	3,752	11,450	11,737	1,077	18,776
Putnam	13,996	-15.5	3,780	346	3,959	4,023	422	8,257
Queens	See Listing—End of State							
Rensselaer	See Listing—End of State							
Richmond	See Listing—End of State							
Rockland	See Listing—End of State							
St. Lawrence	88,190	- 3.2	20,290	6,236	19,413	19,904	1,846	28,728
Saratoga	62,892	- 4.1	19,970	2,591	16,507	16,833	1,556	21,619
Schenectady	See Listing—End of State							
Schoharie	18,799	- 9.7	5,130	2,453	5,003	5,127	401	6,645
Schuyler	11,540	-11.1	3,220	1,126	3,146	3,254	307	3,568
Seneca	26,030	+ 1.2	6,330	1,413	5,399	5,706	477	5,804
Steuben	81,190	+ 4.4	21,300	4,513	20,031	20,748	1,572	27,825
Suffolk	195,354	- 0.3	47,780	2,344	43,682	44,651	4,793	93,394
Sullivan	32,570	-14.1	9,140	2,778	9,224	9,515	1,396	19,392
Tioga	24,546	- 9.3	6,920	2,127	6,545	6,850	543	8,301
Tompkins	46,477	+ 9.8	13,650	1,966	11,087	11,369	749	18,991
Ulster	76,513	-12.1	21,980	3,286	22,088	22,427	2,090	32,924
Warren	33,674	- 6.6	9,480	1,096	9,044	9,199	884	20,414
Washington	41,076	-12.1	10,610	2,934	10,592	10,823	919	11,461
Wayne	49,032	- 7.0	14,040	4,334	13,131	13,630	1,000	19,477
Westchester	See Listing—End of State							
Wyoming	28,689	- 8.6	7,550	2,616	7,339	7,471	578	8,975
Yates	15,079	- 7.9	4,480	1,548	4,272	4,394	259	4,666

County City	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
<b>METROPOLITAN DISTRICTS—COUNTIES</b>								
ALBANY (Albany, Rensselaer, Schenectady)								
SCHENECTADY TROY	442,586	— 4.9	133,220	5,790	124,035	126,874	10,374	224,641
BINGHAMTON (Broome)	159,745	— 3.6	43,730	2,851	40,239	41,249	3,037	68,342
BUFFALO (Erie, Niagara)								
NIAGARA FALLS	966,545	+ 0.9	270,090	10,042	237,711	243,328	17,943	391,821
NEW YORK, NORTHEASTERN NEW JERSEY (Bronx, Kings, Nassau, New York, Queens, Richmond, Rockland, Westchester; Bergen, Essex, Hudson, Middlesex, Monmouth, Morris, Passaic.)								
Union, N. J.)	10,990,877	— 4.6	3,171,500	8,262	2,864,050	3,020,476	241,337	5,492,634
ROCHESTER (Monroe)	420,303	— 4.1	124,750	4,129	113,480	117,687	8,591	203,857
SYRACUSE (Onondaga)	264,943	—10.2	77,630	4,490	74,709	77,634	5,289	130,114
UTICA (Herkimer, Oneida)								
ROME	256,305	— 2.6	69,150	7,022	63,176	64,623	5,606	96,307
<b>TOTAL STATE</b>	<b>12,684,378</b>	<b>— 5.7</b>	<b>3,638,130</b>	<b>153,238</b>	<b>3,385,703</b>	<b>3,498,754</b>	<b>302,325</b>	<b>\$6,243,699</b>

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# N. CAROLINA

Population 1943\* . . . . . 3,424,954  
 Radio Homes, 1944  
 (RADIO DAILY  
 Estimate) . . . . . 518,560  
 No. of Farms, 1940 . . . . . 278,276

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Alamance	57,143	— 0.5	10,390	2,402	9,675	9,891	802	\$14,894
Alexander	12,839	— 4.6	1,710	1,088	1,596	1,633	155	1,206
Alleghany	8,080	— 3.1	940	1,690	860	878	157	647
Anson	25,037	—12.0	2,790	2,324	2,731	2,842	284	3,544
Ashe	19,399	—14.4	2,220	4,153	2,218	2,308	313	1,333
Avery	10,778	—20.5	1,160	1,584	1,285	1,306	141	572
Beaufort	32,046	—12.0	3,820	3,256	3,822	3,899	595	5,917
Bertie	23,901	— 8.8	2,370	3,095	2,273	2,349	270	2,662
Bladen	25,060	— 7.7	2,470	3,297	2,342	2,418	259	2,940
Brunswick	17,825	+ 4.2	1,670	1,721	1,406	1,460	232	1,218
Buncombe	See Listing—End of State							
Burke	35,972	— 6.8	5,500	2,228	5,242	5,340	456	5,736
Cabarrus	63,645	+ 7.2	12,320	1,843	10,315	10,637	747	14,695
Caldwell	35,006	— 2.2	5,280	2,705	4,775	4,890	391	5,765
Camden	4,955	— 8.9	480	561	656	672	73	211
Carteret	18,345	+ 0.7	2,630	714	2,321	2,366	311	3,183
Caswell	18,388	— 8.2	1,870	3,000	1,691	1,831	136	1,062
Catawba	48,793	— 5.5	9,340	3,082	8,733	8,982	704	10,703
Chatham	22,164	—10.4	3,000	3,173	2,827	3,000	274	2,832
Cherokee	17,426	— 7.4	2,030	2,182	1,902	1,970	225	1,784
Chowan	11,039	— 4.6	1,290	1,006	1,200	1,229	161	1,859
Clay	5,272	—17.7	480	1,097	513	537	64	177
Cleveland	56,741	— 2.3	8,860	4,750	8,022	8,200	561	9,490
Columbus	43,895	— 3.9	4,770	5,426	4,331	4,500	474	6,674
Craven	34,369	+ 9.8	4,440	2,226	3,598	3,702	529	6,310
Cumberland	63,884	+26.2	8,570	2,960	6,079	6,299	621	10,740
Currituck	5,903	—11.8	710	778	704	724	112	505
Dare	4,429	—24.6	800	55	909	938	151	827
Davidson	49,266	— 7.7	9,240	3,298	8,729	9,057	566	8,547
Davie	13,172	—11.7	2,160	1,521	2,003	2,100	207	1,730
Duplin	37,573	— 5.5	3,970	5,385	3,684	3,815	504	3,991
Durham	See Listing—End of State							
Edgecombe	44,223	—10.0	5,700	3,156	5,497	5,696	550	9,223
Forsyth	See Listing—End of State							
Franklin	27,745	— 8.7	2,870	3,630	2,703	2,838	266	2,803
Gaston	89,661	+ 2.4	16,830	2,207	14,656	15,029	1,030	16,552
Gates	9,055	—10.0	870	1,308	799	871	93	671
Graham	10,685	+66.5	930	818	537	548	65	371
Granville	26,770	— 8.8	2,870	3,555	2,860	2,841	297	3,799
Greene	16,325	—12.0	2,050	2,355	2,015	2,086	138	1,516
Guilford	See Listing—End of State							
Halifax	52,327	— 7.4	5,250	3,552	4,967	5,100	706	9,075
Hartnett	41,882	— 5.3	5,340	4,349	5,029	5,177	483	5,830
Haywood	30,568	—12.2	4,470	3,119	4,449	4,574	400	5,727
Henderson	23,269	—10.7	4,230	2,323	4,076	4,268	316	5,697

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Hertford	17,004	-12.1	1,900	2,023	1,854	1,942	205	2,626
Hoke	15,421	+ 3.4	1,480	1,687	1,246	1,306	107	1,401
Hyde	6,206	-20.8	610	996	665	683	142	451
Iredell	45,968	- 8.8	7,900	3,905	7,621	7,817	755	8,929
Jackson	16,874	-12.9	1,670	2,565	1,664	1,721	185	2,166
Johnston	56,306	-11.7	7,090	7,646	7,063	7,235	670	7,820
Jones	9,665	-11.5	910	1,493	862	924	91	637
Lee	17,954	- 4.2	3,000	1,620	2,718	2,836	241	3,906
Lenoir	38,871	- 5.7	5,630	3,519	5,182	5,411	497	9,384
Lincoln	22,799	- 5.7	3,630	2,548	3,411	3,494	352	3,320
McDowell	21,238	- 7.6	3,060	1,243	2,893	2,996	259	3,031
Macon	14,110	-11.1	1,480	2,243	1,453	1,498	240	1,759
Madison	17,842	-20.8	1,900	3,891	2,048	2,120	298	1,370
Martin	23,937	- 8.3	2,310	2,406	2,178	2,259	341	4,083
Mecklenburg	See Listing—End of State							
Mitchell	13,903	-13.0	1,930	2,175	1,924	1,985	174	1,665
Montgomery	15,806	- 2.9	2,140	1,284	1,923	2,002	243	2,433
Moore	30,931	- 0.1	4,200	2,243	3,631	3,816	376	4,946
Nash	51,259	- 7.8	6,520	4,941	6,246	6,394	530	9,280
New Hanover	77,562	+61.8	14,130	324	7,803	8,230	948	17,480
Northampton	24,961	-11.8	2,010	2,941	1,950	2,045	235	1,679
Onslow	26,337	+68.8	2,490	2,188	1,445	1,579	223	1,609
Orange	23,588	+ 2.2	3,890	2,043	3,374	3,474	270	3,685
Pamlico	8,860	- 8.7	870	843	817	856	122	480
Pasquotank	22,925	+11.5	3,790	844	2,998	3,107	361	5,265
Pender	17,020	- 3.9	1,580	1,965	1,449	1,487	179	1,386
Perquimans	9,523	- 2.6	1,100	1,056	1,001	1,030	157	1,252
Person	22,628	- 9.6	2,700	2,832	2,629	2,697	255	3,157
Pitt	54,997	-10.2	6,980	5,650	6,802	6,977	681	12,359
Polk	10,661	-10.2	1,550	1,271	1,511	1,548	135	1,123
Randolph	40,470	- 9.2	7,110	4,230	6,595	7,042	538	6,056
Richmond	35,847	- 2.6	5,170	1,790	4,619	4,832	328	6,169
Robeson	84,031	+ 9.3	8,410	7,797	6,788	7,062	783	11,568
Rockingham	55,105	- 4.8	9,530	4,226	8,865	9,072	824	11,122
Rowan	57,354	-17.1	12,120	3,417	12,697	13,032	932	16,173
Rutherford	40,453	-11.2	6,410	3,796	6,349	6,476	557	6,190
Samson	44,021	- 7.2	4,510	6,443	4,239	4,377	537	5,445
Scotland	21,892	- 5.8	2,310	1,702	2,090	2,223	259	3,418
Stanly	31,466	- 4.2	5,950	2,408	5,419	5,611	420	6,309
Stokes	20,622	- 9.4	2,720	4,071	2,639	2,694	250	1,530
Surry	41,868	+ 0.2	6,310	4,471	5,605	5,744	565	7,490
Swain	12,567	+ 3.2	1,100	1,617	941	967	154	830
Transylvania	12,657	+ 3.4	1,890	1,010	1,570	1,673	122	1,903
Tyrrell	4,809	-13.4	570	599	579	588	80	439
Union	36,264	- 7.2	5,360	4,552	4,997	5,200	497	5,199
Vance	27,686	- 7.6	3,490	2,179	3,290	3,422	380	6,356
Wake	104,492	- 4.6	17,870	5,255	16,529	17,024	1,441	33,976
Warren	21,700	- 6.2	1,550	2,558	1,440	1,488	243	2,354
Washington	11,904	- 3.4	1,310	969	1,200	1,228	182	1,362
Watauga	15,699	-13.3	1,990	2,696	2,008	2,055	261	1,958
Wayne	58,490	+ 0.3	7,630	4,378	6,736	6,937	707	11,529
Wilkes	37,346	-13.2	4,120	5,350	4,086	4,249	534	4,792
Wilson	46,174	- 8.1	6,580	4,118	6,191	6,449	637	10,396
Yadkin	18,076	-12.5	2,620	2,948	2,566	2,693	211	1,295
Yancey	14,016	-18.5	1,380	2,884	1,475	1,515	230	748

City	METROPOLITAN DISTRICTS—COUNTIES							
ASHEVILLE (Buncombe)	96,552	-11.2	10,400	5,426	10,024	19,593	1,530	32,476
CHARLOTTE (Mecklenburg)	155,160	+ 2.2	31,120	3,223	26,847	27,785	1,929	55,395
DURHAM (Durham)	83,274	+ 3.8	17,420	1,476	14,882	15,275	1,186	27,823
GREENSBORO (Guliford)	150,410	- 2.3	31,900	4,941	28,486	29,540	2,088	48,105
WINSTON-SALEM (Forsyth)	114,638	- 9.4	23,570	3,489	22,900	23,338	1,832	35,265
<b>TOTAL STATE..</b>	<b>3,424,954</b>	<b>- 3.9</b>	<b>518,560</b>	<b>278,276</b>	<b>471,863</b>	<b>487,353</b>	<b>44,328</b>	<b>\$675,361</b>

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# N. DAKOTA

Population 1943\* 541,395  
 Radio Homes, 1944 (RADIO DAILY Estimate) 128,290  
 No. of Farms, 1940 73,962

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Adams	3,631	-22.1	1,890	753	963	1,008	93	\$1,022
Barnes	14,534	-18.4	3,720	1,999	3,945	4,044	355	4,872
Benson	10,335	-18.2	2,300	1,648	2,450	2,504	177	1,734
Billings	1,639	-35.2	330	471	423	427	17	102
Bottineau	10,784	-18.6	2,670	2,219	2,851	2,028	263	2,628
Bowman	3,646	- 8.1	860	659	822	845	107	1,107
Burke	6,448	-15.7	1,660	1,201	1,734	1,764	181	1,199
Burleigh	18,590	-17.4	4,880	1,212	4,868	5,051	329	6,639
Cass	45,637	-13.6	12,040	2,592	12,191	12,538	944	25,513
Cavalier	11,790	-15.3	2,590	2,104	2,065	2,720	258	2,492
Dickey	8,299	-15.1	1,980	1,274	2,037	2,080	180	2,085
Divide	5,517	-22.1	1,490	1,306	1,658	1,691	137	1,271
Dunn	6,230	-25.6	1,220	1,359	1,397	1,445	111	799
Eddy	4,466	-22.2	1,100	678	1,215	1,247	111	1,564
Emmons	9,447	-19.2	1,650	1,413	1,776	1,814	115	1,378
Foster	4,859	-16.6	1,160	661	1,221	1,254	135	1,506
Golden Valley	3,063	-12.4	770	507	762	784	80	895
Grand Forks	29,963	-13.2	7,780	2,065	7,844	8,018	571	14,355
Grant	6,486	-21.5	1,210	1,233	1,355	1,382	98	793
Griggs	4,712	-19.0	1,130	940	1,231	1,250	105	1,136
Hettinger	6,961	- 6.7	1,390	1,055	1,337	1,348	117	1,468
Kidder	5,480	-18.1	1,190	1,025	1,263	1,289	108	909
La Moure	9,086	-11.8	2,060	1,429	2,027	2,098	183	1,635
Logan	6,490	-14.2	1,210	1,044	1,247	1,264	100	845
McHenry	11,919	-15.1	2,730	1,992	2,827	2,873	240	2,177
McIntosh	7,934	-11.7	1,530	1,118	1,536	1,559	124	1,194
McKenzie	6,462	-23.3	1,600	1,563	1,805	1,837	113	1,052
McLean	14,662	- 8.8	3,210	2,423	3,126	3,179	253	2,294
Mercer	8,204	-14.6	1,540	1,057	1,599	1,620	123	1,393
Morton	18,107	-10.3	3,990	1,755	3,842	3,994	320	4,578
Mountrail	8,850	-15.6	2,180	1,831	2,274	2,320	203	1,905
Nelson	7,704	-15.6	1,850	1,268	1,925	1,972	193	1,761
Oliver	3,365	-12.8	690	638	671	706	29	231
Pembina	12,684	-19.1	3,050	1,811	3,166	3,236	331	3,316
Pierce	7,865	-14.6	1,630	1,137	1,661	1,716	130	1,903
Ramsey	12,464	-20.2	3,110	1,497	3,340	3,458	308	5,794
Ransom	8,484	-15.7	2,100	1,257	2,122	2,227	187	2,362
Renville	5,182	- 6.3	1,390	1,056	1,209	1,337	108	1,023
Richland	17,417	-15.1	4,230	2,490	4,320	4,452	366	5,627
Rolette	9,761	-22.4	1,670	1,254	1,860	1,898	149	1,994
Sargent	7,213	-17.0	1,740	1,285	1,827	1,869	157	1,219
Sheridan	5,606	-16.8	1,190	1,018	1,255	1,285	117	748
Sioux	3,557	-19.5	660	447	656	671	47	525
Slope	2,005	-31.6	500	589	614	630	31	149
Stark	14,018	- 9.1	2,960	1,320	2,848	2,927	207	3,960
Steele	4,316	-30.3	1,000	981	1,228	1,249	102	853
Stutsman	20,498	-12.8	4,540	2,256	4,562	4,677	373	6,418
Towner	5,780	-19.7	1,430	1,030	1,520	1,583	160	1,669
Traill	11,677	- 5.1	2,770	1,498	2,587	2,642	249	3,209
Walsh	17,260	-16.8	3,740	2,490	3,919	4,015	331	5,032
Ward	26,984	-15.6	7,020	2,447	7,244	7,471	647	11,920
Wells	9,852	-12.0	2,390	1,527	2,386	2,442	227	2,436
Williams	13,742	-15.8	3,570	2,080	3,690	3,801	340	5,001
<b>TOTAL STATE..</b>	<b>541,395</b>	<b>-15.6</b>	<b>128,290</b>	<b>73,962</b>	<b>131,006</b>	<b>134,437</b>	<b>11,049</b>	<b>\$162,780</b>

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# OHIO

Population 1943\* 6,822,021  
 Radio Homes, 1944 (RADIO DAILY Estimate) 1,894,240  
 No. of Farms, 1940 233,783

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Adams	17,333	-20.1	3,610	2,684	3,966	4,013	384	\$3,068
Allen	69,817	- 4.8	19,940	2,574	18,570	18,991	1,444	29,477
Ashland	27,644	- 7.2	8,060	2,336	7,508	7,826	511	10,652
Ashtabula	65,766	- 4.2	18,930	4,746	17,353	17,852	1,366	25,217
Athens	38,250	-17.1	9,340	2,413	9,642	10,042	774	11,875
Auglaize	26,022	- 7.2	7,420	2,387	7,048	7,200	589	7,496
Belmont	See Listing—End of State							

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Brown	18,382	-15.0	4,460	3,326	4,602	4,604	423	3,903
Butler	See Listing	—End of State						
Carroll	15,541	-10.9	3,890	1,930	3,821	3,928	304	3,187
Champaign	24,391	-3.4	6,870	2,055	6,321	6,422	482	6,968
Clark	See Listing	—End of State						
Clermont	31,490	-7.7	8,280	3,465	7,093	8,114	625	7,303
Clinton	22,014	-2.5	6,340	2,020	5,781	5,924	516	7,742
Columbiana	86,347	-4.2	23,410	3,643	21,437	22,082	1,870	31,967
Coshocton	26,441	-13.6	7,090	2,497	7,208	7,381	584	8,597
Crawford	34,814	-2.1	10,310	2,053	9,334	9,548	737	11,892
Cuyahoga	See Listing	—End of State						
Darke	35,781	-7.9	9,860	4,680	9,443	9,663	798	10,718
Defiance	21,652	-11.1	6,040	2,141	5,944	6,101	490	7,386
Delaware	22,749	-15.1	6,330	2,780	6,366	6,665	517	7,320
Erie	45,267	+4.8	12,920	1,560	10,918	11,239	954	16,811
Fairfield	43,991	-9.3	11,830	3,031	11,470	11,712	794	13,135
Fayette	19,554	-8.6	5,060	1,564	4,916	5,013	391	7,369
Franklin	See Listing	—End of State						
Fulton	21,801	-7.7	6,100	2,771	5,823	5,983	468	7,407
Gallia	23,284	-6.6	4,270	2,736	3,995	4,144	310	4,514
Geauga	15,822	-18.6	3,930	2,497	4,255	4,318	306	4,546
Greene	41,769	+21.5	11,200	2,164	8,281	8,481	502	9,377
Guernsey	31,873	-17.9	8,430	2,767	8,808	9,156	709	9,427
Hamilton	See Listing	—End of State						
Hancock	35,452	-13.1	10,720	2,830	10,773	11,057	732	12,905
Hardin	25,272	-6.6	7,110	2,358	6,739	6,906	587	6,898
Harrison	17,273	-15.0	4,310	1,818	4,368	4,533	343	3,646
Henry	20,171	-11.4	5,570	2,450	5,525	5,621	418	6,090
Highland	24,541	-9.4	6,640	2,986	6,428	6,572	548	7,622
Hocking	16,954	-21.2	3,990	1,403	4,396	4,486	321	4,395
Holmes	15,800	-11.6	3,000	2,286	2,994	3,063	294	3,708
Huron	29,975	-13.9	8,710	2,457	8,820	9,069	763	11,677
Jackson	23,239	-13.9	5,340	1,757	5,463	5,562	436	6,598
Jefferson	88,073	-10.2	21,740	2,011	21,380	21,742	1,768	34,049
Knox	28,254	-8.9	8,170	2,893	7,749	8,087	556	9,706
Lake	52,546	+5.1	15,200	1,601	12,959	13,217	897	18,498
Lawrence	See Listing	—End of State						
Licking	59,723	-4.1	17,400	3,994	15,759	16,420	1,098	20,043
Logan	26,274	-11.3	7,710	2,493	7,614	7,785	687	8,927
Lorain	113,064	+0.6	31,630	3,423	27,895	28,497	2,047	39,348
Lucas	See Listing	—End of State						
Madison	20,145	-7.6	4,500	1,552	4,309	4,414	375	6,033
Mahoning	See Listing	—End of State						
Marion	45,300	+0.9	13,070	1,838	11,289	11,769	734	14,759
Medina	32,611	-1.3	9,370	3,126	8,328	8,597	630	11,367
Melgs	20,724	-14.0	4,820	2,703	4,895	5,019	391	5,141
Mercer	23,314	-11.2	5,870	2,795	5,818	5,927	522	7,107
Miami	54,096	+2.8	15,980	2,867	13,867	14,148	914	17,761
Monroe	14,573	-21.8	2,940	2,986	3,224	3,333	271	2,224
Montgomery	See Listing	—End of State						
Morgan	10,963	-22.9	2,630	2,186	2,928	3,020	216	2,457
Morrow	13,737	-12.2	3,750	2,315	3,695	3,824	190	2,882
Muskingum	64,970	-6.9	18,190	3,381	17,252	17,656	1,240	24,697
Noble	10,526	-27.8	2,260	2,193	2,722	2,760	257	2,000
Ottawa	24,761	+2.4	7,020	1,680	6,026	6,264	510	7,683
Paulding	13,365	-13.9	3,580	1,758	3,642	3,723	323	3,425
Perry	23,690	-23.8	5,920	2,130	6,708	6,884	479	6,051
Pickaway	26,035	-6.6	5,790	1,869	5,527	5,622	442	5,732
Pike	12,216	-24.2	2,100	1,702	2,373	2,437	251	2,152
Portage	50,058	+7.3	13,500	3,368	11,221	11,545	789	15,282
Preble	22,415	-3.9	6,210	2,588	5,743	5,858	530	6,324
Putnam	19,881	-20.5	5,140	2,867	5,621	5,775	524	5,772
Richland	71,250	-3.5	19,690	2,857	17,986	18,570	1,293	28,730
Ross	46,815	-10.2	10,510	2,765	10,270	10,516	718	13,747
Sandusky	42,968	+4.8	11,410	2,383	10,506	10,791	855	13,878
Scioto	73,546	-15.0	17,130	3,354	17,305	18,020	1,456	23,749
Seneca	47,496	-2.1	13,010	2,781	11,673	12,047	1,000	16,464
Shelby	25,178	-3.4	6,850	2,253	6,273	6,400	473	7,112
Stark	See Listing	—End of State						
Summit	See Listing	—End of State						
Trumbull	See Listing	—End of State						
Tuscarawas	64,780	-5.9	17,400	2,832	16,304	16,733	1,344	20,971
Union	18,125	-9.4	5,110	2,332	4,982	5,056	375	6,005
Van Wert	20,694	-22.7	6,050	2,372	6,750	6,956	484	7,007
Vinton	8,901	-23.1	1,690	1,306	1,920	1,952	144	1,279
Warren	30,430	+1.8	8,060	2,459	7,061	7,192	500	7,072
Washington	35,061	-18.1	8,690	3,836	9,151	9,443	699	10,843
Wayne	49,124	-2.8	12,450	3,776	11,428	11,630	1,019	16,966
Williams	23,088	-9.5	6,970	2,384	6,770	6,969	626	8,550
Wood	68,298	+31.9	18,850	3,406	12,926	13,268	1,124	13,150
Wyandot	17,338	-9.8	4,760	1,910	4,679	4,747	364	5,901

County City	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
AKRON (Summit) ...	359,276	+ 5.9	101,860	2,986	85,603	87,816	6,070	140,031
CANTON (Stark) .....	248,507	+ 5.8	67,510	4,707	56,730	58,199	4,260	92,205
CINCINNATI (Hamilton; Dearborn, Ind.; Campbell, Kenton, Ky.) . . .	850,179	+ 5.2	247,860	7,322	212,958	217,946	15,521	352,463
CLEVELAND (Cuyahoga) ..	1,199,049	— 1.5	349,790	2,500	318,772	323,878	24,211	555,343
COLUMBUS (Franklin) ..	417,498	+ 7.7	118,680	3,513	96,785	100,569	7,025	186,311
DAYTON (Montgomery)	341,553	+ 15.6	98,380	4,163	76,034	78,076	5,143	129,680
HAMILTON (Butler)	123,813	+ 3.0	33,880	2,926	29,254	29,979	2,014	41,873
MIDDLETOWN	123,813	+ 3.0	33,880	2,926	29,254	29,979	2,014	41,873
SPRINGFIELD (Clark) .....	98,717	+ 3.2	28,000	2,281	24,258	24,780	1,728	35,536
TOLEDO (Lucas) .....	324,657	— 5.7	95,850	2,403	89,929	92,162	6,109	155,392
YOUNGSTOWN (Mahoning, Trumbull) ...	365,499	— 1.0	92,760	6,685	83,698	85,886	5,736	136,894
TOTAL STATE..	6,822,021	— 1.2	1,894,240	233,783	1,697,672	1,739,399	127,215	\$2,616,387

Note—Belmont County contained in Wheeling Metropolitan District. Listed under W. Va. Lawrence County contained in Huntington Metropolitan District. Listed under W. Va.

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# OKLAHOMA

Population 1943\* ..... 2,100,524  
 Radio Homes, 1944  
 (RADIO DAILY Esti-  
 mate) ..... 427,980  
 No. of Farms, 1940 ..... 179,687

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Adair .....	14,841	— 5.8	1,530	1,704	1,412	1,474	174	\$1,090
Alfalfa .....	11,112	—21.4	3,140	2,012	3,127	3,180	283	2,676
Atoka .....	15,751	—15.8	1,760	2,069	1,787	1,877	225	1,715
Beaver .....	7,288	—15.7	1,500	1,659	1,578	1,597	142	1,016
Beckham .....	19,383	—12.6	3,970	2,424	3,924	4,088	468	5,426
Blaine .....	15,675	—15.5	3,070	2,160	3,125	3,266	388	3,781
Bryan .....	33,208	—12.9	5,740	3,512	5,643	5,924	445	6,215
Caddo .....	34,765	—16.4	6,390	4,425	6,526	6,797	687	7,444
Canadian .....	24,545	— 9.1	5,650	2,436	5,427	5,595	435	6,427
Carter .....	33,948	—21.6	6,520	2,517	7,121	7,412	770	9,358
Cherokee .....	18,574	—11.7	1,890	2,507	1,821	1,925	237	1,987
Choctaw .....	19,997	—29.5	2,530	3,042	3,091	3,173	299	3,076
Cimarron .....	3,369	— 7.8	700	605	671	686	97	873
Cleveland .....	31,028	+ 11.9	6,330	2,061	5,087	5,190	433	6,068
Coal .....	9,414	—26.5	1,210	1,558	1,430	1,463	143	1,467
Comanche .....	49,904	+ 51.1	10,340	2,039	6,259	6,435	650	10,350
Cotton .....	10,688	—17.0	2,080	1,544	2,167	2,238	201	2,703
Craig .....	19,351	— 8.2	3,100	2,156	2,952	3,043	280	3,896
Creek .....	41,955	—24.4	8,370	3,156	9,417	9,724	938	11,108
Custer .....	20,077	—13.0	4,370	2,290	4,340	4,502	486	5,939
Delaware .....	10,358	—44.3	1,400	2,683	2,038	2,117	194	1,216
Dewey .....	9,863	—17.7	1,880	1,931	2,001	2,038	248	1,738
Ellis .....	6,839	—19.2	1,490	1,443	1,544	1,631	179	1,752
Garfield .....	40,335	—11.3	10,890	2,900	10,767	11,001	901	17,915
Garvin .....	25,894	—16.9	3,890	3,125	4,026	4,288	599	4,802
Grady .....	35,338	—14.1	6,810	3,887	6,869	7,097	697	8,419
Grant .....	10,248	—21.9	2,820	2,250	3,117	3,199	262	2,609
Greer .....	13,437	— 7.6	2,620	1,674	2,466	2,569	291	2,929
Harmon .....	8,265	—17.5	1,660	1,248	1,716	1,801	153	1,317
Harper .....	5,154	—20.1	1,050	945	1,141	1,171	142	1,098
Haskell .....	14,129	—18.4	1,880	1,866	1,964	2,043	188	1,694
Hughes .....	22,613	—22.5	3,700	2,740	4,146	4,243	357	4,147
Jackson .....	21,717	— 4.4	4,620	2,048	4,233	4,355	400	4,646
Jefferson .....	11,692	—22.6	2,000	1,594	2,234	2,298	234	2,178
Johnston .....	11,367	—28.8	1,550	1,736	1,863	1,908	211	1,379
Kay .....	42,983	— 8.7	11,050	2,663	10,620	10,945	801	14,451
Kingfisher .....	12,302	—21.2	2,740	2,292	3,065	3,191	256	3,662
Kiowa .....	20,335	—10.8	4,300	2,602	4,179	4,350	442	4,824
Latimer .....	9,728	—21.4	1,240	1,192	1,362	1,391	156	1,188
LeFlore .....	35,030	—23.6	4,770	3,927	5,425	5,557	521	4,900
Lincoln .....	22,152	—25.0	3,920	3,862	4,470	4,607	373	3,747

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Logan	20,226	-19.9	4,470	2,316	4,146	4,967	487	6,287
Love	8,425	-26.3	1,250	1,414	1,471	1,494	153	1,057
McClain	15,400	-19.8	2,520	2,266	2,724	2,796	286	2,170
McCurtain	32,076	-22.4	3,340	4,427	3,704	3,796	409	3,608
McIntosh	22,215	-7.8	2,740	2,654	2,496	2,641	240	2,100
Major	9,632	-19.4	1,920	2,145	2,057	2,109	230	1,825
Marshall	9,974	-19.5	1,520	1,252	1,646	1,687	155	1,623
Mayes	28,658	+32.3	4,100	2,534	2,754	2,885	379	3,039
Murray	10,253	-25.9	1,000	959	2,043	1,192	301	2,260
Muskogee	75,191	+14.1	13,500	3,614	10,428	10,801	1,143	16,032
Noble	12,172	-17.9	2,910	1,653	3,070	3,168	303	3,279
Nowata	12,658	-19.8	2,390	1,736	2,588	2,659	212	2,677
Okfuskee	20,135	-23.4	2,880	2,657	3,237	3,313	367	3,048
Oklahoma	See Listing—End of State							
Okmulgee	41,423	-17.3	7,750	2,847	8,091	8,331	845	10,688
Osage	29,309	-29.4	6,500	2,464	7,600	8,020	652	8,417
Ottawa	33,201	-7.4	7,150	1,965	6,664	6,945	533	7,379
Pawnee	13,888	-20.2	2,770	1,818	2,897	3,079	284	2,710
Payne	32,220	-10.6	7,630	2,543	7,465	7,709	744	10,886
Pittsburg	58,707	+19.8	9,510	3,468	6,955	7,318	644	8,370
Pontotoc	29,732	-25.3	5,940	2,580	6,605	6,987	704	10,167
Pottawatomie	43,507	-20.8	8,920	3,595	9,776	10,022	1,074	13,597
Pushmataha	14,543	-25.3	1,670	1,919	1,918	1,969	187	1,864
Roger Mills	7,942	-26.0	1,350	1,819	1,564	1,603	180	1,232
Rogers	19,777	-6.2	3,400	2,294	3,118	3,266	415	3,370
Seminole	38,480	-37.1	7,330	3,019	9,746	10,052	1,030	13,740
Sequoyah	20,544	-11.2	1,960	2,504	1,915	1,976	235	1,639
Stephens	27,213	-12.5	5,210	2,592	5,143	5,370	518	6,634
Texas	9,124	-7.8	2,010	1,408	1,919	1,972	261	3,068
Tillman	18,301	-11.8	3,870	2,119	3,770	3,944	404	3,490
Tulsa	See Listing—End of State							
Wagoner	18,576	-14.2	2,260	2,404	2,285	2,348	257	1,934
Washington	26,562	-13.1	6,690	1,348	6,766	6,899	542	9,893
Washita	18,936	-15.0	4,000	3,447	4,067	4,212	314	3,232
Woods	12,627	-15.3	3,160	1,789	3,244	3,339	339	4,202
Woodward	13,951	-14.3	2,770	1,521	2,803	2,890	320	4,960
<b>METROPOLITAN DISTRICTS—COUNTIES</b>								
OKLAHOMA CITY (Oklahoma)	263,340	+ 7.9	70,350	3,424	57,392	59,619	5,104	104,680
TULSA (Tulsa)	208,324	+ 7.7	54,770	2,689	44,945	46,414	3,789	80,671
TOTAL STATE..	2,100,524	- 9.8	427,980	179,687	405,754	420,182	39,448	\$549,054

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# OREGON

Population 1943\* . . . . . 1,152,492  
 Radio Homes, 1944 (RADIO DAILY Estimate) . . . . . 351,220  
 No. of Farms, 1940 . . . . . 61,829

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Baker	12,741	-30.4	3,620	1,259	4,413	4,525	404	\$7,630
Benton	22,806	+22.4	6,580	1,507	4,828	4,978	385	8,471
Clackamas	See Listing—End of State							
Clatsop	29,751	+26.8	9,230	661	6,572	6,746	635	11,744
Columbia	18,300	-12.7	5,240	2,060	5,278	5,399	368	5,604
Coos	30,227	-6.8	8,860	1,953	8,364	8,601	699	12,691
Coquille	5,193	-6.1	1,370	495	1,273	1,320	69	1,544
Crook	3,272	-23.8	800	375	986	1,027	125	1,225
Curry	18,722	+ 0.5	5,300	1,047	4,570	4,770	366	9,084
Deschutes	23,234	-9.6	6,530	2,734	6,289	6,528	501	8,288
Douglas	2,098	-26.2	570	292	661	677	96	1,396
Gilliam	5,400	-15.4	1,530	580	1,583	1,607	151	2,006
Grant	4,231	-21.3	1,120	436	1,285	1,341	117	2,527
Harney	8,722	-24.7	2,580	1,142	2,942	3,025	243	4,046
Hood River	46,827	+29.3	13,880	2,702	9,641	9,916	671	14,435
Jackson	1,945	-4.8	500	227	468	481	35	569
Jefferson	14,288	-12.3	4,090	1,944	4,005	4,170	354	5,641
Josephine	34,770	-14.1	10,080	1,552	10,151	10,499	727	22,472
Klamath	5,463	-13.2	1,520	484	1,492	1,563	107	2,660
Lake	69,856	+ 1.1	20,310	4,454	17,816	18,295	1,206	26,640
Lincoln	13,088	-9.9	3,620	972	3,418	3,619	431	4,533
Linn	33,101	+ 8.6	8,920	3,325	7,260	7,494	558	8,861
Malheur	15,218	-23.0	4,580	2,545	4,013	4,117	336	5,408

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1910 Census	NAB Projection	Stores	Sales
Marion	72,064	— 4.2	20,000	4,785	18,490	18,866	1,436	28,503
Morrow	4,040	— 6.8	1,060	540	1,008	1,026	97	1,282
Multnomah	See Listing—End of State							
Polk	1,703	— 5.3	5,200	1,743	4,819	4,950	348	3,904
Sherman	12,278	—26.6	530	343	618	653	71	662
Tillamook	29,747	+ 0.3	3,470	960	3,059	3,152	288	4,056
Umatilla	14,908	+14.3	7,850	2,312	6,140	6,334	559	10,587
Union	8,180	—14.3	4,450	1,255	4,508	4,638	421	6,661
Wallowa	10,671	+ 7.3	2,120	989	1,781	1,814	163	2,389
Wasco	37,202	—18.3	3,140	1,007	3,320	3,410	322	6,923
Washington	37,202	— 5.1	10,850	4,348	10,025	10,331	643	9,878
Wheeler	2,616	—12.0	670	249	656	684	64	823
Yamhill	25,803	— 2.0	7,470	2,817	6,742	6,919	532	8,578
CITY								
METROPOLITAN DISTRICTS—COUNTIES								
PORTLAND (Clackamas, Multnomah)	495,104	+ 20.1	163,490	7,735	122,158	125,753	0,096	224,442
<b>TOTAL STATE..</b>	<b>1,152,492</b>	<b>+ 5.9</b>	<b>351,220</b>	<b>61,829</b>	<b>290,641</b>	<b>299,226</b>	<b>22,714</b>	<b>\$476,363</b>

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# PENNA.

Population 1943\* ..... 9,457,755  
 Radio Homes, 1944 (RADIO  
 DAILY Estimate) ..... 2,461,880  
 No. of Farms, 1940 ..... 169,027

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1910 Census	NAB Projection	Stores	Sales
Adams	37,220	— 5.6	8,910	3,071	8,366	8,561	607	37,841
Allegheny	See Listing—End of State							
Armstrong	73,232	— 9.7	17,450	3,047	17,142	17,447	1,073	17,639
Beaver	163,503	+ 4.3	40,680	2,047	34,919	35,681	2,342	44,194
Bedford	36,692	—10.1	7,740	2,994	7,553	7,738	656	8,307
Berks	See Listing—End of State							
Blair	See Listing—End of State							
Bradford	43,349	—14.4	11,270	4,269	11,432	11,741	956	13,559
Bucks	108,824	+ 1.0	29,350	4,299	25,838	26,447	2,010	27,603
Butler	87,152	— 0.5	21,470	4,528	19,295	19,696	1,313	25,901
Cambria	See Listing—End of State							
Cameron	6,693	— 2.3	1,810	165	1,620	1,676	127	2,072
Carbon	54,331	—12.0	13,630	674	13,665	13,903	1,153	12,503
Centre	50,832	— 3.4	12,380	1,977	11,335	11,564	834	15,713
Chester	133,303	— 1.7	32,280	4,290	29,184	29,885	2,362	43,933
Clarion	33,563	—12.6	7,670	2,199	7,760	7,906	562	8,902
Clearfield	80,174	—12.9	18,720	3,530	19,035	19,209	1,314	19,921
Clinton	32,993	— 4.5	8,230	762	7,662	7,835	627	9,292
Columbia	48,527	— 5.6	12,420	2,099	11,698	11,944	874	12,418
Crawford	71,939	+ 0.4	19,280	5,596	17,200	17,530	1,217	22,800
Cumberland	74,107	+ 0.7	20,460	2,809	17,936	18,439	1,329	21,693
Dauphin	See Listing—End of State							
Delaware	See Listing—End of State							
Elk	31,241	— 9.3	7,380	720	7,038	7,302	518	7,854
Erie	See Listing—End of State							
Fayette	See Listing—End of State							
Forest	4,698	—18.9	1,130	276	1,203	1,234	96	968
Franklin	63,948	— 7.8	15,270	3,731	14,527	14,972	1,111	18,346
Fulton	8,024	—24.8	1,710	1,417	1,915	2,013	234	1,374
Greene	39,414	—11.8	8,670	2,650	8,696	8,846	537	8,058
Huntingdon	36,774	—12.1	8,290	1,625	8,210	8,460	666	9,094
Indiana	62,205	—22.1	14,340	3,235	16,065	16,298	1,133	18,015
Jefferson	43,755	—19.1	10,560	2,356	11,401	11,603	787	13,428
Juniata	13,497	—12.2	2,960	1,501	2,980	3,016	320	2,833
Lackawanna	See Listing—End of State							
Lancaster	See Listing—End of State							
Lawrence	95,706	— 1.2	24,900	2,155	22,495	22,847	1,671	30,918
Lebanon	71,601	— 1.4	18,920	1,920	17,142	17,350	1,450	23,322
Lehigh	See Listing—End of State							
Luzerne	See Listing—End of State							
Lycoming	90,911	— 2.9	24,810	2,718	22,611	23,181	1,817	30,745
McKean	52,576	— 7.2	14,330	1,234	13,405	13,914	990	19,481
Mercer	117,354	+16.1	29,750	3,764	22,816	23,612	1,823	33,054
Mifflin	39,189	— 8.8	9,330	1,147	8,955	9,234	834	12,453
Monroe	26,416	—11.4	7,120	1,183	7,094	7,194	796	11,466
Montgomery	See Listing—End of State							
Montour	15,946	+ 3.1	3,340	637	2,838	2,950	219	2,881
Northampton	See Listing—End of State							



County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Northumberland . . . . .	111,408	—12.2	28,160	1,812	28,048	28,732	2,370	31,212
Perry . . . . .	21,513	— 7.3	5,250	1,885	5,023	5,092	416	4,128
Philadelphia . . . . .	See Listing—End of State							
Pike . . . . .	6,471	—13.2	1,900	465	1,905	1,955	185	1,658
Potter . . . . .	14,477	—20.5	3,600	1,420	3,924	4,038	328	4,898
Schuylkill . . . . .	185,719	—18.7	44,230	2,032	47,282	48,604	4,786	54,081
Snyder . . . . .	18,589	— 8.0	4,360	1,667	4,194	4,269	403	3,081
Somerset . . . . .	73,011	—14.1	16,090	2,627	16,536	16,761	1,185	19,499
Sullivan . . . . .	6,034	—19.6	1,320	651	1,454	1,467	164	1,038
Susquehanna . . . . .	26,509	—21.8	6,580	3,227	7,313	7,480	571	6,718
Tioga . . . . .	29,683	—15.2	7,670	2,783	7,833	8,072	619	8,549
Union . . . . .	19,739	— 2.5	3,990	1,044	4,173	4,292	423	4,284
Yenango . . . . .	60,109	— 6.0	14,910	2,294	13,779	14,335	932	18,136
Warren . . . . .	38,832	— 9.2	9,720	2,028	9,247	9,628	607	17,485
Washington . . . . .	See Listing—End of State							
Wayne . . . . .	25,814	—13.8	6,380	2,834	6,488	6,642	556	7,621
Westmoreland . . . . .	See Listing—End of State							
Wyoming . . . . .	14,055	—15.8	3,490	1,340	3,582	3,714	353	4,572
York . . . . .	See Listing—End of State							

City	METROPOLITAN DISTRICTS—COUNTIES							
ALLENTOWN (Lehigh, Northampton)								
BETHLEHEM								
EASTON . . . . .	341,100	— 1.6	91,130	4,671	82,710	84,377	7,234	127,473
ALTOONA (Blair) . . . . .	127,709	— 9.0	33,960	1,931	32,772	33,624	2,292	45,838
ERIE (Erie) . . . . .	186,250	+ 3.0	50,670	4,503	43,538	44,849	3,591	65,554
HARRISBURG (Dauphin) . . . . .	171,123	— 3.3	47,060	2,098	42,999	43,978	3,573	71,915
JOHNSTOWN (Cambia) . . . . .	192,557	— 9.8	43,440	2,719	42,720	43,438	2,791	62,429
LANCASTER (Lancaster) . . . . .	200,093	— 5.8	49,930	8,446	47,219	48,007	5,089	76,578
PHILADELPHIA (Delaware, Montgomery, Philadelphia; Burlington, Camden, Gloucester, N. J.) . . . . .	2,962,029	+ 0.3	817,140	8,396	715,109	739,007	61,008	1,185,802
PITTSBURGH (Allegheny, Fayette, Washington, Westmoreland) . . . . .	2,082,391	— 2.1	538,580	14,251	488,569	498,683	31,322	750,190
READING (Berks) . . . . .	224,145	— 7.3	61,370	5,541	58,515	59,579	5,060	87,545
SCRANTON (Lackawanna, Luzerne)								
WILKES-BARRE . . . . .	609,905	—17.9	150,170	3,896	159,107	163,228	13,465	204,431
YORK (York) . . . . .	174,703	— 1.8	47,590	7,120	43,008	43,789	3,214	58,410
TOTAL STATE..	9,457,755	— 4.4	2,461,880	169,027	2,265,921	2,323,980	179,692	\$3,346,477

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# RHODE IS.

	Population 1943* . . . . .	695,696
	Radio Homes, 1944 (RADIO DAILY Estimate) . . . . .	194,670
	No. of Farms, 1940 . . . . .	3,014

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Bristol . . . . .	See Listing—End of State							
Kent . . . . .	See Listing—End of State							
Newport . . . . .	See Listing—End of State							
Providence . . . . .	See Listing—End of State							
Washington . . . . .	34,363	+ 5.9	9,390	543	7,953	8,097	728	14,417
City	METROPOLITAN DISTRICTS—COUNTIES							
PROVIDENCE (Bristol, Kent, Newport, Providence) . . . . .	661,333	— 2.2	185,280	2,471	168,786	171,555	13,695	263,736
TOTAL STATE..	695,696	— 1.9	194,670	3,014	176,730	179,652	14,423	\$296,690

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# S. CAROLINA

Population 1943\* ..... 1,831,553  
 Radio Homes, 1944  
 (RADIO DAILY Estimate) ..... 234,500  
 No. of Farms, 1940..... 137,558

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Abbeville	19,201	-16.3	2,170	2,474	2,219	2,303	350	\$2,653
Aiken	54,165	+ 8.5	7,250	3,390	5,861	6,090	686	6,478
Allendale	11,417	-12.4	720	935	723	737	162	1,315
Anderson	78,636	-11.4	12,880	6,430	12,758	13,005	1,197	15,716
Bamberg	16,373	-12.2	1,300	1,643	1,260	1,330	269	2,666
Barnwell	71,087	-15.2	1,120	1,787	1,153	1,184	300	2,225
Beaufort	20,942	+13.9	1,450	1,843	1,128	1,163	276	2,594
Berkeley	24,959	- 8.0	1,560	2,815	1,476	1,528	246	1,995
Calhoun	13,971	-13.9	890	1,749	876	930	229	1,939
Charleston	See Listing—End of State							
Cherokee	29,591	-11.1	4,210	2,670	4,141	4,252	411	3,670
Chester	28,944	-11.2	3,660	2,518	3,615	3,693	339	5,292
Chesterfield	31,885	-11.3	3,170	3,101	3,124	3,206	410	4,386
Clarendon	26,476	-15.9	1,550	3,270	1,598	1,642	262	3,009
Colleton	25,136	- 4.3	1,980	2,641	1,838	1,864	308	3,434
Darlington	42,951	- 5.0	4,850	3,360	4,457	4,621	516	7,484
Dillon	25,510	-13.9	2,450	3,111	2,476	2,548	337	3,977
Dorchester	21,028	+ 5.5	1,980	1,622	1,641	1,704	247	2,493
Edgefield	15,961	-10.8	1,320	2,151	1,278	1,334	262	2,087
Fairfield	20,667	-14.6	1,830	1,868	1,877	1,929	228	2,748
Florence	62,633	-11.3	7,280	5,985	7,169	7,351	865	15,192
Georgetown	24,859	- 5.7	2,290	1,772	2,105	2,198	338	4,117
Greenville	140,708	+ 3.0	26,850	5,607	23,136	23,757	1,833	40,113
Greenwood	38,770	- 3.3	5,840	2,099	5,302	5,459	646	9,387
Hampton	16,233	- 7.1	1,140	1,646	1,084	1,109	157	1,499
Horry	49,852	- 4.0	4,390	6,462	4,050	4,144	584	8,401
Jasper	8,693	-21.1	610	1,075	674	690	76	644
Kershaw	31,491	- 4.3	2,810	2,532	2,520	2,649	406	4,044
Lancaster	27,440	-18.3	3,890	2,462	4,090	4,221	330	5,062
Laurens	37,802	-14.4	5,440	3,285	5,526	5,664	559	6,990
Lee	19,730	-20.8	1,340	2,183	1,480	1,506	278	2,981
Lexington	36,563	+ 1.6	4,960	2,914	4,331	4,427	488	4,288
McCormick	8,363	-19.3	530	1,290	576	585	132	914
Marion	28,650	- 4.8	3,040	2,417	2,826	2,898	364	5,332
Marlboro	29,856	-10.3	2,580	2,881	2,509	2,579	321	4,483
Newberry	30,441	- 9.3	3,850	2,881	3,718	3,814	515	5,827
Oconee	31,503	-13.7	3,990	3,595	4,105	4,161	439	4,563
Orangeburg	60,136	- 5.6	5,250	5,804	4,930	5,049	984	10,064
Pickens	35,041	- 5.6	5,420	3,227	5,075	5,215	537	5,140
Richland	See Listing—End of State							
Saluda	14,410	-16.2	1,340	2,496	1,395	1,426	243	1,273
Spartanburg	129,019	+ 1.0	22,130	6,761	19,406	19,936	1,424	28,917
Sumter	51,897	- 1.1	4,730	3,228	4,264	4,437	524	10,460
Union	28,792	- 8.2	3,920	1,915	3,763	3,847	376	5,636
Williamsburg	35,079	-14.5	2,160	5,263	2,209	2,275	357	3,939
York	56,323	- 4.0	8,190	3,848	7,474	7,730	730	11,342

## METROPOLITAN DISTRICTS—COUNTIES

City	1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	1940 Census	NAB Projection	Stores	Sales
CHARLESTON (Charleston)	152,791	+29.8	24,630	1,776	16,969	17,589	1,776	35,121
COLUMBIA (Richland)	119,619	+14.1	19,560	2,428	15,347	15,856	1,554	38,221
<b>TOTAL STATE..</b>	<b>1,831,553</b>	<b>- 3.2</b>	<b>234,500</b>	<b>137,558</b>	<b>209,542</b>	<b>215,636</b>	<b>23,871</b>	<b>\$351,101</b>

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# S. DAKOTA

Population 1943\* ..... 559,628  
 Radio Homes, 1944 (RADIO  
 DAILY Estimate) ..... 136,190  
 No. of Farms, 1940..... 72,454

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Armstrong	9	-78.6	.....	7	9	9	..	..
Aurora	4,576	-15.1	1,060	896	1,055	1,118	117	\$867
Beadle	17,211	-12.4	4,570	1,724	4,545	4,665	395	7,125
Bennett	2,889	-27.2	460	559	540	548	73	503
Bon Homme	9,115	-11.0	2,210	1,368	2,171	2,231	209	1,894
Brookings	13,588	-17.9	3,530	1,929	3,740	3,830	331	5,440
Brown	25,763	-13.2	6,950	2,222	7,000	7,170	592	11,708
Brule	5,143	-17.0	1,260	862	1,339	1,357	166	1,781
Buffalo	1,521	-17.9	240	203	257	261	14	100

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1940 Census	NAB Projection	Stores	Sales
	Butte	7,456			— 6.8	1,830	800	1,751
Campbell	4,510	—10.4	870	751	848	873	62	498
Charles Mix	10,534	—21.7	2,060	1,927	2,279	2,350	185	1,815
Clark	7,580	—15.4	1,900	1,521	1,949	1,996	163	1,566
Clay	8,559	—10.8	2,200	1,224	2,269	2,320	180	2,389
Codington	15,391	— 9.5	3,900	1,170	3,783	3,902	382	8,026
Corson	5,786	—14.3	1,120	923	1,095	1,107	106	847
Custer	4,917	—18.4	1,150	554	1,214	1,245	143	1,619
Davison	12,756	—16.8	3,540	918	3,671	3,779	432	7,665
Day	11,199	—17.4	2,650	1,825	2,794	2,843	257	3,191
Devel	7,321	—13.4	1,720	1,283	1,691	1,772	141	1,237
Dewey	5,001	—12.4	940	563	940	958	107	822
Douglas	5,614	—11.6	1,250	1,000	1,227	1,271	123	995
Edmunds	7,203	— 7.8	1,540	1,103	1,488	1,511	114	1,169
Fall River	9,595	+18.6	2,190	587	1,648	1,699	190	2,128
Faulk	4,640	—10.2	1,190	802	1,165	1,198	139	965
Grant	8,725	—17.3	2,260	1,379	2,397	2,429	210	2,226
Gregory	8,067	—15.6	1,710	1,361	1,730	1,821	179	1,674
Haakon	2,968	—15.6	790	631	809	834	88	948
Hamlin	6,674	—11.7	1,580	1,068	1,581	1,607	165	1,344
Hand	5,850	—18.4	1,440	1,283	1,536	1,569	106	1,427
Hanson	4,584	—15.1	1,100	855	1,140	1,162	79	625
Harding	2,229	—25.9	500	569	569	594	40	380
Hughes	6,036	— 8.9	1,660	435	1,601	1,639	165	2,965
Hutchinson	11,313	—10.7	2,440	1,734	2,423	2,467	238	2,253
Hyde	2,670	—14.2	660	593	675	686	59	824
Jackson	1,510	—22.8	370	317	414	423	70	529
Jerauld	3,931	—17.3	990	732	1,054	1,064	112	1,077
Jones	2,031	—19.1	520	414	552	569	57	579
Kingsbury	9,702	—10.4	2,410	1,464	2,342	2,419	272	2,417
Lake	10,181	—18.0	2,610	1,338	2,778	2,832	269	3,592
Lawrence	16,053	—15.9	4,470	469	4,652	4,753	372	7,455
Lincoln	11,051	—16.1	2,850	1,854	2,935	3,027	226	2,447
Lyman	3,141	—37.7	730	801	989	1,009	108	875
McCook	8,074	—17.6	1,930	1,411	2,047	2,101	207	1,632
McPherson	6,905	—17.3	1,270	1,195	1,334	1,365	125	1,045
Marshall	7,401	—16.7	1,660	1,309	1,730	1,790	172	2,126
Meade	8,527	— 9.8	2,130	1,365	2,019	2,131	205	2,226
Mellette	3,165	—22.9	450	587	496	511	66	370
Miner	5,616	—17.8	1,400	1,095	1,500	1,523	142	1,141
Minnehaha	57,601	— 0.2	15,850	2,458	14,073	14,409	1,185	27,782
Moody	7,762	—16.9	2,060	1,352	2,140	2,214	168	2,011
Pennington	22,701	— 4.6	5,990	1,085	5,502	5,719	591	12,147
Perkins	5,500	—16.5	1,270	1,097	1,309	1,371	117	1,448
Potter	4,237	— 8.2	1,040	604	975	1,018	155	1,198
Roberts	13,883	—12.6	3,130	2,279	3,156	3,221	270	3,078
Sanborn	4,855	—15.6	1,180	935	1,210	1,259	124	966
Shannon	4,693	—12.5	530	504	539	546	29	312
Spink	11,381	— 9.1	2,890	1,751	2,822	2,864	293	2,845
Stanley	1,639	—16.3	450	322	458	483	36	335
Sully	2,260	—15.3	520	488	529	544	40	401
Todd	4,717	—17.5	620	569	652	675	54	416
Tripp	8,580	—13.7	1,900	1,515	1,910	1,979	181	2,718
Turner	11,296	—14.9	2,880	1,857	2,923	3,029	300	2,368
Union	9,444	—19.1	2,410	1,522	2,572	2,639	221	2,352
Walworth	5,901	—18.9	1,440	643	1,541	1,585	152	2,026
Washabaugh	1,442	—27.2	190	319	222	227	17	81
Washington	1,322	—26.1	160	179	185	191	8	72
Yankton	13,885	—17.0	3,020	1,519	2,131	3,242	247	4,843
Ziebach	2,241	—22.1	400	476	430	447	31	237
<b>TOTAL STATE..</b>	<b>559,628</b>	<b>—12.9</b>	<b>136,190</b>	<b>72,454</b>	<b>136,049</b>	<b>139,854</b>	<b>12,781</b>	<b>\$177,601</b>

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# TENNESSEE

Population 1943*	2,853,527
Radio Homes, 1944 (RADIO DAILY Estimate)	481,030
No. of Farms, 1940	247,617

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1940 Census	NAB Projection	Stores	Sales
	Anderson	24,270			— 8.4	3,730	1,995	3,610
Berford	22,047	— 4.8	4,400	2,981	4,046	4,196	305	4,317
Benton	11,167	— 6.8	1,290	1,629	1,207	1,254	187	1,316
Bledsoe	7,987	— 4.4	770	1,009	706	727	89	656
Blount	45,979	+11.8	1,520	3,010	6,672	6,896	378	6,645
Bradley	27,720	— 2.7	4,920	1,727	4,453	4,593	398	5,270
Campbell	29,703	— 4.6	3,970	2,031	3,739	3,783	308	4,468
Cannon	9,162	— 7.3	970	2,102	910	939	152	665
Carroll	26,354	+ 1.4	3,870	3,637	3,419	3,483	340	3,199
Carter	34,292	— 2.4	5,570	2,758	4,935	5,158	331	5,392

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Cheatham	8,370	-15.7	1,170	1,449	1,196	1,246	135	965
Chester	10,453	-6.0	1,300	1,543	1,219	1,248	142	1,139
Claiborne	23,407	-5.1	2,700	3,081	2,389	2,568	249	1,721
Clay	9,690	-11.1	900	1,751	897	910	115	531
Cocke	20,696	-14.1	2,430	3,119	2,442	2,530	250	2,352
Coffee	24,773	+30.7	3,630	2,366	2,482	2,568	305	2,846
Crockett	15,474	-10.7	2,270	2,748	2,250	2,290	228	1,845
Cumberland	14,861	-4.7	1,570	2,063	1,440	1,492	122	1,576
Davidson	See Listing	—	End of State					
Decatur	9,213	-10.2	1,280	1,380	1,261	1,284	151	868
DeKalb	12,285	-15.8	1,610	2,765	1,674	1,711	187	1,243
Dickson	17,155	-13.0	2,350	2,537	2,356	2,425	280	2,872
Dyer	34,017	-2.6	6,080	3,217	5,580	5,685	412	7,806
Fayette	26,985	-11.0	1,460	5,669	1,428	1,476	174	2,069
Fentress	12,742	-10.7	1,020	1,740	1,005	1,029	124	1,256
Franklin	23,034	-3.6	3,450	2,500	3,139	3,254	212	3,165
Gibson	45,438	+1.3	7,580	6,227	6,731	6,831	571	6,498
Giles	25,979	-11.2	3,880	4,413	3,840	3,921	429	4,237
Grainger	11,945	-16.8	1,160	2,451	1,193	1,239	152	894
Greene	36,013	-8.6	5,330	5,601	5,146	5,272	505	5,664
Grundy	10,371	-10.2	1,390	623	1,372	1,390	93	821
Hamblen	18,241	-2.0	3,310	1,853	2,708	2,762	201	4,096
Hamilton	See Listing	—	End of State					
Hancock	9,960	-11.3	820	1,768	806	825	93	419
Hardeman	22,768	-3.5	2,060	2,961	1,891	1,946	258	2,353
Hardin	14,777	-17.0	1,890	2,223	1,859	2,028	182	1,422
Hawkins	28,525	...	3,390	3,938	3,326	3,389	350	2,592
Haywood	24,808	-10.4	2,090	4,873	2,022	2,098	253	3,283
Henderson	16,584	-13.7	2,350	2,692	2,413	2,446	197	2,020
Henry	24,051	-7.1	3,570	3,548	3,630	3,676	354	4,374
Hickman	12,387	-16.7	1,580	1,941	1,661	1,695	172	1,090
Houston	5,744	-10.7	760	609	764	771	95	549
Humphreys	10,492	-15.5	1,280	1,407	1,331	1,368	138	1,344
Jackson	12,560	-16.7	1,270	2,556	1,364	1,392	174	1,038
Jefferson	18,297	-1.7	2,790	2,124	2,541	2,582	163	1,825
Johnson	13,657	+5.1	1,450	1,740	1,199	1,264	140	765
Knox	See Listing	—	End of State					
Lake	10,405	-7.4	1,360	408	1,299	1,321	147	1,812
Lauderdale	24,867	+1.7	3,070	3,437	2,700	2,743	312	3,842
Lawrence	26,236	-8.7	3,290	3,649	3,205	3,253	327	3,931
Lawson	4,850	-17.1	730	627	726	726	68	720
Lincoln	24,342	-10.6	4,040	4,289	3,973	4,084	272	3,962
Loudon	20,922	+5.5	3,490	1,419	2,947	3,011	212	2,983
McMinn	27,630	-10.2	4,600	2,971	4,454	4,603	361	5,287
McNairy	17,816	-12.8	2,090	2,849	2,112	2,156	248	1,787
Macon	12,123	-18.7	1,620	2,691	1,745	1,784	258	1,085
Madison	54,619	+0.9	9,530	4,151	8,400	8,588	628	13,290
Marion	19,186	+0.2	2,720	842	2,429	2,474	244	2,522
Marshall	15,815	-1.3	3,050	2,304	2,692	2,796	198	3,188
Maury	37,486	-7.1	6,930	3,439	6,538	6,728	561	8,197
Meigs	5,030	-21.3	630	784	684	702	45	214
Monroe	23,152	-4.6	2,690	2,496	2,527	2,560	200	2,338
Montgomery	34,020	+2.0	5,500	3,232	4,810	4,913	502	6,259
Moore	3,568	-12.8	530	856	537	551	31	187
Morgan	13,006	-14.7	1,530	1,632	1,597	1,614	154	1,020
Obion	27,636	-10.8	5,390	3,118	5,319	5,439	424	5,804
Overton	16,353	-13.4	1,220	2,815	1,228	1,263	186	1,226
Perry	6,292	-16.5	890	965	954	958	105	685
Pickett	5,325	-14.3	440	1,092	459	462	86	348
Polk	22,456	+45.1	2,760	1,074	1,735	1,774	192	2,488
Putnam	22,435	-14.5	2,720	3,349	2,765	2,866	373	3,385
Rhea	14,048	-14.1	2,000	1,247	2,025	2,085	183	2,522
Roane	24,593	-11.5	3,650	1,615	3,675	3,724	288	3,751
Robertson	24,414	-15.9	3,810	3,668	3,925	4,049	379	4,067
Rutherford	32,848	-2.2	5,490	4,450	4,849	5,090	430	6,508
Scott	13,801	-13.6	1,430	1,507	1,474	1,492	159	1,621
Sequatchie	4,750	-5.7	550	665	514	525	57	384
Sevier	22,475	-3.5	2,610	3,422	2,398	2,462	183	2,325
Shelby	See Listing	—	End of State					
Smith	13,641	-15.5	2,200	3,167	2,259	2,335	220	1,861
Stewart	9,802	-27.7	1,280	2,069	1,522	1,566	144	847
Sullivan	81,610	+18.1	15,490	3,824	11,750	12,102	606	18,008
Sumner	29,321	-10.4	4,670	4,840	4,485	4,680	335	3,724
Tipton	27,822	-0.8	3,370	4,166	3,009	3,095	252	3,811
Trousdale	5,678	-7.1	970	944	907	939	68	609
Tnnicol	13,701	-3.0	1,840	1,100	1,729	1,783	226	1,764
Union	7,813	-13.5	790	1,423	778	783	119	401
Van Buren	3,484	-14.8	370	488	379	393	32	127
Warren	17,566	-11.1	2,590	2,777	2,540	2,617	202	2,901
Washington	53,101	+2.8	9,300	3,233	8,032	8,231	735	14,230
Wayne	12,319	-9.7	1,240	1,509	1,230	1,242	140	994
Weakley	24,733	-16.2	4,120	4,686	4,306	4,382	427	1,142
White	14,525	-9.1	1,640	2,196	1,568	1,628	201	1,509
Williamson	22,545	-10.6	3,450	3,534	3,374	3,487	292	3,323
Wilson	23,201	-8.2	4,060	3,879	3,889	4,016	293	3,518

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
<b>METROPOLITAN DISTRICTS—COUNTIES</b>								
City								
CHATTANOOGA (Hamilton; Walker, Ga.)	216,522	+ 2.5	45,990	4,723	39,579	40,695	3,322	68,605
KNOXVILLE (Knox)	193,345	+ 2.7	39,070	5,033	33,956	34,573	2,390	60,799
MEMPHIS (Shelby)	380,508	+ 6.2	79,310	7,785	65,665	68,364	5,442	153,441
NASHVILLE (Davidson)	264,914	+ 3.0	62,060	3,065	53,655	54,922	4,261	99,342
TOTAL STATE..	2,853,527	— 2.1	481,030	247,617	434,733	446,943	37,613	\$650,526

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# TEXAS

Population 1943\* ..... 6,341,450  
 Radio Homes, 1944 (RADIO DAILY Estimate) ..... 1,252,106  
 No. of Farms, 1940 ..... 418,002

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Anderson	30,197	—18.6	4,710	3,675	4,958	5,176	579	\$7,069
Andrews	987	—22.7	230	106	264	268	39	364
Angelina	29,256	— 9.1	5,140	2,781	4,818	5,091	417	6,788
Aransas	2,948	—15.0	540	108	553	572	77	701
Archer	6,396	—15.8	1,370	501	1,405	1,459	168	1,862
Armstrong	2,213	—11.3	580	408	576	585	54	499
Atascosa	18,086	— 6.3	1,750	2,020	1,609	1,683	316	2,885
Austin	14,693	—15.5	1,930	3,100	2,012	2,047	324	2,906
Bailey	6,423	+ 1.7	1,160	820	1,030	1,042	110	1,378
Bandera	3,106	—26.6	600	656	717	720	74	586
Bastrop	21,598	— 0.1	2,570	2,473	2,290	2,341	300	3,040
Baylor	6,461	—16.8	1,280	718	1,350	1,375	167	2,117
Bee	14,730	—10.6	2,220	1,147	2,210	2,246	346	4,915
Bell	50,860	+13.4	9,940	4,004	7,833	8,081	839	10,866
Bexar	See Listing—End of State							
Blanco	3,473	—18.6	680	632	730	750	81	920
Borden	734	—47.4	100	243	211	217	6	24
Bosque	12,720	—19.3	2,630	2,032	2,795	2,894	308	2,439
Bowie	57,412	+14.3	9,700	3,890	7,626	7,829	860	12,480
Brazoria	44,809	+65.6	7,230	1,824	4,086	4,112	421	7,060
Brazos	29,903	+10.8	4,820	1,773	3,871	3,978	379	8,604
Brewster	7,619	+17.6	1,120	265	848	869	161	2,106
Briscoe	3,418	—15.7	660	516	695	704	115	879
Brooks	6,150	— 3.3	500	397	467	469	95	1,482
Brown	33,993	+31.1	7,320	2,119	5,073	5,183	624	7,852
Burleson	14,856	—19.0	1,530	2,523	1,633	1,681	236	2,221
Burnet	8,419	—21.8	1,600	1,294	1,788	1,811	182	1,962
Caldwell	20,534	—17.5	2,930	1,864	3,110	3,190	438	6,057
Calhoun	5,512	— 6.5	820	353	780	798	114	1,122
Callahan	6,125	—47.1	1,270	1,435	1,901	2,009	230	2,088
Cameron	81,074	— 1.7	10,410	3,243	9,368	9,644	1,091	19,120
Camp	9,164	—10.9	1,300	1,355	1,285	1,313	190	1,421
Carson	5,821	—12.1	1,510	493	1,506	1,537	142	1,853
Cass	29,590	—11.7	3,610	4,404	3,564	3,683	394	5,120
Castro	3,588	—22.5	760	703	840	861	73	943
Chambers	6,368	—15.2	1,300	368	1,343	1,367	125	1,985
Cherokee	33,631	—23.5	5,600	5,134	5,116	5,337	621	7,374
Childress	12,624	+ 3.9	2,740	904	2,382	2,407	291	4,105
Clay	9,568	—23.6	1,890	1,521	2,121	2,193	243	2,067
Cochran	4,638	+24.2	760	431	543	560	89	693
Coke	3,340	—27.2	610	756	711	728	75	644
Coleman	17,816	—13.4	3,590	2,049	3,608	3,704	411	3,973
Collin	37,770	—20.0	8,120	4,771	8,749	9,017	771	8,997
Collingsworth	8,981	—13.1	1,770	1,358	1,808	1,824	212	2,458
Colorado	15,726	—11.7	2,090	2,227	2,078	2,128	331	4,311
Comal	12,654	+ 2.7	2,420	732	2,084	2,149	282	3,877
Comanche	15,009	—22.0	3,070	2,911	3,389	3,494	257	2,407
Concho	4,907	—20.8	930	727	1,003	1,036	130	1,239
Cooke	27,106	+ 8.8	5,680	2,530	4,607	4,763	405	6,161
Coryell	21,077	+ 4.2	3,570	2,703	3,064	3,134	320	2,779
Cottle	6,062	—14.4	1,210	700	1,245	1,258	168	2,100
Crane	2,037	—28.3	530	34	624	657	79	939
Crockett	2,434	—13.3	440	137	441	454	58	1,224
Crosby	8,966	—10.8	1,880	1,288	1,845	1,915	188	2,198
Culberson	1,409	—14.8	230	81	234	240	57	709
Dallam	7,066	+ 8.8	1,620	473	1,292	1,354	177	2,796
Dallas	See Listing—End of State							
Dawson	14,142	— 8.0	2,780	1,727	2,694	2,730	325	4,829

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Deaf Smith	5,820	+ 3.9	1,380	854	1,272	1,304	140	2,744
Delta	9,856	-23.3	2,010	1,696	2,224	2,311	162	1,703
Denton	36,869	+ 9.5	8,240	3,340	6,646	6,856	650	8,008
DeWitt	23,184	- 7.0	3,360	3,301	3,185	3,265	518	6,468
Dickens	6,576	-16.2	1,280	920	1,334	1,363	133	2,384
Dimmit	9,364	+ 9.6	870	442	692	726	103	1,078
Donley	6,421	-14.2	1,450	877	1,479	1,511	159	1,936
Duval	15,367	-25.3	2,000	1,251	2,325	2,360	328	3,831
Eastland	24,950	-17.8	5,070	2,332	5,423	5,693	662	7,430
Ector	14,676	- 2.5	3,820	52	3,459	3,568	361	9,570
Edwards	2,259	-23.0	430	272	482	494	60	492
Ellis	39,953	-16.3	7,790	3,958	8,112	8,288	971	10,024
El Paso	See Listing	End of State						
Erath	16,509	-20.5	3,230	2,618	3,511	3,622	309	3,978
Falls	28,646	-20.4	3,780	3,833	4,093	4,203	483	5,480
Fannin	32,953	-19.8	6,820	4,638	7,439	7,581	612	6,209
Fayette	24,439	-16.4	3,020	4,794	3,142	3,209	511	4,978
Fisher	10,548	-18.4	1,930	1,487	2,013	2,099	194	1,837
Floyd	9,229	-13.4	2,090	1,317	2,088	2,156	178	2,717
Foard	4,076	-22.2	800	561	887	908	106	1,104
Fort Bend	29,367	-10.9	3,320	3,644	3,319	3,355	540	7,474
Franklin	6,100	-27.2	1,150	1,310	1,342	1,383	85	1,083
Freestone	17,234	-18.5	2,110	2,761	2,238	2,324	327	3,108
Frio	8,850	- 3.9	890	713	819	840	163	1,388
Gaines	5,387	-33.8	1,190	470	1,507	1,570	233	3,275
Galveston	See Listing	End of State						
Garza	5,087	-10.4	1,120	721	1,085	1,122	125	1,702
Gillespie	9,804	- 8.1	1,660	1,407	1,614	1,624	227	2,842
Glasscock	797	-33.2	190	148	259	263	16	98
Goliad	7,013	-20.3	710	1,233	777	789	114	1,235
Gonzales	21,794	-16.4	2,760	3,587	2,805	2,930	425	4,119
Gray	22,716	- 5.0	6,120	663	5,740	5,816	513	10,794
Grayson	66,053	- 5.0	15,600	4,298	14,505	14,851	1,409	19,103
Gregg	53,085	- 0.5	12,390	1,337	11,118	11,368	1,248	23,563
Grimes	15,785	-27.1	1,780	2,518	2,086	2,174	257	3,224
Guadalupe	23,191	- 9.4	3,160	2,757	3,038	3,127	448	4,394
Hale	18,149	- 3.5	4,220	1,628	3,879	3,982	449	7,805
Hall	11,023	- 9.0	2,070	1,118	2,025	2,049	263	3,310
Hamilton	10,836	-18.5	2,160	1,897	2,326	2,372	296	2,851
Hansford	2,702	- 0.8	650	335	583	591	75	1,280
Hardeman	9,844	-11.1	2,140	1,030	2,092	2,165	266	3,043
Hardin	15,634	- 1.5	2,590	1,225	2,295	2,397	255	3,157
Harris	See Listing	End of State						
Harrison	47,300	- 7.1	5,930	5,306	5,556	5,754	594	9,747
Hartley	1,635	-12.7	380	207	387	394	25	203
Haskell	12,521	-16.0	2,500	1,939	2,600	2,659	276	2,848
Hays	14,702	- 4.2	1,930	1,233	1,990	2,057	280	3,176
Hemphill	3,206	-23.1	720	349	820	825	98	1,532
Henderson	23,345	-26.6	3,570	3,949	4,208	4,296	385	4,894
Hidalgo	108,379	+ 2.2	11,830	5,094	10,231	10,554	1,586	20,508
Hill	31,029	-19.1	5,900	3,954	6,347	6,489	680	6,614
Hockley	13,649	+ 7.5	2,720	1,506	2,236	2,308	211	2,861
Hood	6,512	- 2.4	1,100	1,064	994	1,020	142	932
Hopkins	24,363	-19.5	4,580	4,324	5,010	5,087	547	5,781
Houston	22,535	-27.6	2,380	4,393	2,740	2,905	331	3,915
Howard	22,464	+ 7.0	5,010	802	4,143	4,280	533	10,534
Hudspeth	2,930	- 7.0	370	140	352	355	73	487
Hunt	40,632	-16.7	9,180	4,462	9,587	9,862	971	12,013
Hutchinson	17,839	- 6.5	4,790	183	4,527	4,655	307	7,165
Irion	1,596	-18.7	390	149	354	355	43	312
Jack	8,440	-17.3	1,550	1,204	1,652	1,664	227	1,963
Jackson	11,600	- 1.0	1,710	1,258	1,557	1,571	191	2,185
Jasper	15,900	- 9.1	2,040	1,705	1,903	2,021	239	3,164
Jeff Davis	1,977	-16.8	260	104	275	279	43	307
Jefferson	See Listing	End of State						
Jim Hogg	4,853	-10.9	580	196	564	583	131	1,525
Jim Wells	17,817	-12.0	2,340	1,234	2,340	2,383	377	5,999
Johnson	26,883	-11.5	5,960	2,921	5,988	6,082	620	6,900
Jones	22,044	- 5.7	4,400	2,179	4,078	4,271	436	6,183
Karnes	17,284	-10.2	1,790	2,098	1,722	1,788	301	3,398
Kaufman	31,108	-18.8	4,930	3,270	5,306	5,416	673	6,825
Kendall	4,109	-19.1	790	739	862	868	137	1,389
Kenedy	612	-12.6	30	8	31	33	3	18
Kent	2,580	-24.4	440	454	479	505	58	486
Kerr	9,060	-22.2	1,990	720	2,225	2,252	244	4,819
Kimble	3,345	-33.9	700	443	871	893	98	1,368
King	920	-13.7	210	110	209	214	17	201
Kinney	4,152	+18.0	460	127	426	430	74	714
Kleberg	15,526	+16.4	2,110	371	1,950	1,999	257	3,768
Knox	8,760	-13.2	1,590	980	1,532	1,635	227	2,235
Lamar	48,496	- 3.8	8,510	4,176	7,816	8,027	657	9,654
Lamb	16,265	- 7.6	3,270	2,167	3,141	3,206	369	4,887
Lampasas	8,918	- 2.7	1,940	1,064	1,770	1,812	199	2,404
La Salle	6,945	-13.2	560	453	554	570	157	1,178
Lavaca	21,485	-15.7	2,700	4,197	2,799	2,862	363	3,579
Lee	11,087	-13.2	1,170	2,097	1,180	1,205	202	1,643

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES NAB		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	Projection	Stores	Sales
Leon	13,325	-24.9	1,360	2,760	1,542	1,602	316	2,316
Liberty	21,631	-11.9	3,300	1,961	3,267	3,365	448	6,362
Limestone	26,189	-22.5	4,030	3,427	4,491	4,622	593	5,039
Lipscomb	3,482	-7.5	820	479	794	805	114	1,074
Live Oak	8,175	-16.6	1,090	1,015	1,128	1,169	148	1,532
Llano	4,539	-24.3	1,000	668	1,144	1,152	133	1,541
Loving	212	-25.6	70	11	68	72	9	*38
Luibock	56,661	+9.4	13,490	2,110	11,007	11,345	1,076	25,008
Lynn	11,714	-1.8	2,400	1,471	2,183	2,221	176	3,255
McClulloch	11,963	-9.4	2,400	1,098	2,334	2,380	321	3,950
McLennan	See Listing	End of State						
McMullen	1,213	-11.7	190	162	198	198	26	114
Madison	9,175	-23.7	850	1,674	944	991	174	2,485
Marion	11,090	-3.2	1,050	1,286	950	982	206	1,755
Martin	4,493	-19.1	780	779	827	863	84	1,134
Mason	4,259	-20.8	940	714	1,033	1,050	118	1,474
Matagorda	21,826	+8.8	3,180	1,614	2,575	2,665	389	5,711
Maverick	11,625	+15.8	1,140	272	872	903	167	2,136
Medina	16,428	+2.0	1,240	1,719	1,949	1,995	210	2,285
Menard	3,786	-16.3	770	380	816	821	109	1,402
Midland	12,966	+10.8	2,940	386	2,430	2,467	233	6,272
Milan	26,595	-19.7	3,620	3,895	3,873	4,024	467	4,739
Mills	6,365	-19.9	1,200	1,364	1,319	1,333	151	1,414
Mitchell	10,002	-19.8	2,010	1,119	2,175	2,226	269	3,223
Montague	16,290	-20.3	3,180	2,164	3,424	3,528	395	4,018
Montgomery	18,503	-19.7	2,710	2,296	2,899	3,006	360	4,763
Moore	8,739	+95.9	2,140	178	1,048	1,083	102	1,467
Morris	9,978	+1.7	1,130	1,210	972	1,011	138	1,287
Motley	3,991	-20.1	770	590	866	863	104	1,206
Nacogdoches	28,935	-18.2	4,070	3,604	4,207	4,419	491	6,937
Navarro	42,622	-16.9	7,360	4,210	7,789	7,924	852	10,046
Newton	10,943	-20.1	1,060	1,565	1,156	1,177	161	1,276
Nolan	15,060	-13.0	3,380	948	3,218	3,487	331	6,270
Nueces	See Listing	End of State						
Ochiltree	3,685	-12.5	940	528	966	974	108	2,065
Oldham	1,486	+7.3	370	177	307	318	46	434
Orange	36,692	+111.1	6,650	1,141	2,838	3,022	282	3,713
Palo Pinto	20,196	+9.4	4,630	1,325	3,327	3,814	454	4,449
Panola	18,336	-18.6	2,890	3,237	2,051	2,078	229	2,231
Parker	18,122	-11.5	3,440	2,481	3,455	3,510	381	3,763
Parmer	5,036	-14.5	1,120	915	1,141	1,175	123	1,506
Pecos	7,659	-6.4	1,380	326	1,239	1,332	201	2,911
Polk	16,411	-20.5	2,170	2,074	2,374	2,432	232	3,756
Potter	See Listing	End of State						
Presidio	9,094	-8.5	820	490	792	816	181	2,219
Rains	5,727	-21.9	650	1,132	953	970	83	427
Randall	7,762	+8.0	2,100	660	1,702	1,763	118	1,578
Reagan	2,010	+0.7	550	76	477	496	55	615
Real	1,991	-17.7	310	300	332	335	48	307
Red River	24,253	-18.5	3,420	3,726	3,711	3,778	440	4,079
Reeves	9,256	+15.6	1,540	277	1,203	1,232	246	3,908
Refugio	8,315	-19.9	1,500	396	1,628	1,674	235	3,309
Roberts	968	-24.9	360	154	293	300	28	457
Robertson	21,887	-14.9	2,450	2,834	2,496	2,578	390	3,607
Rockwall	5,949	-15.6	1,010	667	1,148	1,177	143	1,102
Runnels	16,897	-10.6	3,450	2,103	3,337	3,483	403	4,918
Rusk	39,288	-23.0	6,440	4,280	7,200	7,406	752	11,398
Sabine	9,062	-16.8	1,010	1,598	1,032	1,080	137	1,277
San Augustine	10,021	-19.6	840	2,162	867	939	146	1,650
San Jacinto	7,446	-17.8	340	1,547	459	483	97	616
San Patricio	27,362	-5.2	4,390	1,089	4,028	4,192	517	8,204
San Saba	8,429	-23.5	1,560	1,276	1,768	1,813	181	1,979
Schleicher	2,337	-24.2	450	286	518	523	59	589
Scurry	9,189	-20.4	1,900	1,446	2,051	2,109	249	2,862
Shackelford	4,641	-25.3	1,120	460	1,256	1,312	135	1,467
Shelby	23,908	-18.2	2,990	4,952	3,131	3,253	404	4,357
Sherman	1,863	-8.0	450	311	435	441	40	637
Smith	62,864	-9.0	11,730	5,306	11,230	11,613	1,297	21,281
Somervell	2,394	-22.0	390	434	432	436	66	418
Starr	12,528	-2.1	710	916	630	658	274	1,236
Stephens	8,688	-29.7	2,070	810	2,439	2,591	281	3,926
Sterling	1,281	-8.8	300	117	264	295	39	545
Stonewall	4,246	-24.0	700	754	807	821	85	634
Sutton	3,156	-20.6	500	166	572	573	104	1,450
Swisher	5,688	-12.9	1,400	1,035	1,399	1,446	166	1,929
Tarrant	See Listing	End of State						
Taylor	51,578	+16.8	11,050	1,871	9,023	9,444	1,048	17,205
Terrell	3,036	+3.8	450	136	392	395	81	907
Terry	11,033	-1.1	2,180	1,305	1,951	2,004	197	3,338
Throckmorton	3,307	-22.6	650	572	737	756	100	704
Titus	16,450	-14.4	2,710	2,146	2,748	2,819	329	3,974
Tom Green	41,903	+6.6	9,280	1,408	7,770	7,936	960	17,235
Travis	See Listing	End of State						
Trinity	10,480	-23.5	1,260	1,615	1,387	1,468	190	2,261
Tyler	9,036	-24.4	1,220	1,522	1,381	1,412	182	1,844
Upshur	20,442	-21.9	3,020	3,412	3,344	3,427	340	3,538

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1940 Census	NAB Projection	Stores	Sales
Upton	3,139	-26.9	860	77	1,013	1,028	145	2,349
Uvalde	13,432	+ 1.4	2,020	755	1,786	1,819	283	3,764
Val Verde	16,854	+ 9.1	2,290	309	1,874	1,931	337	4,218
Van Zandt	27,270	-12.5	4,920	4,381	4,892	5,072	466	4,641
Victoria	26,181	+10.3	3,920	1,646	3,756	3,847	451	9,064
Walker	17,195	-13.5	1,960	1,874	1,951	2,039	256	3,721
Waller	9,880	- 3.9	1,060	1,484	976	999	184	2,003
Ward	9,856	+ 2.9	2,080	169	1,801	1,842	262	*4,001
Washington	21,618	-14.8	2,250	3,912	2,318	2,367	437	4,623
Webb	48,203	+ 6.1	5,190	427	4,349	4,465	710	10,751
Wharton	32,102	-11.2	4,740	3,746	4,687	4,790	576	8,904
Wheeler	10,786	-13.1	2,210	1,266	2,246	2,276	297	3,577
Wichita	71,355	- 3.1	17,560	1,329	15,845	16,407	1,646	31,850
Wilbarger	17,732	-13.4	4,620	1,300	4,012	4,146	405	6,695
Willacy	13,205	- 0.2	1,510	979	1,322	1,369	271	2,370
Williamson	37,607	- 9.8	6,550	3,954	6,380	6,558	801	9,169
Wilson	14,314	-16.1	1,420	2,092	1,477	1,512	258	2,191
Winkler	5,448	-11.3	1,360	25	1,348	1,370	206	3,194
Wise	16,176	-15.2	3,070	2,490	3,043	3,220	354	2,914
Wood	21,578	-11.4	3,610	3,286	3,579	3,651	439	4,035
Yoakum	2,673	-50.0	620	260	987	1,017	153	918
Young	15,203	-20.0	3,380	1,449	3,685	3,753	481	6,730
Zapata	3,512	-10.3	170	329	170	171	69	110
Zavala	9,916	-14.5	720	316	721	760	165	1,337

**METROPOLITAN DISTRICTS—COUNTIES**

<b>AMARILLO</b>								
(Potter)	57,754	+ 6.4	15,980	302	13,388	13,773	1,188	28,888
<b>AUSTIN</b>								
(Travis)	112,036	+ 0.9	22,890	2,647	20,170	20,627	324	2,906
<b>BEAUMONT</b> (Jefferson)								
<b>PORT ARTHUR</b>	175,097	+20.5	41,040	2,387	30,298	31,338	2,533	57,967
<b>CORPUS CHRISTI</b>								
(Nueces)	120,965	+30.6	22,230	1,457	15,366	15,753	2,029	40,771
<b>DALLAS</b>								
(Dallas)	440,888	+10.6	116,310	3,510	93,564	96,130	7,764	205,466
<b>EL PASO</b>								
(El Paso)	137,579	+ 9.3	27,380	1,075	22,696	23,088	2,324	45,669
<b>FORT WORTH</b>								
(Tarrant)	254,001	+12.6	66,060	3,622	52,082	53,708	4,573	107,841
<b>GALVESTON</b>								
(Galveston)	97,310	+21.9	24,250	909	18,060	18,363	1,842	35,786
<b>HOUSTON</b>								
(Harris)	588,175	+11.2	145,960	6,949	116,300	120,628	9,268	239,223
<b>SAN ANTONIO</b>								
(Bexar)	412,905	+30.7	90,840	3,664	63,406	64,431	6,454	120,258
<b>WACO</b>								
(McLennan)	110,189	+ 8.1	22,940	4,445	18,734	19,443	1,827	31,610
<b>TOTAL STATE</b> ..	6,341,450	- 0.6	1,252,100	418,002	1,090,206	1,122,042	116,824	\$1,940,914

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# UTAH

Population 1943*	585,065
Radio Homes, 1944 (RADIO DAILY Estimate)	151,470
No. of Farms, 1940	25,411

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1940 Census	NAB Projection	Stores	Sales
Beaver	4,676	- 6.7	1,110	329	1,050	1,073	94	\$1,099
Box Elder	18,083	- 4.0	4,640	1,805	4,134	4,215	327	4,499
Cache	27,831	- 8.8	7,190	2,253	6,981	7,116	455	8,692
Carbon	19,381	+ 7.4	4,550	454	3,836	3,888	274	6,466
Daggett	337	-40.2	70	68	76	80	7	64
Davis	22,355	+42.1	5,430	1,474	3,503	3,562	179	2,796
Duchesne	6,660	-25.7	1,260	1,104	1,467	1,500	110	1,304
Emery	5,373	-24.0	1,160	822	1,341	1,359	90	674
Garfield	3,462	-34.1	630	416	835	850	80	541
Grand	1,902	- 8.1	360	155	347	353	35	455
Iron	7,544	- 9.4	1,830	550	1,794	1,814	145	3,727
Juab	5,499	-25.6	1,470	395	1,736	1,762	124	1,636
Kane	2,196	-14.3	440	210	442	457	53	505
Millard	16,168	+68.2	3,510	967	1,890	1,954	170	2,133
Morgan	2,583	- 1.1	650	247	576	598	43	488
Piute	1,658	-24.7	380	215	436	453	37	364
Rich	1,571	-22.5	410	249	436	475	24	166
Salt Lake	See Listing	-End of State						
San Juan	3,677	-22.0	320	675	405	420	40	430
Sanpete	12,992	-19.1	3,350	1,420	3,620	3,685	360	2,655
Sevier	9,433	-11.1	2,340	959	2,571	2,661	263	3,195



County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Summit .....	7,244	-16.9	1,930	513	2,020	2,073	172	1,638
Tooele .....	12,365	+35.4	3,150	368	2,120	2,155	157	2,198
Uintah .....	7,458	-24.7	1,450	1,123	1,677	1,700	108	1,674
Utah .....	63,948	+11.4	15,710	3,055	12,696	12,975	823	15,174
Wasatch .....	5,336	-7.3	1,340	431	1,265	1,297	95	1,360
Washington .....	6,739	-27.3	1,420	681	1,677	1,711	176	1,842
Wayne .....	1,719	-28.2	330	359	391	403	34	132
Weber .....	74,124	+30.7	20,280	1,693	14,092	14,379	938	21,895
<b>City</b>								
<b>SALT LAKE CITY</b>								
(Salt Lake) ..	232,958	+10.4	64,760	2,515	52,972	53,955	3,347	94,342
<b>TOTAL STATE..</b>	<b>585,065</b>	<b>+ 6.4</b>	<b>151,470</b>	<b>25,411</b>	<b>126,419</b>	<b>128,923</b>	<b>8,759</b>	<b>\$182,147</b>

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# VERMONT

Population 1943\* ..... 320,948  
 Radio Homes, 1944 (RADIO DAILY Estimate) ..... 81,770  
 No. of Farms, 1940 ..... 23,582

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Addison .....	14,406	-19.7	3,410	1,951	3,705	3,783	322	\$4,979
Bennington .....	20,350	- 8.7	5,640	905	5,459	5,584	514	7,983
Caledonia .....	21,890	-10.0	5,740	1,977	5,634	5,784	523	9,296
Chittenden .....	46,808	- 6.7	12,100	1,642	11,521	11,748	920	22,419
Essex .....	5,809	-10.5	1,280	601	1,376	1,390	148	1,182
Franklin .....	25,226	-14.8	6,240	2,157	6,472	6,566	533	8,677
Grand Isle .....	3,110	-18.2	730	447	767	790	65	734
Lamoille .....	9,276	-15.9	2,270	1,195	2,381	2,411	218	3,174
Orange .....	13,911	-18.4	3,320	2,151	3,544	3,607	312	4,182
Orleans .....	18,413	-16.5	4,430	2,187	4,626	4,764	484	7,147
Rutland .....	41,508	- 9.0	10,630	1,934	10,285	10,528	973	18,258
Washington .....	35,162	-15.4	9,010	2,086	9,293	9,482	851	16,280
Windham .....	25,773	- 7.5	6,670	1,646	6,455	6,544	573	11,613
Windsor .....	39,586	+ 4.6	10,260	2,703	8,735	8,924	772	13,427
<b>TOTAL STATE..</b>	<b>320,948</b>	<b>-10.2</b>	<b>81,770</b>	<b>23,582</b>	<b>80,253</b>	<b>81,905</b>	<b>7,208</b>	<b>\$129,351</b>

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# VIRGINIA

Population 1943\* ..... 2,769,722  
 Radio Homes, 1944 (RADIO DAILY Estimate) ..... 499,290  
 No. of Farms, 1940 ..... 174,885

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Accomack .....	27,214	-17.4	4,820	2,183	5,013	5,184	550	\$4,246
Albemarle .....	42,974	- 2.5	7,150	2,591	6,757	6,998	674	16,070
Charlottesville ..	Independent city—included in county above							
Alleghany .....	27,063	- 7.2	5,350	526	5,119	5,192	458	8,314
Clifton Forge .....	Independent city—included in county above							
Amelia .....	7,502	-11.7	640	1,487	635	658	116	751
Amherst .....	18,295	- 9.8	2,150	2,221	2,112	2,154	235	1,673
Appomattox .....	8,232	- 8.7	970	1,322	931	962	128	1,470
Arlington .....	See Listing—End of State							
Alexandria .....	Independent city—included in county above							
Augusta .....	56,065	- 0.1	10,510	3,719	9,130	9,550	797	14,790
Staunton .....	Independent city—included in county above							
Bath .....	5,680	-21.0	900	886	950	1,007	102	1,021
Bedford .....	26,138	-12.0	3,450	4,105	3,462	3,515	405	3,579
Bland .....	6,187	- 8.1	860	918	841	848	78	355
Botetourt .....	15,033	- 8.6	2,370	1,700	2,308	2,346	234	1,609
Brunswick .....	18,683	- 4.6	1,720	2,535	1,608	1,643	214	2,328
Buchanan .....	24,988	-20.6	2,810	2,420	3,112	3,157	453	3,654
Buckingham .....	11,535	-13.9	880	1,872	995	1,018	149	944
Campbell .....	67,556	- 4.4	12,880	2,645	11,990	12,261	1,227	26,319
Lynchburg .....	Independent city—included in county above							
Caroline .....	11,520	-17.4	1,250	1,800	1,308	1,337	185	1,412
Carroll .....	22,740	-12.2	2,830	4,005	2,814	2,887	271	1,841
Charles City .....	4,311	+10.8	350	368	312	318	47	188
Charlottesville ..	13,264	-16.4	1,120	2,435	1,161	1,193	223	1,207
Chesterfield .....	28,229	- 9.5	5,870	1,717	5,716	5,870	324	3,015
Clarke .....	6,463	- 9.7	1,190	567	1,099	1,187	117	1,506

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1940 Census	NAB Projection	Stores	Sales
Craig	3,252	-13.7	560	543	577	579	58	393
Culpepper	12,072	-9.7	1,810	1,230	1,788	1,814	179	3,258
Cumberland	6,364	-15.2	540	1,447	547	570	75	503
Dickenson	19,728	-7.2	2,380	2,181	2,282	2,308	244	2,181
Dinwiddie	48,603	-0.1	7,750	1,834	6,821	7,048	794	15,869
Petersburg	Independent city—included in county above							
Elizabeth City	See Listing—End of State							
Hampton	Independent city—included in county above							
Essex	6,621	-5.5	730	956	667	705	141	1,189
Fairfax	52,943	+38.9	10,580	1,484	6,938	7,105	344	4,840
Fauquier	19,321	-8.2	2,880	2,183	2,763	2,827	310	4,628
Floyd	11,006	-8.0	1,350	2,281	1,312	1,324	213	1,086
Fluvanna	6,709	-5.3	780	1,157	729	746	98	676
Franklin	22,475	-13.1	2,570	3,867	2,588	2,643	291	2,242
Frederick	25,247	-3.3	4,970	1,674	5,217	5,337	533	9,956
Winchester	Independent city—included in county above							
Giles	15,539	+6.2	2,420	1,339	2,048	2,084	193	2,089
Gloucester	9,564	+0.2	1,420	1,253	1,221	1,252	151	1,552
Gouchland	7,519	-11.1	700	1,358	695	707	102	493
Grayson	20,857	-4.8	2,970	2,937	2,777	2,829	297	3,656
Greene	4,655	-10.8	320	828	324	327	65	269
Greensville	13,781	-7.3	1,330	1,106	1,263	1,291	198	2,501
Halifax	37,246	-9.8	3,620	5,886	3,494	3,617	460	5,329
Hanover	17,855	-3.5	2,220	1,946	2,045	2,093	221	2,566
Henrico	See Listing—End of State							
Richmond	Independent city—included in county above							
Henry	38,911	+6.4	5,870	2,229	4,832	5,057	496	7,928
Martinsville	Independent city—included in county above							
Highland	4,262	-12.6	680	607	686	705	68	321
Isle of Wight	13,198	-1.4	1,380	1,248	1,234	1,271	217	2,084
James City	12,918	+38.0	1,740	326	1,145	1,167	146	2,943
Williamsburg	Independent city—included in county above							
King and Queen	6,094	-12.4	580	1,202	588	605	96	376
King George	5,650	+18.0	730	844	553	563	70	465
King William	7,573	-3.6	980	697	908	927	144	*1,587
Lancaster	7,016	-20.1	1,230	700	1,079	1,115	173	1,527
Lee	34,132	-13.1	4,010	3,571	4,056	4,134	332	3,569
Loudoun	18,250	-8.7	3,340	1,716	3,204	3,306	305	4,422
Louisa	10,999	-19.5	1,290	2,256	1,395	1,425	180	1,614
Lunenburg	13,805	-0.3	1,490	1,948	1,316	1,354	157	1,797
Madison	7,891	-6.8	890	1,202	846	862	114	662
Mathews	6,386	-10.7	1,030	766	1,017	1,041	111	1,029
Mecklenburg	28,544	-10.6	2,650	4,303	2,600	2,676	473	4,919
Middlesex	5,967	-10.6	720	971	683	724	119	939
Montgomery	41,262	+31.7	6,780	1,670	4,686	4,763	356	5,886
Radford	Independent city—included in county above							
Nansemond	34,288	+1.1	5,070	1,561	4,378	4,560	551	8,673
Suffolk	Independent city—included in county above							
Nelson	14,848	-8.6	1,650	1,829	1,601	1,634	248	1,476
New Kent	3,895	-4.8	400	362	368	376	61	**659
Norfolk	See Listing—End of State							
South Norfolk	Independent city—included in county above							
Norfolk	Independent city—included in county above							
Portsmouth	Independent city—included in county above							
Northampton	15,939	-9.2	2,490	777	2,401	2,468	330	3,835
Northumberland	8,579	-18.0	1,240	1,183	1,292	1,342	163	1,292
Nottoway	17,040	+9.5	2,170	1,505	1,737	1,812	248	3,303
Orange	11,679	-7.7	1,720	1,353	1,647	1,681	209	3,181
Page	13,764	-7.4	2,200	1,327	2,083	2,138	238	2,093
Patrick	13,379	-19.5	1,230	3,005	1,337	1,367	191	1,106
Pittsylvania	91,154	-3.5	13,710	6,932	12,707	12,932	1,008	21,658
Danville	Independent city—included in county above							
Powhatan	5,451	-3.9	530	829	488	499	80	545
Prince Edward	12,555	-15.9	1,460	1,689	1,524	1,556	210	3,325
Prince George	21,250	+1.7	3,870	869	3,370	3,452	289	3,535
Hopewell	Independent city—included in county above							
Princess Anne	See Listing—End of State							
Prince William	15,444	+32.5	2,870	1,044	1,939	2,007	253	3,208
Pulaski	27,458	+20.6	4,600	1,191	3,410	3,510	290	4,322
Rappahannock	6,187	-14.2	610	861	614	630	90	552
Richmond	5,856	-11.7	720	893	710	734	135	997
Roanoke	See Listing—End of State							
Roanoke	Independent city—included in county above							
Rockbridge	24,891	-6.9	4,460	2,125	4,193	4,334	385	5,246
Buena Vista	Independent city—included in county above							
Rockingham	39,047	-2.5	7,190	3,884	6,528	6,721	600	12,965
Harrisonburg	Independent city—included in county above							
Russell	23,935	-10.1	3,080	2,840	3,023	3,082	300	2,175
Scott	25,689	-4.8	2,910	3,874	2,716	2,762	369	2,016
Shenandoah	19,196	-8.1	3,840	2,395	3,677	3,766	436	3,571
Smyth	27,286	-5.5	3,580	2,086	3,342	3,441	413	4,098
Southampton	24,878	-5.9	2,410	2,345	2,240	2,319	323	3,887
Spotsylvania	21,159	+5.7	4,400	1,313	3,632	3,788	418	9,145
Fredericksburg	Independent city—included in county above							
Stafford	8,465	-3.9	1,480	898	1,350	1,392	110	528
Surry	5,274	-14.8	650	781	674	686	95	626

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Sussex .....	11,898	- 4.7	1,030	1,236	935	989	172	1,622
Tazewell .....	42,115	+ 1.2	7,090	1,622	6,292	6,389	488	7,839
Warren .....	10,925	- 1.2	2,060	829	1,828	1,884	230	3,188
Warwick .....	See Listing—End of State							
Newport News ..	Independent city—included in county above							
Washington .....	47,298	- 0.1	7,640	4,240	6,833	6,947	641	9,475
Bristol .....	Independent city—included in county above							
Westmoreland ..	8,706	- 8.5	1,020	1,110	885	928	191	1,304
Wise .....	48,758	- 7.1	7,140	2,340	6,770	6,932	595	8,465
Wythe .....	21,165	- 6.8	3,480	1,862	3,322	3,376	281	4,131
York .....	10,265	+19.8	1,650	421	1,188	1,264	106	865

City METROPOLITAN DISTRICTS—COUNTIES

NORFOLK (Hampton, Newport News, Norfolk, Portsmouth, South Norfolk, cities; Elizabeth City, Norfolk, Princess Anne, Warwick)

PORTSMOUTH

NEWPORT

News .....	466,787	+45.2	106,340	2,668	66,120	68,614	2,717	125,242
RICHMOND (Richmond city; Henrico) .....	251,871	+ 7.2	62,250	1,070	52,105	53,209	4,175	122,057
ROANOKE (Roanoke city; Roanoke) .....	108,968	- 2.9	25,550	1,531	23,422	23,878	1,713	44,335
TOTAL STATE ..	2,769,722	+ 4.8	499,290	174,885	409,978	421,078	38,793	\$672,402
Note—Arlington, Alexandria city included in Washington, D. C., Metropolitan District. Listed under D. C.								

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# WASHINGTON

Population 1943\* . . . . . 1,848,255  
 Radio Homes, 1944  
 (RADIO DAILY  
 Estimate . . . . . 576,420  
 No. of Farms, 1940 . . . . . 81,686

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Adams .....	4,856	-21.8	1,370	651	1,507	1,548	148	\$2,388
Asotin .....	7,198	-14.0	2,140	542	2,174	2,239	99	1,235
Benton .....	10,540	-12.6	2,760	1,673	2,748	2,840	200	2,869
Chelan .....	30,608	-11.1	9,140	2,079	9,027	9,230	719	16,959
Clallam .....	20,623	- 5.1	5,850	1,226	5,406	5,569	410	7,529
Clark .....	81,490	+70.3	24,290	4,528	13,235	13,490	851	15,270
Columbia .....	4,231	-23.8	1,240	525	1,427	1,453	141	1,654
Cowlitz .....	40,433	+ 0.7	11,730	1,925	10,329	10,564	715	14,753
Douglas .....	2,789	-67.8	930	1,245	2,202	2,268	121	1,450
Ferry .....	3,458	-26.4	850	553	990	1,014	86	783
Franklin .....	6,736	+ 6.8	1,860	363	1,548	1,584	149	2,663
Garfield .....	2,587	-23.5	770	335	880	896	76	1,377
Grant .....	6,651	-54.7	2,190	600	3,916	3,988	399	5,700
Grays Harbor ..	45,475	-14.4	13,800	1,915	13,918	14,372	1,148	21,357
Island .....	5,775	- 4.1	1,840	1,044	1,652	1,737	128	1,103
Jefferson .....	7,898	- 0.3	2,390	518	2,092	2,165	185	2,304
King .....	See Listing—End of State							
Kitsap .....	85,595	+98.8	27,220	2,102	12,731	13,048	794	15,761
Kittitas .....	16,372	-10.1	4,620	1,196	4,964	5,075	415	7,623
Klickitat .....	8,683	-23.5	2,300	1,113	2,618	2,677	214	3,154
Lewis .....	34,314	-17.1	9,890	3,941	10,278	10,635	820	13,090
Lincoln .....	9,047	-20.4	2,680	1,269	2,929	2,975	290	4,621
Mason .....	12,676	+ 9.2	3,600	769	2,967	3,028	244	3,584
Okanogan .....	17,762	-27.6	4,520	2,397	5,368	5,509	434	7,046
Pacific .....	12,050	-24.1	3,590	710	4,101	4,176	367	4,875
Pend Oreille ..	5,223	-27.0	1,340	657	1,572	1,615	164	1,800
Pierce .....	See Listing—End of State							
San Juan .....	2,349	-25.6	730	497	855	875	64	650
Skagit .....	35,393	- 6.0	10,380	3,242	9,659	9,980	885	12,543
Skamania .....	3,310	-28.6	940	331	1,134	1,164	104	790
Snohomish .....	89,132	+ 0.4	25,200	6,231	24,388	24,947	1,741	30,381
Spokane .....	See Listing—End of State							
Stevens .....	15,178	-21.3	3,850	2,537	4,240	4,318	281	3,775
Thurston .....	37,570	+ 0.8	11,740	2,876	10,324	10,569	752	14,900
Wahkiakum .....	3,094	-27.8	860	449	1,012	1,055	59	746
Walla Walla .....	29,290	- 4.1	8,100	1,420	7,319	7,647	637	14,146
Whatcom .....	58,673	- 2.8	18,260	4,703	16,660	17,062	1,189	21,069
Whitman .....	23,780	-12.8	7,090	2,537	7,138	7,310	668	10,858
Yakima .....	83,895	-15.3	23,640	6,606	24,046	24,887	1,660	37,112

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1940 Census	NAB Projection	Stores	Sales
<b>METROPOLITAN DISTRICTS—COUNTIES</b>								
SEATTLE (King) .....	604,556	+ 20.1	203,410	5,760	150,794	156,460	12,440	264,082
SPOKANE (Spokane) ..	171,674	+ 5.6	53,120	4,999	44,715	45,791	3,389	76,774
TACOMA (Pierce) ....	207,293	+ 19.6	66,190	5,622	49,690	50,924	2,752	72,536
<b>TOTAL STATE..</b>	<b>1,848,255</b>	<b>+ 7.5</b>	<b>576,420</b>	<b>81,686</b>	<b>472,553</b>	<b>486,684</b>	<b>36,938</b>	<b>\$722,300</b>

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# W. VIRGINIA

Population 1943\* ..... 1,748,851  
 Radio Homes, 1944  
 (RADIO DAILY Estimate) ..... 340,600  
 No. of Farms, 1940..... 99,282

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1940 Census	NAB Projection	Stores	Sales
Barbour .....	17,010	-14.4	2,900	2,097	3,044	3,111	252	\$2,275
Berkeley .....	25,354	-12.6	6,010	1,306	6,072	6,199	547	7,099
Boone .....	23,720	-16.9	3,800	1,053	3,930	4,086	262	4,540
Braxton .....	17,138	-20.9	2,040	2,886	2,256	2,293	238	1,961
Brooke .....	See Listing—End of State							
Cabell .....	See Listing—End of State							
Calhoun .....	9,514	-23.6	1,250	1,756	1,429	1,446	145	1,037
Clay .....	16,621	+ 9.3	1,790	1,552	1,467	1,507	129	1,383
Doddridge .....	8,392	-23.2	1,410	1,543	1,587	1,621	106	1,092
Fayette .....	66,291	-17.8	12,730	2,388	13,556	13,841	764	17,972
Gilmer .....	9,579	-20.5	1,310	1,822	1,447	1,472	144	1,001
Grant .....	7,498	-14.8	1,190	928	1,225	1,252	143	1,171
Greenbrier .....	34,130	-11.4	5,960	2,747	5,944	6,018	509	6,818
Hampshire .....	11,545	-11.0	1,930	1,538	1,850	1,952	191	1,570
Hancock .....	29,587	- 6.3	7,220	384	6,827	6,947	448	6,921
Hardy .....	9,241	-14.5	1,270	1,205	1,320	1,339	163	1,165
Harrison .....	72,932	-12.0	15,890	2,784	16,217	16,666	1,170	21,644
Jackson .....	14,509	-12.6	2,490	2,539	2,502	2,562	223	1,848
Jefferson .....	14,970	-10.7	3,060	859	3,066	3,086	266	2,773
Kanawha .....	See Listing—End of State							
Lewis .....	18,861	-15.3	3,570	1,834	3,664	3,756	289	3,912
Lincoln .....	19,476	-14.9	1,930	2,775	1,983	2,028	190	1,596
Logan .....	60,854	-10.2	10,170	974	9,886	10,169	656	15,504
McDowell .....	92,826	- 1.6	16,270	2,246	14,838	15,062	790	22,056
Marion .....	64,950	- 5.4	15,050	2,467	13,990	14,334	886	16,489
Marshall .....	See Listing—End of State							
Mason .....	22,238	- 0.1	3,390	2,326	2,993	3,076	254	2,005
Mercer .....	62,388	- 8.6	12,580	3,193	12,231	12,458	829	17,032
Mineral .....	20,358	- 8.4	4,430	1,009	4,269	4,346	333	4,043
Mingo .....	41,485	+ 1.7	6,090	2,040	5,342	5,439	434	8,380
Monongalia .....	52,358	+ 2.2	11,760	1,805	10,328	10,502	789	14,034
Monroe .....	12,149	-10.5	1,940	1,893	1,934	1,958	170	1,184
Morgan .....	7,707	-11.8	1,490	762	1,554	1,630	175	1,084
Nicholas .....	18,849	-21.7	2,600	2,277	2,884	2,949	199	2,361
Ohio .....	See Listing—End of State							
Pendleton .....	9,220	-15.3	1,280	1,399	1,315	1,351	122	1,042
Pleasants .....	5,516	-17.6	1,250	614	1,317	1,357	107	1,282
Pocahontas .....	12,133	-12.7	1,800	1,407	1,828	1,855	209	1,867
Preston .....	24,491	-19.5	4,290	2,594	4,685	4,774	409	3,521
Putnam .....	17,007	-12.8	2,650	1,861	2,660	2,735	193	2,183
Raleigh .....	86,041	- 0.7	16,160	2,773	14,512	14,873	914	20,840
Randolph .....	26,996	-10.8	4,980	1,987	4,875	5,026	368	6,212
Ritchie .....	12,348	-19.8	2,280	1,935	2,477	2,534	214	1,926
Roane .....	16,814	-19.1	2,290	2,409	2,471	2,510	211	2,358
Summers .....	17,515	-14.2	2,860	2,168	2,886	2,983	244	2,915
Taylor .....	17,587	-11.7	3,580	1,052	3,569	3,647	290	3,430
Tucker .....	10,625	-19.3	2,050	773	2,079	2,132	186	1,784
Tyler .....	9,811	-21.9	2,020	1,347	2,247	2,296	162	1,987
Upshur .....	16,076	-12.4	2,910	2,215	2,815	2,969	237	2,631
Wayne .....	31,033	-12.7	4,490	3,030	4,509	4,629	297	2,246
Webster .....	15,870	-12.2	2,210	1,700	2,223	2,260	124	2,024
Wetzel .....	19,555	-12.5	3,470	1,770	3,515	3,577	383	3,541
Wirt .....	5,137	-20.7	740	993	803	827	84	487
Wood .....	55,327	-11.3	14,090	2,393	13,946	14,234	1,021	18,620
Wyoming .....	30,003	+ 0.8	3,840	1,579	4,161	4,221	247	5,121

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-43			1910	NAB Projection	Stores	Sales
<b>METROPOLITAN DISTRICTS—COUNTIES</b>								
CHARLESTON (Kanawha) ..	207,943	+ 6.4	44,770	3,496	37,521	38,591	2,447	64,394
HUNTINGTON (Cabell; Boyd, Ky.; Lawrence, Ohio)	177,360	— 6.7	39,730	5,695	37,579	38,571	2,884	56,134
ASHLAND, KY..	177,360	— 6.7	39,730	5,695	37,579	38,571	2,884	56,134
WHEELING (Brooke; Marshall, Ohio) .....	210,862	—10.1	52,390	6,204	51,162	52,394	4,115	67,011
<b>TOTAL STATE..</b>	<b>1,748,851</b>	<b>— 8.0</b>	<b>340,600</b>	<b>99,282</b>	<b>326,347</b>	<b>334,239</b>	<b>24,120</b>	<b>\$423,651</b>

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# WISCONSIN

Population 1943\* ..... 2,956,860  
 Radio Homes, 1944 (RADIO DAILY Estimate) ..... 794,580  
 No. of Farms, 1940 ..... 186,735

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-43			1910	NAB Projection	Stores	Sales
Adams .....	6,486	—23.2	1,500	1,344	1,695	1,722	135	\$1,133
Ashland .....	17,518	—19.6	4,280	1,272	4,635	4,762	404	7,215
Barron .....	30,022	—12.4	7,480	4,317	7,475	7,627	661	9,839
Bayfield .....	12,319	—22.2	2,960	2,100	3,323	3,370	205	2,920
Brown .....	82,175	— 1.1	20,950	3,312	18,897	19,223	1,085	37,174
Buffalo .....	13,629	—15.3	3,280	2,045	3,402	3,452	273	3,212
Burnett .....	8,946	—21.4	2,240	2,003	2,450	2,513	167	1,883
Calumet .....	15,327	—13.0	3,870	1,987	3,914	3,990	404	4,445
Chippewa .....	36,605	—10.1	8,210	3,823	8,025	8,206	722	11,347
Clark .....	29,409	—13.4	6,940	5,174	6,794	6,942	631	7,562
Columbia .....	31,981	— 1.6	8,700	2,982	7,846	8,051	747	11,221
Crawford .....	15,320	—16.4	3,570	1,924	3,714	3,794	325	3,582
Dane .....	See Listing—End of State							
Dodge .....	47,062	—13.3	12,500	4,564	12,624	12,886	1,094	14,009
Door .....	20,680	+ 8.8	5,170	2,253	4,228	4,349	433	5,913
Douglas .....	See Listing—End of State							
Dunn .....	23,658	—13.6	5,840	3,354	5,923	6,086	424	6,370
Eau Claire .....	44,946	— 4.4	12,020	2,156	11,012	11,342	735	18,771
Florence .....	3,124	—25.2	740	507	866	878	79	664
Fond du Lac .....	56,831	— 8.9	15,420	3,931	14,918	15,265	1,310	23,144
Forest .....	8,617	—27.0	1,780	745	2,096	2,139	189	2,279
Grant .....	36,837	— 9.3	9,430	4,028	9,178	9,337	806	11,671
Green .....	20,973	— 9.4	5,930	2,439	5,778	5,870	514	8,869
Green Lake .....	12,704	— 9.8	3,500	1,458	3,470	3,503	360	4,742
Iowa .....	16,955	—17.7	4,270	2,447	4,561	4,642	402	4,219
Iron .....	8,299	—17.4	2,080	564	2,158	2,234	279	2,469
Jackson .....	13,692	—17.5	3,160	2,205	3,333	3,430	300	3,854
Jefferson .....	38,302	— 1.5	10,890	3,102	9,844	10,077	929	15,549
Juneau .....	16,756	—10.3	3,910	2,122	3,792	3,908	365	4,318
Kenosha .....	See Listing—End of State							
Kewaunee .....	15,624	— 6.3	3,920	2,019	3,733	3,772	361	3,684
La Crosse .....	56,320	— 5.6	15,670	1,676	14,516	14,781	1,107	25,196
Lafayette .....	17,082	— 8.6	4,300	2,264	4,172	4,253	376	4,602
Langlade .....	19,356	—16.7	4,660	1,843	4,832	4,935	481	7,199
Lincoln .....	19,112	—15.2	4,600	2,038	4,720	4,842	462	6,127
Manitowoc .....	62,159	+ 1.0	16,590	3,741	14,678	14,947	1,206	21,898
Marathon .....	70,371	— 7.3	16,210	6,564	15,383	15,735	1,248	22,000
Marinette .....	31,656	—12.6	7,690	2,935	7,743	7,931	607	10,390
Marquette .....	7,889	—13.3	2,000	1,291	2,026	2,062	212	1,957
Milwaukee .....	See Listing—End of State							
Monroe .....	29,717	— 0.9	6,630	3,340	5,967	6,076	565	7,764
Oconto .....	21,703	—19.8	5,070	3,144	5,471	5,634	542	4,851
Oneida .....	15,372	—18.8	3,910	789	4,158	4,297	492	7,924
Outagamie .....	66,210	— 5.5	17,140	3,558	16,079	16,483	1,248	26,470
Ozaukee .....	18,643	— 1.8	5,090	1,553	4,635	4,712	407	6,395
Pepin .....	7,208	— 8.7	1,650	945	1,620	1,638	165	2,081
Pierce .....	19,137	—10.9	4,920	2,810	4,843	4,974	461	6,004
Polk .....	22,220	—15.2	5,570	4,072	5,770	5,869	439	6,296
Portage .....	28,873	—19.3	6,480	2,869	7,012	7,120	589	9,477
Price .....	14,741	—20.2	3,300	2,513	3,551	3,671	320	4,519
Racine .....	See Listing—End of State							
Richland .....	18,867	— 7.4	4,600	2,442	4,358	4,469	363	4,483
Rock .....	78,484	— 2.1	22,900	3,443	20,662	21,200	1,441	32,949
Rusk .....	14,675	—17.3	3,320	2,430	3,509	3,572	299	4,098
St. Croix .....	21,893	—11.9	5,640	3,014	5,541	5,758	402	6,630
Sauk .....	35,794	+ 6.2	9,190	3,470	7,792	7,922	722	11,003
Sawyer .....	9,021	—21.8	1,930	1,300	2,129	2,192	227	2,881
Shawano .....	28,523	—19.4	6,440	3,753	7,053	7,183	691	7,765
Sheboygan .....	70,528	— 7.5	19,970	3,408	19,202	19,576	1,370	27,287
Taylor .....	18,913	—15.9	3,480	3,310	3,631	3,699	304	3,605
Trempealeau .....	22,732	— 6.8	5,280	3,040	5,022	5,124	437	5,500
Vernon .....	26,136	—12.7	6,160	3,979	6,261	6,346	503	5,869

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Vilas .....	6,380	-28.3	1,520	455	1,836	1,866	258	3,021
Walworth .....	31,567	-4.6	9,390	2,599	8,720	8,942	956	14,976
Washburn .....	9,736	-22.1	2,480	1,479	2,686	2,732	232	3,003
Washington .....	27,337	-3.8	7,270	2,609	6,735	6,852	522	8,353
Waukesha .....	See Listing—End of State							
Waupaca .....	32,532	-6.0	8,280	3,457	7,793	7,961	783	10,114
Waushara .....	11,663	-18.3	2,810	2,177	3,128	3,173	273	2,924
Winnebago .....	77,377	-3.9	21,830	2,525	20,162	20,590	1,465	31,389
Wood .....	41,816	-6.0	10,400	2,979	9,839	10,000	702	15,056

METROPOLITAN DISTRICTS—COUNTIES								
MADISON (Dane) .....	134,815	+ 3.2	38,180	5,834	33,071	33,787	2,582	62,699
MILWAUKEE (Milwaukee, Waukesha) ..	767,172	+ 0.1	241,990	5,228	215,788	219,986	10,713	372,855
RACINE (Kenosha, Racine)								
KENOSHA .....	152,259	- 3.3	43,440	3,580	39,934	40,594	2,929	59,457

TOTAL STATE.. 2,956,860 — 5.7 794,580 186,735 743,078 758,449 61,062 \$1,127,415  
 Note: Douglas County contained in Duluth-Superior Metropolitan District. Listed under Minnesota.

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

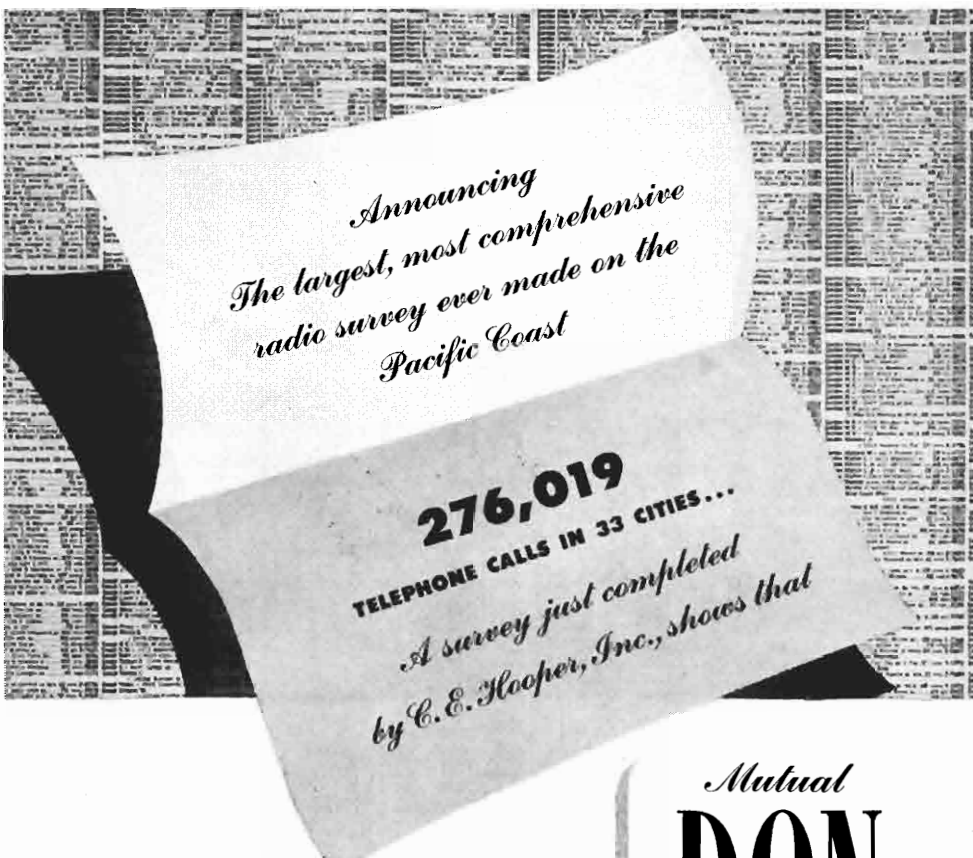
# WYOMING

Population 1943\* ..... 231,977  
 Radio Homes, 1944 (RADIO DAILY Estimate) ..... 61,540  
 No. of Farms, 1940 ..... 15,018

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Albany .....	13,018	- 6.6	3,770	458	3,587	3,657	241	\$6,859
Big Horn .....	10,466	-18.9	2,550	1,051	2,697	2,747	284	4,088
Campbell .....	4,624	-23.5	1,210	852	1,359	1,408	116	1,882
Carbon .....	13,020	+ 3.0	3,200	524	2,927	3,005	270	6,070
Converse .....	5,776	-12.9	1,520	522	1,504	1,563	158	2,554
Crook .....	4,321	-20.9	980	808	1,065	1,105	103	956
Fremont .....	12,584	-21.8	2,760	1,542	3,041	3,127	339	5,286
Goshen .....	10,352	-15.2	2,430	1,328	2,487	2,561	217	3,368
Hot Springs .....	3,469	-24.7	940	246	1,087	1,105	95	1,052
Johnson .....	3,705	-25.6	1,050	505	1,205	1,244	150	1,707
Laramie .....	35,216	+27.3	10,380	900	7,437	7,566	610	15,706
Lincoln .....	8,159	-20.7	2,010	808	2,238	2,258	219	3,097
Natrona .....	21,354	-10.5	6,450	359	6,342	6,515	535	13,295
Niobrara .....	4,191	-30.0	1,110	533	1,353	1,394	122	2,350
Park .....	20,191	+84.0	4,890	916	2,463	2,539	251	4,903
Platte .....	7,051	-12.0	1,760	778	1,751	1,799	158	2,880
Sheridan .....	15,874	-17.6	4,370	1,019	4,660	4,754	508	8,987
Sublette .....	1,788	-35.6	460	312	648	651	69	856
Sweetwater .....	20,077	+ 3.5	5,570	256	4,844	4,884	357	8,878
Teton .....	1,588	-37.6	420	201	582	587	75	1,178
Vinta .....	6,466	-10.5	1,560	398	1,521	1,571	150	2,921
Washakie .....	4,495	-23.3	1,010	306	1,121	1,170	111	2,552
Weston .....	3,953	-20.3	1,010	396	1,104	1,121	138	1,796
Yellowstone Nat. Park (Part)	239	-42.5	130	....	103	200	36	879
TOTAL STATE..	231,977	- 5.2	61,540	15,018	57,126	58,531	5,312	\$104,700
TOTAL U. S. . . . .	128,231,363	- 2.4	31,298,920	6,096,799	28,048,219	28,838,203	2,416,383	\$45,462,207

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

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Your radio show may be terrific, but hundreds of thousands of  
people on the Pacific Coast can't hear it unless its released on   ▶

*More than half of the retail sales on the Pacific Coast  
are made outside of the counties in which the regularly  
Hooper rated cities are located.\* Don Lee is the only net-  
work that completely covers all of the outside markets.*

*Mutual*  
**DON  
LEE**

THOMAS S. LEE, *President*  
LEWIS ALLEN WEISS, *Vice Pres., Gen. Mgr.*  
5515 Melrose Ave., Hollywood, Calif.  
*Represented nationally by JOHN BLAIR & Co.*

*\*Sales Management Survey of Buying Power, May 10, 1943*

T H E N A T I O N ' S   G R E A T E S T   R E G I O N A L   N E T W O R K





NETWORKS  
OF THE  
UNITED STATES



NATIONAL  
REGIONAL



*This is*  
**The WEST VIRGINIA NETWORK**

*Parkersburg*



**WPAR**  
CBS  
250 on 1450

*Clarksburg*



**WBLK**  
NBC  
250 on 1400

*Huntington*



**WSAZ**  
BLUE  
1000 on 930

*Charleston*



**WCBS**  
CBS  
5000 on 580

**THE WEST VIRGINIA NETWORK**

JOHN A. KENNEDY  
PRESIDENT

HOWARD L. CHERNOFF  
MANAGING DIRECTOR

*National Representatives,* THE BRANHAM COMPANY

# THE BLUE NETWORK CO., INC.

**W**HEN a business organization reaches two years of age, with the cash register indicating a fair amount of profit, it almost inevitably gets down off its toes and assumes a complacent attitude. Standards have been established and policies set and since these



**MARK WOODS**

have proved successful, the company is usually content to ride along on the wave created by its initial success.

We at the Blue Network, however, have no intention of losing the reputation as a pioneering network which we have acquired in the two years since the Blue was separated from NBC and set out on its own. We have standards—scores of them—but those in which we take the most pride are our standards of dissatisfaction, reputed to be the highest in the broadcasting industry.

## **No "Perfect Program"**

With regard to programs, for example, we believe there is no perfect program, nor is there any type of show that is a "must" on our program schedule because a large segment of the industry regards it as indispensable. The daytime serial had been regarded in this light for many years until the Blue in 1943 decided that the question deserved investigation and conducted a survey of daytime radio which proved that while a large number of women like this type of program, there is a still larger number who do not listen to the radio to any extent during the daytime.

These figures indicated a dissatisfaction with the current daytime program structure and strengthened the Blue in its view that the radio listener would welcome a new kind of daytime fare, such as "Breakfast at Sardi's" and "Breakfast Club."

And once we have determined on a sales policy, we do not stow it away in

the file marked "permanent." Although we were the first to announce the two per cent cash discount and devised a daytime package rate—all innovations at the time—we would be the first to amend or discard entirely these policies if a change in the industry rendered them impractical.

I present these facts and opinions merely because I wish to prove that the Blue does not intend to rest on its successful performance in the past, that it will be the first in the broadcasting industry to realize the necessity of change and the last to cling to a policy because "it's always been done that way."

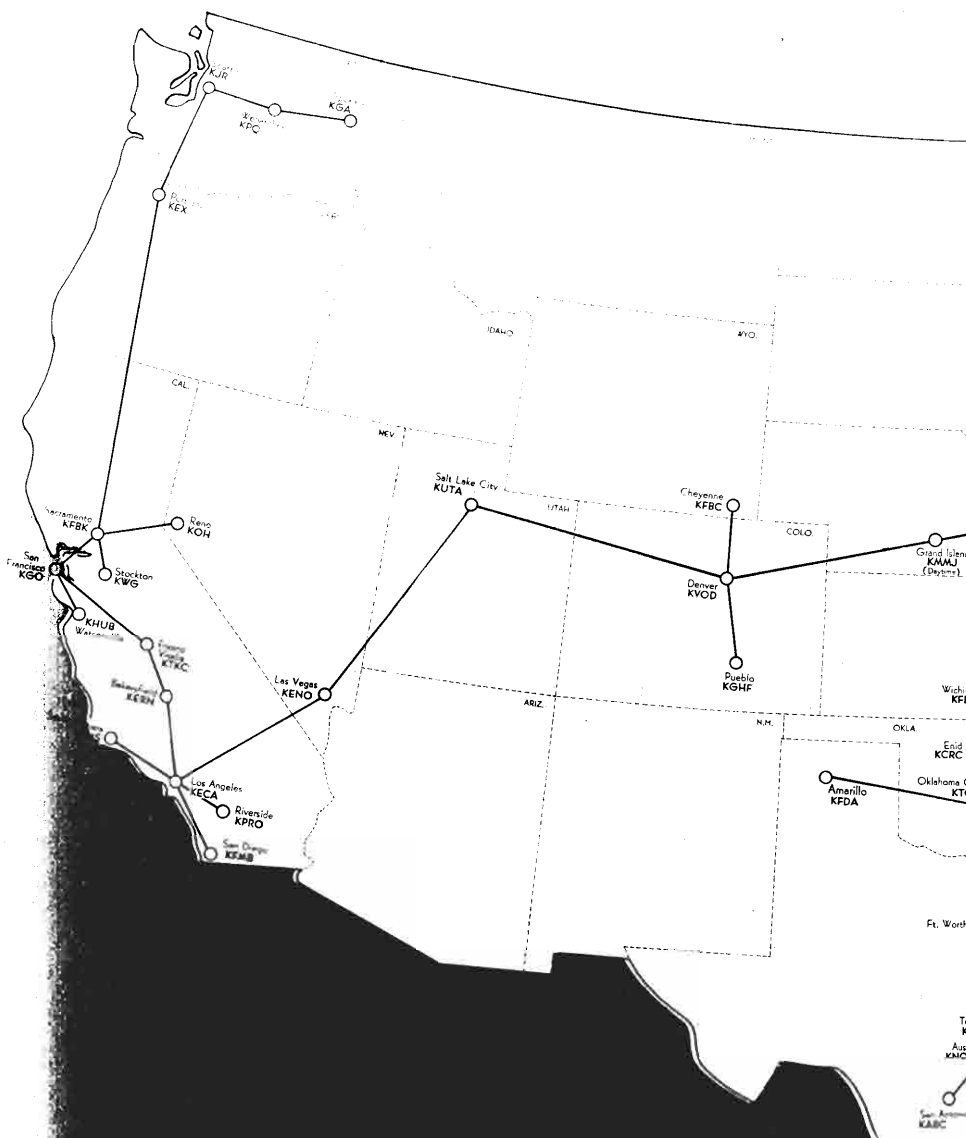
This pioneering spirit was given immeasurable impetus last year when Edward J. Noble became the owner of the Blue Network. Not only did the transaction make the Blue completely independent of any other business organization but it put at our head one of the leading figures in American industry. Expansion into the new fields of frequency modulation broadcasting and television will be facilitated under Mr. Noble's leadership.

## **Crucial Period for All**

This year will be a crucial period in the lives of the American people and, since radio has become so inextricable a part of their lives, it will also put the broadcasting industry on its merits. Radio has achieved new records in the immediate dissemination of news, the clarification of problems of world-wide and national interest through a free discussion, the awakening of the American people to the importance of conservation and similar campaigns and the presentation of entertainment.

In all these fields radio will be required to do a better job than ever before. Just as the invasion of Hitler's European stronghold will bring out the finest qualities of the American people, so this major military operation will demand the most skillful handling of radio's news-gathering facilities. And once the war is over, radio will find an important role in the ironing out of the tremendous problems of the post-war era. Throughout these periods, the Blue Network will stand ready to do its part as a servant of the American people.

# THE BLUE





# BLUE NETWORK COMPANY, Inc.

R. C. A. Bldg., 30 Rockefeller Plaza  
New York, N. Y.  
(Telephone Number, Circle 7-5700)

## BOARD OF DIRECTORS

Noble, Edward J., Chairman	Priaulx, Nicholas C.
Woods, Mark	Wood, Franklin S.
Kobak, Edgar	Larsen, Roy E.
Anderson, Earl E.	LaRocke, Chester J.

Harold Hough

## Officers

Noble, Edward J. .... Chairman	Gilman, Don E. .... Vice-President
LaRocke, Chester J. .... Ch. of Executive Committee	Kiggins, Keith .... Vice-President
Woods, Mark .... President	Priaulx, C. Nicholas .... Vice-President
Kobak, Edgar .... Executive Vice-President	Rynd, Charles E. .... Treasurer
Borroff, E. R. .... Vice-President	Hennig, Anthony M. .... Assistant Treasurer
Carlin, Phillips .... Vice-President	Nicol, Alexander D. .... Controller
Swezey, Robert D. .... Secretary	

## DEPARTMENTS AND DIVISIONS

### Executive Offices

Noble, Edward J. .... Chairman of the Board  
Woods, Mark .... President  
Kobak, Edgar .... Executive Vice-President  
Priaulx, C. Nicholas  
Vice-President in Charge of Finance

### Continuity Acceptance Department

Kemble, Dorothy .... Editor  
Hoffman, Gertrude .... Assistant Editor

### Controller's Office

Nicol, Alexander D. .... Controller

### Engineering Department

Milne, George O. .... Chief Engineer

### Information Department

Olenslager, George .... Manager

### Legal Department

Swezey, Robert D. .... Counsel  
Zorbaugh, Geraldine B. .... Attorney

### Office Management Department

Van Houten, D. B. .... Office & Personnel Manager

### Program

Carlin, Phillips .... Vice-President

Barry, Charles C. .... Eastern Program Manager  
Bixler, James W. .... Night Program Manager  
D'az, Raymond .... Supervisor of Announcers  
Buchanan, Stuart .... Script Manager  
Florsheim, Stanley

Manager Cooperative Program Division

Guy, Helen .... Business Manager  
Johnsen, Grace M. .... Director Women's Programs  
Johnstone, G. W.

Director News and Special Features

Knight, Ray .... Production Manager  
Summers, Harrison B. .... Director of Public Service  
Wamboldt, Melvin P. .... Commercial Prog. Supv.  
Whiteman, Paul .... Director of Music

### National Spot Sales

Grabhorn, Murray B. .... Manager  
Dennis, Ralph .... Eastern Sales Manager

### Network Sales Department

Jaeger, C. P. .... National Sales Manager  
Shaw, Donald S. .... Commercial Program Sales Mgr.  
Buckham, D. R. .... Eastern Sales Manager  
Saudek, Robert .... Assistant Eastern Sales Manager  
Simmel, Ludwig W. .... Sales Service Manager

### Publicity Department

Mullin, Earl .... Manager  
Cortada, Judith .... Trade News Editor  
Donegan, Arthur B. .... Assistant Manager

## Research Department

Evans, Edward F. . . . . Manager

## Sales Promotion Department

Hauser, B. J. . . . . Manager

## Stations Department

Kiggins, Keith . . . . . Vice-President

Norton, John H., Jr. . . . . Station Relations Manager

Dolan, Thomas J. . . . . Traffic Manager

## Treasurer's Department

Rynd, Charles . . . . . Treasurer

Hennig, Anthony M. . . . . Assistant Treasurer

Hede, Henry T., Jr. . . . . Purchasing Agent

## Station WJZ

McNeil, John H. . . . . Manager

Chapin, Slocum . . . . . Acting Sales Manager

Hade, John J. . . . . Commercial Program Manager

Seiferth, Joseph M., Jr. . . . . Audience Promotion

Ellsworth, Thomas B. . . . . Promotion Research

Boone, Julian H. . . . . Sales Promotion

Joachim, Maurice . . . . . Script Manager

## CENTRAL DIVISION—CHICAGO

*Merchandise Mart*

*Phone, Delaware 1900*

Boroff, E. R. . . . . Vice-President in Charge

Berry, G. I. . . . . National Spot and Local Sales Manager

Douglass, L. E. . . . . Program Business Manager

Edgley, L. J. . . . . Script Manager

Ewing, Robert . . . . . Sales Traffic

Horstman, E. C. . . . . Engineering Manager

Huber, E. J. . . . . Sales Promotion Manager

Wetzel, M. S. . . . . Production Manager

Ell, Henry . . . . . Publicity Manager

Peterson, R. S. . . . . Auditor and Business Manager

Rouse, Gene . . . . . Supervisor of Announcing

Schoenfeld, Merritt R. . . . . Network Sales Manager

Wetzel, M. S. . . . . Public Service Manager

Stirton, J. L. . . . . Program Manager

Vernon, G. A. . . . . Research Manager

## WESTERN DIVISION—HOLLYWOOD

*6285 Sunset Boulevard*

*Phone, Hillside 8231*

Gilman, Don E. . . . . Vice-President in Charge

Anderson, Clifford . . . . . Program Traffic

Brown, Dorothy L. . . . . Continuity Acceptance Editor

Denechaud, R. G. . . . . Engineering Manager

Gates, Paul . . . . . Night Program Manager

Hudson, Russell . . . . . Sales Service Manager

Lonner, Walter W. . . . . Traffic Manager

Moore, Tracy . . . . . Sales Manager

Moss, Robert . . . . . Product Manager

Perrin, Victor H. . . . . Chief Announcer

Robb, John C. . . . . Manager News and Special Features

Stedman, K. S. . . . . Auditor

Samuel, Milton N. . . . . Publicity Manager

Pedersen, Elmer D. . . . .

Sales Promotion and Merchandising Manager

Tyson, Leo B. . . . . Program Manager

## WESTERN DIVISION—SAN FRANCISCO

*Taylor and O'Farrell Streets*

*Phone, Graystone 6565*

Searle, Don . . . . . Manager

Dwan, Robert E. . . . . Program Manager

Rhoddard, Elise . . . . . Continuity Acceptance Editor

Palmer, T. B. . . . . Engineering Manager

Wesson, Robert . . . . . Publicity and Promotion Manager

Peterson, Hilda T. . . . . Auditor

Rhodes, Lester R. . . . . Local Sales Manager

Robertson, Lawrence . . . . . Production Manager

Stations Owned and/or Managed and/or Programmed by

**The Blue Network Co., Inc.**

WJZ, New York . . . . . Owned, operated and represented by The Blue Network

WENR, Chicago . . . . . Owned, operated and represented by The Blue Network

WMAL, Washington . . . . . Owned by Evening Star Publishing Co.

Represented by The Blue Network

KGO, San Francisco . . . . . Owned, operated and represented by The Blue Network

# Opening New Horizons



The story of KMBC of Kansas City has always been one of utilizing to the fullest extent radio's inherent potentialities, thus opening New Horizons for listeners in the "Heart of America." The past year has seen another such New Horizon come into existence—improving even to a greater extent KMBC's extensive farm service to this region's 49% rural population.

Thus was born this year *KMBC Service Farms*—fully equipped, pure-blooded livestock farms, putting into practical demonstration the teachings of Phil Evans, nationally known farm authority who directs KMBC's farm department. Again KMBC broadens its service to this community, in behalf of itself as a radio station and of broadcasting as an industry.

**ARTHUR B. CHURCH**  
President and founder of KMBC whose faith in the limitless potentialities of radio's service to the community has been shown again in the development of *KMBC Service Farms*—dedicated to the betterment of rural thousands in the "Heart of America."

## **K M B C**

**OF KANSAS CITY**

FREE & PETERS, INC.

**SINCE 1928—THE BASIC CBS STATION FOR MISSOURI AND KANSAS**



# COLUMBIA BROADCASTING SYSTEM

**A**merican radio in 1943 achieved an importance in the everyday life of the people of this country and of the peoples of the world which far surpasses its accomplishments in any other year of its brief history.



**PAUL W. KESTEN**

Radio brought the fighting front to the home front. It brought the Solomons and North Africa and Sicily and Attu to the farms and villages and towns and cities from which the heroes went to war.

And to these heroes in Guadalcanal and London and Iceland radio brought America.

Radio sold bonds—millions of dollars worth of bonds—and it recruited men and women for the different branches of the Armed Forces. Radio salvaged fats, explained the why and hows of rationing, encouraged farmers to produce—and told them how they could produce more and why they should.

Radio, more than ever in its history, brought messages from the people's chosen officials into the homes and hearts of the people—messages perhaps more important than any ever heard by the American people.

The Columbia Broadcasting System was privileged to take an important part in these mighty efforts.

The record of these 12 months shows that CBS devoted 17,718 broadcasts to some phase of the war, which filled 3,504 hours of air time. (Of this total, 1,715 hours were sustaining programs. Commercially-sponsored programs contributed 1,789 hours—approximately 45 per cent of total sponsored operating time on the network.)

## **Paley Overseas**

In October, William S. Paley, CBS President, took leave from his network duties and went to the Mediterranean theater of war to fulfill a special assign-

ment with the U. S. Army's Psychological Warfare Branch at General Eisenhower's headquarters.

Columbia's audiences heard during the past year a great variety of programs devised to cover practically every field of human interest.

## **Discount Plan**

Effectiveness of the CBS Full Network Discount Plan, instituted a half year before, was conclusively demonstrated in 1943. For the listener, it meant that many topnotch programs were available to every radio set within broadcast range of a CBS station anywhere in the United States.

Of the 53 commercially sponsored programs heard his year on the full CBS continental network, 35 were the result of the discount plan. At least three other programs were slated to take advantage of the same offer at the start of '44.

Early in 1943 the Columbia Affiliates Advisory Board was formed. Under the plan, the country was divided into a number of districts corresponding roughly to the operational pattern of the network.

## **War Bond Sales**

During the year 1943, our records indicate that CBS has been instrumental in selling over 136 millions in war bonds—through CBS stations to the listening audiences, to CBS personnel via payroll deductions and similar arrangements and through purchase by the Columbia broadcasting System itself.

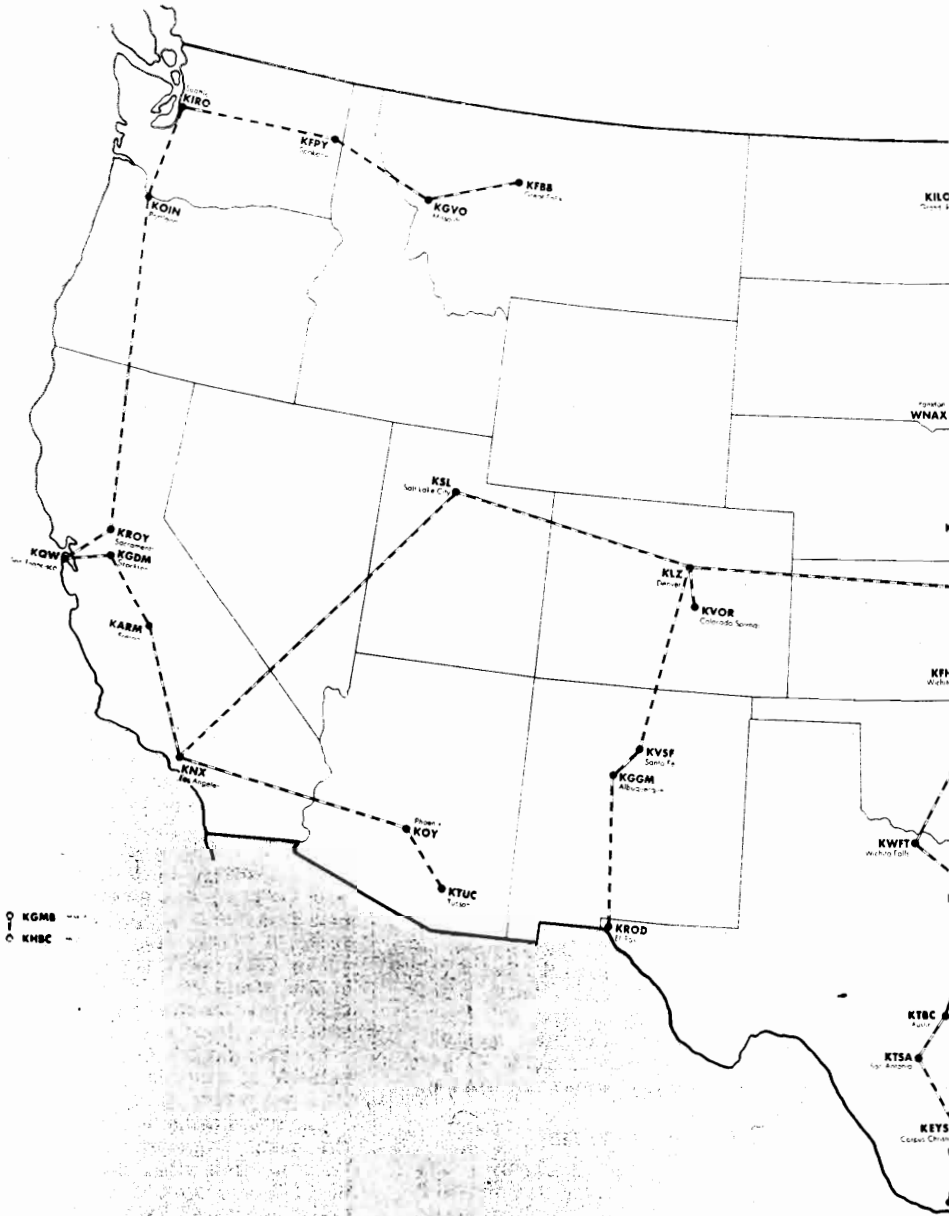
CBS is utilizing at present the largest staff of foreign correspondents in its history to bring the people accurate, swift and first-hand reporting of the mighty struggle that is convulsing the world.

The CBS short wave listening post recorded about 50 million words of foreign short wave broadcasts in 1943 which were translated from as many as 15 languages.

To CBS during 1943 went an imposing number of awards and citations won by CBS programs, personnel and stations.

American radio has just passed through the most important year in its brief history. But when the accomplishments of 1944 are spread on the record, the achievements of 1943 may well seem pale in comparison.

# COLUMBIA BROAD



**NETWORK FACILITIES  
AS OF FEB. 15, 1944**

# CASTING SYSTEM



● WEAQ New York

# C O L U M B I A

## Broadcasting System

485 Madison Avenue, New York City  
(Telephone number, Wickersham 2-2000)

### BOARD OF DIRECTORS

John J. Burns  
Prescott S. Bush  
Ralph F. Colin

J. A. W. Iglehart  
Paul W. Kesten  
Isaac D. Levy

Leon Levy  
Samuel Paley  
William S. Paley

Dorsey Richardson  
Mefford R. Runyon  
Herbert Bayard Swope

### Officers

William S. Paley.....President and Director  
Paul W. Kesten  
Executive Vice-President & Director  
Joseph H. Ream.....Vice-President & Secretary  
Frank Stanton.....Vice-President  
Frank K. White.....Vice-President & Treasurer  
H. V. Akerberg  
Vice-President in Charge of Station Relations  
H. Leslie Atlass.....Vice-President, Chicago

Douglas Coulter  
Vice-President in Charge of Programs  
William C. Gittinger  
Vice-President in Charge of Sales  
Paul M. Hollister.....Vice-President in Charge  
of Advertising and Sales Promotion  
D. W. Thornburgh...Vice-President, Los Angeles  
Samuel R. Dean.....Assistant Treasurer  
James M. Seward.....Assistant Secretary  
Arthur S. Padgett.....General Auditor  
William E. Forbes.....Executive Assistant

### DEPARTMENTS AND DIVISIONS

#### Construction and Building Operations Department

G. Stanley McAllister,  
Director of Construction and Building Operations  
C. R. Jacobs.....Asst. Dir.  
John R. Carey...Manager of Building Operations  
James R. Stevens...Manager of Theatre Operations  
Walter Weiler...Manager of Internal Security  
Roland Young.....Manager of Construction

Charles E. Midgely, Jr....Sales Service Manager  
W. Donald Roberts,  
Western Mgr., Chicago Office Network Sales  
Arthur J. Kemp,  
Manager, Detroit Office Network Sales,  
Fisher Bldg.

#### Editing and Copyright Department

Jan C. Schimek....Dir. of Editing and Copyright  
Donald I. Ball.....Assistant Editor  
Arthur Jersild,  
Consultant on Children's Programs  
W. Clark Harrington,  
Assistant Manager of Copyright

**Personnel Department**  
Francis C. Barton, Jr.....Personnel Manager  
Bennett W. Lowry.....Employment Manager

#### Program and Operations Departments

#### General Engineering Department

Wm. B. Lodge....Acting Director of Engineering

Douglas Coulter,  
Vice-President in Charge of Programs  
Davidson Taylor....Asst. Director of Broadcasts  
Wm. Fineshriber....Acting Assistant Director  
R. S. Langham.....Co-ordinator of Broadcasts  
James M. Seward.....Director of Operations  
I. S. Becker....Assistant Director of Operations  
R. R. Ray.....Assistant to Director of Operations

#### Legal Department

Julius Brauner.....General Attorney  
Howard L. Hausman.....Attorney

CASTING DIVISION  
Larry Puck.....Talent Scout

#### Sales Department

William C. Gittinger,  
Vice-President in Charge of Sales  
Leonard Erikson.....Network Sales Manager  
William J. Fagan.....Administrative Manager  
Alyn Jay Marsh.....Assistant Sales Manager  
John J. Karol, Assistant Sales Manager and Market  
Research Counsel

EDUCATION DIVISION  
Lyman Bryson.....Director of Education  
Leon Levine.....Manager of Educational Staff

MUSIC DIVISION  
James H. Fassett.....Director of Music Division  
William H. Brennan,  
Assistant Director in Charge of Serious Music  
Wendell Adams.....In charge of Light Music  
Lucile Singleton,  
In charge of Vocalists, Auditions and  
Record Library

### MUSIC LIBRARY

Julius Mattfeld.....Director of Music Library  
**NETWORK OPERATIONS**

Horace Guillothe...Mgr. of Network Operations  
**NEWS & PUBLIC AFFAIRS DIVISION**

Paul W. White,  
Dir. of Public Affairs & News Broadcasts  
Everett Holles.....Asst. Dir. of News Broadcasts  
Henry Wefing.....Night News Editor  
J. W. Gerber...Supervisor of Shortwave Listening  
William J. Slocum, Jr.....Dir. of Special Events  
Helen Sioussat.....Director of Talks

### PROGRAM WRITING DIVISION

Robert J. Landry...Director of Program Writing  
John Coborn Turner.....Script Editor  
Elwood Hoffman.....Assoc. Script Editor

### PROGRAM TYPING DIVISION

Harriet Hess.....Supervisor of Program Typing  
**SOUND EFFECTS DIVISION**

Walter R. Pierson...Mgr. of Sound Effects Div.  
Max Uhlig.....Assistant Manager

### Press Information

George Crandall...Director of Press Information  
Arthur Perles.....Assistant Director  
James Kane.....Assistant to the Director  
Walter Seigal...Manager Photographic Division  
Anne Haraing.....Manager of Service Division  
Joan Lane.....Trade News Editor

### Radio Sales

#### Representation of Columbia Owned Stations

J. Kelly Smith.....General Manager, Chicago  
Howard S. Meighan...Mgr., East Div., New York  
Roger K. Huston...Mgr., Central Div., Chicago  
Ole G. Morby.....Representative, San Francisco  
Royal E. Penny.....Representative, Charlotte  
Carter Ringlep.....Representative, St. Louis  
Meredith Pratt.....Representative, Los Angeles

### Research Department

John K. Churchill.....Director of Research  
Oscar Katz.....Assistant Director of Research

### Reference Department

William C. Ackerman,  
Director of CBS Reference Department  
Stanford Mirkin,  
Manager of Program Research Division  
Agnes Law.....Librarian

### Sales Promotion and

#### Advertising Department

Paul M. Hollister...Vice-President in Charge  
of Advertising and Sales Promotion  
John Fox.....Manager of Production  
Thomas D. Connolly...Dir. of Program Promotion  
Louis Hausman.....Mgr. of Presentation Div.  
Harry O'Brien.....Art Director  
Dick Dorrance...Director of Promotion Service  
for CBS Owned Stations

### Shortwave Broadcasting and Latin American Affairs

Edmund Chester,  
Dir. of Broadcasting to Foreign Countries

John Hundley...Acting Dir. of Shortwave Programs  
Lawrence Hass...Dir. of Shortwave News Division  
Terig Tucci.....Music Director and Arranger  
Roberto Unanue,

Asst. Dir. of Latin American Relations  
Margaret Kennedy, Manager of Press Information  
for Latin American Network

### Station Relations Department

H. V. Akerberg,  
Vice-President in Charge of Station Relations  
Howard Lane.....Director of Station Relations  
William A. Schudt, Jr.,  
Eastern Division Manager

Edwin Buckalew,  
Western Division Manager, Los Angeles

### Technical Operations

Henry Grossman...Network Operations Engineer  
R. G. Thompson,  
Eastern Division Operations Engineer

### Television Department

Gilbert Seldes...Director of Television Programs  
Dr. Peter Goldmark...Chief Television Engineer  
Worthington Miner.....Manager of Television

### Traffic Department

Hugh A. Cowham,  
Commercial Engineer in Charge of Traffic  
A. H. Peterson.....Traffic Manager

### Treasury Department

Frank K. White...Vice-President & Treasurer  
Samuel R. Dean,  
Assistant Treasurer & Comptroller

Arthur S. Padgett.....General Auditor  
Norman duFrane...Assistant General Auditor  
W. J. Flynn.....Assistant Comptroller  
L. C. Merrick.....Assistant Comptroller  
Sophie Hinze.....Cashier  
John E. Forsander...Purchasing Agent  
Albert H. Bryant,  
Manager of Mail, File & Mimeograph Division

### New York City

WABC and WABC-FM, 485 MADISON AVE.  
Arthur Hull Hayes.....General Manager  
George W. Allen.....Program Director  
John Field, Jr.....Sales Manager  
Henry Grossman...Chief Engineer of WABC  
Jules Dundes.....Sales Promotion Manager  
J. E. Doyle.....Manager, Press Information

### Chicago

WBBM and WBBM-FM  
410 NO. MICHIGAN AVE.  
H. Leslie Atlass, Vice Pres. in Charge of Central  
Div. and Gen. Mgr. of WBBM  
J. L. Van Volkenburg.....Asst. Gen. Mgr.  
Walter Preston.....Program Director  
Urban Johnson...Chief Sound Technician  
J. J. Beloungy, Central Div. Operations Engineer  
& Chief Engineer of WBBM  
J. V. McLoughlin,  
Accountant, Office and Personnel Mgr.  
James Crusinberry.....News Editor  
King Park.....Sales Promotion Manager  
Orville J. Neuwerth...Asst. Program Director

Val W. Sherman, Asst. Program Director in Charge  
of Program Operations  
Shepard Chartoc, Director of Press Information,  
Public Events & Education

### **Washington**

WTOP, EARLE BLDG.

Earl H. Gammons, Director of Washington Office  
Carl Burkland..... General Manager  
William D. Murdock... Assistant General Manager  
Martin D. Wickett..... Program Director  
Clyde Hunt..... Chief Engineer  
Harry R. Crow..... Supervisor of Accounting,  
Personnel & Purchasing

Robert S. Wood,  
Director of Public Events & Spec. Features  
Howard Stanley.... Director of Press Information  
& Sales Promotion

### **Minneapolis-St. Paul**

WCCO, 625 SECOND AVE., S.

Austin E. Joscelyn..... General Manager  
Alvin Sheehan..... Assistant General Manager  
H. S. McCartney..... Chief Engineer  
Mary Doherty..... Accountant  
Sam H. Kaufman... Director of Press Information  
& Manager of Sales Promotion

### **St. Louis**

KMOX, 401 SOUTH TWELFTH BLVD.

Merle S. Jones..... General Manager  
Arthur Casey..... Assistant  
Wendell B. Campbell 2nd,  
Nat. Sales Mgr. & Asst. Station Mgr.  
Harry Harvey..... Chief Engineer  
Jerry Hoekstra,  
Mgr. of Public Events & Spec. Features  
Robert F. DeVoe,  
Supervisor of Accounting, Personnel & Office  
William Zalken..... Director Press Information  
Blaine Cornwell..... Program Director  
David Mars.... Dir. Sales Promotion & Advertising  
C. G. Renier..... Director of Program Sales

### **Pacific Coast**

#### **Los Angeles Office**

KNX, COLUMBIA SQUARE

D. W. Thornburgh... Vice-President in charge of  
Western Div. & Gen. Mgr. of KNX  
Harry W. Witt..... Asst. Gen. Manager  
Charles D. Ryder, Jr..... Mgr. of Accounting,  
Personnel & Purchasing  
Lester Bowman,  
Western Division Operations Engineer  
& Chief Engineer of KNX  
Clinton Jones..... News Editor

WABC, New York  
WBBM, Chicago  
WBT, Charlotte, N. C.  
WCCO, Minneapolis-St. Paul

Hal Hudson..... Western Program Director  
Lloyd Brownfield.... Director of Press Information  
Ralph W. Taylor..... Manager of Sales Promotion  
Glanville T. Heisch... Assistant Program Director  
Fox Case,

Director of Special Features & Public Events  
J. Archie Morton..... Sales Manager  
Ben Paley..... Production Manager  
Charles E. Morin, Eastern Sales Manager for  
Pacific Coast Network & KNX  
George L. Moskovics,

Pacific Network Sales Manager  
SAN FRANCISCO OFFICE  
PALACE HOTEL

Wayne Steffner..... Manager

### **Charlotte, N. C.**

WBT, WILDER BLDG.

A. D. Willard, Jr..... General Manager  
Royal E. Penny..... Sales Manager and  
Radio Sales Rep.  
Chas. H. Crutchfield..... Program Director  
William M. Parker.... Director, Sales Promotion,  
Press Information, Merchandising  
John S. Knell..... News Editor & Special Events  
Edward J. DeGray..... Accounting and Personnel

### **Boston**

WEEL, 182 TREMONT ST.

Harold E. Fellows..... General Manager  
Kingsley Horton.... Asst. Mgr.-Dir. of Programs  
& Sales  
Walter Stiles, Jr..... Director of Engineering,  
Sound & Transcriptions  
John J. Murray..... Manager of Accounting,  
Personnel & Purchasing  
Raymond G. Girardin..... Production Manager  
& Asst. Program Director  
Marie Houlahan... Director of Press Information  
Guy C. Cunningham. Director of Sales Promotion

### **Foreign Staff**

Edward R. Murrow, Chief of European Staff,  
London; Larry Lesueur, London; Charles Colling-  
wood, London; Bill Downs, London; Charles Shaw,  
London; Richard Hottelet, London; Winston  
Burdett, Algiers; Eric Sevareid, Algiers; Farns-  
worth Fowle, Italy; John Daly, Italy; George  
Moorad, Cairo; James Fleming, Moscow; Howard  
K. Smith, Berne; Glenn Stadler, Madrid; Albin  
Johnson, Stockholm; William J. Dunn, Australia;  
Wesley Edwards, Honolulu; James Stewart,  
Chungking; Hugh I. Jencks, Argentina; John  
Adams, Rio de Janeiro; Charles Griffin, Santiago;  
Dan Lundberg, Mexico; Jack Fendell, Panama  
Canal Zone.

WEEL, Boston  
WTOP, Washington, D. C.  
KMOX, St. Louis  
KNX, Los Angeles

# MUTUAL BROADCASTING SYSTEM

**T**HE year 1943 has closed with a compelling and valuable contribution by the entire radio industry in the furtherance of the war effort. America's increasing importance in the world conflagration placed in the hands of the radio networks the task of keeping the public alert, aware, informed.



MILLER McCLINTOCK

The Mutual Broadcasting System, together with the other networks, accepted the challenge, and is proud to report its activities and progress during the past year, in behalf of the war effort.

1,468 programs, totalling 641 hours and 49 minutes of broadcast time, all in the interests of the war effort, were brought by Mutual to its audiences. These compilations are exclusive of regular sports news summaries and news commentaries, and regularly scheduled program features.

In co-operation with the War and Navy Departments, Mutual broadcast 305 Army programs and 298 Navy programs, including regularly weekly features, in which members of the armed forces participated. Other special Mutual features were produced with the co-operation and participation of the Treasury Department and various other Governmental and public agencies.

## News Coverage

An important phase of radio's program to keep the public informed is a capable staff of reporters and commentators, both on the home front and abroad. Each week Mutual airs 76 individual news commentaries originating from the continental United States. This is supplemented by news features and analyses.

The Mutual network's expansion in sales and facilities in 1943 has made it possible to reach audiences of greater size, and has in turn resulted in an expansion of its personnel and administrative facilities.

1943 saw the affiliation of 15 more stations to the Mutual network, making a total of 211 affiliates in the U. S. and in addition outlets in Canada, Hawaii, and in Mexico through the 36 station Radio Mil chain.

The tie-up between Mutual and Radio Mil, in which the two networks have agreed to exchange programs, is indicative of the part radio will play in the development of relations with our Latin American neighbors.

## Expansion

Another indication of Mutual's ever-growing importance in the field of business and radio advertising is the increase in sales; which are expected to exceed \$14,000,000 for 1943—a gain over 1942 of more than 40 per cent.

In order to provide Mutual listeners with a high degree of program service, the co-operative Mutual network organized a Program Operating Board, composed of program heads of five key Mutual stations, who meet monthly to analyze and work out ideas for maintenance of a diversified schedule of broadcasts.

This attention to the development of an efficient programming service has resulted in a well rounded series of regular features, devoted to education and information, music, religion, varied entertainment, sports, and juvenile programs.

Recognizing that international radio will play an important part in the post-war world, Mutual in 1943 strengthened relationships with the United Nations by exchanging program features with the Canadian Broadcasting Corp., the British Broadcasting Corporation, the Republics of Brazil and Mexico, and the Territory of Hawaii.

The radio industry is daily becoming an integral part of American life and habits. Business has recognized it as one of the great motivating forces of existence, an important medium of advertising.

Just as it has been significant in the progress of the war, radio will be an important instrument in the post-war world of rehabilitation and reconstruction. Mutual Broadcasting System is now preparing and planning for the day.

# MUTUAL BROADCAST



**NETWORK FACILITIES  
AS OF JAN. 1, 1944**





# **M U T U A L** **Broadcasting System**

*Administrative Office*  
 441 N. Michigan Ave., Chicago, Ill. Zone 11  
 Phone, Superior 0100

*New York Office*  
 1440 Broadway, New York, N. Y. Zone 18  
 Phone, PENnsylvania 6-9600

## **Officers**

President.....Miller McClintock Chairman of Board of Directors, Alfred J. McCosker Chairman of Executive Committee W. E. Macfarlane	Executive Vice-President..Theodore C. Streibert Executive Vice-President...Lewis Allen Weiss Vice-President.....J. E. Campeau Secretary-Treasurer.....E. M. Antrim Controller.....Miles E. Lamphiear
---	--

## **New York Staff**

### **Department Heads**

Director of Sales Promotion and Research,  
                                   Robert A. Schmid  
 Controller.....Miles E. Lamphiear  
 Office Service Manager.....Dale Brenner  
 Manager of Sales Service...George Chambers  
 Acting Director of Station Relations  
                                   Charles W. Godwin  
 Director of Commercial Programming  
                                   Allen de Castro  
 Assistant to the President and  
   Personal Director.....Roberta Dufton  
 Sales Manager.....Edward W. Wood, Jr.  
 Director of Programming...Adolph J. Opfinger  
 Publicity Director.....Lester Gottlieb

### **Executive Committee**

Miller McClintock.....MBS, New York  
 W. E. Macfarlane.....WGN, Chicago  
 Theodore C. Streibert.....WOR, New York  
 John Shepard, III.....Yankee Network  
 Lewis Allen Weiss  
                                   Don Lee Broadcasting System  
 H. K. Carpenter.....WHK-WCLE, Cleveland

### **Chicago Staff**

Western Sales Manager ..Adolph N. Hult  
 Traffic Manager.....Myrtle Goulet  
 Sales Service.....Carroll Marts

### **Directors**

E. M. Antrim	Miller McClintock
Willet Brown	Alfred J. McCosker
Hope Barroll, Jr.	John Shepard III
H. K. Carpenter	Theodore C. Streibert
Leonard Kapner	Lewis Allen Weiss
W. E. Macfarlane	I. R. Lounsberry

### **Legal Staff**

Louis G. Caldwell.....Washington, D. C.  
 George Haggard.....Chicago  
 Emanuel Dannett.....New York

### **Program Operating Board**

Miller McClintock.....MBS, Chairman  
 Adolph Opfinger.....MBS, Vice-Chairman  
 C. M. Hunter.....WHK, Cleveland  
 Julius Seebach, Jr.....WOR, New York  
 Frank Schreiber.....WGN, Chicago  
 Linus Travers.....Yankee Network, Boston  
 Lewis A. Weiss.....Don Lee, Hollywood

### **Foreign Staff**

London.....John Steele, Arthur Mann  
 North Africa..Seymour Korman, John Thompson  
 Cairo.....Leslie Nichols  
 Sydney, Australia.....Stanley Quinn  
                                   Staff of Christian Science Monitor

# NATIONAL BROADCASTING COMPANY



**NILES TRAMMELL**

IT IS more than two years ago since the treacherous attack on Pearl Harbor stunned all peace-loving peoples and then, almost overnight, spurred them forward into the greatest concerted drive against oppressor nations the world has ever known. Today, with positive indications that the tide of war has turned in our favor, the radio industry cannot help but take pride in the knowledge that its broadcasters have kept pace with the nation in the intense energy with which its people have applied themselves to the war effort. Not only has radio itself initiated many productive moves to aid the drive against the common enemy but the industry as a whole has responded repeatedly when the Government has sought its support in special undertakings.

These contributions have taken varied forms. In the year 1943, for example, the National Broadcasting Company allotted more than 1,122 hours to programs promoting the war effort, a gain of more than 50 per cent over 1942. During the same period, the network carried 4,666 special announcements including 1,383 directed to the purchasers of War Bonds.

Since late in 1942, NBC's short wave outlets have been leased to the OWI, but in addition to this, NBC has continued to beam many special programs to the conquered countries of Europe to our service men abroad and to our neighbors in Latin America. During a trip to the Italian fronts last Fall, I saw at first hand how much these programs from home mean to our soldiers and how important it is that we not only continue to provide them but to send more and still more of them.

## **Home Front Activity**

On the home front, the National Broadcasting Company has maintained its pre-eminent position as "the network most people listen to most." Invariably the results of responsible polls and surveys have placed NBC programs and artists in

top positions. For example, in the RADIO DAILY poll of 1943, NBC took the first six places among the Best Commercial shows on the air and seven out of the first ten in the Best Entertainers classification; the Cleveland Plain Dealer's survey of newspaper readers in its area gave NBC seven out of the first ten places in the "Favorite Program" category, and the Fame-Motion Picture Daily poll revealed that the first two choices in eight classifications were NBC personalities or programs.

In allotting approximately 15 per cent of its broadcasting time to news reports and special events, which was being done at the year's end, it is obvious that the National Broadcasting Company is meeting the desires of American listeners for full coverage of the battle fronts.

As the year closed, NBC's staff of news reporters numbered 37, the largest staff in the network's history. Many of these reporters have insisted upon sharing front line dangers with our troops. NBC newsmen were in the first wave of allied fighting men at Oran, Sicily and at the bloody beach-head of Salerno.

## **Tele-FM Developments**

And, while carrying on these activities, NBC has not neglected the future. Both television and frequency modulation (FM) have been receiving the expert attention of our engineers and program staff. These new services, I am convinced, will play an important part in extending the post-war influence of radio on the life of the nation.

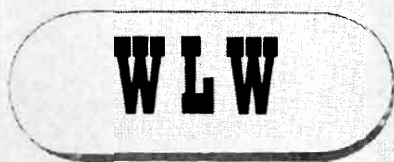
In November, NBC installed the first television receivers in hospitals near New York where wounded servicemen are convalescing. And then, to provide acceptable entertainment for these veterans, NBC commenced the telecasting of special sports events from Madison Square Garden. To date, Station WNBT has transmitted scenes from the Rodeo, the Ice Follies, basketball games and boxing.

If American radio is permitted to continue under the proved principles of free competitive enterprise, programs will improve, facilities will be extended and the nation as a whole will gain through the continuation of the finest broadcasting that talented writers, producers, artists and engineers can provide.





**More advertisers spend  
more money to sell more  
merchandise to more people  
on WLW than on any other  
radio station in the world.**



DIVISION OF THE CROSLY CORPORATION

***The Nation's Most Merchandise-able Station***

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# NATIONAL

## Broadcasting Company

---

30 Rockefeller Plaza 20, New York City  
(Telephone number, Circle 7-8300)

Registered Telegraphic Address  
**NATBROCAST NEW YORK**

### BOARD OF DIRECTORS

Angell, James Rowland	Harden, Edward W.
Braun, Arthur E.	McGrady, Edward F.
Cutler, Bertram	Millhauser, DeWitt
Dawes, Charles G.	Mullen, Frank E.
Dunn, Gano	Nally, Edward J.
Harbord, James G.	Sarnoff, David
Trammell, Niles	

### ADVISORY COUNCIL

Young, Owen D., Chairman

Angell, James R.	Davis, John W.
Belmont, Mrs. August	Farrell, Francis D.
Coffin, Henry Sloan	Green, William
Compton, Karl	Harbord, James G.
Comstock, Ada	Sarnoff, David
Damrosch, Walter	Smith, Alfred E.

### Officers

Sarnoff, David	Chairman of the Board	Menser, Clarence E.	Vice-President
Trammell, Niles	President	Royal, John F.	Vice-President
Mullen, Frank E.,	Vice-President & General Manager	Russell, Frank M.	Vice-President
Ashby, A. L.	Vice-President & General Counsel	Strotz, Sidney N.	Vice-President
Egner, C. Lloyd	Vice-President	Witmer, Roy C.	Vice-President
Hanson, O. B.	Vice-President	MacDonald, John H.,	Vice-President and Assistant Secretary
Hedges, William S.	Vice-President	Teichner, R. J.	Treasurer
Kopf, Harry C.	Vice-President	MacConnach, Lewis	Secretary
Mason, Frank E.	Vice-President	Pfautz, C. E.	Assistant Secretary

## DEPARTMENTS AND DIVISIONS

### Executive Offices

Trammell, Niles..... President  
Mullen, Frank E.....

Vice-President & General Manager  
Almonte, J. deJara..... Assistant to President  
Angell, James Rowland.. Public Service Counselor  
MacDonald, John H.....

Vice-President and Assistant Secretary  
Morgan, Clayland T..... Assistant to President  
Myers, J. Robert..... Budget Officer

### Advertising & Promotion Department

Hammond, Charles P..... Director  
Bisson Harold E..... Manager, Promotion Production  
Ecclesine, Joseph..... Manager Network Promotion  
Rumple, Barry T..... Manager, Research Division  
Gaines, James M..... Assistant Director of Promotion  
Myles, Marion W..... Creative Assistant  
Forrest, Arthur L.....

Manager Public Service Promotion  
De Salisbury, Edward..... Manager WEAJ Promotion  
Cusack, Parmelee..... Art Director

### Continuity Acceptance Department

Mason, Joseph..... Manager

### Controller's Department

McKeon, Harry F..... Controller  
Kelly, Harold M..... Assistant Controller  
McGeachie, Hugh R..... Assistant Controller

### Engineering Department

Hanson, O. B..... Vice-President and Chief Engineer  
Clarke, William A.,

Manager of Technical Services  
Guy, R. F..... Radio Facilities Engineer  
McElrath, George..... Operating Engineer  
Rackey, C. A..... Audio & Video Facilities Engineer  
Shelby, R. E..... Development Engineer  
Wankel, F. A..... Eastern Division Engineer

### General Service Department

Lowell, Edward M..... Director  
Thompson, W. R..... Assistant to Director  
Monahan, George, Manager of Protection Division

### Guest Relations Department

Herrick, Dwight..... Acting Manager  
Peterson, Victor..... Assistant Manager  
Walker, Albert..... Assistant Manager  
Wahlstrom, John..... Acting Executive Asst. Mgr.

### Information Department

Dale, Albert E..... Director of Information  
Kuhn, Irene..... Assistant Director  
Barnard, Anita

Manager of Correspondence Division

### International Relations- Television- New Developments

Royal, John F..... Vice-President In Charge

### International Shortwave Department

Bate, Fred..... Manager

### Television Department

Williams, John T..... Manager

### Legal Department

Ashby, A. L..... Vice-President & General Counsel  
King, John P..... Attorney  
Ladner, Henry..... Asst. Gen. Counsel  
McCrossin, Edward J..... Attorney-Chicago  
McDonald, Jos. A..... Asst. Gen. Counsel  
Oll'phant, S. R..... Attorney  
Tatum, Donn B..... Attorney-Hollywood  
Wright, Gordon, Zachry, Parlin & Cahill  
New York & Washington Counsel

### National Spot Sales Dept.

McConnell, James V..... Manager  
Tilenius, William O..... Assistant Manager  
Roux, Willan C..... Assistant Manager

### News & Special Events Dept.

Brooks, William..... Director  
Mack, Lathrop

Asst. Mgr. in Charge of Special Events  
McCall, Francis..... Manager of Operations  
Schneider, Adolph..... Asst. Mgr. in Charge of News

### Personnel Department

de la Ossa, Ernest..... Personnel Director

### Press Department

McKay, John..... Manager  
Eiges, Sydney H..... Assistant Manager

### Program Department

Menser, Clarence L..... Vice-President in charge  
Campbell, Ralph P..... Administrative Asst. to V.-P.  
Almonte, J. de Jara..... Night Program Manager  
Belviso, Thomas H..... Manager, Music Library  
Black, Frank..... General Music Director  
Brainerd, Bertha..... Assistant to Vice-President  
Chotzinoff, Samuel..... Manager of Music Division  
Damosch, Walter..... Music Counsellor  
Kelly, Patrick J..... Mgr. of Announcers  
Knopfke, Frederick G..... Sound Effects Manager  
Shervey, Helen..... Booking Office & Bus. Mgr.  
Stern, William..... Director of Sports  
McDonagh, Richard..... Acting Manager of Script  
Wright, Wynn..... Eastern Program Manager  
Kelly, N. Ray..... Manager, Production Division

### Public Service Department

Angell, James Rowland.. Public Service Counselor  
Miller, William Burke..... Manager  
Cuthbert, Margaret

Director of Women's & Children's Programs  
Fisher, Sterling..... Asst. Pub. Serv. Counselor  
Jordan, Max..... Director of Religious Broadcasts  
Wagner, Jane

Director, War Activities for Women  
Corw'ith, Doris..... Assistant to Counselor



KEYSTONE

*brings you*

AMERICA'S VAS

*Beyond Metropolitan*  
MARKET

SILVER PLATTER BY CARTIER

*on a Silver Platter*

# THIS IS

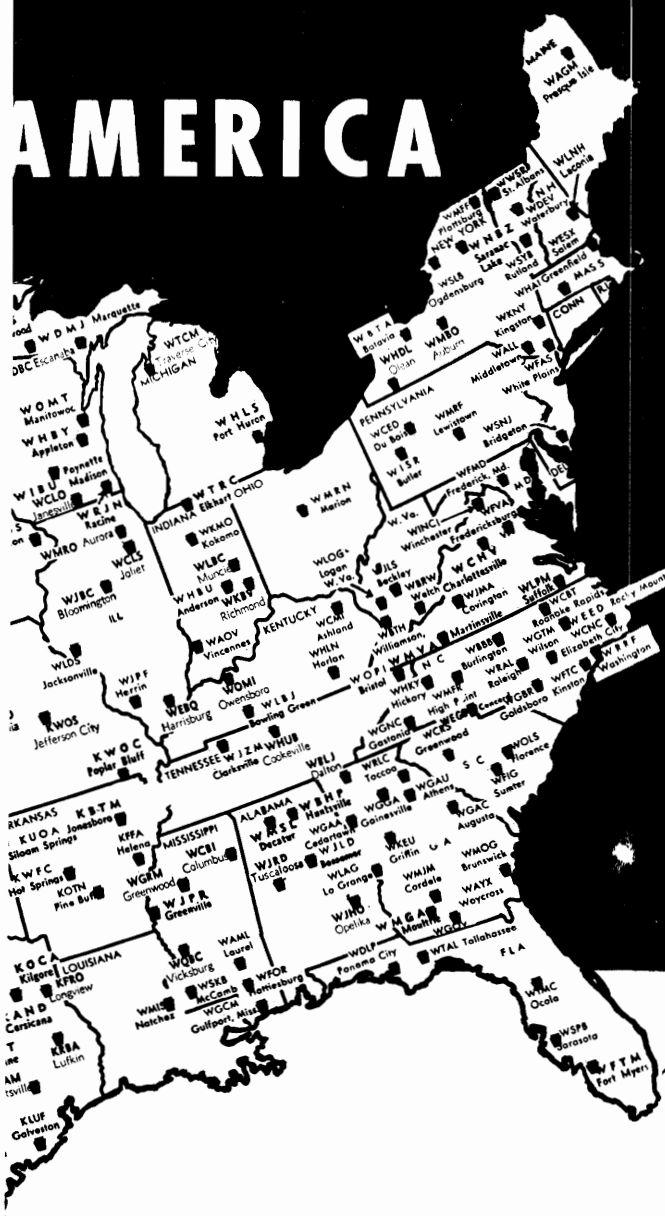
# Beyond Metropolitan\*



The facts make it clear that *Beyond Metropolitan* Markets are essential for thorough national coverage.

# THIS IS THE KEYSTONE

# AMERICA



\*The vital small-town and rich rural areas which receive either no coverage at all, or no dependable coverage, from major wired networks or metropolitan stations.

These choice markets encompass one third of the nation. They are composed of cities and towns having 50,000 population and under. Cities and towns of this size account for

- 49% of total U. S. Retail Sales
- 53% of total U. S. Food Sales
- 47% of total U. S. Drug Sales

(Source: U. S. Dep't. of Commerce)

The prosperity of *Beyond Metropolitan* America is at an all-time high. It stems from permanent developments—construction; airports; increases in housing, population, stores; agrarian plants; hospitals—which will continue in post-war years.

The 200 affiliated KBS stations—linked by transcription—penetrate and dominate these lucrative *Beyond Metropolitan* Markets. They supplement major wired broadcast chains, supplying missing links, strengthening weak links. KEYSTONE is the ONLY network covering *Beyond Metropolitan* America EXCLUSIVELY!

# BROADCASTING SYSTEM

Help Yourself to

AMERICA'S VAST  
*Beyond Metropolitan*  
MARKET

... at mass market per capita cost!

The entire *Beyond Metropolitan* land of plenty is delivered to you by Keystone, at a cost per capita and per thousand radio homes as little as, and often less than, the cost in metropolitan markets. Group buying does it!

STREAMLINED...

200 stations handled in one transaction!

ONE time order

ONE time clearance

ONE schedule

ONE mechanics operation

ONE source for affidavits

ONE invoice

Each year, more and more national advertisers are using KBS with great success. Join them! Capture

*Beyond Metropolitan* America through Keystone.

## KEYSTONE BROADCASTING SYSTEM, INC.

134 No. LaSalle Street  
Chicago 2, Illinois  
Tel: STate 4590

580 Fifth Avenue  
New York 19, New York  
Tel: LOngacre 3-2221

5331 Hollywood Boulevard  
Hollywood 28, California  
Tel: HEmpstead 0460

# REGIONAL NETWORKS

## The American Network

60 East 42nd St., New York, N. Y.  
Phone MUrray Hill 2-7947

### PERSONNEL

President..... John Shepard, 3rd  
Executive Vice-President..... Wm. B. Lewis  
Treasurer..... Walter J. Damm  
Secretary..... Robert Ide

This network consists of FM stations

★

## Arizona Broadcasting Co.

(ABC Network)  
711 Heard Bldg., Phoenix, Ariz.  
Phone 4-4161

### PERSONNEL

President..... R. B. Williams  
Manager..... Dick Lewis  
Commercial Manager..... Dick Heath  
Promotion Manager..... K. M. Pennington

### STATIONS

KTAR; Phoenix; KVOA, Tucson; KYUM,  
Yuma; KGLU, Safford; KCRJ, Jerome; KWJB,  
Globe KYCA, Prescott.

### BRANCH OFFICE

48 East Broadway, Tucson, Ariz.  
Phone 3703

Executive In Charge..... R. B. Williams

### NATIONAL REPRESENTATIVE

Paul H. Raymer Company

★

## The Arizona Network

836 N. Central Ave., Phoenix, Ariz.  
Phone: 4-4144

### PERSONNEL

Business Manager..... Albert D. Johnson  
Program Director..... J. R. Williams  
Commercial Manager..... John L. Hogg  
Chief Engineer..... F. A. Higgins  
KTUC Manager..... Lee Little  
KSUN Manager..... Carleton Morris

### STATIONS

KOY, Phoenix; KTUC, Tucson; KSUN, Bis-  
bee-Douglas.

### NATIONAL REPRESENTATIVE

John Blair & Company

## Arrowhead Network

WEBC Bldg., Duluth, Minn.

### PERSONNEL

General Manager..... W. C. Bridges  
Director of Operations..... H. E. Westmoreland  
Promotion Manager..... H. H. Sonnenburg  
WMGF Manager..... Harry Hyett  
WHLB Manager..... Greg Rouleau

★

### STATIONS

WEBC, Duluth, Minn.; WMFG, Hibbing,  
Minn.; WHLB, Virginia, Minn.

### REPRESENTATIVE

George P. Hollingbery Co.

★

## Associated Broadcasting Corp.

500 Keeler Bldg., Grand Rapids, 2, Mich.  
Telephone: 9-0208

### OFFICERS

President..... L. A. Veraluis  
Exec. Vice-President..... Roy C. Kelley  
General Manager..... Clayton Kuning  
Stations Relations..... W. G. Henderson

### FUNCTION

This network has been formed to operate only  
as a per-occasion network and for the time  
being, will confine the scope of its operations  
to handling only the leading religious programs.

★

## Atlantic Coast Network, Inc.

501 Madison Ave., New York, N. Y.  
Phone: PLaza 3-1535

President..... Harold A. Lafount

### STATIONS

WNEW, New York, N. Y.; WCOP, Boston,  
Mass.; WNBC, Hartford, Conn.; WELL, New  
Haven, Conn.; WPEN, Philadelphia, Pa.

# THE CONNECTICUT STATE NETWORK



IS THE KEY TO THIS RICH MARKET

## Connecticut State Network

270 Atlantic St., Stamford, Conn.

Phone: Stamford 4-7575

### PERSONNEL

President.....Harold H. Meyer  
Director.....Dewey Long  
Director.....Harold Thomas  
Director.....Richard Davis  
Director.....Gerald Morey  
Director.....Levon Thomas

### STATIONS

WNBC, Hartford; WNAB, Bridgeport; WATR, Waterbury; WSRR, Stamford; WNLC, New London; WELL, New Haven.

### REPRESENTATIVES

He'len Wood, New York  
Bertha Bannan (Boston)

★

## The Cowles Group

Des Moines Register and Tribune Building,  
Des Moines, Ia.

Phone: 3-2111

### PERSONNEL

President.....Gardner Cowles, Jr.  
Vice-President.....John Cowles  
Vice-President and Treasurer.....Luther L. Hill  
Vice-President.....Sumner Quarton  
Vice-President.....Craig Lawrence  
Vice-President.....Phil Hoffman  
National Sales Manager.....H. T. Enns  
Com. Manager (Des Moines).....Robert Dillon  
Com. Manager (Cedar Rapids).....W. B. Quarton  
Com. Manager (Yankton).....Phil Hoffman

### STATIONS

KSO, Des Moines; KRNT, Des Moines; WMT, Waterloo-Cedar Rapids; WNAX, Yankton-Sioux City.

### BRANCH OFFICES

Paramount Theater Bldg., Cedar Rapids, Ia.  
Manager.....Sumner Quarton  
Russell Lamson Hotel, Waterloo, Ia.  
Manager.....Don E. Inman  
Gurney Bldg., Yankton, S. D.  
Manager.....Phil Hoffman  
Orpheum Theater Bldg., Sioux City, Ia.  
Manager.....Ed La Grave

### NATIONAL REPRESENTATIVE

The Katz Agency

★

## Daniel Boone Regional Network

410 State St., Bristol, Tenn.-Va.

Phone: Dial WOPI

### PERSONNEL

President & Gen. Mgr., WOPI...W. A. Wilson

WKPT General Manager.....Jess Swicegood

### STATIONS

WOPI, Bristol, Tenn.-Va.; WISE, Asheville, N. C.; WKPT, Kingsport, Tenn.

### REPRESENTATIVES

Burn-Smith Co. (New York and Chicago)  
Harry E. Cummings (Jacksonville, Fla.)

★

## Don Lee Broadcasting System

5515 Melrose Ave., Hollywood 38, Calif.

Phone: Hollywood 8111

San Francisco office: 1000 Van Ness Ave.

### PERSONNEL

V-P & General Manager...Lewis Allen Weiss  
V-P & Assistant General Manager

Willet Brown  
General Sales Manager.....Sydney Gaynor  
Assistant Gen. Sales Mgr...Henry Gerstenkorn  
Program Director.....Van Newkirk  
Program Manager.....Sid Fuller  
Publicity Director.....Fair Taylor

### STATIONS

Southern California: KHJ, Los Angeles; KGB, San Diego; KDB, Santa Barbara; KFXM, San Bernardino; KPMC, Bakersfield; KVOE, Santa Ana; KXO, El Centro; KVEC, San Luis Obispo.

Northern California: KFRC, San Francisco; KMYC, Marysville; KHSL, Chico; KVCV, Redding; KYOS, Merced; KDON, Monterey; KIEM, Eureka; KFRE, Fresno.

Northwest (Oregon): KRNR, Roseburg; KALE, Portland; KFJL, Klamath Falls; KORE, Eugene; KOOS, Marshfield; KAST, Astoria; KUIN, Grant Pass; KWIL, Albany.

Northwest (Washington): KMO, Tacoma; KIT, Yakima.

KXRO, Aberdeen; KOL, Seattle; KGY, Olympia; KELA, Centralia; KRKO, Everett; KWLK, Longview; KFIO, Spokane.

### NATIONAL REPRESENTATIVE

John Blair & Co.

★

## Georgia Broadcasting System

(Selling Group; not available as a network)

P. O. Box 270, Columbus, Ga.

Phone: Columbus 2-0601

### PERSONNEL

Executive Manager.....J. W. Woodruff, Jr.

### STATIONS

WATL, Atlanta; WRBL, Columbus; WGPC, Albany.

### NATIONAL REPRESENTATIVE

Spot Sales, Inc.

**Georgia Major Market Trio**

Atlanta Office: Forsyth Bldg.  
 Phone: Walnut 8441  
 Macon Office: 666 Cotton Ave.  
 Phone: 3131-2  
 Savannah Office: 516 Abercorn St.  
 Phone: 2-127-8-9

**PERSONNEL**

Associate Manager (WGST).....Frank Gaither  
 General Manager (WMAZ).....Wilton E. Cobb  
 General Manager (WTOC).....W. T. Knight

**STATIONS**

WGST, Atlanta; WMAZ, Macon; WTOC, Savannah.

**REPRESENTATIVE**  
 The Katz Agency



**Kansas State Network**

c/o Don Davis, Scarritt Bldg., Kansas City, Mo.  
 Phone: Harrison 1161

**PERSONNEL**

Sales Manager.....Don Davis  
 Program Co-Ordinator.....John Wahlstedt

**EXECUTIVE COMMITTEE**

Robert Lindsey (KFBI); Owen Ba'ch (KSAL);  
 J. Nelson Rupard (KTSW); Clem Morgan (KVGB); John Schilling (WHB).

**STATIONS**

WHB, Kansas City (Mo.); KFBI, Wichita;  
 KSAL, Salina; KTSW, Emporia; KVGB, Great Bend.



**The Lone Star Chain**

806 Tower Petroleum Bldg., Dallas

**PERSONNEL**

Managing Director.....Ken L. Sibson  
 Operating Committee.....O. L. Taylor

**STATIONS**

KGKO, Fort Worth-Dallas; KXYZ, Houston;  
 KRIS, Corpus Christi; K TSA, San Antonio;  
 KRGV, Weslaco; KGNC, Amarillo; KFDM,  
 Beaumont (supplementary).

**NATIONAL REPRESENTATIVES**  
 Howard H. Wilson Co.



**Maryland All-Home Network**

10 East North Ave., Baltimore, Md.  
 Phone: Mulberry 1300

**STATIONS**

WFBR, Baltimore, Md.; WBOC, Salisbury,  
 Md.; WJEJ, Hagerstown, Md.

**Mason-Dixon Radio Group**

8 W. King St., Lancaster, Pa.  
 Phone 5252

**PERSONNEL**

General Manager.....Clair R. McCollough  
 Sales Manager.....J. Robert Gulick  
 Technical Director.....J. E. Mathiot

**STATIONS**

WDEL, Wilmington, Del.; WORK, York, Pa.;  
 WKBO, Harrisburg, Pa.; WGAL, Lancaster, Pa.;  
 WAZL, Hazleton, Pa.; WEST, Easton, Pa.;  
 WILM, Wilmington, Del.

**NATIONAL REPRESENTATIVE**

Paul H. Raymer Co.



**Michigan Radio Network**

Operated by the King-Trendle Broadcasting Corp.

Stroh Bldg., Detroit, Mich.  
 Phone: Cherry 8321

**PERSONNEL**

President-Treasurer.....George W. Trendle  
 Secretary-General Manager.H. Allen Campbell  
 Vice-President.....John H. King

**STATIONS**

WXYZ, Detroit (Key Station); WBCM, Bay City;  
 WFDF, Flint; WJIM, Lansing; WIBM, Jackson;  
 WELL, Battle Creek; WLAV, Grand Rapids;  
 WSOO, Saulte Ste. Marie; WDBC, Escanaba;  
 WDMJ, Marquette; WHDF, Calumet.

**REPRESENTATIVE**

Paul H. Raymer Co.



**Mountain & Plain Network**

Albany Hotel, Denver, Colo.  
 Phone: Keystone 0178

**PERSONNEL**

Sales Manager.....Gene O'Fallon  
 Manager of Station Relations....Frank Bishop

**STATIONS**

KFEL, Denver; KFKA, Greeley, Colo.; KFXJ,  
 Grand Junction, Colo.



**Intermountain Network**

c/o KLO, Salt Lake City, Ogden, Utah  
 Phone: 5721

**PERSONNEL**

General Manager.....George C. Hatch  
 Sales & Gen. Manager.....Lynn L. Meyer  
 Public Relations Director.....Arthur Gaeth  
 Production Manager.....Merrill J. Bunnell  
 Chief Engineer.....W. D'Orr Cozzens



### STATIONS

KLO, Salt Lake City, Ogden; KVNU, Logan, Utah; KOVO, Provo; KEUB, Price; KSUB, Cedar City.

### BRANCH OFFICES

248 S. Main St., Salt Lake City, Utah  
Phone: 5-2831

In Charge.....Lynn L. Meyer

### REPRESENTATIVE

Joseph Hershey McGillvra, Inc.



## Minnesota Radio Network

c/o KSTP, Hotel Saint Paul, St. Paul, Minn.  
Phone, Cedar 5511

Sales Office: c/o KSTP, Hotel Radisson, Minneapolis, Minn.

Phone: Bridgeport 3222

### PERSONNEL

General Manager.....Stanley E. Hubbard  
Treasurer.....Kenneth M. Hance  
Sales Manager.....Ray C. Jenkins

### STATIONS

KSTP, St. Paul-Minneapolis, Minn. (Key station); WEBC, Duluth, Minn.; KYSM, Mankato, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; KROC, Rochester, Minn.; KFAM, St. Cloud, Minn.; KFYR, Bismarck, N. D.; WDAY, Fargo, N. D.; WEAU, Eau Claire, Wisc.

### NATIONAL REPRESENTATIVE

Edward Petry & Co.



## New England Regional Network

26 Grove St., Hartford, Conn.

Phone: Hartford 2-3181

### PERSONNEL

Chairman.....Paul W. Morency  
Lee B. Wailes, John J. Boyle, Wm. H. Rines, Thompson L. Guernsey.

### STATIONS

WBZ, Boston, Mass.; WCSH, Portland, Me.; WJAR, Providence, R. I.; WLBZ, Bangor, Me.; WTIC, Hartford, Conn.; WFEA, Manchester, N. H.; WRDO, Augusta, Me.

### REPRESENTATIVE

Weed & Company



## North Central Broadcasting System, Inc.

First National Bank Bldg., St. Paul, Minn.

Phone: Cedar 8579

### PERSONNEL

President-General Manager.....John W. Boler  
Vice-President.....Don Clayton  
Secretary.....E. Iverson

### STATIONS

KVFD, Fort Dodge, Ia.; WJMS, Ironwood, Mich.; KATE, Albert Lea, Minn.; KVOX, Fargo-Moorhead, Minn.; KGDE, Fergus Falls, Minn.; WMFG, Hibbing, Minn.; WLOL, Minneapolis-St. Paul, Minn.; WHLB, Virginia, Minn.; KWLM, Willmar, Minn.; KWNO, Winona, Minn.; KGCU, Bismarck-Mandan, N. D.; KDLR, Devils Lake, N. D.; KSJB, Jamestown, N. D.; KLPM, Minot, N. D.; KABR, Aberdeen, S. D.; WATW, Ashland, Wisc.; WEAU, Eau Claire, Wisc.; WDSM, Superior, Wisc.; WHDF, Calumet, Mich.; WDBC, Escanaba, Mich.; WDMJ, Marquette, Mich.

### BRANCH OFFICE

360 N. Michigan Ave., Chicago, Ill.  
8 East 41st St., New York, N. Y.



## Northern Broadcasting & Publishing, Ltd.

Thomson Bldg., Timmins, Ont., Canada

Phone: 500

### PERSONNEL

President.....R. H. Thomson  
Secretary-Treasurer.....S. F. Chapman  
General Manager.....Jack K. Cooke  
Manager (CKGB).....T. Morrow  
Manager (CJKL).....D. Carr  
Manager (CFCH).....Cliff Pickrem  
Manager (CKRN).....J. Legault  
Manager (CKVD).....L. Godin  
Manager (CHEX).....H. Cooke  
Manager (CKWS).....J. Davidson

### STATIONS

CKGB, Timmins, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CKVD, Val D'Or, Que.; CHAD, Amos, Ont.; CKRN, Rouyn-Noranda, Que.; associated with CKWS, Kingston, Ont.; and CHEX, Peterborough, Ont.

### BRANCH OFFICES

Bank of Commerce Bldg., Toronto, Ontario  
Manager.....R. Leslie  
1010 University Tower, Montreal, Quebec  
Manager.....Roy Hoff



## Oklahoma Metropolitan Line

c/o KOMA, Biltmore Hotel  
Oklahoma City, Okla.

Phone: 2-3291

c/o KTUL, 320 S. Boston Ave., Tulsa, Okla.

Phone 2-3191

### PERSONNEL

General Manager (KOMA).....Kenyon Brown  
General Manager (KTUL).....John Esau

### NATIONAL REPRESENTATIVE

Free & Peters, Inc.

**The Oklahoma Network**

APCO Tower, Oklahoma City, Okla.

PERSONNEL

President-Managing Director..Robert D. Enoch  
 Vice-President.....Tams Bixby, Jr.  
 Secretary-Treasurer.....Milton B. Garber  
 Managing Director.....Robert D. Enoch

STATIONS

KTOK, Oklahoma City; KGFF, Shawnee;  
 KBIX, Muskogee; KCRC, Enid; KADA, Ada;  
 KOME, Tulsa; KVSO, Ardmore.

NATIONAL REPRESENTATIVE

Radio Advertising Co.



**Pacific Broadcasting Co.**

914 Broadway, Tacoma 3, Wash.

Phone: Main 4144

PERSONNEL

General Manager.....Carl E. Haymond  
 Commercial Manager.....J. A. Murphy  
 Traffic Manager.....John K. Clarke  
 Auditor.....Paul F. Benton

STATIONS

Oregon: KALE, Portland; KFJL, Klamath Falls; KOOS, Marshfield; KRNR, Roseburg; KORE, Eugene; KAST, Astoria; KWIL, Albany. Washington: KGY, Olympia; KELA, Centralia; KIT, Yakima; KMO, Tacoma; KOL, Seattle; KFIO, Spokane; KRKO, Everett; KXRO, Aberdeen; KWLK, Longview; KUIN, Grants Pass. Idaho: KWAL, Wallace.

REPRESENTATIVE

John Blair & Co.



**The Pennsylvania Network**

1622 Chestnut St., Philadelphia, Pa.

Phone Locust 7700

PERSONNEL

Manager.....Leon Levy

STATIONS

WCAU, Philadelphia (key station); WGAL, Lancaster; WORK, York; WAZL, Hazleton; WEST, Easton; WSAN, Allentown; WFBG, Altoona; WERC, Erie; WLEU, Erie; WHP, Harrisburg; WKBO, Harrisburg; WJAC, Johnstown; WKST, New Castle; KDKA, Pittsburgh; WJAS, Pittsburgh; KQV, Pittsburgh; WCAE, Pittsburgh; WRAW, Reading; WARM, Scranton; WGBI, Scranton; WKOK, Sunbury; WJPA, Washington; WBRE, Wilkes-Barre; WBAX, Wilkes-Barre; WRAC, Williamsport; (Harris-

burg, Scranton, Wilkes-Barre, Pittsburgh and Erie stations optional).



**Quaker Network**

Widener Bldg., Philadelphia, Pa.  
 Phone: Rittenhouse 6900

PERSONNEL

General Manager.....Roger W. Clipp

STATIONS

WFIL, Philadelphia; WEST, Easton; WORK, York; WAZL, Hazleton; WGAL, Lancaster; WGBI, Scranton; WBRE, Wilkes Barre; WKBO, Harrisburg; WKOK, Sunbury; WRAC, Williamsport; WFBG, Altoona; WJAC, Johnstown; WLEU, Erie; WSAN, Allentown; WWSW, Pittsburgh; WSNJ, Bridgeton, N. J.



**Radio Programas de Mexico**

Ayuntamiento No. 54; P. O. Box 1324

Mexico City, Mexico

Phones: L-13-73; J-29-01; 12-65-44

PERSONNEL

President.....Emilio Azcarraga  
 Manager.....Clemente Serna Martinez

STATIONS

Key Stations: XEW-XEWW, Mexico City, Mex.; XEQ-XEQQ, Mexico City, Mex.

Affiliated Stations: XEKJ, Acapulco, Gro.; XEBI, Aguascalientes, Aqs.; XELY, Aguascalientes, Aqs.; XEJT, Celaya, Gto.; XEBA, C. Guzman, Jal.; XEP, C. Juarez, Chih.; XEBJ, C. Victoria, Tamps.; XEA, Campeche, Camp.; XECW, Córdoba, Ver.; XESA, Culiacan, Sin.; XEBL, Culiacan, Sin.; XEFI, Chihuahua, Chih.; XEBU, Chihuahua, Chih.; XEE, Durango, Dgo.; XEMA, Fresnillo, Zac.; XEDK, Guadalajara, Jal.; XEHL, Guadalajara, Jal.; XEBH, Hermosillo, Son.; XEHQ, Hermosillo, Son.; XEBO, Irapuato, Gto.; XEJA, Jalapa, Ver.; XERZ, León, Gto.; XERW, León, Gto.; XER, Linares, N. L.; XECF, Los Mochis, Sin.; XEOX, Los Mochis, Sin.; XEAM, Matamros, Tamps.; XERJ, Mazatlán, Sin.; XEME, Mérida, Yuc.; XEFC, Mérida, Yuc.; XEDW, Minatitlán, Ver.; XEI, Morelia, Mich.; XELQ, Morelia, Mich.; XEFB, Monterrey, N. L.; XEMR, Monterrey, N. L.; XEGL, Navojoa, Son.; XEFE, Nuevo Laredo, Tamps.; XEAX, Oaxaca, Oax.; XETQ, Orizaba, Ver.; XEJR, Parral, Chih.; XEMU, Piedras, Negras, Coah.; XEHR, Puebla, Pue.; XEJX, Querétaro, Qro.; XEBX, Sabinas, Coah.; XEDE, Sañillo, Coah.; XEKS, Saitillo, Coah.; XECS, San Luis Potosí, S. L. P.; XEBM, San Luis Potosí, S. L. P.; XES, Tampico, Tamps.; XETU, Tampico, Tamps.; XETS, Tapachula, Chis.; XERK, Tepic, Nay.; XEXT, Tepic, Nay.; XEBP, Torreón, Coah.; XETL, Tuxpan, Ver.; XEUF, Uruapan, Mich.;

XEHV, Veracruz, Ver.; XEU, Veracruz, Ver.;  
XEGC, Zamora, Mich.



### South Central Quality Network

Address Individual Stations

#### PERSONNEL

Manager (WMC).....H. W. Slavick  
Manager (WJDX).....Wiley Harris  
Manager (WSMB).....H. Wheelahan  
Manager (KARK).....G. E. Zimmerman  
Manager (KWKH).....John C. McCormack  
Manager (KTBS).....John C. McCormack



### Southern Minnesota Network

c/o KYSM, 101 N. Second St., Mankato, Minn.  
c/o KATE, Albert Lea, Minn.  
c/o KROC, 100 First Ave. Bldg.,  
Rochester, Minn.

#### PERSONNEL

KYSM Manager.....John F. Meagher  
KATE Manager.....Ed. L. Hayek  
KROC Manager.....Gerald H. Wing

#### STATIONS

KATE, Albert Lea, Minn.; KYSM, Mankato,  
Minn.; KROC, Rochester, Minn.

#### NATIONAL REPRESENTATIVE

John E. Pearson Company



### South Texas Radio Package

2700 Smith Young Tower, San Antonio, Texas  
Phone: Cathedral 6211

#### STATIONS

KMAC, San Antonio, Texas; KPAB, Laredo,  
Texas; KWBU, Corpus Christi, Texas; KTBC,  
Austin, Texas.



### The Texas Quality Network

Address Individual Stations

The Texas Quality Network is a cooperative  
group of stations, each outlet being a sales  
office for the other.

#### PERSONNEL

Manager (WFAA).....Martin Campbell  
Manager (WBAP).....George Cranston  
Manager (WOAI).....Hugh A. L. Half  
Manager (KPRC).....Kern Tips

#### STATIONS

WFAA, Dallas 2; WBAP, Fort Worth 2;  
WOAI, San Antonio 6; KPRC, Houston 2.

#### NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.



### Texas State Network

1201 West Lancaster Ave., Fort Worth, Texas  
Phone: 3-9363

#### PERSONNEL

President.....Ruth G. Roosevelt

General Manager.....Gene L. Cagle  
Vice-President.....Robert K. Hanger  
Assistant General Manager...Frances Griffith  
Merchandising Director.....L. R. Duffy  
Program Director.....Boyd Kelley  
Chief Accountant.....D. C. Hornburg  
Traffic Manager.....Forrest Clough  
Chief Engineer.....Truett Kimzey

#### STATIONS

KFJZ, Fort Worth; KRBC, Abilene; KGKL,  
San Angelo; KBST, Big Spring; KRLH, Midland;  
KRRV, Sherman-Denison; KPLT, Paris; KNOW,  
Austin; KABC, San Antonio; KVWC, Vernon;  
KTEM, Temple; WRR, Dallas; KFYO, Lubbock;  
KFDA, Amarillo; KCMC, Texarkana; WACO,  
Waco.

#### NATIONAL REPRESENTATIVE

Weed & Co.



### The Tobacco Network

P. O. Box 1150, Raleigh, North Carolina  
Phone 6411

#### PERSONNEL

President.....Paul Moyle, WFNC  
Vice-President.....Fred Fletcher, WRAL  
Secretary.....Harry Bright, WGBR  
Treasurer.....Allen Wannamaker, WGTM  
Sales Manager.....C. Durham Moore  
Program Director.....Ray Reeve

#### STATIONS

WFNC, Fayetteville, N. C.; WGBR, Golds-  
boro, N. C.; WRAL, Raleigh, N. C.; WGTM,  
Wilson, N. C.; WGTC, Greenville, N. C.

#### NATIONAL REPRESENTATIVES

The Walker Company



### Tri-City Stations of Virginia

Allied Arts Bldg., Lynchburg, Va.  
Phone: 3032

#### PERSONNEL

Manager.....Philip P. Allen  
Traffic Manager.....Katherine Grasty

#### STATIONS

WSLS, Roanoke; WLVA, Lynchburg; WBTM,  
Danville.



### West Virginia Network

1016 Lee St., Charleston, W. Va.  
Phone: 28-131

#### PERSONNEL

President.....John A. Kennedy  
Managing Director.....Howard L. Chernoff

• • • REGIONAL NETWORKS • • •

Sales Manager..... Marshall Rosene  
 Promotion Manager..... Sam Molen  
 Program Director..... Joseph Herget  
 Director of War Programs..... Virgil L. Schmit  
 Chief Announcer..... Joseph Herget  
 Musical Director..... Leah Perry  
 Chief Engineer..... Odes Robinson  
 WBLK Manager..... George Blackwell  
 WPAR Manager..... George Clinton  
 WSAZ Manager..... Flem J. Evans

STATIONS

WCHS, Charleston; WPAR, Parkersburg;  
 WBLK, Clarksburg; WSAZ, Huntington.

NATIONAL REPRESENTATIVE

The Branham Co.



**Wisconsin Network, Inc.**

Wisconsin Rapids, Wisc.

PERSONNEL

President..... W. F. Huffman  
 Assistant to President..... Geo. T. Frechette

STATIONS

WRJN, Racine; WCLO, Janesville; WIBU,  
 Poynette; WHBL, Sheboygan; WHBY, Apple-  
 ton; WFHR, Wisconsin Rapids; KFIZ, Fond du  
 Lac; WSAU, Wausau; Associate Stations:  
 WEMP, Milwaukee; WTAQ, Green Bay;  
 WMAM, Marinette.



**The Wolverine Network**

6 Fountain St. NE., Grand Rapids, Mich.

Phone: 6-5461

President..... Roy C. Kelley  
 Manager..... Hy M. Steed

STATIONS

WLAV, Grand Rapids (Key Station); WTCM,  
 Traverse City; WHLS, Port Huron, WJLB, De-  
 troit; WKBZ, Muskegon.

AFFILIATED STATIONS

WJJD, Chicago, Illinois; WIND, Chicago-  
 Gary, Ind.



**The Yankee Network**

21 Brookline Ave., Boston 15, Mass.

Phone: Commonwealth 0800

PERSONNEL

Chairman of Board-General Manager  
 John Shepard 3rd  
 President ..... William O'Neil  
 Executive Vice-President..... Linus Travers

Controller..... Robert F. Ide  
 Assistant Controller ..... Howard F. Wright  
 Station and Sales Relations..... Gerald Harrison  
 Sales Executive..... Gordon Jenkins  
 Editor, Yankee, Network News Service,  
 Robert Meyers

Director of Merchandising and Promotion,  
 James S. Powers  
 Director of Merchandising,  
 Arthur Lathrop

Director of Publicity..... Phyllis Doherty  
 Director of Special Events..... Herbert Rice  
 Chief Engineer..... Irving Robinson  
 Program Director..... Eleanor Geer  
 War Program Manager..... Geo. W. Steffy  
 Production Director..... Herbert Rice

EXECUTIVE COMMITTEE

William O'Neil, Chairman; John Shepard  
 3rd, Vice-Chairman; James W. Haggerty.

BOARD OF DIRECTORS

William O'Neil; Loren Angus McQueen;  
 Samuel Smith Poor; James W. Haggerty; John  
 Shepard 3rd; Henry Linus Travers.

STATIONS

WNAC, Boston; WHTT, Hartford; WEAN,  
 Providence; WAAB, Worcester; WICC, Bridge-  
 port; WCSH, Portland; WLBZ, Bangor; WFEA,  
 Manchester; WSAR, Fall River; WHEB, Ports-  
 mouth, N. H.; WLLH, Lowell and Lawrence;  
 WLNH, Laconia; WRDO, Augusta; WNLG, New  
 London; WHAL, Greenfield; WCOU, Lewiston  
 and Auburn; WBRK, Pittsfield; WSYB, Rutland,  
 Vt.; WATR, Waterbury, Conn.; WEIM, Fitch-  
 burg; WHYN, Holyoke.

BRANCH OFFICES

604 State Mutual Bldg., Worcester 8, Mass.

Phone: Worcester 6-1411

Sales Manager ..... Mrs. Dorothy B. Robinson  
 Crown Hotel, Providence 2, R. I.

Phone: DEXter 1500

WEAN Manager..... Jos. Lopez

Hotel Stratfield, Bridgeport 1, Conn.

Phone: Bridgeport 6-1121

WICC Manager..... Joseph Lopez

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.



**Z Net**

P. O. Box 1956, Butte, Montana

Phone: 22-3-44

PERSONNEL

Manager..... E. B. Craney

STATIONS

KGIR, Butte; KPFA, Helena; KRBM, Bozeman.

NATIONAL REPRESENTATIVE

The Walker Co.



# STATIONS

of the United States



*Standard Stations*



*Standard Stations*  
*Alphabetically By Call Letter*  
*With Index To Detailed Information*



*Standard Stations*  
*Alphabetically By City*  
*With Their National Network Affiliations*



# INDEX OF THE STANDARD STATIONS OF THE UNITED STATES

*Call Letter—City—Power in Watts—Frequency in Kilocycles (as determined by North American Regional Broadcasting Agreement)  
—Page Number Providing Complete Station Information*

Key to Abbreviations: C.P.—Construction Permit; d—daytime; n—night.



Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KABC	Aberdeen, S. Dak.	1450	250	607
KABR	Ada, Okla.	1420	5000	589
KADA	San Antonio, Tex.	1230	250	555
KALB	Alexandria, La.	1240	250	443
KALE	Portland, Ore.	1330	5000	561
KAND	Corsicana, Tex.	1340	250	601
KANS	Wichita, Kans.	1240	250	438
KARK	Little Rock, Ark.	920	5000	354
KARM	Fresno, Calif.	1430	5000	359
KASA	Elk City, Okla.	1240	100	556
KAST	Astoria, Ore.	1230	250	559
KATE	Albert Lea, Minn.	1450	250	471
KAVE	Carlsbad, N. M.	1240	250	501
KBIX	Muskogee, Okla.	1490	250	556
KBIZ	Ottumwa, Ia.	1240	250	430
KBKR	Baker, Ore.	1490	250	559
KBND	Bend, Ore.	1340	250	560
KBON	Omaha, Nebr.	1490	250	492
KBPS	Portland, Ore.	1450	100	562
KBST	Big Spring, Tex.	1490	100	600
KBTM	Jonesboro, Ark.	1230	250	354
KBUR	Burlington, Ia.	1490	250	427
KBWD	Brownwood, Texas	1380	1000 d., 500 n.	600
KCKN	Kansas City, Kan.	1340	250	435
KCMC	Texarkana, Ark.-Tex.	1450 C. P. 1230	250	609
KCMO	Kansas City, Mo.	1480	5000 d., 1000 n.	483
KCRC	Enid, Okla.	1390	1000	556
KCRJ	Jerome, Ariz.	1340	250	350
KDAL	Duluth, Minn.	610	1000	471
KDB	Santa Barbara, Calif.	1490	250	373
KDFB	Casper, Wyo.	1470	1000	635
KDKA	Pittsburgh, Pa.	1020	50000	577
KDLR	Devils Lake, N. Dak.	1240	250	539

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KDNT . . .	Denton, Tex. ....	1450	100	603
KDON . . .	Monterey, Calif. ....	1240	250	366
KDRO . . .	Sedalia, Mo. ....	1490	250	485
KDTH . . .	Dubuque, Ia. ....	1370	1000	429
KDYL . . .	Salt Lake City, Utah.....	1320	5000	613
KECA . . .	Los Angeles, Calif. ....	790	5000	360
KEEW . . .	Brownsville, Texas .....	1490	250 d., 100 n.	600
KELA . . .	Between Centralia and Chehalis, Wash.	1470	1000	619
KELD . . .	El Dorado, Ark.....	1400	250	353
KELO . . .	Sioux Falls, S. Dak.....	1230	250	589
KENO . . .	Las Vegas, Nev.....	1400	250	493
KERN . . .	Bakersfield, Calif. ....	1410	1000	357
KEUB . . .	Price, Utah .....	1450	250	611
KEVE . . .	Everett, Wash. ....	1460	500	619
KEVR . . .	Seattle, Wash.....	1090	250	620
KEX . . .	Portland, Ore. ....	1190	5000	562
KEYS . . .	Corpus Christi, Texas.....	1490	250	600
KFAB . . .	Lincoln, Nebr. ....	780	10000	489
KFAC . . .	Los Angeles, Calif.....	1330	1000	360
KFAM . . .	St. Cloud, Minn.....	1450	250	476
KFAR . . .	Fairbanks, Alaska .....	610	5000 S.S.A. 660 Kc. 10000 w.	637
KFBB . . .	Great Falls, Mont.....	1310	5000	487
KFBC . . .	Cheyenne, Wyo.....	1240	250	635
KFBI . . .	Wichita, Kans.....	1070	5000 d., 1000 n.	438
KFBK . . .	Sacramento, Calif. ....	1530	10000	368
KFDA . . .	Amarillo, Tex. ....	1230	250	597
KFDM . . .	Beaumont, Tex. ....	560	1000	599
KFEL . . .	Denver, Colo. ....	950	5000	377
KFEQ . . .	St. Joseph, Mo.....	680	5000	484
KFFA . . .	Helena, Ark. ....	1490	250	353
KFGQ . . .	Boone, Ia. ....	1260	250	427
KFH . . .	Wichita, Kansas .....	1330	5000	438
KFI . . .	Los Angeles, Calif.....	640	50000	361
KFIO . . .	Spokane, Wash. ....	1230	250	622
KFIZ . . .	Fond Du Lac, Wisc.....	1450	250	629
KFJB . . .	Marshalltown, Ia. ....	1230	250	430
KFJI . . .	Klamath Falls, Ore.....	1240	100	561
KFJM . . .	Grand Forks, N. Dak.....	1440	1000 d., 500 n.	539
KFJZ . . .	Fort Worth, Tex. ....	1270	5000	603
KFKA . . .	Greeley, Colo. ....	910	1000	379
KFKU . . .	Lawrence, Kansas .....	1250	5000 d., 1000 n.	437
KFMB . . .	San Diego, Calif.....	1450	250	371
KFNF . . .	Shenandoah, Ia. ....	920	1000 d., 500 n.	431
KFOR . . .	Lincoln, Nebr. ....	1240	250	489
KFOX . . .	Long Beach, Calif.....	1280	1000	360
KFPW . . .	Fort Smith, Ark.....	1400	250	353
KFPY . . .	Spokane, Wash. ....	920	5000	622
KFQD . . .	Anchorage, Alaska .....	790	250 (C.P. 1 Kw.)	637
KFRC . . .	San Francisco, Calif.....	610	5000	371
KFRE . . .	Fresno, Calif. ....	1340	250	359
KFRO . . .	Longview, Tex. ....	1370	1000	605

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KFRU . . .	Columbia, Mo. . . . .	1400	250	481
KFSD . . .	San Diego, Calif. . . . .	600	1000	371
KFSG . . .	Los Angeles, Calif. . . . .	1150	2500 d., 1000 n.	360
KFUN . . .	Las Vegas, N. M. . . . .	1230	250	502
KFUO . . .	Clayton, (St. Louis) Mo. . . . .	850	5000	485
KFVD . . .	Los Angeles, Calif. . . . .	1020	1000	361
KFVS . . .	Cape Girardeau, Mo. . . . .	1400	250	481
KFWB . . .	Los Angeles, Calif. . . . .	980	5000	363
KFXD . . .	Nampa, Idaho . . . . .	1230	250	404
KFXJ . . .	Grand Junction, Colo. . . . .	920	1000 d., 500 n.	379
KFXM . . .	San Bernardino, Calif. . . . .	1240	250	369
KFYO . . .	Lubbock, Texas . . . . .	1340	250	606
KFYR . . .	Bismarck, N. Dak. . . . .	550	5000	539
KGA . . . .	Spokane, Wash. . . . .	1510	10000	622
KGB . . . .	San Diego, Calif. . . . .	1360	1000	371
KGBS . . .	Harlingen, Texas . . . . .	1240	250	604
KGBX . . .	Springfield, Mo. . . . .	1260	5000	485
KGCU . . .	Mandan, N. Dak. . . . .	1270	250	540
KGCX . . .	Sidney, Mont. . . . .	1480	1000	488
KGDE . . .	Fergus Falls, Minn. . . . .	1230	250 d., 100 n.	471
KGDM . . .	Stockton, Calif. . . . .	1140	5000	374
KGEK . . .	Sterling, Colo. . . . .	1230	100	379
KGER . . .	Long Beach, Calif. . . . .	1390	5000	360
KGEZ . . .	Kalispell, Mont. . . . .	1340	100	487
KGFF . . .	Shawnee, Okla. . . . .	1450	250	558
KGfJ . . .	Los Angeles, Calif. . . . .	1230	100	363
KGFL . . .	Roswell, New Mex. . . . .	1400	100	502
KGFW . . .	Kearney, Nebr. . . . .	1340	250	488
KGfX . . .	Pierre, S. Dak. . . . .	630	200	589
KGGF . . .	Coffeyville, Kans. . . . .	690	1000 d., 500 n.	433
KGGM . . .	Albuquerque, N. Mex. . . . .	1260	1000	501
KGHF . . .	Pueblo, Colo. . . . .	1350	500	379
KGHI . . .	Little Rock, Ark. . . . .	1230	250	354
KGHL . . .	Billings, Mont. . . . .	790	5000	486
KGIR . . .	Butte, Mont. . . . .	1370	5000	487
KGIW . . .	Alamosa, Colo. . . . .	1450	250	377
KGKB . . .	Tyler, Tex. . . . .	1490	250	609
KGKL . . .	San Angelo, Tex. . . . .	1400	250	607
KGKO . . .	Fort Worth, Tex. . . . .	570	5000	603
KGKY . . .	Scottsbluff, Nebr. . . . .	1490	250	492
KGLO . . .	Mason City, Ia. . . . .	1300	5000	430
KGLU . . .	Safford, Ariz. . . . .	1450	250	352
KGMB . . .	Honolulu, Hawaii . . . . .	590	5000	638
KGNC . . .	Amarillo, Tex. . . . .	1440	5000 d., 1000 n.	597
KGNO . . .	Dodge City, Kans. . . . .	1370	1000 d., 250 n.	435
KGO . . . .	San Francisco, Calif. . . . .	810	7500	371
KGU . . . .	Honolulu, Hawaii . . . . .	760	2500	638
KGVO . . .	Missoula, Mont. . . . .	1290	5000 d., 1000 n.	487
KGW . . . .	Portland, Ore. . . . .	620	5000	562



Cali Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KGY . . . .	Olympia, Wash. . . . .	1240	250	620
KHAS . . . .	Hastings, Nebr. . . . .	1230	250	488
KHBC . . . .	Hilo, Hawaii . . . . .	1230	250	638
KHBG . . . .	Okmulgee, Okla. . . . .	1240	250	558
KHJ . . . .	Los Angeles, Calif. . . . .	930	5000	363
KHMO . . . .	Hannibal Mo. . . . .	1340	250	481
KHQ . . . .	Spokane, Wash. . . . .	590	5000	622
KHSL . . . .	Chico, Calif. . . . .	1290	1000	357
KHUB . . . .	Watsonville, Calif. . . . .	1340	250	375
KICA . . . .	Clovis, New Mex. . . . .	1240	250	502
KICD . . . .	Spencer, Ia. . . . .	1240	100	433
KID . . . .	Idaho Falls, Idaho . . . . .	1350	5000 d., 500 n.	404
KIDO . . . .	Boise, Idaho . . . . .	1380	2500 d., 1000 n.	404
KIEM . . . .	Eureka, Calif. . . . .	1480	1000 Conditional	357
KIEV . . . .	Glendale, Calif. . . . .	870	250	359
KILO . . . .	Grand Forks, N. D. . . . .	1440	1000 d., 500 n.	540
KINY . . . .	Juneau, Alaska . . . . .	1460	1000 (C.P. 5000)	637
KIRO . . . .	Seattle, Wash. . . . .	710	50000	620
KIT . . . .	Yakima, Wash. . . . .	1280	1000	624
KIUL . . . .	Garden City, Kans. . . . .	1240	100	435
KIUN . . . .	Pecos, Tex. . . . .	1400	100	607
KIUP . . . .	Durango, Colo. . . . .	1400	250	379
KJBS . . . .	San Francisco, Calif. . . . .	1100	500	372
KJR . . . .	Seattle, Wash. . . . .	1000	5000	620
KLBM . . . .	La Grande, Ore. . . . .	1450	250	560
KLCN . . . .	Blytheville, Ark. . . . .	900	1000	353
KLO . . . .	Ogden, Utah . . . . .	1430	5000	611
KLPM . . . .	Minot, N. Dak. . . . .	1390	1000	540
KLRA . . . .	Little Rock, Ark. . . . .	1010	10000 d., 5000 n.	354
KLS . . . .	Oakland, Calif. . . . .	1310	1000	367
KLUF . . . .	Galveston, Tex. . . . .	1400	250	604
KLX . . . .	Oakland, Calif. . . . .	910	1000	366
KLZ . . . .	Denver, Colo. . . . .	560	5000	378
KMA . . . .	Shenandoah, Iowa . . . . .	960	5000	431
KMAC . . . .	San Antonio, Tex. . . . .	1240	250	608
KMBC . . . .	Kansas City, Mo. . . . .	980	5000	483
KMED . . . .	Medford, Ore. . . . .	1440	1000	561
KMJ . . . .	Fresno, Calif. . . . .	580	5000	359
KMLB . . . .	Monroe, La. . . . .	1230	250	444
KMMJ . . . .	Grand Island, Nebr. . . . .	750	1000	488
KMO . . . .	Tacoma, Wash. . . . .	1360	5000	622
KMOX . . . .	St. Louis, Mo. . . . .	1120	50000	484
KMPC . . . .	Los Angeles, Calif. . . . .	710	10000	364
KMTR . . . .	Los Angeles, Calif. . . . .	570	1000	365
KMYC . . . .	Marysville, Calif. . . . .	1460	250	365
KMYR . . . .	Denver, Colo. . . . .	1340	250	378
KNEL . . . .	Brady, Tex. . . . .	1490	250 d., 100 n.	600
KNET . . . .	Palestine, Tex. . . . .	1460	100	606
KNOW . . . .	Austin, Tex. . . . .	1490	250	597
KNX . . . .	Los Angeles, Calif. . . . .	1070	50000	364

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KOA . . . .	Denver, Colo. . . . .	850	50000	378
KOAC . . . .	Corvallis, Ore. . . . .	550	5000 d., 1000 n.	560
KOAM . . . .	Pittsburg, Kans. . . . .	810	1000	437
KOB . . . .	Albuquerque, New Mex. . . . .	1030	10000 (C.P. 50000 S.S.A. 50000 d., 25000 n., 770 Kc.)	561
KOBH . . . .	Rapid City, S. Dak. . . . .	1400	250	589
KOCA . . . .	Kilgore, Tex. . . . .	1240	250	605
KOCY . . . .	Oklahoma City, Okla. . . . .	1340	250	557
KODL . . . .	The Dalles, Ore. . . . .	1230	250 d., 100 n.	560
KODY . . . .	North Platte, Nebr. . . . .	1460	1 Kw. (C.P. 250 w.)	489
KOH . . . .	Reno, Nev. . . . .	630	1000	493
KOIL . . . .	Omaha, Nebr. . . . .	1290	5000	492
KOIN . . . .	Portland, Ore. . . . .	970	5000	562
KOKO . . . .	La Junta, Colo. . . . .	1400	250	379
KOL . . . .	Seattle, Wash. . . . .	1300	5000	621
KOMA . . . .	Oklahoma City, Okla. . . . .	1520	5000	557
KOME . . . .	Tulsa, Okla. . . . .	1340	250	558
KOMO . . . .	Seattle, Wash. . . . .	950	5000	621
KONO . . . .	San Antonio, Tex. . . . .	1400	250	608
KOOS . . . .	Marshfield, Ore. . . . .	1230	250	561
KORE . . . .	Eugene, Ore. . . . .	1450	250	560
KORN . . . .	Fremont, Nebr. . . . .	1400	250	488
KOTN . . . .	Pine Bluff, Ark. . . . .	1490	250	355
KOVC . . . .	Valley City, N. Dak. . . . .	1490	250	540
KOVO . . . .	Provo, Utah . . . . .	1240	250	611
KOWH . . . .	Omaha, Nebr. . . . .	660	500	492
KOY . . . .	Phoenix, Ariz. . . . .	550	1000	351
KPAB . . . .	Laredo, Tex. . . . .	1490	250	605
KPAC . . . .	Port Arthur, Tex. . . . .	1250	1000	607
KPAS . . . .	Pasadena, Calif. . . . .	1110	10000	367
KPDN . . . .	Pampa, Tex. . . . .	1340	100	606
KPFA . . . .	Helena, Mont. . . . .	1240	250	487
KPHO . . . .	Phoenix, Ariz. . . . .	1230	250	351
KPLC . . . .	Lake Charles, La. . . . .	1490	250	444
KPLT . . . .	Paris, Tex. . . . .	1490	250	607
KPMC . . . .	Bakersfield, Calif. . . . .	1560	1000	357
KPO . . . .	San Francisco, Calif. . . . .	680	50000	372
KPOF . . . .	Denver, Colo. . . . .	910	1000	378
KPOW . . . .	Powell, Wyo. . . . .	1230	250	635
KPTC . . . .	Pasadena, Calif. . . . .	1240	100	368
KPQ . . . .	Wenatchee, Wash. . . . .	1490	250 (C.P. 560 Kc. 1000; S.S.A. 560 Kc., 1000 d., 500 n.)	624
KPRC . . . .	Houston, Tex. . . . .	950	5000	604
KPRO . . . .	Riverside, Calif. . . . .	1440	1000	368
KQV . . . .	Pittsburgh, Pa. . . . .	1410	1000	577
KQW . . . .	San Jose, Calif. . . . .	740	5000	373
KRBA . . . .	Lufkin, Tex. . . . .	1340	250	606
KRBC . . . .	Abilene, Tex. . . . .	1450	250	597
KRBM . . . .	Bozeman, Mont. . . . .	1450	250	486
KRE . . . .	Berkeley, Calif. . . . .	1400	250	357
KRGV . . . .	Weslaco, Tex. . . . .	1290	1000	610
KRIC . . . .	Beaumont, Tex. . . . .	1450	250	599
KRIS . . . .	Corpus Christi, Tex. . . . .	1360	1000	600

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KRJF . . .	Miles City, Mont.....	1340	250	487
KRKD . . .	Los Angeles, Calif.....	1150	2500 d., 1000 n.	365
KRKO . . .	Everett, Wash. ....	1400	250	619
KRLC . . .	Lewiston, Idaho .....	1400	250	404
KRLD . . .	Dallas, Tex. ....	1080	50000	601
KRLH . . .	Midland, Tex. ....	1230	250	606
KRMD . . .	Shreveport, La. ....	1340	250	447
KRNR . . .	Roseburg, Ore. ....	1490	250	563
KRNT . . .	Des Moines, Iowa.....	1350	5000	428
KROC . . .	Rochester, Minn. ....	1340	250	476
KROD . . .	El Paso, Tex.....	600	1000 d., 500 n.	603
KROS . . .	Clinton, Ia. ....	1340	250	427
KROW . . .	Oakland, Calif. ....	960	1000	367
KROY . . .	Sacramento, Calif. ....	1240	100 (C.P. 250 w.)	369
KRRV . . .	Sherman, Tex. ....	910	1000	608
KRSC . . .	Seattle, Wash. ....	1150	1000	621
KSAC . . .	Manhattan, Kans. ....	580	1000 d., 500 n.	437
KSAL . . .	Salina, Kans. ....	1150	1000	438
KSAM . . .	Huntsville, Tex. ....	1490	250	605
KSAN . . .	San Francisco, Calif.....	1450	250	372
KSCJ . . .	Sioux City, Ia.....	1360	5000	431
KSD . . .	St. Louis, Mo.....	550	5000 d., 1000 n.	484
KSEI . . .	Pocatello, Idaho .....	930	1000 d., 250 n.	404
KSFO . . .	San Francisco, Calif.....	560	5000 d., 1000 n.	372
KSJB . . .	Jamestown, N. D.....	1400	250	540
KSKY . . .	Dallas, Texas .....	660	1000	601
KSL . . .	Salt Lake City, Utah.....	1160	50000	613
KSLM . . .	Salem, Ore. ....	1390	1000	563
KSQ . . .	Des Moines, Iowa.....	1460	5000	428
KSOO . . .	Sioux Falls, S. Dak.....	1140	5000	590
KSRO . . .	Santa Rosa, Calif.....	1350	1000	374
KSTP . . .	St. Paul, Minn.....	1500	50000	475
KSUB . . .	Cedar City, Utah.....	1340	100	611
KSUN . . .	Lowell, Ariz. ....	1230	250	351
KSWO . . .	Lawton, Okla.....	1150	250	556
KTAR . . .	Phoenix, Ariz. ....	620	5000	351
KTBC . . .	Austin, Tex. ....	590	1000 d., 250 n.	599
KTBI . . .	Tacoma, Wash. ....	1490	250	623
KTBS . . .	Shreveport, La. ....	1480	1000	447
KTEM . . .	Temple, Tex. ....	1400	250	609
KTFI . . .	Twin Falls, Idaho.....	1270	1000	405
KTHS . . .	Hot Springs, Ark.....	1090	10000 d., 5000 n.	353
KTKC . . .	Visalia, Calif. ....	940	5000	374
KTMS . . .	Santa Barbara, Calif.....	1250	1000	374
KTKN . . .	Ketchikan, Alaska .....	930	1000	637
KTNM . . .	Tucumcari, N. M. ....	1400	250	502
KTOH . . .	Lihue, Hawaii .....	1490	250	638
KTOK . . .	Oklahoma City, Okla.....	1400	250	557
KTRB . . .	Modesto, Calif. ....	860	1000	366
KTRH . . .	Houston, Tex. ....	740	50000	605
KTRI . . .	Sioux City, Ia.....	1450	250	431
KTSA . . .	San Antonio, Tex.....	550	5000 d., 1000 n.	608
KTSM . . .	El Paso, Tex.....	1380	1000 d., 500 n.	603

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KTSW . . .	Emporia, Kans. . . . .	1400	250	435
KTTS . . .	Springfield, Mo. . . . .	1400	250	486
KTUC . . .	Tucson, Ariz. . . . .	1400	250	352
KTUL . . .	Tulsa, Okla. . . . .	1430	5000	558
KTW . . . .	Seattle, Wash. . . . .	1250	1000	621
KUIN . . . .	Grants Pass, Ore. . . . .	1340	250	560
KUJ . . . .	Walla Walla, Wash. . . . .	1420	1000	623
KUOA . . . .	Siloam Springs, Ark. . . . .	1290	5000	355
KUSD . . . .	Vermillion, S. Dak. . . . .	920	500	590
KUTA . . . .	Salt Lake City, Utah. . . . .	570	5000	613
KVAK . . . .	Atchison, Kans. . . . .	1450	100 (C.P. 250)	433
KVAN . . . .	Vancouver, Wash. . . . .	910	500	623
KVCV . . . .	Redding, Calif. . . . .	1230	250	368
KVEC . . . .	San Luis Obispo, Calif. . . . .	1230	250	373
KVFD . . . .	Fort Dodge, Ia. . . . .	1400	250	429
KVGB . . . .	Great Bend, Kans. . . . .	1400	250	435
KVI . . . .	Tacoma, Wash. . . . .	570	5000	623
KVIC . . . .	Victoria, Texas . . . . .	1340	250	610
KVNU . . . .	Logan, Utah . . . . .	1230	250	611
KVOA . . . .	Tucson, Ariz. . . . .	1290	1000	352
KVOD . . . .	Denver, Colo. . . . .	630	5000	378
KVOE . . . .	Santa Ana, Calif. . . . .	1490	250	373
KVOL . . . .	Lafayette, La. . . . .	1340	250	443
KVOO . . . .	Tulsa, Okla. . . . .	1170	50000	559
KVOP . . . .	Plainview, Tex. (C.P. Only) . . . . .	1400	250	607
KVOR . . . .	Colorado Springs, Colo. . . . .	1300	1000	377
KVOS . . . .	Bellingham, Wash. . . . .	1230	250 (C.P. 790 Kc.)	619
KVOX . . . .	Moorhead, Minn. . . . .	1340	250	475
KVRS . . . .	Rock Springs, Wyoming . . . . .	1400	250	635
KVSF . . . .	Santa Fe, N. M. . . . .	1340	100	502
KVSO . . . .	Ardmore, Okla. . . . .	1240	250 d., 100 n.	555
KWVC . . . .	Vernon, Tex. . . . .	1490	250	609
KWAL . . . .	Wallace, Ida. . . . .	1450	250	405
KWAT . . . .	Watertown, S. D. . . . .	1240	250	590
KWBW . . . .	Hutchinson, Kans. . . . .	1450	250	435
KWEW . . . .	Hobbs, New Mexico . . . . .	1490	100	502
KWFC . . . .	Hot Springs, Ark. . . . .	1340	250	354
KWFT . . . .	Wichita Falls, Tex. . . . .	620	5000 d., 1000 n.	610
KWG . . . .	Stockton, Calif. . . . .	1230	100 (C.P. 250)	374
KWIL . . . .	Albany, Ore. . . . .	1240	250	559
KWBU . . . .	Corpus Christi, Tex. . . . .	1010	50000 w.	601
KWJB . . . .	Globe, Ariz. . . . .	1240	250	350
KWJJ . . . .	Portland, Ore. . . . .	1080	1000	562
KWK . . . .	St. Louis, Mo. . . . .	1380	5000 d., 1000 n.	484
KWKH . . . .	Shreveport, La. . . . .	1130	50000	447
KWKW . . . .	Pasadena, Calif. . . . .	1430	1000	368
KWLC . . . .	Decorah, Iowa . . . . .	1240	250	428
KWLK . . . .	Longview, Wash. . . . .	1400	250	620
KWLM . . . .	Willmar, Minn. . . . .	1340	250	476
KWNO . . . .	Winona, Minn. . . . .	1230	250	476
KWOC . . . .	Poplar Bluff, Mo. . . . .	1340	250	483
KWON . . . .	Bartlesville, Okla. . . . .	1400	250	556
KWOS . . . .	Jefferson City, Mo. . . . .	1240	250	481
KWEC . . . .	Pendleton, Ore. . . . .	1240	250	561
	Pullman, Wash. . . . .	1250	5000	620

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KWTO	Springfield, Mo.	560	5000 d. (C.P. 5000 d. 1000 n.)	486
KWYO	Sheridan, Wyoming	1400	250	635
KXA	Seattle, Wash.	770	1000	621
KXEL	Waterloo, Iowa	1540	5000	433
KXL	Portland, Ore.	750	10000	562
KXO	El Centro, Calif.	1490	100	357
KXOK	St. Louis, Mo.	630	5000	484
KXOX	Sweetwater, Tex.	1240	250	609
KXRO	Aberdeen, Wash.	1340	250	619
KXYZ	Houston, Tex.	1320	5000 (C.P. 740 Kc.; 50000)	605
KYA	San Francisco, Calif.	1260	5000 d., 1000 n.	372
KYCA	Prescott, Ariz.	1490	250	352
KYOS	Merced, Calif.	1490	250	365
KYSM	Mankato, Minn.	1230	250	473
KYUM	Yuma, Ariz.	1240	250	352
KYW	Philadelphia, Pa.	1060	5000	570
WAAB	Worcester, Mass.	1440	5000	460
WAAC	Ft. Myers, Fla.	1240	250 (Was WFTM)	389
WAAF	Chicago, Ill.	950	1000	407
WAAT	Newark, N. J.	970	1000	499
WABC	New York, N. Y.	880	5000	509
WABI	Bangor, Me.	1230	250 (C.P. 910 Kc.; 5000; S.A. 910; 250)	448
WABY	Albany, N. Y.	1400	250	503
WACO	Waco, Tex.	1450	250	610
WADC	Tallmadge, (Akron) Ohio	1350	5000	542
WAGA	Atlanta, Ga.	590	5000	397
WAGE	Syracuse, N. Y.	620	1000	520
WAGF	Dothan, Ala.	1400	250	348
WAGM	Presque Isle, Maine	1450	100	449
WAIM	Anderson, S. C.	1230	250	585
WAIR	Winston-Salem, N. C.	1340	250	538
WAIT	Chicago, Ill.	820	5000	409
WAJR	Morgantown, W. Va.	1230	250	626
WAKR	Akron, Ohio	1590	5000	542
WALA	Mobile, Ala.	1410	5000	349
WALB	Albany, Ga.	1590	1000	397
WALL	Middletown, N. Y.	1340	250	509
WAML	Laurel, Miss.	1340	250	479
WAOV	Vincennes, Ind.	1450	250	426
WAPI	Birmingham, Ala.	1070	5000	347
WAPQ	Chattanooga, Tenn.	1150	5000 d., 1000 n.	591
WARM	Seranton, Pa.	1400	250	578
WASK	Lafayette, Ind.	1450	250	425
WATL	Atlanta, Ga.	1400	250	397
WATN	Watertown, N. Y.	1240	250	529
WATR	Waterbury, Conn.	1320	1000	385
WATW	Ashland, Wis.	1400	100	629
WAVE	Louisville, Ky.	970	5000	442
WAWZ	Zarephath, N. J.	1380	1000 d., 5000 n.	501
WAYS	Charlotte, N. C.	610	1000	531
WAYX	Waycross, Ga.	1230	250	403
WAZL	Hazleton, Pa.	1450	250	569
WBAA	West Lafayette, Ind.	920	5000 d., 1000 n.	426
WBAB	Atlantic City, N. J.	1490	250	497
WBAL	Baltimore, Md.	1090	5000	451
WBAP	Fort Worth, Tex.	820	5000	604
WBAX	Wilkes-Barre, Pa.	1240	100	580
WBBB	Burlington, N. C.	920	1000	531
WBBL	Richmond, Va.	1240	100	617
WBBM	Chicago, Ill.	780	5000	409
WBBR	Brooklyn, N. Y.	1330	1000	505
WBBZ	Ponca City, Okla.	1230	250	558
WBCM	Bay City, Mich.	1440	1000 d., 500 n.	463
WBEN	Buffalo, N. Y.	930	5000	506

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WBHP	Huntsville, Ala.	1230	250	348
WBIG	Greensboro, N. C.	1470	5000	534
WBIR	Knoxville, Tenn.	1240	250	592
WBLJ	Dalton, Ga.	1230	250	401
WBLK	Clarksburg, W. Va.	1400	250	625
WBML	Macon, Ga.	1240	250	401
WBNS	Columbus, Ohio	1460	5000 d., 1000 n.	549
WBNX	New York, N. Y.	1380	5000	509
WBNY	Buffalo, N. Y.	1400	250	505
WBOC	Salisbury, Md.	1230	250	453
WBOW	Terre Haute, Ind.	1230	250	426
WBRC	Birmingham, Ala.	960	5000	347
WBRE	Wilkes-Barre, Pa.	1340	250	580
WBRK	Pittsfield, Mass.	1340	250	459
WBRW	Welch, W. Va.	1340	250	626
WBRY	Waterbury, Conn.	1590	1000	385
WBT	Charlotte, N. C.	1110	50000	531
WBTA	Batavia, N. Y.	1490	250	504
WBTH	Williamson, W. Va.	1400	250	627
WBTM	Danville, Va.	1400	250	615
WBYN	Brooklyn, N. Y.	1430	1000 d., 500 n.	505
WBZ	Boston, Mass.	1030	50000	455
WBZA	Springfield, Mass.	1030	1000	455
WCAE	Pittsburgh, Pa.	1250	5000	577
WCAL	Northfield, Minn.	770	5000	476
WCAM	Camden, N. J.	1310	500	497
WCAO	Baltimore, Md.	600	5000	452
WCAP	Asbury Park, N. J.	1310	500	497
WCAR	Pontiac, Mich.	1130	1000	469
WCAT	Rapid City, S. Dak.	1230	100	589
WCAU	Philadelphia, Pa.	1210	50000	571
WCAX	Burlington, Vt.	620	1000	614
WCAZ	Carthage, Ill.	1080	250	407
WCBA	Allentown, Pa.	1470	500	565
WCBI	Columbus, Miss.	1340	250	477
WCBM	Baltimore, Md.	1400	250	451
WCBS	Springfield, Ill.	1450	250	420
WCBT	Roanoke Rapids, N. C.	1230	250	537
WCCO	Minneapolis, Minn.	830	50000	473
WCED	Du Bois, Pa.	1230	250	565
WCFL	Chicago, Ill.	1000	10000	409
WCHS	Charleston, W. Va.	580	5000	625
WCHV	Charlottesville, Va.	1450	250	615
WCKY	Cincinnati, Ohio	1530	50000	542
WCLE	Cleveland, Ohio	610	500	545
WCLO	Janesville, Wisc.	1230	250	630
WCLS	Joliet, Ill.	1340	250	418
WCMI	Ashland, Ky.	1340	250	441
WCNC	Elizabeth City, N. C.	1400	250	533
WCOA	Pensacola, Florida	1370	1000 d., 500 n.	394
WCOB	Meridian, Miss.	910	1000	479
WCOL	Columbus, Ohio	1230	250	549
WCOP	Boston, Mass.	1150	500	455
WCOS	Columbia, S. C.	1400	250	587
WCOU	Lewiston, Me.	1240	250	448
WCOV	Montgomery, Ala.	1240	250	349
WCPO	Cincinnati, Ohio	1230	250	543
WCBS	Greenwood, S. C.	1450	250	588
WCRW	Chicago, Ill.	1240	100	409
WCSC	Charleston, S. C.	1390	1000 d., 500 n.	585
WCSH	Portland, Maine	970	5000	448
WDAE	Tampa, Florida	1250	5000	395

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WDAF . . .	Kansas City, Mo.	610	5000	483
WDAK . . .	Columbus, Ga.	1340	250	400
WDAN . . .	Danville, Ill.	1490	250	415
WDAS . . .	Philadelphia, Pa.	1400	250	571
WDAY . . .	Fargo, N. Dak.	970	5000	539
WDBC . . .	Escanaba, Mich.	1490	250	465
WDBJ . . .	Roanoke, Va.	960	5000	618
WDBO . . .	Orlando, Fla.	580	5000	393
WDEF . . .	Chattanooga, Tenn.	1400	250	591
WDEL . . .	Wilmington, Delaware	1150	5000	386
WDEV . . .	Waterbury, Vt.	550	1000	614
WDGY . . .	Minneapolis, Minn.	1130	5000 d., 500 n.	473
WDLP . . .	Panama City, Fla.	1230	250	393
WDMJ . . .	Marquette, Mich.	1340	250	468
WDNC . . .	Durham, N. C.	1490	250	533
WDOD . . .	Chattanooga, Tenn.	1310	5000	591
WDRG . . .	Hartford, Conn.	1360	5000	381
WDSM . . .	Superior, Wisc.	1230	250	634
WDSU . . .	New Orleans, La.	1280	1000 (C.P.T. 5 Kw. da.)	444
WDWS . . .	Champaign, Ill.	1400	250	407
WDZ . . .	Tuscola, Ill.	1050	1000	420
WEAF . . .	New York, N. Y.	660	50000	509
WEAN . . .	Providence, R. I.	790	5000	583
WEAU . . .	Eau Claire, Wisc.	790	5000 d., 1000 n.	629
WEBC . . .	Duluth, Minn.	1320	5000	471
WEBQ . . .	Harrisburg, Ill.	1240	250	417
WEBR . . .	Buffalo, N. Y.	1340	250	506
WEDC . . .	Chicago, Ill.	1240	250	409
WEED . . .	Rocky Mount, N. C.	1450	250	537
WEEL . . .	Boston, Mass.	590	5000	455
WEEU . . .	Reading, Pa.	850	1000	578
WEGO . . .	Concord, N. C.	1410	1000	532
WEIM . . .	Fitchburg, Mass.	1340	250	457
WELI . . .	New Haven, Conn.	960	1000 d., 500 n.	383
WELL . . .	Battle Creek, Mich.	1400	250	463
WEMP . . .	Milwaukee, Wisc.	1340	250	633
WENR . . .	Chicago, Ill.	890	50000	411
WENY . . .	Elmira, N. Y.	1230	250	506
WEOA . . .	Evansville, Ind.	1400	250	421
WERC . . .	Erie, Pa.	1490	250	567
WEST . . .	Easton, Pa.	1400	250	566
WESX . . .	Marble Head, Mass.	1230	250	459
WEVD . . .	New York, N. Y.	1330	5000	510
WEW . . .	St. Louis, Mo.	770	1000	485
WEXL . . .	Royal Oak, Mich.	1340	250	469
WFAA . . .	Dallas, Tex.	820	50000	601
WFAS . . .	White Plains, N. Y.	1230	250	530
WFBC . . .	Greenville, S. C.	1330	5000	587
WFBG . . .	Altoona, Pa.	1340	250	565
WFBL . . .	Syracuse, N. Y.	1390	5000	527
WFBM . . .	Indianapolis, Ind.	1260	5000	423
WFBR . . .	Baltimore, Md.	1300	5000	452
WFCI . . .	Pawtucket, R. I.	1420	1000	583
WFDF . . .	Flint, Mich.	910	1000	467
WFEE . . .	Manchester, N. H.	1370	5000	495
WFHR . . .	Wisconsin Rapids, Wisc.	1340	250	634
WFIG . . .	Sumter, S. C.	1340	250	588
WFIL . . .	Philadelphia, Pa.	560	1000	573
WFIN . . .	Findlay, Ohio	1330	1000	551
WFLA . . .	Tampa, Fla.	970	5000 d., 1000 n.	395
WFMD . . .	Frederick, Md.	930	500	453
WFMJ . . .	Youngstown, Ohio	1450	250	555
WFNC . . .	Fayetteville, N. C.	1450	250	533
WFOR . . .	Hattiesburg, Miss.	1400	250	478

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WFOY . . .	St. Augustine, Fla. . . . .	1240	250	394
WFPG . . .	Atlantic City, N. J. . . . .	1450	250	497
WFTC . . .	Kinston, N. C. . . . .	1230	250	536
WFTL . . .	Fort Lauderdale, Fla. . . . .	1400	250 (C.P. 710 10000)	389
WFVA . . .	Fredericksburg, Va. . . . .	1290	250	615
WGAA . . .	Cedartown, Ga. . . . .	1340	250	400
WGAC . . .	Augusta, Ga. . . . .	1240	250	399
WGAL . . .	Lancaster, Pa. . . . .	1490	250	569
WGAN . . .	Portland, Me. . . . .	560	5000	449
WGAR . . .	Cleveland, Ohio . . . . .	1480	5000 d., 1000 n. (C.P.T. Broadview Heights Village— 5 Kw.—1220)	545
WGAU . . .	Athens, Ga. . . . .	1340	250	397
WGBB . . .	Freeport, N. Y. . . . .	1240	100	507
WGBF . . .	Evansville, Ind. . . . .	1280	5000 d., 1000 n.	421
WGBG . . .	Greensboro, N. C. . . . .	980	1000	534
WGBI . . .	Seranton, Pa. . . . .	910	1000 d., 500 n.	579
WGBR . . .	Goldsboro, N. C. . . . .	1400	250	535
WGCM . . .	Gulfport, Miss. . . . .	1240	250	478
WGES . . .	Chicago, Ill. . . . .	1390	5000	411
WGGA . . .	Gainesville, Ga. . . . .	1240	250	401
WGH . . .	Newport News, Va. . . . .	1340	250	616
WGIL . . .	Galesburg, Ill. . . . .	1400	250	417
WGKV . . .	Charleston, W. Va. . . . .	1490	100	625
WGL . . .	Fort Wayne, Ind. . . . .	1450	250	421
WGN . . .	Chicago, Ill. . . . .	720	50000	411
WGNC . . .	Gastonia, N. C. . . . .	1450	250	533
WGNV . . .	Newburgh, N. Y. . . . .	1220	1000	509
WGOV . . .	Valdosta, Ga. . . . .	1450	250	403
WGPC . . .	Albany, Ga. . . . .	1450	250	397
WGR . . .	Buffalo, N. Y. . . . .	550	5000 d., 1000 n.	506
WGREC . . .	Louisville, Ky. . . . .	1400	250	425
WGRM . . .	Greenwood, Miss. . . . .	1240	250	477
WGST . . .	Atlanta, Ga. . . . .	920	5000 d., 1000 n.	399
WGTC . . .	Greenville, N. C. . . . .	1490	250	535
WGTM . . .	Wilson, N. C. . . . .	1340	250	538
WGY . . .	Schenectady, N. Y. . . . .	810	50000	527
WHA . . .	Madison, Wisc. . . . .	970	5000	630
WHAI . . .	Greenfield, Mass. . . . .	1240	250	457
WHAM . . .	Rochester, N. Y. . . . .	1180	50000	525
WHAS . . .	Louisville, Ky. . . . .	840	50000	442
WHAT . . .	Philadelphia, Pa. . . . .	1340	100	575
WHAZ . . .	Troy, N. Y. . . . .	1330	1000	529
WHB . . .	Kansas City, Mo. . . . .	880	1000	483
WHBB . . .	Selma, Ala. . . . .	1490	100	350
WHBC . . .	Canton, Ohio . . . . .	1230	250 (C.P. 1 Kw. 1480)	542
WHBF . . .	Rock Island, Ill. . . . .	1270	5000	419
WHBI . . .	Newark, N. J. . . . .	1280	2500 d., 1000 n.	499
WHBL . . .	Sheboygan, Wisc. . . . .	1330	1000 d., 250 n.	634
WHBQ . . .	Memphis, Tenn. . . . .	1400	250	593
WHBU . . .	Anderson, Ind. . . . .	1240	250	421
WHBY . . .	Appleton, Wisc. . . . .	1230	250	629
WHCU . . .	Ithaca, N. Y. . . . .	870	1000	507
WHDF . . .	Calumet, Mich. . . . .	1400	250	463
WHDH . . .	Boston, Mass. . . . .	850	5000	455
WHDL . . .	Town of Allegany (Olean), N. Y. . . . .	1450	250	523
WHEB . . .	Portsmouth, N. H. . . . .	750	1000	495
WHEC . . .	Rochester, N. Y. . . . .	1460	1000 d., 500 n.	525
WHFC . . .	Cleoro, Ill. . . . .	1450	250	415
WHIO . . .	Dayton, Ohio . . . . .	1290	5000	550
WHIS . . .	Bluefield, W. Va. . . . .	1440	1000 d., 500 n.	624
WHIT . . .	New Berne, N. C. . . . .	1450	250	536
WHIZ . . .	Zanesville, Ohio . . . . .	1240	250	555
WHJB . . .	Greensburg, Pa. . . . .	620	250	567
WHK . . .	Cleveland, Ohio . . . . .	1426	5000	547
WHKC . . .	Columbus, Ohio . . . . .	640	500	549
WHKY . . .	Hickory, N. C. . . . .	1290	5000 d., 1000 n.	535
WHLB . . .	Virginia, Minn. . . . .	1400	250	476



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WHL D	Niagara Falls, N. Y.	1290	1000	523
WHL N	Harlan, Ky.	1450	250	441
WHL S	Port Huron, Mich.	1450	250	469
WHMA	Anniston, Ala.	1450	250	347
WHN	New York, N. Y.	1050	50000	510
WHO	Des Moines, Ia.	1040	50000	429
WHOM	Jersey City, N. J.	1480	1000 d., 500 n.	499
WHOP	Hopkinsville, Ky.	1230	250	441
WHP	Harrisburg, Pa.	1460	5000 d., 1000 n.	568
WHUB	Cookeville, Tenn.	1400	250	591
WHYN	Holyoke, Mass.	1400	250	458
WIAC	Hato Rey, P. R.	580	5000	639
WIBA	Madison, Wis.	1310	5000	630
WIBC	Indianapolis, Ind.	1070	5000 d., 1000 n. (C.P. 5 Kw.- da.-n.)	424
WIBG	Philadelphia (Glenside), Pa.	990	10000	573
WIBM	Jackson, Mich.	1450	250	467
WIBU	Poynette, Wisc.	1240	250	633
WIBW	Topeka, Kans.	580	5000	437
WIBX	Utica, N. Y.	1230	250	529
WICA	Ashtabula, Ohio	970	1000	542
WICC	Bridgeport, Conn.	600	1000 d., 500 n.	381
WIGM	Medford, Wisc.	1490	250	631
WIL	St. Louis, Mo.	1230	250	485
WILL	Urbana, Ill.	580	5000	420
WILM	Wilmington, Del.	1450	250	385
WINC	Winchester, Va.	1400	250	618
WIND	Gary, Ind.	560	5000	423
WING	Dayton, Ohio	1410	5000	550
WINN	Louisville, Ky.	1240	250	442
WINS	New York, N. Y.	1000	1000	513
WINX	Washington, D. C.	1340	250 & 50-amp.	387
WIOD	Miami, Fla.	610	5000	392
WIP	Philadelphia, Pa.	610	5000	575
WIRE	Indianapolis, Ind.	1430	5000	424
WIS	Columbia, S. C.	500	5000	587
WISE	Asheville, N. C.	1230	250	531
WISH	Indianapolis, Ind.	1310	5000 d., 1000 n.	425
WISN	Milwaukee, Wisc.	1150	5000	631
WISR	Butler, Pa.	680	250	565
WITH	Baltimore, Md.	1230	250	452
WIZE	Springfield, Ohio	1340	250	553
WJAC	Johnstown, Pa.	1400	250	570
WJAG	Norfolk, Nebr.	1090	1000	489
WJAR	Providence, R. I.	920	5000	583
WJAS	Pittsburgh, Pa.	1320	5000	578
WJAX	Jacksonville, Fla.	930	5000 d., 1000 n.	391
WJBC	Bloomington, Ill.	1230	250	407
WJBK	Detroit, Mich.	1490	250	463
WJBO	Baton Rouge, La.	1150	5000	443
WJBW	New Orleans, La.	1230	250	444
WJBY	Gadsden, Ala.	1240	250	348
WJDX	Jackson, Miss.	1300	5000 d., 1000 n.	478
WJEJ	Hagerstown, Md.	1240	250	453
WJHL	Johnson City, Tenn.	910	1000	592
WJHO	Opelika, Ala.	1400	250 d., 100 n.	350
WJHP	Jacksonville, Fla.	1320	250	391
WJIM	Lansing, Mich.	1240	250	468
WJJD	Chicago, Ill.	1160	20000	413
WJLB	Detroit, Mich.	1400	250	463
WJLD	Bessemer, Ala.	1400	250	347
WJLS	Beckley, W. Va.	1240	250	624
WJMC	Rice Lake, Wisc.	1240	250	633
WJMS	Ironwood, Mich.	1450	250	467
WJNO	West Palm Beach, Fla.	1230	250	395
WJOB	Hammond, Ind.	1230	250	423
WJPA	Washington, Pa.	1450	250	580

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WJPF . . .	Herrin, Ill. . . . .	1340	250	417
WJPR . . .	Greenville, Miss. . . . .	1340	250	477
WJE . . .	Detroit, Mich. . . . .	760	50000	465
WJRD . . .	Tuscaloosa, Ala. . . . .	1230	250	350
WJTN . . .	Jamestown, N. Y. . . . .	1240	250	507
WJW . . .	Cleveland, Ohio . . . . .	1240	250 (C.P. 850 5000)	549
WJZ . . .	New York, N. Y. . . . .	770	50000	513
WJZM . . .	Clarksville, Tenn. . . . .	1400	250	591
WKAQ . . .	San Juan, Puerto Rico . . . . .	620	5000	639
WKAR . . .	East Lansing, Mich. . . . .	876	5000	465
WKAT . . .	Miami Beach, Fla. . . . .	1360	1000	393
WKBB . . .	Dubuque, Ia. . . . .	1490	250	429
WKBH . . .	La Crosse, Wisc. . . . .	1410	1000	630
WKBN . . .	Youngstown, Ohio . . . . .	570	5000	555
WKBO . . .	Harrisburg, Pa. . . . .	1230	250	568
WKBV . . .	Richmond, Ind. . . . .	1490	100	426
WKBW . . .	Buffalo, N. Y. . . . .	1520	50000	506
WKBZ . . .	Muskegon, Mich. . . . .	1490	250	468
WKKE . . .	Griffin, Ga. . . . .	1450	100	401
WKEY . . .	Covington, Va. . . . .	1340	250	
WKIP . . .	Poughkeepsie, N. Y. . . . .	1450	250	525
WKMO . . .	Kokomo, Ind. . . . .	1400	250	425
WKNE . . .	Keene, N. H. . . . .	1290	5000	493
WKNY . . .	Kingston, N. Y. . . . .	1490	250	507
WKOK . . .	Sunbury, Pa. . . . .	1240	250	579
WKPA . . .	New Kensington, Pa. . . . .	1150	250	570
WKPT . . .	Kingsport, Tenn. . . . .	1400	250	592
WKRC . . .	Cincinnati, Ohio . . . . .	550	5000 d., 1000 n.	543
WKRO . . .	Cairo, Ill. . . . .	1490	250	407
WKST . . .	New Castle, Pa. . . . .	1280	1000	570
WKWK . . .	Wheeling, W. Va. . . . .	1400	250	626
WKY . . .	Oklahoma City, Okla. . . . .	930	5000 d., 1000 n. (C.P. 5000)	557
WKZO . . .	Kalamazoo, Mich. . . . .	590	5000	468
WLAC . . .	Nashville, Tenn. . . . .	1510	50000	595
WLAG . . .	La Grange, Ga. . . . .	1240	250	401
WLAK . . .	Lakeland, Fla. . . . .	1340	250	391
WLAP . . .	Lexington, Ky. . . . .	1450	250	442
WLAV . . .	Grand Rapids, Mich. . . . .	1340	250	467
WLAW . . .	Lawrence, Mass. . . . .	680	5000	458
WLAY . . .	Muscle Shoals City, Ala. . . . .	1450	250	349
WLB . . .	Minneapolis, Minn. . . . .	770	5000	473
WLBC . . .	Muncie, Ind. . . . .	1340	250	425
WLBJ . . .	Bowling Green Ky. . . . .	1340	250	441
WLBL . . .	Stevens Point, Wisc. . . . .	930	5000	634
WLBZ . . .	Bangor, Me. . . . .	620	5000	448
WLDS . . .	Jacksonville, Ill. . . . .	1180	250	418
WLEU . . .	Erie, Pa. . . . .	1450	250	566
WLIB . . .	Brooklyn, N. Y. . . . .	1190	1000	505
WLLH . . .	Lowell, Mass. . . . .	1400	250	459
WLNH . . .	Laconia, N. H. . . . .	1340	250	493
WLOF . . .	Orlando, Fla. . . . .	1230	250	393
WLOG . . .	Logan, W. Va. . . . .	1230	250	626
WLOK . . .	Lima, Ohio . . . . .	1240	250	551
WLOL . . .	Minneapolis, Minn. . . . .	1330	1000	473
WLPM . . .	Suffolk, Va. . . . .	1450	250	618
WLS . . .	Chicago, Ill. . . . .	890	50000	413
WLVA . . .	Lynchburg, Va. . . . .	1230	250	616
WLW . . .	Cincinnati, Ohio . . . . .	700	50000	545
WMAL . . .	Washington, D. C. . . . .	630	5000	387
WMAM . . .	Marinette, Wisc. . . . .	570	250	631
WMAN . . .	Mansfield, Ohio . . . . .	1400	250	551
WMAQ . . .	Chicago, Ill. . . . .	670	50000	415
WMAS . . .	Springfield, Mass. . . . .	1450	250	459
WMAZ . . .	Macon, Ga. . . . .	940	5000	402

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WMBD	Peoria, Ill.	1470	500 d., 100 n.	418
WMBG	Richmond, Va.	1380	5000	617
WMBH	Joplin, Mo.	1450	250	481
WMBI	Chicago, Ill.	1110	5000	415
WMBO	Auburn, N. Y.	1340	250	504
WMBR	Jacksonville, Fla.	1460	250	391
WMBS	Uniontown, Pa.	590	1000	579
WMC	Memphis, Tenn.	790	5000	595
WMCA	New York, N. Y.	570	5000	515
WMEX	Boston, Mass.	1510	5000	455
WMFD	Wilmington, N. C.	1460	250	538
WMFF	Plattsburg, N. Y.	1340	250	523
WMFG	Hibbing, Minn.	1240	250	471
WMFJ	Daytona Beach, Fla.	1450	250	389
WMFR	High Point, N. C.	1230	250	535
WMGA	Moultrie, Ga.	1400	250	402
WMIN	St. Paul, Minn.	1400	250	475
WMIS	Natchez, Miss.	1490	250	479
WMJM	Cordele, Ga.	1490	250 d., 100 n.	401
WMMN	Fairmont, W. Va.	520	5000	625
WMOB	Mobile, Ala.	1230	250	349
WMOG	Brunswick, Ga.	1490	250 d., 100 n.	400
WMPC	Lapeer, Mich.	1230	250	468
WMPS	Memphis, Tenn.	1460	1000 d., 500 n.	593
WMRC	Greenville, S. C.	1490	250	587
WMRF	Lewistown, Pa.	1490	250	570
WMRN	Marion, Ohio	1490	250	551
WMRO	Aurora, Ill.	1280	250	407
WMSL	Decatur, Ala.	1400	250	348
WMT	Cedar Rapids-Waterloo, Ia.	600	5000	427
WMUR	Manchester, N. H.	610	5000 d., 1000 n.	495
WMVA	Martinsville, Va.	1450	250	616
WNAB	Bridgeport, Conn.	1450	250	381
WNAC	Boston, Mass.	1260	5000	457
WNAD	Norman, Okla.	640	100	557
WNAX	Yankton, S. D.	570	5000	590
WNBC	Hartford, Conn.	1410	5000	381
WNBF	Binghamton, N. Y.	1290	5000	504
WNBH	New Bedford, Mass.	1340	250	459
WNBZ	Saranac Lake, N. Y.	1320	100	525
WNEL	San Juan, Puerto Rico	1320	5000	639
WNEW	New York, N. Y.	1130	10000	517
WNLC	New London, Conn.	1490	250	383
WNOE	New Orleans, La.	1450	250	444
WNOX	Knoxville, Tenn.	990	10000	592
WNYC	New York, N. Y.	830	1000	515
WOAI	San Antonio, Tex.	1260	50000	608
WOC	Davenport, Ia.	1420	5000	428
WOI	Ames, Ia.	640	5000	427
WOKO	Albany, N. Y.	1460	10000 d., 500 n.	503
WOL	Washington, D. C.	1260	1000	387
WOLF	Syracuse, N. Y.	1490	250	528
WOLS	Florence, S. C.	1230	250	587
WOMI	Owensboro, Ky.	1490	250	442
WOMT	Manitowoc, Wisc.	1240	100	630
WOOD	Grand Rapids, Mich.	1300	5000	467
WOPI	Bristol, Tenn.	1490	250	590
WOR	New York, N. Y.	710	50000	519
WORC	Worcester, Mass.	1310	1000	460
WORD	Spartanburg, S. C.	1400	250	588
WORK	York, Pa.	1350	1000	581
WORL	Boston, Mass.	950	1000	457
WOSH	Oshkosh, Wisc.	1490	250	633

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WOSU . . . . .	Columbus, Ohio . . . . .	820	5000	549
WOV . . . . .	New York, N. Y. . . . .	1280	5000	523
WOW . . . . .	Omaha, Nebr. . . . .	590	5000	492
WOWO . . . . .	Fort Wayne, Ind. . . . .	1190	10000	423
WPAB . . . . .	Ponce, Puerto Rico . . . . .	1370	1000	638
WPAD . . . . .	Paducah, Ky. . . . .	1450	250	443
WPAB . . . . .	Parkersburg, W. Va. . . . .	1450	250	626
WPAT . . . . .	Paterson, N. J. . . . .	930	1000	500
WPAX . . . . .	Thomasville, Ga. . . . .	1240	250	403
WPAY . . . . .	Portsmouth, Ohio . . . . .	1400	250	551
WPDQ . . . . .	Jacksonville, Fla. . . . .	1270	5000	391
WPEN . . . . .	Philadelphia, Pa. . . . .	950	5000	557
WPIC . . . . .	Sharon, Pa. . . . .	790	1000	579
WPRA . . . . .	Mayaguez, Puerto Rico . . . . .	990	5000 d., 1000 n.	638
WPRO . . . . .	Providence, R. I. . . . .	630	5000	585
WPRP . . . . .	Ponce, Puerto Rico . . . . .	1420	250	639
WPTF . . . . .	Raleigh, N. C. . . . .	680	50000	537
WQAM . . . . .	Miami, Fla. . . . .	560	5000 d., 1000 n.	392
WQAN . . . . .	Scranton, Pa. . . . .	910	1000 d., 500 n.	579
WQBC . . . . .	Vicksburg, Miss. . . . .	1390	1000	479
WQXR . . . . .	New York, N. Y. . . . .	1560	10000	521
WRAK . . . . .	Williamsport, Pa. . . . .	1400	250	580
WRAL . . . . .	Raleigh, N. C. . . . .	1240	250	536
WRAW . . . . .	Reading, Pa. . . . .	1340	250	578
WRBL . . . . .	Columbus, Ga. . . . .	1230	250	400
WRC . . . . .	Washington, D. C. . . . .	980	5000	388
WRDO . . . . .	Augusta, Me. . . . .	1400	100 (C.P. 250)	447
WRDW . . . . .	Augusta, Ga. . . . .	1480	5000	400
WREC . . . . .	Memphis, Tenn. . . . .	600	5000	593
WREN . . . . .	Lawrence, Kans. . . . .	1250	5000 d., 1000 n.	437
WRGA . . . . .	Rome, Ga. . . . .	1490	250	402
WRJN . . . . .	Racine, Wis. . . . .	1400	250	633
WRLC . . . . .	Toccoa, Ga. . . . .	1450	250	403
WRNL . . . . .	Richmond, Va. . . . .	910	5000	617
WROK . . . . .	Rockford, Ill. . . . .	1440	1000 d., 500 n.	419
WROL . . . . .	Knoxville, Tenn. . . . .	620	1000 d., 500 n.	592
WRR . . . . .	Dallas, Tex. . . . .	1310	5000	603
WRRF . . . . .	Washington, N. C. . . . .	930	1000	538
WRRN . . . . .	Warren, Ohio . . . . .	1400	250	553
WRUF . . . . .	Gainesville, Fla. . . . .	850	5000	391
WRVA . . . . .	Richmond, Va. . . . .	1140	50000	618
WSAI . . . . .	Cincinnati, Ohio . . . . .	1360	5000	545
WSAJ . . . . .	Grove City, Pa. . . . .	1340	100	567
WSAM . . . . .	Saginaw, Mich. . . . .	1400	250	469
WSAN . . . . .	Allentown, Pa. . . . .	1470	500	565
WSAP . . . . .	Portsmouth, Va. . . . .	1490	250	616
WSAR . . . . .	Fall River, Mass. . . . .	1480	1000	457
WSAU . . . . .	Wausau, Wis. . . . .	1400	250	634
WSAV . . . . .	Savannah, Ga. . . . .	1340	250	402
WSAY . . . . .	Rochester, N. Y. . . . .	1240	250	525
WSAZ . . . . .	Huntington, W. Va. . . . .	930	1000	625
WSB . . . . .	Atlanta, Ga. . . . .	750	50000	399
WSBA . . . . .	York, Pa. . . . .	900	1000	581
WSBC . . . . .	Chicago, Ill. . . . .	1240	250	415
WSBT . . . . .	South Bend, Ind. . . . .	960	1000	426
WSFA . . . . .	Montgomery, Ala. . . . .	1440	1000 d., 500 n.	349
WSGN . . . . .	Birmingham, Ala. . . . .	610	5000 d., 1000 n.	348
WSIX . . . . .	Nashville, Tenn. . . . .	980	5000	595
WSJS . . . . .	Winston-Salem, N. C. . . . .	600	5000	539
WSKB . . . . .	McComb, Miss. . . . .	1230	250	479
WSLB . . . . .	Ogdensburg, N. Y. . . . .	1400	250	523
WSLI . . . . .	Jackson, Miss. . . . .	1450	250	478
WSLS . . . . .	Roanoke, Va. . . . .	1240	250	618

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WSM . . .	Nashville, Tenn. . . . .	650	50000	597
WSMB . . .	New Orleans, La. . . . .	1350	5000	445
WSNJ . . .	Bridgeton, N. J. . . . .	1240	250	497
WSNY . . .	Schenectady, N. Y. . . . .	1240	250	528
WSOC . . .	Charlotte, N. C. . . . .	1240	250	532
WSON . . .	Henderson, Ky. . . . .	860	250	441
WSOO . . .	Sault Ste. Marie, Mich. . . . .	1230	250 d., 100 n.	469
WSOY . . .	Decatur, Ill. . . . .	1340	250	417
WSPA . . .	Spartanburg, S. C. . . . .	950	5000 d., 1000 n.	588
WSPB . . .	Sarasota, Fla. . . . .	1450	250	394
WSPD . . .	Toledo, Ohio . . . . .	1370	5000	553
WSPR . . .	Springfield, Mass. . . . .	1270	500	460
WSRR . . .	Stamford, Conn. . . . .	1400	250	385
WSTP . . .	Sallsbury, N. C. . . . .	1490	250	538
WSTV . . .	Steubenville, Ohio. . . . .	1340	250	553
WSUI . . .	Iowa City, Ia. . . . .	910	5000	429
WSUN . . .	St. Petersburg, Fla. . . . .	620	5000	394
WSVA . . .	Harrisonburg, Va. . . . .	550	1000	615
WSYB . . .	Rutland, Vt. . . . .	1380	1000	614
WSYR . . .	Syracuse, N. Y. . . . .	570	5000	528
WTAD . . .	Quincy, Ill. . . . .	930	1000	418
WTAG . . .	Worcester, Mass. . . . .	580	5000	460
WTAL . . .	Tallahassee, Fla. . . . .	1340	250 d., 100 n.	395
WTAM . . .	Cleveland, Ohio . . . . .	1100	50000	547
WTAQ . . .	Green Bay, Wisc. . . . .	1360	5000	629
WTAR . . .	Norfolk, Va. . . . .	790	5000	616
WTAW . . .	College Station, Tex. . . . .	1150	1000	600
WTAX . . .	Springfield, Ill. . . . .	1240	100	420
WTBO . . .	Cumberland, Md. . . . .	820	250 (C.P. 1450 Kc.)	453
WTCM . . .	Traverse City, Mich. . . . .	1400	250	469
WTCN . . .	Minneapolis, Minn. . . . .	1280	500 d., 1000 n.	475
WTEL . . .	Philadelphia, Pa. . . . .	1340	100	557
WTHT . . .	Hartford, Conn. . . . .	1230	250	383
WTIC . . .	Hartford, Conn. . . . .	1080	50000	383
WTJS . . .	Jackson, Tenn. . . . .	1390	1000	591
WTMA . . .	Charleston, S. C. . . . .	1250	1000	585
WTMC . . .	Ocala, Fla. . . . .	1490	250	393
WTMJ . . .	Milwaukee, Wisc. . . . .	620	5000	631
WTMV . . .	East St. Louis, Ill. . . . .	1490	250	417
WTNJ . . .	Trenton, N. J. . . . .	1310	500	500
WTOC . . .	Savannah, Ga. . . . .	1290	5000	402
WTOP . . .	Washington, D. C. . . . .	1500	50000	388
WTOL . . .	Toledo, Ohio . . . . .	1230	250	553
WTRC . . .	Elkhart, Ind. . . . .	1340	250	421
WTRY . . .	Troy, N. Y. . . . .	980	1000	529
WTSP . . .	St. Petersburg, Fla. . . . .	1380	1000 d., 500 n.	394
WTTM . . .	Trenton, N. J. . . . .	920	1000	500
WWDC . . .	Washington, D. C. . . . .	1450	250	388
WWJ . . .	Detroit, Mich. . . . .	950	5000	465
WWL . . .	New Orleans, La. . . . .	870	50000	445
WWNC . . .	Asheville, N. C. . . . .	570	1000	531
WWNY . . .	Watertown, N. Y. . . . .	790	1000	530
WWPG . . .	Palm Beach, Fla. . . . .	1340	250	393
WWRL . . .	Woodside, N. Y. . . . .	1600	250	530
WWSR . . .	St. Albans, Vt. . . . .	1420	1000	614
WWSW . . .	Pittsburgh, Pa. . . . .	1490	250	578
WWVA . . .	Wheeling, W. Va. . . . .	1170	50000	627
WXYZ . . .	Detroit, Mich. . . . .	1270	5000	468

# STATIONS BY CITIES

## ● MAJOR NETWORK AFFILIATIONS ●

Key to Network Abbreviations: C—Columbia Broadcasting System; M—Mutual Broadcasting System; B—Blue Network Co.; N—National Broadcasting Co.

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Aberdeen, S. D.	KABR	M	Austin, Texas	KNOW	B-M
Aberdeen, Wash.	KXRO	M		KTBC	C
Abilene, Texas	KRBC	M	Baker, Ore.	KBKR	
Ada, Okla.	KADA	B	Bakersfield, Calif.	KERN	B
Akron, Ohio (Tallmadge)	WADC	C		KPMC	M
	WAKR	B	Baltimore, Md.	WBAL	N
Alamosa, Colo.	KGIW			WCAO	C
Albany, Ga.	WALB	M		WCBM	B
	WGPC	C		WFBR	M
Albany, N. Y.	WABY	M		WITH	
	WOKO	C	Bangor, Me.	WABI	C
Albany, Oregon	KWIL	M		WLBZ	N
Albert Lea, Minn.	KATE	M	Bartlesville, Okla.	KWON	M
Albuquerque, N. M.	KGGM	C	Batavia, N. Y.	WBTA	
	KOB	N	Baton Rouge, La.	WJBO	B
Alexandria, La.	KALB	B	Battle Creek, Mich.	WELL	B
Allentown, Pa.	WCBA		Bay City, Mich.	WBCM	B
	WSAN		Beaumont, Tex.	KFDM	B
Altoona, Pa.	WFBG	N-B		KRIC	
Amarillo, Texas	KFDA	M	Beckley, W. Va.	WJLS	C
	KGNC	N	Bellingham, Wash.	KVOS	
Ames, Iowa	WOI	B	Bend, Ore.	KBND	
Anchorage, Alaska	KFQD		Berkeley, Calif.	KRE	
Anderson, Ind.	WHBU		Bessemer, Ala.	WJLD	
Anderson, S. C.	WAIM	C	Big Spring, Tex.	KBST	M
Anniston, Ala.	WHMA	B	Billings, Mont.	KGHL	
Appleton, Wisc.	WHBY	M	Binghamton, N. Y.	WNBF	C-M
Ardmore, Okla.	KVSO	B	Birmingham, Ala.	WAPI	C
Asbury Park, N. J.	WCAP			WBRC	N
Asheville, N. C.	WISE	M-N		WSGN	B-M
	WWNC	C	Bismarck, N. D.	KFYR	N
Ashland, Ky.	WCMI	M-B	Bloomington, Ill.	WJBC	
Ashland, Wisc.	WATW	M	Bluefield, W. Va.	WHIS	N-B
Ashtabula, Ohio	WICA		Blytheville, Ark.	KLCN	
Astoria, Ore.	KAST	M	Boise, Ida.	KTGO	N
Atchison, Kans.	KVAK		Boone, Iowa	KFGQ	
Athens, Ga.	WGAU	C	Boston, Mass.	WBZ	N
Atlanta, Ga.	WAGA	B		WCOP	
	WATL	M		WEEI	C
	WGST	C		WHDH	B
	WSB	N		WMEX	
Atlantic City, N. J.	WBAB	C		WNAC	M
	WFPG			WORL	
Auburn, N. Y.	WMBO		Bowling Green, Ky.	WLBJ	M
Augusta, Ga.	WGAC	B	Bozeman, Mont.	KRBM	N-B
	WRDW	C	Brady, Texas	KNEL	
Augusta, Me.	WRDO	M-N	Bridgeport, Conn.	WICC	M
Aurora, Ill.	WMRO			WNAB	B

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Bridgeton, N. J.	WSNJ		Clarksburg, W. Va.	WBLK	N
Bristol, Tenn.	WOPI	N	Clarksville, Tenn.	WJZM	M
Brooklyn, N. Y.	WBBR		Clayton (St. Louis) Mo.	KFUO	
	WBYN		Cleveland, Ohio.	WCLE	M
	WLIB			WGAR	C
Brownsville, Texas	KEEW			WHK	M
Brownwood, Texas	KBWD			WJW	B
Brunswick, Ga.	WMOG			WTAM	N
Buffalo, N. Y.	WBen	N	Clinton, Ia.	KROS	
	WBNY		Clovis, N. M.	KICA	
	WEBR	B	Coffeyville, Kans.	KGGF	B
	WGR	M	College Station, Tex.	WTAW	B
	WKBW	C	Colorado Springs, Colo.	KVOR	C
Burlington, Ia.	KBUR	B	Columbia, Mo.	KFRU	B
Burlington, N. C.	WBBB	M	Columbia, S. C.	WCOS	B-M
Burlington, Vt.	WCAX	C		WIS	N
Butler, Pa.	WISR		Columbus, Ga.	WRBL	C
Butte, Mont.	KGIR	N		WDAK	B-M
Cairo, Ill.	WKRO		Columbus, Miss.	WCBI	M
Calumet, Mich.	WHDF		Columbus, Ohio	WBNS	C
Camden, N. J.	WCAM			WCOL	B
Canton, Ohio	WHBC	M		WHKC	M
Cape Girardeau, Mo.	KFVS			WOSU	
Carlsbad, N. M.	KAVE		Concord, N. C.	WEGO	
Carthage, Ill.	WCAZ		Cookeville, Tenn.	WHUB	
Casper, Wyoming	KDFN		Cordele, Ga.	WMJM	
Cedar City, Utah	KSUB		Corpus Christi, Tex.	KEYS	C
Cedar Rapids, Iowa	WMT	C		KWBU	
Cedartown, Ga.	WGAA			KRIS	M-N
Centralia-Chehalis, Wash.	KELA	M	Corsicana, Texas	KAND	M
Champaign, Ill.	WDWS	C	Corvallis, Ore.	KOAC	
Charleston, S. C.	WCSC	C	Covington, Va.	WKEY	B
	WTMA	N	Cumberland, Md.	WTBO	N
Charleston, W. Va.	WCHS	C	Dallas, Tex.	KRLD	C
	WGKV	N		KSKY	
Charlotte, N. C.	WAYS	B-M		WFAA	N
	WBT	C		V'RR	M
	WSOC	N	The Dalles, Ore.	KODL	
Charlottesville, Va.	WCHV	B	Dalton, Ga.	WBLJ	M
Chattanooga, Tenn.	WAPO	N	Danville, Ill.	WDAN	C
	WDEF	B-M	Danville, Va.	WBTM	B-M
	WDOD	C	Davenport, Iowa	WOC	B
Cheyenne, Wyo.	KFBC	B	Dayton, Ohio	WHIO	C
Chicago, Ill.	WAAF			WING	B
	WAIT		Daytona Beach, Fla.	WMFJ	B
	WBBM	C	Decatur, Ala.	WMSL	M
	WCFL	N-B	Decatur, Ill.	WSOY	C
	WCRW		Decorah, Iowa	KWLC	
	WEDC		Denton, Tex.	KDNT	
	WENR	B	Denver, Colo.	KFEL	M
	WGES			KLZ	C
	WGN	M		KMYR	
	WJJD			KOA	N
	WLS	B		KPOF	
	WMAQ	N		KVOD	B
	WBBI		Des Moines, Iowa	KRNT	C
	WSBC			KSO	B-M
Chico, Calif.	KHSL	M		WHO	N
Cicero, Ill.	WHFC		Detroit, Mich.	WJBK	
Cincinnati, Ohio	WCKY	C		WJLB	
	WCPO			WJR	C
	WKRC	M		WWJ	N
	WLW	B-N		WXYZ	B
	WSAI	B-N	Devils Lake, N. D.	KDLR	M
			Dodge City, Kans.	KGNO	
			Dothan, Ala.	WAGF	
			Du Bois, Pa.	WCED	C

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Dubuque, Ia.	KDTH	M	Gary, Ind.	WIND	C
	WKBB	B	Gastonia, N. C.	WGNC	B
Duluth, Minn.	KDAL	C	Glendale, Calif.	KIEV	
	WEBG	N	Glenside, Pa.	WIBG	
Durango, Colo.	KIUP		Globe, Ariz.	KWJB	N
Durham, N. C.	WDNC	C	Goldsboro, N. C.	WGBR	M
East Lansing, Mich.	WKAR		Grand Forks, N. D.	KFJM	
East St. Louis, Ill.	WTMV			KILO	C
Easton, Pa.	WEST	M	Grand Island, Nebr.	KMMJ	
Eau Claire, Wisc.	WEAU	N	Grand Junction, Colo.	KFXJ	M
El Centro, Calif.	KXO	M	Grand Rapids, Mich.	WLAV	M-B
El Dorado, Ark.	KELD	B		WOOD	N
Elizabeth City, N. C.	WCNC		Grants Pass, Ore.	KUIN	M
Elk City, Okla.	KASA		Great Bend, Kans.	KVGB	M
Elkhart, Ind.	WTRC	B	Great Falls, Mont.	KFBB	C
Elmira, N. Y.	WENY	M-N	Greeley, Colo.	KFKA	M
El Paso, Tex.	KROD	C	Green Bay, Wisc.	WTAQ	C
	KTSM	N	Greenfield, Mass.	WHAI	M
Emporia, Kans.	KTSW	M	Greensboro, N. C.	WBIG	C
Enid, Okla.	KCRC	B		WGBG	B
Erie, Pa.	WERC	C	Greensburg, Pa.	WHJB	
	WLEU	B-M	Greenville, Miss.	WJPR	M
Escanaba, Mich.	WDBC	B	Greenville, N. C.	WGTC	M
Eugene, Ore.	KORE	M	Greenville, S. C.	WFBC	N
Eureka, Calif.	KIEM	M		WMRC	B-M
Evansville, Ind.	WEOA	C	Greenwood, Miss.	WGMR	B
	WGBF	N-B	Greenwood, S. C.	WCRS	N
Everett, Wash.	KEVE		Griffin, Ga.	WKEU	
	KRKO	M	Grove City, Pa.	WSAJ	
Fairbanks, Alaska	KFAR		Gulfport, Miss.	WGCM	B
Fairmont, W. Va.	WMMN	C	Hagerstown, Md.	WJEJ	M
Fall River, Mass.	WSAR	M	Hammond, Ind.	WJOB	
Fargo, N. D.	WDAY	N	Hannibal, Mo.	KHMO	B
Fayetteville, N. C.	WFNC	M	Harlan, Ky.	WHLN	
Fergus Falls, Minn.	KGDE	M	Harlingen, Texas	KGBS	C-M
Findlay, Ohio	WFIN		Harrisburg, Ill.	WEBQ	
Fitchburg, Mass.	WEIM	M	Harrisburg, Pa.	WHP	C
Flint, Mich.	WFDF	B		WKBO	M-N
Florence, S. C.	WOLS	B	Harrisonburg, Va.	WSVA	
Fond du Lac, Wis.	KFIZ	M	Hartford, Conn.	WDRG	C
Fort Dodge, Ia.	KVFD	M		WNBC	B
Fort Lauderdale, Fla.	WFTL	M		WTHT	M
Fort Myers, Fla.	WAAC	C		WTIC	N
Fort Smith, Ark.	KFPW		Hastings, Nebr.	KHAS	
Fort Wayne, Ind.	WGL	N	Hato Rey, Puerto Rico	WIAC	
	WOWO	B	Hattiesburg, Miss.	WFOR	N
	KFJZ	M	Hazleton, Pa.	WAZL	M
	KGKO	B	Helena, Ark.	KFFA	
	WBAP	N	Helena, Mont.	KPFA	N-B
Frederick, Md.	WFMD	C	Henderson, Ky.	WSON	
Fredericksburg, Va.	WFVA	B	Herrin, Ill.	WJPF	
Fremont, Neb.	KORN		Hibbing, Minn.	WMFG	N
Freeport, N. Y.	WGBB		Hickory, N. C.	WHKY	B
Fresno, Calif.	KARM	C	High Point, N. C.	WMFR	B
	KMJ	N	Hilo, Hawaii	KHBC	C-M
	KFRE	M	Hobbs, N. M.	KWEW	
Gadsden, Ala.	WJBY	M	Holyoke, Mass.	WHYN	M
Gainesville, Fla.	WRUF	M	Honolulu, Hawaii	KGMB	C-M
Gainesville, Ga.	WGGA			KGU	N-B
Galesburg, Ill.	WGIL		Hopkinsville, Ky.	WHOP	C
Galveston, Texas	KLUF		Hot Springs, Ark.	KTHS	B
Garden City, Kans.	KIUL			KWFC	M
			Houston, Texas	KPRC	N



City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
	KTRH	C	Lakeland, Fla.	WLAK	N
	KXYZ	B-M	Lancaster, Pa.	WGAL	M-N
Huntington, W. Va.	WSAZ	B	Lansing, Mich.	WJIM	B
Huntsville, Ala.	WBHP	M	Lapeer, Mich.	WMPC	
Huntsville, Tex.	KSAM		Laredo, Tex.	KPAB	
Hutchinson, Kans.	KWBW	N	Las Vegas, N. M.	KFUN	
Idaho Falls, Ida.	KID		Las Vegas, Nev.	KENO	B
Indianapolis, Ind.	WFBM	C	Laurel, Miss.	WAML	N
	WIBC	M	Lawrence, Kans.	KFKU	
	WIRE	N		WREN	B
	WISH	B	Lawrence, Mass.	WLAW	C
Iowa City, Iowa	WSUI		Lawton, Okla.	KSWO	
Ironwood, Mich.	WJMS	M	Lewiston, Ida.	KRLC	
Ithaca, N. Y.	WHCU	C	Lewiston, Me.	WCOU	M
Jackson, Mich.	WIBM	B	Lewistown, Pa.	WMRF	N-B
Jackson, Miss.	WJDX	N	Lexington, Ky.	WLAP	M
	WSLI	B	Lihue, Hawaii	KTOH	
Jackson, Tenn.	WTJS	M-B	Lima, Ohio	WLOK	N
Jacksonville, Fla.	WJAX	N	Lincoln, Nebr.	KFAB	C
	WJHP	B		KFOR	B-M
	WMBR	C	Little Rock, Ark.	KARK	N
	WPDQ	M		KGHI	B
Jacksonville, Ill.	WLDS			KLRA	C
Jamestown, N. Y.	WJTN	B	Logan, Utah	KVNU	M
Jamestown, N. D.	KSJB	M	Logan, W. Va.	WLOG	
Janesville, Wisc.	WCLO	M	Long Beach, Calif.	KFOX	
Jefferson City, Mo.	KWOS	M		KGER	
Jerome, Ariz.	KCRJ		Longview, Texas	KFRO	M
Jersey City, N. J.	WHOM		Longview, Wash.	KWLK	M
Johnson City, Tenn.	WJHL	B	Los Angeles, Calif.	KECA	B
Johnstown, Pa.	WJAC	N		KFAC	
Joliet, Ill.	WCLS			KFI	N
Jonesboro, Ark.	KBTM	M		KFSG	
Joplin, Mo.	WMBH	M		KFVD	
Juneau, Alaska	KINY			KFWB	
Kalamazoo, Mich.	WKZO	C		KGfJ	
Kalispell, Mont.	KGEZ			KHJ	M
Kansas City, Kans.	KCKN	M		KMPC	
Kansas City, Mo.	KCMO	B		KMTR	
	KMBC	C		KNX	C
	WDAF	N		KRKD	
	WHB	M	Louisville, Ky.	WAVE	N
Kearney, Nebr.	KGFW			WGRC	M
Keene, N. H.	WKNE	C		WHAS	C
Ketchikan, Alaska	KTKN	M		WINN	B
Kilgore, Texas	KOCA		Lowell, Ariz.	KSUN	
Kingsport, Tenn.	WKPT	N	Lowell, Mass.	WLLH	M
Kingston, N. Y.	WKNY	M	Lubbock, Texas	KFYO	M
Kinston, N. C.	WFTC	B	Lufkin, Texas	KRBA	
Klamath Falls, Ore.	KFJI		Lynchburg, Va.	WLVA	B-M
Knoxville, Tenn.	WBIR	B-M	Macon, Ga.	WBML	M-B
	WNOX	C		WMAZ	C
	WROL	N	Madison, Wisc.	WHA	
Kokomo, Ind.	WKMO			WIBA	N-B
Laconia, N. H.	WLNH	M	Manchester, N. H.	WFEA	N
LaCrosse, Wisc.	WKBH	N-B		WMUR	B
Lafayette, Ind.	WASK		Mandan, N. D.	KGCU	M
Lafayette, La.	KVOL		Manhattan, Kans.	KSAC	
La Grange, Ga.	WLAG	M	Manitowoc, Wisc.	WOMT	
La Grande, Ore.	KLBM		Mankato, Minn.	KYSM	N
La Junta, Colo.	KOKO		Mansfield, Ohio	WMAN	
Lake Charles, La.	KPLC		Marblehead, Mass.	WESX	
			Marion, Ohio	WMRN	B
			Marquette, Mich.	WDMJ	B

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Marrinette, Wisc.	WMAM			WSMB	N
Marshalltown, Ia.	KFJB			WWL	C
Marshfield, Ore.	KOOS	M	Newport News, Va.	WGH	B
Martinsville, Va.	WMVA	N	New York	WABC	C
Marysville, Calif.	KMYC	M		WBNX	
Mason City, Iowa	KGLO	C		WEAF	N
Mayaguez, P. R.	WPRA			WEVD	
McComb, Miss.	WSKB			WHN	
Medford, Ore.	KMED	N-B		WINS	
Medford, Wisc.	WIGM			WJZ	B
Memphis, Tenn.	WHBQ	M		WMCA	
	WMC	N		WNEW	
	WMPS	B-M		WNYC	
	WREC	C		WOV	
Merced, Calif.	KYOS	M		WOR	M
Meridian, Miss.	WCOC	C		WQXR	
Miami, Fla.	WIOD	N	Niagara Falls, N. Y.	WHLD	
	WQAM	C	Norfolk, Nebr.	WJAG	
Miami Beach, Fla.	WKAT	B	Norfolk, Va.	WTAR	N
Middletown, N. Y.	WALL		Norman, Okla.	WNAD	
Midland, Texas	KRLH	M	Northfield, Minn.	WCAL	
Miles City, Mont.	KRJF		North Platte, Neb.	KODY	N
Milwaukee, Wisc.	WEMP	B	Oakland, Calif.	KLS	
	WISN	C		KLX	
	WTMJ	N		KROW	
Minneapolis, Minn.	WCCO	C	Ocala, Fla.	WTMC	B
	WDGY		Ogden, Utah.	KLO	M
	WLB		Ogdensburg, N. Y.	WSLB	
	WLOL	M	Oklahoma City, Okla.	KOCY	M
	WTCN	B		KOMA	C
Minot, N. D.	KLPM	M		KTOK	B
Missoula, Mont.	KGVO	C		WKY	N
Mobile, Ala.	WALA	N	Okmulgee, Okla.	KHBG	
	WMOB	B-M	Olean, N. Y.	WHDL	B
Modesto, Calif.	KTRB		Olympia, Wash.	KGY	M
Monroe, La.	KMLB	B	Omaha, Nebr.	KBON	M
Monterey, Calif.	KDON	M		KOIL	C
Montgomery, Ala.	WCOV	C		KOWH	B
	WSFA	N		WOW	N
Moorhead, Minn.	KVOX	M	Opelika, Ala.	WJHO	M
Morgantown, W. Va.	WAJR		Orlando, Fla.	WDBO	C
Moultrie, Ga.	WMGA			WLOF	B
Muncie, Ind.	WLBC	C	Oshkosh, Wisc.	WOSH	B
Muscle Shoals City, Ala.	WLAY	M	Ottumwa, Iowa	KBIZ	
Muskegon, Mich.	WKBZ	B	Owensboro, Ky.	WOMI	
Muskogee, Okla.	KBIX	B	Paducah, Ky.	WPAD	C
Nampa, Ida.	KFXD		Palestine, Tex.	KNET	
Nashville, Tenn.	WLAC	C	Palm Beach, Fla.	WWPG	B-M
	WSIX	B-M	Pampa, Texas	KPDN	M
	WSM	N	Panama City, Fla.	WDLP	
Natchez, Miss.	WMIS		Paris, Texas	KPLT	M
Newark, N. J.	WHBI		Parkersburg, W. Va.	WPAR	C
	WAAT		Pasadena, Calif.	KPAS	
New Albany, Ind.	WGRC	M		KPPC	
New Bedford, Mass.	WNBH	B		KWKW	
Nek Bern, N. C.	WHIT		Paterson, N. J.	WPAT	
Newburgh, N. Y.	WGNY		Pawtucket, R. I.	WFCl	B
New Castle, Pa.	WKST		Pecos, Texas	KIUN	
New Haven, Conn.	WELI	B	Pendleton, Ore.	KWRC	
New Kensington, Pa.	WKPA		Pensacola, Fla.	WCOA	N
New London, Conn.	WNLC	M	Peoria, Ill.	WMBD	C
New Orleans, La.	WDSU	B	Philadelphia, Pa.	KYW	N
	WJBW			WCAU	C
	WNOE	M			

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
	WDAS		Richmond, Ind.	WKBV	
	WFIL	B	Richmond, Va.	WBBL	
	WHAT			WMBG	N
	WIBG			WRNL	B-M
	WIP	M		WRVA	C
	WPEN		Riverside, Calif.	KPRO	B
	WTEL		Roanoke, Va.	WDBJ	C
Phoenix, Ariz.	KOY	C		WSLS	B-M
	KPHO		Roanoke Rapids, N. C.	WCBT	B-M
	KTAR	N-B	Rochester, Minn.	KROC	N-B
Pierre, S. D.	KGFX		Rochester, N. Y.	WHAM	N
Pine Bluff, Ark.	KOTN	M		WHEC	C
Pittsfield, Mass.	WBRK	M		WSAY	B-M
Pittsburg, Kans.	KOAM	N	Rockford, Ill.	WROK	B
Pittsburgh, Pa.	KDKA	N	Rock Island, Ill.	WHBF	M
	KQV	B	Rock Springs, Wyo.	KVRS	
	WCAE	M	Rocky Mount, N. C.	WEED	B
	WJAS	C	Rome, Ga.	WRGA	
	WWSW		Roseburg, Ore.	KRNR	M
Plainview, Tex.	KVOP		Roswell, N. M.	KGFL	
Plattsburg, N. Y.	WMFF	B	Royal Oak, Mich.	WEXL	
Pocatello, Ida.	KSEI	N	Rutland, Vt.	WSYB	M
Ponca City, Okla.	WBBZ		St. Albans, Vt.	WWSR	
Ponce, Puerto Rico	WPAB		St. Augustine, Fla.	WFOY	C
	WPRP		St. Cloud, Minn.	KFAM	N
Pontiac, Mich.	WCAR		St. Joseph, Mo.	KFEQ	B
Poplar Bluff, Mo.	KWOC		St. Louis, Mo.	KMOX	C
Port Arthur, Tex.	KPAC	M		KFUO	
Port Huron, Mich.	WHLS	M		KSD	N
Portland, Me.	WCSS	N		KWK	M
	WGAN	C		KXOK	B
Portland, Ore.	KALE	M		WEW	
	KBPS			WIL	
	KEX	B	St. Paul, Minn.	KSTP	N
	KGW	N		WMIN	
	KOIN	C	St. Petersburg, Fla.	WSUN	B
	KWJJ			WTSP	M
	KXL		Sacramento, Calif.	KFBK	B
Portsmouth, N. H.	WHEB			KROY	C
Portsmouth, Ohio	WPAY	M	Safford, Ariz.	KGLU	N
Portsmouth, Va.	WSAP	M	Saginaw, Mich.	WSAM	N
Poughkeepsie, N. Y.	WKIP	B	Salem, Ore.	KSLM	
Powell, Wyo.	KPOW		Salina, Kans.	KSAL	M
Poynette, Wisc.	WIBU		Salisbury, Md.	WBQC	M
Prescott, Ariz.	KYCA	N	Salisbury, N. C.	WSTP	M
Presque Isle, Me.	WAGM		Salt Lake City, Utah	KDYL	N
Price, Utah	KEUB	M		KSL	C
Providence, R. I.	WEAN	M		KUTA	B
	WJAR	N	San Angelo, Tex.	KGKL	M
	WPRO	C	San Antonio, Tex.	KABC	B-M
Provo, Utah	KOVO	M		KMAC	
Pueblo, Colo.	KGHF	B		KONO	
Pullman, Wash.	KWSC			KTSA	C
Quincy, Ill.	WTAD	C		WOAI	N
Racine, Wisc.	WRJN	M	San Bernardino, Calif.	KFXM	M
Raleigh, N. C.	WPTF	N	San Diego, Calif.	KFMB	B
	WRAL	M		KFSD	N
Rapid City, S. D.	KOBH			KGB	M
	WCAT		San Francisco, Calif.	KFRC	M
Reading, Pa.	WEEU	N		KGO	B
	WRAW	N		KJBS	
Redding, Calif.	KVCV	M		KPO	N
Reno, Nev.	KOH	B		KSAN	
Rice Lake, Wisc.	WJMC			KSFO	
				KYA	
			San Jose, Calif.	KQW	C
			San Juan, Puerto Rico	WKAQ	C
				WNEL	N
			San Luis Obispo, Calif.	KVEC	M
			Santa Ana, Calif.	KVOE	M
			Santa Barbara, Calif.	KDB	M
				KTMS	B
			Santa Fe, N. M.	KVSF	
			Santa Rosa, Calif.	KSRO	
			Saranac Lake, N. Y.	WNBZ	
			Sarasota, Fla.	WSPB	C
			Sault Ste. Marie, Mich.	WSOO	B
			Savannah, Ga.	WSAV	N
				WTOC	C

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Schenectady, N. Y.	WGY	N	Tucson, Ariz.	KTUC	C
	WSNY			KVOA	N
Scottsbluff, Nebr.	KGKY		Tucumcari, N. M.	KTNM	
Scranton, Pa.	WARM	B-M	Tulsa, Okla.	KOME	B-M
	WGBI	C		KTUL	C
	WQAN			KVOO	N
Seattle, Wash.	KEVR		Tuscaloosa, Ala.	WJRD	
	KIRO	C	Tuscola, Ill.	WDZ	
	KJR	B	Twin Falls, Ida.	KTFI	N
	KOL	M	Tyler, Texas	KGKB	
	KOMO	N	Uniontown, Pa.	WMBS	C
	KRSC		Urbana, Ill.	WILL	
	KTW		Utica, N. Y.	WIBX	C
	KXA		Valdosta, Ga.	WGOV	M
Sedalia, Mo.	KDRO		Valley City, N. D.	KOVC	
Selma, Ala.	WHBB	M	Vancouver, Wash.	KVAN	
Sharon, Pa.	WPIC		Vermillion, S. D.	KUSD	
Shawnee, Okla.	KGFF	B	Vernon, Texas	KVWC	M
Sheboygan, Wisc.	WHBL	M	Vicksburg, Miss.	WQBC	B
Shenandoah, Ia.	KFNF		Victoria, Texas	KVIC	
	KMA	B-M	Vincennes, Ind.	WAOV	
Sheridan, Wyo.	KWYO		Virginia, Minn.	WHLB	N-B
Sherman, Texas	KRRV	M	Visalia, Calif.	KTKC	B
Shreveport, La.	KRMD	B	Waco, Texas	WACO	B-M
	KTBS	N	Wallace, Ida.	KWAL	
	KWKH	C	Walla Walla, Wash.	KUI	
Siloam Springs, Ark.	KUOA		Warren, Ohio	WRRN	M
Sioux City, Ia.	KSCJ	B	Washington, D. C.	WINX	
	KTRI	M		WTOP	C
Sioux Falls, S. D.	KELO	N		WMAL	B
	KSOO	N		WOL	M
South Bend, Ind.	WSBT	C		WRC	N
Spartanburg, S. C.	WORD	B		WWDC	
	WSPA	C	Washington, N. C.	WRRF	B
Spencer, Ia.	KICD	M	Washington, Pa.	WJPA	
Spokane, Wash.	KFIO	M	Waterbury, Conn.	WATR	M
	KFPY	C		WBRY	C
	KGA	B	Waterbury, Vt.	WDEV	
	KHO	N	Waterloo, Ia.	KXEL	B
Springfield, Ill.	WCBS	B	Watertown, N. Y.	WATN	
	WTAX	C		WWNY	C
Springfield, Mass.	WBZA	N	Watertown, S. D.	KWAT	
	WMAS	C	Watsonville, Calif.	KHUB	B
	WSPR	B	Wausau, Wisc.	WSAU	M
Springfield, Mo.	KGBX	N-B	Waycross, Ga.	WAYX	
	KTTS	M	Welch, W. Va.	WERW	B
	KWTO	B	Wenatchee, Wash.	KPO	N
Springfield, Ohio	WIZE	B	Weslaco, Texas	KRGV	C
Stamford, Conn.	WSRR	B	West Palm Beach, Fla.	WJTO	
Sterling, Colo.	KGEC		West Lafayette, Ind.	WBAA	
Steubenville, Ohio	WSTV	M	Wheeling, W. Va.	KWKW	C
Stevens Pt., Wisc.	WLBL			WVVA	B
Stockton, Calif.	KGDM	C	White Plains, N. Y.	WFAS	
	KWG	B	Wichita, Kans.	KANS	N
Suffolk, Va.	WLPM			KPBI	B-M
Sumter, S. C.	WFIG	B		KFH	C
Sunbury, Pa.	WKOK		Wichita Falls, Tex.	KWFT	C
Superior, Wisc.	WDSM	M-B	Wilkes-Barre, Pa.	WBAX	M
Sweetwater, Tex.	KXOX			WBRE	N
Sidney, Mont.	KGCK		Williamson, W. Va.	WBTH	
Syracuse, N. Y.	WAGE	B-M	Williamsport, Pa.	WRAK	N
	WFBL	C	Willmar, Minn.	KWLM	M
	WOLF	M	Wilmington, Del.	WDEL	N
	WSYR	N		WILM	M
Tacoma, Wash.	KMO	M	Wilmington, N. C.	WMPD	B
	KTBI		Wilson, N. C.	WGTM	M
	KVI		Winchester, Va.	WINC	B
Tallahassee, Fla.	WTAL		Winona, Minn.	KWNO	M
Tampa, Fla.	WDAE	C	Winston Salem, N. C.	WAIR	B-M
	WFLA	N		WSJS	N
Temple, Texas	KTFM	M-B	Wisconsin Rapids, Wisc.	WFHR	M
Terre Haute, Ind.	WBOW	N-B	Woodside, N. Y.	WWRL	
Texarkana, Tex.	KCMC	M	Worcester, Mass.	WAAB	M
Thomasville, Ga.	WPAX			WORC	B
Toccoa, Ga.	WRLC			WTAG	C
Toledo, Ohio	WSPD	N	Yakima, Wash.	KIT	M
	WTOL	B	Yankton, S. Dak.	WNAX	C
Topeka, Kans.	WIBW	C	York, Pa.	WORK	M-N
Town of Allegany, N. Y.	WHDL	B		WSBA	B
Traverse City, Mich.	WTMC		Youngstown, Ohio	WFMJ	B
Trenton, N. J.	WTNJ			WKBN	C
	WTTM		Yuma, Ariz.	KYUM	N-B
Troy, N. Y.	WHAZ	M	Zanesville, Ohio	WHIZ	N
	WTRY	B	Zarephath, N. J.	WAWZ	

# ALABAMA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

## W H M A

ANNISTON—EST. 1938

BLUE NETWORK

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned By . . . . . Anniston Broadcasting Co.  
Operated By . . . . . Harry M. Ayers  
Address . . . . . Radio Building, 1330 Noble St.  
Phone Number . . . . . 2380  
Transmitter Location . . . . . Radio Building,  
1330 Noble St.  
Time on the Air . . . . . 6 a.m. to 12 midnight  
Newspaper Affiliation . . . . . Anniston Star  
News Service . . . . . AP, UP  
Transcription Service . . . . . World Broadcasting  
Representative . . . . . Sears & Ayer, Inc.

### Personnel

Owner . . . . . Harry M. Ayers  
Station-Commercial Manager . . . . . J. W. Buttram  
Program-Publicity Director . . . . . Dr. Frank McLean  
Production Manager . . . . . Malcolm Street  
Sales Promotion Manager-Musical Director . . . . .  
Mrs. Ruby Meigs  
Chief Engineer . . . . . James Hudson  
Director of War Programs . . . . . J. W. Butram

## W J L D

BESSEMER—EST. 1942

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . J. Leslie Doss  
Address . . . . . Hotel Gary  
Phone Number . . . . . 2300; 2301  
Transmitter Location . . . . . Blue Lake Site  
Time on the Air . . . . . 6 a.m. to 11 p.m.  
News Service . . . . . AP  
Transcription Service . . . . . World Broadcasting  
System-Keystone Broadcasting System  
Representative Keystone Broadcasting System

### Personnel

Owner . . . . . J. Leslie Doss  
Station-Commercial Manager and Production  
Manager . . . . . Hal Falter  
Program Director and Director of War  
Programs . . . . . Byrl Cooley  
Chief Announcer . . . . . Alvin Davis  
Artists Bureau . . . . . Billie Cliff Evans  
Chief Engineer . . . . . Calaway M. Callicott

## W A P I

BIRMINGHAM—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1070 Kc. . . . . Power: 5000 Watts  
Owned By . . . . . Alabama Polytechnic In-  
stitute, University of Alabama, Alabama  
College.  
Licensee . . . . . Voice of Alabama, Inc  
Address . . . . . Protective Life Bldg.  
Phone Number . . . . . 3-8116  
Studio Addresses . . . . . Protective Life Bldg.;  
University of Alabama Campus, Tuscaloosa;  
Alabama College Campus, Montealio; Ala-  
bama Polytechnic Institute Campus, Auburn.  
Transmitter Location . . . . . Sandusky, Ala.  
Time on the Air: 5:45 a.m. to 12 midnight; Sun-  
days, 8 a.m. to 12 midnight  
News Service . . . . . UP  
Representative . . . . . Radio Sales

### Personnel

Chairman of Board . . . . . Ed Norton  
President-General Manager . . . . . Thad Holt  
National Sales & Promotion  
Manager . . . . . H. H. Holthouser  
Program Director . . . . . Jimmie Willson  
Production Manager . . . . . Burt McKee, Jr.  
Publicity Director . . . . . Mary Bennett  
Musical Director . . . . . Clo McAlpin  
Chief Engineer . . . . . N. S. Hurley

## W B R C

BIRMINGHAM—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 960 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . Birmingham Broadcast-  
ing Co., Inc.  
Address . . . . . WBRC Bldg., Box 2311  
Phone Number . . . . . 4-7741  
Transmitter Location . . . . . 2400 Arkadelphia Rd.  
Time on the Air . . . . . 6:00 a.m. to 12:00 midnite;  
Sundays, 7:00 a.m. to 12:00.  
Transcription Service . . . . . Standard Radio  
Representative . . . . . Paul H. Raymer Co.

### Personnel

President-General Manager . . . . . J. C. Bell  
Ass't Manager . . . . . John M. Connolly  
Program Director . . . . . Herbert C. Grieb  
Chief Engineer . . . . . G. P. Hamann

# W S G N

BIRMINGHAM—EST. 1925

BLUE NETWORK  
MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc. .... Power: 5000 d.; 1000 n.  
Owned-Operated by.....The Birmingham  
News Co.

Address..... Dixie Carlton Hotel  
Phone Number.....4-3434  
Transmitter Location.....Alabama State  
Fair Grounds

Time on the Air: 5 a.m. to 12 midnight  
days, 7 a.m. to 12 midnight

Newspaper Affiliation... Birmingham News;  
Birmingham Age-Herald

News Service.....AP

Transcription Service.....NBC Thesaurus,  
Langworth; Davis & Schwegler

Representative.....Headley-Reed Co.

## Personnel

General Manager.....Henry P. Johnston  
Assistant to Manager.....Evelyn Hicks  
Sales Production Manager and Publicity

Director ..... Edgar Hinkle

Program Director.....Bill Terry

Production Manager.....John Bartlett

Traffic Manager.....M. C. Black

Chief Engineer.....Gordon Bishop

# W M S L

DECATUR—EST. 1935

MUTUAL BROADCASTING SYSTEM  
KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Operated By..... Tennessee Valley  
Broadcasting Co.

Address..... 511 Bank St.  
Phone Number..... 802-3-4

Transmitter Location.....Decatur, Ala.

Time on the Air.....Unlimited License

News Service.....UP

Transcription Service...World Broadcasting  
System

Representative.....Headley-Reed Co.

## Personnel

President.....Melvin Hutson  
Secretary-Treasurer.....Clyde Hendrix

Station-Commercial Manager....Curtis Gover

Program-Publicity Manager....Genevra Hough  
Bell

Production Manager-Chief

Announcer.....John L. Slatton

Chief Engineer.....Calloway M. Callicott

# W A G F

DOTHAN—EST. 1933

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Operated By....Dothan Broadcasting  
Company

Address.....204½ E. Main Street  
Phone Number.....1430

Transmitter Location.....Headland Highway,  
Dothan

Time on the Air.....Daytime license

Newspaper Affiliation.....Dothan Eagle

Transcription Service.....Standard Radio

Representative.....Headley-Reed Company

## Personnel

Station Manager.....Julian C. Smith

Commercial Manager.....Fred Moseley

Program Director and

Chief Announcer.....Willard Wilkes

Production Manager and

Chief Engineer.....John T. Hubbard

# W J B Y

GADSDEN—EST. 1928

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned-Operated By....Gadsden Broadcast-  
ing Co., Inc.

Address.....108 Broad Street  
Phone Number..... 88

Transmitter Location.....108 Broad Street

Time on the Air.....7 a.m. to 11.00 p.m.

News Service.....Transradio

Representative.....Sears & Ayer

## Personnel

President ..... B. H. Hopson

Station Manager and

Program Director.....Beatrice Tate Benton

Commercial Manager.....Sam Benton

Chief Engineer.....L. O. Bruner

# W B H P

HUNTSVILLE—EST. 1937

MUTUAL BROADCASTING SYSTEM  
KEYSTONE BROADCASTING SYSTEM  
NORTH ALABAMA NETWORK

Frequency: 1230 Kc. .... Power 250 Watts  
Owned-Operated By.....W. H. Pollard

Address.....318 W. Clinton St.  
Phone Number.....313

Transmitter Location...1½ West of Huntsville

Time on the Air.....Unlimited license

## Personnel

President-Station Manager and

Commercial Manager.....W. H. Pollard

Program Director.....Margaret Speake

Production Manager.....Hugh McDonald

Chief Announcer and

Chief Engineer.....John Garrison

**WALA**

MOBILE—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 1410 Kc. Power: 5000 Watts  
 Owned By..... W. O. Pape  
 Operated By..... Pape Broadcasting Co.  
 Address..... 106 St. Joseph St., AT&N  
 Railroad Bldg.

Phone Number..... Dexter 3-3787  
 Transmitter Location..... Tensas Bridge Head,  
 Baldwin County

Time on the Air..... 6 a.m. to 11:00 p.m.;  
 Sundays, 8:00 a.m. to 11:00 p.m.

News Service..... AP  
 Transcription Service..... Standard Radio  
 Representative..... Headley-Reed Co.

**Personnel**

General Manager..... W. O. Pape  
 Commercial Manager..... H. K. Martin  
 Program Director-Chief

Announcer..... Charles Saunders  
 Musical Director..... Agnes Pirtle  
 Chief Engineer..... Raymond Hurley

**WMOB**

MOBILE—EST. 1939

MUTUAL BROADCASTING SYSTEM  
 BLUE NETWORK

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By..... S. B. Quigley  
 Business Address..... 600 St. Louis St.,  
 (Quigley Building)

Phone Number..... Belmont 2-4566  
 Studios Addresses..... 600 St. Louis St.  
 Transmitter Location..... 600 St. Louis St.  
 Time on the Air..... Unlimited License

News Service..... UP  
 Transcription Service..... NBC Thesaurus  
 Representative..... Sears & Ayer, Inc.

**Personnel**

Station Manager..... S. B. Quigley  
 Commercial Manager..... F. E. Busby  
 Program-Production Director... Wallace Dunlap

Chief Engineer..... T. L. Greenwood

**WCOV**

MONTGOMERY—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By..... Capital Broadcasting  
 Company, Inc.

Business Address..... 2 Montgomery St.  
 Phone Number..... 5781  
 Transmitter Location..... Narrow Lane Road,  
 Montgomery

Time on the Air..... 17 hours daily

News Service..... INS  
 Transcription Service..... Standard Radio  
 Representative..... Howard H. Wilson Co.

**Personnel**

President-Station Mgr. .... G. W. Covington, Jr.  
 Commercial Manager..... John C. Hughes  
 Executive Secretary..... Evelyn B. Robinson  
 Musical Director..... Weston Britt  
 Program Director..... Malcolm Richards  
 Chief Engineer..... W. D. Weatherly

**WSFA**

MONTGOMERY—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 1440 Kc. Power: 1000 d.;  
 500 n.

Owned-Operated By..... Montgomery  
 Broadcasting Co., Inc.

Business Address..... P. O. Box 1031  
 Phone Number..... 8361

Studio Address..... Jefferson Davis Hotel  
 Transmitter Location..... Narrow Lane Road,  
 Time on the Air..... 5:45 a.m. to 11:05 p.m.

News Service..... AP  
 Transcription Service..... NBC Thesaurus  
 Representative..... Headley-Reed Co.

**Personnel**

President-General Manager... Howard E. Pill  
 Station Manager..... John B. DeMotte  
 Local Sales Manager..... W. W. Hunt

Publicity Director..... Leland Childs  
 Program-Musical Director and

Production Manager..... Caldwell Stewart  
 Chief Engineer..... Cliff Shelkofsky

**WLAY**

MUSCLE SHOALS CITY—EST. 1933

MUTUAL BROADCASTING SYSTEM

NORTH ALABAMA NETWORK

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By..... Muscle Shoals  
 Broadcasting Corporation

Address..... Muscle Shoals, Ala.  
 Phone Number..... 1450

Transmitter Location..... Muscle Shoals, Ala.  
 Time on the Air..... 6:45 a.m. to 11 p.m.;  
 Sundays, 7:30 a.m. to 11:00 p.m.

News Service..... UP  
 Transcription Service..... Standard Radio  
 Representative..... Sears & Ayer

**Personnel**

President..... J. C. Russell  
 Station and Commercial Manager and  
 Publicity Director..... E. J. Sperry

Program-Musical Director and  
 Production Manager..... Sarah Smith  
 Sales Promotion Mgr. .... Louis Harris

Chief Engineer..... J. W. Smith  
 Chief Announcer..... Garland Burt

**W J H O**

**OPELIKA—EST. 1940**

**MUTUAL BROADCASTING SYSTEM  
KEYSTONE BROADCASTING SYSTEM**

Frequency: 1400 Kc. .... Power 250 d.; 100 n.  
Owned-Operated By..... Opelika-Auburn  
Broadcasting Co.

Address.....1400 Auburn Road  
Phone Number.....856  
Transmitter Location.....1400 Auburn Road  
Time on the Air.....6:00 a.m. to 12:00 mid.  
News Service.....UP

**Personnel**

Station Manager and  
Chief Engineer.....F. Marion Hyatt  
Commercial Manager.....James T. Ownby  
Sales Promotion and Production Manager and  
Program Director.....Hugh Web  
Publicity Director.....Anne Davis  
Musical Director.....Robert Cronander

**W H B B**

**SELMA—EST. 1935**

**MUTUAL BROADCASTING SYSTEM**

Frequency: 1490 Kc.....Power: 100 Watts  
Owned-Operated By....Selma Broadcasting  
Company, Inc.

Business Address.....209 Washington St.  
Phone Number.....1233  
Studio Address.....209 Washington St.,  
Selma, Ala.  
Transmitter Location.....Seventh Ave., North  
Time on the Air.....14½ hours daily  
Representative.....Sears & Ayer, Inc.

**Personnel**

Station-Commercial Mgr.....Julien Smith, Jr.  
Sales Promotion Manager-  
Program Director.....Erin Reynolds  
Chief Announcer.....James Stanley  
Chief Engineer.....T. F. Kelley, Jr.

**W J R D**

**TUSCALOOSA—EST. 1936**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....James R. Doss, Jr.  
Address.....First National Bank Bldg.  
Phone Number.....4464-65  
Transmitter Location.....Jug Factory &  
Greensboro Roads  
Time on the Air.....Unlimited license  
Transcription Service...World Broadcasting  
System, C. P. MacGregor  
Representative.....Headley-Reed Co..

**Personnel**

Owner.....J. R. Doss, Jr.

**ARIZONA**

*For Latest U. S. Census Population And Radio Homes Data And  
Statistics on "Shifting Population" Please Turn To Pages 233-286*

**K W J B**

**GLOBE—EST. 1938**

**NATIONAL BROADCASTING COMPANY  
ARIZONA BROADCASTING CO.**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By: The Gila Broadcasting  
Co., Inc

Business Address.....Globe  
Phone Number.....Globe 41  
Studio Address.....South Globe, Arizona  
Transmitter Location...South Globe, Arizona  
Time on the Air.....7:30 a.m. to 8:00 p.m.  
Representative...Arizona Broadcasting System

**Personnel**

President.....Louis F. Long  
Manager.....Paul Merrill  
Commercial and Sales  
Promotion Manager.....E. S. Shoecraft  
Program and Publicity  
Director.....Willard Shoecraft  
Chief Announcer.....Lester McBride  
Chief Engineer.....Herbert Hartman

**K C R J**

**JEROME—EST. 1930**

**ARIZONA BROADCASTING CO.  
KEYSTONE BROADCASTING SYSTEM**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....Central Arizona  
Broadcasting Co.

Address.....811 Main St.  
Phone Number.....Jerome 88  
Transmitter Location.....811 Main St.  
Time on the Air.....Unlimited license  
Newspaper Affiliation.....Prescott Evening  
Courier  
Transcription Service.....C. P. MacGregor

**Personnel**

President.....Della Tovrea Stuart  
Station Manager.....Erma K. Scholey  
Chief Engineer.....Wayne Fernyhough



# K S U N

LOWELL—EST. 1933

ARIZONA NETWORK

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Copper Electric Co.  
 Address: Lowell, Ariz.  
 Phone Number: Lowell 9  
 Transmitter Location: Lowell, Ariz.  
 Time on the Air: 7 a.m. to 11 p.m.  
 News Service: AP  
 Representative: John Blair & Co.

## Personnel

Station Manager: Carleton W. Morris  
 Commercial Manager: Hugh Keyes  
 Program Director: Esther Morris  
 Production Manager: Marion McKinney  
 Chief Engineer: Earl Hickman

Business Address: 415 First National Bank Bldg.  
 Phone Number: 3-3197  
 Studio Address: 24th Ave. & Buckeye Rd.  
 Transmitter Location: 24th Ave. & Buckeye Rd.  
 Time on the Air: 6 a.m. to midnight  
 News Service: INS  
 Transcription Service: Associated Music Publishers  
 Representative: John E. Pearson Co.

## Personnel

Executive Manager: M. C. Reese  
 Station-Program Manager: D. C. Reese  
 Publicity Director: Sharon Stanford  
 Musical Director: M. C. Reese, Jr.  
 Chief Engineer: Louis Subblett

# K O Y

PHOENIX—EST. 1922

COLUMBIA BROADCASTING SYSTEM  
 THE ARIZONA NETWORK

Frequency: 550 Kc. Power: 1000 Watts  
 Owned-Operated By: Salt River Valley Broadcasting Company  
 Address: 836 North Central Avenue  
 Phone Number: 4-4144  
 Transmitter Location: 12th St. & Camelback Rd.  
 Time on the Air: 6 a.m. to 12:00 midnight  
 Newspaper Affiliation: Prairie Farmer Publishing Co., Arizona Farmer  
 News Service: AP; Transradio  
 Transcription Service: World Broadcasting System  
 Representative: John Blair & Co.

## Personnel

Chairman of Board: Burrige D. Butler  
 President: W. A. Baldwin  
 Commercial Manager: John L. Hogg  
 Business Manager: Albert D. Johnson  
 Program Director: John R. Williams  
 Sales Promotion-War Program Director: Frances C. Myers  
 Chief Announcer and Production Manager: Joe Dana  
 Musical Director: Alfred Becker  
 Chief Engineer: Francis A. Higgins

# K P H O

PHOENIX—EST. 1940

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: M. C. Reese

# K T A R

PHOENIX—EST. 1922

BLUE NETWORK—NBC  
 ARIZONA BROADCASTING CO.

Frequency: 620 Kc. Power: 5000 Watts  
 Owned-Operated By: KTAR Broadcasting Company  
 Business Address: 711 Heard Building  
 Phone Number: 4-4161  
 Studio Address: Atop the Heard Building  
 Transmitter Location: 36th St. & East Thomas Road  
 Time on the Air: 6:00 a.m. to 12 midnight; Sundays, 7:00 a.m. to 12:15 a.m.  
 Newspaper Affiliation: Arizona Republic and Phoenix Gazette  
 News Service: AP; INS; UP  
 Transcription Service: NBC Thesaurus, Standard Radio Library and Langworth  
 Representative: Paul H. Raymer Co.

## Personnel

President: Sam Kahan  
 General Manager: Dick Lewis  
 Commercial Manager: J. R. Heath  
 Sales Promotion Manager: T. M. Pennington  
 Program Director: J. Howard Pyle  
 Director of War Programs: Dick Lewis  
 Publicity Director: Francis Connolly  
 Chief Announcer: Jimmy Powell  
 Traffic Manager: Jeanne Roberts  
 Artists' Bureau Head: Mary Louise Watson  
 Chief Engineer: Harold Haughwout

# K Y C A

PRESCOTT—EST. 1940

NATIONAL BROADCASTING COMPANY

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: Southwest Broadcasting Company  
 Address: East Gurley St.  
 Phone Number: 244  
 Transmitter Location: East Gurley St.  
 Time on the Air: Unlimited License  
 News Service: INS  
 Transcription Service: NBC Thesaurus  
 Representative: Paul Raymer Co.

## Personnel

President: Albert Stetson  
 Station and Commercial Mgr.: Harold Ritter  
 Program Director: Roberta Pfister  
 Artists' Bureau: Byron Lee McCall  
 Chief Engineer and  
 Production Manager: Frederick R. Blackburn

# K G L U

SAFFORD—EST. 1938

NATIONAL BROADCASTING CO.  
 ARIZONA BROADCASTING CO.

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: Gila Broadcasting Company  
 Address: 6th Ave. & Relation St.  
 Phone Number: 15  
 Transmitter Location: 6th Ave. & Relation St.  
 Time on the Air: 16 hours daily  
 News Service: AP; INS; UP  
 Transcription Service: Standard Radio  
 Representatives: Paul H. Raymer Co. and  
 Arizona Broadcasting Co.

## Personnel

President: Louis F. Long  
 General Manager: Paul Merrill  
 Commercial and Sales  
 Promotion Manager: David R. Worley  
 Publicity Director: Paul Merrill  
 Program Director, Production Manager and  
 Chief Announcer: Norman B. Harrington  
 Chief Engineer: Herbert Hartman

# K T U C

TUCSON—EST. 1929

COLUMBIA BROADCASTING SYSTEM  
 ARIZONA NETWORK

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: Tucson Broadcasting Co., Inc.

Address: E. Broadway & Tyndall  
 Phone Number: 5800-5801  
 Transmitter Location: Broadway at Tyndall  
 Time on the Air: 6 a.m. to 11 p.m.  
 News Service: AP  
 Transcription Service: Associated  
 Representative: John Blair & Co.

## Personnel

Station and Commercial Mgr.: Lee Little  
 Sales Promotion Manager: Gerald O'Brien  
 Chief Announcer: Graham French  
 Program Director and  
 Production Manager: Wayne Sanders  
 Chief Engineer: Cliff Livingston

# K V O A

TUCSON—EST. 1928

NATIONAL BROADCASTING CO.  
 ARIZONA BROADCASTING COMPANY

Frequency: 1290 Kc. Power: 1000 Watts  
 Owned-Operated By: Arizona Broadcasting Company, Inc.  
 Business Address: P. O. Box 2911  
 Phone Number: 3703  
 Studio Address: 48 East Broadway  
 Transmitter Location: 10th and Lee  
 Time on the Air: Unlimited license  
 Newspaper Affiliation: Arizona Republic  
 News Service: AP  
 Transcription Service: NBC Thesaurus  
 Representative: Paul H. Raymer Co.

## Personnel

General Manager: R. B. Williams

# K Y U M

YUMA—EST. 1940

BLUE NETWORK-NBC  
 ARIZONA BROADCASTING CO.

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: Yuma Broadcasting Co.  
 Business Address: Post Office Box 352  
 Phone Number: Yuma 88  
 Studio Address: 19th Avenue and 1st Street  
 Transmitter Location: 19th Avenue and 1st St.  
 Time on the Air: 7 a.m. to 10:45 p.m.; Sundays,  
 7:00 a.m. to 12:15 a.m.  
 News Service: INS, UP  
 Transcription Service: NBC Thesaurus  
 Representative: Paul H. Raymer Co.

## Personnel

President: R. N. Campbell  
 General Manager and Director of  
 War Programs: Harper M. Phillips  
 Chief Engineer: Leavenworth Wheeler

# ARKANSAS

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

## K L C N

BLYTHEVILLE—EST. 1922

Frequency: 900 Kc.....Power: 1000 Watts  
Owned and Operated by...Fred O. Grimwood  
Address.....Noble Hotel  
Phone Number.....2093  
Transmitter Location.....Armored, Ark.  
Time on the Air.....6 a.m. to local sunset  
News Service.....UP  
Transcription Service.....NBC Thesaurus  
Representative.....The John E. Pearson Co.

### Personnel

Station-Commercial

Manager.....Harold L. Sudbury  
Sales Promotion Manager.....Harold Sudbury  
Program Director.....J. T. Sudbury  
Director of War Programs.....  
Chief Announcer.....Bill Crable  
Musical Director.....Bob Berryman  
Chief Engineer.....Bob Connor

## K E L D

EL DORADO—EST. 1935

BLUE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By...Radio Enterprises, Inc.  
Address.....Box 610, El Dorado  
Phone.....1313  
Transmitter Location.....Country Club Colony  
Time on the Air.....6:45 a.m. to 10:30 p.m.  
News Service.....INS  
Transcription Service.....Standard Radio  
Representative.....Cox and Tanz

### Personnel

President.....T. H. Barton  
Station and Commercial Manager...Leon Sipes  
Sales Promotion Manager.....  
Publicity Director.....J. R. Duerson  
Program Director.....Rodney Smith  
Production Manager.....Charles Mathis  
Chief Announcer.....Leon Sipes  
Director of War Programs...Jacqueline Click  
Chief Engineer.....A. W. Hearin

## K F P W

FORT SMITH—EST. 1930

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Southwestern  
Hotel Co.

Address.....1215 Garrison Ave.  
Phone Number.....4106  
Transmitter Location.....Albert Pike &  
Kelley Highway  
Time on the Air.....6:30 to 10:00 p.m.;  
Sundays, 8:00 a.m. to 9:15 p.m.  
News Service.....UP and AP  
Transcription Service.....NBC Thesaurus;  
World Broadcasting System

### Personnel

President and General Mgr...John A. England  
Station Manager.....J. E. "Pat" Garner  
Commercial-Sales Promotion  
Manager.....Bill Slates  
Program-Musical Director.....Dorothy Gibson  
Production Manager and  
Publicity Director.....Pat Garner  
Chief Announcer.....William A. Stapleton  
Chief Engineer.....John M. Van Horn

## K F F A

HELENA—EST. 1941

MUTUAL BROADCASTING SYSTEM  
KEYSTONE BROADCASTING SYSTEM  
ARKANSAS NETWORK

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By: Helena Broadcasting Co.  
Address.....215 York St.  
Phone Number.....Main 59  
Transmitter Location.....215 York St.  
Time on the Air.....104 hours weekly  
News Services.....UP  
Transcription  
Service.....Keystone Broadcasting System

### Personnel

President-General Manager...Sam Anderson  
Program Director and  
Production Manager.....Doris Trainer  
Chief Engineer.....J. C. Warren  
Chief Announcer.....Leland Stone

## K T H S

HOT SPRINGS—EST. 1924

BLUE NETWORK  
ARKANSAS NETWORK

Frequency.....1090 Kc.  
Power.....10,000 d.; 1000 n.  
Owned-Operated By...Radio Broadcasting, Inc.  
Address.....135 Benton Street  
Phone Number.....1160-1161

• • •      **ARKANSAS**      • • •

Transmitter Location.....Malvern Road  
 Time on the Air.....6 a.m. to 12 midnight  
 News Service.....UP  
 Transcription Service.....NBC Thesaurus  
 Representative.....Branham Company

**Personnel**

President.....John C. McCormack  
 Station Manager.....K. K. Kellam  
 Commercial Manager.....Ed Appler  
 Program Director and  
 Production Manager.....Frank A. Browne  
 Chief Engineer.....Cecil Suitt

**K W F C**

**HOT SPRINGS—EST. 1940**

**MUTUAL BROADCASTING SYSTEM**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Clyde E. Wilson  
 Address.....819½ Central  
 Phone Number.....412  
 Transmitter Location.....819½ Central  
 Time on the Air.....7 a.m. to 11 p.m.  
 News Service.....AP  
 Transcription Service.....Standard Radio

**Personnel**

General Manager.....Clyde E. Wilson  
 Commercial and Sales  
 Promotion Manager.....Robert Choate  
 Program Director.....J. Grum  
 Production Manager and  
 Publicity Director.....Jon Hackett  
 Chief Engineer.....Melvin P. Spann

**K B T M**

**JONESBORO—EST. 1930**

**MUTUAL BROADCASTING SYSTEM**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned by...Jay P. Beard d/b as Regional  
 Broadcasting Co.  
 Operated By.....Mrs. Jay P. Beard  
 Address: KBTM Bldg., Madison at Jackson Sts.  
 Phone Number.....597  
 Transmitter Location.....Rural Route No. 4  
 Time on the Air.....7:00 A.M. to 10:00 P.M.

**Personnel**

President.....Jay P. Beard  
 Station Manager.....Mrs. Jay P. Beard  
 Commercial Manager.....W. H. Cate  
 Program Director.....Miss Beauton Wood

**K A R K**

**LITTLE ROCK—EST. 1931**

**NATIONAL BROADCASTING CO.  
 SOUTHCENTRAL QUALITY NETWORK**

Frequency: 920 Kc.....Power: 5000 Watts  
 Owned-Operated By: Arkansas Radio & Equip-  
 ment Co.

Address.....Radio Center, 114 E. Capitol  
 Phone Number.....LD 224  
 Transmitter Location: Jackson Blvd., North Little  
 Rock

Time on the Air.....5:45 A.M. to 11:30 P.M.,  
 Sundays, 7:00 A.M. to 11:30 P.M.

News Service.....AP, INS  
 Transcription Service.....Standard  
 Representative.....Edward Petry & Co.

**Personnel**

President.....T. H. Barton  
 V.P. and Gen. Mgr.....G. E. Zimmerman  
 Commercial Manager.....C. K. Beaner  
 Studio Manager.....Bruce Grant  
 Publicity Director.....Julian F. Haas  
 Chief Engineer.....Dan L. Winn

**K G H I**

**LITTLE ROCK—EST. 1927**

**BLUE NETWORK**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By: Arkansas Broadcasting  
 Company

Address: Gazette Building, 3rd & Louisiana Sts.  
 Phone Number.....9166  
 Transmitter Location.....Gazette Building  
 Time on the Air: 6 a.m. to 11p.m. Saturdays,  
 6:00 a.m. to 1:00 a.m.

Newspaper Affiliation.....Arkansas Gazette  
 Representative.....Spot Sales, Inc.

**Personnel**

President.....A. L. Chilton  
 Station Manager.....S. C. Vinsonhaler  
 Commercial Manager.....R. E. Rives  
 Program Director.....Dorothy Weise  
 Chief Engineer.....K. F. Tracy

**K L R A**

**LITTLE ROCK—EST. 1926**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1010 Kc...Power 10000 d.; 5000 n.  
 Owned-Operated By...Arkansas Broadcasting  
 Company

Address...Gazette Bldg., 3rd & Louisiana Sts.  
 Phone.....5427  
 Transmitter Location..Highway No. 70, 8 miles  
 east of Little Rock

Time on the Air: 5:00 a.m. to 2:05 a.m. Mon-  
 days through Saturday; 7 a.m. to 12:30 p.m.,  
 Sundays.

Newspaper Affiliation.....Arkansas Gazette  
 News Service.....UP  
 Transcription Service.....Associated Music  
 Publishers

Representative.....The Katz Agency

**Personnel**

President.....A. L. Chilton  
 General and  
 Commercial Manager.....S. C. Vinsonhaler

Merchandising Manager and  
 Publicity Director..... Claude Miller  
 Program Director..... Nina Madden  
 Production Manager and  
 Chief Announcer..... Harris Owen  
 Musical Director..... Tom Scott  
 Chief Engineer..... K. F. Tracy

**K O T N**

PINE BLUFF—EST. 1934

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.

Universal Broadcasting Corp.

Address ..... 505½ Main St.  
 Phone Number ..... 721  
 Transmitter Location..... 505½ Main St.  
 Time on the Air..... Unlimited  
 News Service..... UP and AP

**Personnel**

President-General Manager..... B. J. Parrish  
 Sales Promotion Manager..... R. W. Etter  
 Program Director..... Ayleene Somervell

**K U O A**

SILOAM SPRINGS—EST. 1923

KEYSTONE BROADCASTING SYSTEM

ARKANSAS NETWORK

Frequency: 1290 Kc.....Power: 5000 Watts  
 Owned-Operated By..... K U O A Incorporated  
 Address..... Siloam Springs, Ark.  
 Phone Number ..... 77  
 Transmitter Location..... Siloam Springs, Ark.  
 Time on the Air..... 6:30 a.m. to Local Sunset  
 News Service ..... UP  
 Transcription Service.... World Broadcasting  
 System, Keystone Broadcasting System  
 Representative ..... The Walker Company

**Personnel**

President..... Richard Hodges  
 Station and Commercial  
 Manager..... Storm Whaley  
 Program Director..... Gilberta Walton  
 Director of War Programs.... Storm Whaley  
 Chief Engineer..... Kenneth Maxwell

**PA** *THE PACEMAKER* with **AP** news for radio



## WHITHER IN 1944?

1943 was an incredibly successful year for all Pacific Coast networks. Especially for Pacific Blue. What 1944 holds we refuse to prophesy but what happened in 1943 is a reliable key to the future.

**More Stations**—Two aggressively managed stations—KFMB, San Diego, and KPRO, Riverside—joined the fold, giving us 14 stations and as near perfect coverage as any advertiser can request. No other network can offer more coverage.

**More Business**—24 regional advertisers used Pacific Blue in 1943. In January, 1944, alone five new regional advertisers—S & W, Rainier Brewing, Lyon Van & Storage, Resinol, and Union Ice—signed for an additional 14 quarter-hours a week.

**More Audience**—Pacific Blue's share of the audience surged upward with every Hooper during 1943. For instance, in the morning Pacific Blue stations in the four key Coast markets showed gains of 28% to 70%, in the afternoon gains of 21% to 74%.

**Same Rates**—Improved coverage and more listeners have *not* meant increased rates. The same economical rate structure, the same liberal discounts still enable Pacific Blue to deliver the Coast for 20% less than any other network.

**THE PACIFIC BLUE NETWORK**

# CALIFORNIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

## KERN

BAKERSFIELD—EST. 1932

BLUE NETWORK

Frequency: 1410 Kc. Power: 1000 Watts  
Owned-Operated By.. McClatchy Broadcasting  
Address ..... Elks Bldg.  
Phone Number ..... 8-8431  
Transmitter Location..... Ming & Oak Sts.  
Time on the Air..... 6 a.m. to 12 midnight  
Newspaper Affiliation McClatchy Newspapers  
News Service ..... AP and INS  
Transcription Service..... Standard Radio  
Representative..... Paul H. Raymer Co.

### Personnel

President..... Eleanor McClatchy  
Station Manager..... Deane Banta  
Commercial Manager..... Richard Brothers  
Program-Publicity Director.... Michael Powell  
Chief Engineer..... Verne Shatto  
(See Page 358)

## KPNC

BAKERSFIELD—EST. 1935

MUTUAL—DON LEE

Frequency: 1560 Kc. Power: 1000 Watts  
Owned-Operated By.. Pioneer Mercantile Co.  
Business Address..... 20th & Eye Streets  
Phone Number ..... 8-8151  
Transmitter Location..... 307 East 21st St.  
Time on the Air..... Unlimited license  
News Service ..... UP  
Transcription Service..... NBC Thesaurus and  
Associated Music Publishers  
Representative..... John Blair & Co.

### Personnel

President..... F. G. R. Schamblin  
Station Manager..... L. A. Schamblin  
Assistant Manager..... C. C. Sturm

## KRE

BERKELEY—EST. 1923

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By..... Central California  
Broadcasters, Inc.  
Address ..... 601 Ashby Avenue  
Phone Number..... Ashberry 7715  
Transmitter Location..... 601 Ashby Avenue  
Time on the Air..... Unlimited  
News Service ..... INS  
Transcription Service..... Standard Radio

### Personnel

President-Station Manager.... Arthur Westlund  
Sales Promotion-Program  
Manager ..... Don Hambly  
Publicity Director..... Leonora Morgan

Chief Announcer..... Phil McKernan  
Musical Director..... Harrold S. Hawley

## KHSL

CHICO—EST. 1935

MUTUAL BROADCASTING SYSTEM  
DON LEE BROADCASTING SYSTEM

Frequency: 1290 Kc. Power: 1,000 Watts  
Owned-Operated By..... Golden Empire  
Broadcasting Co., Inc.  
Address ..... 4th & Broadway Sts.  
Phone Number..... Chico 237-8  
Transmitter Location..... Hooker Oak and  
Madrone Aves.

Time on the Air: 7:00 a.m. to 11:00 p.m.; 8:00  
a.m. to 11:00 p.m., Sundays

News Service..... UP  
Transcription Service..... Standard Radio.  
C. P. MacGregor

Representative..... W. S. Grant Co.

### Personnel

President..... Hugh McClung  
Station Manager..... M. F. Woodling  
Commercial and Sales  
Promotion Manager..... Henry Watton, Jr.  
Program and Musical Director.... Mabel Swift  
Production Manager and  
Publicity Director..... Russell Pope  
Chief Announcer..... Thomas Nelson  
Chief Engineer..... Emory P. Milburn

## KXO

EL CENTRO—EST. 1927

MUTUAL BROADCASTING SYSTEM  
DON LEE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 100 Watts  
Owned-Operated By..... Vairadio, Inc.  
Address ..... 793 Main St.  
Phone Number ..... 1100  
Transmitter Location..... 793 Main St.  
Time on the Air..... 7:00 a.m. to 11:00 p.m.  
Transcription Service..... Standard Radio  
Representative..... Paul H. Raymer Co.

### Personnel

President..... Thomas E. Sharp  
Station Manager..... Ken Thornton  
Commercial Manager..... Belle Hovey  
Program Director..... Jean Thornton  
Chief Announcer..... Ted Todd  
Chief Engineer..... James Coin

## KIEM

EUREKA—EST. 1933

MUTUAL—DON LEE

Frequency: 1480 Kc. Power: 1000 Watts

# "CALIFORNIA DIVISA IN EST OMNIS PARTES TRES"

In case your Latin lessons, like ours, are some years behind you (we had to check the spelling ourselves!) Caesar's *Gallia* was also divided into three parts. ★ Tri-partite California shapes up like this:

## CALIFORNIA CONSISTS OF...

**1** The San Francisco - Oakland (Bay area) market;

**2** The Los Angeles - San Diego (southern California) market;



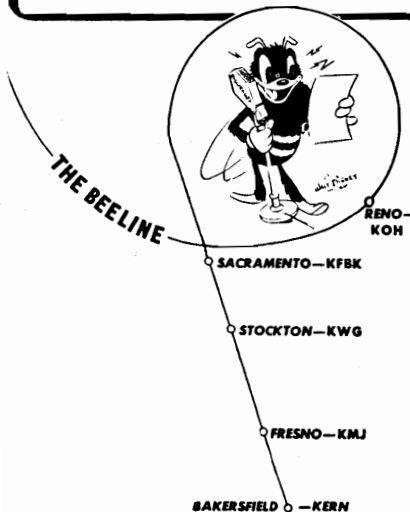
## ...and BIGGEST OF ALL...

**3** The billion-dollar "interior" market: California's great central valleys, *plus* wealthy western Nevada...completely radio-covered *only* by

*The Beeline*



Your nearest Raymer office has "sweet news" about the BEELINE: *new* Hooper ratings, contour maps and mail-response facts. ★ This unique group of stations is radio's surprise package, at attractive new rates.



# McClatchy Broadcasting Company

Sacramento, California

ROBERT A. STREET, *National Sales Manager*  
PAUL H. RAYMER CO., *National Representative*



**Owned-Operated By** .... Redwood Broadcast-  
ing Co., Inc.  
**Business Address** ..... Box 43  
**Phone Number** ..... 93  
**Studio Address** ..... Vance Hotel, Eureka Inn  
**Transmitter Location** ..... McFarland Tract  
Humboldt Bay  
**Time on the Air** ..... Unlimited  
**News Service** ..... INS; UP  
**Transcription Service** ..... World Broadcasting  
System  
**Representative** ..... John Blair & Co.

**Personnel**

**President and Station**  
Manager ..... William B. Smullin  
Rural War Manager ..... Eddie Logan  
Commercial Manager ..... Betty Lundeen  
Production Manager ..... C. Paul Corbin  
Sales Promotion Manager ..... Betty Byrd  
Program Manager ..... Mary Martin  
Musical Director ..... Jack Andrews  
Religious Director ..... Rev. Charles H. Hudson  
Office Manager ..... George E. Thomson  
Traffic Manager ..... Betty Matthias  
Education Director ..... Earl Roberts  
Engineer ..... Alvor Olson

**K A R M**

FRESNO—EST. 1938

COLUMBIA BROADCASTING SYSTEM

**Frequency:** 1430 Kc. .... **Power:** 5000 Watts  
**Owned-Operated By** ... KARM, The George  
Harm Station  
**Address** ..... 1333 Van Ness Ave.  
**Phone Number** ..... 4-2966  
**Transmitter Location** ... Van Ness & Allu-  
vial Avenues  
**Time on the Air** ..... 6 a.m. to 12 midnight;  
8 a.m. to 12 midnight, Sunday  
**News Service** ..... AP and INS  
**Transcription Service** ..... Standard Radio  
**Representative** ..... Edward Petry & Co., Inc.

**Personnel**

**Owner & President** ..... Mrs. Hattie Harm  
**General Manager** ..... Clyde F. Coombs  
**Commercial Manager** ..... Ned L. Brown  
**Sales Promotion Manager** ..... Eldora Roth  
**Program Director** ..... Ralph Bunje  
**Chief Engineer** ..... John Scales

**K F R E**

FRESNO—EST. 1942

MUTUAL BROADCASTING SYSTEM

DON LEE BROADCASTING SYSTEM

**Frequency:** 1340 Kc. .... **Power:** 250 Watts  
**Owned-Operated By** ..... J. E. Rodman  
**Address** ..... T. W. Patterson Bldg.  
**Phone Number** ..... 4-5001

**Transmitter Location** ..... Clinton & First Sts.  
**Time on the Air:** 6 a.m. to 2 a.m.; Sundays,  
8:00 a.m. to 12 midnight  
**News Service** ..... UP  
**Transcription Service** ..... Associated Music  
Publishers and World  
**Representative** ..... John Blair & Co.

**Personnel**

**Owner** ..... J. E. Rodman  
**Station Manager** ..... Paul R. Bartlett  
**Program Director** ..... Gene Chenault  
**Office Manager** ..... Lois Daniels  
**Traffic Manager** ..... Frances Quinn  
**Chief Engineer** ..... Sheldon Anderson

**K M J**

FRESNO—EST. 1922

NATIONAL BROADCASTING CO.

**Frequency:** 580 Kc. .... **Power:** 5,000 Watts  
**Owned-Operated By** .. McClatchy Broadcasting  
Co.  
**Address** ..... Van Ness & Calaveras  
**Phone Number** ..... 3-6277  
**Transmitter Location** ... North & Madera Aves.  
Kerman  
**Time on the Air:** ..... 24 hours daily  
**Newspaper Affiliation** ..... The Fresno Bee  
(McClatchy Newspapers)  
**News Service** ..... UP  
**Transcription Service** ..... NBC Thesaurus  
**Representative** ..... Paul H. Raymer Co.

**Personnel**

**President** ..... Eleanor McClatchy  
**Station Manager** ..... Keith Collins  
**National Sales Manager (N. Y. C.)**  
Robert Srtet  
**Sales Manager** ..... Coyle Chambers  
**Sales Promotion Manager** ..... Connie Marill  
**Traffic Manager** ..... Margaret Vogelsang  
**Special Events Director** ..... Frank Arthur  
**Program and Musical Director and**  
**Production Manager** ..... Andy Patterson  
**Publicity Director** ..... Jack Griffith  
**Chief Engineer** ..... Wm. N. Wallace  
**War Program Director** ..... Andy Patterson  
(See Page 358)

**K I E V**

GLENDALE—EST. 1933

**Frequency:** 870 Kc. .... **Power:** 250 Watts  
**Owned-Operated By:** Cannon Broadcasting  
System, Ltd.  
**Address** ..... 102 N. Glendale Ave.  
**Phone Number** ..... Citrus 1-1133  
**Transmitter Location** ..... 102 N. Glendale Ave.  
**Time on the Air** ..... Daytime License

**Personnel**

**President** ..... David H. Cannon  
**General Manager** ..... L. W. Peters

**K F O X**

**LONG BEACH—EST. 1924**  
SOUTHERN CALIFORNIA BROADCASTERS  
ASSOCIATION

Frequency: 1280 Kc.....Power: 1000 Watts  
Owned-Operated By...Nichols & Warinner, Inc.  
Address.....220 E. Anaheim Street  
Phone Number.....672-81  
Transmitter Location...220 E. Anaheim Street  
Time on the Air.....5:00 a.m. to 11:00 p.m.  
News Service .....UP  
Transcription Service .....Standard Radio,  
Langworth Transcription Service; C. P. Mac-  
Gregor

**Personnel**

President, Station Manager and  
Program Director.....Hal G. Nichols  
Commercial and Sales Promotion Manager  
and Chief Engineer..Lawrence W. McDowell  
Director of War Programs.....Margaret Smith

**K G E R**

**LONG BEACH—EST. 1926**

Frequency: 1390 Kc.....Power: 5000 Watts  
Owned-Operated By: Consolidated Broadcast-  
ing Corp.  
Business Address.....435 Pine Ave.  
Phone Number.....Long Beach 660-41  
Studio Addresses: 435 Pine Ave.; 643 So.  
Olive, Los Angeles  
Transmitter Location.....Atlantic & Olive,  
Compton  
Time on the Air.....6:00 a.m. to 1:00 a.m.  
News Service .....AP  
Transcription Service: World Broadcasting Sys-  
tem, Standard Radio, Lang-Worth, McGregor  
National Representative.....Spot Sales, Inc.

**Personnel**

President-Gen'l Manager...C. Merwyn Dobyne  
Commercial Manager.....Lee Wynne  
Sales Promotion Manager...Thomas P. Hunter  
Musical Director.....Helene Smith  
Production Manager.....Iola Josephson  
Chief Engineer.....Ronald Oakley

**K E C A**

**LOS ANGELES—EST. 1929**  
BLUE NETWORK

Frequency: 790 Kc.....Power: 5000 Watts  
Owned-Operated By...Earle C. Anthony, Inc.  
Address.....141 North Vermont Avenue  
Phone Number.....FAirfax 2121  
Transmitter Location....2951 S. Fairfax Ave.  
Time on the Air.....6:00 a.m. to 12 midnight;  
8:00 a.m. to midnight, Sunday

News Service.....UP, AP  
Transcription Service: Standard Radio, C. P.  
MacGregor, Lang-Worth  
Representative.....Free & Peters, Inc.

**Personnel**

President.....Earle C. Anthony  
General Manager.....William B. Ryan  
Commercial and Sales Manager...Clyde Scott  
Program Manager.....John Edwards  
Musical Director.....Claude Sweeten  
Production Manager.....Don McNamara  
Promotion and Public  
Service Director.....J. G. Paltridge  
Publicity Director.....Matt Barr  
Continuity Editor.....Volney Cunningham  
Chief Engineers.....Curtis Mason,  
H. L. Blatterman  
Auditor .....Ernest Felix

**K F A C**

**LOS ANGELES—EST. 1931**

Frequency: 1330 Kc.....Power: 1000 Watts  
Owned-Operated By: Los Angeles Broadcast-  
ing Company, Incorporated  
Address.....645 South Mariposa  
Phone Number .....Flitroy 1231  
Transmitter Location.....8581 West 18th,  
Culver City  
Time on the Air.....168 hours a week  
News Service .....AP

**Personnel**

President-General Manager...Calvin J. Smith  
Program-Musical Director.....Don Otis  
Publicity Director.....Eileen Wheatley  
Traffic Manager.....Lucile R. Blake  
Chief Announcer.....Don Otis  
Chief Engineer.....Owen J. Ford

**K F S G**

**LOS ANGELES—EST. 1923**

Frequency: 1150 Kc...Power: 2500 d.; 1000 n.  
Owned-Operated By: Echo Park Evangelistic  
Ass'n  
Address.....1100 Glendale Blvd.  
Phone Number.....Exposition 1141  
Transmitter Location.....1100 Glendale Blvd.  
Time on the air: 7:45 p.m. to 12 midnight (ex-  
cept Fridays); Sundays, 10:30 a.m. to 12:30  
p.m., 3 p.m. to 4:15 p.m., 7:00 p.m. to 12  
midnight

**Personnel**

President.....Aimee Semple McPherson  
Station Manager.....Rev. Jack Carmaine  
Musical Director.....Esther Fricke Stuart  
Chief Engineer.....Myron Kluge

• • CALIFORNIA • •

# KFI

LOS ANGELES—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 640 Kc.....Power: 50,000 Watts  
Owned-Operated By...Earle C. Anthony, Inc.  
Address.....141 North Vermont Ave.  
Phone Number.....FAirfax 2121  
Transmitter Location.....Buena Park, Calif.  
Time on the Air.....24 Hours Daily  
News Service.....UP  
Transcription Service: Standard Radio, Lang-  
Worth  
Representative.....Edward Petry & Co., Inc.

## Personnel

President.....Earle C. Anthony  
General Manager.....William B. Ryan  
Commercial Manager.....Clyde Scott  
Program Manager.....John I. Edwards  
Production Manager.....Don McNamara  
Publicity Director.....Matt Barr  
Director of Promotion and  
Public Service.....J. G. Paltridge  
Auditor.....Ernest Felix  
Special Events Supervisor.....Robert Purcell  
Continuity Editor.....Volney Cunningham  
Musical Director.....Claude Sweeten  
Chief Engineers.....Curtis Mason,  
H. L. Blatterman

# KFVD

LOS ANGELES

Frequency: 1020 Kc.....Power: 1000 Watts  
Owned-Operated By: Standard Broadcasting  
Company, Inc.  
Address.....338 South Western Avenue  
Phone Number.....Drexel 2391  
Transmitter Location....9300 Cattaraugus St.  
Time on the Air:6 a.m. to sundown, 10:00 p.m.  
to 1:00 a.m.  
News Service.....UP  
Transcription Service.....Lang-Worth

## Personnel

President-Station Manager.....Frank Burke  
Commercial Manager.....F. J. Smalley, Jr.  
Program Dir.-Chief Announcer...Howard Gray  
Publicity Director.....Toni Reeder  
Director of War Programs.....David Manning  
Chief Engineer.....William Gass

BOB HOPE

JACK BENNY

AMOS 'N' ANDY

EDDIE CANTOR

INFORMATION PLEASE

FRED WARING

HOUR  
OF CHARM

ONE MAN'S  
FAMILY

RED SKELTON

FIBBER MCGEE

BERGEN AND MOLLY  
AND MCCARTHY

BOB BURNS

FANNIE BRICE

ABBOTT

& COSTELLO

GINNY SIMMS

BING CROSBY

ALDRICH  
FAMILY

MARCH  
OF TIME

BANDWAGON

KAY KYSER

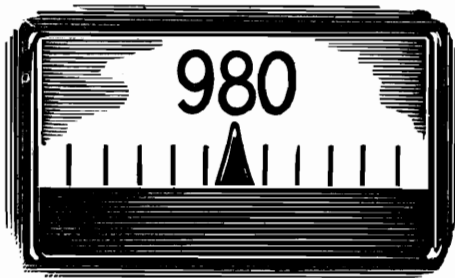
GREAT  
GILDERSLEEVE

# LOS ANGELES

50,000 WATTS—CLEAR CHANNEL—640 KILOCYCLES

*Earle C. Anthony, Inc.*

*They  
dial  
for  
dear  
old*



# K.F.W.B.

The only independent station with the 3 complete world-wide news services: ASSOCIATED PRESS, UNITED PRESS, INTERNATIONAL NEWS SERVICE!

\* \* \*

980 is the hot-spot on Los Angeles area radio dials — and why not? Warner Bros.' KFWB delivers the giant audience you'd expect from the station that has (1) more local business than any other station in the greater LA area, (2) the biggest and finest studio facilities on the Coast, and (3) 5000 watts day and night — signal strength that blankets the LA marketing area and *one-third of the buying power* of the eleven Western states!

*Get on the KFWB bandwagon — it's really taking sponsors places, and fast!*

HARRY MAIZLISH  
General Manager  
KFWB, Los Angeles

WILLIAM RAMBEAU, National Representative, N.Y. & Chicago

---

**Keep Fighting With Bonds!**

**K F W B**

LOS ANGELES—EST. 1925

Frequency: 980 Kc.....Power: 5000 Watts  
Owned-Operated By: Warner Bros. Broadcast-  
ing Corp.

Address.....5833 Fernwood Ave.  
Phone Number.....Hempstead 5151  
Transmitter Location.Baldwin Hills, Culver City  
Time on the Air.....6:00 a.m. to 1:00 a.m.  
News Service.....AP, UP, INS and Reuters  
Representative.....William G. Rambeau Co.

**Personnel**

President.....L. J. Halper  
General Manager.....Harry Malzlish  
Production Manager.....William Ray  
Program Director.....Neil Reagan  
Chief Announcer.....Harry Hall  
Musical Director.....Leon Leonardi  
War Program Director.....Sara Langman  
Chief Engineer.....Harry Myers

Business Address.....5515 Melrose Ave.  
Phone Number.....HOLLYWOOD 8111  
Transmitter Location.....Venice Blvd. & La  
Cienega  
Time on the Air:24 hours daily; Monday, 12:00  
midnite to 6:00 a.m.  
News Service.....AP, INS, City News  
Transcription Service: World Broadcasting  
System  
Representative.....John Blair & Co.

**Personnel**

President.....Thomas Lee  
Vice-President and  
General Manager.....Lewis Allen Weiss  
Vice President and  
Assistant Manager.....Willet H. Brown  
Commercial Manager.....Sydney Gaynor  
Program Director.....Sid Fuller  
Sales Promotion and  
Publicity Director.....Fair Taylor  
Traffic Manager.....Mary E. Ryan  
Musical Director.....Frank De Vol  
War Program Director.....Tony La Frano  
Chief Engineer.....Frank Kennedy

**K G F J**

LOS ANGELES—EST. 1926

Frequency: 1230 Kc.....Power: 100 Watts  
Owned-Operated By.....Ben S. McGlashan  
Address.....1417 S. Figueroa St.  
Phone Number.....Prospect 2434  
Transmitter Location.....1828 Oak St.  
Time on the Air.....Unlimited license  
News Service.....INS  
Transcription Service.....Associated Music  
Publishers.

**Personnel**

Manager.....Thelma Kirchner  
Public Relations Director.....Harry Koplan  
Program Director.....Carolyn Caro

**K H J**

LOS ANGELES—EST. 1923

MBS—DON LEE

Frequency: 930 Kc.....Power: 5000 Watts  
Owned-Operated By: Don Lee Broadcasting  
System

When You're Buying  
**LOS ANGELES**  
Buy  
**THE BIGGEST**  
**AUDIENCE**  
For  
**THE LEAST**  
**MONEY**  
Spend your budget on  
**K G F J**  
The 24-Hour Station  
1230 Kc.  
Featuring  
**NEWS and MUSIC**  
Covering the Los Angeles Metropolitan  
and Suburban Area with a population  
of 3,000,000

# K M P C

LOS ANGELES—EST. 1928

Frequency: 710 Kc. .... Power: 10,000 Watts  
 Owned By: KMPC, The Station of the Stars, Inc.  
 Address: ..... 5939 Sunset Blvd.  
 Phone Number: ..... Hollywood 5341  
 Transmitter Location: ..... 12755 Burbank Blvd.  
 Time on the Air: ..... 6 a.m. to midnight  
 News Service: ..... UP and AP  
 Transcription: ..... Associated, World  
 Representative: ..... Paul H. Raymer Co.

## Personnel

President: ..... G. A. Richards  
 V. P. & Gen. Mgr.: ..... Robert O. Reynolds  
 Commercial Manager: ..... Herbert Wixson  
 Production Manager: ..... Howard Rhines  
 Program Manager: ..... Woodrow Hattie  
 Publicity Director: ..... Willard Hanes  
 Special Events Director: ..... Jack Sherman  
 Traffic Manager: ..... Alice Richards  
 Musical Director: ..... Marie Hudson  
 Program Director: ..... Don Otis  
 Acting Chief Engineer: ..... James LaShaun

# K N X

LOS ANGELES—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1070 Kc. .... Power: 50,000 Watts  
 Owned-Operated By: Columbia Broadcasting  
 System, Inc.  
 Address: ..... 6121 Sunset Blvd.  
 Phone Number: ..... Hollywood 1212  
 Transmitter Location: ..... Columbia Park, Tor-  
 rance, Calif.  
 Time on the Air: ..... 24 hours daily  
 News Service: ..... AP; INS; UP  
 Transcription Service: ..... Associated  
 Representative: ..... Radio Sales

## Personnel

Vice President and General  
 Manager: ..... Donald W. Thornburgh  
 Ass't Gen'l Mgr. and Director of  
 Network Sales: ..... Harry W. Witt  
 Pacific Coast Sales Mgr.: George L. Moskovic  
 Sales Manager (KNX): ..... J. A. Morton  
 Sales Promotion Manager: ..... Ralph Taylor  
 Merchandising & Sales Service  
 Manager: ..... Jack O'Mara  
 Radio Sales Representative: ..... Meredith Pratt  
 Program Manager: ..... Hal Hudson  
 Chief Engineer: ..... Lester H. Bowman  
 Director of Public Relations: ..... Fox Case  
 Director of Press Information: Lloyd Brownfield  
 Operations Manager: ..... Ben Paley  
 CBS Western Musical Director: Lud Gluskin  
 Musical Director (KNX): ..... Wilbur Hatch  
 Continuity Chief: ..... Everett Tomlinson  
 Production Manager: ..... Edith Todesca  
 Managing News Editor: ..... Clinton Jones  
 Stations Relations Manager: E. W. Buckalew



# KMPC

Los Angeles



# 710 Kc.



# 10,000 WATTS



The Most  
 Powerful  
 Independent  
 in the West

G. A. RICHARDS      R. O. REYNOLDS  
 President              V.P. and Gen. Mgr.  
 National Rep.—Paul H. Raymer Co.

# K M T R

LOS ANGELES—EST. 1924

Frequency: 570 Kc.....Power: 1000 Watts  
 Owned-Operated By.....K M T R Radio Corp.  
 Address.....1000 Cahuenga Blvd.  
 Phone Number.....Hillside 1161  
 Transmitter Location.....1000 Cahuenga Blvd.  
 Time on the Air.....24 hours daily  
 News Service.....Radio News Reel, INS  
 Transcription Service..Lang-Worth; Standard  
 Radio  
 Representative .....Burn-Smith Co.

## Personnel

Station and Production  
 Manager.....Kenneth O. Tinkham  
 Public Relations Director.....Mary E. Behner  
 Publicity Director.....Hal M. Ayres  
 Traffic Manager.....Marion Page  
 Recording Division.....Lyman M. Smith  
 Musical Director.....Salvatore Santaella  
 Chief Engineer.....Pete Wilson

# K R K D

LOS ANGELES—EST. 1927

Frequency: 1150 Kc...Power: 2500 d.; 1,000 n.  
 Owned-Operated By.....Radio Broadcasters,  
 Incorporated  
 Business Address.....541 So. Spring Street  
 Phone Number.....Tucker 7111  
 Studio Addresses.....312 Spring Arcade Bldg.;  
 541 So. Spring St.  
 Transmitter Location...1100 Glendale Blvd.  
 Time on the Air.....Shares Time with KFSG  
 News Service.....INS

## Personnel

General Manager.....Ned Connor  
 Program Director.....Venna Taylor  
 Chief Engineer.....Willis O. Freitag  
 Chief Announcer.....Doug Douglas

# K M Y C

MARYSVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM  
 DON LEE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Marysville-Yuba City  
 Broadcasters, Inc.  
 Address.....P. O. Box 631, Marysville, Calif.  
 Phone Number.....2080  
 Transmitter Location.....Three miles north of  
 Marysville on Laurellan Road  
 Time on the Air.....6:30 a.m. to 12 midnight  
 News Service.....UP  
 Transcription Service.....Standard Radio  
 Representative.....W. S. Grant Co.

## Personnel

President .....Horace Thomas  
 Station and Commercial Manager Joe D. Carroll  
 Sales Promotion Manager.....Tommie Johnson  
 Program Director and  
 Production Manager.....Ruth Parmeter  
 Chief Engineer.....B. B. Ballard  
 Musical Director.....Lois Carroll  
 Chief Announcer.....Al Powell

# K Y O S

MERCED—EST. 1936

MUTUAL BROADCASTING SYSTEM  
 DON LEE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By...Merced Broadcasting  
 Company  
 Business Address.....P. O. Box 717  
 Phone Numbers.....1430; 1431  
 Studio Address....."G" Street Grade  
 Transmitter Location....."G" Street Grade  
 Time on the Air.....6:00 a.m. to 11:00 p.m.  
 News Service.....UP  
 Transcription Service.....Standard Radio,  
 MacGregor  
 National Sales Office.....580 Market St.,  
 San Francisco  
 Representative .....W. S. Grant

*You already know it . . .*

but we want to repeat it  
 again. Maybe some of you  
 have missed it in the past—

IN PROGRAMS . . . IN PERSONNEL  
 IN CONSTRUCTION

KMTR is truly

*"America's Most Individual  
 Radio Station"*

COVER 90% OF SOUTHERN  
 CALIFORNIA'S POPULATION  
 AT THE LOWEST COST

Get the KMTR Picture  
 and  
 Rate Card

1000 Cahuenga Blvd. Hillside 1161  
 HOLLYWOOD CALIFORNIA

**KMTR**  
 570 K.C.  
 "TOP OF THE DIAL"

**Personnel**

General Director.....Hugh McClung  
 Station Manager.....Mel Marshall  
 Commercial Manager.....Karl Kruger  
 Sales Promotion Manager.....George Spelvin  
 Program Director.....Jack Church  
 Chief Engineer.....Malcolm R. Beavers

**K T R B**

MODESTO—EST. 1934

Frequency: 860 Kc.....Power: 1000 Watts  
 Owned-Operated By..KTRB Broadcasting Co.,  
 Business Address.....P. O. Box 593  
 Phone Number.....774  
 Studio and Transmitter.....Norwegian Ave.  
 News Service.....INS

**Personnel**

President-Station Manager..Wm. H. Bates, Jr.

**K D O N**

MONTEREY—EST. 1935

DON LEE—MUTUAL

Frequency: 1240 Kc.....Power: 250 Watts

Owned-Operated By...Monterey Peninsula  
 Broadcasting Co.

Business Address.....275 Pearl St.  
 Phone Number:.....Monterey 8501  
 Studio Addresses .275 Pearl St.; 137 Mon-  
 terey St., Salinas

Transmitter Location .....Municipal Wharf  
 Time on the Air.....6:30 a.m. to 10.00 p.m.  
 Newspaper Affiliation...Monterey Peninsula  
 Herald; Salinas, Californian

News Service.....UP  
 Transcription Service.....Standard Radio

**Personnel**

President .....Paul H. Caswell  
 Station Managers.....Howard V. Walters,  
 Bernard E. Cooney  
 Sales Promotion Manager.....Don Ferguson  
 Program Director.....Howard Walters  
 Chief Announcer.....Orel Phillips  
 Chief Engineer.....Edward C. Duty

**K L X**

OAKLAND—EST. 1922

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned-Operated By...Tribune Building Corp.  
 Address ...Tribune Tower, 13th & Frank-  
 lin Streets

**NEWS IS FIRST WITH LISTENERS**



TRIBUNE TOWER  
 OAKLAND, CALIF.

**KLX IS FIRST IN NEWS**

More news and special event broadcasts  
 make KLX, in the heart of Metropolitan  
 Oakland, the leading independent station  
 of the Pacific Coast's Third Market.

**EXCLUSIVE ASSOCIATED PRESS NEWS  
 AND WORLD BROADCASTING SYSTEM**

National Representative.  
 JOSEPH HERSHEY MCGILLVRA, Inc.



Phone Number ..... Templebar 6000  
 Transmitter Location..... Tribune Tower  
 Time on the Air:6:25 a.m. to 2:30 a.m.; 9:00  
 a.m. to 1:00 a.m., Sunday  
 Newspaper Affiliation.....Oakland Tribune  
 News Service.....AP  
 Transcription Service.....World Broadcasting  
 System: Photo and Sound, Inc.  
 Representative.....Joseph Hershey McGillvra

**Personnel**

President-Owner.....J. R. Knowland, Jr.  
 General Manager.....Glenn Shaw  
 Commercial Manager.....Virginia May  
 Sales Promotion Manager.....Walter Brown  
 Program Director.....Ed Calder  
 Production Manager.....Don Victor  
 Publicity Director.....Jean Adams  
 Artists Bureau.....Virginia May  
 Musical Director.....Margaret Orrison  
 Chief Engineer.....Ros Smith  
 War Program Director.....Wynonah Winslow  
 Chief Announcer.....Everett Claiborne

**K L S**

OAKLAND—EST. 1920

Frequency: 1310 Kc. .... Power: 1000 Watts  
 Owned By .....S. W. & E. N. Warner  
 Operated by .....Warner Brothers  
 Address ..... 327-21st Street  
 Phone Number.....Higate 1212  
 Transmitter Location.....327-21st Street  
 Time on the Air.....24 hours  
 News Service.....INS

**Personnel**

President-Owners.....S. W. and E. N. Warner  
 Station Manager.....S. W. Warner  
 Commercial and Sales  
 Promotion Manager.....F. W. Morse  
 Program Director.....C. de Costa  
 Publicity Director.....D. F. Davis  
 Chief Announcer.....R. Roberts  
 Chief Engineer.....Howard Faulkner

**K R O W**

OAKLAND—EST. 1925

Frequency: 960 Kc. .... Power 1000 Watts  
 Owned-Operated By .....Educational Broad-  
 casting Corporation  
 Business Address ....Radio Center Building,  
 464 - 19th Street  
 Phone Number.....Glencourt 6774  
 Studio Addresses.....Radio Center Building  
 Bellevue Hotel, San Francisco; Newsreel  
 Theatre, Oakland, Calif.  
 Transmitter Location .....1522 - 8th Avenue  
 Time on the Air.....125 hours weekly  
 News Service.....INS

Transcription Service.....Standard Radio;  
 Langworth  
 Representative ..... Free & Peters, Inc.

**Personnel**

President .....W. I. Dumm  
 Vice-President-General  
 Manager.....Phillip G. Lasky  
 Commercial Manager.....A. V. Bamford  
 Program Director.....Bert Winn  
 Production Manager.....Wallace Elliott  
 Publicity Director.....Mercedes Prosser  
 Chief Announcer.....Scott Weakley  
 Chief Engineer .....C. E. Downey  
 Director of War Programs.....Phyllis Flynn

**K P A S**

PASADENA—EST. 1941

Frequency: 1110 Kc. .... Power: 10,000 Watts  
 Owned-Operated By: Pacific Coast Broadcast-  
 ing Co.  
 Business Address... 1401 South Oak Knoll Rd.  
 Phone Number...RYan 1-6991; SYcamore 6-9281  
 Studio Addresses: Huntington Hotel; Music  
 City, Sunset & Vine Sts., Hollywood

**In Oakland....**

*the largest*

- Department Store . . .
- Apparel Shop . . .
- Furniture Store . . .
- Jewelry Store . . .
- Bread Bakery . . .

*are on KROW exclusively!*

These, together with added scores of national and local advertisers who are on Oakland's progressive station, make mighty convincing evidence that . . .

Radio in Oakland means

**KROW**

RADIO CENTER BLDG.  
 19th and Broadway  
 OAKLAND 12, CALIF.  
 Phillip G. Lasky  
 General Manager  
 Studios in Oakland and  
 San Francisco



**FREE & PETERS, Inc.**, Exclusive National Representatives

Transmitter Location: Lexington & Gallatin Rd., El Monte, Calif.

Time on the Air..... 6:00 a.m. to 12 midnight  
 News Service.....INS  
 Transcription Service: Lang-Worth; Associated Music Publishers

Representative: Joseph Hershey McGillvra, Inc.

**Personnel**

President.....J. Frank Burke  
 Production Manager.....Loyal K. King  
 Commercial Manager.....Frank Burke, Jr.

**K P P C**

**PASADENA—EST. 1924**

Frequency: 1240 Kc.....Power: 100 Watts  
 Owned-Operated By: Pasadena Presbyterian Church

Address.....585 East Colorado St.  
 Phone Number.....Sycamore 3-2193  
 Transmitter Location...585 East Colorado St.  
 Time on the air: Sundays, 9 a.m. to 1 p.m. and 6:45 p.m. to 9 p.m.; Wednesdays, 7 p.m. to 9:30 p.m.

**Personnel**

President.....C. Franklin Ward  
 Chief Announcer.....Vincent Parsons  
 Program-Musical Director.....Leon Hall  
 Chief Engineer.....N. V. Parsons  
 (Non-Commercial Station)

**K W K W**

**PASADENA—EST. 1942**

Frequency: 1430 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Southern California Broadcasting Co.

Address.....425 East Green St.  
 Phone.....Ryan 1-6744  
 Transmitter Location.....San Gabriel  
 Time on the Air.....6:00 a.m. to sunset  
 News Service.....UP  
 Transcription Service.....Standard Radio

**Personnel**

Station Manager.....Howard L. Tullis  
 Commercial Manager.....Bob Atkinson  
 Program Director.....Paul Allison  
 Chief Engineer.....Paul Spargo

**K V C V**

**REDDING—EST. 1936**

**MUTUAL—DON LEE**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By: Golden Empire Broadcasting Co.

Business Address.....P. O. Box 559  
 Phone Number.....1646, 1647  
 Studio Address.....Highway No. 99  
 Transmitter Location.....Highway No. 99

Time on the Air.....Unlimited license  
 News Service.....INS, UP  
 Transcription Service.....Standard Radio:  
 C. P. MacGregor

Representative.....Will Grant

**Personnel**

President.....Hugh McClung  
 Station Manager.....Ralph R. Bryan

**K P R O**

**RIVERSIDE—EST. 1938**

**BLUE NETWORK**

Frequency: 1440 Kc.....Power: 1000 Watts  
 Owned-Operated By: Broadcasting Corporation of America

Business Address: 3401 Russell St., Riverside, Calif.

Phone Number: Riverside 6290, San Bernardino 5157

Studio Address: 3401 Russell St., Riverside American National Bank Bldg., San Bernardino

Transmitter Location:.....3401 Russell St.  
 Time on the Air.....6:00 a.m. to 12:00 midnight  
 News Service.....INS and AP

Transcription Service: Associated Music Publishers

Representative.....Joseph Hershey McGillvra

**Personnel**

President-General Manager.....W. L. Gleeson  
 Station Manager.....H. W. Wilson  
 Sales Promotion and

Publicity Director.....V. B. Hadden

Program Director.....H. R. Rutan

Chief Engineer and

Production Manager.....Fred Hammond

**K F B K**

**SACRAMENTO—EST. 1922**

**BLUE NETWORK**

Frequency: 1530 Kc.....Power: 10,000 Watts  
 Owned-Operated By: McClatchy Broadcasting Co.

Business Address.....708 Eye St.  
 Phone Number.....2-5011

Transmitter Location.....Yola County

Time on the Air.....24 hours daily

Newspaper Affiliation.....Sacramento Bee

News Service.....UP and AP

Transcription Service.....NBC Thesaurus

Representative.....Paul H. Raymer Co.

**Personnel**

President.....Eleanor McClatchy

Station Manager.....Leo O. Ricketts

Program and Publicity

Director.....Howard L. Bailey

Sales Manager.....Jack Schacht

Musical Director.....Emil Martin

Chief Engineer.....Stam Sronce

(See Page 358)

# K R O Y

SACRAMENTO—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned By.....Royal Miller, Marion Miller,  
 L. H. Penney, and Gladys W. Penney.  
 Operated By.....Royal Miller Radio  
 Address.....Hotel Sacramento Bldg.  
 Phone Number.....3-2525  
 Transmitter Location.....65th St. at 14th Ave.  
 Time on the Air:6:15 a.m. to 12:00 midnight,  
 Sundays, 8:00 a.m. to 12 midnight.  
 News Service.....INS  
 Transcription Service.....Standard Radio  
 Representative....Joseph Hershey McGillvra

## Personnel

President-Owner.....Royal Miller  
 Station Manager.....Mrs. Royal Miller  
 Sales Manager.....H. Shelton Earp, Jr.  
 Program and Musical  
 Director.....Evangeline Baker  
 Chief Engineer.....Howard Martineau  
 Chief Announcer.....Bill Triest

# K F X M

SAN BERNARDINO—EST. 1929

MUTUAL—DON LEE

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned By.....J. C. and E. W. Lee  
 Operated By.....Lee Bros. Broadcasting Co.  
 Address.....California Hotel  
 Phone Number.....4-761, 4-762  
 Transmitter Location.....990 Colton Ave.  
 Time on the Air: 6:00 a.m. to 12 midnite, except  
 Wednesday and Sunday; Wednesdays, 6  
 a.m. to 7 p.m. and 9:30 p.m. to 12 midnite;  
 Sundays, 1 p.m. to 6:45 p.m. and 9 p.m. to  
 11:00 p.m.  
 News Service.....INS and UP  
 Transcription Service.....Standard Radio  
 Representative.....John Blair & Co.

## Personnel

Partners.....J. C. & E. W. Lee  
 Station Manager.....Maury A. Vroman  
 Program Director and  
 Chief Announcer.....Charles Craig  
 Publicity-Sales Manager.....M. Austin King  
 Chief Engineer.....Richard T. Sampson  
 Director of War Programs....Howard Baichley

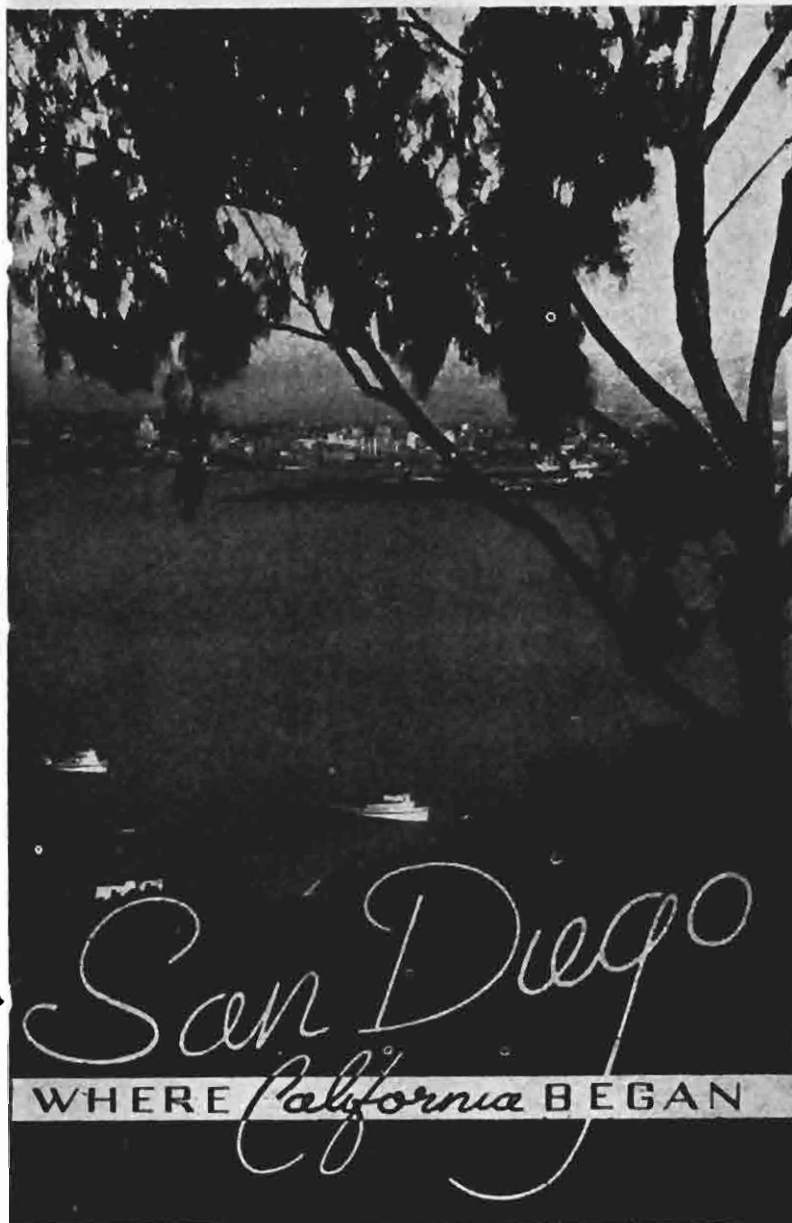
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# PRETTY—ISN'T IT?



Yes Indeed  
**SAN DIEGO**  
is Really a  
**PRETTY**  
**PICTURE!**



IN THIS picture you can see the hub of a rich . . . highly concentrated market . . . America's first and leading market in per capita buying power . . . where the 550,000 busy . . . working . . . buying civilian population spends the amazing sum of \$416,000,000 a year!! That's buying at the rate of \$8,000,000.00 every six days!!



KFMB is the spark plug for this market and is all that is needed to do the job because 90% of the population makes up metropolitan San Diego and they all reside within 15 miles of our antenna!!



WITH a full schedule of Blue network shows . . . plus local programs and features . . . KFMB is San Diego's busy . . . aggressive station!!

**BUY**  
**KFMB**

JACK O. GROSS

President & General Manager

SAN DIEGO'S BLUE NETWORK STATION

REPRESENTED BY RAMBEAU

# K F M B

**SAN DIEGO—EST. 1941**  
**BLUE NETWORK**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By:

Worcester Broadcasting Corp.

Address: 1375 Pacific Blvd.  
 Phone Number: Main 2114  
 Transmitter Location: Spreckles B'dg.  
 Time on the Air: 6:00 a.m. to 12 midnight  
 News Service: AP  
 Transcription Service: Standard Radio  
 Representative: William G. Rambeau Co.

## Personnel

President, Station and  
 Commercial Manager: Jack Gross  
 Sales Promotion Manager and  
 Publicity Director: John Eves  
 Program Director and  
 Production Manager: Charles Granville  
 War Program Director: Charles Granville  
 Chief Engineer: Charles A. Cooper

# K F S D

**SAN DIEGO—EST. 1926**

**NATIONAL BROADCASTING COMPANY**

Frequency: 600 Kc. Power: 1000 Watts  
 Owned-Operated By: Airian Radio Corporation, Ltd.

Address: U. S. Grant Hotel,  
 326 Broadway

Phone Number: Franklin 6353  
 Transmitter Location: 326 Broadway  
 Time on the Air: Unlimited license  
 Transcription Service: NBC Thesaurus;  
 Representative: Paul H. Raymer Co.

## Personnel

President-Owner and  
 Station Manager: Thomas E. Sharp  
 Assistant Manager: M. R. Harris  
 Commercial-Sales Promotion  
 Manager: John Babcock  
 Program Director: Leah McMahon

# K G B

**SAN DIEGO—EST. 1931**

**MUTUAL—DON LEE**

Frequency: 1360 Kc. Power: 1000 Watts  
 Owned-Operated By: Don Lee Broadcasting System

Address: 1012 First Ave.  
 Phone Number: Franklin 6151  
 Transmitter Location: Pickwick Hotel  
 Time on the Air: 6 a.m. to 12 midnight; Sun-  
 days, 8 a.m. to 12 midnight

News Service: AP, INS, UP  
 Transcription Service: World Broadcasting System  
 Representative: John Blair & Co.

## Personnel

President: Thomas S. Lee  
 Genl. Mgr.: Lewis Allen Weiss  
 Station Manager: F. D. Ide  
 Commercial-Sales Promotion  
 Manager: William A. Evans  
 Production Manager: Jerry Lee Pecht  
 Program and Musical Director: James Dillon  
 Chief Announcer: Bailey Warren  
 Chief Engineer: William G. Collins

# K F R C

**SAN FRANCISCO—EST. 1924**

**MUTUAL—DON LEE BROADCASTING SYSTEMS**

Frequency: 610 Kc. Power: 5000 Watts  
 Owned-Operated By: Don Lee Broadcasting System

Address: 1000 Van Ness Avenue  
 Phone Number: Prospect 0100  
 Transmitter Location: 1000 Van Ness Ave.  
 Time on the air: 6 a.m. to midnight; Sundays,  
 7 a.m. to midnight

News Service: AP, INS  
 Transcription Service: World Broadcasting System  
 Representative: John Blair & Co.

## Personnel

President: Thomas L. Lee  
 General Manager: Lewis Allen Weiss  
 Station Manager: Dan Donnelly  
 Local Sales Manager: Merwyn McCabe  
 Program-Production Manager: Pat Kelly  
 Sales Promotion and  
 Publicity Manager: Bunty Keyser  
 Chief Announcer: Bob Bence  
 Musical Director: Cy Trobbe  
 Chief Engineer: Jim McArdle  
 Record Master of  
 Ceremony: Truman Thompson

# K G O

**SAN FRANCISCO—EST. 1924**

**BLUE NETWORK**

Frequency: 810 Kc. Power 7500 Watts  
 Owned-Operated By: Blue Network Co.

Address: Taylor & O'Farrell Streets  
 Phone Number: Graystone 6585  
 Transmitter Location: 5144 E. 12th St., Oakland  
 Time on the Air: 24 hours daily;  
 Midnight to 6 a.m. Sundays

News Service: AP, INS, UP, Transradio  
 Transcription Service: Standard, Associated,  
 NBC Thesaurus, BML, Sherman Clay (local)  
 National Sales Office,  
 Blue Network, New York City  
 Representative: Blue Spot Sales

**Personnel**

President.....Mark Woods  
 Station Manager.....Don Searle  
 Sales Manager.....Frank Samuels  
 Promotion-Publicity  
 Manager.....Robert H. Wesson  
 Program Director.....Robert Dwan  
 Production Manager.....Watson Humphrey  
 Chief Announcer.....Berton Bennett  
 Station Engineer.....R. B. Palmer  
 Musical Director.....Phil Bouere  
 Record Master of Ceremony.....Bill Baldwin

**K J B S**

**SAN FRANCISCO—EST. 1925**

Frequency: 1100 Kc.....Power: 500 Watts  
 Owned By.....Julius Brunton & Sons Co.  
 Operated By.....Ralph R. Brunton  
 Address.....1470 Pine Street  
 Phone Number.....Ordway 4148  
 Transmitter Location.....1470 Pine Street  
 Time on the Air: Sunday through Friday,  
 10 p.m. until local sunset; Saturday, 11:30  
 p.m. until local sunset  
 News Service.....INS; UP  
 Transcription Service.....Standard  
 Representative.....William G. Rambeau Co.,  
 Homer Owen Griffith

**Personnel**

Secretary-Treasurer.....Sherwood P. Brunton  
 Manager.....E. P. Franklin  
 Program Director.....Jack Irving

**K P O**

**SAN FRANCISCO—EST. 1922**

**NATIONAL BROADCASTING CO.**

Frequency: 680 Kc.....Power: 50,000 Watts  
 Owned-Operated By.....National Broadcasting  
 Company  
 Address.....Taylor & O'Farrell Streets  
 Phone Number.....Graystone 8700  
 Transmitter Location.....Belmont  
 Time on the Air: 24 hours daily except Sunday,  
 midnight to 6:00 a.m. Monday  
 News Service.....AP; INS; UP  
 Transcription Service.....NBC Thesaurus;  
 Standard Radio

**Personnel**

General Manager.....John W. Elwood  
 Sales Manager.....Alfred Crapsey  
 Program Director.....Ray Buftum  
 Assistant Program Manager.....Floyd Farr  
 Director of News and Special events  
 Charles A. Cooney  
 Director of Public Service.....Catharine Sibley  
 Auditor.....A. G. Diederichs  
 Publicity Director.....Louise Landis  
 Continuity Director.....Byron Mills  
 Traffic Manager.....Fay Pattee Smith

Chief Announcer.....Floyd Farr  
 Network Sales..Ray Baker, Walter Tolleson, Jr.  
 Spot Sales.....Donald A. Norman  
 Sales Promotion Manager.....Helen Murray  
 Director of Agriculture.....Henry Schacht, Jr.  
 Radio Recording.....Janet Sligh  
 Station Engineer.....George Greaves

**K S A N**

**SAN FRANCISCO—EST. 1925**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Golden Gate Broad-  
 casting Corp.  
 Address.....1355 Market St.,  
 Merchandise Mart Bldg.  
 Phone Number.....Market 8171  
 Transmitter Location.....1355 Market St.  
 Time on the Air.....Unlimited  
 News Service.....UP and AP  
 Transcription Service.....Langworth

**Personnel**

President.....S. H. Patterson  
 Station and Commercial  
 Manager.....Jerry Akers  
 Sales Promotion and  
 Program Director.....Don Austin  
 Production Manager.....Ted Lenz  
 Chief Engineer.....N. J. Patterson

**K S F O**

**SAN FRANCISCO—EST. 1925**

Frequency: 560 Kc..Power: 5000 d.; 1000 n.  
 Owned-Operated By.....The Associated Broad-  
 casters, Inc.  
 Address.....Mark Hopkins Hotel  
 Phone Number.....Exbrook 4567  
 Transmitter Location.....San Francisco  
 Time on the Air.....Unlimited License  
 News Service.....INS, UP  
 Transcription Service.....Lang-Worth,  
 Standard, AMP  
 Representative.....Weed & Company

**Personnel**

President.....W. I. Dumm  
 Vice President and  
 General Manager.....Lincoln Dellar  
 Station Manager.....Edward T. Jansen  
 Commercial and Sales  
 Promotion Manager.....Morton Sidley  
 Program Director.....Harlan Dunning  
 Publicity Director.....Austin Fenger  
 Chief Engineer.....R. V. Howard  
 Operations Director.....Lincoln Miller

**K Y A**

**SAN FRANCISCO—EST. 1926**

Frequency: 1260 Kc..Power: 5000 d.; 1000 n.  
 Owned-Operated By.....Palo Alto Radio Station,  
 Inc.

Address...Hearst Bldg., 3rd & Market Sts.  
 Phone Number.....DOuglas 2536  
 Transmitter Location.....Candlestick Point,  
 Bay View Park  
 Time on the Air: 6:00 a.m. to 12 midnight;  
 News Service.....INS, AP and UP  
 Transcription Service..Associated Music Pub  
 lishers  
 Representative.....Spot Sales, Inc

**Personnel**

President and Station Manager..Don Fedderson  
 Sales and Sales Promotion  
 Manager.....D. E. Lundy  
 Program Director and  
 Production Manager.....Jack Williams  
 Publicity Director.....Margery Hood  
 Musical Director.....Alfred Frankenstein  
 Chief Engineer.....Paul C. Schulz

**K Q W**

SAN JOSE—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 740 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Pacific Agricultural  
 Foundation, Limited  
 Business Address.....San Jose; Palace Hotel  
 San Francisco  
 Phone Numbers.....Ballard 2616 (San Jose),  
 EXbrook 3233  
 Studio Address.....87 E. San Antonio St.  
 San Jose; Palace Hotel, San Francisco  
 Transmitter Location.....Alviso, California  
 Time on the Air.....6:00 a.m. to 12 midnight  
 News Service.....INS; UP  
 Transcription Service.....Standard Radio;  
 NBC Thesaurus  
 Representative.....Edward Petry & Co., Inc.

**Personnel**

President.....Ralph R. Brunton  
 General and Sales Manager..C. L. McCarthy  
 Publicity & Sales Promotion Mgr..Anne Director  
 Program Director.....Ken Craig  
 Production Manager and  
 Chief Announcer.....Fred Ruegg  
 Musical Director.....Ernest Gill  
 Chief Engineer.....Ken Owen

**K V E C**

SAN LUIS OBISPO—EST. 1937

MUTUAL—DON LEE

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned & Operated By...Christina M. Jacobson  
 trading as Valley Electric Co.  
 Business Address.....851 Higuera Street  
 Phone Number...San Luis Obispo 1100-1101  
 Studio Address.....Mt. View & Hill Streets  
 Transmitter Location...Roosevelt Highway—  
 1½ miles north of San Luis Obispo  
 Time on the Air: 6:30 a.m. to 12 midnight; Sun-  
 days, 8 a.m. to 12 midnight

News Service.....AP  
 Transcription Service.....Standard Radio  
 Representative: Homer Griffith Co., Los Angeles  
 and San Francisco

**Personnel**

Owner.....Christina M. Jacobson  
 Manager.....Les Hacker  
 Commercial and Sales  
 Promotion Manager.....Joe Shuttleworth  
 Program Director and  
 Production Manager.....Clarence Merker  
 Chief Announcer and Musical  
 Director.....Anthony Ricca  
 Chief Engineer.....Earl Travis

**K V O E**

SANTA ANA—EST. 1926

DON LEE — MUTUAL

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....The Voice of the  
 Orange Empire, Inc., Ltd.  
 Business Address.....307 North Broadway  
 Phone Number.....4901-B  
 Studio Address.....2825 West 5th St.  
 Transmitter Location.....2825 West 5th St.  
 Time on the Air: 7 a.m. to 12 midnight; Sun-  
 days, 8 a.m. to 12 midnight  
 Transcription Service.....C. P. MacGregor  
 Representative.....John Blair & Co.

**Personnel**

President and General Manager,  
 Ernest L. Spencer  
 Program Director-Chief  
 Engineer.....Wallace S. Wiggins

**K D B**

SANTA BARBARA—EST. 1921

MUTUAL—DON LEE BROADCASTING  
 SYSTEMS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By  
 Don Lee Broadcasting System  
 Address.....17 East Haley  
 Phone Number.....Santa Barbara 4131  
 Transmitter Location.....17 East Haley  
 Time on the Air: 6:45 a.m. to 11:00 p.m.;  
 Sunday 8:00 a.m. to 12:15 a.m.  
 New Service.....AP  
 Transcription Service...World Broadcasting  
 System  
 Representative.....John Blair & Co.

**Personnel**

President.....Thomas S. Lee  
 Vice President and General  
 Manager.....Lewis Allen Weiss  
 Station Manager.....Fin Hollinger  
 Program Director.....Richard Day  
 Sales Promotion-Publicity  
 Manager.....Fin Hollinger

Musical Director.....Kay B. Summers  
Chief Engineer.....William C. Buckley

# K T M S

SANTA BARBARA—EST. 1937

BLUE NETWORK

Frequency: 1250 Kc. ....Power: 1000 Watts  
Owned-Operated By....News-Press Publish-  
ing Co.

Address .....De LaGuerra Plaza  
Phone Number.....6111  
Transmitter Location.....Goleta, Calif.  
Time on the Air: 7:00 a.m. to 11:00 p.m. daily;  
Sunday 8:00 a.m. to 11:00 p.m.

Newspaper Affiliation.....Santa Barbara  
News-Press  
News Service.....AP  
Representative.....Paul H. Raymer Co.

## Personnel

President-Owner.....T. M. Storke  
Station and Commercial  
Manager.....Louis F. Kroeck  
Sales Promotion Manager.....Don Roberts  
Program Director and  
Production Manager.....Ken Peters  
Publicity Director.....Stella Ho'lowell  
Chief Announcer.....Frank Weltmer  
Musical Director.....Carol Lee  
Chief Engineer.....Bill McHardie  
Director of War Programs.....Mary Baciu

# K S R O

SANTA ROSA—EST. 1937

Frequency: 1350 Kc. ....Power: 1000 Watts  
Owned By.....Ruth W. Finley  
Operated By.....Wilt Gunzendorfer  
Business Address.....427 Mendocino Ave.  
Phone Number.....110  
Studio Address.....427 Mendocino Ave.

Casa de Vallejo Hotel, Vallejo  
Transmitter Location Fresno and Finley Aves.  
Time on the Air: 6:30 a.m. to 10 p.m.; Sundays,  
9 a.m. to 10 p.m.

News Service.....AP; INS; UP  
Transcription Service:

World Broadcasting System; Standard

## Personnel

President.....Ruth Finley  
Station and Commercial  
Manager.....Wilt Guzendorfer  
Sales Promotion Manager.....Eddie Handley  
Publicity Program Manager.....Karl Barron  
Chief Engineer.....Howard McCauley  
Production Manager.....Jim Lister

# K G D M

STOCKTON—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1140 Kc.....Power: 5000 Watts  
Owned-Operated By.....E. F. Peffer  
Address.....42 S. California  
Phone Number.....4-4551  
Transmitter Location...S.E. 3 miles on 99 hiway  
Time on the Air....6:00 a.m. to 12 midnight  
News Service.....INS  
Transcription Service....World Broadcasting  
System

## Personnel

Owner.....E. F. Peffer  
Manager.....E. Smith  
Program Director.....Donald J. Ralph  
Chief Engineer.....Lloyd Amoo

# K W G

STOCKTON—EST. 1921

BLUE NETWORK

Frequency: 1230 Kc.....Power: 100 Watts  
Owned-Operated By.....McClatchy Broad-  
casting Co.

Address .....Hotel Wolf  
Phone Number.....22727  
Transmitter Location.....Weber & E Sts.  
Time on the Air.....5 a.m. to 12 midnight  
Newspaper Affiliation:

McClatchy Newspapers  
News Service.....UP  
Transcription Service.....Standard Radio  
Representative.....Paul H. Raymer Co.

## Personnel

President.....Eleanor McClatchy  
Station & Sales Manager.....George Ross  
Sales Promotion Manager.....Bill Straub  
Chief Announcer.....Dick Fox  
Chief Engineer.....Lee Berryhill  
(See Page 358)

# K T K C

VISALIA—EST. 1937

BLUE NETWORK

Frequency: 940 Kc.....Power: 5000 Watts  
Owned-Operated By..Tulare-Kings Counties  
Radio Associates

Business Address.....Post Office Box 511  
Phone Number.....575  
Studio Addresses.....1¾ miles southwest of  
Visalia; Hotel Fresno, Fresno  
Transmitter Location...1¾ miles southwest  
of Visalia, California

Time on the Air.....6:00 a.m. to 11:00 p.m.  
Newspaper Affiliation: Visalia Times-Delta,  
Tulare Times and Advance Register, Hanford  
Sentinel, Porterville Recorder

News Service.....AP  
Transcription Service....World Broadcasting  
System, Langworth, Standard



**National Sales Office Address:**

Wm. Rambeau, Chicago and New York  
 Representatives: Wm. Grant Co., San Francisco; Homer Griffith Co., Los Angeles

**Personnel**

General Manager.....Chas. A. Whitmore  
 Station Manager.....Chas. P. Scott  
 Sales Manager.....C. E. Niete  
 Program-Production Director.....Gerry Erwin  
 Chief Engineer.....Bert Williamson  
 Chief Announcer.....Lyman Treister

**K H U B**

**WATSONVILLE—EST. 1937**

**BLUE NETWORK**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned By.....Luther E. Gibson  
 Operated By.....Roger R. Hunt  
 Business Address.....Atkinson Lane

Phone Number .....1700-1

Studio Address.....KHUB, Watsonville

Transmitter Location: 2 miles North of Watsonville

Time on the Air.....7 a.m. to 10 p.m.

News Service .....AP

Transcription Service ....World Broadcasting System

Representative:  
 Homer Griffith Co. (West Coast)

**Personnel**

President.....Luther E. Gibson  
 Station Manager.....Roger R. Hunt  
 Commercial Manager.....Faye Silver  
 Sales Promotion Manager.....Don DeWald  
 Program Director.....Rex Bowen  
 Chief Announcer.....Charles Shortridge  
 Chief Engineer.....A. J. Cronin

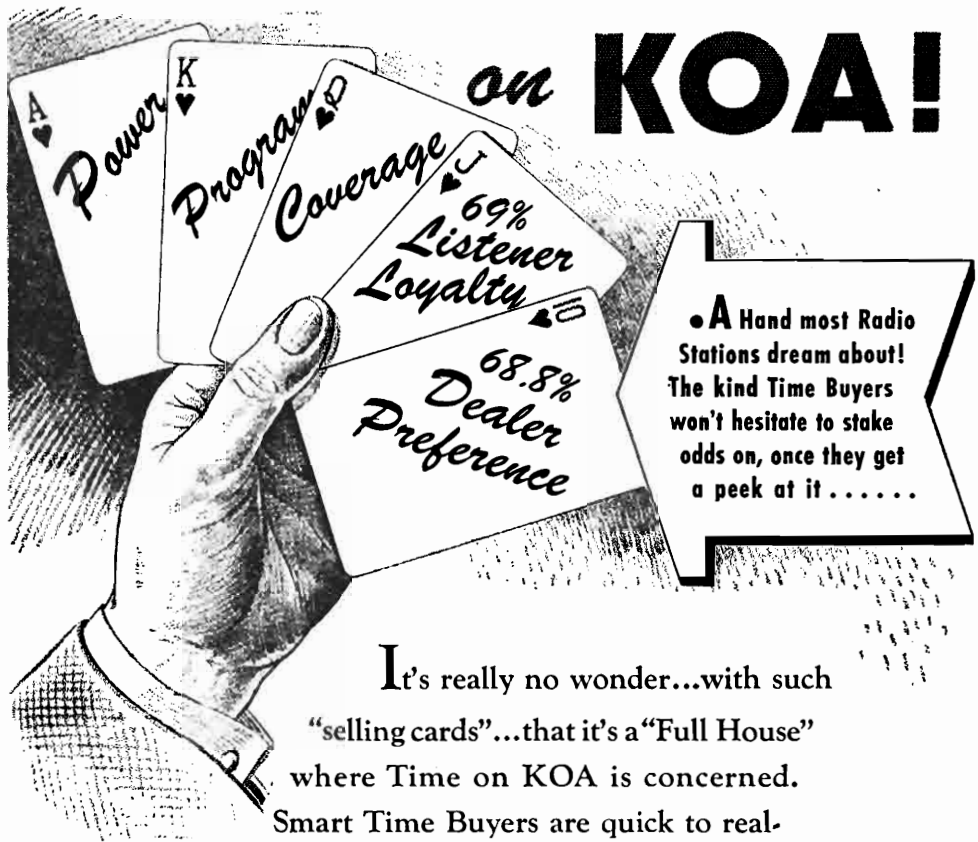
# PROGRAM DEPARTMENT ON A NEWS WIRE

*With the manpower shortage*

## **PA** TELESCRIPTS *are*

*proving to be almost the equivalent of a programming department. Cued for music or sound effects, they are transmitted over the special AP radio wire ready for immediate airing.*

# It's a "ROYAL FLUSH"...



• A Hand most Radio Stations dream about! The kind Time Buyers won't hesitate to stake odds on, once they get a peek at it . . . . .

It's really no wonder...with such "selling cards"...that it's a "Full House" where Time on KOA is concerned. Smart Time Buyers are quick to realize that there is no gamble involved.

Better get your share of the "Pot" now, before some other lucky Advertiser beats you to the draw....Join that group of long-time KOA advertisers who have been betting on this station for years....and have never lost out!

Few Stations In the Nation Can Equal KOA's Dominance



50,000 WATTS - 850 KC.  
**KOA**  
First in Denver

REPRESENTED NATIONALLY BY

SPOT SALES OFFICES

# COLORADO

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

## KGIW

ALAMOSA—EST. 1929

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: E. L. Allen  
 Address: Alamosa  
 Phone Number: 26  
 Transmitter Location: East Alamosa  
 Time on the Air: Shares time

### Personnel

Owner: E. L. Allen

## KVOR

COLORADO SPRINGS—EST. 1922

CBS

Frequency: 1300 Kc. Power: 1000 Watts  
 Owned-Operated By: Out West Broadcasting Company  
 Address: Antlers Hotel  
 Phone Number: Main 278  
 Transmitter Location: Platte Avenue  
 (east of city limits)  
 Time on the Air: 6:30 a.m. to 11:30 p.m.;  
 Saturdays, 6:30 a.m. to 12 midnight

News Service: AP  
 Transcription Service: NBC Thesaurus  
 Representative: The Katz Agency

### Personnel

President: E. K. Gaylord  
 Station and Commercial  
 Manager: Everett Shupe  
 Program Director: Zelda Zinn  
 Chief Engineer: H. C. Strang

## KFEL

DENVER—EST. 1922

MUTUAL

COLORADO RADIO NETWORK

Frequency: 950 Kc. Power: 5000 Watts  
 Owned-Operated By: Eugene P. O'Fallon, Inc.  
 Address: Albany Hotel  
 Phone Number: KEystone 0178  
 Transmitter Location: 5350 West 20th Ave.  
 Time on the Air: 6 a.m. to 12 midnight  
 News Service: AP; Chicago Daily  
 News Foreign Service; Transradio  
 Transcription Service: Standard Radio;  
 Lang-Worth  
 Representative: John Blair & Co.



950 KC.

Managed by GENE O'FALLON

Represented Nationally by JOHN BLAIR & CO.

**Personnel**

President-Manager.....Gene O'Fallon  
 Director.....Frank Bishop  
 Commercial Manager.....Mark Crandall  
 Promotion Manager.....Marjorie Bishop  
 Program Director-Production  
 Manager.....Cecil Seavey  
 Chief Announcer.....Bob Cornwell  
 Publicity Director.....Thor Krogh  
 Chief Engineer.....Howard Johnson

**K I Z**

**DENVER—EST. 1920**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 560 Kc.....Power: 5000 Watts  
 Owned-Operated By.....KLZ Broadcasting  
 Company, Inc.

Address.....Shirley Savoy Hotel  
 Phone Number.....Main 4271  
 Transmitter Location.....South Franklin at  
 Hampden, Englewood, Colo.  
 Time on the Air: 6:00 a.m. to 12 midnight;  
 Sundays, 7:00 a.m. to 12 midnight  
 News Service.....INS  
 Transcription Service.....Associated Music  
 Publishers, C. P. MacGregor  
 Representative.....The Katz Agency

**Personnel**

President.....E. K. Gaylord  
 Station Manager.....Hugh B. Terry  
 Commercial Manager.....Fred C. Mueller  
 Promotion-Publicity Manager.Roger Rambeau  
 Traffic Manager.....Donald B. McCraig  
 Program Director.....Peter D. Smythe  
 Musical Director.....Les Weelens  
 Chief Announcer.....Wesley W. Battersea  
 Chief Engineer.....Harvey Wehrman

**K M Y R**

**DENVER—EST. 1941**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned By.....KMYR Broadcasting Co.  
 Operated By.....F. W. Meyer  
 Address.....1626 Stout Street  
 Phone Number.....Main 4161  
 Transmitter Location.....1626 Stout Street  
 Time on the Air.....18 hours per day  
 News Service.....UP and AP  
 Transcription Service.....World Broadcasting  
 Representative.....William G. Rambeau Co.

**Personnel**

Owner.....F. W. Meyer  
 Station and Sales Promotion  
 Manager.....A. G. Meyer  
 Sales and Publicity Manager.Mark Schreiber  
 Program Director.....Dolores Pledest  
 Production Manager.....Jim Hawthorne  
 Chief Announcer.....Vernon Hiner  
 News Editor.....Ben Bezoff  
 Musical Director.....Vickie Rusletvedt  
 Chief Engineer.....Glen James

**K O A**

**DENVER—EST. 1924**

**NATIONAL BROADCASTING CO.**

Frequency: 850 Kc.....Power: 50,000 Watts  
 Owned-Operated By.....National Broadcasting  
 Company

Address.....1625 California Street  
 Phone Number.....Main 6211  
 Transmitter Location.....Aurora, Colorado  
 Time on the Air: 5:30 a.m. to 12 midnight; Sun-  
 days 7 a.m. to 12 midnight  
 News Service.....AP; INS; UP  
 Transcription Service.....NBC Thesaurus  
 Representative.....National Broadcasting Co.

**Personnel**

President, National Broadcasting Co.  
 Niles Trammell  
 Station and Sales  
 Manager.....James R. MacPherson  
 Assistant Sales Manager.....Duncan McColl  
 Program Director.....Clarence C. Moore  
 Sales Promotion Manager.....Charles Phillips  
 Production Manager.....T. Ellsworth Stepp  
 Publicity Director.....Allan J. Hughes  
 Chief Announcer.....Gilbert Verba  
 Musical Director.....Milton Shrednik  
 Chief Engineer.....Robert H. Owen  
 (See Page 376)

**K P O F**

**DENVER—EST. 1928**

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Pillar of Fire  
 Address.....1845 Champa Street  
 Phone Number.....Tabor 3733  
 Transmitter Location.....Bellevue Junior College,  
 Westminster, Colo.

Time on the Air: 7:15 to 9 a.m.; 2:30 to 4:30  
 p.m. and 6:30 to 8:30 p.m., Tuesdays,  
 Thursdays and Saturdays; 7:15 to 9 a.m.,  
 2:30 to 4:30 p.m. and 7 to 8:30 p.m., Mon-  
 days, Wednesdays and Fridays; Sundays,  
 7:30 to 9 a.m., 11 a.m. to 12:30 p.m., 3 to  
 4 p.m. and 6 to 8:45 p.m.

**Personnel**

President.....Bishop Alma White  
 Station Managers.....Dr. A. K. White and  
 Dr. Ray B. White  
 Program Director.....Kathleen M. White  
 Musical Director.....Ruth Staats  
 Chief Engineer.....Paul H. Schissler  
 (Non-Commercial Station)

**K V O D**

**DENVER—EST. 1925**

**BLUE NETWORK**

Frequency: 630 Kc.....Power: 5000 Watts  
 Owned-Operated By: Colorado Radio Corp.

Address.....Midland Savings Bldg.  
 Phone Number.....T.Abor 2291  
 Transmitter Location.....North of Denver  
 Time on the Air.....Unlimited license  
 News Service.....UP  
 Transcription Service.....Associated Music  
 Publishers; Lang-Worth; C. P. MacGregor  
 Representative, Joseph Hershey McGillvra, Inc.

**Personnel**

President and General Manager...W. D. Pyle  
 Station & Commercial Manager...T. C. Ekrem  
 Sales Promotion Manager.....Con Hecker  
 Program Director.....V. W. Corbett  
 Publicity Director.....B. H. Stanton  
 Chief Announcer.....Donald B. Vest  
 Auditor.....J. N. Hile  
 Assistant Program Director...Margaret Mellor  
 Secretary.....Eleanor Meadows  
 Chief Engineers...W. D. Pyle and T. C. Ekrem

**K I U P**

DURANGO—EST. 1935

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1400 Kc. ....Power: 250 Watts  
 Owned-Operated By..San Juan Broadcasting  
 Co.  
 Address.....2800 Main Ave.  
 Phone Number.....117  
 Transmitter Location.....2800 Main Ave.  
 Time on the Air.....Unlimited License  
 News Service.....UP  
 Transcription Service..Keystone Broadcasting  
 System

**Personnel**

Station Manager.....Raymond M. Beckner  
 Chief Engineer.....John L. Antic

**K F X J**

GRAND JUNCTION—EST. 1926

**MUTUAL BROADCASTING SYSTEM**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 920 Kc..Power: 1000 d.; 500 n.  
 Owned-Operated By ..Western Slope Broad-  
 casting Co.  
 Address.....P. O. Box 30  
 Phone Number..Grand Junction 126 and 142  
 Transmitter Location.....Hillcrest Manor  
 Time on the Air: 6 a.m. to midnight; Sundays,  
 8:00 a.m. to 11:00 p.m.  
 News Service.....UP  
 Transcription Service...World Broadcasting  
 System  
 Representative.....Walker Company

**Personnel**

President-Sales Promotion  
 Manager.....Rex Howell  
 Production Manager.....Tom Page  
 Chief Announcer.....Jack Lund  
 Musical Director.....Toni Mueller  
 Chief Engineer.....Eph Towne

**K F K A**

GREELEY—EST. 1921

**MUTUAL BROADCASTING SYSTEM**

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned.....Mid-Western Radio Corp  
 Address.....620 - 8th Ave.  
 Phone Number.....Greeley 450-451  
 Transmitter Location.....Hoover Park,  
 Time on Air.....90 hours weekly  
 News Service.....UP  
 Representative.....The Walker Company

**Personnel**

President-Station Manager.....Francis Price  
 Program Director.....Thelma Jordan  
 Chief Engineer.....Kenneth Cooper

**K O K O**

LA JUNTA—EST. 1937

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned.....The Southwest Broadcasting Co.  
 Business Address.....La Junta  
 Transmitter Location... U. S. Highway No. 50  
 Time on the Air.....Unlimited license

**Personnel**

Station Manager.....Leonard E. Wilson

**K G H F**

PUEBLO—EST. 1928

**THE BLUE NETWORK**

Frequency: 1350 Kc.....Power: 500 Watts  
 Owned-Operated By ..Curtis P. Ritchie  
 Address.....Pueblo Savings & Trust Bldg.  
 Phone Number.....3877  
 Transmitter Location: Lake and Maryland,  
 Time on the Air.....Unlimited license  
 News Service.....AP  
 Representative.....Howard H. Wilson Co.

**Personnel**

Owner.....Curtis P. Ritchie  
 Station Manager.....J. H. McGill  
 Commercial Manager.....Maxson I. Bevens  
 Chief Engineer.....Phil Gundy

**K G E K**

STERLING—EST. 1926

Frequency: 1230 Kc.....Power: 100 Watts  
 Owned-Operated By.....Elmer G. Beehler  
 Address.....Fleming Road  
 Phone Number.....673  
 Transmitter Location.....Sterling  
 Time on the Air.....Limited Time

**Personnel**

Owner.....Elmer G. Beehler



**LUCKY  
GIRL!**  
*She Married  
in Hartford*

Hartford wives have many more dollars to spend for the product you sell. The Hartford Trading Area is *second highest in the U. S. A.* in Effective Buying Income per family. That's a fact worth remembering when you select markets for your advertising.

Here's another valuable point of information:- The Hartford Trading Area comprises 26 towns, and has more than double the retail sales of the city of Hartford. By using radio on WDRC and covering the entire market, you realize your full sales potential here.

Write Wm. Malo, Commercial Manager, WDRC, for complete market study.



**WDRC**  
CONNECTICUT'S PIONEER BROADCASTER

BASIC CBS  
Hartford 4  
Connecticut  
NATIONAL REP.  
Paul H. Raymer Co.

# CONNECTICUT

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

## W I C C

**BRIDGEPORT—EST. 1926**  
**MUTUAL BROADCASTING SYSTEM**  
**YANKEE NETWORK**

Frequency: 600 Kc. Power: 1000 d.; 500 n.  
Owned-Operated by The Yankee Network, Inc.  
Address Hotel Stratfield  
Phone Number 6-1121  
Transmitter Location Pleasure Beach, Bridgeport  
Time on the Air 6 a.m. to 2 a.m.  
News Service AP  
Transcription Service Associated; Standard Radio  
Representative Edward Petry & Co., Inc.

### Personnel

Chairman of Board-General  
Manager John Shepard 3rd  
Executive Vice-President Linus Travers  
Station Manager Joseph Lopez  
Assistant Manager Florence B. Robinson  
Sales Manager Norman Whittaker  
Sales Promotion and  
Publicity Manager James S. Powers  
Merchandising Manager Arthur Lathrop  
Program Director Florence Robinson  
Musical Director Carl V. Larson  
Chief Engineer George Kelch

## W D R C

**HARTFORD—EST. 1922**  
**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1360 Kc. Power: 5000 Watts  
Owned-Operated By W.D.R.C., Inc.  
Address 750 Main St.  
Phone Number 7-1188-9  
Transmitter Location Blue Hills Ave., Bloomfield, Conn.  
Time on the Air 7 a.m. (unlimited license)  
News Service UP  
Transcription Service:  
Associated and NBC Thesaurus  
Representative Paul H. Raymer Co., R. C. Foster & Company

### Personnel

President and Station  
Manager Franklin M. Doolittle  
Commercial and Sales Promotion  
Manager Wm. F. Malo  
Program Director Walter B. Haase  
Publicity Director Jack Zalman  
Chief Announcer Harvey Olson  
Musical-Educational Director,  
Sterling V. Couch  
Public Service Counselor Rev. Charles Graves  
Chief Engineer Italo Martino

## W N A B

**BRIDGEPORT—EST. 1941**  
**BLUE NETWORK**

**CONNECTICUT STATE NETWORK**

Frequency: 1450 Kc. Power: 250 Watts  
Owned By Harold Thomas  
Operated By Levon Thomas  
Address 991 Broad Street  
Phone Number 3-3112  
Transmitter Location Locomobile Point—(Inner Harbor)  
Time on the Air: 7:45 a.m. to midnight; Sundays, 9 a.m. to midnight  
News Service AP  
Transcription Service Langworth  
Representative William G. Rambeau Co.

### Personnel

Owner Harold Thomas  
Station Manager Levon Thomas  
Commercial-Sales Promotion  
Manager Terry McGough  
Program Director Jean O'Shea  
Publicity Director and  
Chief Announcer Al Davis  
Chief Engineer Vinnie De Laurentis

## W N B C

**HARTFORD—EST. 1935**  
**BLUE NETWORK**

Frequency: 1410 Kc. Power: 5000 Watts  
Owned-Operated By State Broadcasting Corporation  
Address 54 Pratt St. (Hartford)  
Phone Number Hartford 7-9131  
Transmitter Location Newington, Conn.  
Time on the Air: 6:45 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight  
News Service UP  
Transcription Service Standard Radio  
Representative Headley-Reed Company

### Personnel

President Patrick J. Goode  
Vice-President Harold A. Lafound  
General Manager Richard W. Davis  
Sales Promotion, Production and  
Program Director Ralph Kanna  
Commercial Manager Laurence C. Edwardsen  
Publicity Director Milt Berkowitz  
Musical Director Maurice Sechtman  
Chief Announcer Dick Bronson  
Chief Engineer Rogers B. Holt



*Practically every action involved in driving your car is a habit. You don't really think about it. You do it automatically.*

The people of Southern New England have developed a habit, too. It's the habit of listening regularly to WTIC, the station that has always satisfied their desire for the best in radio fare. The wise national advertiser can immediately recognize the importance of this habit. It means that his sales message over WTIC will reach a con-

stant and attentive audience . . . an audience possessing a buying income that is 50% greater than the average for the entire United States.

Get into the habit of using WTIC. It's a sure way to create a swift and healthy sales response to your advertising message in the wealthy Southern New England market.

**IN SOUTHERN NEW ENGLAND**  
**PEOPLE ARE IN THE *Habit* OF LISTENING TO WTIC**

**WTIC**

**DIRECT ROUTE TO AMERICA'S NO. 1 MARKET**

*The Travelers Broadcasting Service Corporation*

*Member of NBC and New England Regional Network*

*Represented by WEED & COMPANY, New York, Boston,*

*Chicago, Detroit, San Francisco and Hollywood*



**W T H T**

HARTFORD—EST. 1936

MUTUAL BROADCASTING SYSTEM  
YANKEE NETWORK

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned-Operated By... Hartford Times, Inc.  
Address ..... 983 Main St.  
Phone Number ..... 2-0237  
Transmitter Location ..... 983 Main St.  
Time on the Air: 6:45 a.m. to 12:05 a.m.; Sun-  
days, 8 a.m. to 12 midnight  
Newspaper Affiliation ..... Hartford Times  
News Service ..... AP  
Transcription Service ..... Lang-Worth  
and Standard  
Representative ..... J. P. McKinney & Son

**Personnel**

President ..... Francis S. Murphy  
Station Manager ..... C. Grover DeLaney  
Sales Manager ..... F. E. Beiber  
Program Director ..... Robert Gillespie  
Musical Director ..... Charlotte Anderson  
Publicity Director ..... Sereno B. Gammell  
Chief Announcer ..... Joseph Girand  
Chief Engineer ..... Charles S. Masini  
Director of War Programs ..... Una King

**W T I C**

HARTFORD—EST. 1925

NBC—NEW ENGLAND REGIONAL NETWORK

Frequency: 1080 Kc. .... Power: 50,000 Watts  
Owned-Operated By... The Travelers Broad-  
casting Service Corporation  
Address ..... 26 Grove Street  
Phone Number ..... 2-3181  
Transmitter Location ..... Avon, Connecticut  
Time on the Air: 6 a.m. to 1 a.m.; Sundays,  
8 a.m. to 1 a.m.  
News Service ..... AP; INS; Transradio  
Transcription Service ..... World Broadcasting  
System; Lang-Worth Feature Programs;  
BMI Bonus Transcriptions  
Representative ..... Weed & Company

**Personnel**

Station Manager ..... P. W. Morency  
Sales Manager ..... Walter Johnson  
Sales Promotion Manager ..... J. F. Clancy  
Production Manager ..... Paul Lucas  
Chief Announcer ..... Bernard Mullins  
News Editor ..... Tom Eaton  
Transcription Librarian ..... Larry Kenfield  
Music Librarian ..... Margaret Grady  
Musical Director ..... Moshe Paranov  
Plant Manager ..... H. D. Taylor

**W E L I**

NEW HAVEN—EST. 1935

BLUE NETWORK—CONNECTICUT STATE  
NETWORK

Frequency: 960 Kc. .... Power: 1,000 d.; 500 n.  
Owned-Operated By ..... City Broadcasting  
Corporation  
Address ..... 221 Orange Street  
Phone Number ..... 8-1133  
Transmitter Location ..... Hamden, Conn.  
Time on the Air: 6 a.m. to 1 a.m.  
News Service ..... UP  
Transcription Service ..... World Broadcasting  
System Library

**Personnel**

President ..... Patrick J. Goode  
Manager ..... Dewey H. Long  
Assistant Manager ..... Clair H. Shadwell  
Program Director ..... Marion J. Reynolds  
Commercial and Sales Promotion  
Manager ..... Ed. J. Harvey  
Chief Engineer ..... Fred T. King  
Production Manager and Chief  
Announcer ..... Clair H. Shadwell

**W N L C**

NEW LONDON—EST. 1936

MUTUAL BROADCASTING SYSTEM—YANKEE  
NETWORK

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Thames Broadcasting  
Corporation  
Address ..... Mohican Hotel,  
281 State Street  
Phone Number ..... New London 4900  
Transmitter Location ..... Winthrop Point  
Time on the Air: 7:30 a.m. to 12 midnight;  
Sundays, 8:30 a.m. to 12:15 a.m.  
Representative ..... Headley-Reed Company

**Personnel**

President ..... R. L. Morey  
Station Manager and  
Program Director ..... G. J. Morey  
Commercial and Advertising  
Manager ..... Ivon B. Newman  
Publicity Director ..... I. B. Newman  
Chief Engineer ..... G. J. Morey

**OVER  
250,000  
SOUTHWESTERN  
CONNECTICUT  
NEIGHBORS  
LISTEN TO  
AND RELY ON**

*“Their Neighborhood Station”*

**WSRR**

**1400 KC     •     BLUE NET     •     250 WATTS**

**STAMFORD, CONNECTICUT**

Represented Nationally by  
HELEN WOOD, 551 Fifth Avenue, New York City  
In Boston by BERTHA BANNAN

**W S R R**

**STAMFORD—EST. 1941**

**BLUE NETWORK—CONNECTICUT STATE NETWORK**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Stephen R. Rintoul  
 Address . . . . . 270 Atlantic St.  
 Phone Number . . . . . 4-7575  
 Transmitter Location . . . Lindstrom Rd., Shippan Point, Conn.  
 Time on the Air . . . . . 7 a.m. to 11 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . World Broadcasting System  
 Representatives . . Bertha Bannan, Helen Wood

**Personnel**

Owner . . . . . Stephen R. Rintoul  
 Station Manager . . . . . Harold H. Meyer  
 Sales Manager . . . . . Julian Schwartz  
 Sales Promotion Manager . . . . K. MacEwen  
 Program Director . . . . . John Newhouse  
 Production Manager and  
 Chief Announcer . . . . . Lee Smith  
 Publicity Director . . . . . D. Hay  
 Chief Engineer . . . . . Edward Markman  
 Artists Bureau and  
 Musical Director . . . . . Warren Saunders

**W A T R**

**WATERBURY—EST. 1934**

**MUTUAL—CONNECTICUT STATE NETWORK YANKEE**

Frequency: 1320 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Harold Thomas  
 Address . . . . . 71 Grand St.  
 Phone Number . . . . . 3-5161  
 Transmitter Location . . . . Baldwin Avenue  
 Time on the Air . . . . . 7:30 a.m. to 12 midnight  
 News Service . . . . . Transradio  
 Representative . . . . . Wm. G. Rambeau Co.

**Personnel**

President-Station Manager . . . . Harold Thomas  
 Commercial & Advertising . . . . Sam Elman  
 Program Director . . . . . James Parker  
 Chief Announcer . . . . . John Lotas  
 Publicity Director . . . . . Herb Tilley  
 Musical Director . . . . . Edith Sacco  
 Chief Engineer . . . . . Harold Thomas

**W B R Y**

**WATERBURY—EST. 1934**

**CBS**

Frequency: 1590 Kc. . . . . Power: 1000 Watts;  
 Owned-Operated By . . . . . American Republican, Inc.  
 Address . . . . . 136 Grand St.  
 Phone Number . . . . . 3-1125  
 Transmitter Location . . . . . Boyden Street  
 Time on the Air . . . . . 8 a.m. to 12 midnight  
 Newspaper Affiliation . . . . Waterbury American; Waterbury Republican  
 News Service . . . . . AP  
 Transcription Service . . . . . NBC Thesaurus  
 Representative . . . . . Joseph Hershey McGillvra

**Personnel**

President . . . . . W. J. Pape  
 Station and Commercial Manager . . . E. J. Frey  
 Program Director . . . . . Walter Howard  
 Publicity Director . . . . . E. Christy Erk  
 Musical Director . . . . . Waldo S. Newberry  
 Chief Engineer . . . . . Frank Hales



**NEWS FOR RADIO**

*is available exclusively through*

**PRESS ASSOCIATION, INC.**

50 ROCKEFELLER PLAZA  
 NEW YORK, N. Y.

# DELAWARE

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

## WDEL

WILMINGTON—EST. 1922

NBC

MASON-DIXON GROUP

Frequency: 1150 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... WDEL, Inc.  
 Address ..... 10th & King Sts.  
 Phone Number ..... 7268  
 Transmitter Location .... Governor Printz Blvd.  
 Time on the Air ..... 6 a.m. to 1 a.m.  
 News Service ..... UP  
 Transcription Service ..... NBC Thesaurus  
 Representative ..... Paul H. Raymer Co.

### Personnel

Station Executive ..... Clair R. McCollough  
 Station Manager and  
 Commercial Manager ..... J. Gorman Walsh  
 National Sales Manager ..... J. Robert Gulick  
 Program Manager ..... Harvey Smith  
 Technical Director ..... J. E. Mathiot

## WILM

WILMINGTON—EST. 1922

MUTUAL BROADCASTING SYSTEM

MASON-DIXON GROUP

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By Delaware Broadcasting  
 Co.  
 Address ..... 920 King St.  
 Phone Number ..... 7268  
 Transmitter Location .. 35th St. & Bellevue Ave.  
 Time on the Air ..... 7 a.m. to 1 a.m.  
 News Service ..... UP  
 Transcription Service .... NBC Thesaurus  
 Representative ..... Paul H. Raymer Co.

### Personnel

Station Executive ..... Clair R. McCollough  
 Station and Commercial  
 Manager ..... J. Gorman Walsh  
 National Sales Manager ..... J. Robert Gulick  
 Program Director ..... William Drury  
 Chief Engineer ..... J. E. Mathiot

**WDEL**

**WILMINGTON  
 DELAWARE**  
 5000 WATTS  
 DAY & NIGHT

Your dollars  
 are profitably  
 spent on this  
 vital station

Its rich, diversified mar-  
 ket includes: Delaware,  
 Southern New Jersey,  
 parts of Pennsylvania,  
 Maryland and Virginia.  
 Representative: RAYMER

*NBC Basic Network*

# DISTRICT OF COLUMBIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

## WINX

WASHINGTON, D. C.—EST. 1940

Frequency: 1340 Kc. ....Power: 250 Watts  
 Owned and Operated By..Lawrence J. Heller  
 Address ..... 8th & Eye Sts., N.W.  
 Phone Number.....Republic 8000  
 Time on the Air: 6:00 a.m. to 1:00 a.m.; 7:00  
 a.m. to 1:00 a.m. Sun.  
 News Service .....INS. AP  
 Transcription Service.....Standard Radio,  
 Langworth and Associated

### Personnel

President.....Lawrence J. Heller  
 Station Manager.....Robert L. Kaufman  
 Commercial Manager.....Norman Weill  
 Program Director.....Richard Barr  
 Sales Promotion Director.....Paul L. Heller  
 Chief Announcer.....Larry Carl  
 Musical Director.....Tommy Johnson  
 Chief Engineer.....Ralph E. Cannon, Jr.

## WOL

WASHINGTON, D. C.—EST. 1928  
 MUTUAL BROADCASTING SYSTEM

Frequency: 1260 Kc. ....Power: 1000 Watts  
 Owned-Operated By..American Broadcasting  
 Company  
 Address .....1627 K Street, N.W.  
 Phone Number .....Metropolitan 0010  
 Transmitter Location .....Chillum, Maryland  
 Time on the Air.....24 hours daily  
 News Service.....Transradio; UP  
 Transcription Service..Lang-Worth; Standard  
 Radio; Associated Transcription Service;  
 MacGregor  
 Representative.....Spot Sales, Inc.

### Personnel

President.....Helen S. Mark  
 General Manager.....W. B. Dolph  
 Sales Manager.....Henry V. Seay  
 Publicity-Sales Promotion  
 Manager.....Charles Zurhorst

## W M A L

WASHINGTON, D. C.—EST. 1926

BLUE NETWORK

Frequency: 630 Kc. ....Power: 5000 Watts  
 Owned & Operated By.....The Evening Star  
 Broadcasting Co.  
 Address .....724-14th St., N.W.  
 Phone Number.....National 5400  
 Transmitter Location.... Cedar Lane, Bethesda,  
 Md.  
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,  
 8 a.m. to midnight  
 Newspaper Affiliation..Washington Evening  
 Star  
 News Service.....AP; UP  
 Transcription Service.....NBC Thesaurus;  
 Standard Radio  
 Representative.....Blue Network Spot Sales

### Personnel

General Manager.....K. H. Berkeley  
 Assistant General Manager and Commercial  
 Manager.....Ben B. Baylor, Jr.  
 Sales Promotion Manager.....Sam Digges  
 Publicity Director.....Byron Rash  
 Program Director.....John R. Edmunds  
 Musical Director .....Sidney  
 Production Manager.....Gordon Hubbel  
 Chief Engineer .....Dan Hunter

In the Spotlight  
 24 Hours a Day!



Washington's Only 24 Hour Station  
 1000 WATTS ☆ 1260 KC.

AFFILIATED WITH  
 MUTUAL BROADCASTING SYSTEM

. . . DISTRICT OF COLUMBIA . . .

Program Director.....Madeline Ensign  
 Production Manager.....Jay Caldwell  
 Traffic Manager.....Lillian Ruppert  
 Continuity Director.....Martha Cram  
 Musical Director.....Helen Yort  
 Chief Engineer.....H. H. Lyon

**W R C**

**WASHINGTON, D. C.—EST. 1923**  
**NATIONAL BROADCASTING CO.**

Frequency: 980 Kc.....Power: 5000 Watts  
 Owned-Operated By..National Broadcasting  
 Company  
 Address.....724 - 14th St., N. W.  
 Phone Number.....Republic 4000  
 Transmitter Location..RFD No. 1, Hyattsville,  
 Maryland  
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,  
 8 a.m. to 1 a.m.  
 News Service.....AP; INS; UP  
 and Washington City News Service  
 Transcription Service.....NBC Thesaurus.  
 Associated, Standard  
 Representative.....National Broadcasting Co.

**Personnel**

President.....Niles Trammell  
 Vice-President.....Frank M. Russell  
 Station Manager.....Carleton D. Smith  
 Commercial Manager.....Mahlon A. Glascock  
 Sales Promotion Manager.....Neal Hathaway  
 Publicity Director.....Thomas E. Knode  
 Chief Announcer.....Donald Fischer  
 Production-Program Director.....Fred Shawn  
 Musical Director.....Fritz Balzer  
 Chief Engineer.....Donald Cooper

**W T O P**

**WASHINGTON—EST. 1928**  
**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1500 Kc.....Power: 50,000 Watts  
 Owned-Operated By..Columbia Broadcasting  
 System  
 Address.....817 Earle Bldg.  
 Phone Number.....Metropolitan 3200  
 Transmitter Location.....Wheaton, Md.  
 Time on the Air: 5:45 a.m. to 1:05 a.m.; Sun-  
 days, 7:30 a.m. to 1:15 a.m.  
 News Service.....AP; UP  
 and Washington City News Service  
 Transcription Service.....World Broadcasting  
 System; Langworth  
 Representative.....Radio Sales

**Personnel**

Director.....E. H. Gammons  
 Commercial Manager.....William D. Murdock  
 General Manager.....Carl Burkland  
 Sales Promotion Director.....Howard Stanley

Program Director.....Martin D. Wickett  
 War Program Director.....Elinor Lee  
 Chief Announcer.....Gunnar Back  
 Director of Press Information..Howard Stanley  
 Musical Director.....Paul Kain  
 Production Manager.....Bailey Axton  
 Chief Engineer.....Clyde Hunt

**W W D C**

**WASHINGTON, D. C.—EST. 1941**  
**ATLANTIC COAST NETWORK**

Frequency: 1450 Kc..Power: 250 (100 w. booster)  
 Owned-Operated By..Capitol Broadcasting Co.  
 Address.....1000 Connecticut Ave.  
 Phone Number.....National 7203  
 Transmitter Location.....61 Pierce St., N.E.  
 Time on the Air...6:00 a.m. to 12:00 midnight;  
 Sundays, 8:00 a.m. to 12:00 midnight  
 News Service.....AP  
 Transcription Service.....NBC Thesaurus  
 Representative.....Weed & Co.

**Personnel**

President.....Joseph Katz  
 Station Manager.....G. Bennett Larson  
 Commercial Manager.....Ben Strouse  
 Sales Promotion.....Belmont M. VerStandig  
 Program Director.....Norman Reed  
 Publicity Director.....Dave Herman  
 Chief Announcer.....Norman Reed  
 Musical Director.....Leonard Friendly  
 Chief Engineer.....Ross H. Belville

**PA** *THE PACEMAKER*

with **AP** news  
for radio

# FLORIDA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

## W M F J

DAYTONA BEACH—EST. 1935

BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By:

Lt. Comm. W. Wright Esch, USNR

Address . . . . . 126½ Magnolia Ave.

Phone Number . . . . . 51

Transmitter Location . . . . . 126½ Magnolia Ave.

Time on the Air . . . . . Unlimited license

News Service . . . . . AP

Transcription Service . . . . . NBC Thesaurus

### Personnel

Owner . . . . . Lt. Comm. W. Wright Esch, USNR

General Manager . . . . . Billee B. Esch

Station Manager . . . . . Ray Clancy

## W A A C

FORT MYERS—EST. 1940

COLUMBIA BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts

Owned-Operated By . . . . . Fort Myers Broad-  
casting Co.

Address . . . . . 51 East First St.

Phone Number . . . . . 818

Transmitter Location . . . . . 51 East First St.

Time on the Air . . . . . 7 a.m. to 12:00 midnight

Transcription Service . . . . . Associated Music  
Publishers

### Personnel

President . . . . . Ronald B. Woodyard

Vice-President . . . . . R. B. Martinn

General Manager . . . . . J. P. Turner

## W F T L

FORT LAUDERDALE—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 710 Kc. Power: 10,000 Watts

Owned by . . . . . Ralph A. Horton

Operated by . . . . . Radio Station WFTL

Address . . . . . 1605 Biscayne Blvd., Miami

Studio Address . . . . . 2700 S. Andrews Ave.

Phone Number:

1-300 Ft. Lauderdale, 9-2401 Miami

Transmitter Location: 9 miles west of Ft. Lau-  
derdale

Time on the Air . . . . . Unlimited license

News Service . . . . . AP

Transcription Service . . . . . NBC Thesaurus

### Personnel

Owner . . . . . Ralph A. Horton

General Manager . . . . . S. A. Vetter

## W J A X

JACKSONVILLE—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 930 Kc. Power: 5000 d.; 1000 n.

Owned, Operated By . . . . . City of Jacksonville, Fla.

Address . . . . . City Hall, Forsyth and Ocean Sts.

Phone Number . . . . . 5-5821

Transmitter Location . . . . . Hyde Park Country Club

Time on the Air . . . . . 6 a.m. to 1 a.m.

News Service . . . . . AP

Transcription Service . . . . . NBC Thesaurus  
and Associated

Representative . . . . . John Blair & Co.,  
Harry Cummings

### Personnel

Commissioner in Charge . . . . . Thos. C. Imeson  
Station Manager and Chief

Engineer . . . . . John T. Hopkins, III

Program Director . . . . . Evelyn Boote

Production Manager . . . . . Harry A. Cole

## W J A X

JACKSONVILLE, FLORIDA

THE  
MUNICIPAL  
BROADCASTING  
STATION

NBC  
RED NETWORK

930 Kc.—Maximum Power 5000 Watts

Phone Jacksonville 5-5821

Representatives

John Blair & Co., New York, Chicago

Detroit and West Coast

H. E. Cummings, Southeast

Barnett Bank Bldg.

Jacksonville, Fla.

Phone 30381

★ **WKAT** ★

**MIAMI BEACH**

**FLORIDA**

*The Station With*  
**TWO Markets!**

- 1.** HOME FRONT CIVILIANS TAKING TIME OUT FROM THEIR WAR ACTIVITY — WITH MONEY TO SPEND.
- 2.** ONE OF THE COUNTRY'S LARGEST ARMY AIR CORPS UNITS REPRESENTING EVERY STATE . . . POTENTIAL BUYERS NOW AND AFTER VICTORY.

1360 Kc.

**WKAT**

1000 W.

**BLUE NETWORK**

*"The Nation's Playground Is Now the Nation's Warground"*



**WRUF**

**GAINESVILLE—EST. 1928**  
**MUTUAL BROADCASTING SYSTEM**  
**FLORIDA MUTUAL NETWORK**

Frequency: 850 Kc. Power: 5,000 Watts  
 Owned by State of Florida  
 Operated by University of Florida  
 Address University of Florida  
 Phone Number 1000, Branch 55  
 Transmitter Location Campus, University of Florida  
 Time on the Air Limited to Sunset in Denver, Colo.

News Service UP  
 Transcription Service World Broadcasting System, Langworth  
 Representative Burn-Smith Co., Inc.

**Personnel**

Director Garland Powell  
 Commercial Manager S. L. Miller  
 Sales Promotion Manager Rem James  
 Program Director Marion Morris  
 Chief Announcer Guy Hamilton  
 Musical Director Helen Edwards  
 Chief Engineer Dr. Palmer Craig  
 Director of War Programs Dave Martin

**WJHP**

**JACKSONVILLE—EST. 1940**  
**BLUE NETWORK**

Frequency: 1320 Kc. Power: 250 Watts  
 Owned-Operated By The Metropolis Co.  
 Address 500 Laura St.  
 Phone Number 5-7610  
 Transmitter Location Reed and Alamo Sts.  
 Time on the Air 6 a.m. to 12 Midnight  
 Newspaper Affiliation Jacksonville Journal  
 News Service UP  
 Transcription Service Lang-Worth  
 Representative John H. Perry Associates

**Personnel**

Owner John H. Perry  
 Station Manager Wallace A. Walker  
 Sales Manager I. M. Koger  
 Program Director Harry Moreland  
 Chief Engineer B. Hayford

**WMBR**

**JACKSONVILLE—EST. 1934**  
**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned, Operated By Florida Broadcasting Company  
 Address 118 West Adams St.  
 Phone Number 5-4387  
 Transmitter Location Vines and Mass, Ave.  
 Time on the Air 6:00 a.m. to 12:00 midnight

News Service UP  
 Transcription Service World and Lang-Worth  
 Representative Weed & Co.

**Personnel**

President-Station Manager Frank King  
 Commercial-Sales Promotion Manager Glenn Marshall, Jr.  
 Program Director D. S. Mathis  
 Chief Announcer Gene Hill  
 Chief Engineer E. B. Vordermark

**WPDQ**

**JACKSONVILLE—EST. 1942**  
**MUTUAL BROADCASTING SYSTEM**  
**FLORIDA MUTUAL GROUP**

Frequency: 1270 Kc. Power: 5000 Watts  
 Owned-Operated By Jacksonville Broadcasting Corp.  
 Address Gulf Life Bldg.  
 Phone Number 5-6781  
 Transmitter Location Seven miles west of Jacksonville on Lenox Ave.

Time on the Air 6:29 a.m. to 12:05 a.m.  
 News Service AP  
 Transcription Service Standard  
 Representative George P. Hollingbery Co.

**Personnel**

President James R. Stockton  
 Station Manager Robert R. Feagin  
 Commercial and Sales Promotion Manager Frank Taylor, Jr.  
 Program Director Bernie Adams  
 Production Manager and Chief Announcer Bob Truere  
 Publicity Director Virginia Mann  
 Chief Engineer James R. Donovan

**WLA K**

**LAKELAND—EST. 1936**  
**NATIONAL BROADCASTING CO.**  
**ORANGE NETWORK**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned, Operated By Lake Region Broadcasting Co.  
 Address 1412 East Lime St.  
 Phone Number 2127  
 Transmitter Location 1412 East Lime St.  
 Time on the Air 6:45 a.m. to midnight  
 News Service UP  
 Representative John E. Pearson Co.

**Personnel**

President and Station Manager S. O. Ward  
 Commercial Manager Powell Adams  
 Program Director Nancy Hill  
 Chief Announcer-Musical  
 Director, Engineer Wm. P. Lee

**W I O D**

MIAMI—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 610 Kc. Power: 5000 Watts  
Owned-Operated By... Isle of Dreams Broad-  
casting Corporation

Business Address... 600 Biscayne Blvd.  
Phone Number... 3-6444  
Studio Address... 600 Biscayne Blvd.  
Transmitter Location... Cameo Island  
Time on the Air... Unlimited License  
Newspaper Affiliation... Miami Daily News  
News Service... AP, INS, UP  
Transcription Service... Standard Radio;  
Associated Music Publishers  
Representative... George P. Hollingbery Co.;  
Harry S. Cummings

**Personnel**

President... D. J. Mahoney  
General Manager... James M. Legate  
Commercial Manager... T. O. McCullough  
Promotion Manager... Frank Mallants  
Production Manager... Roy Verret  
Program Director... Robert Fidler  
Musical Director... Earle Barr Hanson  
Chief Studio Engineer... Wilton R. Chiles

**W Q A M**

MIAMI—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 560 Kc. Power: 5000 Watts d.  
1000 Watts, n

Owned-Operated... Miami Broadcasting Co.  
Address... 327-329 NE First Ave.  
Phone Number... 26121  
Transmitter Location... 1425 NE Bayshore Pl.  
Time on the Air... 6:30 a.m. to 1:05 a.m.  
News Service... UP  
Transcription Service... World Broadcasting  
System  
Representative... John Blair & Co.

**Personnel**

President and Commercial Manager  
Fred W. Borton  
Station Manager... F. W. Mizer  
Promotion and Publicity  
Manager... Norman MacKay  
Program Manager... Hazel McGuire  
Chief Engineer... James Burke, Jr.

*Miami*



WIOD Covers This  
New Rich Market  
As Completely As  
Miami's Magic Sun

National Representatives  
GEORGE P. HOLLINGBERY CO.  
Southeast Representative  
HARRY E. CUMMINGS

5,000 WATTS \* 610 KC \* NBC

**W K A T**

MIAMI BEACH—EST. 1937

BLUE NETWORK

Frequency: 1360 Kc. Power: 1000 Watts  
 Owned-Operated By A. Frank Katzentine  
 Address 1759 N. Bay Rd.  
 Phone Number 5-7471  
 Transmitter Location 1759 N. Bay Rd.  
 Time on the Air 6:30 a.m. to 12 midnight  
 News Service Reuters; UP  
 Transcription Service AMP  
 Representative Spot Sales, Inc.

**Personnel**

Owner A. Frank Katzentine  
 General Manager and  
 Program Director John C. McCloy  
 Commercial and Sales Promotion  
 Manager Alex Campbell, Jr.  
 Business Manager C. A. Wampler  
 War Program Director and  
 Production Manager Sam Parker  
 Publicity Director Madelaine Fullman  
 Musical Director Betty Lee Taylor  
 Engineers Tom Magee, Arthur Smith  
 (See Page 390)

**W T M C**

OCALA—EST. 1939

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power 250 Watts  
 Owned-Operated By Ocala Broadcasting Co.  
 Address P.O. Box 831  
 Phone Number 128; 129  
 Studio Address 1 Broadcast Place  
 Transmitter Location 1 Broadcast Place  
 Time on the Air 7:00 a.m. to 11:00 p.m.  
 Newspaper Affiliation John H. Perry  
 Newspapers  
 News Service UP  
 Transcription Service Keystone, Standard  
 Representative John H. Perry Associates

**Personnel**

President John H. Perry  
 Station and Commercial  
 Manager T. S. Gilchrist, Jr.  
 Program Director Wilma Drum  
 Chief Engineers Beecher Hayford,  
 Joyce Dice

**W D B O**

ORLANDO—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FLORIDA NETWORK

Frequency: 580 Kc. Power: 5000 Watts  
 Owned-Operated By Orlando Broadcasting  
 Co., Inc.  
 Business Address 563 N. Orange Ave.  
 Phone Number 6181

Transmitter Location Dubsdread Country Club  
 Time on the Air 24 hours daily  
 News Service UP  
 Transcription Service World Broadcasting  
 System  
 Representatives John Blair & Co. and  
 Harry E. Cummings

**Personnel**

President-Station Manager  
 Col. George C. Johnston  
 National Sales-Sales Promotion Manager  
 W. G. McBride  
 Program Director Violet D. Osborne  
 Publicity Director Rosalind Boggs  
 Local Advertising Manager J. M. Pedrick  
 Musical Director Dorothy Morton Parks  
 Chief Engineer J. E. Yarbrough

**W L O F**

ORLANDO—EST. 1940

BLUE NETWORK

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By Hazlewood, Inc.  
 Business Address P. O. Box 1991  
 Phone Number 8163-8164  
 Studio Address Angebilt Hotel  
 Transmitter Location Near Orlando  
 Time on the Air 7:00 a.m. to 12:00 midnight  
 News Service INS  
 Transcription Service NBC Thesaurus  
 Representative Burn-Smith Co., Inc.;  
 Frank Cook

**Personnel**

General Manager Victor Buisset

**W W P G**

PALM BEACH—EST. 1941

BLUE NETWORK—MUTUAL BROADCASTING  
 SYSTEM

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By Palm Beach  
 Broadcasting Corp.  
 Business Address South Ocean Blvd.  
 Phone Number West Palm Beach 21515,  
 Lake Worth 500  
 Transmitter Location South Ocean Blvd.  
 Time on the Air 7:00 a.m. to Midnight  
 News Service AP  
 Transcription Service Lang-Worth

**Personnel**

President Charles E. Davis  
 Station Manager M. J. McDaniel  
 Chief Engineer Paul McGinty

**W D L P**

PANAMA CITY—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By.....Panama City Broad-  
 casting Co., Inc.  
 Address.....First and Mercer Sts.  
 Phone Number.....777  
 Transmitter Location.....First and Mercer Sts.  
 Time on the Air.....7:00 a.m. to 9:05 p.m.  
 News Service.....UP  
 Transcription Service.....Standard Radio;  
 Keystone Broadcasting System  
 Representative.....John H. Perry Associates

**Personnel**

President.....John H. Perry  
 Station Manager.....Byron Hayford  
 Chief Engineer.....Beecher Hayford

**W C O A**

PENSACOLA—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1370 Kc.....Power 1000 d.; 500 n.  
 Owned-Operated By.....Pensacola Broadcasting  
 Company

Address.....P. O. Box 1669  
 Phone Number.....4111  
 Transmitter Location.....Pensacola Bay Bridge  
 Time on the Air.....17 hours daily  
 Newspaper Affiliation.....Pensacola News-  
 Journal  
 News Service.....UP  
 Transcription Service.....Associated Music  
 Publishers  
 Representative.....John H. Perry Associates

**Personnel**

President.....John H. Perry  
 General and Commercial  
 Manager.....Jack Rathbun

**W F O Y**

COLUMBIA BROADCASTING SYSTEM

FLORIDA BROADCASTING SYSTEM

ST. AUGUSTINE—EST. 1936

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Fountain of Youth  
 Broadcasting Co.

Address.....Fountain of Youth Park  
 Phone Number.....1622  
 Transmitter Location.....Fountain of Youth  
 Gardens  
 Time on the Air.....6:30 a.m. to 12:05 a.m.  
 News Service.....UP  
 Representative.....Weed & Co.

**Personnel**

President.....Glenn Marshall, Jr.  
 Secretary-Treasurer.....Frank King  
 General Manager.....J. Allen Brown  
 Sales and Sales Promotion  
 Manager.....J. Allen Brown  
 Publicity Director.....Ann Bernice Nachtmann  
 Program Director.....(Miss) Frankie  
 Collyer Walker  
 Chief Engineer.....Pat Bernhard

**W S U N**

ST. PETERSBURG—EST. 1927

BLUE NETWORK

Frequency: 620 Kc.....Power: 5000 Watts  
 Owned-Operated By.....City of St. Petersburg.

Address.....Municipal Pier  
 Phone Number.....4747-4748  
 Transmitter Location.....Bayview near Tampa.  
 Time on the Air.....24 hours daily  
 News Service.....UP  
 Transcription Service.....Associated Music  
 Representative.....Weed & Company

**Personnel**

Station Manager.....Norman E. Brown  
 Commercial Manager.....Vera M. New  
 Sales Promotion Manager.....Norman E. Brown  
 Program Director-Engineer.....Louis J. Link  
 Production Manager.....Beth McNeely  
 Public Relations Director.....Joe Frohock  
 Musical Director.....Edith Sexton

**W T S P**

ST. PETERSBURG—EST. 1939

MUTUAL BROADCASTING SYSTEM

FLORIDA MUTUAL NETWORK

Frequency: 1380 Kc.....Power 1000 d.; 500 n.  
 Owned-Operated By.....Pinellas Broadcasting Co.

Address.....470 First Avenue South  
 Phone Number.....8108  
 Transmitter Location.....35th Ave. and 4th St.,  
 North

Time on the Air.....6:55 a.m. to midnight,  
 Sundays, 7:30 a.m. to 12 midnight  
 Newspaper Affiliation.....St. Petersburg Times  
 News Service.....UP and INS  
 Representative.....Joseph Hershey McGillvra

**Personnel**

President.....Nelson P. Poynter  
 Station Manager.....Lex Herron  
 Traffic and Publicity  
 Manager.....Jean Allyn  
 Sales Promotion and  
 Program Director.....L. H. Falconnier

**W S P B**

SARASOTA—EST. 1939

COLUMBIA BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....WSPB, Inc.

Business Address.....P. O. Box 1110  
 Phone Number.....2111-2110  
 Studio Address.....City Island, Sarasota  
 Time on the Air.....16 hours daily  
 News Service.....UP  
 Transcription Service.....World Broadcasting;  
 Keystone Broadcasting System

**Personnel**

President.....R. C. Jones, Jr.  
 Station Manager.....John Browning  
 Program Director.....Mrs. John B. Browning  
 Chief Announcer.....John A. Buning  
 Chief Engineer.....Bill Sheetz

**WTAL**

TALLAHASSEE—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 d.; 100 n.  
 Owned-Operated  
 By.....Capitol City Broadcasting Corp.  
 Address.....Thomasville Highway  
 Phone Number.....2160; 2161-W  
 Time on the Air.....8:00 a.m. to 9 p.m.  
 News Service.....UP  
 Transcription Service.....BMI; Keystone

**Personnel**

President.....Mrs. John H. Phiffs  
 Station Manager.....Mrs. Teresa M. Myers

**WDAE**

TAMPA—EST. 1922

COLUMBIA BROADCASTING SYSTEM  
 FLORIDA BROADCASTING SYSTEM

Frequency: 1250 Kc. Power: 5000 Watts  
 Owned-Operated By.....Tampa Times Company  
 Business Address.....Tampa Terrace Hotel  
 Phone Number.....M 1818  
 Studio Address.....Tampa Terrace Hotel  
 Transmitter Location.....Forest Hills Country  
 Club Area  
 Time on the Air.....7:00 a.m. to 12:05 a.m.  
 Newspaper Affiliation.....Tampa Daily Times  
 News Service.....AP  
 Transcription Service.....World Broadcasting  
 Representative.....The Katz Agency

**Personnel**

President.....David E. Smiley  
 Sales Promotion.....Carl P. Oswald  
 Station Manager.....L. S. Mitchell  
 Chief Engineer.....William Pharr Moore

**WFLA**

TAMPA—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 970 Kc. Power: 5000 d.; 1000 n.  
 Owned-Operated By.....Tampa Tribune  
 Address.....Seminole Bldg.  
 Phone Number.....Tampa H 1828-1829  
 Transmitter Location: East Entrance, Davis  
 Causeway, Columbus Drive  
 Time on the Air: 6:45 a.m. to 12:05 a.m.; 7:30  
 a.m. to 12:05 a.m. Sunday

Newspaper Affiliation.....Tampa Tribune  
 News Service.....UP  
 Transcription Service.....NBC Thesaurus;  
 C. P. MacGregor, Standard and Lang-Worth  
 Representative.....John Blair & Co.;  
 Harry Cummings

**Personnel**

Station Manager.....W. Walter Tison  
 Local Sales Manager.....Bert Arnold  
 Production Manager.....Paul M. Jones  
 Musical Director.....Frank Grasso  
 Chief Engineer.....Joe Mitchell  
 Director of War Programs.....Barbara San

**WJNO**

WEST PALM BEACH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By.....WJNO, Inc.  
 Business Address.....P. O. Box 109  
 Phone Number.....3638  
 Transmitter Location.....1415 Okeechobee Rd.  
 Time on the Air.....6:30 a.m. to 12 midnight  
 News Service.....UP  
 Transcription Service.....NBC Thesaurus,  
 C. P. MacGregor  
 Representative.....Radio Advertising Co.

**Personnel**

Owner.....Marshall Heminway  
 General Manager.....Stephen Willis  
 Program Director.....Larry Roller  
 Chief Engineer.....E. Whitt MacDowell

**PA**

SET THE PACE  
 THREE YEARS  
 AGO

with the first,  
 regular 24-hour  
 radio news wire



TABLE 2—METROPOLITAN COUNTIES

*Albany + 6.7%*  
*Atlanta + 9.6%*  
*Columbus + 25.6%*

Metropolitan County	Population April 1, 1940	Population March 1, 1943	Change, 1940-1943	Percentage Change
Albany	14,500	15,425	+925	+6.7%
Atlanta	100,000	109,600	+9,600	+9.6%
Columbus	100,000	125,600	+25,600	+25.6%

U. S. BUREAU OF CENSUS  
Report on  
SHIFT IN POPULATIONS  
Metropolitan Counties



## Marching <sup>To</sup> Through Georgia!

Eighty years after Sherman's famous "March to the Sea", another army is marching on Georgia. This time, however, they've marched TO Georgia rather than THROUGH Georgia.

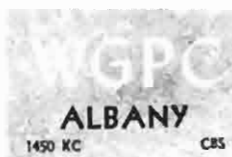
This is an army of men and women who have come to Georgia's Cities to take jobs in Georgia's industries. They like Georgia,—its climate, its people, its working conditions—and when the war is over, they're going to stay in Georgia!

The phenomenal increase in population of Georgia Cities is shown by the U. S. Bureau of Census report on changes in civilian population of metropolitan Counties, between April 1st, 1940, and March 1st, 1943, based on actual registrations for Ration Book Two.

While many American cities were showing a net loss in population, due to loss of men and women to the Armed Services—Atlanta, Albany and Columbus all showed large net gains. Bear in mind that this covers *civilian* population alone, and does not take into consideration the hundreds of thousands of soldiers sta-

tioned in Georgia, whose purchases go to swell Georgia's ever-mounting total of retail sales.

Now's the time to sell your product in Georgia's prosperous *urban* markets. In making up your list, pick stations that give you *concentrated coverage* in Georgia's Cities, where the pay-roll dollars are.



Represented by SPOT SALES, Inc.

GEORGIA BROADCASTING COMPANY, INC.

# GEORGIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

## W A L B

ALBANY—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1590 Kc. Power: 1000 Watts  
Owned-Operated By...Herald Publishing Co.  
Address ..... Albany, Ga.  
Phone Number..... 1590  
Transmitter Location..... Leesburg Road  
Time on the Air..... 6:55 a.m. to 10:15 p.m.  
Newspaper Affiliation..... Albany Herald  
News Service..... AP  
Transcription Service..... Associated Music Publishers  
Representative.... Burn-Smith Co.; Frank Cook

### Personnel

President ..... H. T. McIntosh  
General Manager..... Roger Van Duzer  
Commercial Manager..... J. D. Porter  
Promotion Director..... J. D. Porter  
Chief Engineer..... DeForest T. Layton  
Chief Announcer ..... Robert Oswald

## W G P C

ALBANY—EST. 1933

COLUMBIA BROADCASTING SYSTEM  
GEORGIA BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By... Albany Broadcasting Co.  
Address..... 125½ N. Jackson St.  
Phone Number..... 1370; 1371  
Transmitter Location..... Gillionville Rd.  
Time on the Air..... 7 a.m. to 10:30 p.m.  
News Service..... UP  
Transcription Service..... Lang-Worth  
Representative..... Spot Sales, Inc.

### Personnel

President..... J. W. Woodruff, Jr.  
Station and Sales Mgr..... Abner M. Israel  
Program Director..... Margaret Kinnett  
Production Manager..... Betty Patten  
Chief Announcer..... Abner M. Israel  
Chief Engineer..... Chas. M. Kinnett

## W G A U

ATHENS—EST. 1938

COLUMBIA BROADCASTING SYSTEM  
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By..... J. K. Patrick & Co.  
Address ..... Bobbin Mill Road  
Phone Number ..... 1741  
Transmitter Location ..... Bobbin Mill Road

Time on the Air... 7:00 a.m. to 12:00 midnight  
Transcription Service..... Standard Radio

### Personnel

Manager-Chief Engineer ..... M. C. Gorman

## W A G A

ATLANTA—EST. 1937

BLUE NETWORK

Frequency: 590 Kc. Power: 5,000 Watts  
Owned-Operated By... Liberty Broadcasting Corp.

Address..... Western Union Bldg  
Phone Number..... MAin 5101  
Transmitter Location:

1299 North Druid Hills Road

Time on the Air..... 4:45 a.m. to 12 midnight  
News Service..... AP  
Transcription Service..... NBS Thesaurus  
Representative..... Headley-Reed Co.

### Personnel

President ..... George B. Storer  
General Manager... Charles A. Smithgall, Jr.  
Commercial Manager..... Bob Venn  
Sales Promotion and  
Publicity Manager ..... Ewald Kockritz  
Program Director ..... Lee Bennett  
Production Manager..... Julian Flint  
Musical Director..... Frances Wallace  
Chief Engineer..... Al Jones

## W A T L

ATLANTA—EST. 1931

MUTUAL BROADCASTING SYSTEM  
GEORGIA BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts  
Owned By..... Georgia Broadcasting System  
Operated by..... Atlanta Broadcasting Co.  
Address..... Henry Grady Building  
Phone Number ..... Walnut 4377  
Transmitter Location... Henry Grady Building  
Time on the Air: 6:00 a.m. to 12:05 a.m.;  
Sundays, 8:00 a.m. to 12:05 a.m.

News Service..... UP  
Transcription Service..... Lang-Worth  
Representative..... Spot Sales, Inc.

### Personnel

President..... J. W. Woodruff, Jr.  
Station Manager..... J. A. Davenport  
Commercial-Sales Promotion  
Manager ..... Sam Kane  
Program Director..... Dan Hornsby  
Production Manager..... Jimmy Gregory  
Publicity Director..... Mrs. Mike Clark  
Chief Announcer..... Jimmy Gregory  
Music Director..... Cliff Cameron  
Chief Engineer..... R. W. Minton

# Our Pledge

**WSB** was founded in 1922 to provide a service to the public. Through war and peace, it has functioned "in the public interest" for 22 consecutive years. Well aware of its position of leadership, **WSB** renews its pledge to continue that type of service which gained for it a national reputation as

*"The Voice of The South"*

50,000 WATTS

# WSB

750 KILOCYCLES

**The Atlanta Journal Station**

Affiliated with the National Broadcasting Co.

Edward Perry & Co. Inc., National Representatives



**W G S T**

ATLANTA—EST. 1929

COLUMBIA BROADCASTING SYSTEM  
GEORGIA MAJOR MARKET TRIO

Frequency: 920 Kc. Power: 5000 d.; 1000 n.  
Owned By ..... Georgia Institute of  
Technology

Operated By.....Radio Committee—Board of  
Regents, State of Georgia

Address ..... Forsyth Bldg.

Phone Number.....Walnut 8441

Transmitter Location...Cheshire Bridge Rd.

Time on the Air.....6 a.m. to 12 midnight

News Service ..... AP, UP

Transcription Service.....World Broadcasting  
System

Representative ..... The Katz Agency

**Personnel**

Associate Managers.....Frank Gaither (Sales),  
John Fulton (Programs)

Production & Publicity Director....Don Naylor

Musical Director.....Lola Allen Wallace

Chief Engineer ..... Ben Akerman

**W S B**

ATLANTA—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 750 Kc. Power: 50,000 Watts

Owned-Operated By.....The Atlanta Journal  
Company

Address ..... Biltmore Hotel

Phone Numbers ..Hemlock 1045-1046-1047;

Hemlock 5200; Walnut 5050

Transmitter Location.....Tucker, Ga.

Time on the Air.....4:45 a.m. to 12:30 a.m.

Newspaper Affiliation.....The Atlanta Journal

News Service.....AP, UP and INS

Transcription Service.....Standard Radio

Representative.....Edward Petry & Co.

**Personnel**

President.....James M. Cox, Jr.

Managing Director.....J. Leonard Reinsch

Station Manager.....John M. Outler, Jr.

Program Director.....Roy A. McMillan

Director of War Programs.....Mark Toalson

Sales Promotion Manager.....Mary Caldwell

Artists' Bureau Head.....Harrison Kimball

Publicity Director.....Mary Caldwell

Farm Director.....Bill Prance

Production Manager.....Beth Barnes

Musical Directors.....Perry Pechtel,

Earl Landis

Chief Engineer.....C. F. Daugherty

**W G A C**

AUGUSTA—EST. 1940

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

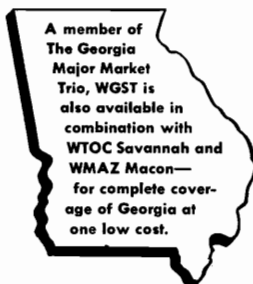
Frequency: 1240 Kc. Power: 250 Watts



**CBS**  
Affiliate

**TOPS**

In program  
entertainment  
through its spirited  
local showmanship  
and its affiliation  
with CBS



Represented Nationally by

**THE KATZ AGENCY, Inc.**

Owned-Operated By . . . The Twin States Broad-  
casting Company

Address . . . . . Augusta  
Phone Number . . . . . 2-2692-3-4  
Transmitter Location . . . . . Augusta  
Time on the Air . . . . . 6:30 a.m. to 12 midnight  
News Service . . . . . **AP**  
Transcription Service . . . . . NBC Thesaurus  
Representative . . . . . Headley-Reed Company

**Personnel**

President . . . . . F. Frederick Kennedy  
General and Sales Manager . . . . . J. B. Fuqua  
Production Manager . . . . . Laurens Moore  
Program and Publicity . . . . . Steve Manderson  
Chief Engineer . . . . . John Lyon

**W R D W**

**AUGUSTA—EST. 1930**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1480 Kc. . . . . Power: 5,000 Watts  
Owned-Operated By . . . . . Augusta Broadcasting  
Company

Address . . . . . 10th & Broad Streets  
Phone Numbers . . . . . 2-8805, 8806, 8807  
Transmitter Location . . . . . Berckmans Road  
Time on the Air . . . . . 6 a.m. to 12 midnight:  
Sundays, 7:00 a.m. to 12:00 midnight  
News Service . . . . . **UP**  
Transcription Service . . . . . World Broadcasting  
System  
Representative . . . . . George P. Hollingbery

**Personnel**

President . . . . . Wm. K. Jenkins  
Station Manager . . . . . W. R. Ringson  
Commercial Manager . . . . . Thurston Bennett  
Program-Publicity Director . . . . . W. Charles Roe  
Chief Announcer . . . . . Ben Lucas  
Musical Director . . . . . Gil Evans  
Chief Engineer . . . . . Harvey Aderhold

**W M O G**

**BRUNSWICK—EST. 1939**

**KEYSTONE BROADCASTING SYSTEM**

**SOUTH GEORGIA NETWORK**

Frequency: 1490 Kc. . . . . Power: 250 d.; 100 n.  
Owned-Operated By . . . . . Coastal Broadcasting  
Company

Address . . . . . Brunswick  
Phone Number . . . . . 1500  
Transmitter Location . . . . . St. Simons Causeway  
Time on the Air . . . . . 7 a.m. to 10 p.m.  
News Service . . . . . **UP**  
Transcription Service . . . . . NBC Thesaurus

**Personnel**

President . . . . . Mrs. Alma W. King  
General and Sales Manager . . . . . Kenneth E. White  
Program Director . . . . . Alfred Job  
Chief Engineer . . . . . Kenneth E. White

**W G A A**

**CEDARTOWN—EST. 1941**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned By . . . . . Northwest Georgia Broad-  
casting Co.

Operated By . . . . . R. W. Rounsaville  
Address . . . . . West Theater Bldg.  
Phone Number . . . . . **777**  
Transmitter Location . . . . . Cave Spring Rd.  
Time on the Air . . . . . 14 hours daily  
News Service . . . . . **AP**  
Transcription Service . . . . . Keystone Broad-  
casting System

**Personnel**

President . . . . . O. C. Lam  
General Manager . . . . . R. W. Rounsaville  
Promotion Manager . . . . . Mrs. R. W. Rounsaville  
Program, Production and  
Publicity Director . . . . . Dorothy Holt  
Chief Announcer . . . . . Hall Wray  
Chief Engineer . . . . . Clarence Landress

**W D A K**

**COLUMBUS—EST. 1940**

**BLUE NETWORK—MBS**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Valley Broadcasting  
Company

Address . . . . . 1028 Broadway  
Phone Numbers . . . . . 3-2771, Columbus;  
173, West Point  
Transmitter Location . . . . . 1028 Broadway  
Time on the Air . . . . . 6 a.m. to 1 a.m.  
News Service . . . . . **INS**  
Representative . . . . . Headley-Reed Co.

**Personnel**

President-Owner . . . . . L. J. Duncan  
Station Manager . . . . . Allen M. Woodall  
Sales Promotion Manager . . . . . John Amick  
Program Director . . . . . Dora Anna Gay  
Publicity Director . . . . . Mrs. Eugene Brown  
Chief Announcer . . . . . Joe Byars  
Chief Engineer . . . . . Dige Bishop

**W R B L**

**COLUMBUS—EST. 1928**

**COLUMBIA BROADCASTING SYSTEM**

**GEORGIA BROADCASTING SYSTEM**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned and Operated By . . . . . Columbus Broad-  
casting Company

Address . . . . . 1420 Second Avenue  
Phone Number . . . . . 2-0601  
Transmitter Location . . . . . Columbus, Ga.  
Time on the Air . . . . . 6:00 a.m. to 1:00 a.m.;  
Sundays, 7:30 a.m. to 1:00 a.m.  
News Service . . . . . **UP**

• • • **GEORGIA** • • •

Transcription Service..... Lang-Worth  
Representative..... Spot Sales, Inc.

**Personnel**

President ..... J. W. Woodruff, Sr.  
Executive Manager ..... J. W. Woodruff, Jr.  
Station Manager ..... W. Heldon Herrin  
Commercial Manager ..... W. S. Massie  
Sales Promotion ..... Jack O'Connor  
Musical Director ..... Gertrude Handley  
Publicity Director ..... Ed Hennessy  
Chief Engineer ..... Willfred T. Siddle  
(See Page 396)

**W M J M**

**CORDELE—EST. 1940**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1490 Kc..... Power 250 d.; 100 n.  
Owned-Operated By... Cordell Dispatch Pub-  
lishing Company  
Business Address..... P. O. Box 432  
Phone Number..... 666  
Studio Address..... 20th Ave. & B St.  
Transmitter Location..... 20th Ave. & B St.  
Time on the Air..... 7 a.m. to 9 p.m.  
Newspaper Affiliation..... Cordell Dispatch  
Transcription Service... Keystone Broadcasting  
Representative..... Cox & Tanz

**Personnel**

President-General Manager... James S. Rivers  
Commercial Manager..... Gaines Brewster  
Program Director..... Elweda Powers  
Publicity Director..... Peyton Bishop  
Chief Announcer-Musical  
Director ..... Robert C. Lay  
Chief Engineer..... Clayton Lee

**W B L J**

**DALTON—EST. 1940**

**MUTUAL & KEYSTONE**

Frequency: 1230 Kc..... Power: 250 Watts  
Owned-Operated By... Dalton Broadcasting  
Address..... 111 Pentz St.  
Phone Number..... Dalton 684  
Transmitter Location..... River Bend Rd.  
Time on the Air..... 7 a.m. to 10 p.m.  
Representative..... Cox & Tanz

**Personnel**

President ..... H. C. Kenemer  
Secretary-Treasurer-Manager... W. V. Williams  
Sales and Program Dir..... William Armond  
Chief Engineer ..... W. C. Roberts

**W G G A**

**GAINESVILLE—EST. 1941**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1240 Kc..... Power: 250 Watts

Owned-Operated By... Blue Ridge Broadcasting  
Company

Address..... Athens Road  
Phone Number..... 1600  
Time on the Air..... 6:30 a.m. to 10:15 p.m.  
News Service ..... AP  
Transcription Service..... NBC Thesaurus

**Personnel**

President..... Austin F. Dean (Lt. USNR)  
General Manager..... L. H. Christian  
Sales Promotion Manager..... E. F. MacLeod  
Chief Engineer..... F. K. Brown

**W K E U**

**GRIFFIN—EST. 1934**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1450 Kc..... Power: 100 Watts  
Address..... Griffin Hotel, Griffin  
Time on the Air..... Daytime License  
Transcription Service..... C. P. MacGregor  
Representative..... Sears & Ayer, Inc.

**Personnel**

Manager & Owner..... A. W. Marshall, Jr.

**W L A G**

**LA GRANGE—EST. 1941**

**MUTUAL BROADCASTING SYSTEM**

Frequency: 1240 Kc..... Power: 250 Watts  
Owned-Operated By... LaGrange Broadcasting  
Address..... 303 Broome St.  
Phone Number..... 1700  
Transmitter Location..... La Grange  
Time on the Air..... 6:30 a.m. to 11 p.m.;  
Sundays, 7 a.m. to 12 midnight  
Newspaper Affiliation..... LaGrange News  
News Service ..... UP

**Personnel**

President ..... Roy C. Swank  
General Manager..... Edwin Mullinax  
Chief Engineer ..... James McKay

**W B M L**

**MACON—EST. 1940**

**BLUE NETWORK**

**MUTUAL BROADCASTING SYSTEM**

**GEORGIA SPORTS NETWORK**

Frequency: 1240 Kc..... Power: 250 Watts  
Owned-Operated By... Middle Georgia  
Broadcasting Company  
Address..... First National Bank Building  
Phone Number..... 2728  
Transmitter Location... 8th & Cherry Streets  
Time on the Air: 6:30 a.m. to 12 midnight; Sun-  
days, 7:30 to 12 midnight  
News Service ..... UP  
Transcription Service ..... Standard  
Representative ..... Joseph H. McGillvra

**Personnel**

President .....Ernest D. Black  
 Vice President .....E. M. Lowe  
 Secretary & Treasurer.....E. G. McKenzie  
 Station Manager.....Charles W. Pittman  
 Commercial Manager .....Alfred Lowe  
 Sales Promotion Mgr.....Carl Williams  
 Program Director...Mary Hester Richardson  
 Production Director.....Harold Beatty  
 Chief Announcer.....Gene Marshall  
 Director of Women's Activities and  
 Publicity .....Rosemary Lyons Jones  
 Musical Director .....Jim Vinson  
 Chief Engineer.....H. S. Goodrich

**W M A Z**

**MACON—EST. 1922**

**COLUMBIA BROADCASTING SYSTEM  
 GEORGIA MAJOR MARKET TRIO**

Frequency: 940 Kc.....Power: 5000 Watts  
 Owned-Operated By...Southeastern Broad-  
 casting Company, Inc.  
 Address .....Bankers Insurance Bldg.  
 Phone Number .....3131  
 Transmitter Location.....Forsyth Road  
 Time on the Air: 6 a.m. to 12 midnight; Sun-  
 days 7:00 a.m. to midnight.  
 News Service .....INS  
 Transcription Service....World Broadcasting  
 System; Lang-Worth  
 Representative .....The Katz Agency

**Personnel**

President, Chief Engineer  
 George P. Rankin, Jr.  
 Sec'y-Treas., General Manager  
 Wilton E. Cobb  
 Commercial & Sales Promotion  
 Mgr. ....Frank Crowther  
 Program Director .....Lew Kent  
 Publicity Director .....Wilton Cobb  
 Chief Announcer .....Frank Hubbs

**W M G A**

**MOULTRIE—EST. 1939**

**KEYSTONE BROADCASTING SYSTEM  
 SOUTH GEORGIA NETWORK**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By...Frank R. Pidcock, Sr.  
 Address .....Box 310, Moultrie  
 Phone Number.....999  
 Transmitter Location.....Moultrie  
 Time on the Air; 6:30 a.m. to 10 p.m.; Sundays,  
 8 a.m. to 10 p.m.  
 News Service .....UP  
 Transcription Service .....Standard Radio

**Personnel**

Owner .....Frank R. Pidcock  
 Manager .....John F. Pidcock  
 Commercial Manager .....James M. Wilder  
 Program Director.....Mrs. D. E. Stringfellow

Chief Engineer .....James Wilder  
 Chief Announcer .....Wendell Adams

**W R G A**

**ROME—EST. 1929**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Rome Broadcasting  
 Corp.  
 Address ..... National City Bank Building  
 Phone Number.....6589  
 Transmitter Location...Seventh Ave., Rome  
 Time on the Air.....Unlimited license  
 Transcription Service .....C. P. MacGregor

**Personnel**

President .....John W. Quarles  
 Gen'l Mgr. & Treasurer .....Happy Quarles

**W S A V**

**SAVANNAH—EST. 1939**

**NATIONAL BROADCASTING CO.  
 ATLANTIC SPORTS NETWORK**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....WSAV, Inc.  
 Address .....Liberty National Bank Building  
 Phone Number.....5600  
 Transmitter Location...East President Street  
 Time on he Air: 7 a.m. to 12:10 a.m.  
 News Service .....AP; INS  
 Transcription Service....Associated Music  
 Publishers  
 Representative .....George P. Hollingbery  
 Company

**Personnel**

President .....Arthur Lucas  
 Station Manager.....Harben Daniel  
 Commercial Manager.....N. W. Brandon  
 Sales Promotion Manager.....Thomas S. Carr  
 Program Director.....Electa Hoffman  
 Director of War Programs...Alberta Robertson  
 Production Manager .....Sanford Reece  
 Publicity Director and Chief  
 Announcer .....Daniel Harless  
 Musical Director .....George Upchurch  
 Chief Engineer .....Meredith Thompson

**W T O C**

**SAVANNAH—EST. 1929**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1290 Kc.....Power: 5000 Watts  
 Owned By...Savannah Broadcasting Com-  
 pany  
 Operated By .....W. T. Knight, Jr.  
 Address.....516 Abercorn Street  
 Phone Number .....20127-28-29  
 Transmitter Location...Central Junction  
 Time on the Air: 6:00 to 12 midnight; Sun-  
 days, 8 a.m. to 12 midnight  
 News Service .....UP  
 Transcription Service .....Lang-Worth;  
 Standard Radio  
 Representative .....The Katz Agency

**Personnel**

President and Station Mgr. . . . W. T. Knight, Jr.  
 Assistant to President . . . . . D. J. Bruce  
 National Sales-Merchandising Manager  
     Bill Smart  
 Local Sales Mgr. . . . . Ben Williams  
 Program Director . . . . . Dolores Bussey  
 Production Manager . . . . . Dwight James Bruce  
 Publicity Director . . . . . Bill Smart  
 Musical Director . . . . . Jean Wallace  
 Chief Engineer . . . . . Claude M. Gray

**W P A X**

THOMASVILLE—EST. 1934

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Wimpy Radio  
 Address . . . . . 117 Remington Avenue  
 Phone Number . . . . . 909  
 Transmitter Location . . . 117 Remington Avenue  
 Time on the Air . . . . . Unlimited license

**Personnel**

Station Manager . . . . . H. Wimpy  
 Commercial Mgr. . . . . Charles Lawton

**W R L C**

TOCCOA—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . R. G. LeTourneau  
 Address . . . . . Prather Bridge Road  
 Phone Number . . . . . 1751  
 Transmitter Location . . . Prather Bridge Road  
 Time on the Air . . . . . 13 hours daily  
 News Service . . . . . AP  
 Transcription Service . Lang-Worth; BMI; NBC  
 Thesaurus, Keystone

**Personnel**

Owner . . . . . R. G. LeTourneau  
 General and Commercial  
 Manager . . . . . Virgle E. Craig  
 Chief Announcer and Chief  
 Engineer . . . . . Wm. S. Kilgore

**W G O V**

VALDOSTA—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . E. D. Rivers  
 Address . . . . . Valdosta, Ga.  
 Phone Numbers . . . . . 1420; 1421  
 Transmitter Location . . . . . E. Park Ave.  
 Time on the Air . . . . . 16 hours daily  
 News Service . . . . . UP  
 Representative . . . . . The Walker Co.

**Personnel**

Owner . . . . . E. D. Rivers  
 Station Mgr. . . . . Mrs. E. D. Rivers  
 Sales Manager . . . . . W. R. Link  
 Program Director . . . . . M. W. Gorman  
 Chief Engineer . . . . . C. E. Watkins

**W A Y X**

WAYCROSS—EST. 1936

KEYSTONE BROADCASTING SYSTEM  
 SOUTH GEORGIA NETWORK

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Jack Williams  
 Address . . . . . 620 Plant Avenue  
 Phone Number . . . . . 965  
 Transmitter Location . . . . . Waycross  
 Time on the Air . . . . . 7 a.m. to 10 p.m.  
 Newspaper Affiliation . . . . . Waycross Journal-Herald  
 News Service . . . . . UP  
 Transcription Service . . . . . World Broadcasting System; Keystone Broadcasting System  
 Representative . . . . . Hal Holman Company

**Personnel**

President . . . . . Jack Williams  
 Station and Commercial  
 Manager . . . . . John J. Tobola  
 Program Director . . . . . John Humble  
 Publicity Director . . . . . Liston Elkins  
 Artists Bureau . . . . . Hazel Cason  
 Musical Director . . . . . Frank Mitchell  
 Chief Announcer and Chief  
 Engineer . . . . . John J. Tobola

**PROGRAM DEPARTMENT ON A NEWS WIRE**

With the manpower shortage, **PA** Telescripts are proving to be almost the equivalent of a programming department.

Cued for music or sound effects, they are transmitted over the special **AP** radio wire ready for immediate airing.

# IDAHO

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

## K I D O

BOISE—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1380 Kc. Power: 2500 d.; 1000 n.  
Owned By.....G. M. Phillips, d/b Boise  
Broadcasting Station

Operated By.....G. M. Phillips  
Address .....Hotel Boise  
Phone Numbers.....660; 661  
Transmitter Location...4½ miles northwest of  
City

Time on the Air: 6 a.m. to 11 p.m.; Sundays,  
9 a.m. to 11:00 p.m.

News Service .....UP and AP  
Transcription Service...World Broadcasting  
System

Representative.....John Blair & Company

### Personnel

Station Manager.....G. M. Phillips  
Commercial and Sales Promotion

Manager .....Boyd Braithwaite  
Program Director-Chief

Announcer .....Billy Phillips  
Production Manager .....R. D. Herbert

Publicity Director .....Boyd Braithwaite  
Traffic Manager.....Catherine Scotland  
Chief Engineer .....James Johtz

## K I D

IDAHO FALLS—EST. 1928

KEYSTONE BROADCASTING SYSTEM

Frequency: 1350 Kc. Power: 5000 d.;  
500 n.

Owned-Operated By.....KID Broadcasting  
Co.

Address .....KID Building  
Phone Number .....4

Transmitter Location .....Ammon Road  
Time on the Air.....6: a.m. to 12 Midnight

### Personnel

President and General Manager,  
I. W. Duckworth

## K R L C

LEWISTON—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By.....H. E. Studebaker

Address.....Lewis-Clark Hotel Building  
Phone Number.....1950

Transmitter Location.....Lewiston Orchards  
Time on the Air: 7:25 a.m. to 8:15 p.m.; 2:00  
p.m. to 8:30 p.m. Sundays

News Service .....UP

Transcription Service...World Broadcasting  
System; Longworth Feature Programs; Key-  
stone Broadcasting System

Representative .....Howard H. Wilson Co.

### Personnel

Owner .....H. E. Studebaker

Station Manager.....Donald A. Wike

Commercial Manager.....Donald Thomas

Chief Engineer.....Milton MacLafferty

## K F X D

NAMPA—EST. 1930

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By.....Frank E. Hurt

Business Address...1024 Twelfth Ave., South  
Phone Number .....1200

Studio Addresses: 1024 Twelfth Ave., South;  
724 S. Kimball Ave., Caldwell, Ida.; 809 Main  
St., Boise, Ida.

Transmitter Location...1024 Twelfth St., South  
Time on the Air: 6 a.m. to 9 p.m.; Sundays,  
8:30 a.m. to 7:30 p.m.

News Service .....UP

Transcription Service: NBC Thesaurus; Lang-  
Worth

### Personnel

Owner .....Frank E. Hurt

Station and Commercial Manager...Doyle Cain

Chief Announcer .....Floyd Bryant

Chief Engineer.....Edward Hurt

## K S E I

POCATELLO—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 930 Kc. Power: 1000 d.; 250 n.

Owned-Operated By.....Radio Service  
Corporation

Address .....Pocatello  
Phone Number .....960

Transmitter Location.....Pocatello  
Time on the Air: 6 a.m. to 11 p.m.; Sundays,  
8:30 a.m. to 11 p.m.

News Service .....UP

Transcription Service.....Standard

Representatives.....The Walker Co. (East);  
Homer Owen Griffith (West)

**Personnel**

President ..... O. P. Soule  
Vice-Pres.-General Manager Henry H. Fletcher  
Program Director..... Ruthe A. Fletcher  
Publicity Director..... Olive M. Leeney  
Chief Engineer..... Henry H. Fletcher

**K T F I**

**TWIN FALLS—EST. 1928**  
**NATIONAL BROADCASTING CO.**

Frequency: 1270 Kc..... Power: 1000 Watts  
Owned-Operated By..... Radio Broadcasting Corp.  
Address ..... 241 Main Ave. W.  
Phone Number..... 2400  
Transmitter Location..... Highway No. 30, west of Twin Falls  
Time on the Air..... Unlimited license  
News Service..... UP  
Transcription Service..... Standard Radio  
Representatives..... The Walker Co.: Homer Owen Griffith

**Personnel**

President ..... O. P. Soule  
Station and Commercial Manager ..... F. M. Gardner  
Sales Promotion Manager ..... L. Otto  
Program Director and Chief Announcer ..... Charles S. Crabtree  
Publicity-Musical Director..... Eleanor Kline  
Chief Engineer..... Franklyn Ver Cox

**K W A L**

**WALLACE—EST. 1939**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1450 Kc..... Power: 250 Watts  
Owned By..... Silver Broadcasting Co.  
Operated By..... R. G. Binyon  
Address ..... Tabor Bldg.  
Phone Number..... 330  
Transmitter Location..... Osburn  
Time on the Air..... 7 a.m. to 12 midnight  
Transcription Service..... Keystone Broadcasting System; Standard Radio; Associated Music Publishers

**Personnel**

President..... Dr. J. R. Binyon  
Station Manager..... R. G. Binyon  
Sales Promotion-Commercial Manager Howard Olson  
Program Director..... Turner Dreher  
Production Manager..... E. Camey  
Chief Announcer..... W. Mondell Spencer  
Musical Director..... Glenn Whitney  
Chief Engineer..... Charles Crane



**NEWS**

**FOR**

**RADIO**

**IS**

**AVAILABLE**

**THROUGH**

**PRESS ASSOCIATION, Inc.**

50 ROCKEFELLER PLAZA

NEW YORK, N. Y.

## **WBBM'S BEST PROGRAM..**

**ONE** program has kept WBBM the most sponsored station in Chicago for 19 straight years.

It is the program followed by our SHOWMANSHIP department\*; the program of building radios show to do specific selling jobs.

When you buy radio time—local, national spot or network—see what our SHOWMANSHIP department\* can do to program that time so it will produce the maximum sales per advertising message.

\* The twenty key creative men on WBBM's "Showmanship" staff have invested an average of nine years in radio.



**WBBM**  
**CHICAGO'S**  
**Showmanship Station**  
**50,000 Watts - 780 kc.**  
**COLUMBIA OWNED**

The image shows a vintage microphone with the CBS logo on its body, positioned to the right of the text. The text is arranged in a vertical stack, with 'WBBM' at the top in large, bold letters, followed by 'CHICAGO'S Showmanship Station' and '50,000 Watts - 780 kc.' in smaller bold letters, and 'COLUMBIA OWNED' at the bottom in large, bold letters.



# ILLINOIS

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

## W M R O

AURORA—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1280 Kc.....Power: 250 Watts  
Owned-Operated By.....Martin R. O'Brien  
Address.....34 S. River St.  
Phone Number.....Aurora 4215  
Transmitter Location.....N. Aurora  
Time on the Air.....Local sunrise to local sunset  
News Service.....AP  
Transcription Service: Keystone Broadcasting System; Standard Radio

### Personnel

Owner-General Manager....Martin R. O'Brien  
Commercial Manager.....Vincent G. Cofey  
Program-Musical Director..Mary Louise Brown  
Publicity and Production  
Director.....Jeanne Doran  
Chief Announcer.....J. T. Hankinson  
Supervising Engineer.....Vincent Cofey  
Chief Engineer.....Phillip Olson

## W J B C

BLOOMINGTON—EST. 1924

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By..A. M. McGregor, Hugh L. Gately & D. C. McGregor  
Business Address.....209 E. Washington  
Phone Number.....535  
Transmitter Location.....West Gregory St., Normal, Ill.  
Time on the Air.....Unlimited license  
Transcription Service.....World  
Representative.....Sears and Ayer, Inc.

### Personnel

President and Station  
Manager.....A. M. McGregor  
Commercial Manager.....Hugh L. Gately

## W K R O

CAIRO—EST. 1942

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....Oscar C. Hirsch  
Address.....Cairo  
Phone Number.....1490  
Transmitter Location.....Cairo  
Time on the Air: 7:00 a.m. to 10 p.m.; Sunday, 8 a.m. to 9 p.m.  
News Service.....UP

### Personnel

Owner.....Oscar C. Hirsch  
Station and Commercial  
Manager.....Merrill C. Currier

## W C A Z

CARTHAGE—EST. 1921

Frequency: 1080 Kc.....Power: 250 Watts  
Owned-Operated By....Superior Broadcasting Service, Inc.  
Business Address.....Carthage  
Phone Number.....520  
Studio Address.....Carthage; Macomb, Ill.  
Transmitter Location.....R.F.D., Carthage  
Time on the Air.....Daytime to local sunset  
News Service.....UP  
Transcription Service.....NBC Thesaurus

### Personnel

President.....Bob Compton  
Station Manager.....John Palmer

## W D W S

CHAMPAIGN—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Champaign News-Gazette, Inc.  
Address.....48 Main St.  
Phone Number.....6-1855  
Transmitter Location..1 mile south of Champaign  
Time on the Air.....Unlimited license  
Newspaper Affiliation.....Champaign News-Gazette  
National Sales Office..Texas Daily Press League  
News Service.....UP

### Personnel

President.....Mrs. Helen M. Stevick

## W A A F

CHICAGO—EST. 1922

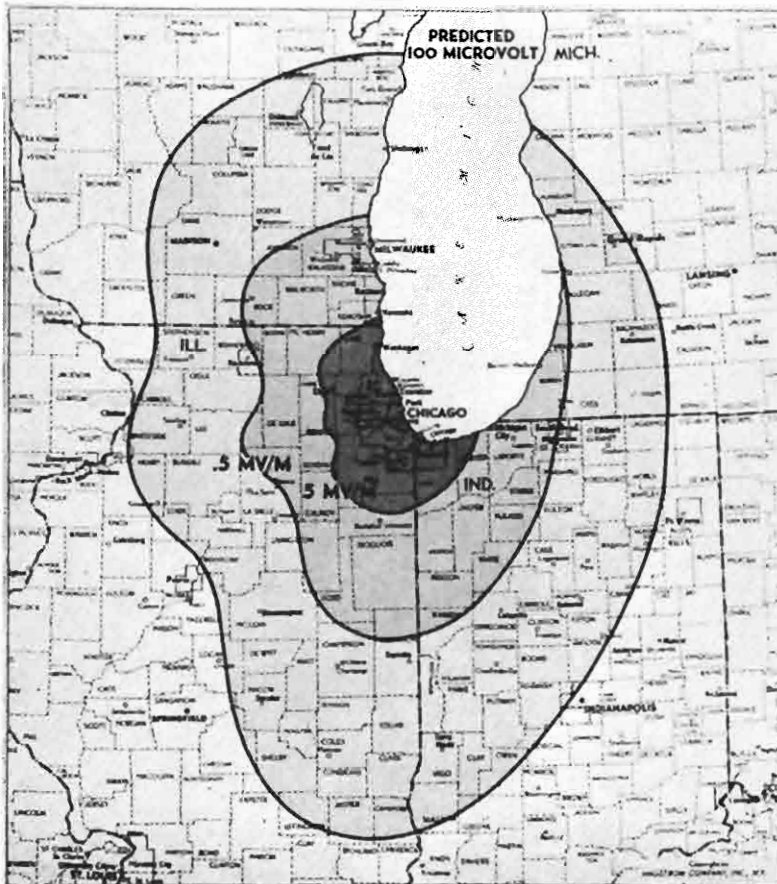
Frequency: 950 Kc.....Power: 1000 Watts  
Owned-Operated By....Drover's Journal Publishing Co.  
Address.....Palmer House  
Phone Number.....Randolph 1932  
Transmitter Location.....1001 Exchange Ave.  
Time on the Air....6:30 a.m. to local sunset  
News Service.....UP  
Transcription Service.....Standard Radio  
Representative....George P. Hollingbery Co.

# WCFL - CHICAGO

10000 Watt Transmitter  
1000 Kilocycles  
100% Reception

You Get  
Your  
Money's  
Worth  
at  
**WCFL  
CHICAGO**

**THE  
VOICE OF  
LABOR**



Accepted  
Interpretation  
of the  
News by . . .

Baukhage  
Leon Henderson  
Martin Agronsky  
James McDonald  
Carey Longmire  
Robert McCormick  
Edward Tomlinson

Currently  
Featured:

Breakfast Club  
Ladies Be Seated  
My True Story  
The Green Hornet  
Lone Ranger  
Boston Symphony Orch.  
Radio Hall of Fame  
Coast to Coast on a Bus  
Southernaires

*Programs expertly styled for listening pleasure and Sales Appeal*

**Personnel**

President ..... Ward A. Neff  
 Station and Commercial  
 Manager ..... Bradley R. Eidmann  
 Sales Promotion Manager..... Helen Himebaugh  
 Program Director and Chief  
 Announcer ..... Robert Bryar  
 Production Manager..... John Stanley  
 War Program Director..... Paul Dixon  
 Publicity Director ..... Bill Wesley  
 Chief Engineer..... Carl Uhrlich  
 Musical Director ..... Helen Compton

**W A I T**

CHICAGO—EST. 1923

Frequency: 820 Kc.....Power: 5000 Watts  
 Owned-Operated By...Radio Station WAIT  
 Address.....360 N. Michigan Avenue  
 Phone Number.....Franklin 0660  
 Transmitter Location.....Church Road,  
 Elmhurst, Ill  
 Time on the Air.....Local sunrise to sunset;  
 Dallas, Texas  
 News Service .....UP, Reuters, Transradio  
 Transcription Service .....AMP  
 Representative .....Ray Linton & Co.

**Personnel**

Managing Director .....Gene T. Dyer  
 Manager .....Joseph Rudolph  
 Commercial Manager .....Craig Maudsley  
 Program Director and Chief  
 Announcer .....Linn Burton  
 Sales Promotion Manager.....George Provol  
 Publicity Director .....Jack Payne  
 War Program Director.....Joseph Rudolph  
 Musical Director .....Elizabeth Hinzman  
 Chief Engineer .....E. W. Jacker  
 (See Page 416)

**W B B M**

CHICAGO—EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 780 Kc.....Power: 50,000 Watts  
 Owned-Operated By...The Columbia Broad-  
 casting System, Inc.  
 Address .....410 North Michigan Ave.  
 Phone .....Whitehall 6000  
 Transmitter Location .....Itaska, Ill.  
 Time on the Air.....5:30 a.m. to 12:59½  
 a.m., Sundays 7:30 a.m. to 12:59½ a.m.  
 News Service.....AP; INS; UP  
 Transcription Service.....Associated Music  
 Publishers, Lang-Worth, World  
 Representative .....Radio Sales

**Personnel**

President .....Wm. S. Paley  
 Vice-President and Station  
 Manager .....H. Leslie Atlas  
 Assistant Manager.....J. L. Van Volkenburg

Commercial Manager.....J. Kelly Smith  
 Sales Promotion Manager.....King Park  
 Western Sales Manager...W. Donald Roberts  
 Program Director .....Walter J. Preston  
 Chief Sound Technician.....Urban Johnson  
 Production Manager .....George T. Case  
 Dir. of Press Information.....Shep Charloc  
 News Editor.....James Crusinberry  
 Assistant Program Director....O. J. Neuwerth  
 Office Manager.....John V. McLoughlin  
 Musical Director.....Caesar Petrillo  
 Chief Announcer .....Bob Cunningham  
 Chief Engineer .....J. J. Beloungy

(See Page 406)

**W C F L**

CHICAGO—EST. 1926

NATIONAL BROADCASTING CO.  
 BLUE NETWORK

Frequency: 1000 Kc.....Power: 10000 Watts  
 Owned-Oper. By..Chicago Federation of Labor  
 Address.....666 Lake Shore Drive  
 Phone Number.....Superior 5300  
 Transmitter Location...Downers Grove, Illinois  
 Time on the Air: 6 a.m. to 12:05 a.m.; Sundays,  
 8:00 a.m. to 12 midnight.  
 News Service.....UP  
 Transcription Service...World Broadcasting  
 System  
 Representative.....The Katz Agency

**Personnel**

President.....John Fitzpatrick  
 General Manager.....Maynard Marquardt  
 Commercial and Sales Manager..M. B. Wolens  
 Program Production Director..Howard Keegan

**W C R W**

CHICAGO—EST. 1926

Frequency: 1240 Kc.....Power: 100 Watts  
 Owned-Operated By.....Clinton R. White  
 Address.....2756 Pine Grove Ave.  
 Phone Number.....Diversey 4440  
 Transmitter Location...2756 Pine Grove Ave.  
 Time on the air: 11 a.m. to 2 p.m. and 5 p.m. to  
 7 p.m.

**Personnel**

Owner.....Clinton R. White

**W E D C**

CHICAGO—EST. 1926

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Emil Denmark, Inc.  
 Address.....3860 Ogden Ave.  
 Phone Number.....Crawford 4100  
 Transmitter Location...3860 Ogden Ave.  
 Time on the Air: 8:30 a.m. to 10 a.m.; 3:30 to  
 5 p.m.; 7 p.m. to 8 p.m.; 10 p.m. to 11 p.m.  
 News Service .....UP

**WGN**, because of its  
genuinely "Chicago"  
origin and viewpoint,  
is recognized by  
radio listeners in  
metropolitan Chicago  
and throughout the  
Middle West as their  
community station...

**ANOTHER REASON**

*why WGN carries more retail, local  
and national spot business than any  
other 50,000 watt Chicago station.*



**WGN**

CHICAGO, ILLINOIS

***A Clear Channel  
Station***

MUTUAL  
BROADCASTING  
SYSTEM

**Personnel**

President.....Emil Denmark  
 Station and Commercial  
 Manager.....Frank J. Kotnour  
 Program Director and Chief  
 Announcer.....Bill Mack  
 Director of War Programs..Sophie V. Brady  
 Publicity Director.....Serena Notari  
 Production and Musical Director...Bill Brady  
 Chief Engineer.....Chester Lewicki

**W E N R**

CHICAGO—EST. 1925  
 BLUE NETWORK

Frequency: 890 Kc.....Power: 50000 Watts  
 Owned-Operated By.....Blue Network Co.  
 Address.....Merchandise Mart  
 Phone Number.....Delaware 1900  
 Transmitter Location.....Tinley Park, Ill.  
 Time on the air: 3 to 6:30 p.m. and 8 p.m. to  
 3 a.m.; Saturdays, 3-6:30 p.m. and 12 mid-  
 night to 1 a.m.; Sundays, 12 noon to 7 p.m.  
 and 8 p.m. to 3 a.m.  
 News Service.....AP; INS; UP  
 Transcription Service.....NBC Thesaurus,  
 Representative.....Spot Sales

**Personnel**

President.....Mark Woods  
 V-P—Central Div. Mgr.....E. R. Borroff  
 Program Manager.....James Stirten  
 Advertising and Sales Promotion Manager,  
 E. J. Huber  
 Chief Announcer.....Gene Rouse  
 Publicity Directors.....Ell Henry  
 Production Manager.....Maurice Wetzel  
 Sales Manager.....Gil Berry  
 Continuity Editor.....L. J. Edgely  
 Director of Public Service Programs,  
 Robert White  
 Sales Traffic Manager.....Robert Ewing  
 Chief Engineer.....E. C. Horstman

**W G E S**

CHICAGO—EST. 1924

Frequency: 1390 Kc.....Power: 5000 Watts  
 Owned and Operated...Radio Station WGES  
 Address.....14 N. Western Ave.  
 Phone Number.....Seeley 8066  
 Transmitter Location.....8601 Kedzie Ave.  
 Time on the Air..7:00 a.m. to 12:00 midnight  
 News Service.....UP and Transradio  
 Transcription Service.....Associated Music

**Personnel**

President-Owner.....Gene T. Dyer  
 Station Manager.....John A. Dyer  
 Commercial Manager.....M. E. Clemens  
 Sales Promotion Manager.....A. C. Perkins  
 Program Director.....Robert Miller  
 Musical Director.....Erma Gareri  
 Chief Engineer.....Edward N. Jacker

**W G N**

CHICAGO—EST. 1932  
 MUTUAL

Frequency: 720 Kc.....Power: 50000 Watts  
 Owned-Operated By.....WGN, Inc  
 Address.....441 N. Michigan Ave.  
 Phone Number.....Superior 0100  
 Transmitter Location.....Roselle, Illinois  
 Time on the Air: 5:30 a.m. to 1:05 a.m.; Satur-  
 days, 5:30 a.m. to 1:35 a.m.; Sundays, 8 a.m.  
 to 1:05 p.m.  
 Newspaper Affiliation...The Chicago Tribune  
 News Service.....AP, UP, Chicago Tribune  
 Transcription Service.....World Broadcasting  
 System; Associated Music Publishers and  
 Standard Radio  
 Representative.....WGN, Inc. (N. Y.);  
 Paul H. Raymer Co.

**Personnel**

President.....Col. Robert R. McCormick  
 Station Manager.....Frank P. Schreiber  
 Commercial Manager...William A. McGuineas  
 Program Director.....Buckingham W. Gunn  
 Sales Promotion Manager...Ben H. Berentson  
 Publicity Director.....Dale O'Brien  
 Production Manager.....Lewis B. James  
 News Editor.....Tom Foy  
 Farm Director.....Holland Engle  
 Musical Director.....Henry Weber  
 Chief Engineer.....George Lang

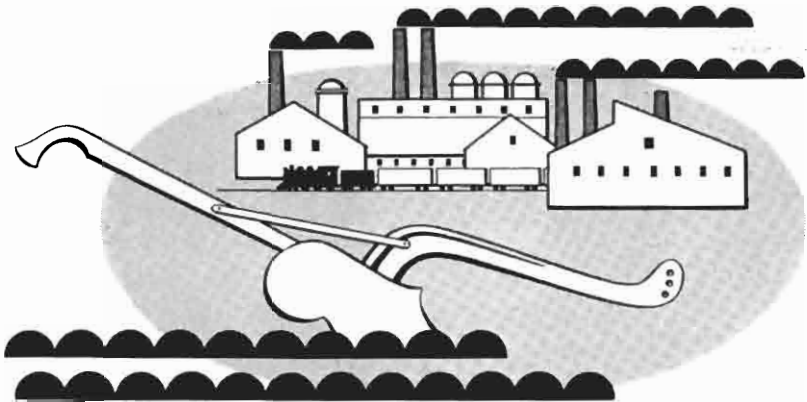
**WAIT**

ADVERTISEMENT

SEE

PAGE

416



## TWO RICH MARKETS IN ONE

**N**OWHERE else in America is there such a broad area of double prosperity as in the WLS Major Coverage Area, where almost 15,000,000 people live, two-thirds urban, one-third rural. With war production their incentive, men on some 650,000 fertile farms are reaping cash harvests larger than they have in years. There are 357 cities and towns, where men on war jobs in factories are bringing home pay envelopes the like of which they have not had before.

Whether you wish to reach the workers in industry or in agriculture, radio station WLS provides you the way to *sell* them.

REPRESENTED BY  
JOHN BLAIR & COMPANY

**CHICAGO**

890 KILOCYCLES  
50,000 WATTS  
BLUE NETWORK

The  
**PRAIRIE  
FARMER  
STATION**

HERBERT D. BUTLER  
*President*

GLENN SNYDER  
*Manager*

MANAGEMENT AFFILIATED WITH

### *The Arizona Network*

**KSUN**  
Bisbee-Lowell  
Carl Morris, Manager  
1230 Kilocycles  
250 Watts

PHOENIX

Harold A. Safford, Manager

**550**  
KILOCYCLES

**KTUC  
TUCSON**  
Lee Little, Manager  
1400 Kilocycles  
250 Watts

BOTH WLS AND THE ARIZONA NETWORK ARE REPRESENTED BY JOHN BLAIR & COMPANY

# W J J D

CHICAGO—EST. 1932

Frequency: 1160 Kc. Power: 20000 Watts  
 Owned-Operated By.....WJJD Incorporated  
 Address.....230 North Michigan Ave.  
 Phone Number.....STAt 5466  
 Transmitter Location.....Box 296 G, Des-  
 plaines, Illinois  
 Time on the Air: 4 a.m. to sundown, Salt Lake  
 City  
 News Service.....AP  
 Representative.....John E. Pearson Co.

## Personnel

President and Station Manager. Ralph L. Atlass  
 Vice-President.....H. Leslie Atlass  
 Sales Promotion Manager.....C. Don Ioset  
 Commercial Manager.....Art Harre  
 Musical Director.....Lee Gillette  
 Publicity Director.....Fred A. Reed  
 Chief Engineer.....Walter Myers

Owned-Operated By...Agricultural Broadcast-  
 ing Co.  
 Address.....1230 W. Washington Blvd.  
 Phone Number.....Monroe 9700  
 Transmitter Location.....Tinley Park, Ill.  
 Time on the Air: 5 a.m. to 3 p.m. and 6 p.m.  
 to 8 p.m.; Sundays, 7 a.m. to 12 Noon and  
 7 to 8 p.m.  
 News Service.....AP, UP, Transradio  
 Newspaper Affiliation...Prairie Farmer Pub-  
 lishing Co.  
 Representative.....John Blair & Co.

## Personnel

President.....Burridge D. Butler  
 Station Manager.....Glenn Snyder  
 Commercial Manager...Charles M. Freeman  
 Artists' Bureau Head.....George Ferguson  
 Publicity and Sales Promotion....Don Kelley  
 Farm Program Director.....Arthur C. Page  
 News Editor.....Julian Bentley  
 Production Manager.....Al Boyd  
 Musical Director.....Phil Kalar  
 War Program Director.....Harry Templeton  
 Chief Engineer.....Thomas L. Rowe

# W L S

CHICAGO—EST. 1924

BLUE NETWORK

Frequency: 890 Kc. Power: 50000 Watts

# W I N D

CHICAGO

(For station listing see Gary, Ind.)

# W J J D

The  
 Nation's  
 Largest  
 Independent  
 Station  
 in the  
 Nation's  
 2nd Market  
**20,000 WATTS**

# CHICAGO

*The Best News Service*

**24 HOURS A DAY TO**

The Nation's 2nd Market

44 News Broadcasts Daily—  
 including news on the hour  
 24 hours around the clock!

# W I N D

Studios — in Gary, the war-busy  
 steel producing center of the World;  
 and in CHICAGO.

**5000 WATTS — 560 KC — Full Time**



9  
out of  
the first  
10

33  
out of  
the first  
50



15  
out of  
the first  
20

...of all programs on the air!



Latest independent surveys place WMAQ programs far out in front. They show that the great majority of all listeners favor the top-flight NBC shows which distinguish this station—shows made possible by America's leading advertisers and agencies and the outstanding talent they have assembled.

This fact should be of vital significance to you if you are interested in reaching the Nation's Second Market—a market which has a potential listening audience of 2,855,700 families who spend over three and a half billion dollars a year. When you buy WMAQ time you are placing your radio advertising where it will do the *most good*. A "natural" for local or spot campaigns.

**WMAQ**  
**CHICAGO**

They all tune to the

**National Broadcasting Company**

It's a National Habit

America's No. 1 Network



A Service of Radio Corporation of America



**WMAQ**

CHICAGO—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 670 Kc. Power: 50000 Watts  
Owned-Operated By

National Broadcasting Co., Inc.

Address: 222 North Bank Drive

Phone Number: Superior 8300

Transmitter Location: Elmhurst, Ill.

Time on the Air: 5:30 a.m. to 1 a.m.; Sun-  
days, 8:00 a.m. to 1:00 a.m.

News Service: AP, INS, UP

Transcription Service: NBC Thesaurus,  
Standard Radio

Representative: National Broadcasting Co.

**Personnel**

President: Niles Trammell

V.P., WMAQ Mgr.: Harry C. Kopf

Division Engineer: Howard C. Luttgens

Supervisor of Music Library: D. A. Marcotte

Night Manager: H. D. Livezey

Special Events Director: William B. Ray

Station Relations Mgr.: A. W. Kaney

Chief Announcer: William Kephart

Publicity Director: Jack Ryan

Continuity Editor: William Murphy

Production Manager: Frederick A. Jacobson, Jr.

Sales Manager: Oliver Morton

Business Manager: John F. Whalley

Program Manager: Jules Herbeuxaux

Advertising and Sales Promotion Manager,  
Emmons C. Carlson

Musical Director: Roy Shield

Director of Public Service Programs,  
Judith Waller

**WMBI**

CHICAGO—EST. 1926

Frequency: 1110 Kc. Power: 5000 Watts  
Owned-Operated By: The Moody Bible  
Institute of Chicago

Address: 153 Institute Place

Phone Number: Michigan 1570

Transmitter Location: Addison, Ill.

Time on the Air: Limited time with WBT; 72  
to 99½ hours weekly

News Service: UP

Transcription Service: NBC Thesaurus

**Personnel**

Vice-President: H. Coleman Crowell

Program Director: Rev. Wendell P. Lovell

Production Mgr.: Robert H. Parsons

Publicity Director: Russell Hitt

Musical Director: Don P. Hustad

Chief Engineer: A. P. Frye

(The Moody Bible Institute of Chicago  
also operates station WDLM, C. P. for  
50,000 watts; now operating 1,000 watts.)

**WSBC**

CHICAGO—EST. 1925

Frequency: 1240 Kc. Power: 250 Watts

Owned-Operated By: Radio Station WSBC

Address: 2400 West Madison St.

Phone Number: Seelye 8066

Transmitter Location: 2400 West Madison St.

Time on the Air: 6 to 8:30 a.m., 10 to 11 a.m.,  
2 to 3:30 p.m., 8 to 10 p.m. and 11 to 12 p.m.

News Service: Transradio and UP

Transcription Service: Associated Music  
Publishers

**Personnel**

President-General Manager: Gene T. Dyer

Station Manager: John A. Dyer

Commercial Manager: M. V. Baker

Sales Promotion Manager: Herbert Rudolph

Program Director: Dean Remick

Chief Engineer: William Shunk

**WHFC**

CICERO—EST. 1926

Frequency: 1450 Kc. Power: 250 Watts

Owned-Operated By: WHFC, Inc.

Address: 6138 W. Cermak Road

Phone Number: Lawndale 8228, Cicero 4305

Transmitter Location: 6138 W. Cermak Road

Time on the Air: Unlimited license (17 hrs.  
daily)

News Service: UP

**Personnel**

President: R. W. Hoffman

Manager: M. E. Clifford

Chief Announcer: Wm. H. Scott

Chief Engineer: George M. Ives, Jr.

**WDAN**

DANVILLE—EST. 1938

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts

Owned By: Northwestern Publish-  
ing Co.

Operated By: Danville Commercial News

Address: 202 N. Hazel St. (Hotel  
Wolford)

Phone Number: 1700

Transmitter Location: 1500 N. Washington  
Avenue

Time on the Air: 7 a.m. to 10:15 p.m.

Newspaper Affiliation: Danville Commer-  
cial News

News Service: UP

Transcription Service: Standard Radio

Representative: J. P. McKinney & Son

**Personnel**

President and General Manager: E. C. Hewes

Commercial Manager: Carl Noble

Sales Promotion Manager: Robert Pace

*In Chicagoland  
There's Only*

**ONE  
\* BEST**

*Buy...*

**WAIT**

**BEST-BY-TEST**

**Partial Sponsor Roll Call**

Bell & Howell  
Chicago Air Collage  
Chicago Mail Order Co.  
Continental Clothing Co.  
Cook County Distributors  
Coca-Cola  
Coronet  
Dad's Root Beer  
Evans Fur Co.  
Eversharp  
Fij-Oil  
4 Way Cold Tablets  
Fox Brewing  
Galvin Mfg. Co.,  
(Motorola Radios)  
Garrett Wine  
Grave Laboratories  
(8 in 1 Cold Tablets)  
Golden Soy  
Heritage Perfumes  
Hollands Jewelry  
Illinois Bell Telephone Co.  
Joy Candy  
Kass Clothiers  
Old Dutch Cleanser  
Pepsi-Cola  
Rinso, (Lever Bros.)  
Saturday Evening Post  
Super Suds  
True Story  
Union Life Insurance  
Vimms  
Walton Motors  
Western Elec. Co.  
Wheatena

- \* **Best By Advertisers Test**
- \* **Best By Recognized Surveys**
- \* **Best By Comparative Rate - Check This Against Your Hooper Listings and Rates In Standard Rate and Data**

**Write For Full Details!**

- ✓ 10,000 Pieces of Mail Weekly
- ✓ A Host Of Current Advertisers Successes
- ✓ Check Your Hooper

**WAIT - Best by Test**

**WAIT - 820, Best "SPOT" on The Chicago Radio Dial**

670 WMAQ	720 WGN	780 WBBM	820 WAIT	890 WENR-WLS
-------------	------------	-------------	-------------	-----------------

**WAIT - In The Heart Of Chicago's "Intensive Listening Band"**

Gene T. Dyer  
Management

**W A I T**  
360 North Michigan Avenue  
CHICAGO

Represented by  
Ray Linton & Co.  
New York Chicago

Program Director ..... Cody Noble  
 Production Manager..... Carl Noble  
 Chief Announcer..... Francis Hourigan  
 Chief Engineer..... Ted Magin  
 Publicity Director..... Bette Austin  
 Musical Director..... Levin Cummins

**W S O Y**

**DECATUR—EST. 1924**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Operated By..... Commodore Broad-  
 casting, Inc.  
 Address..... 351-357 No. Main St.  
 Phone Number..... 5371-2  
 Transmitter Location... 1891 No. Oakland Ave.  
 Time on the Air: 6 a.m. to 12:05 a.m.; Sun-  
 days, 7:30 a.m. to 12:05 a.m.  
 Newspaper Affiliation..... Decatur Herald,  
 Decatur Review  
 News Service..... AP  
 Transcription Service: Standard Radio; World  
 Broadcasting System  
 Representative..... Weed & Co.

**Personnel**

Acting President and General  
 Manager..... Edward Lindsay  
 Sales Manager..... Charles F. Bruce  
 War Program Director and Chief  
 Announcer..... E. B. Pennhallegon  
 Acting Chief Engineer..... Paul Wnorowski

**W K B B**

**EAST DUBUQUE**  
 (See Dubuque, Ia.)

**W T M V**

**EAST ST. LOUIS—EST. 1935**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Operated By..... Mississippi Valley  
 Broadcasting Co., Inc.  
 Address... Broadview Hotel, 5th and Broadway  
 Phone Number... East 4390 and Bridge 3424  
 Transmitter Location..... Broadview Hotel, 5th  
 and Broadway  
 Time on the Air..... 6:30 a.m. to 1 a.m.;  
 Sundays, 7 a.m. to 1 a.m.  
 News Service..... INS

**Personnel**

President-General Manager... Carlin S. French  
 Commercial Manager..... Tom Riggs  
 Sales Promotion Manager... Michael Henry  
 Program Director..... Agnes Mites  
 Publicity Director..... Michael Henry  
 Musical Director..... William Hart  
 Chief Announcer..... Bob Terry  
 Chief Engineer..... Thos. R. McLean

**W G I L**

**GALESBURG—EST. 1938**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Operated By..... Galesburg Broad-  
 casting Co.  
 Address..... Hill Arcade  
 Phone Number..... 4626 Main  
 Transmitter Location..... Hill Arcade  
 Time on the Air..... Unlimited license  
 News Service..... UP  
 Transcription Service..... Standard Radio  
 Representative..... Sears & Ayer

**Personnel**

General Manager..... Rollin B. Laughner, Jr.

**W E B Q**

**HARRISBURG—EST. 1923**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Operated By..... Harrisburg Broad-  
 casting Company  
 Address..... 100 East Poplar St.  
 Phone Number..... 28  
 Transmitter Location..... 100 East Poplar St.  
 Time on the Air..... 6 a.m. to 10 p.m.  
 News Service..... UP

**Personnel**

Station Manager..... I. M. Taylor  
 Program-Musical Director..... Virginia Crane  
 Production Manager-Publicity Director  
 Harold Cook  
 Chief Engineer..... Joseph R. Tate

**W J P F**

**HERRIN—EST. 1940**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Operated By..... Orville W. Lyerla  
 Address..... Herrin  
 Phone Number..... 382 and 383  
 Transmitter Location..... Herrin  
 Time on the Air..... 6 a.m. to 10:00 p.m.  
 News Service..... UP  
 Transcription Service..... Standard Radio

**Personnel**

President..... Orville W. Lyerla  
 Station and Commercial Manager... Charles R.  
 Cook  
 Production Manager..... Jeanne Schrantz  
 Chief Announcer..... Doug Hadley

**W L D S**

**JACKSONVILLE—EST. 1941**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1180 Kc.....Power: 250 Watts  
 Owned-Operated By.....Stephenson, Edge & Korsmeyer  
 Address .....Fox-Illinois Theater Bldg.  
 Phone Number.....1180  
 Transmitter Location.....1½ miles east of Jacksonville  
 Time on the Air.....Daytime license  
 News Service.....UP  
 Transcription Service.....Standard Radio

**Personnel**

General Manager .....E. J. Korsmeyer

**W C L S**

**JOLIET—EST. 1923**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....WCLS, Inc.  
 Address .....601 Walnut St.  
 Phone Number.....Joliet 4761  
 Transmitter Location.....Joliet  
 Time on the Air.....Unlimited  
 Transcription Service.....Associated Music Publishers

**Personnel**

President.....Walter Ashe  
 Station Manager.....Robert M. Holt  
 Commercial Mgr.....Ray Fay  
 Program Director .....Jim Mitchell  
 Production Mgr.....Jack Swart  
 Chief Announcer .....Chris Gebert  
 Chief Engineer .....Lester DeCosta

**W M B D**

**PEORIA—EST. 1927**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1470 Kc....Power: 5000 d.; 1000 n.  
 Owned-Operated By.....Peoria Broadcasting Company  
 Address.....200 Alliance Life Bldg.  
 Phone Number.....7133  
 Transmitter Location.....Highway No. 29, halfway between Peoria and Pekin  
 Time on the Air: 5:30 a.m. to 1:00 a.m.; Sundays, 8 a.m. to 1:00 a.m.  
 News Service.....UP  
 Transcription Service.....World Broadcasting System  
 Representative.....Free & Peters, Inc.

**Personnel**

President and Manager.....Edgar L. Bill

Sales Manager .....Hugh K. Boice, Jr.  
 Promotion Manager .....James Kyler  
 Program Director.....Vernon Nolte  
 Publicity Director .....James Kyler  
 Chief Announcer .....Ed Cooper  
 War Program Director.....Fred Leo  
 Artists Bureau .....Wayne West  
 Musical Director.....Harould Osborne  
 Chief Engineer.....Ted Giles

**W T A D**

**QUINCY—EST. 1926**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 930 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Illinois Broadcasting Corp.  
 Address.....W.C.U. Bldg., 510 Main St.  
 Phone Number.....6200  
 Transmitter Location.....Quincy Gardens  
 Time on the Air:.....5:45 a.m. to 11:30 p.m.  
 News Service.....AP; UP  
 Transcription Service.....Associated Music Publishers, Lang-Worth  
 Representative.....The Katz Agency

**Personnel**

President.....W. Emery Lancaster  
 General Manager.....C. Arthur Fifer  
 Commercial Manager.....W. J. Rothschild  
 Program Director .....Gerard Driscoll  
 Traffic Director.....Zoula Gatewood  
 Musical Director.....Edythe Raye  
 Chief Engineer.....Francis Wentura

**PA**

**SET THE PACE  
 THREE YEARS  
 AGO**

*With the first,  
 regular 24-hour  
 radio news wire*

# W R O K

ROCKFORD—EST. 1923

BLUE NETWORK

Frequency: 1440 Kc. Power: 1000 d. 500 n.  
Owned-Operated By...Rockford Broadcasters, Inc.

Address...News Tower  
Phone Number...Main 5632

Transmitter Location...Kilburn Ave. Rd.  
Time on the Air...6 a.m. to midnight;  
Sundays, 8:00 a.m. to 12 Midnight

Newspaper Affiliation...Rockford Morning Star, Rockford Register Republic

News Service...UP

Transcription Service...Standard Radio

Representative...Headley-Reed Co.

## Personnel

President...Ruth Hanna Simms

Managing Director...James Rodgers

General Manager...Walter Koessler

Commercial Manager...John J. Dixon

Sales Promotion and Publicity

Manager...William R. Traum

Program Director...Maurice P. Owens

Musical Director...Lorna Lane

Chief Engineer...Thomas C. Cameron

Record Master of Ceremony...Norman Paul

# W H B F

ROCK ISLAND—EST. 1925

MUTUAL BROADCASTING SYSTEM

Frequency: 1270 Kc. Power: 5000 Watts  
Owned-Operated By...Rock Island Broadcasting Co.

Business Address...1800 Third Ave.  
Phone Number...917, 918 and 919

Studio Addresses...1800 Third Ave., Fifth Ave. Bldg., Moline; Orpheum Theater, Davenport.

Transmitter Location...23rd Ave. and 52 St., Moline, Ill.

Time on the Air...6 a.m. to 1:00 a.m.;  
Sundays, 8 a.m. to 1:00 a.m.

Newspaper Affiliation...The Rock Island Argus

News Service...AP, UP

Transcription Service...Standard Radio, Lang-Worth

Representative...Howard H. Wilson Company

**WROK HIGHLIGHTS**

**WROK** BREAKFAST SARDI'S ON Dorsey Band Spotlight Show

WROK Will Pre-What's Doin' on WROK

- NEWS
- PROGRAMS
- HIGHLIGHTS
- PERSONALITY

Al Pearce, famed for his character of "Elmer Blurt," the low-pressure salesman, is back on the air. Titled "Fun Valley," the program is heard on two network every composers of

**SARDI'S**

man and in an program

**Morton DOWNEY** Master of melody featuring favorite songs

**The VICTORY PARADE**

**Spotlight BANDS**

**WROK** Break

**The BREAKFAST CLUB**

**YOUR PROGRAM MAKES NEWS WHEN IT'S ON WROK**  
BLUE NETWORK NATL. REP. HEADLEY-REED CO. ROCKFORD, ILLINOIS

**Personnel**

President.....John W. Potter  
 Vice-President-General Manager...L. C. Johnson  
 Sales Manager.....Maurice Corken  
 Publicity Director.....Francis J. Kennedy  
 Ass't Program Director.....Forest W. Cooke  
 Sales Promotion Manager.....Ted Arnold  
 Chief Engineer.....R. J. Sinne

**W C B S**

SPRINGFIELD—EST. 1922  
 BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts  
 Operated By.....WCBS, Inc.  
 Address.....523 E. Capital  
 Phone Number.....9855  
 Transmitter Location.....2200 S. 6th  
 Time on the Air.....18 hrs. daily  
 Newspaper Affiliation...Illinois State Journal  
 News Service.....AP  
 Representative.....Sears & Ayer, Inc.

**Personnel**

President and Chief  
 Engineer.....Harold L. Dewing  
 Station and Commercial  
 Manager.....Carroll W. Need  
 Program Director.....John C. Geil  
 Sales Promotion-Publicity Director  
 Carroll W. Need  
 Musical Director.....John Geil  
 Chief Announcer.....Roger Patrick

**W T A X**

SPRINGFIELD—EST. 1930  
 COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 100 Watts  
 Owned-Operated By.....WTAX, Inc.  
 Business Address.....117-119 S. 5th  
 Phone Number.....2-4441  
 Studio Address.....117-119 S. 5th St.  
 Transmitter Location.....117-119 S. 5th St.  
 Time on the Air: 6:00 a.m. to 12:05 a.m.; Sun-  
 days, 7:00 a.m. to 12:05 a.m.  
 News Service.....UP  
 Transcription Service.....Associated Music  
 Publishers  
 Representative.....Weed & Co.

**Personnel**

President and Manager.....Jay A. Johnson  
 Program Director.....Gladys McGrew  
 Chief Engineer.....Eli Swaringen

**W D Z**

TUSCOLA—EST. 1921

Frequency: 1050 Kc.....Power: 1000 Watts

Owned-Operated By.....WDZ Broadcasting  
 Company  
 Address.....Star Building  
 Phone Number.....98 and 153  
 Transmitter Location.....Intersection of U. S.  
 Highways 36 and 45  
 Time on the Air.....Daytime license  
 Transcription Service.....Lang-Worth  
 Representative.....Howard H. Wilson Co.

**Personnel**

Station Manager.....Walter C. Schaefer

**W I L L**

URBANA—EST. 1922

Frequency: 580 Kc.....Power: 5000 W.  
 Owned-Operated By.....University of Illinois  
 Business Address.....Urbana  
 Phone Number.....7-2400 and 7-2616  
 Studio Address.....1010 S. Wright St.  
 Transmitter Location.....1 mile south on First  
 St. Road, Champaign, Ill.  
 Time on the Air.....7:00 a.m. to local sunset  
 News Service.....AP

**Personnel**

President.....Jos. F. Wright  
 Program Director.....Frank E. Schooley  
 Publicity Director.....Art Wildhagen  
 Chief Announcer.....Paul Bolman  
 Musical Director.....Lanson F. Demming  
 Production Director.....Nat H. Erwin  
 Chief Engineer.....A. James Ebel  
 (Non Commercial Station)

*Telescripts,*

Available only on the  
 special **AP** radio news  
 wire, are provided with-  
 out additional cost to  
 affiliated stations.

# INDIANA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

## W H B U

ANDERSON—EST. 1922

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: Anderson Broadcasting Corp.  
 Business Address: Citizens Bank Bldg.  
 Phone Number: 7791  
 Studio Address: 1110 Meridian St.  
 Transmitter Location: 1110 Meridian St.  
 Time on the Air: 7:15 a.m. to 7:30 p.m.; Sundays, 7:45 a.m. to 10:30 p.m.  
 News Service: UP  
 Transcription Service: Standard Radio  
 Representative: Hal Holman Co.

### Personnel

President-General Manager: L. M. Kennett  
 Commercial Manager: John R. Atkinson  
 Chief Engineer: L. F. Podhaski

## W T R C

ELKHART—EST. 1931

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: Truth Publishing Co., Inc.  
 Address: Hotel Elkhart  
 Phone Number: 948  
 Transmitter Location: Oakland Avenue and Mishawaka Road  
 Time on the Air: 7 a.m. to 9 p.m.  
 Newspaper Affiliation: Elkhart Daily Truth  
 News Service: UP  
 Transcription Service: World; Standard Radio  
 Representative: Burn-Smith Company, Inc.

### Personnel

President: C. D. Greenleaf  
 General Manager: R. R. Baker  
 Commercial Manager: Paul Upson  
 Program-Musical Director: Margaret Ward  
 Chief Announcer: V. V. Swartz  
 Chief Engineer: Lester Zellmer

## W E O A

EVANSVILLE—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: Evansville On The Air, Inc.  
 Address: 519 Vine St.  
 Phone Number: 2-1171  
 Transmitter Location: Evansville  
 Time on the Air: 6 a.m. to midnight  
 News Service: UP  
 Transcription Service: World Broadcasting System and Standard

Representative: Weed & Co.  
**Personnel**

President and General Manager: Clarence Leich  
 Commercial and Sales Promotion Manager: Guy Crecelius  
 Program and Production Director: Pat Roper  
 Publicity Director: Clarence Leich  
 Chief Engineer: Erwin Schoeny

## W G B F

EVANSVILLE—EST. 1925

NATIONAL BROADCASTING CO.  
 BLUE NETWORK

Frequency: 1280 Kc. Power: 5000 d.; 1000 n.  
 Owned-Operated By: Evansville On The Air, Inc.  
 Address: 519 Vine St.  
 Phone Number: 2-1171  
 Transmitter Location: Evansville  
 Time on the Air: 6 a.m. to midnight  
 News Service: UP  
 Transcription Service: World Broadcasting System and Standard  
 Representative: Weed & Co.

### Personnel

President-General Manager: Clarence Leich  
 Commercial and Sales Promotion Manager: Guy Crecelius  
 Program and Production Director: Pat Roper  
 Chief Engineer: Fay Gehres

## W G L

FORT WAYNE—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 1450 Kc. Power: 250 Watts  
 Owned By: Westinghouse Electric and Mfg. Co.  
 Operated By: Westinghouse Radio Stations, Inc.  
 Business Address: 925 So. Harrison St.  
 Phone Number: A-2133  
 Transmitter Location: 925 So. Harrison St.  
 Time on the Air: 6:30 a.m. to 12:30 a.m.  
 News Service: UP  
 Transcription Service: World Broadcasting; Standard Radio  
 Representative: NBC Spot Sales

### Personnel

Vice-President: Waller Evans  
 Station Manager: J. B. Conley  
 Commercial Manager: Paul E. Mills  
 Sales Promotion Mgr.: Earl W. Malone  
 Program Director: Eldon Campbell  
 Director of War Programs: Carl Vandagriff



NO. 48 MONUMENT CIRCLE  
HOME ADDRESS OF INDIANA'S  
MOST POPULAR RADIO PROGRAMS

**T**HERE WILL COME A DAY . . . maybe in 1944 . . .  
Victory . . . Peace . . . Conversion . . . Conversion  
to peacetime, civilian production . . . Following  
the battle of nations will come the battle of  
brands . . . Selling will return to a competitive  
basis again . . . Sales campaigns will take the  
place of military campaigns . . . There will be  
new developments to exploit . . . "two-fisted"  
selling campaigns will replace the wartime, in  
stitutional copy we've become so accustomed to  
these past months . . . Potential possibilities in  
the postwar era will be enormous.

**WFBM** — Indiana's first radio station — stands  
ready to serve you in the Indianapolis — and  
surrounding market.

**WFBM**  
INDIANAPOLIS



REPRESENTED NATIONALLY BY THE KATZ AGENCY



Production Director.....Fred Freeland  
 Publicity Director.....Larry Frommer  
 Chief Announcer.....J. Howard Ackley  
 Musical Director.....Guy Fitzsimmons  
 Chief Engineer.....Bruce Ratts

**W O W O**

FORT WAYNE—EST. 1925

BLUE NETWORK

Frequency: 1190 Kc.....Power: 10,000 Watts  
 Owned By...Westinghouse Electric & Mfg. Co.  
 Operated By Westinghouse Radio Stations, Inc.  
 Address.....925 So. Harrison St.  
 Phone Number.....A-2136  
 Transmitter Location.....Routes 30 and 33  
 (Junction)  
 Time on the Air.....5 a.m. to 1 a.m.  
 News Service.....UP  
 Transcription Services...World Broadcasting;  
 Standard Radio  
 Representative.....National Broadcasting Co.

**Personnel**

Vice-President.....Walter Evans  
 Station Manager.....J. B. Conley  
 Commercial Manager.....Paul E. Mills  
 Auditor.....Kenneth Foellinger  
 Program Director.....Eldon Campbell  
 Production Manager.....Carl Vandagriff  
 Publicity Director.....L. J. Frommer  
 Sales Promotion Mgr.....E. W. Malone  
 Chief Announcer.....J. Howard Ackley  
 Continuity  
 Supervisor.....Miss Hilda C. Woehrmeyer  
 Musical Director.....Guy Fitzsimmons  
 Chief Engineer.....Bruce Ratts

**W I N D**

GARY—EST. 1927

CBS

Frequency: 560 Kc.....Power: 5,000 Watts  
 Owned-Operated By.....Johnson-Kennedy  
 Radio Corp.  
 Business Address.....504 Broadway;  
 230 N. Michigan Blvd., Chicago  
 Phone Number.....Gary 9191;  
 Chicago: State 4176  
 Studio Addresses.....504 Broadway;  
 230 N. Michigan Blvd., Chicago  
 Transmitter Location.....Black Oak, Indiana  
 Time on the Air.....24 hours daily  
 News Service.....AP; INS  
 Transcription Service.....Lang-Worth  
 National Sales Office Address.. 230 N. Michi-  
 gan Blvd., Chicago, Ill.  
 Representative.....John E. Pearson Co.

**Personnel**

President.....Ralph L. Atlass  
 Manager.....Dee O. Coe  
 Sales Manager.....John T. Carey  
 Sales Promotion Manager.....C. Don Ioset

Program Director.....Fred Willson  
 Publicity Director.....Fred Reed  
 Continuity Director.....Florence Folsom  
 Director of War Programs...Joan MacDougall  
 Musical Director.....Reba Jane Chapman  
 Chief Engineer.....Victor H. Voss  
 Record MC.....Russ Widoe

(See Page 413)

**W J O B**

HAMMOND—EST. 1924

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By...Adair-Richardson-Adair  
 Address.....449 State St.  
 Phone Number.....Hammond 9800  
 Transmitter Location.....449 State St.  
 Time on the Air.....7 a.m. to 11 p.m.  
 News Service.....UP  
 Representative.....Cox & Tanz

**Personnel**

Station Manager.....O. E. Richardson  
 Commercial Manager.....Robert C. Adair  
 Sales Promotion Manager...Stanley C. Davis  
 Program Director.....Sam Weller  
 Chief Announcer and  
 Production Manager.....Charles Sharpless  
 Musical Director.....J. Gibbs Spring  
 Chief Engineer.....Stanley Strasburg  
 Record MC.....Margaret Frye

**W F B M**

INDIANAPOLIS—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1260 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WFBM, Inc.  
 Address.....48 Monument Circle  
 Phone Number.....Lincoln 8506  
 Transmitter Location.....2 miles northeast of  
 Millersville, Indiana  
 Time on the Air.....6 a.m. to 12:05 a.m.;  
 Sundays, 7:00 a.m. to 12:05 a.m.  
 News Service.....AP; INS  
 Transcription Service.....Associated Music  
 Publishers  
 Representative.....The Katz Agency

**Personnel**

President.....H. M. Bitner, Sr.  
 Station Manager.....Frank O. Sharp  
 Commercial Manager...William F. Kiley, Jr.  
 Sales Promotion Mgr.....Edward Schneider  
 Chief Announcer.....Lyell Ludwig  
 Program Director.....Mrs. Jean Bitner  
 Publicity Director.....Don Menke  
 Musical Director.....Walter H. Reuleaux  
 Chief Engineer.....Harold Holland  
 Record MC.....Sam K. Sims

# WIBC

INDIANAPOLIS—EST. 1938

MUTUAL BROADCASTING SYSTEM

Frequency: 1070 Kc. Power: 5000 d.; 1000 n.  
(C. P. 5000 n.)

Owned-Operated By.....Indiana Broadcasting Corp.

Address.....Indianapolis Athletic Club  
Phone Number.....Riley 2305  
Transmitter Location.....Northwest of Indianapolis

Time on the Air.....5 a.m. to 12 midnight  
News Service.....AP, UP

Transcription Service.....NBC Thesaurus and Lang-Worth

Representative.....John Blair & Co.

## Personnel

President.....H. G. Wall

General and Commercial Mgr....O. J. Kelchner

Sales Promotion Mgr.....Byron Taggart

Program Director and

Publicity Manager.....Bert Julian

Production Manager.....Byron Taggart

Musical Director.....Lester Huff

Chief Announcer.....Howard Carlson

Traffic Manager.....Jane Day

Chief Engineer.....Harry Adams

# WIRE

INDIANAPOLIS—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1430 Kc.....Power: 5000 Watts

Owned-Operated By.....Indianapolis Broadcasting, Inc.

Address.....Claypool Hotel

Phone Number.....Riley 1541-2-3-4

Transmitter Location.....44th & Ralston Road

Time on the Air.....6:30 a.m. to midnight

News Service.....AP; UP

Transcription Service.....World Broadcasting, Lang-Worth

Representative.....John E. Pearson Co.

## Personnel

President.....Eugene C. Pulliam

Commercial Manager.....Rex Schepp

Program Director.....Bill Dean

Musical Director.....Harry Bason

Chief Engineer.....Eugene E. Alden

# The FAVORITE In Indianapolis

In a market which is serviced by more than one radio station, there's certain to be some Division of Listeners. Of course, this complicates the time-buying job, so let's get some facts straight.

How about Indianapolis? Well, there are four good local stations, all network outlets. This doesn't mean, however, that you can get one fourth of all the listeners on *any* station. It isn't *that* simple. One station of the four gets MOST of the listeners primarily because it has MOST of the really top-ranking programs, local and network.

We believe firmly that good programming, network AND local, have made WIRE the *favorite* station for Indianapolis listeners. Certainly NBC Programs are rated tops—in *any survey*. Some of the many local studio programs which originate at WIRE rate even higher. Yes, WIRE leads in Indianapolis.

# WIRE

BASIC NBC NETWORK  
JOHN E. PEARSON CO., Representatives  
Chicago • 360 N. Michigan Avenue • FRanklin 2359  
New York • 250 Park Avenue • PLaza 8-2255

**W I S H**

INDIANAPOLIS—EST. 1941

BLUE NETWORK

Frequency: 1310 Kc. Power: 5000 d.; 1000 n.  
Owned-Operated By: Capitol Broadcasting Corporation

Address: Board of Trade Building  
Phone Number: Market 6345  
Transmitter Location: Post Road and Rawls Ave.

Time on the Air: 6 a.m. to 1 a.m.  
News Service: AP  
Transcription Service: Standard Radio  
Representative: Free & Peters, Inc.

**Personnel**

President-Gen. Manager: C. Bruce McConnell  
Commercial and Sales  
Promotion Manager: Robert E. Bausman  
Program Director: Felix D. Adams  
Musical Director: Margaret Pryce  
Chief Engineer: Stokes Gresham, Jr.

**W K M O**

KOKOMO—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: Kokomo Broadcasting Co.

Address: 400 North Main St.  
Phone Number: 5171  
Transmitter Location: Kokomo

Time on the Air: Unlimited license  
Transcription Service: Lang-Worth  
Representative: Cox & Tan

**Personnel**

President: Dr. R. Spencer Taylor  
General and Sales Mgr.: John Carl Jeffrey  
Program and  
Production Director: Chester Behrman  
Director of Educational and  
Women's Programs: Marion Ellis  
Chief Announcer and  
Record MC: Gerry Parker  
Chief Engineer: George Palmer

**W A S K**

LAFAYETTE—EST. 1942

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: WFAM, Inc.

Business Address: Lafayette  
Studio Address: Wallace Bldg.  
Transmitter Location: No. River Road,  
West Lafayette

Time on the Air: 6 a.m. to 11 p.m.  
News Service: AP

**Personnel**

President: O. E. Richardson  
Station and Sales Manager: J. Gibbs Spring  
Program Director: Bayne Spring  
Chief Announcer: William Warren  
Chief Engineer: Harry C. Garba

**W L B C**

MUNCIE—EST. 1926

COLUMBIA BROADCASTING SYSTEM  
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Donald A. Burton  
Business Address: P. O. Box 271  
Phone Number: 4403  
Transmitter Location: Radio Center, U. S. Highway No. 35, So. of Muncie

Time on the Air: 6:30 a.m. to 12:10 a.m.  
News Service: UP  
Transcription Service: Standard Radio  
Representative: Hal Holman Co.

**Personnel**

Owner-Station Manager: Donald A. Burton  
Commercial Manager: Wm. F. Craig  
Production Manager: Hugh Harling  
Musical Director: June Johnson  
Chief Engineer: Maurice Crain  
Director of War Programs: Don Russell

**W G R C**

NEW ALBANY (LOUISVILLE, KY.)

EST. 1936

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: Northside Broadcasting Corp.

Business Address: Kentucky Home Life Bldg.,  
Louisville, Ky.

Phone: Wabash 8871  
Studio Addresses: Kentucky Home Life Bldg.,  
Louisville, Ky., and Elsy Bldg., New Albany,  
Ind.

Transmitter Location: Preston and Woodbine  
Streets, Louisville, Ky.

Time on the Air: 6 a.m. to midnight  
News Service: AP  
Transcription Service: Standard Radio;

Associated Music Publishers; Lang-Worth  
Representative: Burn-Smith Co.

**Personnel**

President and Commercial Mgr.: J. Porter Smith  
Station Manager: Charles L. Harris  
Secretary and Treasurer and  
General Council: C. E. Schindler

Sales Promotion and  
 Publicity Manager..... Harry Hunter  
 Production Manager..... Ward Hatcher  
 Musical Director..... Charles Hurta  
 Chief Engineer..... Perry Esten

**W K B V**

**RICHMOND—EST. 1926**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1490 Kc..... Power: 100 Watts  
 Owned-Operated By..... Knox Radio Corp.  
 Address..... 225 N. 8th St.  
 Phone Number..... 1434  
 Transmitter Location..... North Richmond  
 Time on the Air..... Unlimited License  
 Transcription Service: Lang-Worth; Keystone

**Personnel**

President..... J. Robert Quigg  
 General Manager..... G. F. Albright

**W S B T**

**SOUTH BEND—EST. 1922**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 960 Kc..... Power: 1000 Watts  
 Owned-Operated By..... South Bend Tribune  
 Address..... 225 W. Colfax Ave.  
 Phone Number..... 3-6161  
 Transmitter Location: 5 miles south of South  
 Bend on Ironwood Road  
 Time on the Air: 6:30 a.m. to 12 midnight;  
 Sundays, 8 a.m. to 11:15 p.m.

Newspaper Affiliation... South Bend Tribune  
 News Service..... UP  
 Transcription Service... Lang-Worth; Associated  
 Representative..... Paul H. Raymer Co.

**Personnel**

President..... F. A. Miller  
 Station Manager..... Franklin D. Schurz  
 Commercial Manager..... R. H. Swints  
 Program Director-Chief

Announcer..... Marc Boyden  
 Publicity Director..... Neal B. Welch  
 Musical Director..... Harlan Hogan  
 Chief Engineer..... H. G. Cole

**W B O W**

**TERRE HAUTE—EST. 1925**

**BLUE NETWORK**

**NATIONAL BROADCASTING CO.**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned By..... Banks of the Wabash, Inc.  
 Operated By..... George M. Jackson  
 Address..... 303 South Sixth Street  
 Phone Number..... Crawford 3394  
 Transmitter..... First St. and Peyton Ave.

Time on the Air... 6:45 a.m. to 12 midnight  
 Newspaper Affiliation..... Saturday Spectator  
 News Service..... UP  
 Transcription Service..... Standard Radio;  
 Lang-Worth  
 Representative..... Weed & Company

**Personnel**

President..... Alvin Eades  
 General Manager..... George M. Jackson  
 Sales Promotion..... Jill Gizzard  
 Program and Production Director... Leo Baxter  
 Chief Announcer..... Harry Frey  
 Chief Engineer..... Don Aldrich

**W A O V**

**VINCENNES—EST. 1940**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Operated By... Vincennes Newspapers,  
 Inc.

Studio Address..... Grand Hotel  
 Business Address..... 320 Busseron St.  
 Phone Number..... 787-788

Transmitter Location: US 41, north of Vincennes  
 Time on the Air..... 6 a.m. to 10 p.m.  
 Newspaper Affiliation..... Vincennes  
 Sun-Commercial

News Service..... UP  
 Transcription Service... Lang-Worth, World  
 Representative..... John E. Pearson Co.

**Personnel**

Vice-President-General  
 Manager..... Howard N. Greenlee  
 Station Promotion Manager... Victor H. Lund  
 Commercial Manager..... Richard B. Harris  
 Program Director-Production

Manager..... Emmett Jackson  
 Chief Announcer..... Neal Van Ells  
 Chief Engineer..... Gordon Nutty

**W B A A**

**WEST LAFAYETTE—EST. 1922**

Frequency: 920 Kc... Power: 5000 d.; 1000 n.  
 Owned-Operated By..... Purdue University  
 Address..... Hall of Music, West Lafayette  
 Phone Number..... 6076  
 Transmitter Location..... 6 miles south of La-  
 fayette

Time on the Air..... 10:30 a.m. to 10 p.m.  
 News Service..... AP  
 Transcription Service..... Standard Radio

**Personnel**

Business Manager..... John W. Ditamore  
 Director..... Gilbert D. Williams  
 Production Manager..... Mrs. C. H. Wahl  
 Chief Engineers... Bill McCown, Charles Lester

# IOWA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

## W O I

AMES—EST. 1921 (9YI)

BLUE NETWORK

Frequency: 640 Kc. Power: 5000 Watts  
Owned By.....Iowa State College  
Operated By.....Agricultural Extension  
and Engineering Extension  
Address.....Service Building  
Phone Number.....2500; Extension 281  
Transmitter Location.....Service Building  
Time on the Air.....Local sunrise to local sunset  
News Service.....AP  
Transcription Service.....Standard Radio

### Personnel

President (of Iowa State College):  
Charles E. Friley  
Station Manager.....W. I. Griffiths  
Program Director and  
Production Manager.....Edward Wegener  
Publicity Director.....R. W. Beckman  
Chief Announcer.....Keith Mullenger  
News Editor.....Robert Ferri  
Dramatic Editor.....Sid Stone  
Musical Director.....Edward Wegener  
Market Editor.....R. C. Bentley  
Chief Engineer.....L. L. Lewis  
Farm Editor.....C. R. Elder  
Woman's Editor.....Mrs. Eleanor Wilkins  
Record MC.....Verne Carlsen  
(Non-Commercial Station)

## K F G Q

BOONE—EST. 1927

Frequency: 1260 Kc. Power: 250 Watts  
Owned-Operated By.....Boone Biblical College  
Business Address.....924 West Second Street  
Phone Number.....1119-W  
Transmitter Location.....924 West Second St.  
Time on the Air.....Daytime License

### Personnel

Manager.....Lois Crawford  
Chief Announcer.....Anne Reiffenstein  
Musical Director.....Opal Hartung  
War Program Director.....Josephine Griffin  
Chief Engineer.....Paul R. Huntsinger  
(Non-Commercial Station)

## K B U R

BURLINGTON—EST. 1941

BLUE NETWORK

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By.....Burlington Broadcasting  
Co.  
Address.....National Bank Bldg.  
Phone Numbers.....680; 681  
Transmitter Location.....National Bank Bldg.

Time on the Air.....16½ hours  
News Service.....UP  
Transcription Service.....Standard Radio  
Representative.....William G. Rambeau Co.

### Personnel

President-General Manager.....G. B. McDermott  
Commercial Manager.....Gordon Downey  
Sales Promotion Mgr.....G. B. McDermott  
Program Publicity Director.....Mary Mangold  
Production Manager.....Walter Stone  
War Program Director.....Mary Mangold  
Chief Announcer.....Ray Bennett  
Chief Engineer.....Bob Busch  
Record MC.....Dick Mosena

## W M T

CEDAR RAPIDS, WATERLOO—

EST. 1922

CBS

THE COWLES GROUP

Frequency: 600 Kc. Power: 5000 Watts  
Owned-Operated By.....Iowa Broadcasting  
Company  
Addresses: Paramount Bldg., Cedar Rapids;  
Russell Lamson Hotel, Waterloo  
Phone Numbers: 6127 (Cedar Rapids); 3618  
(Waterloo)  
Transmitter Location.....Marion, Iowa  
Time on the Air: 5:30 a.m. to 12 midnight;  
Sundays, 7 a.m. to 12 midnight  
Newspaper Affiliation...Des Moines Register  
and Tribune  
News Services.....AP; UP  
Transcription Service: Lang-Worth, World  
Broadcasting System, BMI  
Representative.....The Katz Agency

### Personnel

President.....Gardner Cowles, Jr.  
Exec. V-P. and  
General Manager.....S. D. Quarton  
Commercial Manager,  
W. B. Quarton (Cedar Rapids)  
Don Inman (Waterloo)  
Merchandising Manager.....Leo F. Cole  
Program Director...Ralph J. Rowe (Waterloo)  
Production Manager-Chief  
Announcer.....Benne Alter  
Farm Editor.....Andrew G. Woolfries  
Musical Director.....Maureen Canavan  
Chief Engineer.....Paul M. Palmer

## K R O S

CLINTON—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By.....Clinton Broadcasting  
Corp.

Business Address.....Jacobsen Bldg.  
 Phone Number ..... 448  
 Studio Address.....Jacobsen Bldg.  
 Transmitter Location.....Jacobsen Bldg.  
 Time on the Air.....Unlimited License  
 News Service.....UP  
 Transcription Service.....Standard Radio  
 Representative.....Hal Holman Co.

**Personnel**

Owner.....W. S. Jacobsen  
 General and Commercial Mgr. Morgan Sexton  
 Program Director.....Lucille DeLeers  
 War Program Director.....Lucille DeLeers  
 Chief Engineer.....Gilbert Andrew

**W O C**

DAVENPORT—EST. 1921  
 BLUE NETWORK

Frequency: 1420 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Tri-City Broadcasting  
 Company  
 Address.....1002 Brady Street  
 Phone Number ..... 3-3661  
 Transmitter Location.....R.R No. 1  
 Time on the Air: 18 hours daily; 16 hours  
 (Sunday)  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative.....Free & Peters, Inc.

**Personnel**

President.....Col. B. J. Palmer  
 General Manager.....J. Buryl Lottridge  
 Commercial Manager.....L. O. Fitzgibbons  
 Sales Promotion and  
 Publicity Manager.....Jane Boom  
 Program Director.....Phil Patton  
 Musical Director.....George Sontag  
 Chief Announcer.....Clark Hayden  
 Chief Engineer.....Charles Rayburn

**K W L C**

DECORAH—EST. 1926

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Luther College  
 Business Address...600 Leiv Eiriksson Drive  
 Phone Number.....690  
 Studio Address.....C. K. Preus Gymnasium  
 Transmitter Location...C. K. Preus Gymnasium  
 Time on the Air...Operating four hours daily  
 for the duration

**Personnel**

President (of Luther College)...Dr. O. J. H. Preus  
 Station Manager and  
 Program Director.....Kenneth L. Berger  
 Publicity Director.....Ruth Kalnes  
 Musical Director.....Helen Trilhus  
 Chief Announcer.....Olive Sharpee

Chief Engineer and  
 Production Manager.....O. M. Eittrich  
 Director of  
 War Programs.....Mary Margaret Roberts  
 (Non-Commercial Station)

**K R N T**

DES MOINES—EST. 1935

CBS—THE COWLES STATIONS

Frequency: 1350 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Iowa Broadcasting  
 Company  
 Address.....715 Locust St.  
 Phone Number.....3-2111  
 Transmitter Location...S. E. 22nd & Park  
 Ave.  
 Time on the Air: 6:00 a.m. to 12 midnight;  
 Sundays, 7:30 a.m. to 12 midnight  
 Newspaper Affiliation...Des Moines Register  
 and Tribune  
 News Service .....AP; UP  
 Transcription Service.....Standard Radio,  
 Lang-Worth  
 Representative.....The Katz Agency

**Personnel**

President.....Gardner Cowles, Jr.  
 General and  
 Commercial Manager.....Craig Lawrence  
 Program Director.....Ed Linehan  
 Director of War Programs...W. Lyle Flanagan  
 Sales Promotion Manager.....John Drake  
 Publicity Director.....Mary Little  
 Production Manager and  
 Musical Director.....Eddie Truman  
 Chief Engineer.....Paul Huntsinger  
 Record MC.....Dan Lawrence

**K S O**

DES MOINES—EST. 1921

BLUE NETWORK—MBS—  
 THE COWLES STATIONS

Frequency: 1460 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Iowa Broadcasting  
 Company  
 Address.....715 Locust Street  
 Phone Number.....3-2111  
 Transmitter Location...S.E. 22nd & Park  
 Avenue  
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,  
 7:30 a.m. to 1 a.m.  
 Newspaper Affiliation...Des Moines Register  
 and Tribune  
 News Service.....AP; UP  
 Transcription Service.....Standard Radio;  
 Lang-Worth  
 Representative.....The Katz Agency

**Personnel**

President.....Gardner Cowles, Jr.  
 General and  
 Commercial Manager.....Craig Lawrence

Program Director.....Ed Linehan  
 Director of War Programs...W. Lyle Flanagan  
 Sales Promotion Manager.....John Drake  
 Publicity Director.....Mary Little  
 Production Manager and  
 Musical Director .....Eddie Truman  
 Chief Engineer.....Paul Huntsinger  
 Record MC .....Dan Lawrence

**W H O**

DES MOINES—EST. 1924

NBC

Frequency: 1040' Kc.....Power: 50000 Watts  
 Owned-Operated By..Central Broadcasting Co.  
 Business Address.....914 Walnut St.  
 Phone Number.....3-7147  
 Transmitter Location.....Mitchellville, Iowa  
 Time on the Air.....5:30 a.m. to 12:30 a.m.  
 News Services.....INS; UP  
 Transcription Services.....NBC Thesaurus;  
 Lang-Worth  
 Representative.....Free & Peters, Inc.

**Personnel**

President.....B. J. Palmer  
 V.P. & Station Manager.....J. O. Maland  
 Sales Manager.....Hale Bondurant  
 Merchandising Director.....Harold Fulton  
 Publicity Director.....Woody Woods  
 Production Mgr.....Jack Kerrigan  
 Program Director.....Harold Fair  
 Public Relations Director.....Ralph Evans  
 Musical Director.....Don Hovey  
 Technical Director.....Paul A. Loyet

**K D T H**

DUBUQUE—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1370 Kc.....Power: 1000 Watts  
 Owned By.....Telegraph-Herald  
 Operated By .....K. S. Gordon  
 Address.....8th and Bluff  
 Phone Number.....1603  
 Transmitter Location.....East Dubuque, Ill.  
 Time on the Air.....Unlimited license  
 Newspaper Affiliation.....Telegraph-Herald  
 News Service.....AP  
 Transcription Services.....Langworth;  
 Standard Radio  
 Representative.....John Pearson

**Personnel**

President.....Fred Woodward  
 Station Manager.....K. S. Gordon  
 Commercial Manager.....W. J. Binkley  
 Program Director.....Arnie Stierman  
 Chief Engineer.....Stan Beck

**W K B B**

DUBUQUE—EST. 1933

BLUE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Dubuque Broadcast-  
 ing Co.

Address.....Hotel Julien  
 Phone Number.....572  
 Transmitter Location...R. R. No.2, Dubuque,  
 Iowa

Time on the Air.....6:30 a.m. to 12 Midnight;  
 Sundays, 7 a.m. to 12 Midnight

News Service.....INS  
 Transcription Service.....Associated Music  
 Publishers

Representative .....Burn-Smith Co., Inc.

**Personnel**

Vice President and Station  
 Manager .....James D. Carpenter  
 Program Director and Production  
 Manager .....Jeanne Wiedner  
 Chief Announcer and Director of War  
 Programs.....L. Vaughn Gayman  
 Musical Director.....Ethel M. Carpenter  
 Chief Engineer.....Leonard Carlson

**K V F D**

FORT DODGE—EST. 1939

MUTUAL BROADCASTING SYSTEM  
 NORTH CENTRAL BROADCASTING SYSTEM  
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1430 Kc.....Power: 250 Watts  
 Owned-Operated By.....Northwest Broad-  
 casting Co.

Address.....912 First Ave. South; Warden  
 Bldg.

Phone Number.....Walnut 3761  
 Transmitter Location.....Fort Dodge RFD

Time on the Air.....6 a.m. to Midnight  
 News Service.....UP

Representative.....Burn-Smith Co.

**Personnel**

President-General and Commercial  
 Manager .....Edward Breen  
 Program Director and Production  
 Manager .....Drexel Peterson  
 Chief Announcer .....Melvin Daughters  
 Musical Director .....Betty Condon  
 Chief Engineer.....Dave Sinclair

**W S U I**

IOWA CITY—EST. 1919

Frequency: 910 Kc.....Power: 5000 Watts  
 Owned-Operated By..The State University of  
 Iowa

Address .....Iowa City  
 Phone Number.....2111-237

Transmitter Location.....Two miles west of  
 Iowa City

Time on the Air.....8 a.m. to 10 p.m.  
 News Service.....AP

**Personnel**

Station Director..... Carl H. Menzer  
Program Director..... Pearl B. Broxam  
Chief Engineer..... S. J. Ebert  
(Non-Commercial Station)

**K F J B**

**MARSHALLTOWN—EST. 1923**

Frequency: 1230 Kc..... Power: 250 Watts  
Owned-Operated By..... Marshall Electric  
Company  
Address..... 1603 West Main Street  
Phone Number..... 3361  
Transmitter Location: 2 miles northwest of  
Marshalltown  
Time on the Air: 6 a.m. to 10 p.m.; Sundays,  
11 a.m. to 7:00 p.m.  
News Service..... UP  
Representative..... The Walker Company

**Personnel**

President and Station Manager.... Earl Peak  
Program Director..... O. L. Russell  
Musical Director..... Thelma LaValley  
Chief Engineer..... W. Cole Tillotson

**K G L O**

**MASON CITY—EST. 1937**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1300 Kc..... Power: 5000 Watts  
Owned-Operated By.... Mason City Globe  
Gazette Co.  
Address..... 200 North Federal Avenue  
Phone Number..... 2800  
Transmitter Location..... Highway 18, west  
of Mason City  
Time on the Air..... 6 a.m. to 12 p.m.  
Newspaper Affiliation... Mason City Globe  
Gazette  
News Service..... AP; UP  
Transcription Service..... Standard  
Lang-Worth  
Representative..... Weed & Co.

**Personnel**

Station Manager..... F. C. Eighmey  
Commercial Manager..... Herbert Ohrt  
Program Director..... Merritt Milligan  
Publicity Director..... Wade Patterson  
Chief Engineer..... Roger Sawyer

**K B I Z**

**OTTUMWA—EST. 1941**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1240 Kc..... Power: 250 Watts  
Owned-Operated By..... J. D. Falvey  
Address..... 117 E. Main St.  
Phone Number..... 5600  
Transmitter Location..... Community Gardens

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*widely  
sponsored,  
are available  
only on the  
special AP  
radio news  
wire*





Time on the Air.....6:45 a.m. to 10:00 p.m.  
 News Service.....UP  
 Transcription Service....Lang-Worth; Keystone

**Personnel**

President-Owner ..... J. D. "Jack" Falvey  
 General Manager ..... Em Owen  
 Program Director ..... Charles Norman  
 Director of War Programs . Florence N. Hanson  
 Musical Director ..... Robert Carlson  
 Publicity Director ..... Phyllis Pelletier  
 Chief Announcer ..... Roy Dawson  
 Chief Engineer ..... Alvin Johnson

**K F N F**

**SHENANDOAH—EST 1924**

Frequency: 920 Kc.....Power: 1000 d. 500 n.  
 Owned-Operated By.....KFNF, Inc.  
 Address.....407 Sycamore St.  
 Phone Number .....1  
 Transmitter Location ..... Shenandoah  
 Time on the Air: 6 a.m. to 3 p.m. and 6 p.m.  
 to 10 p.m.  
 News Service.....AP  
 Transcription Service.....Standard Radio

**Personnel**

President.....Henry Field  
 Station-Commercial Manager.....T. F. Stubbs  
 Musical Director.....Perry Douthitt  
 Chief Announcer.....Gleason Kistler  
 War Program Director.....Shirley Barkman  
 Chief Engineer.....Earl Blakesley

**K M A**

**SHENANDOAH—EST. 1925**

**BLUE NETWORK—MUTUAL**

Frequency: 960 Kc.....Power: 5000 Watts  
 Owned-Operated By...May Broadcasting Co.  
 Address.....Lowell and Elm Streets  
 Phone Number.....192  
 Transmitter Location.....Route 48  
 Time on the Air.....Unlimited license  
 News Service.....UP  
 Transcription Service.....Langworth  
 Representative.....Free & Peters, Inc.

**Personnel**

President.....Earl E. May  
 Station & Commercial Mgr.....J. C. Rapp  
 Sales Manager .....A. W. Ramsey  
 Program Director and Production  
 Manager .....Terry Moss  
 Publicity Director .....Barney Corson  
 Musical Director.....Mabel McFarland  
 War Program Director.....Owen Saddler  
 Chief Engineer.....Ray Schroeder

**K S C J**

**SIOUX CITY—EST. 1927**

**BLUE NETWORK**

Frequency: 1360 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Perkins Bros. Co.  
 Address.....415 Douglas Street  
 Phone Number.....5-7993  
 Transmitter Location...5500 Floyd River Road  
 Time on the Air.....6 a.m. to 12 midnight  
 News Service.....AP  
 Transcription Service.....C. P. MacGregor  
 Representative.....Geo. P. Hollingbery Co.

**Personnel**

President .....William H. Sammons  
 Station Manager.....Eugene T. Flaherty  
 Program Director .....Eugene T. Flaherty  
 Director of Education...Elizabeth Sammons  
 Musical Director.....Miriam Corkhill  
 Chief Engineer.....Alvin H. Smith

**K T R I**

**SIOUX CITY—EST. 1938**

**MUTUAL BROADCASTING SYSTEM**

**NORTH CENTRAL BROADCASTING SYSTEM**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By..Sioux City Broadcasting  
 Company  
 Business Address.....Commerce Building  
 Phone Number.....8-0165  
 Transmitter Location.....Commerce Building  
 Time on the Air.....Unlimited License  
 Newspaper Affiliation.....Sioux City Tribune  
 News Service.....UP  
 Transcription Service...Associated Music Pub-  
 lishers  
 Representative.....Burn-Smith Co.

**Personnel**

President.....Eugene Kelly  
 General Manager.....Dietrich Dirks  
 Commerical Manager.....Ray Jensen  
 Program Director-Chief Announcer..Al Triggs  
 Production Manager.....Andrew Bogue  
 Publicity Director.....Bud LaGrave  
 Musical Director.....Bernie Mahr  
 Chief Engineer.....Earl Huss

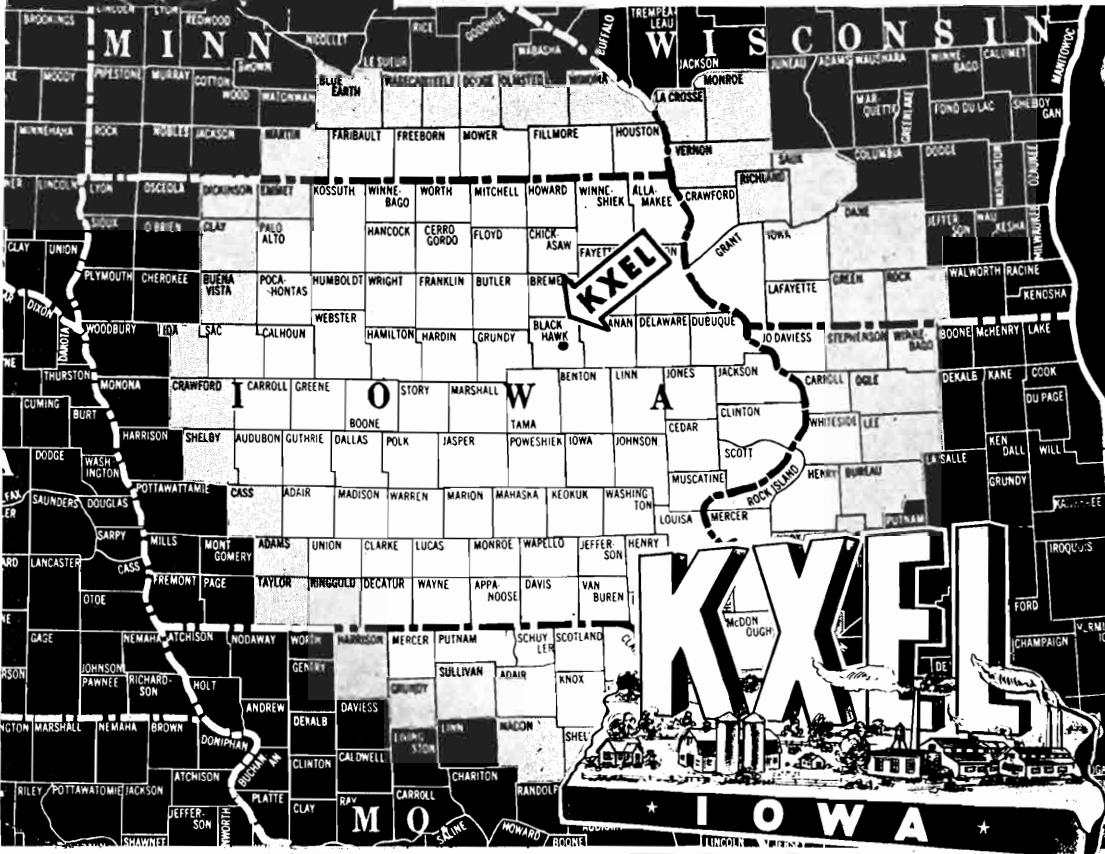


# Iowa is Listnin!

"Folks out here look upon K X E L as a friend and neighbor. Knowing these families, we are bringing them the news, information and entertainment they care the most about. In the advertising man's language, I think it's called . . . 'listener interest' . . . in our way of talkin' it's just being neighborly. Yes, Iowa is listnin' to K X E L!"

*Josh Higgins*

## DAYTIME LISTENING AREA



**JOSH HIGGINS BROADCASTING CO.**  
**WATERLOO, IOWA**

Studios In Waterloo and Cedar Falls

Represented by John Blair & Company

**50,000 WATTS**

**CLEAR CHANNEL . . BASIC BLUE**

**. . . 1540 On the Dial . . .**

# K I C D

SPENCER—EST. 1942

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 100 Watts

Owned By ..... Iowa Great Lakes Broadcasting Co.

Operated By ..... L. W. Andrews

Address ..... P. O. Box 631, Spencer

Phone Number ..... 45

Transmitter Location ..... North of Spencer on Highways 18 and 71

Time on the Air ..... 6 a.m. to 12 p.m.

News Service ..... AP

Transcription Service ..... Lang-Worth

National Representative ..... Hal Holman

## Personnel

Station and Commercial  
 Manager ..... Lawrence W. Andrews  
 Program Director ..... Miss Zelta J. Anderson  
 Production and Publicity  
 Director ..... Jiggs Sondergaard  
 Chief Announcer ..... Lyle W. Nolan

# K X E L

WATERLOO—EST. 1942

BLUE NETWORK

Frequency: 1540 Kc. Power: 50000 Watts  
 Owned-Operated By ..... Josh Higgins  
 Broadcasting Co.

Address ..... Insurance Bldg.

Phone Number ..... 3371

Transmitter Location ..... Dysart

Time on the Air ..... 5:30 a.m. to 12:30 a.m.

News Service ..... AP

Transcription Service ..... Standard

National Representative ..... John Blair & Co.

## Personnel

President-General Manager ..... Joe Du Mond  
 Commercial Manager ..... A. J. Du Mond  
 Sales Promotion and Publicity  
 Director ..... E. M. Gahre  
 Program Director ..... Deane S. Long  
 Production Manager ..... Don Ames  
 Farm Editor ..... Hugh Muncy  
 News Editor ..... George Cremeens  
 Continuity ..... Isabelle Loar  
 Musical Director ..... George Timm  
 Artists Bureau ..... King Beal  
 Chief Engineer ..... Don Kassner  
 Record MC ..... Wayne Dennis

# KANSAS

For Latest U. S. Census Population And Radio Home's Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

# K V A K

ATCHISON—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power 250 Watts

Owned By ..... S. H. Patterson

Operated By ..... Ted Lenz

Address ..... 622 Commercial Street

Phone Number ..... 1420

Transmitter Location ..... Winthrop, Mo.

Time on the Air ..... 6:00 a.m. to 12 Midnight

News Service ..... AP

Transcription Service ..... Keystone Broadcasting System

## Personnel

President-Owner ..... S. H. Patterson  
 Station Manager ..... Ted Lenz  
 Commercial Manager ..... Bob Davies  
 Production Manager ..... Bill Peltzer  
 Traffic Manager ..... Dottie Taylor  
 Continuity Editor ..... Bernard Hawley  
 Chief Announcer ..... Joseph Peck  
 Chief Engineer ..... Emil Hunnicutt  
 Special Events Engineer ..... Bill Parker

# K G G F

COFFEYVILLE—EST. 1930

THE BLUE NETWORK

Frequency: 690 Kc. Power: 1000 c.; 500 n.

Owned-Operated By ..... Hugh J. Powell

Address ..... 8th and Elm

Phone Number ..... 147

Transmitter Location ..... South Coffeyville

Newspaper Affiliation ..... Coffeyville Journal

News Service ..... AP

Transcription Service ..... NBC Thesaurus

Representative ..... John E. Pearson Co.

## Personnel

Owner ..... Hugh J. Powell  
 General Manager ..... Melvin Drake  
 Program Director-Chief Announcer,  
 Dick Campbell  
 Production Manager-Musical Director,  
 Ozzie Osborne  
 Publicity Director ..... Anna Marie McGrath  
 Chief Engineer ..... J. S. Jaminet

# HOOPER SHOWS

*What Kansas City Knows*

KCKN is fast being "discovered" by value-wise time buyers. Better check into current availabilities... today.

The May-thru-September, 1943 Hooper survey is the fourth consecutive 5-month report to verify the fact that KCKN, a 250-watt local station, holds more daytime listeners in Greater Kansas City than each of 3 network outlets.

Unusual low rates offer the chance of a lifetime to reach and sell for a song, a major portion of the 861,000 persons within KCKN's primary service area.

## HOOPER STATION LISTENING INDEX

Monday thru Friday — May thru September, 1943

(Per cent of Listeners)

PERIOD	STATION A	STATION B	KCKN	STATION D	STATION E	STATION F
8:00 to 8:30 a.m.	29.0%	19.4%	17.7%	6.5%	12.9%	9.7%
8:30 to 9:00 a.m.	22.7%	25.3%	14.7%	14.7%	13.3%	6.6%
9:00 to 9:30 a.m.	36.7%	19.0%	13.9%	8.9%	15.2%	5.1%
9:30 to 10:00 a.m.	23.9%	29.9%	13.4%	11.9%	14.9%	6.0%
10:00 to 10:30 a.m.	27.2%	30.1%	10.7%	16.5%	5.8%	8.7%
10:30 to 11:00 a.m.	43.7%	21.9%	12.5%	8.3%	7.3%	4.2%
11:00 to 11:30 a.m.	50.9%	14.5%	14.6%	6.4%	7.3%	3.6%
11:30 to 12:00 a.m.	61.1%	11.1%	15.0%	5.6%	5.6%	0.8%
12:00 to 12:30 p.m.	37.7%	21.2%	17.8%	6.8%	11.7%	4.1%
12:30 to 1:00 p.m.	25.0%	23.5%	21.2%	12.1%	12.1%	4.6%
1:00 to 1:30 p.m.	35.5%	25.0%	16.1%	8.1%	12.1%	1.6%
1:30 to 2:00 p.m.	27.5%	33.3%	12.5%	9.2%	13.4%	3.3%
2:00 to 2:30 p.m.	13.8%	53.2%	13.8%	3.6%	10.1%	4.6%
2:30 to 3:00 p.m.	16.8%	52.2%	14.2%	8.8%	5.3%	0
3:00 to 3:30 p.m.	22.1%	47.4%	14.7%	6.3%	8.4%	0
3:30 to 4:00 p.m.	13.6%	49.1%	17.3%	5.5%	13.6%	0.9%
4:00 to 4:30 p.m.	23.0%	51.6%	8.7%	7.2%	8.7%	0
4:30 to 5:00 p.m.	18.9%	35.2%	13.5%	12.6%	14.4%	3.6%
5:00 to 5:15 p.m.	15.1%	27.2%	19.6%	20.7%	9.8%	6.5%
5:15 to 5:30 p.m.	18.4%	20.4%	27.2%	19.4%	11.7%	2.9%
5:30 to 5:45 p.m.	14.8%	21.3%	24.1%	23.2%	12.0%	4.6%
5:45 to 6:00 p.m.	37.9%	16.2%	18.9%	8.1%	15.3%	1.8%
6:00 to 6:15 p.m.	37.9%	28.8%	13.6%	6.8%	12.9%	0
6:15 to 6:30 p.m.	30.8%	37.1%	17.5%	5.6%	4.9%	2.8%
6:30 to 6:45 p.m.	36.5%	21.4%	23.8%	11.9%	4.0%	2.4%
6:45 to 7:00 p.m.	34.8%	28.4%	17.0%	12.8%	5.7%	1.3%



*The Voice of Greater Kansas City*

**BEN LUDY, GENERAL MANAGER**

KCKN, Kansas City • WIBW, Topeka

**ELLIS ATTEBERRY, MANAGER—KCKN, Kansas City**

Represented by

**CAPPER PUBLICATIONS, INC.**

NEW YORK  
420 LEXINGTON

CHICAGO  
180 N. MICHIGAN

SAN FRANCISCO  
1207 RUSS BUILDING

**KGNO**

DODGE CITY—EST. 1930

Frequency: 1370 Kc. Power: 1000 d., 250 n.  
Owned-Operated By: Dodge City Broad-  
casting Co.

Address: Globe Bldg.  
Phone Number: 1340  
Transmitter Location: West Park St.  
Time on the Air: 8 a.m. to 8 p.m.  
Newspaper Affiliation: Dodge City Daily Globe  
News Service: AP  
Transcription Service: Standard Radio  
Representative: Arthur H. Hagg and  
Associates

**Personnel**

President: J. C. Denlous  
Manager: N. C. Peterson  
Program Director: Herschell Holland  
Chief Engineer: Ralph Hickman

**KTSW**

EMPORIA—EST. 1939

MUTUAL BROADCASTING SYSTEM  
KANSAS STATE NETWORK

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: Emporia Broadcast-  
ing Co.

Address: 613 Merchant St.  
Phone Number: 153, 154  
Transmitter Location: South Emporia  
Time on the Air: 6:30 a.m. to 12:05 a.m.; Sun-  
days, 7:30 a.m. to 12:05 a.m.

News Service: UP  
Representative: Sears & Ayer

**Personnel**

President: Selleck B. Warren  
Station Manager: J. Nelson Rupard  
Commercial Manager: Niles Moffat  
Sales Promotion and Publicity  
Director: George Goldsmith  
Program Director: Miriam Porter  
Production Manager and Chief  
Announcer: Duane Tucker  
Musical Director and Artists Bureau  
Head: Rosalee Askew  
Chief Engineer: Harold C. Davis

**KIUL**

GARDEN CITY—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 100 Watts  
Owned-Operated By: Garden City Broadcast-  
ing Co.

Business Address: 509½ N. Main  
Phone Number: 666  
Studio Address: 509½ N. Main

Transmitter Location: Northwest of  
Garden City  
Time on the Air: 7 a.m. to 7 p.m.  
News Service: UP  
Transcription Service: C. P. McGregor,  
Keystone Broadcasting System

**Personnel**

President: F. D. Conard  
Station and Commercial  
Manager: Al Pyatt  
Program Director-Chief  
Announcer: Frances Ewing  
Chief Engineer: Robert Wheeler Snyder

**KVGB**

GREAT BEND—EST. 1937

MUTUAL BROADCASTING SYSTEM  
KANSAS STATE NETWORK

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: KVGB, Inc.  
Address: 2103 Forest Ave.  
Phone Number: 1080, 1081  
Transmitter Location: South Great Bend  
Time on the Air: Unlimited  
News Service: UP  
Transcription Service: Lang-Worth

**Personnel**

President: R. C. Russell  
Vice-President and General  
Manager: Clem Morgan  
Sales Promotion and Program  
Director: Ray Beals

**KWBW**

HUTCHINSON—EST. 1935

NATIONAL BROADCASTING CO.

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: The Nation's Cen-  
ter Broadcasting Co.

Address: 101 East Avenue A  
Phone Number: 5202  
Transmitter Location: Hutchinson  
Time on the Air: 6:45 a.m. to 11:05 p.m.  
News Service: UP  
Transcription Service: Lang-Worth

**Personnel**

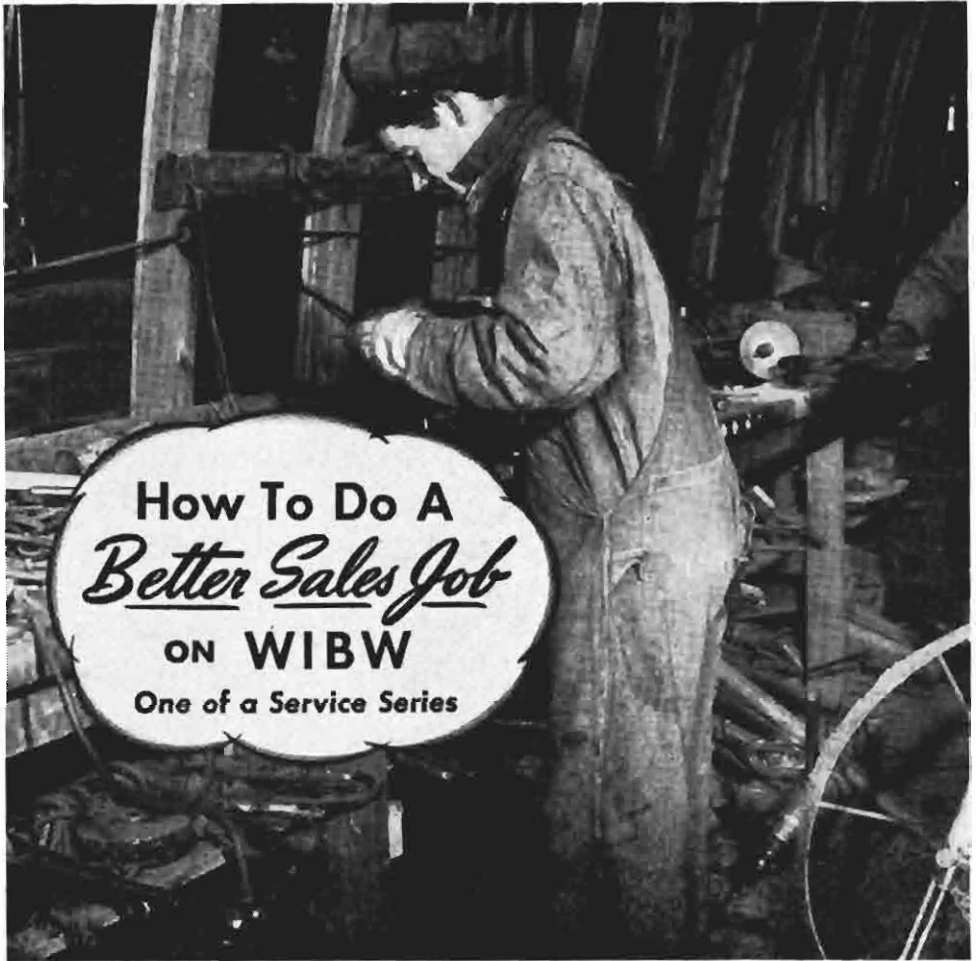
President and General  
Manager: William Wyse  
Commercial Manager: Vernon Minor  
Program Director: Geraldine Brack  
Chief Engineer: Millard Clary

**KCKN**

KANSAS CITY—EST. 1925 (as WLBF)  
1936 (as KCKN)

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: The KCKN Broad-  
casting Company



Begin by getting better acquainted with the 4,811,511 farm and small town listeners in WIBW's service area.

Here's a typical listener. He's not only a farmer, but a mechanic, electrician, plumber and carpenter. He knows the biology of line breeding . . . the chemistry of his soil . . . keeps cost-accounting records. His wife buys the latest books . . . knows the nutritional value of the entire vitamin alphabet . . . is most active in all

rural women's projects.

The day of the "nick" farmer has gone. In presenting your sales message to WIBW listeners, remember that they resent extravagant claims, high-pressure selling. They want FACTS; want to make their own decisions. So, in speech and entertainment, be truthful, sincere, friendly. Then they'll welcome you and your product into their homes . . . just as they have been welcoming WIBW for almost two decades.

WIBW

IN TOPEKA

"The Voice of Kansas"

COLUMBIA'S OUTLET FOR KANSAS

BEN LUDY, Gen. Mgr.

REPRESENTED BY CAPPER PUBLICATIONS, INC.

NEW YORK
CHICAGO
KANSAS CITY
SAN FRANCISCO

• • • **KANSAS** • • •

Address..... 901 North 8th St.  
 Phone Number.....Drexel 4300  
 Transmitter Location..... 901 North 8th St.  
 Time on the Air..... 6 a.m. to 11 p.m.  
 Newspaper Affiliation.....The Kansas City Kansan  
 News Service.....UP  
 Transcription Service..... Standard Radio,  
 Lang-Worth  
 Representative..... Capper Publications

**Personnel**

General Manager ..... Ben Ludy  
 Manager ..... Ellis Atteberry  
 Sales Promotion Manager ..... Joe Story  
 Program Director ..... Milan Mahale  
 Publicity Director ..... Almeda Boeth  
 Production Manager ..... George Stump  
 Director of Continuity ..... Peggy Osborne  
 War Program Director..... Ellis Atteberry  
 Musical Director ..... Milan Mahale  
 Chief Engineer..... Bernard Maltby

•  
**K F K U**

**LAWRENCE—EST. 1924**

Frequency: 1250 Kc... Power: 5000 d.; 1000 n.  
 Owned-Operated By..... University of Kansas  
 Address ..... Lawrence  
 Phone Number ..... K. V. Exchange  
 Transmitter Location ..... Tonganoxie, Kans.  
 Time on the Air..... Shares time with WREN  
 News Service ..... INS

**Personnel**

Station Manager ..... Harold G. Ingham  
 Chief Engineer ..... R. P. Stringham  
 (Non-Commercial Station)

•  
**W R E N**

**LAWRENCE—EST. 1926**

**BLUE NETWORK**

Frequency: 1250 Kc... Power: 5000 d., 1000 n.  
 Owned-Operated By..... WREN Broadcasting  
 Co. Inc.  
 Address..... WREN Bldg.  
 Phone Number..... 110  
 Transmitter Location..... Tonganoxie, Kansas  
 Time on the Air..... 121 hours per week  
 News Service.....UP  
 Transcription Service..... NBC Thesaurus  
 Representative..... Geo. P. Hollingbery Co.

**Personnel**

President ..... R. C. Jackman  
 General Manager ..... Verl Bratton  
 Chief Engineer..... Carl Bliesner

•  
**K S A C**

**MANHATTAN—EST. 1924**

Frequency: 580 Kc... Power: 1000 d., 500 n.

Owned-Operated By..... Kansas State College  
 Address..... College Campus  
 Transmitter Location..... College Campus  
 Time on the Air..... Shares time

**Personnel**

President..... F. D. Farrell  
 Station Manager..... H. Umberger  
 Chief Engineer..... R. C. Dennison  
 (Non-Commercial Station)

•  
**K O A M**

**PITTSBURG—EST. 1937**

**NATIONAL BROADCASTING CO.**

Frequency: 810 Kc..... Power: 1000 Watts  
 Owned-Operated By..... The Pittsburg  
 Broadcasting Company, Inc.  
 Address..... Commerce Building  
 Phone Number..... 2165  
 Transmitter Location..... Pittsburg, Kans.  
 Time on the Air..... Daytime License  
 News Service..... INS  
 Transcription Service..... World Broadcasting  
 Representative..... The Walker Company

**Personnel**

President..... E. Victor Baxter  
 Station Manager..... R. E. Wade  
 Sales and Promotion Manager..... Marcell Stewart  
 Publicity Director..... Don Taylor  
 Program Director..... Ralph E. Wade  
 Chief Announcer..... Paul Daily  
 Chief Engineer..... Leo Stafford

•  
**W I B W**

**TOPEKA—EST. 1924**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 580 Kc..... Power: 5000 Watts  
 Owned-Operated By..... Capper Publications,  
 Inc.  
 Business Address..... Box 119  
 Phone ..... 3-2377  
 Studio Address..... 1035 Topeka Blvd.  
 Transmitter Location..... Seven miles west of  
 Topeka  
 Time on the Air: 5 a.m. to 12:05 a.m. (with  
 3½ hrs. allowed to KSAC) and Sundays,  
 6:00 a.m. to 12:05 a.m.  
 Newspaper Affiliation... Capper Publications,  
 Inc.  
 News Service..... UP, AP  
 Transcription Service..... Standard Radio,  
 Lang-Worth  
 Representative..... Capper Publications, Inc.

**Personnel**

General Manager..... Ben Ludy  
 Publicity Director..... Charles Hill  
 Music Director ..... Maudie Shreffler  
 War Program Director..... Kathryn Young  
 Chief Engineer ..... Karlton G. Marquardt

**K S A L**

**SALINA—EST. 1937**

**MUTUAL BROADCASTING SYSTEM  
KANSAS STATE NETWORK**

Frequency: 1150 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . KSAL, Inc.  
 Address . . . . . 201 West Iron  
 Phone Number . . . . . 100  
 Transmitter Location . . . . . West State St.  
 Time on the Air: 6 a.m. to 12 midnight (125  
 hours weekly)  
 Newspaper Affiliation . . . . . Salina Journal  
 News Service . . . . . AP  
 Transcription Service . . . . . NBC Thesaurus  
 Representative . . . . . John E. Pearson Co.

**Personnel**

President . . . . . R. J. Laubengayer  
 Station and Commercial  
 Manager . . . . . Owen Balch  
 Program Director . . . . . Ben Greer  
 Chief Engineer . . . . . N. E. Vance, Jr.

**K A N S**

**WICHITA—EST. 1936**

**NATIONAL BROADCASTING CO.**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . The KANS Broad-  
 casting Co.  
 Address . . . . . Hotel Lassen  
 Phone Number . . . . . 4-2337  
 Transmitter Location . . . . . Wichita  
 Time on the Air . . . . . 6:30 a.m. to midnight  
 Transcription Service . . . . . NBC Thesaurus:  
 Standard Radio  
 Representative . . . . . Headley-Reed Co.

**Personnel**

President . . . . . Herb Hollister  
 General Manager . . . . . Jack Todd  
 Program Director . . . . . Grenville Darling  
 Musical Director . . . . . Raymond Shelley  
 Supervising Engineer . . . . . Carl Hall

**K F B I**

**WICHITA—EST. 1923**

**BLUE NETWORK  
MUTUAL BROADCASTING SYSTEM  
KANSAS STATE NETWORK**

Frequency: 1070 Kc. . . . . Power: 5000 d., 1000 n.  
 Owned-Operated By . . . . . Farmers and Bankers  
 Broadcasting Corporation

Address . . . . . First and Market Sts.  
 Phone Number . . . . . 2-1447  
 Transmitter Location . . . . . 42nd and Broadway  
 Time on the Air . . . . . 24 hours daily  
 News Service . . . . . INS  
 Transcription Service . . . . . World  
 Representative . . . . . Howard H. Wilson Company

**Personnel**

President . . . . . H. K. Lindsley  
 General Manager . . . . . Robert K. Lindsley  
 Sales Promotion Manager . . . . . Ralph Varnum  
 Technical Director . . . . . K. W. Pyle

**K F H**

**WICHITA—EST. 1923**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1330 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . The Radio Station  
 KFH Company, Inc.

Address . . . . . York Rite Building  
 Phone Number . . . . . 2-4491  
 Transmitter Location . . . . . RFD No. 3, Wichita,  
 Kansas  
 Time on the Air . . . . . 6:00 a.m. to 12 midnight  
 Newspaper Affiliation . . . . . Wichita Eagle  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 and C. P. MacGregor  
 Representative . . . . . Edward Petry & Company

**Personnel**

President . . . . . John Rigby  
 Vice-President-General Mgr. . . . . M. M. Murdock  
 Business Manager . . . . . P. S. Clark  
 National Sales & Promotion Manager,  
 Clark A. Luther  
 Program Director . . . . . Vernon E. Reed  
 Chief Announcer . . . . . Dave Wilson  
 Production Manager . . . . . Larry Stanley  
 Musical Director . . . . . Guy Snyder  
 Chief Engineer . . . . . Amos C. Dadisman



**PA**

**SET  
THE  
PACE  
THREE  
YEARS  
AGO**

**with the first**

**regular 24-hour**

**radio news wire**



**W H A S**

L O U I S V I L L E

**50,000**

W A T T S • 8 4 0 K C

**BASIC CBS**

R E P R E S E N T E D B Y

E D W . P E T R Y & C O . I N C .



# KENTUCKY

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

## W C M I

ASHLAND—EST. 1935

MUTUAL—SOUTHERN NETWORK  
BLUE NETWORK

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By Ashland Broadcasting Company

Address 20th & Front Streets  
Phone Number 3010 (Ashland), 28358 (Huntington).

Studio Address 20th & Front Streets, Ashland, Ky.; Radio Center, Huntington, West Va.  
Transmitter Location 48th and Clay Streets Ashland, Ky.

Time on the Air 6:30 a.m. to 12 midnight  
News Service UP  
Transcription Service NBC Thesaurus  
Representative John H. Perry Associates

### Personnel

President Gilmore Nunn  
Vice-President J. Lindsay Nunn  
Station Manager L. D. Newman  
Program-Publicity Director Leta Segraves  
Musical Director Jean Thompson  
Chief Engineer Clarence Weaver

## W L B J

BOWLING GREEN—EST. 1940

KEYSTONE BROADCASTING SYSTEM  
MUTUAL—SOUTHERN NETWORK

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By Bowling Green Broadcasting Co.

Address 801 Fairview Ave.  
Phone Number 1340 l  
Transmitter Location 801 Fairview Ave.  
Time on the Air 7 a.m. to 11 p.m.; Sundays, 8 a.m. to 11 p.m.

News Service UP  
Transcription Service Standard Radio  
Representative Burn-Smith Co.

### Personnel

President & Station Manager Ken D. Given  
Sales Promotion Manager Helen Given  
Program Director Harriet Stout  
Chief Announcer Jim Jolly  
Musical Director Ann Hamilton  
Chief Engineer James Hight

## W H L N

HARLAN—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power 250 Watts

Owned-Operated By Blanford Radio Company, Incorporated

Address South Main St.  
Phone Number 625  
Time on the Air 7 a.m. to 10 p.m.  
News Service UP  
Transcription Service Lang-Writh World Broadcasting System, Keystone  
Representative Burn-Smith Co.

### Personnel

Owners R. B. Helms & J. Francke Fox  
Station & Commercial Manager R. B. Helms  
Chief Engineer J. Francke Fox  
Record MC Bob McKeehan

## W S O N

HENDERSON—EST. 1941

Frequency: 830 Kc. Power: 250 Watts  
Owned-Operated By Paducah Broadcasting Co.

Address Zion Road, R No. 3  
Phone Number 3923  
Transmitter Location Southeast of Henderson

Time on the Air Local sunup to local sundown  
News Service UP  
Transcription Service NBC Thesaurus, Associated Music  
Representative Sears & Ayer, Inc.

### Personnel

President-General Manager Pierce E. Lackey  
Station and Commercial Manager Hecht S. Lackey  
Program Director Stanley Mayer  
Production Manager B. A. Smith  
Chief Announcer Eddie Duncan  
Chief Engineer Floyd Hubbard

## W H O P

HOPKINSVILLE—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By Paducah Broadcasting Co.

Phone Number 1025, 1026  
Business Address Route 68 (1½ miles northwest of Hopkinsville)

Transmitter Location Cadiz Pike  
Time on the Air 6 a.m. to 11:05 p.m.  
News Service UP  
Transcription Service World Broadcasting System, Associated Music Publishers, C. P. MacGregor

Representative.....Sears & Ayer

**Personnel**

President.....Pierce E. Lackey  
 General and Commercial Manager...F. Ernest Lackey  
 Program Director.....Bonnie Bessire  
 Chief Announcer.....W. G. Lussky  
 Musical Director.....Hellen Carter  
 Chief Engineer.....James C. Miller

**W L A P**

LEXINGTON—EST. 1934

MUTUAL

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By...American Broadcasting Corp.

Address...Radio Bldg., Walnut and Short Sts.  
 Phone Number.....1721  
 Transmitter Location...Mason-Headley Road  
 Time on the Air: 6:30 a.m. to 12 midnight; Sun-  
 days, 7:45 a.m. to 12 midnight

News Service.....UP  
 Transcription Service.....NBC Thesaurus  
 Representative.....John H. Perry Associates

**Personnel**

President-General Mgr.....Gilmore N. Nunn  
 Vice-President.....J. Lindsay Nunn  
 Station Director.....J. E. Willis  
 Sales Promotion and Program Director..Lowry Kohler  
 Chief Engineer.....Sanford Helt

**W A V E**

LOUISVILLE—EST. 1933

NATIONAL BROADCASTING COMPANY

Frequency: 970 Kc.....Power: 5000 Watts  
 Owned-Operated By...WAVE, Incorporated  
 Address.....334 E. Broadway  
 Phone Number.....Wabash 6543  
 Transmitter Location...Hamburg Pike,  
 Jeffersonville, Ind.

Time on the Air.....6 a.m. to 12 midnight;  
 Sundays, 8 a.m. to 12 midnight

News Service.....INS  
 Transcription Service.....NBC Thesaurus,  
 Lang-Worth  
 Representative.....Free & Peters, Inc.

**Personnel**

President.....Major Geo. W. Norton, Jr.  
 Station Manager.....Nathan Lord  
 Commercial Manager.....James F. Cox  
 Program Director.....George Patterson  
 Publicity Director.....Elizabeth Sanders  
 Chief Announcer.....Livingston Gilbert  
 Musical Director.....Earle Keller  
 Chief Engineer.....Wilbur E. Hudson

**W H A S**

LOUISVILLE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 840 Kc.....Power: 50000 Watts  
 Owned-Operated By.....Courier-Journal and  
 Louisville Times Company

Address.....300 West Liberty St.  
 Phone Number.....Wabash 2211  
 Transmitter Location...R. R. No. 2, Anchorage,  
 Kentucky

Time on the Air.....24 Hours Daily  
 Newspaper Affiliation...Courier-Journal and  
 Louisville Times

News Service.....AP, UP  
 Transcription Service.....Associated Music  
 Publishers, Lang-Worth, Standard

Representative.....Edward Petry & Company

**Personnel**

Owner.....Barry Bingham (With U. S. Navy)  
 President & General Manager..Mark Ethridge  
 General Manager.....W. Lee Coulson  
 Commercial Manager.....Joe Eaton  
 Promotion Manager.....John H. Hoagland  
 Program Director.....A. W. Marlin  
 Production Manager.....Jack Brooks  
 Musical Director.....Robert Hutsell  
 Choral Director.....Edward Barret  
 Assistant Chief Engineer...D. C. Summerford

(See Page 440)

**W I N N**

LOUISVILLE—EST. 1940

BLUE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By...Kentucky Broadcasting  
 Corp.

Address.....10th Floor Tyler Hotel, 3rd and  
 Jefferson Sts.

Phone Number.....Wabash 4126, 4127  
 Transmitter Location...On top Tyler Hotel  
 Time on the Air.....6 a.m. to 12 midnight;  
 Sunday, 8 a.m. to midnight

News Service.....AP  
 Transcription Service.....C. P. MacGregor

**Personnel**

President and Station Manager..D. E. Kendrick  
 Commercial Manager.....G. F. Bauer  
 Program Director.....M. K. McCarten  
 Production Manager.....Harry McTigue  
 Acting Chief Engineer.....Vernon Nunn

**W O M I**

OWENSBORO—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Owensboro Broad-  
 casting Co.

**KENTUCKY-LOUISIANA**

Address .....Owensboro  
 Phone Number..... 420, 421  
 Transmitter Location.....Owensboro  
 Time on the Air.....7 a.m. to 10:35 p.m.  
 News Service.....AP  
 Transcription Service.....Standard Radio;  
 Keystone Broadcasting System  
 Representative.....Burn-Smith Co.

**Personnel**

President.....Lawrence W. Hager  
 General Manager.....Hugh O. Potter  
 Commercial Manager.....Malcolm Greep  
 Program Director.....Cliffordean Potter  
 Publicity Director.....Hugh O. Porter  
 Chief Engineer.....Leslie Goodaker  
 Record MC.....Truman Morris

**W P A D**

PADUCAH—EST. 1930  
 COLUMBIA BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Paducah Broadcast-  
 ing Co.  
 Business Address.....Taylor Bldg., 4th and  
 Broadway  
 Phone Number.....410C  
 Studio Address.....Taylor Bldg.  
 Transmitter Location.....9th and Terrell  
 Time on the Air.....6 a.m. to 11:30 p.m.  
 News Service.....UP  
 Transcription Service.....Associated Music  
 Publishers, World Broadcasting System, C.  
 P. MacGregor  
 Representative.....Sears & Ayer

**Personnel**

President & General Mgr.....Pierce E. Lackey  
 Sales Manager.....Gene Peak  
 Program Director-Chief Announcer..Gene Peak  
 Chief Engineer.....U. C. Morris

**LOUISIANA**

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 Statistics on "Shifting Population" Please Turn To Pages 233-286*

**K A L B**

ALEXANDRIA—EST. 1935  
 BLUE NETWORK  
 LOUISIANA NETWORK

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Alexandria Broad-  
 casting Co., Inc.  
 Address.....505 Johnston St.  
 Phone Number.....3335  
 Transmitter Location.....Upper Fourth St.  
 Time on the Air..6:30 a.m. to 11 p.m.: Sunday,  
 8 a.m. to 10:05 p.m.  
 News Service.....INS  
 Transcription Service.....Standard Radio

**Personnel**

President.....Walter H. Allen  
 Station and Commercial Mgr...E. R. Cappellini  
 Program Director.....Dorothy Aden  
 Chief Announcer.....Ed Rand  
 Chief Engineer.....Jesse R. Sexton

**W J B O**

BATON ROUGE—EST. 1934  
 BLUE NETWORK

Frequency: 1150 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Baton Rouge Broad-  
 casting Co., Inc.  
 Address.....444 Florida St.  
 Phone Number.....5271-2

Transmitter Location.....Roosevelt Road  
 Time on the Air.....Unlimited license  
 Newspaper Affiliation.....Baton Rouge State-  
 Times, Baton Rouge Morning Advocate  
 Transcription Service.....World Broadcasting  
 Representative..Geo. P. Hollingsbery Company

**Personnel**

President.....Chas. P. Manship, Jr.  
 Vice-Pres. & Gen. Mgr.....H. Vernon Anderson

**K V O L**

LAFAYETTE—EST. 1935

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Evangeline Broad-  
 casting Company, Inc.  
 Business Address.....300 Jefferson St.  
 Phone Number.....336, 2062  
 Studio Address.....Jefferson St., Evangeline  
 Hotel  
 Transmitter Location.....Scott Road  
 Time on the Air: 7 a.m. till 10 p.m. (87 hours  
 weekly)  
 News Service.....UP  
 Transcription Service.....Standard Radio

**Personnel**

President.....Morgan Murphy  
 Station Manager.....Geo. H. Thomas  
 Commercial Manager.....R. A. Escudier  
 Program Director-Chief Announcer  
 Allison J. Theriot  
 Chief Engineer.....Raymond E. Wheeler

# K P L C

LAKE CHARLES—EST. 1935

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By: Calcasieu Broad-  
casting Co.

Address: P. O. Box 1521  
Phone Number: 2713, 2714  
Transmitter Location: La Grange St.  
Time on the Air: Unlimited license  
News Service: UP  
Transcription Service: NBC Thesaurus

## Personnel

President: T. B. Lanford  
Station and Commercial Manager: David  
Wilson  
Program Director: Margaret Campbell Mercer  
Chief Engineer: B. Hillman Bailey, Jr.

# K M L B

MONROE—EST. 1930

BLUE NETWORK

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Liner's Broadcasting  
Station, Inc.

Address: Francis Hotel  
Phone Number: 4321  
Transmitter Location: Millhaven Rd.  
Time on the Air: Unlimited license  
News Service: AP  
Transcription Service: Standard Radio,  
Lang-Worth

## Personnel

President: O. C. Liner  
General Manager: J. C. Liner  
Sales Promotion Manager: Beverly Buckner  
Program and Publicity  
Director: Marjorie Watson  
Chief Announcer: Guy Cur'ey  
Chief Engineer: O. L. Morgan

# W D S U

NEW ORLEANS—EST. 1923

BLUE NETWORK

LOUISIANA STATE NETWORK

Frequency: 1280 Kc. Power: 1000 Watts  
(C.P. 5000 W.)

Owned-Operated By: WDSU, Inc.  
Address: Hotel Monteleone  
Phone Number: Raymond 7135  
Transmitter Location: Whitner Blvd., Algiers  
Time on the Air: 6:45 a.m. to midnight  
News Service: UP, AP  
Transcription Service: Lang-Worth  
Representative: Weed & Co.

## Personnel

Executive Vice-President: Fred Weber  
Assistant to Manager: Ruth Sullivan

Sales Promotion Manager: Ruth Sullivan  
Program Director: Stanley Holiday  
Production Manager and  
Record MC: Byron Dowdy  
News Director: Al Godwin  
Chief Announcer: Fred LeMieux  
Artists Bureau: Judith Lawton  
Musical Director: Joseph Schram  
Chief Engineer: Charles Whitney

# W J B W

NEW ORLEANS—EST. 1926

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Charles C. Carlson  
Address: 540 Audubon Building  
Phone Number: Raymond 5060  
Transmitter Location: 3617 Bruxelle St.  
Time on the Air: 7:00 a.m. to 12:00 midnight  
Transcription Service: C. P. MacGregor  
Representative: Cox & Tanz

## Personnel

President-General Mgr.: Charles C. Carlson

# W N O E

NEW ORLEANS—EST. 1926

MUTUAL BROADCASTING SYSTEM

The new

# WDSU

offers:

the latest 5 Kw. on the air, delivering a  
20 Kw. signal to the populated areas of  
South Louisiana.

The only New Orleans station with two  
news services.

Excellent central dialing position.

Affiliation with the Blue Network.

Emphasis on local programs of special  
appeal in the South.

# WDSU

HOTEL MONTELEONE, NEW ORLEANS

---

• • LOUISIANA • •

---

Frequency: 1450 Kc.....Power: 250 Watts  
Owned By.....WNOE, Inc.  
Address.....St. Charles Hotel, 211 St.  
Charles St.  
Phone Number.....Raymond 0423  
Transmitter Location.....3915 Euphrasine St.  
Time on the Air.....24 hours daily  
News Service.....AP, UP  
Transcription Service.....Standard Radio  
Representative.....Joseph Hershey McGillvra

**Personnel**

President.....James A. Noe  
Vice-President-General Mgr....James Gordon  
Program Director.....Beverly Brown  
Production Manager.....Beverly Brown  
Chief Engineer.....Ellis Trepeginer

•  
**W S M B**

**NEW ORLEANS—EST. 1925**  
NATIONAL BROADCASTING CO.

Frequency: 1350 Kc.....Power: 5000 Watts  
Owned-Operated By.....WSMB, Inc.  
Address.....Maison Blanche Bldg.  
Phone Number.....MA 5921  
Transmitter Location.....Algiers, La.  
Time on the Air.....7 a.m. to 12 midnight  
Transcription Service.....NBC Thesaurus  
Representative.....Edward Petrv & Co.

**Personnel**

President.....E. V. Richards  
General Manager.....H. Wheelahan

•  
**W W L**

**NEW ORLEANS—EST. 1922**  
COLUMBIA BROADCASTING SYSTEM

Frequency: 870 Kc.....Power: 50000 Watts  
Owned-Operated By.....Loyola University  
Address.....Roosevelt Hotel  
Phone Number.....Raymond 2194-5-6-7  
Transmitter Location.....Kenner, La.  
Time on the Air.....5 a.m. to 12 midnight  
News Service.....UP  
Transcription Service.....Standard Radio  
and World  
Representative.....The Katz Agency

**Personnel**

General Manger.....W. H. Summerville  
Commercial Manager.....Larry Baird  
Merchandising Manager.....A. M. Robert  
Program and Production  
Director.....Edward Hoerner  
Director of War Programs.....Stanley Reyes  
Agricultural Director.....Gordon Loudon  
Publicity Director.....Margaret Ashley  
Musical Director.....Irvine Vidacovich  
Continuity Director.....Terry Brick  
Chief Engineer.....J. D. Bloom, Jr.

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# TELESCRIPTS

... ORIGINATED BY

PA

are complete scripts,

cued for music or

sound effects, and

moved on the special

AP

radio news wire.

**Widely sponsored  
from Coast-to-Coast**

---



THE WAY TO GREATER

SALES AND BIGGER

PROFITS



IN ONE OF

THE NATION'S RICHEST



MARKETS IS VIA ITS NUMBER

ONE



SALESMAN

# KWKH

A SHREVEPORT TIMES STATION  
Shreveport, La.  
CBS - 50,000 WATTS  
THE BRANHAM CO.



# K R M D

SHREVEPORT—EST. 1928

BLUE NETWORK  
LOUISIANA NETWORK

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: KRMD, Inc.  
Business Address: P. O. Box 1712  
Phone Number: 6171-2  
Studio Address: New Jefferson Hotel  
Transmitter Location: New Jefferson Hotel  
Time on the Air: 6 a.m. to midnight  
News Service: INS  
Transcription Service: Lang-Worth

## Personnel

Commercial Manager: G. V. Wilson  
Station Director: Elizabeth Alford  
Publicity Director: Muriel Selber

# K T B S

SHREVEPORT—EST. 1928

NATIONAL BROADCASTING CO.  
SOUTH CENTRAL QUALITY NETWORK

Frequency: 1480 Kc. Power: 1000 Watts  
Owned-Operated By: Tri-State Broad-  
casting System, Inc.  
Studio Address: Commercial Bldg.  
Transmitter Location: Hart Island Road  
Phone Number: 2-9711  
Time on the Air: 6:30 a.m. to midnight  
Newspaper Affiliation: The Shreveport  
Times  
News Service: AP, UP  
Transcription Service: NBC Thesaurus;  
Lang-Worth  
Representative: The Branham Co.

## Personnel

President: John D. Ewing  
General Manager: John C. McCormack  
Commercial Manager: J. A. Oswald  
Sales Promotion Manager: C. W. Doebler  
Program Director: B. G. Robertson  
Chief Engineer: C. H. Maddox

# K W K H

SHREVEPORT—EST. 1925

COLUMBIA BROADCASTING SYSTEM  
SOUTH CENTRAL QUALITY NETWORK

Frequency: 1130 Kc. Power: 50000 Watts  
Owned-Operated By: International Broad-  
casting Corp.

Studio Address: Commercial Building  
Transmitter Location: Near Dixie, La.  
Phone Number: 2-8711  
Time on the Air: 5 a.m. to 1:05 a.m.;  
Sundays, 6 a.m. to 1:05 a.m.

Newspaper Affiliation: The Shreveport Times  
News Service: AP, UP  
Transcription Service: Standard,  
Lang-Worth  
Representative: The Branham Co.

## Personnel

President: John D. Ewing  
General Manager: John C. McCormack  
Commercial Manager: J. A. Oswald  
Sales Promotion-Publicity Director:  
C. W. Doebler  
Program Director: Fred Ohl  
Chief Engineer: W. E. Antony

# MAINE

*For Latest U. S. Census Population And Radio Homes Data And  
Statistics on "Shifting Population" Please Turn To Pages 233-286*

# WRDO

AUGUSTA—EST. 1932

NATIONAL BROADCASTING CO.  
MUTUAL BROADCASTING SYSTEM  
YANKEE NETWORK

NEW ENGLAND REGIONAL NETWORK

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: WRDO, Inc.  
Address: 175 Water St.  
Phone Number: 2285  
Transmitter Location: Chelsea, Me.

Time on the Air: 7:00 a.m. to 12 midnight  
News Service: UP  
Transcription Service: Associated Music  
Publishers  
Representatives: Weed & Company  
Bertha Bannan

## Personnel

President: Adeline B. Rines  
Station-Commercial Manager: Arthur Owens  
Program Director: Quenton Grandall  
Chief Announcer: Dan Kelly  
Chief Engineer: Harold T. Dinsmore

**WABI**

BANGOR—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 910 Kc. Power: 250 Watts  
 Owned-Operated By.....Community Broad-  
 casting Service, Inc.  
 Address.....57 State St.  
 Phone Number.....6447-6446  
 Transmitter Location...Wilson St., Brewer, Me.  
 Time on the Air.....7 a.m. to 12 midnight  
 Transcription Service....Associated Library  
 Representative.....R. C. Foster, Boston:  
 Spot Sales, Inc.

**Personnel**

President and Station Manager...F. B. Simpson  
 Commercial Manager.....Guy Corey  
 Program Director.....Harold Dorr  
 Chief Engineer.....Walter Dickson

**WLBZ**

BANGOR—EST. 1926

NATIONAL BROADCASTING CO.  
 YANKEE NETWORK

NEW ENGLAND REGIONAL NETWORK  
 Frequency: 620 Kc. Power: 5000 Watts  
 Owned-Operated By...Maine Broadcasting Co.

*Covering*

CENTRAL MAINE

MAINE'S RICHEST INDUSTRIAL  
 MARKET

MUTUAL **WCOU** YANKEE

LEWISTON — AUBURN

Delivers more listeners in the  
 Lewiston-Auburn Market — Day  
 and Evening — than the two Port-  
 land stations combined. Source—C. E.  
 Hooper Survey)

PRIMARY POPULATION .....★293,937  
 RADIO HOMES.....66,230  
 \*(1/3 OF MAINE'S ENTIRE POPULATION)

THE LEWISTON-AUBURN MARKET  
 TOPS BANGOR IN SIZE AND  
 PURCHASING POWER

*Represented Nationally by*  
**FORJOE & COMPANY**

NEW YORK CHICAGO

Address.....100 Main St.  
 Phone Number.....6023  
 Transmitter Location.....Bangor  
 Time on the Air.....Unlimited license  
 Transcription Service.....NBC Thesaurus  
 Representative.....Weed & Co.

**Personnel**

General Manager.....Thompson L. Guernsey

**WCOU**

LEWISTON—EST. 1938

MUTUAL BROADCASTING SYSTEM  
 YANKEE NETWORK

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By....Twin City Broadcast-  
 ing Co., Inc.  
 Address.....223 Lisbon St.  
 Phone Number.....3140-3141  
 Transmitter Location.....East Ave.  
 Time on the Air.....18 hours per day  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....Forjoe & Co.

**Personnel**

President.....Faust Couture  
 Station and Commercial  
 Manager.....John C. Libby  
 Program Director.....Harold Dyer  
 Publicity Director and  
 Chief Announcer.....Lavern Colton  
 Musical Director.....Marion Payne Louistell  
 Chief Engineer.....John T. Duty

**WCSH**

PORTLAND—EST. 1925

NBC-YANKEE-NEW ENGLAND REGIONAL  
 Frequency: 970 Kc. Power: 5000 Watts  
 Owned-Operated By.....Congress Square  
 Hotel Co.  
 Business Address.....157 High St.  
 Phone Number.....Portland 3-9667  
 Studio Address.....Eastland Hotel,  
 157 High St., Portland, Me.  
 Transmitter Location.....Scarboro, Me.  
 Time on the Air: 6:15 a.m. to 12 midnight;  
 Saturdays, 6:30 a.m. to 12 midnight; Sun-  
 days, 8 a.m. to 12 midnight  
 News Service.....UP  
 Transcription Service.....NBC Thesaurus  
 Representative...Weed & Co. & Bertha Bannan

**Personnel**

President.....Adeline B. Rines  
 Station Manager.....William H. Rines  
 Commercial Manager.....Albert W. Smith  
 Program Director.....Caleb Paine  
 Publicity Director.....Linwood T. Pitman  
 Chief Announcer.....Philip N. Johnson  
 Musical Director.....Waldo Harwood  
 Chief Engineer.....G. Fred Crandon

# W G A N

PORTLAND—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 560 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Portland Broadcasting System, Inc.  
 Address .....Columbia Hotel  
 Phone Number .....2-7589  
 Transmitter Location .....Portland  
 Time on the Air.....6:30 a.m. to 12:05 a.m.;  
 Sundays, 8:00 a.m. to 12:05 a.m.  
 Newspaper Affiliation ...Gannett Publishing Co.  
 Transcription Service.....Standard Radio  
 Representative .....Paul H. Raymer Co.

## Personnel

President-Treasurer .....Guy P. Gannett  
 General Manager .....Creighton E. Gatchell  
 Commercial Manager.....Arthur K. Atherton  
 Program Manager .....Richard E. Bates  
 Chief Announcer....Samuel G. Henderson, Jr.  
 Chief Engineer.....Roger W. Hodgkins

# W A G M

PRESQUE ISLE—EST. 1930

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 100 Watts  
 Owned-Operated By.....Aroostook Broadcasting Corporation  
 Address.....Northern National Bank Bldg.  
 Phone Number.....8821  
 Transmitter Location...Northern National Bank Bldg.  
 Time on the Air: 11a.m. to 1 p.m. and 4 p.m. to 7 p.m.  
 Transcription Service .....World  
 Representative.....Nora Kane, Boston

## Personnel

President .....Hugh McQuire  
 Station and Commercial  
 Manager.....Harold D. Glidden  
 Program Director .....Christabel Dillen  
 Chief Announcer .....Richard Marshall  
 Artists Bureau.....Duska D. Glidden  
 Chief Engineer.....Lester E. Hughes

The Red Cross Needs



Your Unstinting Assistance

# GIVE!



Nationally represented by Edward Petry & Co., Inc.

# MARYLAND

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

## W B A L

BALTIMORE—EST. 1925

NATIONAL BROADCASTING COMPANY

Frequency: 1090 Kc.....Power: 50,000 Watts  
Owned-Operated By.....Hearst Radio, Inc.  
Address.....Lexington Bldg.  
Phone Number.....Lexington 4900  
Transmitter Location.....Reisterstown, Md.  
Time on the Air.....24 hours daily  
News Service.....INS; UP  
Transcription Service.....Standard Radio;  
World Broadcasting System  
Representative.....Edward Petry & Co.

### Personnel

Station Manager.....Harold C. Burke  
Sales Manager.....Leslie H. Peard, Jr.  
Program Director.....James M. Kennedy  
Publicity Director.....Eunice Dickson  
Musical Director.....Phil Fine  
Chief Engineer.....Gerald W. Cooke

## W C B M

BALTIMORE—EST. 1924

BLUE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Baltimore Broadcast-  
ing Corporation  
Address.....North at Harford  
Phone Number.....University 8400  
Transmitter Location.....1100 East Cold Spring  
Lane  
News Service.....INS, UP  
Transcription Service.....Lang-Worth  
Representative.....Free & Peters, Inc.

### Personnel

President and Commercial  
Manager.....John Elmer  
Station Manager.....George H. Roeder  
Sales Promotion and  
Publicity Director.....E. Frank Thomas  
Program and Production  
Manager.....Charles A. Roeder  
Musical Director.....Jack B. Rohr  
Chief Engineer.....A. E. Eckels

*It's easy to SELL when you BUY*

# WCBM

## BALTIMORE'S BLUE NETWORK OUTLET

JOHN ELMER  
President

GEO. H. ROEDER  
General Manager

FREE & PETERS, INC., National Representatives

• • MARYLAND • •

# W C A O

BALTIMORE—EST. 1922  
COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc.....Power: 5000 Watts  
Owned-Operated By.....The Monumental  
Radio Company  
Address.....811 West Lanvale St.  
Phone Number.....Madison 7220-1-2-3-4  
Transmitter Location....Park Heights Avenue,  
Extended  
Time on the Air: 6 a.m. to 1:05 a.m.; Sundays,  
8 a.m. to 1:05 a.m.  
News Service.....INS  
Transcription Service.....Lang-Worth,  
C. P. MacGregor  
Representative.....Paul H. Raymer Company

## Personnel

President.....Lewis M. Milbourne  
Vice-President-General  
Manager.....L. Waters Milbourne  
Program Directors.....Gordon A. Scheihing,  
George L. Filling  
Musical Director.....Robert P. Iula  
Chief Engineer.....Martin L. Jones

# W F B R

BALTIMORE—EST. 1922  
MUTUAL BROADCASTING SYSTEM  
MARYLAND COVERAGE NETWORK

Frequency: 1300 Kc.....Power: 5000 Watts  
Owned-Operated By.....Baltimore Radio  
Show, Inc.  
Business Address.....10 East North Ave.  
Phone Number.....Mulberry 1300  
Studio Address.....Radio Center  
Transmitter Location.....Waterview Ave.  
Time on the Air.....6 a.m. to 1 a.m.  
News Service.....AP, INS  
Transcription Service.....Associated Music  
Publishers, C. P. MacGregor, World  
Representative.....John Blair & Co.

## Personnel

President.....Robert S. Maslin, Sr.  
Executive Vice-President...Hope H. Barroll, Jr.  
Director of  
National Sales.....Andrew H. Hilgartner  
Local Sales Manager.....William S. Pire, Jr.  
Sales Promotion Manager..William R. Dothard  
Program Director.....Bert Hanauer  
Production Manager.....Henry Hickman  
Publicity Director.....Robert S. Maslin, Jr.  
Musical Director.....Jos. Imbrogullo  
Chief Engineer.....William Q. Rant

# W I T H

BALTIMORE—EST. 1940

Frequency: 1230 Kc.....Power: 250 Watts  
Owned By.....Maryland Broadcasting Co.

# WTBO

Cumberland, Md.

# Your Key

to

# The Rich “Kingdom of Cumberland Valley”

# NBC

Full Time  
Nat'l Reps.  
Spot Sales

## MARYLAND

Operated By.....Thomas G. Tinsley, 2d  
Address.....7 E. Lexington St.  
Phone Number.....Lexington 7808-9-10-11  
Transmitter Location.....1230 Curtain St.  
Time on the Air.....24 hours a day  
News Service.....AP  
Transcription Service.....Lang-Worth;  
Standard Radio  
Representative.....Headley-Reed Company

### Personnel

President-Station Mgr..Thomas G. Tinsley, 2d  
Assistant Station Manager.....Helen Powers  
Commercial Manager.....R. C. Embry  
Sales Promotion and  
Publicity Director.....Buff Elias  
Program Director-Chief Announcer  
Raymond W. Baker  
Traffic Manager.....Catherine Sennott  
Musical Director.....Wallace W. Ashley  
Chief Engineer.....James Duff

## WTBO

CUMBERLAND—EST. 1929  
NATIONAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Associated Broadcast-  
ing Corporation  
Address.....31 Frederick St.  
Phone Number.....Cumberland 298 and 299  
Transmitter Location.....Fort Hill, Cumberland  
Time on the Air.....6:00 a.m. to 12 midnight;  
Sundays, 8:00 a.m. to 12 midnight  
News Service.....AP, UP  
Transcription Service.....World Broadcasting  
System  
Representative.....Spot Sales, Inc.

### Personnel

President-General Manager..Aurelia S. Becker  
Station and  
Commercial Manager.....Dale Robertson  
News Editor.....Nelson Spencer  
Office Manager.....Angela Ryland

## WFMD

FREDERICK—EST. 1936  
COLUMBIA BROADCASTING SYSTEM

Frequency: 930 Kc.....Power: 500 Watts  
Owned-Operated By.....Monocacy Broadcast-  
ing Company  
Business Address.....Winchester Hall  
Phone Number.....Frederick 1626, 1627  
Studio Addresses.....Winchester Hall,  
Gobrecht Bldg., Hanover, Pa.; 32 W. Main St.,  
Westminster, Md, and Leesburg, Va.  
Transmitter Location.....Frederick, Md.  
Time on the Air.....6:30 a.m. to 12:05 a.m.;  
Sundays, 7:30 a.m. to 12:05 a.m.  
News Service.....Transradio

Transcription Service.....World Broadcasting  
System  
Representative.....Howard H. Wilson Co.

### Personnel

President.....Major Laurence Leonard  
Vice-President and General Manager,  
A. V. Tidmore  
Commercial Manager.....J. F. Eisenhauer  
Program Director.....Eve Chamberlain  
Chief Engineer.....A. V. Tidmore

## WJEJ

HAGERSTOWN—EST. 1932  
MUTUAL BROADCASTING SYSTEM  
ATLANTIC COAST NETWORK-MARYLAND  
COVERAGE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....Hagerstown Broad-  
casting Co.  
Address.....Franklin Court  
Phone Number.....2323  
Transmitter Location.....Carroll Heights  
Time on the Air.....7:00 a.m. to 2:00 a.m.  
Transcription Service.....Associated  
News Service.....Transradio  
Representative.....William G. Rambeau Co.

### Personnel

Chief Executive.....Grover C. Crilly  
National Sales Manager.....H. A. Seville  
Commercial Manager.....Clarence Myers  
Program Director.....Amos Harper  
Director of War Programs.....Bernice Crilly  
Chief Engineer.....George W. McIntire

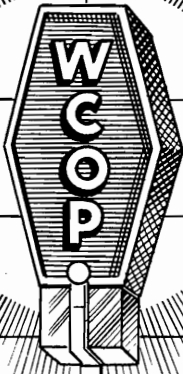
## WBOC

SALISBURY—EST. 1940  
MUTUAL BROADCASTING SYSTEM  
ATLANTIC COAST NETWORK-MARYLAND  
COVERAGE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....The Peninsula  
Broadcasting Co.  
Address.....Radio Park  
Phone Number.....Salisbury 2480-2481  
Transmitter Location..1 mile north of Salisbury  
Time on the Air: 7 a.m. to 11:15 p.m.; Sundays,  
8:25 a.m. to 11 p.m.  
News Service.....UP  
Transcription Service.....World Broadcasting  
System

### Personnel

President.....John W. Downing  
General Manager.....Charles J. Truitt  
Assistant Program Director.....Jane Allen  
Chief Announcer.....Lionnie Starr  
Musical Director.....Russell Yohe  
Chief Engineer.....Peter A. Alfonsi



*and in Boston*  
**8:15 to 8:30 A.M.**

(HOOPER SURVEY MAY THROUGH SEPTEMBER 1943)

**WCOP**

ANOTHER *Sensational* SUCCESS STORY!





# MASSACHUSETTS

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

## WBZ & WBZA

BOSTON & SPRINGFIELD

EST. 1921

NATIONAL BROADCASTING CO.

NEXT ENGLAND REGIONAL NETWORK

Frequency: 1030 Kc. . . . . Power: 50000 (WBZ), 1000 (WBZA)

Owned and Operated By . . . . . Westinghouse Radio Stations, Inc.

Addresses . . . . . Hotel Bradford, Boston; Hotel Kimball, Springfield

Phone Number . . . . . Hancock 4261 (WBZ), Springfield 6-8336 (WBZA)

Transmitter Locations . . . . . Hull, Mass. (WBZ), Springfield, Mass. (WBZA)

Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.

News Service . . . . . AP, UP

Transcription Service . . . . . Standard Radio and NBC Thesaurus

Representative . . . . . National Broadcasting Co. (National); Weed & Co. (Regional)

### Personnel

President . . . . . Geo. H. Bucher  
Station Manager . . . . . C. S. Young  
Program Manager . . . . . W. Gordon Swan  
Production Manager . . . . . John H. Wright  
Sales Manager . . . . . C. Herbert Massé  
Sales Promotion Manager . . . . . Harry D. Goodwin  
Publicity Director . . . . . George W. Slade  
Musical Director . . . . . Avner Rakov  
Chief Engineer . . . . . W. H. Hauser (WBZ)  
Chief Engineer . . . . . H. E. Randol (WBZA)

## WCOP

BOSTON—EST. 1935

AMERICAN BROADCASTING CORP.

Frequency: 1150 Kc. . . . . Power 500 Watts

Owned By . . . . . American Broadcasting Corp.

Operated By . . . . . Massachusetts Broadcasting Co.

Address . . . . . Copley-Plaza Hotel

Phone Number . . . . . COMMONwealth 1717

Transmitter Location . . . . . Off Speedway, Brighton, Mass.

Time on the Air . . . . . 18 hours daily

News Service . . . . . INS and AP

Transcription Service . . . . . Standard Radio

### Personnel

President . . . . . Harold A. Lafout

General Manager . . . . . George Lasker

Assistant Manager . . . . . A. N. Armstrong, Jr.

Program-Musical Director . . . . . Hal Tunis

Production Manager . . . . . Frances Lescoe

Chief Announcer . . . . . George Hartrick

News Editor . . . . . Leon Lipson

Chief Engineer . . . . . Roland C. Hale

## WEEI

BOSTON—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc. . . . . Power: 5000 Watts

Owned-Operated By . . . . . Columbia Broadcasting System

Business Address . . . . . 182 Tremont St.

Phone Number . . . . . HUBbard 2323

Studio Address . . . . . 182 Tremont St.

Transmitter Location . . . . . Mystic Valley Parkway, Medford, Mass.

Time on the Air: 5:30 a.m. to 1:05 a.m.; Sundays, 8 a.m. to 1:05 a.m.

News Service . . . . . AP, UP

Transcription Service . . . . . World Broadcasting

Representative . . . . . Radio Sales

### Personnel

Station Manager . . . . . H. E. Fellows

Assistant Manager and Director of Programs and Sales . . . . . Kingsley Horton

Assistant Sales Manager . . . . . H. R. Marks

Sales Promotion Manager . . . . . Guy H. Cunningham

Production Manager . . . . . R. G. Girardin

War Program Director . . . . . F. H. Garrigus

Director of Press Information . . . . . Marie Houlihan

Chief Announcer . . . . . C. H. Dickerman

Musical Director . . . . . Francis E. Bellizia

Chief Engineer . . . . . W. J. Stiles

## WHDH

BOSTON—EST. 1929

BLUE NETWORK

Frequency: 850 Kc. . . . . Power: 5000 Watts

Owned-Operated By . . . . . Matheson Radio Co.,

Address . . . . . Hotel Touraine, 62 Boylston St.

Phone Number . . . . . Hancock 0900

Transmitter Location . . . . . Saugus, Mass.

Time on the Air . . . . . 6:30 a.m. to 1 a.m.

News Service . . . . . UP and AP

Transcription Service . . . . . World Broadcasting System, Associated Recorded Program Service, C. P. MacGregor

Representative . . . . . Spot Sales, Inc.

### Personnel

President . . . . . A. E. Matheson

General Manager . . . . . John J. Matheson

Sales Manager . . . . . R. G. Matheson

Program Director . . . . . A. J. Friend

Chief Engineer . . . . . R. G. Matheson

## WMEX

BOSTON—EST. 1934

Frequency: 1510 Kc. . . . . Power: 5000 Watts

Owned-Operated By . . . . . Northern Corp.

The leading radio station  
 in Boston shows a rating  
 of only  $\frac{8}{10}$  of a point more  
 than WORL....

HOOPER "CONTINUING MEASUREMENT OF RADIO LISTENING"  
 BOSTON  
 November, 1943  
 Monday thru Friday

Local Time  
 9:00-11:15 A. M.  
 Sets-In-Use  
 11.7

	STATION A	STATION B	STATION C	STATION D	WORL	STATION F	STATION G	OTHERS
Ratings	2.4	2.5	2.9	0.6	2.1	0.7	0.5	0.0
% of Listeners	20.6	21.3	24.8	5.0	17.7	6.4	4.2	0.0

# WORL

BOSTON'S BEST BUY

THIS LITTLE BUDGET  
 WENT TO THE

"920  
 CLUB"



MASSACHUSETTS

Address: WMEX Bldg., 70 Brookline Ave. Phone Number.....Commonwealth 3900 Transmitter Location.....Quincy, Mass. Time on the Air....7:30 a.m. to 12 midnight; Sundays, 9:00 a.m. to 12 midnight Transcription Service.....Lang-Worth Representative.....Joseph Hershey McGillvra, Inc.

Personnel

President-Program Director...John E. Reilly Managing Director-Chief Engineer .....Alfred J. Pote

W N A C

BOSTON—EST. 1922

MUTUAL BROADCASTING SYSTEM YANKEE NETWORK

Frequency: 1260 Kc.....Power: 5000 Watts Owned-Operated By: The Yankee Network, Inc., 21 Brookline Ave. Phone Number .....COMMONwealth 0800 Transmitter Location: Montclair, Quincy, Mass. Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m. News Service .....AP Transcription Service..... Associated and Standard Representative.....Edward Petry & Co., Inc.

Personnel

Chairman of the Board and General Manager.....John Shepard, 3rd Executive Vice-President and Station Manager .....Linus Travers Promotion and Publicity Director .....James S. Powers Program Director .....Herbert Rice War Program Director.....George Steffy Production Director.....Herbert Rice Editor of News Service.....Robert Myers Musical Director.....Francis J. Cronin Chief Engineer .....Irving B. Robinson

W O R L

BOSTON—EST. 1926

Frequency: 950 Kc.....Power: 1000 Watts Owned-Operated By: Broadcasting Service Organization, Inc. Address.....216 Tremont St. Transmitter Location .....Needham, Mass. Time on the Air..Local sunrise to local sunset News Service.....AP and UP

Personnel

General Manager.....George Lasker Publicity Director.....Robert Sanford Program Director.....Robert N. Perry Chief Engineer .....John Parker

W S A R

FALL RIVER—EST. 1921

MUTUAL — COLONIAL & YANKEE

Frequency: 1480 Kc.....Power: 1000 Watts Owned-Operated By: Doughty & Welch Electric Co. Address.....102 S. Main St. Phone Numbers: 7-9477-8 (studio); 2,4261 (Transmitter) Transmitter Location.....So. Somerset Time on the Air: 7:30 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight News Service .....INS Transcription Service.....Standard Radio Representative.....The Walker Co., R. C. Foster Co.

Personnel

President and Station Manager...Wm. T. Welch Secretary and Assistant Treasurer, Philly J. Mauretelle Program Director.....Josephine Y. Welch Commercial Manager.....Leonard C. Cox Chief Announcer.....Angus Bailey Chief Engineer .....John C. Pavao

W E I M

FITCHBURG—EST. 1941

MUTUAL-YANKEE

Frequency: 1340 Kc.....Power: 250 Watts Owned-Operated By..Radio Station WEIM, Inc. Address .....717 Main Street Phone Number.....Fitchburg 1600 Transmitter Location..Lunenburg-Fitchburg line Time on the Air.....Unlimited New Service.....AP Transcription Service..... Lang-Worth National Representative.....The Walker Co.

Personnel

President .....Ruben E. Aronheim General Manager and Program Director.....Earle G. Clement Commercial Manager and Publicity Director...Mortimer Silverman, Jr. War Program Director.....Joan Shirlee Chief Engineer .....Theodore Kalln Record MC .....Eddie Johnson

W H A I

GREENFIELD—EST. 1938

MUTUAL-YANKEE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts Owned-Operated By.....John W. Haigis Address .....354 Main St. Phone Number.....4301 Transmitter Location.....Woodard Rd. Time on the Air.....7:30 a.m. to 11:30 p.m. Transcription Service....World Broadcasting System Representative.....Burn-Smith Co.

MASSACHUSETTS

**Personnel**

Owner.....John W. Haigis  
Station Manager.....Horace W. Nichols  
Commercial-Sales Promotion  
Manager.....Horace W. Nichols  
Publicity Director.....William M. Harris  
Program Director.....Ann M. Erickson  
Chief Announcer and  
Musical Director.....Gordon Lewis  
Chief Engineer.....Leland F. Wheeler

Newspaper Affiliation.....Holyoke-Transcript  
Telegram; Daily Hampshire Gazette (Northampton)  
News Service.....UP  
Transcription Service.....Associated  
Representatives.....Bertha Bannon

**Personnel**

President.....Mrs. William R. Dwight  
Station and  
Commercial Manager...Patrick J. Montague  
Publicity and Musical Director.....Jay Heitin  
Program Director.....Thomas R. Humphrey  
Chief Announcer.....Ward Gardner  
Chief Engineer.....Thomas Humphrey  
Record MC.....Dick Lavigne

**W H Y N**

**HOLYOKE—EST. 1941**  
**MUTUAL-YANKEE NETWORK**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By...Hampden-Hampshire Corporation  
Business Address.....180 High Street  
Phone Numbers.....8238, 8239  
Studio Addresses: 180 High Street; 80 Main Street, Northampton; Canal Street, South Hadley Falls  
Transmitter Location...Canal St., South Hadley Falls, Mass.  
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight

**W L A W**

**LAWRENCE—EST. 1937**

**COLUMBIA BROADCASTING SYSTEM**  
Frequency: 680 Kc.....Power: 5000 Watts  
Owned-Operated By.....Hildreth & Rogers Company  
Address.....278 Essex Street  
Phone Numbers..Lawrence 4107, 4108 & 4109  
Transmitter Location.....River Road, West Andover, Mass.  
Time on the Air: 6 a.m. to 1 a.m. (19 hours); Sunday, 8 a.m. to 1 a.m.

**★ REACH NEW ENGLAND'S  
MOST CONCENTRATED  
INDUSTRIAL AREA**

**QUICKLY • SURELY • ECONOMICALLY**

*with* **W L A W**

**MASSACHUSETTS**

COLUMBIA'S VOICE IN NORTHERN NEW ENGLAND

5000 W. • 680 Kc.

REP.: THE KATZ AGENCY

MASSACHUSETTS

News Service..... UP  
Transcription Service..... Standard Radio;  
Thesaurus  
Representative..... The Katz Agency, Inc.

Personnel

President..... Irving E. Rogers  
Station Manager..... George H. Jaspert  
Commercial Manager..... David M. Kimel  
Program Director..... Joseph P. Oakes  
Publicity Director..... William B. Sherman  
Chief Announcer..... Fred P. Laffey  
Chief Engineer..... George A. Hinckley

W L L H

LOWELL-LAWRENCE—EST. 1934  
MUTUAL-YANKEE NETWORK

Frequency: 1400 Kc..... Power: Lowell, 250  
Watts; Lawrence, 100 Watts  
Owned-Operated By .. Merrimac Broadcasting  
Co., Inc.  
Business Address 39 Kearney Square, Lowell  
Phone Numbers..... Lowell 8715;  
Lawrence 2-2148  
Studio Addresses:..... Rex Center, Lowell;  
Cregg Building, Lawrence  
Transmitter Location: 39 Kearney Square,  
Lowell; Cregg Building, Lawrence  
Time on the Air: 6:25 a.m. to 12 midnight;  
News Service..... INS  
Transcription Service: Associated Music Pub-  
lishers  
Representative..... Edward Pety & Co., Inc.

Personnel

President..... A. S. Moffat  
Station Manager..... Robert F. Donahue  
Commercial Manager..... Haskell Bloomberg  
Program Director and  
Chief Announcer..... Thomas Clayton  
Chief Engineer..... Ralph Newton

W E S X

MARBLEHEAD—EST. 1939  
KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc..... Power: 250 Watts  
Owned-Operated By: North Shore Broadcasting  
Company  
Business Address..... 126 Washington St.,  
Salem, Mass.  
Phone Number..... Salem 5670  
Transmitter Location..... Marblehead  
Time on Air..... 7 a.m. to 11 p.m.  
Transcription Service..... World Broadcasting  
System; Associated Music Publishers; NBC  
Thesaurus; Keystone  
Representative..... R. C. Foster & Co.

Personnel

President..... Charles W. Phelan  
General Manager..... A. M. Morgan

W N B H

NEW BEDFORD—EST. 1921  
BLUE NETWORK

Frequency: 1340 Kc..... Power: 250 Watts  
Owned-Operated By: E. Anthony & Sons,  
Business Address..... 588 Pleasant St.  
Phone Number..... 8-5228  
Studio Address..... 588 Pleasant Street  
Transmitter Location..... Crow Island,  
Fairhaven, Mass.  
Time on the Air: 7:30 a.m. to 11:30 p.m.;  
Sundays, 8:30 a.m. to 11:30 p.m.  
Newspaper Affiliation... New Bedford Stand-  
ard Times and Cape Cod Standard Times  
News Service..... AP  
Transcription Service..... NBC Thesaurus  
Representative:  
William G. Rambeau (after May 1)

Personnel

President..... Basil Brewer  
Station Manager..... Hugh R. Norman  
Program Director..... Donald L. Sellers  
Chief Announcer..... Bill Pendergrast  
Chief Engineer..... Irving Vermilya

W B R K

PITTSFIELD—EST. 1938

MUTUAL—COLONIAL & YANKEE NETWORKS  
Frequency: 1340 Kc..... Power: 250 Watts  
Owned-Operated By..... Monroe B. England  
Address..... 8 Bank Row  
Phone Number..... 2-1553  
Transmitter Location..... 1100 East St.  
Time on the Air..... 7 a.m. to 12 midnight  
News Service..... UP  
Transcription Service..... Standard  
Representative..... Burn-Smith Co.

Personnel

President-Station Manager.. Monroe B. England  
Station Manager..... John Parsons  
Program Director..... William Geary  
Sales Promotion Manager..... William Geary  
Chief Announcer..... Dick Mills  
Chief Engineer..... Leonard Lavendol

W M A S

SPRINGFIELD—EST. 1932  
COLUMBIA BROADCASTING SYSTEM

Frequency: 1450 Kc..... Power: 250 Watts  
Owned-Operated By..... WMAS, Inc.  
Address..... Hotel Charles  
Phone Number..... 7-1414  
Transmitter Location..... Pynchon Park  
Time on the Air..... 7 a.m. to midnight  
News Service..... INS  
Transcription Service..... Associated Music  
Representative..... Edward Pety & Co.

MASSACHUSETTS

Personnel

President ..... A. S. Moffat
General Manager .... Warren M. Greenwood
Production Manager ..... Ethel B. Henin
Chief Announcer ..... Ben Sweet
Chief Engineer ..... Earle G. Hewinson
Recerd MC ..... Harry Robator

WSPR

SPRINGFIELD—EST. 1936
BLUE NETWORK

Frequency: 1270 Kc. .... Power: 500 Watts
Owned-Operated By ..... WSPR, Inc.
Address ..... 63 Chestnut Street
Phone Number ..... Springfield 6-2757
Transmitter Location: Union St. and Palmer
Ave., West Springfield, Mass.
Time on the Air: 7 a.m. to 12 midnight; Sun-
days, 8 a.m. to 12 midnight
News Service .... INS, AP (after June 3, 1944)
Transcription Service ..... Langworth
Representatives: Geo. P. Hollingbery & Co.;
Bertha Bannon

Personnel

President-Station Manager .. Quincy A. Brackett
Vice-President-Commercial Manager
Milton W. Stoughton
Program-Production Director,
Wayne Henry Latham
Publicity Director ..... Howard S. Keefe
Chief Announcer ..... Robert L. Jones
Chief Engineer ..... Lawrence A. Reilly

W A A B

WORCESTER—EST. 1930
MUTUAL-YANKEE NETWORK

Frequency: 1440 Kc. .... Power: 5000 Watts
Owned-Operated By .... The Yankee Network,
Inc.
Address ..... 604 State Mutual Bldg.
Phone Number ..... 6-1411
Transmitter Location ..... Holden,
Massachusetts
Time on the Air: 6 a.m. to midnight; Sunday,
8 a.m. to midnight
News Service ..... AP
Transcription Service ..... Associated Music
Publishers and Standard
Representative ..... Edward Petry & Co., Inc.

Personnel

Chairman of the Board and
General Manager ..... John Shepard, 3rd
Executive Vice-President ..... Linus Travers
Station Supervisor-Sales
Manager ..... Dorothy Robinson
Publicity Director ..... James S. Powers
Merchandising ..... Arthur Lathrop

Special Events ..... George Steffy
Program Director ..... Herbert Rice
Production Director ..... Herbert Rice
Editor of News Service ..... Robert Myers
Musical Director ..... Francis J. Cronin
Chief Announcer ..... Albert Horns
Chief Engineer ..... Joseph Grahn

W O R C

WORCESTER—EST. 1925
BLUE NETWORK

Frequency: 1310 Kc. .... Power: 1000 Watts
Owned-Operated By ..... A. F. Kleindienst
Address ..... 65 Elm Street
Phone Number ..... 5-3101
Transmitter Location ..... Auburn, Mass.
Time on the Air ..... 7 a.m. to 12 midnight;
Sundays, 8:45 a.m. to 11:15 p.m.
News Service ..... INS
Transcription Service ..... Lang-Worth
Representative ..... Weed & Co.

Personnel

Owner ..... A. F. Kleindienst
Station Manager ..... Mildred P. Stanton

W T A G

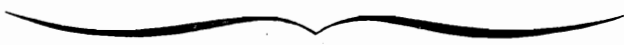
WORCESTER—EST. 1925
COLUMBIA BROADCASTING SYSTEM

Frequency: 580 Kc. .... Power: 5000 Watts
Owned and Operated By: Worcester Telegram
Publishing Company, Inc.
Address ..... 18-20 Franklin Street
Phone Number ..... 5-4321
Transmitter Location ..... Holden, Mass.
Time on the Air ..... 6 a.m. to 12:05 a.m.
Newspaper Affiliation: Worcester Telegram &
The Evening Gazette
News Service ..... AP
Transcription Service ..... World Broadcasting
System; Associated
Representatives ..... Paul H. Raymer Co.;
Bertha Bannon

Personnel

Vice-President-General
Manager ..... George F. Booth
Managing Director ..... Edward E. Hill
Commercial Manager ..... Herbert L. Krueger
Manager of Local Sales ..... Robert I. Brown
Production-Program Director .. David H. Harris
Publicity Director ..... Mitzi Kornetz
War Program Director ..... Mary Lou Evans
Chief Announcer ..... Phillip Brook
Musical Director ..... Dol Brissette
Chief Engineer ..... Elliot A. Browning

*No other broadcaster  
can make this claim!*



**Only way to reach  
the 5,000,000  
radio listeners  
of Michigan is  
with the Michigan  
Radio Network**

---

national network originations  
make WXYZ a great station!



*The Lone Ranger*

Longest-running network evening  
dramatic show—entering its 12th year  
on the air—"The Lone Ranger" is pro-  
duced at WXYZ in Detroit for the  
Blue and Don Lee chains.

© L.R.-nc-  
1938



# MICHIGAN

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

## WELL

BATTLE CREEK—EST. 1925

BLUE NETWORK

MICHIGAN RADIO NETWORK

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By Federated Publications, Inc.

Address: 1 W. Michigan Ave., Michigan National Bank Bldg.

Phone Numbers: 5655; 7166

Transmitter Location: Michigan National Bank Bldg.

Time on the Air: Unlimited license  
Newspaper Affiliation: Enquirer-News  
Transcription Service: Associated Music  
Representative: Burn-Smith Company, Inc.

### Personnel

President: A. L. Miller  
General Manager: D. E. Jayne  
Commercial Manager: E. P. Mills  
Chief Announcer: Robert Lake  
Chief Engineer: Earl J. Stone

## WBCM

BAY CITY—EST. 1925

BLUE NETWORK

MICHIGAN RADIO NETWORK

Frequency: 1440 Kc. Power: 1000 d.; 500 n.

Owned-Operated By: Bay Broadcasting Co.

Address: Wenonah Hotel

Phone Numbers: Bay City 7551-7552

Transmitter Location: Tuscola Road.

Time on the Air: 7 a.m. to 12 midnight;  
Sundays, 8 a.m. to 12 midnight

News Service: UP

Transcription Service: NBC Thesaurus;

Representative: George P. Hollingbery

### Personnel

President: Harley D. Peet  
General Manager: H. A. Giesel  
Sales Promotion Manager: A. F. Huebner  
Chief Engineer: Ralph H. Carpenter

## WHDF

CALUMET—EST. 1929

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By: Upper Michigan Broadcasting Co.

Business Address: Community Bldg.,  
Houghton, Mich.

Phone Numbers: Houghton 1; Calumet 869

Studio Addresses: 515 Scott St., Calumet;  
Community Bldg., Houghton

Transmitter Location: Laurium, Michigan  
Time on the Air: 7:30 a.m. to 10 p.m.  
Newspaper Affiliation: Daily Mining Gazette  
News Service: AP  
Transcription Service: World,  
Standard, Lang-Worth, Keystone  
Representative: Sears and Ayer, Inc.

### Personnel

President: A. L. Burgan  
V. P. & Gen. Mgr.: John W. Rice  
Commercial Manager: Albert W. Payne  
Program Director: Earl Nordeen  
Technical Supervisor: George L. Burgan

## WJBK

DETROIT—EST. 1928

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By: James F. Hopkins, Inc.

Address: 6559 Hamilton Avenue

Phone Number: Trinity 2-2000

Transmitter Location: 15555 Woodrow Wil-

son Avenue

Time on the Air: 24 hours a day

News Service: AP

Transcription Service: Associated Music

Publishers: World and Standard

Representatives: Forjoe & Company,  
Hal Holman

### Personnel

President-Station Manager: James F. Hopkins  
Commercial Manager: A. H. Crogan  
Program Director: Sybil Kriegholz  
Publicity Director: N. W. Hopkins  
Musical Director: Pete Angel  
Chief Announcer and Engineer: E. McKenzie

## WJLB

DETROIT—EST. 1926

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: John L. Booth Broad-  
casting, Inc.

Address: 31st and 34th Floor, Eaton Tower

Phone Number: Cadillac 7600

Transmitter Location: 7310 Woodward Ave.

Time on the Air: 20½ hours daily

News Service: INS; AP

Transcription Service: NBC Thesaurus

Representative: Burn-Smith Co.

### Personnel

President-General Manager: John L. Booth  
Vice-President: W. W. Booth  
Treasurer-Auditor: Hugh M. Gray  
Sales Manager: Paul Y. Clark  
Publicity Director: M. Brachman  
Chief Engineer: Edward Clark

# Detroit's Postwar Future Is Being Made Today...



As center of the vast automobile industry, Detroit ranked fourth before the war among the markets of America. During the last two years, as heart of the country's gigantic armament effort, it has grown enormously. Today, with plant and production facilities unequaled anywhere in the world, Detroit is assuring its peacetime future and creating market potentialities impossible to overrate.

- **POPULATION GAIN** — 552,000 between April, 1940, and August, 1943 . . . enough "new Detroiters" to populate a city larger than Cincinnati, Ohio! Total population of Metropolitan Area now estimated at 2,295,000.
- **BANK SAVINGS** — June, 1943, \$439,843,756, representing an increase of \$108,179,905, or 33% over June, 1942.
- **FAMILY INCOME** — The average Detroit factory worker's family income is now estimated at \$109.85 weekly—more than twice as much as in 1940! The number of workers per family has increased 22%.
- **PER CAPITA INCOME** in Wayne County (which is largely Detroit) in 1943 is estimated at \$1,570, or \$520 above the national average!

In this great and prosperous market, WWJ has led all radio stations in listener preference for more than 23 years, a leadership attained through fine programming and by consistent broadcasting in the public interest.

## WWJ

America's Pioneer Broadcasting Station—First in Detroit  
Owned and Operated by The Detroit News

National Representatives

**THE GEORGE P. HOLLINGBERRY COMPANY**

NBC Basic  
Network

Associate FM Station  
WEXA

**W J R**

**DETROIT—EST. 1922**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 760 Kc. Power: 50000 Watts  
Owned-Operated By ... WJR, The Goodwill Station

Business Address ..... 2103 Fisher Building  
Phone Number ..... Madison 4440  
Studio Address: 28th Floor Fisher Building  
Transmitter Location ..... Wyandotte, Mich.  
Time on the Air ..... Unlimited license  
News Service ..... AP, INS  
Transcription Service ..... World Broadcasting System; Standard Radio, Lang-Worth  
Representative ..... Edward Petry & Co., Inc.

**Personnel**

President ..... G. A. Richards  
Ass't to President ..... Eugene Carr  
Vice-President and Gen. Mgr. ... Leo Fitzpatrick  
Ass't Gen'l Manager ..... Owen F. Uridge  
Sales Manager ..... Charles G. Burke  
Sales Promotion and Publicity ..... Mark Haas  
Program Director ..... Franklin Mitchell  
Production Manager ..... Eric Howlett  
Musical Director ..... Samuel Benavie  
Chief Engineer ..... Merrill Mitchell

Owned-Operated By: King-Trendle Broadcasting Corporation

Business Address ..... 1700 Stroh Building  
Phone Number ..... Cherry 8321  
Studio Address ..... 8415 East Jefferson Ave.  
Transmitter Location ..... 15500 Joy Road  
Time on the Air ..... 6:30 a.m. to midnight  
News Service ..... UP and INS  
Transcription Service ..... Standard Radio; Associated Music and Lang-Worth  
Representative ..... Paul H. Raymer Co.

**Personnel**

President ..... George W. Trendle  
Vice-President ..... John H. King  
Secretary-General Manager H. Allen Campbell  
Asst. Comm. Mgr. .... James G. Riddell  
Sales Promotion, Advertising and Publicity ..... Lambert B. Beeuwkes  
Studio Manager ..... H. Earl Moore  
Director of Production ..... Charles Livingstone  
Merchandising Manager ..... Harold S. Christian  
News Editor ..... Felix Holt  
Chief Announcer ..... Jack McCarthy  
Traffic Manager ..... Bess Ashton  
Musical Director ..... Benny Kite  
Chief Engineer ..... Verne C. Alston  
(See Page 462)

**W W J**

**DETROIT—EST. 1920**

**NATIONAL BROADCASTING CO.**

Frequency: 950 Kc. Power: 5000 Watts  
Owned-Operated By: Evening News Association  
Business Address ..... 615 W. Lafayette  
Phone Number ..... Randolph 2000  
Studio Address ..... 624-30 W. Lafayette  
Transmitter Location: 12700 W. 8 Mile Road, Oak Park, Detroit, Michigan

Time on the Air ..... 6:30 a.m. to 1 a.m.  
Newspaper Affiliation ..... The Detroit News  
News Service ..... UP  
Transcription Services ..... Lang-Worth; Standard  
Representative ..... George P. Hollingbery Co.

**Personnel**

General Manager ..... Harry Bannister  
Assistant Manager ..... Edwin K. Wheeler  
Business Manager ..... Forrest Wallace  
Sales Manager ..... Harry Betteridge  
Sales Promotion Manager ..... Jake Albert  
Program Director ..... Don F. DeGroot  
Production Manager ..... Ernest Ricca  
Publicity Director ..... Herschell Hart  
Musical Director ..... Mischa Kottler  
Chief Engineer ..... Herbert F. Tank

**W K A R**

**EAST LANSING—EST. 1922**

Frequency: 870 Kc. Power: 5000 Watts  
Owned-Operated By... Michigan State College  
Business Address ..... East Lansing  
Phone Number ..... 8-1511, ext. 600  
Studio Address ..... Auditorium Building  
Transmitter Location ..... Campus  
Time on the Air ..... 7 a.m. to 7 p.m.  
News Service ..... AP  
Transcription Service ..... Lang-Worth;

**Personnel**

Station Manager ..... Robert J. Coleman  
Chief Engineer ..... Norris Grover  
(Non-Commercial Station)

**W D B C**

**ESCANABA—EST. 1941**

**BLUE NETWORK**

**MICHIGAN RADIO NETWORK**

**NORTHERN NETWORK**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By ..... Delta Broadcasting Company

Address ..... First and Ludington Streets  
Phone Number ..... 787  
Transmitter Location ..... First and Ludington  
Time on the Air ..... Unlimited license  
News Service ..... UP  
Transcription Service ..... Standard Radio

**Personnel**

General Manager ..... Gordon H. Brozek

**W X Y Z**

**DETROIT—EST. 1930**

**BLUE NETWORK—MICHIGAN RADIO NETWORK**

Frequency: 1270 Kc. Power: 5000 Watts

*Grand Rapids*  
Michigan's Largest Market Outside Detroit

**GRAND RAPIDS**

**DETROIT**

**WOOD**  
*Outstate Michigan's  
Greatest Station*  
NBC 5000 watts

WOOD with its 5000 watts day and night and its eight straight years of NBC programs, delivers the Grand Rapids Market all wrapped up in one time-tested, easy-to-buy package.

PAUL H. RAYMER CO., Sales Representatives

}||
**WOOD in Grand Rapids is the only station in outstate Michigan that delivers to advertisers the unbeatable combination of POPULATION . . . PROGRAMS . . . POWER.**
||}

**W F D F**

**FLINT—EST. 1922**

**BLUE NETWORK  
MICHIGAN RADIO NETWORK**

Frequency: 910 Kc. Power: 1000 Watts  
Owned-Operated By: Flint Broadcasting Co.  
Address: Union Industrial Bldg.  
Phone Number: 2-7158  
Transmitter Location: Bristol Road  
Time on the Air: 7 a.m. to 11 p.m.  
News Service: AP  
Transcription Service: Lang-Worth and Standard  
Representative: Burn-Smith, Inc.

**Personnel**

President-Station Manager: Howard M. Loeb  
Commercial Manager: F. S. Loeb  
Program Director: Adrian R. Cooper  
Production Manager: Elmer Knopf  
Publicity Director: H. M. Loeb  
Chief Announcer: James Cleaver  
Musical Director: William Geyer  
Chief Engineer: Frank D. Fallain

**W L A V**

**GRAND RAPIDS—EST. 1940**

**MUTUAL BROADCASTING SYSTEM**

**BLUE NETWORK  
MICHIGAN RADIO NETWORK**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Leonard A. Versluis  
Address: Keeler Building, 6 Fountain St., N.E.  
Phone Number: 6-5461  
Transmitter Location: 6 Fountain St., N.E.  
Time on the Air: Unlimited license  
News Service: INS  
Transcription Service: Standard Radio  
Representative: Joseph Hershey McGillvra, Inc.

**Personnel**

Owner: Leonard A. Versluis  
Station Manager: Hy M. Steed  
Musical Director: Frann Weigle  
Chief Engineer: Raymond Plank

**W O O D**

**GRAND RAPIDS—EST. 1930**

**NATIONAL BROADCASTING CO.**

Frequency: 1300 Kc. Power: 5000 Watts  
Owned-Operated By: King-Trendle Broadcasting Corporation  
Address: 16th Floor Grand Rapids National Bank Building  
Phone Number: 9-4211  
Transmitter Location: Town Line Road, 4 miles south of Grand Rapids

Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight  
News Service: UP  
Transcription Service: Associated Music Publishers; Lang-Worth World  
Representative: Paul H. Raymer Co.

**Personnel**

President: George W. Trendle  
Station and Sales Manager: Stanley W. Barnett  
Merchandising Manager: Paul Eichhorn  
Program and Production Director: Sandy Meek  
War Program Director: Carl S. Hester  
Publicity Director: Paul F. Eichorn  
Chief Engineer: Fred W. Russell  
Record MC: Glen Le Pard

**W J M S**

**IRONWOOD—EST. 1931**

**MUTUAL BROADCASTING SYSTEM  
NORTH CENTRAL BROADCASTING SYSTEM  
KEYSTONE BROADCASTING SYSTEM**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: Upper Michigan-Wisconsin Broadcasting Co., Inc.  
Address: 124 E. McLeod Ave.  
Phone Number: 20  
Transmitter Location: U. S. Highway No. 2 & Douglas Boulevard  
Time on the Air: 6:25 a.m. to 10:30 p.m.  
News Service: UP  
Transcription Service: Lang-Worth  
Representative: Sears & Ayer, Inc.

**Personnel**

President: William L. Johnson  
Station Manager: J. W. Huss  
Commercial Manager: R. T. Bolich  
Program Director: Harold Ladin  
Publicity Director: Don Hoover  
Chief Engineer: Arne Dahlbacka

**W I B M**

**JACKSON—EST. 1925**

**BLUE NETWORK  
MICHIGAN RADIO NETWORK**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: WIBM, Inc.  
Address: 228 West Michigan Avenue  
Phone Number: 6121  
Transmitter Location: 228 West Michigan Avenue  
Time on the Air: 6:30 a.m. to 12 midnight  
News Service: AP  
Transcription Service: Standard Radio  
Representative: Forjoe & Company

**Personnel**

President: Herman Radner  
Vice-President and Station Manager: Roy Radner  
Sales Promotion Manager: William Cizek  
Chief Engineer: C. W. Wirtanen

**W K Z O**

**KALAMAZOO-GRAND RAPIDS**

**EST. 1923**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 590 Kc. . . . . Power: 5000 Watts  
 Owned By . . . . . Fetzer Broadcasting Co.  
 Operated By . . . . . John E. Fetzer  
 Business Addresses: P. O. Box 866 (Kalamazoo); P. O. Box 203 (Grand Rapids)  
 Phone Numbers . . . . . 3-1223 (Kalamazoo); 6-1222 (Grand Rapids)  
 Studio Addresses: 7th Fl., Burdick Hotel (Kalamazoo); 2nd Fl., Herpolsheimer Store (Grand Rapids)  
 Transmitter Location . . . . . Parchment, Michigan  
 Time on the Air: 6 a.m. to 11:30 p.m.; Saturday, 6 a.m. to 12:05 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard Radio  
 Representative . . . . . Free & Peters, Incorporated

**Personnel**

President-General Manager . . . . . John E. Fetzer  
 Commercial Manager . . . . . John W. O'Harrow  
 Sales Promotion Manager . . . . . Thomas P. White  
 Program Director . . . . . Paul H. Aurandt  
 Production and Publicity . . . . . Hooper White  
 Director of War Programs . . . . . Rhea Y. Fetzer  
 Chief Engineer . . . . . Carl E. Lee

**W J I M**

**LANSING—EST. 1934**

**BLUE NETWORK**

**MICHIGAN RADIO NETWORK**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . WJIM, Inc.  
 Address . . . . . 15th Floor, Bank of Lansing, Bldg.  
 Phone Number . . . . . 2-1333-4-5  
 Transmitter Location . . . . . 15th Floor, Bank of Lansing Bldg.  
 Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated Recorded Program Service

**Personnel**

President . . . . . Lt. Harold F. Gross  
 Acting Station Manager and Program Director . . . . . Bob Innes  
 Commercial Manager . . . . . Fred Wagenvoord  
 Sales Promotion Manager . . . . . O. S. Jones  
 Production Manager . . . . . Jack Parker  
 Publicity Director . . . . . Jim Lewis  
 Chief Announcer and Musical Director . . . . . Bob Clayton  
 Chief Engineer . . . . . Melvin Wirth

**W M P C**

**LAPEER—EST. 1926**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By: The Liberty Street Church  
 Address . . . . . 803 Liberty St.  
 Phone Numbers . . . . . 455-J; 455-M  
 Transmitter Location . . . . . 803 Liberty St.  
 Time on the Air . . . . . Specified Hours

**Personnel**

President-Station Manager . . . . . Frank S. Hemingway  
 (Non-Commercial Station)

**W D M J**

**MARQUETTE—EST. 1931**

**BLUE NETWORK**

**MICHIGAN RADIO NETWORK**

**NORTHERN NETWORK**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By: Lake Superior Broadcasting Co.  
 Address . . . . . 146 W. Washington  
 Phone Number . . . . . 616  
 Transmitter Location . . . . . 146 W. Washington  
 Time on the Air . . . . . Unlimited license  
 Newspaper Affiliation . . . . . Daily Mining Journal  
 News Service . . . . . Transradio  
 Transcription Service . . . . . World Broadcasting

**Personnel**

President . . . . . Frank J. Russell, Jr.  
 General Manager . . . . . Gordon H. Brozek

**W K B Z**

**MUSKEGON—EST. 1926**

**BLUE NETWORK**

**MICHIGAN RADIO NETWORK**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Ashbacker Radio Corp.  
 Business Address . . . . . 424 Apple Ave.  
 Phone Number . . . . . 26-051  
 Studio Address . . . . . 424 Apple Ave.  
 Transmitter Location . . . . . Muskegon Township  
 Time on the Air . . . . . 6 a.m. to 12 Midnight  
 News Service . . . . . UP  
 Transcription Service . . . . . World Broadcasting  
 Representative . . . . . Burn-Smith Co.

**Personnel**

President-Station Manager . . . . . Grant F. Ashbacker  
 Commercial Manager . . . . . William C. Wester  
 Sales Promotion Manager . . . . . G. F. Ashbacker  
 Program Director . . . . . Loran Haney  
 Production and Publicity Manager . . . . . Bill Bennett  
 Chief Announcer . . . . . Anson Van Alstyne  
 Chief Engineer . . . . . Geo. Krivitzky

## W C A R

PONTIAC—EST. 1939

Frequency: 1130 Kc. Power: 1000 Watts  
Owned-Operated By Pontiac Broadcasting Company

Address: 6th Floor Riker Building  
Phone Number: Pontiac 7141  
Transmitter Location: Between Square Lake & Telegraph Roads, Bloomfield Township, Oakland County, Michigan

Time on the Air: Local sunrise to local sunset  
News Service: INS and AP  
Transcription Service: Lang-Worth; Standard Representative: John E. Pearson Co.

### Personnel

President and General Manager: H. Y. Levinson  
Sales Promotion Manager: George M. Stutz  
Program-Production Director: Howard Donahoe  
Administrative Secretary: Cloman Pipe  
Chief Announcer: Lyle Bond  
Chief Engineer: Wayne N. Cook

## W H L S

PORT HURON—EST. 1938

MUTUAL BROADCASTING SYSTEM  
WOLVERINE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: Port Huron Co.  
Address: 932 Military St.  
Phone Number: 2-3151  
Transmitter Location: 32nd St. and Lapeer  
Time on the Air: 7 a.m. to Midnight  
News Service: UP  
Transcription Service: Associated Music

### Personnel

President-Station Manager: Harmon L. Stevens  
Commercial Manager: Robert Mackin  
Sales Promotion Manager: V. O. Cram  
Musical Director: Lyle Pearson  
Chief Engineer: Leslie Conant

## W E X L

ROYAL OAK—EST. 1925

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Royal Oak Broadcasting  
Address: 212 West Sixth Street  
Phone Numbers: Elmhurst 6524  
Transmitter Location: 2201 Woodward Heights Blvd., Ferndale, Michigan  
Time on the Air: 24 hours daily  
News Service: INS

### Personnel

President: G. B. Hartick  
Station and Commercial Manager: E. C. Thompson  
Program Director: Kirk Knight  
Chief Engineer: Jerome Steadley

## W S A M

SAGINAW—EST. 1940

NBC

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: Saginaw Broadcasting  
Business Address: 610 Eddy Bldg.  
Phone Number: 2-5109  
Studio Transmitter: 2745 Bay St.  
Time on the Air: 7 a.m. to 11:30 p.m.  
News Service: INS  
Transcription Service: Standard Radio  
Representative: Headley-Reed Co.

### Personnel

President: Milton L. Greenebaum  
Commercial: Rockwell Force  
Program Director: Max McPhilliamy  
Chief Engineer: Ted Seaman

## W S O O

SAULT STE. MARIE—EST. 1939

BLUE NETWORK  
MICHIGAN RADIO NETWORK

Frequency: 1230 Kc. Power: 250 d.; 100 n.  
Owned-Operated By: Hiawathaland Broadcasting Co.  
Address: 107 West Portage Avenue  
Phone Number: 3000  
Transmitter Location: U. S. Highway No. 2  
Time on the Air: 7 a.m. to 11 p.m.  
Newspaper Affiliation: Sault Ste. Marie Evening News  
News Service: AP  
Transcription Service: Standard Radio  
Representative: Joseph Hershey McGillvra

### Personnel

President: Stanley R. Pratt  
Commercial Manager: Richard Y. Burnett  
Program Director: Vera Hotton  
Chief Engineer: Eugene Kaari

## W T C M

TRAVERSE CITY—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: Midwestern Broadcasting Company  
Address: Anderson Building  
Phone Number: Traverse City 1150  
Time on the Air: Unlimited License  
News Service: AP  
Transcription Service: Lang-Worth

### Personnel

President: Les Biederman  
Acting Manager: Drew McClay  
Chief Engineer: Drew McClay



## *A New Sum in the Northwest Sky...*

THE TEN audience-dominating NBC and Blue stations of the Northwest Network add up to the only sales-wise coverage of the important three-billion-dollar market represented by Minnesota, North and South Dakota and portions of Wisconsin, Montana and Wyoming. You can sell any part or all of this urban-and-rural market via the Northwest Network. Any combination of stations or the entire group may be used without line charges or the usual extra costs for network service.

**KSTP—Minneapolis-St. Paul**  
**WEBC—Duluth-Superior**  
**WHLB—Virginia**

**WMFG—Hibbing**  
**KROC—Rochester**  
**KYSM—Mankato**  
**KFAM—St. Cloud**

**WEAU—Eau Claire**  
**WDAY—Fargo**  
**KFYR—Bismarck**

## *The* **NORTHWEST NETWORK**

Represented Nationally by Edward Petry & Co. Executive Offices: Radisson Hotel, Minneapolis.



# MINNESOTA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

## K A T E

ALBERT LEA—EST. 1937

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts

Owned-Operated By: Albert Lea Austin Broadcasting Company

Address: 332 So. Broadway

Phone Number: 2338

Transmitter Location: 332 So. Broadway

Time on the Air: 6:30 a.m. to 12 midnight

News Service: UP

Transcription Service: World Broadcasting System and Lang-Worth

Representative: John E. Pearson Co.

### Personnel

President and Station Manager: E. L. Hayek

Assistant Station Manager-Director of War Programs: Warner C. Tidemann

Commercial Manager: E. L. Hayek

Program Director: Robert C. Paulson

Chief Engineer: Lawrence Lawson

Frequency: 1320 Kc. Power: 5000 Watts  
Owned-Operated By: Head of The Lakes Broadcasting Co.

Address: WEBC Bldg.

Phone Number: Melrose 2873

Transmitter Location: 40th and Tower.

Superior, Wisc.

Time on the Air: Unlimited License

News Service: UP and AP

Transcription Service: NBC Thesaurus

Representative: George P. Hollingsbery Co.

### Personnel

President: Morgan Murphy

Station Manager: Walter C. Bridges

Commercial Manager: Thomas W. Gavin

Sales Promotion Manager: Herbert H. Sonnenberg

Program Director-Production Manager: Jerry Deane

Publicity Director: Elinor Barney

Musical Director: John Kleive

Chief Engineer: William Lounsberry

## K D A L

DULUTH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 610 Kc. Power: 1000 Watts

Owned-Operated By: Red River Broadcasting Co., Inc.

Address: 218 Bradley Building

Phone Number: Melrose 2628

Transmitter Location: Foot of 63rd Ave. W., West Duluth, Minn.

Time on the Air: 6:30 a.m. to 12 midnight;

Sundays, 7:45 a.m. to 12 midnight

News Service: AP

Transcription Service: Lang-Worth; Standard Radio

Representative: Free & Peters, Inc.

### Personnel

President-Station Manager: Dalton LeMasurier

Commercial Manager: Odin S. Ramsland

Sales Promotion and Publicity Manager: Frank Herrick

Program and Production Director: Dick Lawrence

Chief Engineer: Robert A. Deitman

Chief Announcer: Peter Lyman

## K G D E

FERGUS FALLS—EST. 1926

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 d.; 100 n.

Owned-Operated By: Charles L. Jaren

Address: Fergus Falls

Phone Number: 3986

Transmitter Location: Fergus Falls

Time on the Air: Unlimited license

### Personnel

General Manager: C. L. Jaren

## W M F G

HIBBING—EST. 1935

NATIONAL BROADCASTING CO.

NORTH CENTRAL BROADCASTING SYSTEM

ARROWHEAD BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts

Owned-Operated By: Head of Lakes Broadcasting Co.

Address: Androy Hotel

Phone Number: 1150

Transmitter Location: Androy Hotel

Time on the Air: 6:30 a.m. to 11 p.m.

News Service: UP

Representative: George P. Hollingsbery Co.

### Personnel

President: Morgan Murphy

Station Manager: H. S. Hyett

Chief Engineer: William Lounsberry

## W E B C

DULUTH—EST. 1924

NATIONAL BROADCASTING

CO.-ARROWHEAD NETWORK

NORTH CENTRAL BROADCASTING SYSTEM

NORTHWEST NETWORK



**K Y S M**

**MANKATO—EST. 1938**

NBC

**SOUTHERN MINNESOTA NETWORK  
NORTHWEST NETWORK**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: F. B. Clements  
Address: 101 North 2nd Street  
Phone Number: 4673  
Transmitter Location: Belgrade Hill—North  
Mankato, Minn.  
Time on the Air: 6 a.m. to midnight  
News Service: UP  
Transcription Service: NBC Thesaurus  
Representative: John E. Pearson Co.

**Personnel**

President: F. B. Clements  
General Manager: John F. Meagher  
Sales Promotion Manager: Rolf Julrud  
Program Director: J. R. Loughrin  
Production Manager: Glen Hershey  
Publicity Director: Audrey Holmes  
Musical Director: Maurice Piche  
Chief Announcer: John Henkes, Jr.  
Chief Engineer: James Houts  
Record MC: Don French

**W C C O**

**MINNEAPOLIS-ST. PAUL—EST. 1924**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 830 Kc. Power: 50000 Watts  
Owned-Operated By: Columbia Broadcasting  
System, Inc.  
Business Address: 625 Second Avenue So.  
Phone Number: Main 1202  
Studio Addresses: 625 Second Avenue So.,  
Minneapolis, Minn.; Hotel Lowry, St. Paul  
Transmitter Location: Anoka, Minn.  
Time on the Air: 5 a.m. to 1 a.m.  
News Service: AP; UP  
Transcription Service: Lang-Worth and  
Standard  
Representative: Radio Sales

**Personnel**

General Manager: A. E. Joscelyn  
Assistant General Manager-Program  
Director: Al Sheehan  
Commercial Manager: Harvey Struthers  
Sales Promotion Manager: Sam H. Kaufman  
Educational Director: Max Karl  
Director of Press Information: Sam Kaufman  
Musical Director: Wallace Olson  
Chief Engineer: Hugh S. McCartney

**W D G Y**

**MINNEAPOLIS-ST. PAUL—EST. 1923**

Frequency: 1130 Kc. Power: 5000 d.; 500 n.  
Owned-Operated By: George W. Young  
Address: Nicollet Hotel

Phone Number: BRidgeport 7777 (Mpls.);  
Midway 6363 (St. Paul)  
Transmitter Location: 7401 Wayzata Blvd., Min-  
neapolis (Route 7)  
Time on the Air: 6 a.m. to sunset, MST.  
News Service: AP  
Transcription Service: Standard Radio,  
Lang-Worth  
Representative: William G. Rambeau Co.

**Personnel**

Owner and General Manager: George W. Young  
Commercial Manager: Lee L. Whiting  
Program-Production Director: John MacKnight  
Musical Director: Walter Rudd

**W L B**

**MINNEAPOLIS—EST. 1921**

Frequency: 770 Kc. Power: 5000 Watts  
Owned-Operated By: University of Minnesota  
Address: WLB, University of Minnesota  
Phone Number: Main 8177  
Transmitter Location: North Cleveland Ave-  
nue County Road A-2, St. Paul  
Time on the Air: Two-thirds daytime hours  
(WLB shares time with WCAL)  
News Service: UP

**Personnel**

Manager: Burton Paul  
Program Director: Betty T. Girling  
Chief Announcer: Paul Brissey  
Chief Engineer: Berten Holmberg  
(Non-Commercial Station)

**W L O L**

**MINNEAPOLIS-ST. PAUL—EST. 1940**

**MUTUAL BROADCASTING SYSTEM**

**NORTH CENTRAL BROADCASTING SYSTEM**

Frequency: 1330 Kc. Power: 1000 Watts  
Owned-Operated By: Independent Merchants  
Broadcasting Co.  
Business Address: 1730 Hennepin Ave.  
Phone Numbers: Atlantic 0406; Midway 4043  
Studio Addresses: 1730 Hennepin Ave.; Com-  
modore Hotel, St. Paul  
Transmitter Location: 2508 Myrtle Ave.,  
St. Paul  
Time on the Air: 6 a.m. to 12:30 a.m.; Sun-  
days, 7:30 a.m. to 12:30 a.m.  
News Service: INS  
Transcription Service: Associated Music  
Publishers  
Representative: The Foreman Company

**Personnel**

President: C. J. Winton, Jr.  
General Manager: E. S. Mittendorf



## JUDGED...and FOUND *Wanted!*

Since our first Planalyzed Promotion reports found their way to agencies' and advertisers' desks more than three years ago, these red folders have become familiar evidence of KSTP's outstanding merchandising cooperation.

For us, familiar evidence that Planalyzed Promotion has been "judged . . . and found wanted" is contained in hundreds of commendatory letters we have received from KSTP's clientele of leading agencies and advertisers.

Planalyzed Promotion is KSTP's own, thorough-going method of merchandising and promoting your KSTP radio campaign. First

comes the *analysis* of your particular sales problem in the KSTP Market. Then—and only then—comes the promotion plan. Thus, KSTP's exclusive Planalyzed Promotion—a distinctive, no-cost "plus" which presents one more reason for the effective and economical selling job KSTP does in the rich Twin Cities Market.

**50,000 Watts - Clear Channel**  
EXCLUSIVE NBC AFFILIATE  
FOR THE TWIN CITIES



Represented Nationally by Edward Petry & Co.

Commercial Manager.....Fred F. Laws  
 Sales Promotion Manager.....Lynn Meyer  
 Program Director.....John Hirschboeck  
 Sports Director.....Harry McTigue  
 Musical Director.....Verne Rooney  
 Engineering Supervisor.....Gene Brautigam  
 Technical Advisor.....Ogden Prestholdt

**W T C N**

MINNEAPOLIS—EST. 1934

BLUE NETWORK

Frequency: 1280 Kc. Power: 5000 d.; 1000 n.  
 Owned By: Minneapolis Daily Times & St. Paul  
 Dispatch-Pioneer Press  
 Operated By: Minnesota Broadcasting Cor-  
 poration  
 Address.....Wesley Temple Building  
 Phone Numbers.....Main 6562; Nestor 8661  
 Transmitter Location: Snelling Road B. Rose  
 Township  
 Time on the Air.....6 a.m. to 12 midnight  
 Newspaper Affiliation: St. Paul Dispatch-  
 Pioneer Press; Minneapolis Daily Times  
 News Service.....AP  
 Transcription Service.....Associated Music  
 Publishers  
 Representative.....Free & Peters

**Personnel**

President.....W. F. Johns  
 Station Manager.....C. T. Hagman  
 Commercial Manager...F. Van Konynenburg  
 Sales Promotion Manager.....C. J. Rian  
 Program Director.....Robert DeHaven  
 Publicity Director-Traffic Manager. Judy Bryson  
 Musical Director.....Michael Coscio  
 Chief Engineer.....Myron Fleming

**K S T P**

ST. PAUL-MINNEAPOLIS—EST. 1924

NBC—NORTHWEST NETWORK

Frequency: 1500 Kc. Power: 50000 Watts  
 Owned-Operated By.....KSTP, Inc.  
 Address.....Hotel Saint Paul (St. Paul),  
 Hotel Radisson (Minneapolis)  
 Phone Number.....Cedar 5511 (St. Paul),  
 Bridgeport 3222 (Minneapolis)  
 Transmitter Location.....County Road C and  
 Highway 61  
 Time on the Air.....24 hours daily  
 News Service.....AP, UP  
 Radio News Association  
 Transcription Service.....NBC Thesaurus,  
 World Broadcasting, Lang-Worth, Standard  
 Radio  
 Representative.....Edward Peiry & Company

**Personnel**

President-General Mgr....Stanley E. Hubbard  
 Vice-President-Assistant Mgr....K. M. Hance  
 Sales Manager.....Roy C. Jenkins  
 Program Director.....Corinne Jordan  
 Sales Promotion and Publicity  
 Manager.....Sam Levitan  
 Public Service Director.....Dorothy R. Spicer  
 Farm Editor.....Harry Aspleaf  
 News Editor.....John Verstreate  
 Artists' Bureau Head.....David Stone  
 Musical Director.....Leonard Leigh

**W M I N**

ST. PAUL & MINNEAPOLIS

EST. 1936

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By.....WMIN Broadcasting  
 Company  
 Address.....1287 St. Anthony Ave. (St. Paul)  
 Phone Number.....Nestor 6501  
 Transmitter Location...1287 St. Anthony Ave.  
 Time on the Air; 6 a.m. to 12:05 a.m..  
 News Service.....AP  
 Transcription Service.....Standard Radio  
 Representatives.Forjoe & Co.; Hal Holman Co.

**Personnel**

President and General Mgr...Edward Hoffman  
 Assistant General Mgr....Frank M. Devaney  
 Commercial and Sales  
 Promotion Manager.....Samuel N. Nemer  
 Program-Publicity Director....Marilyn Powell  
 Musical Director.....Adele Belair  
 Chief Engineer.....Warren Fritze

**K V O X**

MOORHEAD—EST. 1937

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts  
 Owned and Operated By: KVOX Broadcasting  
 Co., Inc.  
 Address.....Comstock Hotel  
 Phone Number.....3-1523  
 Transmitter Location..14th St. and 12th Ave.,  
 South  
 Time on the Air.....7:00 a.m. to 11:00 p.m.  
 News Service.....UP  
 Representatives: North Central Broadcasting  
 System

**Personnel**

President.....John Boler  
 Station Manager.....M. M. Marget  
 Commercial Manager.....M. M. Marget  
 Program Director.....Arvid Johnson  
 Chief Engineer.....Richard Hanson

**W C A L**

**NORTHFIELD—EST. 1922**

Frequency: 770 Kc. Power: 5000 Watts  
 Owned-Operated By: St. Olaf College  
 Business Address: St. Olaf College  
 Phone Number: Northfield 770  
 Studio Addresses: St. Olaf College,  
 425 So. Fourth St., Minneapolis  
 Time on the Air: 7:30 to Sunset, Shared  
 with WLB

**Personnel**

President: Dr. Clemens M. Granskov  
 Director: Martin Hegland  
 (Non-Commercial Station)

**K R O C**

**ROCHESTER—EST. 1935**

BLUE NETWORK

NBC—SOUTHERN MINNESOTA NETWORK  
 MINNESOTA RADIO NETWORK

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: Southern Minnesota  
 Broadcasting Co.  
 Address: 100 First Ave. Building  
 Phone Number: 3924, 3925  
 Transmitter Location: Highway 52, Cascade  
 Time on the Air: 6:00 a.m. to 12:30 a.m.;  
 Sundays, 8 a.m. to 12:30 a.m.

News Service: UP  
 Transcription Service: NBC Thesaurus  
 Representative: Radio Advertising Corp.

**Personnel**

President: Agnes P. Gentling  
 Secretary: Maxine Jacobs  
 Station Manager: Gerald H. Wing  
 Program Director: Cal Smith  
 Chief Engineer: Fred C. Clarke

**K F A M**

**ST. CLOUD—EST. 1938**

NBC—NORTHWEST NETWORK  
 SOUTHERN MINNESOTA NETWORK

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: Times Publishing Co.  
 Address: Weber Building  
 Phone Number: 3330, 3331  
 Transmitter Location: Military Highway  
 Time on the Air: Unlimited License  
 Newspaper Affiliation: St. Cloud Times  
 News Service: UP  
 Transcription Service: NBC Thesaurus  
 National Sales Office (Northwest Network)

Ray C. Jenkins, Radison Hotel, Minneapolis.

**Personnel**

President-General Manager: Fred Schilplin  
 Commercial Manager: Martin F. Lindemann  
 Program Director: Lucile Miller  
 Production Manager: Hubert Warner  
 Chief Engineer: Robert B. Witschen

**W H L B**

**VIRGINIA—EST. 1936**

NATIONAL BROADCASTING CO.  
 BLUE NETWORK  
 ARROWHEAD NETWORK

Frequency 1400 Kc. Power: 250 Watts  
 Owned-Operated By: Head of the Lakes  
 Broadcasting Co.

Address: 17th Street and Sixth Ave. South  
 Phone Number: 2000  
 Time on the Air: 7 a.m. to 10:30 p.m.  
 Newspaper Affiliation: Superior Telegram  
 News Service: UP  
 Representative: George P. Hollingsbery Co.

**Personnel**

President: MORGAN MURPHY  
 Station Manager: GREG ROULEAU  
 Chief Engineer: WILLIAM E. LOUNSBERRY

**K W L M**

**WILLMAR—EST. 1940**

MUTUAL BROADCASTING SYSTEM  
 NORTH CENTRAL BROADCASTING SYSTEM  
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: Lakeland Broadcasting  
 Business Address: Willmar Memorial Bldg.  
 Phone Numbers: 1340, 1310, 910  
 Transmitter Location: Foot Lake  
 Time on the Air: 6 a.m. to 12 midnight  
 News Service: UP  
 Representative: North Central Broadcasting

**Personnel**

President-Owner: W. H. LINDER  
 Program Director: WILLARD LINDER  
 Chief Engineer: LLOYD STENBERG

**K W N O**

**WINONA—EST. 1938**

MUTUAL BROADCASTING SYSTEM  
 NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Winona Radio Service  
 Address: 216 Center St.  
 Phone Number: 3314  
 Transmitter Location: 831 Sarnia St.  
 Time on the Air: 6:30 a.m. to 11 p.m.  
 Newspaper: Winona Republican Herald  
 News Service: AP  
 Transcription Service: Lang-Worth

**Personnel**

President: M. H. WHITE  
 Treasurer: H. R. WEICKING  
 General and Commercial Mgr.: L. L. MCCURNIN  
 Sales Promotion Manager: M. MITCHELL  
 Program-Publicity Director: MARY LEU  
 Production-Artists Bureau: H. I. TINGLEY  
 Chief Announcer: IRVING TINGLEY  
 Chief Engineer: L. L. MCCURNIN

# MISSISSIPPI

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

## W C B I

**COLUMBUS—EST. 1940**  
**MUTUAL BROADCASTING SYSTEM**  
**KEYSTONE BROADCASTING SYSTEM**  
**MISSISSIPPI NETWORK**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned By ..... Birney Ines, Jr.  
 (U. S. Army Air Corps.)  
 Operated By ..... Columbus Broadcasting Co.  
 Business Address ..... Gilmer Hotel  
 Phone Number ..... 1313  
 Studio Addresses ..... Gilmer Hotel, Columbus;  
 Transmitter Location ..... 1st and Main Sts.  
 Time on the Air ..... 18 hours daily  
 Newspaper Affiliation ..... Columbus Commercial  
 Dispatch  
 News Service ..... AP  
 Transcription Service ..... Standard Radio,  
 Keystone Broadcasting System  
 Representative ..... Sears and Ayer, Inc.

### Personnel

Owner ..... Capt. Birney Ines, Jr.  
 General Manager ..... Bob McRaney  
 Commercial Manager ..... James Eatherton  
 Program Director ..... Yvonne Brisbane  
 Publicity-Promotion Director ..... Bob McRaney  
 Chief Announcer and  
 Production Manager ..... Mims Boswell, Jr.  
 Chief Engineer ..... Jack V. Jones

## W J P R

**GREENVILLE—EST. 1939**  
**MUTUAL BROADCASTING SYSTEM**  
**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Radio Services Co.  
 Address ..... 107 So. Poplar  
 Phone Number ..... 1770  
 Transmitter Location ..... North on Highway  
 No. 1  
 Time on the Air ..... 7 a.m. to 10:30 p.m.;  
 Sundays, 9 a.m. to 10:00 p.m.  
 News Service ..... UP  
 Transcription Service ..... Associated Music  
 Publishers; Keystone Broadcasting System

### Personnel

Owner ..... John R. Pepper  
 Station Manager ..... Emmet H. McMurry  
 Commercial Manager ..... Frank W. Baldwin  
 Program Director ..... Sallie Kellner  
 Chief Announcer ..... Frank Armstrong  
 Publicity-Musical Director ..... Rosie Mock  
 Chief Engineer ..... George W. Wilson

## W G R M

**GREENWOOD—EST. 1938**  
**BLUE NETWORK**  
**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... P. K. Ewing  
 Address ..... 222 Howard Street  
 Phone Number ..... 1717  
 Transmitter Location ..... North Greenwood  
 Time on the Air ..... 6:30 a.m. to 11 p.m.  
 Transcription Service ..... Keystone Broadcasting  
 System, C. P. MacGregor

### Personnel

President ..... P. K. Ewing  
 Station-Commercial Manager ..... F. C. Ewing  
 Program Director ..... Herb Abramson  
 Production Manager ..... M. L. Henderson  
 Chief Announcer ..... Billy Hand  
 Chief Engineer ..... Gordon Clark

# ★ W C B I ★

Columbus, Miss.

Serves a Responsive  
 Audience of Over  
 300,000 People!

**MUTUAL NETWORK**

**KEYSTONE NETWORK**

**A. P. NEWS SERVICE**

Get the Facts From:

BOB McRANEY—Gen. Mgr.

or

SEARS & AYER—Reps.

MISSISSIPPI'S  
 MOST PROGRESSIVE  
 STATION

**WGCM**  
**GULFPORT—EST. 1929**  
 BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM  
 MISSISSIPPI STATE NETWORK

Frequency: 1240 Kc. Power: 250 Watts  
 Owned and Operated By: WGCM, Inc  
 Business Address: Hewes-Martin Bldg.  
 Phone Number: Gulfport 1111  
 Studio Addresses: Hewes-Martin Bldg.  
 (Gulfport)  
 Transmitter Location: Arlington Heights  
 Time on the Air: 6:55 a.m. to 11 p.m.:  
 Sundays, 7:55 a.m. to 10 p.m.

News Service: AP  
 Transcription Service: Standard, Keystone  
 Representative: Sears & Ayer

**Personnel**

President-Owner: Hugh O. Jones  
 Program-Production Manager: C. E. Vann  
 Publicity Director: Shirley Davis  
 Chief Announcer: Tommy Tucker  
 Chief Engineer: Donovan Murphy

**WFOR**

**HATTIESBURG—EST. 1926**  
 NATIONAL BROADCASTING CO.  
 REBEL NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: Forrest Broadcasting Co.  
 Address: 302 Hemphill St.  
 Phone Number: 1866-67  
 Transmitter Location: W. Seventh St. and  
 25th Ave.

Time on the Air: 6:30 a.m. to 11:05 p.m.  
 News Service: UP  
 Transcription Service: Standard

**Personnel**

President and General Manager: C. J. Wright  
 Commercial Manager: H. L. Patterson  
 Program Director: Les Carmichael  
 Chief Engineer: James N. Gloré

**WJDX**

**JACKSON—EST. 1929**  
 NATIONAL BROADCASTING CO.

Frequency: 1300 Kc. Power: 5000 d., 1000 n.  
 Owned-Operated By: Lamar Life Insurance Company

Business Address: Lamar Life Building  
 Phone Numbers: 2-1183 (Com'l Dept.),  
 2-2641 (Studios)

Studio Address: Heidelberg Hotel  
 Transmitter Location: U. S. Highway No. 51  
 Time on the Air: Unlimited license  
 News Service: UP

Transcription Service: NBC Thesaurus;  
 C. P. MacGregor  
 Representative: George P. Hollingbery  
 Company

**Personnel**

Station Manager: Wiley P. Harris  
 Commercial Manager: C. A. Lacy  
 Sales Promotion Manager: Frank Gentry  
 Program-Musical Director: Maurice Thompson  
 Publicity Director: Elsie Holmes  
 Chief Engineer: P. G. Root

**WSLI**

**JACKSON—EST. 1938**  
 THE BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: Standard Life Broad-  
 casting Co.

Address: Robert E. Lee Hotel,  
 P. O. Box 1847

Phone Number: 3-2788  
 Transmitter Location: Foot of High St.  
 Time on the Air: 6:30 a.m. to 11 p.m.  
 News Service: INS  
 Transcription Service: Standard Radio  
 Representative: Weed & Co.

**WGCM**

*Voice of the*  
**MISSISSIPPI GULF COAST**  
**BLUE NETWORK**  
 Gulfport, Biloxi, Miss.

Completely covers  
 "Mississippi's  
 No. 2 Market"

where the greatest buy-  
 ing in history is taking  
 place. Millions in pay-  
 rolls makes WGCM ter-  
 ritory one of the richest  
 in the Deep South!

National Reps.:  
 SEARS & AYER, INC.  
 Chicago and New York





# MISSISSIPPI

## Personnel

President.....Geo. W. Covington  
 Station Manager.....L. M. Sepaugh  
 Commercial Manager.....F. E. Wilkerson, Jr.  
 Sales Promotion Manager.....Maurice Wray  
 Program Director.....Ward Coleman  
 Chief Engineer.....C. A. Perkins

# W A M L

LAUREL—EST. 1932

NATIONAL BROADCASTING CO.  
 KEYSTONE BROADCASTING SYSTEM  
 MISSISSIPPI NETWORK

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....New Laurel Radio  
 Station, Inc.  
 Address.....535½ Central Ave.  
 Phone Number.....288  
 Transmitter Location.....Washington Road  
 Time on the Air.....6:30 a.m. to 10:15 p.m.  
 News Service.....UP  
 Transcription Service.....Standard Radio  
 Representative.....Sears & Ayer

## Personnel

President.....D. A. Matison  
 Station Manager.....H. M. Smith  
 Commercial Manager.....W. C. DeHority  
 Program Director.....Frank Hollfield  
 Chief Engineer.....Bruce Dennis

# W S K B

McCOMB—EST. 1939

MISSISSIPPI NETWORK

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....McComb Broadcasting  
 Corp.  
 Business Address.....Box 111  
 Phone Number.....37  
 Studio Address.....McColgan Hotel  
 Transmitter Location.....Pike County  
 Time on the Air.....6 a.m. to 10 p.m.  
 News Service.....AP  
 Transcription Service.....World Broadcasting  
 System

## Personnel

President.....Robert L. Sanders  
 General and Commercial  
 Manager.....George Blumenstock  
 News Director.....John Cunningham  
 Program Director.....Julia D. Blumenstock  
 Publicity Director.....Carl Simmons  
 Chief Announcer.....Carl Austin  
 Musical Director.....Mrs. B. L. Mathis  
 Chief Engineer.....Robert Louis Sanders

# W C O C

MERIDIAN—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 910 Kc.....Power: 1000 Watts

Owned-Operated By.....Mississippi Broadcast-  
 ing Co., Inc.

Address.....Threefoot Building  
 Phone Number.....1042  
 Transmitter Location.....Highway No. 45 North  
 Time on the Air.....7 a.m. to 11:30 p.m.  
 News Service.....UP

## Personnel

General and Commercial Mgr.....D. W. Gavin  
 Program-Musical Director.....Mrs. D. W. Gavin

# W M I S

NATCHEZ—EST. 1941

MISSISSIPPI NETWORK  
 LOUISIANA NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned By.....Natchez Broadcasting Co.  
 Operated By.....P. K. Ewing, Jr.  
 Address.....City Bank & Trust Co. Bldg.  
 Phone Number.....1515  
 Transmitter Location.....Highway No. 61, North  
 Time on the Air.....7 a.m. to 9 p.m.  
 Newspaper Affiliation.....Natchez Press;  
 Natchez Democrat; Concordia Sentinel, Fer-  
 riday, La.

News Service.....UP  
 Transcription Service.....World

## Personnel

President.....P. K. Ewing  
 Station Manager.....P. K. Ewing, Jr.  
 Commercial Manager.....Mac Howell  
 Program Director.....Helen Tyler  
 Production Manager.....Norman Lawrence  
 Musical Director.....Harry King Barth  
 Chief Engineer.....Thos. Patterson

# W Q B C

VICKSBURG—EST. 1931

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1390 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Delta Broadcasting  
 Company, Inc.

Address.....Hotel Vicksburg  
 Phone Number.....312  
 Transmitter Location.....2½ miles S. E. of  
 Vicksburg  
 Time on the Air.....11 to 12 hours daily  
 Newspaper Affiliation.....Vicksburg Evening  
 Post; Vicksburg Morning Herald  
 News Service.....AP  
 Transcription Service.....World Broadcasting

## Personnel

President.....L. P. Cashman  
 Station Director.....O. W. Jones  
 Chief Announcer.....Loren Miller  
 Chief Engineer.....C. E. Drake

# In St. Louis

**RADIO'S  
TOP RANKING STARS**

ARE ON

# **KSD**

WITH THE

# **NBC PROGRAMS**

KSD-NBC have led all other St. Louis broadcasting stations in "FIRSTS" in Nation-Wide Radio Popularity Polls since 1935.

A DISTINGUISHED BROADCASTING STATION

# **RADIO STATION KSD**

Owned and Operated by the St. Louis Post-Dispatch

National Representative  
**FREE and PETERS**  
INC.

# MISSOURI

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

## K F V S

CAPE GIRARDEAU—EST. 1925

Frequency: 1400 Kc. Power: 250 Watts  
 Owned By.....Oscar C. Hirsch  
 Operated By.....Oscar C. Hirsch Battery & Radio Co.  
 Address.....324 Broadway  
 Phone Number.....2104, 2105  
 Transmitter Location.....3½ miles west of Cape Girardeau on Highway No. 61  
 Time on the Air: 6:30 a.m. to 10 p.m.; Sundays, 8 a.m. to 9 p.m.  
 News Service.....UP  
 Transcription Service.....Standard Radio, Lang-Worth

### Personnel

President-General Manager...Oscar C. Hirsch  
 Sales Manager.....Ralph L. Hirsch  
 Program Director.....Virginia Bahn  
 Chief Engineer.....O. C. Hirsch

## K F R U

COLUMBIA—EST. 1925

BLUE NETWORK

Frequency: 1400 Kc. Power: 250 Watts  
 Owned By...Star Times Publishing Company  
 Operated By.....KFRU, Inc.  
 Address.....Ninth and Elm Sts.  
 Phone Number.....4141-42  
 Transmitter Location.....1200 East Broadway  
 Time on the Air.....7:15 a.m. to 11 p.m.; Sundays, 7 a.m. to 11 p.m.  
 Newspaper Affiliation.....Star Times Publishing Company  
 News Service.....AP, UP  
 Transcription Service.....NBC Thesaurus  
 Representative.....John Blair & Co.

### Personnel

President.....Elzey Roberts  
 Station Manager.....C. L. Thomas  
 Business Manager.....E. R. Welden  
 Commercial Manager...Foster H. Brown, Jr.  
 Program Director.....Harold Douglas  
 Chief Engineer.....Robert Halgh

## K H M O

HANNIBAL—EST. 1941

BLUE NETWORK

Frequency: 1330 Kc. Power: 250 Watts  
 Owned-Operated By.....Courier Post Publishing Co.  
 Address.....102½ S. Main St.  
 Phone Number.....3450-51  
 Transmitter Location.....Lindell Ave.

Time on the Air.....6 a.m. to 12 midnight;  
 Sundays, 8 a.m. to 12 midnight  
 Newspaper Affiliation.....Hannibal Courier-Post  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....John E. Pearson Co.

### Personnel

Pub., Courier-Post.....E. L. Sparks  
 General and Commercial  
 Manager.....Wayne W. Cribb  
 Program Director.....B. J. Huston  
 Promotion and Publicity  
 Director.....Ruth Anne Althaus  
 Chief Engineer.....Raymond Schildknecht

## K W O S

JEFFERSON CITY—EST. 1936

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By.....Tribune Printing Co.  
 Business Address.....210 Monroe  
 Phone Number.....4000  
 Studio Address.....210 Monroe  
 Transmitter Location.....St. Mary's Blvd.  
 Time on the Air.....Unlimited license  
 Newspaper Affiliation...Jefferson City Capitol News & Post Tribune  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....Sears & Ayer

### Personnel

President.....R. C. Goshorn  
 Station Manager.....R. L. Rose  
 Program Director.....Ray Manning  
 Chief Engineer.....Harold E. White

## W M B H

JOPLIN—EST. 1933

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By...Joplin Broadcasting Co.  
 Address.....Frisco Bldg., Sixth and Main Sts.  
 Phone Number.....330-1-2-3  
 Transmitter Location.....13th and Roosevelt  
 Time on the Air.....6 a.m. to 1 a.m.  
 Newspaper Affiliation...Joplin Globe & News-Herald  
 News Service.....UP  
 Transcription Service.....World Broadcasting  
 Representative.....Sears & Ayer

### Personnel

President-Station Manager.....D. J. Poynor  
 Commercial Manager.....W. E. Jarchow  
 Sales Promotion Manager.....Mae Poynor

**THE ANSWER  
TO TODAY'S  
PROBLEM—**

- ★ TODAY IT IS *NOT* WHICH STATION HAS THE MOST LISTENERS FOR NATIONALLY FAMOUS PROGRAMS...
- ★ TODAY IT IS WHICH STATION HAS THE MOST LISTENERS AT TIMES WHICH ARE AVAILABLE...
- ★ THAT'S WHY WE RECOMMEND YOU CHECK THE AVAILABILITIES WITH HIGH ESTABLISHED RATINGS NOW OFFERED BY...



National Representative:  
JOSEPH HERSHEY McGILLVRA

**Basic Blue Network**

Program Director.....Margaret Houston  
Musical Director.....Stella Lukens  
Chief Announcer.....Charles McIntire  
Director of War Programs.....Billie Hunt  
Artists Bureau Head.....Abe Radunsky  
Chief Engineer.....Richard Meek

Chief Engineer.....A. R. Moler  
(See Page 296)

**K C M O**  
KANSAS CITY—EST. 1925  
BLUE NETWORK

Frequency: 1480 Kc.....Power: 5000 d.;  
1000 n. (C. P. 5000 n.)  
Owned-Operated By.....KCMO Broadcasting  
Company  
Address.....1515 Commerce Trust Building  
Phone Number.....Victor 0900  
Transmitter Location.....10th and Hardesty  
Time on the Air.....5 a.m. to 1 a.m.  
News Service.....AP, UP  
Transcription Service.....Associated Music  
Publishers, Lang-Worth  
Representative.....Joseph Hershey McGillvra

**Personnel**

President.....T. L. Evans  
General & Sales Manager.....Jack Stewart  
Business Manager.....C. E. Brezazel  
Program-Production Director.....Dorothy Stewart  
Publicity Manager.....Jack Stewart  
Musical Director.....Jack Wendover  
Chief Announcer.....Dal Stallard  
Chief Engineer.....Elza Runkle

**K M B C**  
KANSAS CITY—EST. 1921  
COLUMBIA BROADCASTING SYSTEM

Frequency: 980 Kc.....Power: 5000 Watts  
Owned-Operated By.....Midland Broad-  
casting Co.  
Address.....Pickwick Hotel  
Phone Number.....Harrison 2650  
Transmitter Location.....50th & Bellinder Road  
Time on the Air.....6 a.m. to 12 midnight;  
Sundays, 7 a.m. to 12 midnight  
News Service.....AP; UP  
Transcription Service: Lang-Worth; World  
Broadcasting System  
Representative.....Free & Peters, Inc.

**Personnel**

President.....Arthur B. Church  
Managing Director.....Karl R. Koerper  
Director of Sales.....Sam H. Bennett  
Promotion-Publicity Director.....E. P. J. Shurick  
Merchandising-Research  
Director.....Mark N. Smith  
Program Director.....Ray Shannon  
Director of War Programs.....Gene Dennis  
Production Manager.....Fran Heyser  
Chief Announcer.....Lee Stewart  
Studio Director.....Kenneth Krahl  
Artists Bureau Head.....James W. McConnell  
Musical Director.....P. Hans Flath

**W D A F**

KANSAS CITY—EST. 1922  
NATIONAL BROADCASTING CO.

Frequency: 610 Kc.....Power: 5000 Watts  
Owned-Operated By.....The Kansas City Star  
Company  
Address.....1729 Grand Ave  
Phone Number.....Harrison 1200  
Transmitter Location.....82nd and Mission  
Road, Johnson County, Kans.  
Time on the Air: Daily ex. Sunday, 6 a.m. to  
12 midnight; Sundays, 7:30 a.m. to 12 mid-  
night  
Newspaper Affiliation...The Kansas City Star  
News Service.....AP  
Transcription Service.....Lang-Worth and  
Standard  
Representative...Edward Petry and Company

**Personnel**

President.....Earl McCollum  
Station Manager.....Dean Fitzner  
Assistant Manager.....V. S. Batton  
Commercial Manager.....R. Gardner Reames  
Program Manager.....Harry J. Kaufmann  
Chief Engineer.....Joseph A. Flaherty

**W H B**

KANSAS CITY—EST. 1922  
MUTUAL

KANSAS STATE NETWORK  
Frequency: 880 Kc.....Power: 1000 Watts  
Owned-Operated By.....WHB Broadcasting Co.  
Address.....Scarritt Building  
Phone Number.....Harrison 1161  
Transmitter Location.....North Kansas City  
Time on the Air.....Daytime license  
News Service.....AP  
Representative.....Don Davis

**Personnel**

President and Commercial  
Manager.....Donald Dwight Davis  
General Manager.....John T. Schilling  
Promotion-Publicity Director.....Ann Ritchie  
Program Director.....John Wahlstedt  
Production Manager-Chief  
Announcer.....Bruce Robertson  
Musical Director.....Bob McGrew  
Chief Engineer.....Henry Goldenberg  
Director of War Programs.....Dick Smith  
(See Page 6)

**K W O C**

POPLAR BLUFF—EST. 1938  
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....A. L. McCarthy,  
O. A. Tedrick, J. H. Wolpers d/b Radio Sta-  
tion K W O C

Address.....1801 North Main St.  
 Phone Number.....1310  
 Time on the Air: 7 a.m. to 10 p.m.; Sundays,  
 8 a.m. to 6 p.m.  
 Newspaper Affiliation.....Poplar Bluff Daily  
 American Republic  
 News Service.....AP  
 Transcription Service.....World

**Personnel**

Chief Executive.....O. A. Tedrick  
 General Manager.....P. H. Cunningham  
 Production Manager.....William R. Tedrick  
 Chief Announcer.....O. J. McQuigg, Jr.  
 Chief Engineer.....Don Lidenton

**K F E Q**

ST. JOSEPH—EST. 1924

BLUE NETWORK

Frequency: 680 Kc.....Power: 5000 Watts  
 Owned-Operated By.....KFEQ, Inc.  
 Address.....Schneider Building,  
 7th and Felix Streets  
 Phone Number.....4-0813  
 Transmitter Location.....5½ miles North  
 Northeast of St. Joseph  
 Time on the Air.....17 hours daily  
 Newspaper Affiliation..St. Joseph News-Press,  
 News Service.....UP  
 Transcription Service.....NBC Thesaurus,  
 Lang-Worth  
 Representative.....Headley-Reed Company

**Personnel**

President-Station Manager.....Barton Pitts  
 Nat'l Advertising Manager..Glen G. Griswold  
 Publicity-Promotion Manager...J. Ted Branson  
 Program Director.....Harry Packard  
 Chief Announcer.....Charles Niles  
 Musical Director.....Edward Moore  
 Chief Engineer.....Fred H. Damm

**K M O X**

ST. LOUIS—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1120 Kc.....Power: 50000 Watts  
 Owned-Operated By...Columbia Broadcasting  
 System, Inc.  
 Address.....401 South Twelfth Blvd.  
 Phone Number.....Central8240  
 Transmitter Location ....16 miles of St. Louis  
 Time on the Air.....24 hours daily  
 News Service.....AP, Transradio, UP  
 Transcription Service.....Associated Music  
 Publishers; Lang-Worth  
 Representative.....Radio Sales

**Personnel**

General Manager.....Merle S. Jones  
 Assistant to Manager.....Arthur Casey  
 Sales Manager.....Wendell B. Campbell, 2nd  
 Sales Promotion and Advertising  
 Manager.....David Mars  
 Director of Program Sales.....C. G. Renier

Public Events Director.....Jerry Hoekstra  
 Program Director.....Blaine Cornwell  
 Accounting, Personnel.....Robert F. DeVoe  
 Radio Sales Representative....Carter Ringlep  
 Director of Press Information...William Zalkin  
 Chief Engineer.....Harry Harvey

**K S D**

ST. LOUIS—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 550 Kc....Power: 5000 d., 1000 n.  
 Owned-Operated By.....Pulitzer Publishing  
 Company  
 Address.....Twelfth and Olive Sts.  
 Phone Number.....Main 1111  
 Transmitter Location...Twelfth and Olive Sts.  
 Time on the Air.....5:30 a.m. to 12:30 a.m.  
 Newspaper Affiliation.....St. Louis Post-  
 Dispatch  
 News Service.....AP  
 Transcription Service.....NBC Thesaurus,  
 Lang-Worth  
 Representative.....Free & Peters, Inc.

**Personnel**

President.....Joseph Pulitzer  
 General Manager.....George M. Burbach  
 Sales Manager.....Edward W. Hamlin  
 (See Page 480)

**K W K**

ST. LOUIS—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 1380 Kc....Power: 5000 d., 1000 n.  
 (CP 5000)  
 Owned-Operated By.....Thomas Patrick, Inc.  
 Address..Hotel Chase, Lindell & Kingshighway  
 Phone Number.....Rosedale 3210  
 Transmitter Location....500 E. Logan, Baden  
 Station, Baden, Mo.  
 Time on the Air: 6 a.m. to 12 midnight;  
 Sundays, 7 a.m. to 12 midnight  
 News Service.....UP; Reuters  
 Transcription Service.....World Broadcasting  
 System  
 Representative.....Paul H. Raymer Company

**Personnel**

President.....R. T. Convey  
 Station Director.....Ray E. Dady  
 General Sales Manager...V. E. Carmichael  
 Chief Announcer.....Martin Bowin  
 Program Director.....John Tinnea  
 Publicity Director.....Sue McCaslin  
 Musical Director.....Carl Hohengarten  
 Chief Engineer.....N. J. Zehr

**K X O K**

ST. LOUIS—EST. 1938

BLUE NETWORK

Frequency: 630 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Star-Times Pub. Co.

# MISSOURI

Address.....12th and Delmar Blvds.  
Phone Number.....CHestnut 3700  
Transmitter Location.....Horse Shoe Lake,  
Madison County, Ill.  
Time on the Air.....24 hours daily  
Newspaper Affiliation.....St. Louis Star-Times  
News Service.....INS; UP  
Transcription Service.....Associated Music  
Publishers; Standard Radio  
Representative.....Blair & Company

## Personnel

President.....Elzey Roberts  
Station Manager.....John C. Roberts  
(On leave for military duty)  
Manager.....C. L. Thomas  
Promotion Manager.....M. Medearis  
Production Manager.....E. Muschany  
Publicity Director.....Harry K. Renfro  
Musical Director.....Allister Wylie  
Chief Engineer.....Art Rekart

## W E W

ST. LOUIS—EST. 1921

Frequency: 770 Kc.....Power: 1000 Watts  
Owned-Operated By...The St. Louis University  
Address.....3642 Lindell Blvd.  
Phone Number.....FRanklin 5665  
Transmitter Location.....3642 Lindell Blvd.  
Time on the Air.....Local sunrise-to-sunset  
News Service.....INS  
Transcription Service.....Standard Radio,  
Lang-Worth; World  
Representative.....John E. Pearson

## Personnel

President.....Rev. Patrick J. Holloran, S. J.  
General Manager.....Nicholas Pagliara  
Program Director.....Don Lochner  
Production Manager-Publicity  
Director.....Mark Thompson  
Musical Director.....Ralph Stejn  
Chief Engineer....Brother George Rueppel, S.J.

## W I L

ST. LOUIS—EST. 1922

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By...Missouri Broadcasting  
Corp.  
Address.....Melbourne Hotel  
Phone Number.....Jefferson 8403  
Transmitter Location...Grand & Lindell Blvds.  
Time on the Air: 7 a.m. to 11 p.m.; Saturdays,  
7 a.m. to 2:30 p.m.; Sundays, 8:30 a.m.  
to 11 p.m.  
News Service.....AP  
Transcription Service.....Standard Radio,  
Lang-Worth  
Representative.....William G. Rambeau Co.

## Personnel

President and General Manager,  
Lester A. Benson  
Vice-President.....Clarence W. Benson

Commercial Manager.....Claude C. Rock  
Program Director.....David Pasternak  
Publicity Director.....Mel Kamp  
Chief Engineer.....Chal H. Stoup

## K F U O

ST. LOUIS—EST. 1921

Frequency: 850 Kc.....Power: 5000 Watts  
Owned By.....Evangelical Lutheran Synod of  
Missouri, Ohio and other states  
Operated By...Board of Control of Concordia  
Seminary  
Address.....801 DeMun Ave.  
Phone Number.....DElmar 3030  
Transmitter Location.....801 DeMun Ave.  
Time on the Air.....Daytime license  
News Service.....UP  
Transcription Service.....Lang-Worth

## Personnel

Station Manager.....Herman H. Hohenstein  
Production Manager-Chief Announcer,  
Elmer Knoernschild  
Accountant-Office Manager..William C. Krato  
Musical Director.....Gerhardt Schroth  
Sports Editor.....Elmer Knoernschild  
Chief Engineer.....Carl H. Meyer

## K D R O

SEDALIA—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By..Albert S. and Robert A.  
Drohlich d/b Drohlich Bros.  
Address.....2100 W. Broadway  
Phone Numbers.....4004, 4005, 4006  
Transmitter Location.....2100 W. Broadway  
Time on the Air: 6 a.m. to 11 p.m.; Sundays,  
7 a.m. to 11 p.m.  
News Service.....UP  
Transcription Service..Keystone Broadcasting  
System

## Personnel

Station-Commercial Manager  
Robert A. Drohlich  
Promotion Manager.....Albert S. Drohlich  
Program Director.....William Davis  
Chief Announcer.....Milton Dickey  
Chief Engineer.....Bing G. Wong

## K G B X

SPRINGFIELD—EST. 1924

NATIONAL BROADCASTING CO.

BLUE NETWORK

Frequency: 1260 Kc.....Power: 5000 Watts  
Owned-Operated By..Springfield Broadcasting  
Co.  
Address.....508 St. Louis St.  
Phone Number.....1360-1-2-3  
Transmitter Location.....Bolivar Road  
Time on the Air.....6 a.m. to 12 midnight

MISSOURI-MONTANA

Newspaper Affiliation.....Springfield News-  
papers, Inc.  
News Service.....AP; UP  
Transcription Service.....NBC Thesaurus  
Representative.....John E. Pearson

**Personnel**

President.....H. S. Jewell  
Station and Commercial  
Manager.....J. Gordon Wardell  
Program Director.....M. Wayland Fullington  
Chief Announcer.....Dudley Morris  
Chief Engineer.....Fritz Bauer

**K T T S**

SPRINGFIELD—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Independent Broad-  
casting Co.

Address.....Chamber of Commerce Bldg.  
Phone Number.....4303  
Transmitter Location...Chamber of Commerce  
Bldg.

Time on the Air: 6:30 a.m. to 12:02 a.m.; Sun-  
days, 8 a.m. to 12:02 a.m.

News Service.....INS  
Transcription Service.....World Broadcasting  
System

Representative.....Sears & Ayer, Inc.

**Personnel**

President.....J. H. G. Cooper  
Station Manager.....G. Pearson Ward  
Commercial and Sales Promotion  
Manager.....Bob Burke

Program Director.....Frank McAtee  
Musical Director.....Ray Tad  
Chief Engineer.....Frank L. Barker

**K W T O**

SPRINGFIELD—EST. 1933

BLUE NETWORK

Frequency: 560 Kc.....Power: 5000 d.; 1000 n.  
Owned-Operated By..Ozarks Broadcasting Co.  
Address.....508 St. Louis St.

Phone Number.....1360-1-2-3  
Transmitter Location.....James River Club  
Road and Highway M

Time on the Air.....5 a.m. to midnight  
Newspaper Affiliation.....Springfield News-  
papers, Inc.

News Service.....AP; UP  
Transcription Service.....Lang-Worth,  
NBC Thesaurus, Standard

Representative.....John E. Pearson

**Personnel**

President.....Lester E. Cox  
Station Manager.....Ralph D. Foster  
National Sales Manager.....Leslie L. Kennon  
Local Sales Manager.....J. Gordon Wardell  
Sales Promotion and Publicity  
Manager.....W. H. Bailey

Program Director.....Ralph A. Nelms  
Director of War  
Programs.....M. Wayland Fullington

Production and Musical  
Director.....Hugh M. Aspinwall  
Chief Announcer.....Bill Bailey

Chief Engineer.....Fritz Bauer  
Record MC.....Hugh M. Aspinwall

**MONTANA**

For Latest U. S. Census Population And Radio Homes Data And  
Statistics on "Shifting Population" Please Turn To Pages 233-286

**K G H L**

BILLINGS—EST. 1928

Frequency: 790 Kc.....Power: 5000 Watts  
Owned-Operated By.....Northwestern Auto  
Supply Co.

Address.....Fifth and North Broadway  
Phone Number.....2222  
Transmitter Location.. 7 miles west of Billings

Time on the Air.....6 a.m. to 11 p.m.  
News Service.....UP  
Transcription Service.....Standard, NBC  
Thesaurus

Representative.....The Katz Agency

**Personnel**

President.....C. O. Campbell  
Station Manager.....Ed Yocum  
Sales Promotion Manager.....E. B. Kasser

Program Director.....M. V. Braunberger  
Chief Announcer.....Franz Robinson  
Musical Director.....Harry Turner  
Chief Engineer.....Jeff Klichli

**K R B M**

BOZEMAN—EST. 1939

BLUE NETWORK—NBC

Z-BAR NET

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By..KRBM Broadcasters, Inc.  
Address.....Baxter Hotel

Phone Number.....1420  
Transmitter Location.....East of Bozeman  
Time on the Air.....8 a.m. to 11 p.m.

News Service.....UP



Transcription Service.....Lang-Worth, Davis & Schwegler  
 Representative.....The Walker Co.

**Personnel**

President.....R. B. MacNab, Jr.  
 Station Manager.....Ernest A. Neath  
 Commercial Manager.....M. E. Dunn  
 Program Director.....L. L. Sterling  
 Chief Engineer.....Jack Provis

**K G I R**

BUTTE—EST. 1929

NATIONAL BROADCASTING CO.  
 Z-BAR NET

Frequency: 1370 Kc.....Power: 5000 Watts  
 Owned-Operated By.....KGIR, Inc.  
 Address.....Butte  
 Phone Number.....22-3-4  
 Transmitter Location.....121 W. B'way  
 Time on the Air.....7:00 a.m. to 1:00 a.m.  
 News Service.....UP  
 Transcription Service.....Lang-Worth;  
 C. P. MacGregor

Representative.....The Walker Co.

**Personnel**

Manager.....Ed. B. Craney

**K F B B**

GREAT FALLS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1310 Kc.....Power: 5000 Watts  
 Owned-Operated By...Buttrety Broadcast, Inc.  
 Address.....605 First National Bank Building  
 Phone Number.....4377, 4378  
 Transmitter Location...4½ miles west of Great Falls  
 Time on the Air: 7 a.m. to 11 p.m., Sundays,  
 9 a.m. to 11 p.m.

News Service.....UP  
 Transcription Service.....NBC Thesaurus,  
 Standard Radio

Representative.....Weed & Company.

**Personnel**

President.....F. A. Buttrety  
 General Manager.....Joseph P. Wilkins  
 Program Director.....LeRoy Stah'  
 Chief Engineer.....Wilbur Myhrs

**K P F A**

HELENA—EST. 1937

BLUE NETWORK

NATIONAL BROADCASTING CO.—Z BAR NET  
 Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By..Peoples Forum of the Air  
 Address.....1306 Eleventh Ave.  
 Phone Number.....1240  
 Transmitter Location.....Helena  
 Time on the Air.....8 a.m. to 12 midnight  
 News Service.....UP  
 Transcription Service.....Lang-Worth, NAB  
 Representative.....The Walker Co.

**Personnel**

President.....Barclay Craighead  
 Station Manager.....K. O. MacPherson  
 Chief Engineer.....R. D. Martin

**K G E Z**

KALISPELL—EST. 1927

Frequency: 1340 Kc.....100 Watts  
 Owned-Operated By.....Donald C. Treloar  
 Address.....203 - 1st Ave. E.  
 Phone Number.....332 (Office), Rural 3220  
 (Transmitter)

Transmitter Location.....2½ miles south of Kalispell, on Highway No. 93

Time on the Air.....7 a.m. to 10 p.m.

News Service.....UP

**Personnel**

General Manager.....Donald C. Treloar  
 Commercial Manager.....K. W. Montgomery  
 Program-Musical Director.....Don Treloar  
 Chief Engineer.....W. H. Patterson

**K R J F**

MILES CITY—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Star Printing Co.  
 Business Address.....13 N. Sixth St.  
 Phone Number.....60, 61  
 Studio Address.....U. S. Highway No. 212  
 Transmitter Location...U. S. Highway No. 212  
 Time on the Air: 7 a.m. to 10 p.m.; Sundays,  
 10 a.m. to 9 p.m.

Newspaper Affiliation.....Miles City Star  
 News Service.....UP

Transcription Service...World Broadcasting;  
 C. P. MacGregor; Keystone Broadcasting System

**Personnel**

General Manager.....W. F. Fliinn  
 Station Manager.....Don Tannehill  
 Program Director.....R. D. Wilson  
 Chief Engineer.....H. W. Pamchot

**K G V O**

MISSOULA—EST. 1931

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc....Power: 5000 d., 1000 n.  
 Owned-Operated By.....Mosby's Inc.  
 Address.....132 W. Front St.  
 Phone Number.....2155  
 Transmitter Location.....Highway No. 10

Time on the Air.....6:45 a.m. to 11 p.m.

News Service.....UP

Transcription Service.....Lang-Worth

News Service.....UP

Representative.....Burns-Smith Co.

**Personnel**

President and Station Manager....A. J. Mosby  
 Assistant Manager-Program Director,

James Alden Barber

Sales Manager ..... Socs Vrats  
 Publicity Director ..... L. B. Smith  
 News Editor ..... Bob Martin  
 Publicity Director ..... L. B. Smith  
 Educational Director ..... Ruth G. Schleber  
 Production Manager ..... M. Berthold  
 War Programs ..... T. Morris  
 Record MC ..... Syd McSloy  
 Chief Engineer ..... Fred U. Wamble

Frequency: 1480 Kc..... Power: 1000 Watts  
 Owned-Operated By..... E. E. Krebsbach  
 Business Address ..... 108 S. Central Ave.  
 Phone Number ..... 408  
 Studio Address ..... 108 S. Central Ave.  
 Transmitter Location..... 4½ miles N. E. of  
 Sidney  
 Time on the Air ..... 7 a.m. to 8:15 a.m.  
 Transcription Service ..... World

**K G C X**

SIDNEY—EST. 1926

CBC—KEYSTONE BROADCASTING SYSTEM

**Personnel**

President-Station Manager... E. E. Krebsbach  
 Chief Announcer ..... Helen Knopp  
 Production ..... C. Schofield  
 Chief Engineer ..... Frank Toomey

**NEBRASKA**

*For Latest U. S. Census Population And Radio Homes Data And  
 Statistics on "Shifting Population" Please Turn To Pages 233-286*

**K O R N**

FREMONT—EST. 1939

NEBRASKA WIRELESS

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Operated By... Nebraska Broadcasting  
 Corporation  
 Address..... Pathfinder Hotel  
 Phone Number..... 1060, 1061  
 Transmitter Location... 1 mile east of Fremont  
 Time on the Air..... 6 a.m. to 9 p.m.  
 News Service..... AP  
 Transcription Service..... Keystone  
 Representative..... Sears and Ayer, Inc.

**Personnel**

President-General Manager..... Don Searle  
 Business Manager and Asst. General  
 Manager ..... Wick Heath  
 Commercial Manager..... Bill Martin  
 Publicity ..... Ed Skinner  
 Program Director-Chief Announcer,  
 George Kister  
 Production Manager..... Dutch Woodward  
 Record MC ..... Orie Kerwood  
 Musical Director ..... Connie Brunsvold  
 Chief Engineer..... D. Swanson

**Personnel**

President..... Arthur Baldwin  
 General Manager..... Lloyd C. Thomas  
 Station-Commerical Manager... Lumir Urban  
 Program Director ..... Marge Ritthales  
 Chief Announcer..... Richard Coffey  
 Sales Promotion ..... H. S. Benedict  
 War Programs ..... Bob Cutbirth  
 Publicity ..... Esther Hosterman  
 Record MC ..... Jim O'Niell  
 Chief Engineer ..... James Wirka

**K H A S**

HASTINGS—EST. 1940

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By..... The Nebraska  
 Broadcasting Co.  
 Address..... Tribune Bldg.  
 Phone Number..... 1745-6  
 Transmitter Location..... Tribune Bldg.  
 Time on the Air..... 7 a.m. to 7 p.m.  
 Newspaper Affiliation... Hastings Daily Tribune  
 News Service..... AP  
 Transcription Service ..... World Broadcasting  
 System

**Personnel**

President..... D. W. Clarke  
 Station Manager..... Duane L. Watts  
 Program Director..... Max Brown  
 Chief Engineer..... Lloyd Jones

**K M M J**

GRAND ISLAND—EST. 1925

Frequency 750 Kc..... Power: 1000 Watts  
 Owned-Operated By..... KMMJ, Inc.  
 Address ..... Ceder at Division  
 Phone Number..... 703  
 Transmitter Location..... Phillips, Nebr.  
 Time on the Air..... Day and limited night  
 News Service..... UP  
 Transcription Service... Standard Radio; BMI  
 Representative..... Headley-Reed Co.

**K G F W**

KEARNEY—EST. 1928

KEYSTONE BROADCASTING SYSTEM  
 NEBRASKA RADIO NETWORK

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Central Nebraska  
 Broadcasting Corporation  
 Address.....Federal Annex Bldg.  
 Phone Number.....Executive office, 23541.  
 Program Dept., 31551  
 Transmitter Location.....South Central Ave.  
 Time on the Air.....6:30 a.m. to 9:00 p.m.  
 News Service.....AP  
 Transcription Service.....Keystone  
 Representative.....Sears & Ayer, Inc.

**Personnel**

General Manager.....Lloyd C. Thomas  
 Station-Commercial Manager.E. Anson Thomas  
 Program Director- Chief  
 Announcer.....Maurice Wenzinger  
 Production Manager.....Robt. Kellogg  
 Publicity Director.....Maxine Selover  
 Office Manager.....Betty Bishop  
 Farm Editor.....Howard Peterson  
 Musical Director.....Peg Biber  
 Chief Engineer.....Jack Lewis

**K F A B**

LINCOLN—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 780 Kc.....Power: 10000 Watts  
 Owned-Operated By.....KFAB Broadcasting  
 Company  
 Address.....Hotel Lincoln  
 Phone Number.....2-3214  
 Transmitter Location.....17th and Holdrege Sts.  
 Time on the Air.....5 a.m. to 12:00 a.m.  
 Newspaper Affiliation.....Nebraska State  
 Journal, Lincoln Star  
 News Service.....INS; AP  
 Transcription Service.....Standard Radie.  
 Associated. BMI  
 Representative.....Edward Petry & Co., Inc.

**Personnel**

President.....Fred Sidles  
 General Manager.....Hugh M. Feltis  
 Station Manager.....Earl Williams  
 Auditor-Office Manager.....Paul L. Dodd  
 Program Director.....W. E. MacDonald  
 Chief Announcer.....R. Lyell Bremser  
 Publicity and Sales Promotion  
 Director.....Dan Shoemaker  
 Continuity Head.....L. A. Miller  
 Traffic Manager.....Clara Rehn  
 Music Librarian.....Alene McKinney  
 Chief Engineer.....Mark Bullock

**K F O R**

LINCOLN—EST. 1924

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Cornbelt Broadcasting  
 Corporation

Address.....Hotel Lincoln  
 Phone Number.....2-3214  
 Transmitter Location.....4745 Vine St.  
 Time on the Air.....6:30 a.m. to 12 midnight  
 Newspaper Affiliation.....Nebraska State  
 Journal, Lincoln Star  
 News Service.....INS; AP  
 Transcription Service.....Standard Radio,  
 Associated, BMI  
 Representative.....Edward Petry & Co., Inc.

**Personnel**

President.....Fred Sidles  
 General Manager.....Hugh M. Feltis  
 Station Manager.....C. E. Williams  
 Promotion Manager.....Don Shoemaker  
 Auditor-Office Manager.....Paul L. Dodd  
 Program Director.....W. E. MacDonald  
 Chief Announcer.....R. Lyell Bremser  
 Continuity Head.....L. A. Miller  
 Chief Engineer.....Mark Bullock

**W J A G**

NORFOLK—EST. 1922

Frequency: 1090 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Norfolk Daily News  
 Business Address.....Hotel Norfolk  
 Phone Number.....432  
 Studio Address.....Hotel Norfolk  
 Transmitter Location...West Koenigstern Ave.  
 Time on the Air: 6:30 a.m. to 6 p.m.; Sundays,  
 9 a.m. to 5 p.m.  
 Newspaper Affiliation.....Norfolk Daily News  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....The Walker Co.

**Personnel**

President.....Gene Huss  
 Station Manager.....Art Thomas  
 Chief Announcer.....Ken Myers  
 Musical Director.....Harold Kline  
 Chief Engineer.....Frank Weidenbach

**K O D Y**

(Was KGNF)

NORTH PLATTE—EST. 1930

NATIONAL BROADCASTING COMPANY

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Radio Station WOW,  
 Omaha  
 Address.....1521 West 12th St.  
 Phone Number.....295  
 Time on the Air.....6 a.m. until 12 midnight  
 News Service.....UP  
 Transcription Service.....C. P. MacGregor,  
 Lang-Worth  
 Representative.....John Blair & Co.

**Personnel**

President.....John J. Gillin, Jr.  
 Resident Manager.....Jack Alexander

# Meet **WOW's** Little Brother



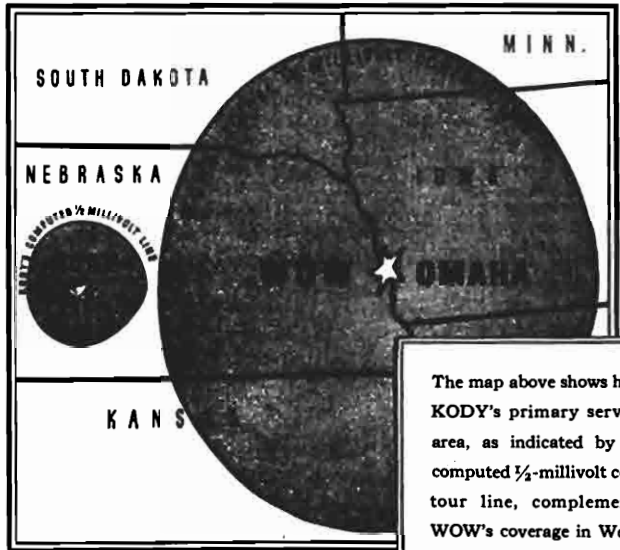
Radio Station WOW, which has served Western Iowa and Eastern Nebraska with primary radio coverage for more than 20 years, now has a little brother—KODY, so named to perpetuate the memory of the great plainsman and superb showman, "Buffalo Bill" Cody.

KODY gives primary coverage in a small but rich market that is adequately served by no other radio station. The combination of WOW and KODY will give radio advertisers primary coverage of most important markets in Western Iowa and Nebraska, plus portions of South Dakota, South-Western Minnesota and Northern Kansas.



WOW's 1/2-millivolt contour line extends approximately 190 miles East and West of Omaha, and approximately 200 miles North and South of Omaha.

There are now good availabilities on WOW. On KODY there are excellent quarter-hour, news sponsorship and spot availabilities.



The map above shows how KODY's primary service area, as indicated by its computed 1/2-millivolt contour line, complements WOW's coverage in Western Nebraska.

Write, **WIRE, OR 'PHONE**

# KODY

NBC

**NORTH PLATTE, NEBR.**

*In the Heart of the  
"Buffalo Bill Country"*

This new, full-time NBC outlet is owned and operated by Radio Station WOW, Inc., and all the facilities of Omaha's big NBC station will be available to KODY.

KODY will give PRIMARY coverage in the small but very substantial North Platte market. North Platte is essentially a railroad city, the most populous in the Western half of Nebraska. Its trade territory, however, embraces thousands of acres of the finest grasslands and irrigated farms, the income from which, added to the railroad and other industrial payrolls, gives the North Platte area a balanced economy, making it a worth while year-around market.

#### IT'S JOHNNY GILLIN'S STATION

KODY will be operated by the same efficient management which has made WOW one of the outstanding radio stations in the country, and will have the personal attention of Johnny Gillin, who is determined to make KODY the "biggest little station in the world."

KODY will be a PROFITABLE buy for any advertiser desiring to penetrate the Western Nebraska market.



RADIO STATION

# WOW

OMAHA, NEBRASKA  
AND **KODY** AT NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.  
JOHN BLAIR & CO., REPRESENTATIVES

**DDAY FOR COMPLETE DETAILS  
BOUT KODY . . . Or Call Your Nearest  
h Blair Man.**

Program Director ..... Joe Di Natale  
 Chief Engineer ..... Buford Eaves  
 (See Page 490-491)

**K B O N**

OMAHA—EST. 1942 .

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By...Inland Broadcasting  
 Company  
 Address .....2027 Dodge Street  
 Phone Number.....Jackson 8282  
 Time on the Air.....6:30 a.m. to midnight  
 News Service .....AP  
 Transcription Service.....Lang-Worth  
 Representative.....William G. Rambeau Co.

**Personnel**

President.....John K. Morrison  
 Studio Manager .....Marie Maher  
 Station Manager.....Paul R. Fry  
 Production Manager.....R. McCann  
 Chief Announcer.....William Fairley  
 Chief Engineer.....Richard Wlna

**K O I L**

OMAHA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc.....Power: 5000 Watts  
 Owned-Operated By...Central States Broad-  
 casting Co.  
 Address.....Omaha National Bank Bldg.  
 Phone Number.....Jackson 7626  
 Transmitter Location.....Council Bluffs, Iowa  
 Time on the Air: 6 a.m. to 12:05 a.m.; Sundays.  
 8 a.m. to 12:05 a.m.  
 Newspaper Affiliation.....Lincoln Star,  
 Nebraska State Journal  
 News Service.....INS; AP  
 Transcription Service.....Standard Radio,  
 Associated  
 Representative.....Edward Petry & Co.

**Personnel**

General Manager.....Hugh M. Feltis  
 Assistant Manager.....Harold Hughes  
 Sales Prom.-Merchandising Mgr...Harold Roll  
 Program Director.....Harold Hughes  
 Musical Director.....Teresa Peter  
 War Programs.....Bruce Walker  
 Chief Engineer.....Mark Bullock

**K O W H**

OMAHA—EST. 1922

BLUE NETWORK

Frequency: 660 Kc.....Power: 500 Watts  
 Owned By.....World Publishing Co.  
 Operated By.....Omaha World-Herald  
 Business Address.....15th and Farnam Sts.  
 Studio Address.....World Herald Bldg.  
 Transmitter Location...Northwest of Omaha

Time on the Air.....6 a.m. to local sunset  
 News Service .....UP  
 Transcription Service.....Standard Radio  
 Representative...George P. Hollingbery Co.

**Personnel**

President.....Henry Doorly  
 Station Manager.....B. C. Corrigan

**W O W**

OMAHA—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 590 Kc.....Power: 5000 Watts  
 Owned-Operated By...Radio Station WOW, Inc.  
 Address...Insurance Building, 17th & Farnam  
 Streets  
 Phone .....Webster 3400  
 Transmitter Location...56th & Kansas Avenue  
 Time on the Air.....5:30 a.m. to 1:35 a.m.;  
 Sundays, 7:00 a.m. to 1:35 a.m.  
 News Service.....UP, Chicago Daily News  
 Foreign Service  
 Transcription Service.....NBC Thesaurus;  
 Lang-Worth; C. P. MacGregor  
 Representative.....John Blair & Company

**Personnel**

President and General Mgr. John J. Gillin, Jr.  
 Asst. Mgr. in Charge of Sales...Harry Burke  
 Promotion Manager.....Bill Wiseman  
 Program Manager .....Lyle DeMoss  
 Production Manager .....Ray Olsen  
 Publicity Director.....Bill Wiseman  
 Director of War Programs.....Harry Burke  
 Sports Editor.....Tom Dailey  
 Musical Director.....Morton Wells  
 Chief Engineer.....Wm. J. Kotera  
 (See Page 490-491)

**K G K Y**

SCOTTSBLUFF—EST. 1930

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned By.....L. L. Hilliard, Ruth K.  
 Hilliard and R. M. Stewart  
 Operated By .....Hilliard Co.  
 Business Address .....1517 Broadway  
 Phone Number .....856  
 Studio Address .....1517 Broadway  
 Transmitter Location .....South Broadway  
 Time on the Air.....6:00 a.m. to 9:15 p.m.  
 News Service .....UP  
 Transcription Service.....NBC Thesaurus;  
 Standard Radio

**Personnel**

President and Station Manager...L. L. Hilliard  
 Vice-President-Commercial  
 Manager .....R. M. Stewart  
 Program Director and  
 Chief Announcer .....Bill Walter  
 Chief Engineer .....H. Morrison

# NEVADA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

## K E N O

LAS VEGAS—EST. 1940

BLUE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Nevada Broadcast-  
ing Company  
Business Address.....P. O. Box 1310  
Phone Number.....1400  
Studio Address.....El Rancho Vegas  
Transmitter Location.....El Rancho Vegas  
Time on the Air.....7:45 a.m. to 11 p.m.  
News Service.....INS  
Transcription Service.....NBC Thesaurus  
Representative.....Homer Owen Griffith

### Personnel

President-Station Manager...Maxwell Kelch  
Commercial Manager.....Paul R. Gang  
Program Director.....Don J. Erskine

## K O H

RENO—EST. 1931

BLUE NETWORK

Frequency: 630 Kc.....Power: 1000 Watts  
Owned-Operated By: McClatchy Broadcasting  
Co. of Nevada

Address.....143 Stevenson Street  
Phone Number.....5106-7

Transmitter Location.....County Road,  
Sparks, Nevada

Time on the Air...6:00 a.m. to 12 midnight;  
Saturdays, 7 a.m. to 12 midnight; Sundays,  
8 a.m. to 12 midnight

Newspaper Affiliation..The Sacramento Bee;  
Modesto Bee; Fresno Bee

News Service .....UP

Transcription Service .....NBC Thesaurus

National Sales Office.....Robert Street,  
366 Madison Ave., New York, N. Y.

Representative .....Paul H. Raymer Co.

### Personnel

President.....Eleanor McClatchy  
Station Manager.....Robert L. Stoddard  
Program Director .....Mariellen Nenzel  
Chief Engineer .....Tom Boland

(See Page 358)

# NEW HAMPSHIRE

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

## W K N E

KEENE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc.....Power: 5000 Watts  
Owned-Operated By.....WKNE Corporation  
Address.....17 Dunbar St.  
Phone Number.....Keene 2080  
Transmitter Location.....Stanhope Ave.  
Time on the Air.....6:30 a.m. to 11:15 p.m.  
News Service .....UP  
Transcription Service.....Lang-Worth  
Representative.....Headley-Reed Co.

### Personnel

President .....Harry C. Wilder  
Station Manager.....David Carpenter  
Commercial Manager.....Richard G. Bath  
Program Director.....Robert M. Peebles  
Publicity-Continuity Director...Ruth Redington  
Chief Announcer .....Ted Beebe  
Chief Engineer .....Ernest Batchelder

## W L N H

LACONIA—EST. 1922

MUTUAL—YANKEE

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By...Northern Broadcasting  
Company

Address .....653 Main Street  
Phone Number.....Laconia 501  
Transmitter Location.....Sanbornton Bay  
Road, Sanbornton, N. H.

Time on the Air.....7:00 a.m. to 11:15 p.m.;  
Sundays, 8 a.m. to 11:15 p.m.

News Service .....AP

Transcription Service .....NBC Thesaurus

Representative.....Bertha Bannan

### Personnel

President.....Vernon Mason  
General Manager.....Martin B. Avery  
Program Director.....Sherwin Greenlaw  
Director of Women's Activities..Marie Forsberg  
Chief Engineer .....Louis Steady



This is  
a  
*Launching  
Tag*

... distributed at  
every Submarine Launching at the Portsmouth Navy  
Yard.

- More than 20,000 Sub-makers are paid over  
\$1,000,000 *WEEKLY!*
- EVERY ONE of these workers — and their  
families—lives in the thriving *WHEB Primary*.
- Good reason why your next New England  
Campaign should be launched over—

•  
*Yankee-Mutual*

**W H E B**

Portsmouth, New Hampshire

"1,000 Watts . . . at 750 on the Dial"

•  
BERT GEORGES, General Manager



# W F E A

MANCHESTER—EST. 1932

NATIONAL BROADCASTING CO.

YANKEE NETWORK

Frequency: 1370 Kc. Power: 5000 Watts  
Owned-Operated By: N. H. Broadcasting  
Co.

Address: Carpenter Hotel, 323 Franklin St.  
Phone Number: 7970; 7520

Transmitter Location: Merrimack, N. H.  
Time on the Air: 6:30 a.m. to 12 midnight; Sun-  
days, 8 a.m. to 12 midnight

News Service: AP  
Transcription Service: NBC Thesaurus  
Representative: Weed & Co.; Bertha Bannan

## Personnel

President: Mrs. Henry P. Rines  
Station Manager: David F. Shurtleff  
Commercial Manager: Frank Betten  
Program Director-Production Manager:

Fred Cole

Chief Announcer: J. G. Kearney  
War Programs: B. Ramsey  
Musical Director: Roger Barrett  
Chief Engineer: Reginald A. B. Schow

# W M U R

MANCHESTER—EST. 1941

BLUE NETWORK

Frequency: 610 Kc. Power: 5000 d.; 1000 n.  
Owned-Operated By: Radio Voice of New  
Hampshire, Inc.

Address: 1819 Elm Street  
Phone Number: 2090-2091

Transmitter Location: Front Street  
Time on the Air: 6:30 a.m. to 11:30 p.m.

News Service: AP  
Transcription Service: Associated Music  
Publishers

Representative: Spot Sales, Inc.  
R. C. Foster & Company

## Personnel

President: Francis P. Murphy  
Station Manager: Harvey Carter  
Program Director: Phyllis Borden  
Production Manager-Musical Director:

Bert Colter

Chief Announcer: Armand La Pointe  
Chief Engineer: Vincent H. Chandler

# W H E B

PORTSMOUTH—EST. 1932

Frequency: 750 Kc. Power: 1000 Watts  
Owned-Operated By: WHEB, Inc.  
Address: Lafayette Road, U. S.  
Highway No. 1

Phone Number: 2670  
Transmitter Location: Lafayette Road, U. S.  
Highway No. 1

Time on the Air: 6 a.m. to hour after local  
sunset; Sundays, 7:45 a.m. to hour after  
local sunset

News Service: AP  
Transcription Service: NBC Thesaurus  
Representative: Wm. G. Rambeau  
Bertha Bannan

## Personnel

Owner: Hon. Charles M. Dale  
General Manager: Bert Georges  
Sales Manager: Keith Field  
Program Director: Winslow Bettinson  
Production Manager-Publicity:

Director: Dal Wyant

Chief Announcer: Bob Athearn  
Director War Programs: W. Bettinson  
Talent Director: Bill Waters  
Artists Bureau: Bill Waters  
Continuity Director-Record MC: Bob Athearn  
Musical Director: Katherine Gunther  
Chief Engineer: Paul Lindsay

# TELESCRIPTS

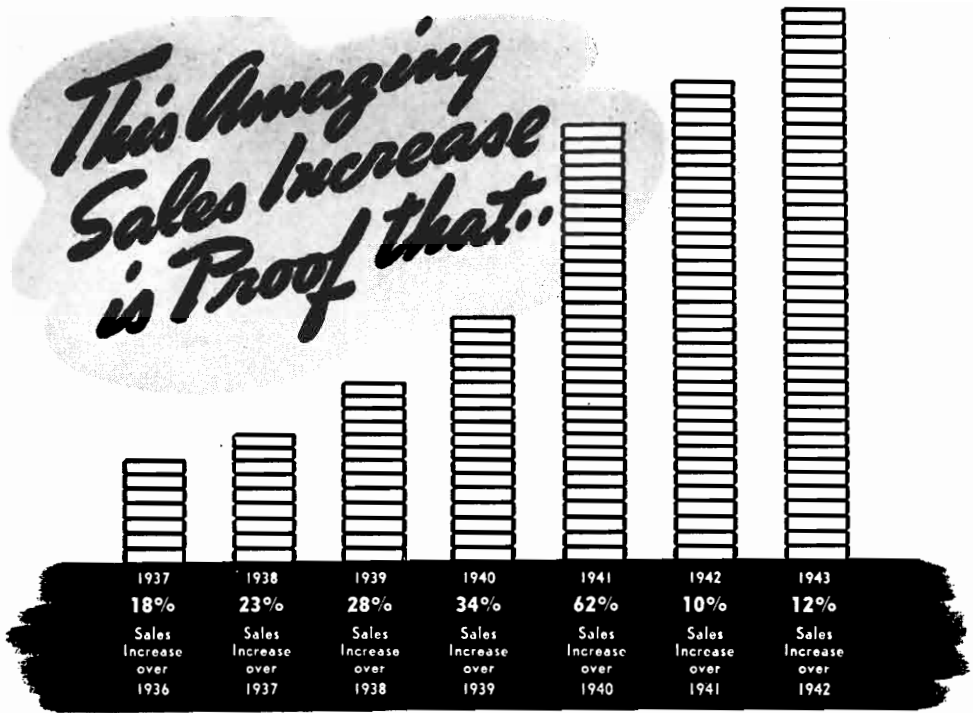
# PA

*... originated by  
are complete scripts, cued for  
music or sound effects, and  
moved on the special  
news wire.*

# AP

*Widely sponsored from coast-  
to-coast.*

*This Amazing  
Sales Increase  
is Proof that..*



## WHOM DELIVERS "BETTER THAN AVERAGE RESULTS"

There is a large segment of the New York and North Jersey radio audience who look to **WHOM** for their daily radio fare. These millions of foreign and native born Americans buy huge quantities of goods and services. Year after year, they listen to **WHOM** for *just what they want to hear*, and loyally support the sponsors. For *Better Than Average Results* for your radio dollars, call or write.

1480 Kilocycles

Full Time Operation

# WHOM

FOR BETTER THAN AVERAGE RESULTS

Joseph Lang, Gen. Mgr.

New York Studios: 29 West 57th Street, New York City

# NEW JERSEY

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

## W C A P

ASBURY PARK—EST. 1926

Frequency: 1310 Kc. ....Power: 500 Watts  
Owned-Operated By .....Radio Industries  
Broadcast Company, Inc.  
Business Address.....4 Convention Hall  
Phone Number.....Asbury Park 1911-4682  
Studio Address.....8-10-12 North Promenade  
Convention Hall  
Transmitter Location.....W. Bangs Avenue,  
Neptune, N. J.  
Time on the Air: Shares with WCAM & WTNJ

### Personnel

President .....George S. Ferguson  
Station Manager.....V. N. Scholes  
Technical Advisor.....Thomas F. Burley, Jr.  
Program Director.....Ruth Brown  
Chief Announcer.....Phillip O'Farrell  
Musical Director.....G. H. Scott  
Chief Engineer.....Gordon Shaw

## W B A B

ATLANTIC CITY—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc. ....Power: 250 Watts  
Owned-Operated By..Press-Union Publishing  
Co.  
Business Address.....1900 Atlantic Ave.  
Phone Number .....5-1111  
Studio Address...Absecon Blvd. and Beach  
Thorofare  
Transmitter Location: Absecon Blvd. & Beach  
Thorofare  
Time on the Air.....7 a.m. to 12 midnight  
Newspaper Affiliation: Atlantic City Press;  
Atlantic City Evening Union  
News Service .....AP  
Transcription Service .....NBC Thesaurus  
Representative.....Headley-Reed Co.

### Personnel

President .....Albert J. Feyl  
General Manager.....Monroe L. Mendelsohn  
Program Director.....Ralph Shoemaker  
Chief Engineer .....Earle Godfrey

## W F P G

ATLANTIC CITY—EST. 1940

Frequency: 1450 Kc. ....Power: 250 Watts  
Owned-Operated By.....Neptune Broad-  
casting Corporation  
Business Address ..... Steel Pier  
Phone Number ..... 52188

Transmitter Location.....Steel Pier  
Time on the Air.....7:30 a.m. to 1 a.m.  
News Service.....UP  
Transcription Service .....Associated Music  
Representative.....Burn-Smith Company, Inc.

### Personnel

General Manager.....Edwin E. Kohn  
Program Director.....Edgar A. Sweet  
Chief Engineer.....Blair K. Thron

## W S N J

BRIDGETON—EST. 1937

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. ....Power: 250 Watts  
Owned-Operated By .....Eastern States  
Broadcasting Corp.  
Address.....Radio Center Bldg.  
Phone Number .....Bridgeton 1600  
Transmitter Location.....Carll's Corners  
Time on the Air.....8:00 a.m. to 8:00 p.m.  
News Service .....UP  
Transcription Service.....Keystone

### Personnel

President-Manager .....Elmer Wene  
Station Manager .....Paul Alger  
Commercial Manager.....Burt McKinnie  
Program Manager .....Lowell Ayars  
Publicity Manager .....Will Bartlett  
Record MC .....Francis Fekel  
Chief Engineer .....Chas. Murray

## W C A M

CAMDEN—EST. 1926

Frequency: 1310 Kc. ....Power: 500 Watts  
Owned-Operated By .....City of Camden  
Address .....City Hall  
Phone Numbers.....Camden 0907-4523-9000  
Transmitter Location...Civic Center, Camden  
Time on Air: Sun. 10:15 a.m. to 12:30 p.m.;  
3 to 5 p.m.; Mon. 10:30 a.m. to 11:30 a.m., 2  
to 5 p.m., 8 to 12 midnight; Tues., 2 to 5  
p.m.; Wed., 10:30 to 11:30 a.m., 2 to 5 p.m.;  
Thurs., 2 to 5 p.m.; Fri., 10:30 to 11:30 a.m.,  
2 to 5 p.m., 9 to 12 midnight; (No time Sat-  
urday)  
News Service.....AP  
Transcription Service.....Standard Radio

### Personnel

Chief Executive...Mayor George E. Brunner  
Manager-Chief Engineer...Clarence E. Onens  
Sales Promotion Manager.....L. M. Maxwell  
Program Director.....Elizabeth Renner  
Production Manager.....William Markward

# When You Think Of AMERICA'S 4<sup>TH</sup> LARGEST MARKET

**1943 BOX SCORE**  
Comparative 1/4 Hour Ratings  
12 Noon to 6 P.M.

You **MUST** Think  
of **WAAT!**

**WAAT**  
vs.  
**THREE**

50,000  
WATTERS  
COMBINED

**LEADS 435 1/4 Hrs.**

**TRAILS 360 1/4 Hrs.**

**TIED 69 1/4 Hrs.**

**WAAT**  
vs.  
**FOUR**

LEADING  
INDEPENDENTS  
COMBINED

**LEADS 893 1/4 Hrs.**

**TRAILS 207 1/4 Hrs.**

**TIED 52 1/4 Hrs.**

This recapitulation is from the continuous survey conducted in North Jersey by "The Pulse of New York" (cooperatively paid for by ALL major stations in this area), covering an impartial study of 1/4 hour ratings from 12 Noon to 6 P.M. for THE ENTIRE YEAR OF 1943!

*And Here's  
The **PROOF!***

Yes—these figures speak for themselves! They're the hard cold facts conclusively proving that dollar-for-dollar WAAT is New Jersey's best radio buy—that it must be considered for any schedule that aims at REAL coverage of this vast market.\* If you'd like to see the COMPLETE survey—with all the convincing facts and figures—write or phone today!

National Representatives (Outside New York Area) Spot Sales, Inc.



**WAAT**

870 BC  
NEWARK,  
N. J.

**"DOLLAR FOR DOLLAR  
NEW JERSEY'S  
BEST RADIO BUY"**

\*Do you realize this market contains over 3 1/2 million people; more than these 14 cities combined: — Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.

**W H O M**  
**JERSEY CITY—EST. 1928**

Frequency: 1480 Kc. . . . . Power: 1000 d.; 500 n.  
 Owned-Operated By . . . . . New Jersey Broadcast-  
 ing Corporation  
 Business Address . . . . . 29 W. 57th St., New York,  
 N. Y.  
 Phone Number . . . . . Plaza 3-4204  
 Studio Addresses . . . . . 2870 Hudson Boulevard;  
 29 W. 57th St., New York City  
 Transmitter Location . . . . . Washington Street  
 Time on the Air: 7 a.m. to 12 midnight; Sun-  
 days, 8 a.m. to 12 midnight  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth; BMI

**Personnel**

President . . . . . Paul F. Harron  
 General Manager . . . . . Joseph Lang  
 Assistant Manager . . . . . West W. Willcox  
 Commercial-Sales Promotion  
 Manager . . . . . J. M. Compter  
 Program Director-Production Manager  
 Chas. Baltin  
 Ass't . . . . . Steven Hollis  
 Director of War Programs . . . . . Charles Baltin  
 Musical Director . . . . . Joseph DeLuca  
 Chief Engineer . . . . . Theodore Gemp  
 (See Page 496)

**W A A T**  
**NEWARK—EST. 1920**

**NEW JERSEY STATE NETWORK**

Frequency: 970 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Bremer Broad-  
 casting Corporation  
 Address . . . . . 11 Hill St., Newark  
 Phone Number . . . . . Mitchell 2-6400  
 Studio Address . . . . . Hotel Sheraton, Newark  
 Transmitter Location . . . . . Kearny  
 Time on the Air . . . . . 24 hours daily  
 News Service . . . . . UP  
 Transcription Service . . . . . World Broadcasting  
 System  
 Representative . . . . . Spot Sales, Inc

**Personnel**

President . . . . . Matthew B. Rosenhaus  
 Executive Vice-President-General Manager  
 Irving Robert Rosenhaus  
 Vice-President in Charge of Sales,  
 A. B. Schillin  
 Vice President in Charge of National Sales  
 Victor Bennett  
 Program Director . . . . . Roland Trenchard  
 Director War Activities . . . . . Janice Grandy  
 Production Manager . . . . . Lee Stewart  
 Traffic Manager . . . . . Grace Reese  
 Comptroller . . . . . Theodore Elkins  
 Sales Promotion . . . . . Jay Stanlee  
 Publicity . . . . . Mary Linnon

Chief Announcer . . . . . David Miller  
 Record MC . . . . . Paul Brenner  
 Chief Engineer . . . . . Anthony Castellini  
 Musical Director . . . . . Gus Steck  
 Technical Supervisor . . . . . Frank V. Bremer

**W H B I**  
**NEWARK—EST. 1922**

Frequency: 1280 Kc. . . . . Power: 2500 d.; 1000 n.  
 Owned-Operated By . . . . . May Radio Broad-  
 cast Corp.  
 Address . . . . . 100 Shipman Street  
 Phone Number . . . . . Mitchel 2-7354  
 Transmitter Location . . . . . Newark  
 Time on the Air . . . . . Limited

**Personnel**

President-General Manager . . . . . James L. Shearer

**ANOTHER FIRST**

*for* **PA**



**HOURLY NEWS  
 SUMMARIES**

PA originated  
 hourly news  
 summaries on  
 the special  
 AP radio news  
 wire.

# WPAT

**PATERSON—EST. 1941**

Frequency: 930 Kc.....Power: 1000 Watts  
 Owned-Operated By....North Jersey Broad-  
 casting Co., Inc.

Address .....7 Church St., Paterson  
 Phone Numbers....Armory 3-3400 (Paterson)  
 Transmitter Location.....Clifton, N. J.  
 Time on the Air.....To local sunset  
 News Service .....UP  
 Transcription Service.....Associated Music  
 Publishers  
 New York Office.....1501 Broadway  
 Representative .....Bertha Bannan

## Personnel

President.....James V. Cosman  
 Vice-President and General Manager  
     Sidney J. Flamm  
 Commercial Manager .....A. Lewis King  
 Sales Promotion .....Helen Leighton  
 Chief Announcer .....Wm. Bohack  
 Program Director.....Ted Webbe  
 Publicity Director .....David Golden  
 Record MC .....Stephen Ellis  
 Chief Engineer.....Earl F. Lucas

# WTNJ

**TRENTON—EST. 1923**

**QUAKER NETWORK**

Frequency: 1310 Kc.....Power: 500 Watts  
 Owned-Operated By.....WOAX, Inc.  
 Address .....416 Bellevue Avenue  
 Phone Number .....8149  
 Transmitter Location: Lincoln Point, Morris-  
 ville, Pa.

Time on the Air: 7 a.m. to 10:30 a.m., Mon.  
 thru Sat.; 5 p.m. to 8 p.m. Mon. thru Fri.;  
 Saturdays, 4 p.m. to 8 p.m.; Sundays, 5 p.m.  
 to 8 p.m.

News Service.....UP  
 Transcription Service....Langworth; C. P. Mac  
 Gregor

## Personnel

Vice-President-General Manager..F. J. Wolff  
 Commercial Manager.....H. M. Gebert  
 Sales Promotion Manager .....Dave Roloniz  
 Program Director.....Walter Lewis  
 Director of War Programs...Marian Marshall  
 Production Manager.....Louis Jerome  
 Chief Announcer.....Robert Carroll  
 Chief Engineer.....Edward P. Knowles

*Sell your clients...*



*The fastest growing station in the Metropolitan Area!*

COVERAGE MAP AND RATE CARD SUPPLIED ON REQUEST

RADIO  
 STATION **WPAT**

PATERSON,  
 NEW JERSEY

PARAMOUNT BLDG.  
 NEW YORK

# W T T M

TRENTON—EST. 1941

Frequency: 920 Kc.....Power: 1000 Watts  
 Owned-Operated By....Trent Broadcast Corp.  
 Address.....35 West State St.  
 Phone Number.....2-7127  
 Transmitter Location.....Yardley, Pa.  
 Time on the Air..... Unlimited license  
 Representative.....Spot Sales, Inc.

## Personnel

President.....Charles Quinn  
 Station Manager.....Paul Alger  
 Program Director.....Milton T. March  
 Chief Engineer.....Blair K. Thron

# W A W Z

ZAREPHATH—EST. 1931

Frequency: 1380 Kc....Power: 5000 d.; 1000 n.  
 Owned By.....Pillar of Fire  
 Operated By.....Alma White College  
 Address.....Zarephath  
 Phone Number.....Bound Brook 223  
 Transmitter Location..Alma White College,  
 Zarephath  
 Time on the Air.....Shares time

## Personnel

President.....Bishop Alma White  
 Vice-President-Secretary-  
 Co-Manager.....Arthur K. White  
 Vice-President-Co-Manager....Ray B. White  
 Chief Engineer.....N. L. Wilson  
 (Non-Commercial Station)

# NEW MEXICO

For Latest U. S. Census Population And Radio Homes Data And  
 Statistics on "Shifting Population" Please Turn To Pages 233-286

# K G G M

ALBUQUERQUE—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1260 Kc.....Power: 1000 Watts  
 Owned-Operated By..New Mexico Broadcast-  
 ing Company  
 Address.....5th and Central Ave.  
 Phone Number.....4545  
 Transmitter Location.....Atrisco  
 Time on the Air:.....6 a.m. to 12 midnight  
 News Service.....Transradio; UP  
 Transcription Service...World Broadcasting  
 System  
 Representative.....Weed & Co.

## Personnel

President.....A. R. Hebenstreit  
 Station Manager.....Harry Burdick  
 Sales Promotion Manager.....Jerry Oppel  
 Program Director.....Robert Chapman  
 Publicity.....I. Stockwell  
 Musical Director Chief  
 Announcer.....Walt. Peterson  
 Chief Engineer.....Leonard Dodds

# K O B

ALBUQUERQUE—EST. 1922

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 770 Kc..Power: 50000 d.; 25000 n.  
 Owned-Operated By....Albuquerque Broad-  
 casting Company

Address.....420 West Gold Avenue  
 Phone Number.....4411  
 Transmitter Location...Alameda, New Mexico  
 Time on the Air:.....6 a.m. to 12 midnight  
 News Service.....INS, AP  
 Transcription Service.....NBC Thesaurus  
 Representative.....Free & Peters, Inc.

## Personnel

President.....T. M. Pepperday  
 Manager.....Frank Quinn  
 Sales Manager and Program  
 Director.....Merle Tucker  
 Director War Programs.....Martha Summers  
 Chief Announcer and  
 Production.....Clarence Van Haften  
 Chief Engineer.....Geo. S. Johnson

# K A V E

CARLSBAD—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By...Carlsbad Broadcast-  
 ing Co.  
 Address.....800 South Canal Street  
 Phone Number.....244  
 Transmitter Location.....La Huerta, N. M.  
 Time on the Air.....7 a.m. to 9 p.m.  
 News Service.....UP

## Personnel

Station Manager.....Jack Hawkins  
 Chief Announcer.....Lyn Pitcaithley  
 Chief Engineer.....Carl C. Cook

**K I C A**  
CLOVIS

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated by.....DeWitt Landis  
Address ..... 321 Main St.  
Phone Number ..... 3  
Transmitter Location...10th at Hillcrest Park  
Time on the Air.....6:30 a.m. to 9 p.m.  
News Service ..... UP  
Transcription Service.....Associated  
Record Program Service Publishers  
Representative.....Forjoe & Co.

**Personnel**

President-Owner .....DeWitt Landis  
Station-Commercial Manager..R. B. McAllister  
Sales Promotion.....Grady Maples  
Chief Engineer.....Vernon Hughes

**K W E W**  
HOBBS—EST. 1938

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1490 Kc.....Power: 100 Watts  
Owned-Operated By .....W. E. Whitmore  
Address .....Hardin Hotel  
Transmitter Location .....Hobbs  
Time on the Air .....7 a.m. to 9:15 p.m.  
Transcription Service..C. P. MacGregor, Stand-  
ard Radio; Keystone Broadcasting System

**Personnel**

President-Owner .....W. E. Whitmore  
General Manager.....Gertrude Dimpel

**K F U N**  
LAS VEGAS—EST. 1941

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....Southwest Broad-  
casters, Inc.  
Business Address.....P. O. Box 710  
Phone Number .....83  
Studio Address.....½ mile east of Las Vegas  
Transmitter Location

½ mile east of Las Vegas

Time on the Air: 7 a.m. to 9 p.m.; Sundays,  
11 a.m. to 7 p.m.

News Service ..... INS  
Transcription Service.....Standard Radio

**Personnel**

President-Station Manager...E. N. Thwaites  
Program Manager.....Dorothy G. Thwaites  
Spanish Department....Henry R. Tafoya, Jr.  
Chief Engineer.....A. F. Schultz

**K G F L**  
ROSWELL—EST. 1927

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1400 Kc.....Power: 100 Watts  
Owned-Operated By.....KGFL, Inc.  
Address .....310 N. Richardson Street

Phone Number ..... 288  
Transmitter Location .....511 W. 16th Street  
Time on the Air .....6:30 a.m. to 9 p.m.  
Transcription Service .....C. P. MacGregor

**Personnel**

President-Station Manager ...W. E. Whitmore  
Commercial-Sales Promotion Manager  
John McBoyle  
Program Director-Chief Announcer  
Jack Whiteman  
Chief Engineer .....Melvin Unger

**K V S F**

**SANTA FE—EST. 1934**

Frequency: 1340 Kc.....Power: 100 Watts  
Owned-Operated By.....New Mexico Broad-  
casting Co.  
Address .....759 Cerillos Road  
Phone Number ..... 2020  
Transmitter Location .....Santa Fe  
Time on the Air.....7 a.m. to 11 p.m.  
Transcription Service.....World  
Representative .....Weed & Co.

**Personnel**

President .....A. R. Hebenstriet  
Manager .....Ivan Head

**K T N M**

**TUCUMCARI—EST. 1941**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Krasin-Krutznor  
Address .....Tucumcari  
Phone Number ..... 192  
Transmitter Location .....Tucumcari  
Time on the Air.....7 a.m. to 7:15 p.m.  
Transcription Service.....Standard Radio  
Representative .....Cox & Tanz

**Personnel**

Station Manager .....Lester Knasin

**PA THE PACEMAKER**

WITH AP NEWS  
FOR RADIO





# KEYSTONE



# Broadcasting System

### **Headquarters**

580 Fifth Avenue  
New York, N. Y.  
Phone, LOnacre 3-2221

### **Officers & Directors**

President .....Michael M. Sillerman  
Vice-President .....Arthur Wolf  
Vice-President .....William Wolf  
Secretary-Treasurer .....Sidney J. Wolf

### **Offices**

#### **New York**

580 Fifth Avenue  
Phone, LOnacre 3-2221

President .....Michael M. Sillerman  
Director of Station Relations....Mort Adams  
Sales & Promotion Consultant....Alvin Austin  
Continuity .....Wilva Davis  
Office Manager.....R. Seale  
Account Executive .....Albert F. Dykes  
Account Executive .....Noel Rhys

#### **Chicago**

134 North La Salle St.  
Chicago, Ill.  
Phone, State 4590

Secretary-Treasurer.....Sidney J. Wolf  
Accountant-Statistician...Elizabeth M. Mueller  
Sales Manager .....Naylor Rogers

#### **Hollywood**

6331 Hollywood Blvd.  
Phone, HEmpstead 0460

Program Director.....Sylvia Young  
Continuity .....Dean Owen

Keystone Broadcasting System is a transcription network principally covering secondary markets from coast to coast. Its affiliated stations are joined together in a national system by means of transcriptions, eliminating wire charges. At time of going to press, the network included 200 affiliated stations. The Network supplies its stations with 84 fully scripted sustaining shows per week filling 4 hours per day, seven days each week, to a total of twenty-eight hours per week.

This is the only national, full-sized network in the United States offering national radio advertisers the opportunity to cover the secondary markets intensively by means of electrical transcription in a single transaction.

The System offers its facilities in blocks of time from one hour down to fifteen minute periods, and also makes available spot periods of five minutes duration down to twenty-five word "chain breaks."

## Radio Recording Department

Egner, C. Lloyd.....Vice-President in Charge  
Friedheim, Robert W..... Eastern Sales Manager  
Hayes, Henry.....Asst. to V.-P.  
Parsons, Willis B.

Assistant Eastern Sales Manager

## Sales Department

Witmer, Roy C.....Vice-President In Charge  
Frey, George H.....Sales Service Manager  
Greene, F. Melville.....Sales Traffic Manager  
H.tz, Edward R.,

Assistant to the Vice-President in Charge  
Showerman, I. E..... Eastern Sales Manager

## Stations Departments

Hedges, William S. V-P in Charge of Stations  
Woolley, Easton C.....Asst. to Vice-President  
in charge of Stations

Hickox, Sheldon B., Jr. Mgr. of Station Relations  
Mathew, Steere.....Asst. Mgr., Traffic Dept.  
Woodman, Harry A.....Mgr., Traffic Dept.

### Facilities Development & Research

Merryman, Philip I.....Director

## Operated Stations

### Station Managers

#### CLEVELAND, OHIO

Pribble, Vernon H., Manager, Station WTAM  
DENVER, COLO.

MacPherson, James R., Manager, Station KOA  
WASHINGTON, D. C.

Smith, Carleton D., Manager, Station WRC

#### SAN FRANCISCO, CALIF.

Elwood, John W.....Manager, Station KPO

## Treasurer's Department

Teichner, R. J.....Treasurer  
Bloxham, William D.....Purchasing Agent  
Terwilliger, C. C.....Mgr., Credit & Collections  
Williams, William A.....Assistant Treasurer

## Central Division—Chicago

### Merchandise Mart

Postal District, Chicago 54.

Phone: Superior 8300

Kopf, H. C.....Vice-President and Manager  
Carlson, Emmons C.

Sales Promotion & Advertising Manager  
Chizzini, Frank.....Manager of Radio Recording  
Livezey, Henry D.....Manager of Guest Relations  
Ray, William B.....Mgr. News & Special Events  
Danielson, Eric.....Program Traffic Supervisor  
Guilbert, Robert M.

Editor Continuity Acceptance Department  
Herbuveaux, Jules.....Program Manager

Jacobson, Frederick Arthur..Production Manager  
Kaney, A. W.

Manager Stations Relations Department  
Luttgens, Howard C.....Central Division Engineer  
McCluer, Paul.....Network Sales Manager  
McCrossin, Edward J.....Attorney  
Morton, Oliver

National Spot & Local Sales Manager  
Murphy, William J.....Script Editor  
Ryan, Jack.....Manager of Press Relations  
Shield, Roy.....Music Director  
Waller, Judith C.....Director, Public Service Dept.  
Whalley, John F.....Auditor and Office Mgr.

## Western Division— Hollywood

Sunset Blvd. & Vine St.

Postal District, 28

Phone: Hollywood 6161

Strotz, Sidney N.....Vice-President in Charge  
Berend, Frank.....Sales Manager  
Bock, Harold.....Manager, Press Dept.  
Dellett, F. V.....Auditor  
Ford, Frank.....Sales Promotion Manager  
Frost, Lewis.....Assistant to Vice-President  
Gale, Paul.....Traffic Supervisor  
Tatum, Donn B.....Attorney  
Pierce, Jennings

Dir. of Public Service & Station Relations  
Davison, Walter, Acting Mgr. of Recording Division  
Saxton, A. H.....Western Division Engineer  
Seltzer, Fred C., Jr. Manager, National Spot Sales  
Swallow, John.....Program Manager  
Wiley, Howard.....Production Manager  
Williams, Wendell

Manger, Continuity Acceptance Dept.  
San Francisco

Elwood, John.....Manager, KPO

## Washington, D. C.

Trans-Lux Bldg.

Phone: Republic 4000

Russell, Frank M.....Vice-President  
Coldenstroth, R. G.....Auditor  
Cooper, Donald H.....Acting Engineer in Charge  
Glasscook, Mahlon.....Sales Manager  
McAndrew, Wm. R.

Acting Dir. News & Special Events  
Wheeler, George.....Assistant Manager  
Smith, Carleton D.....Manager

## Foreign Representatives

Archinard, Paul.....Switzerland  
Richardson, Stanley.....England

Stations Owned and Operated by the

# NATIONAL BROADCASTING COMPANY

WEAF	New York	Owned and operated by NBC
WMAQ	Chicago	Owned and operated by NBC
WRC	Washington	Owned and operated by NBC
WTAM	Cleveland	Owned and operated by NBC
KPO	San Francisco	Owned and operated by NBC
KOA	Denver	Owned and operated by NBC

# NEW YORK

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

## W A B Y

ALBANY—EST. 1933

MUTUAL

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By.....Adirondack Broad-  
casting Co., Inc.

Address..... Radio Centre  
Phone Number.....4-4194  
Transmitter Location.....Colonie, N. Y.  
Time on the Air: 7 a.m. to 12:05 a.m.; Sun-  
days, 7 a.m. to 12:05 a.m.

Newspaper Affiliation...Knickerbocker News  
News Service.....UP, Transradio  
Transcription Service.....Standard Radio  
Representative.....J. P. McKinney & Son

### Personnel

General Manager.....Harold E. Smith  
Assistant Manager.....Deuel Richardson  
Sales Manager.....Harry Goldman  
Sales Promotion Manager.....Paul Dennis  
Program Director.....Johnny Lee  
Director War Programs.....G. N. Rand  
Musical Director.....Carl Miller  
Chief Engineer.....James A. Corey

## W O K O

ALBANY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc. Power: 1000 d.; 500 n.  
Owned-Operated By.....WOKO, Inc.

Address..... Radio Centre  
Phone Number..... 4-4193  
Transmitter Location.....Central Avenue  
Time on the Air: 6:45 a.m. to 12:05 a.m.;  
Sundays, 8 a.m. to 12:05 a.m.

Newspaper Affiliation...Knickerbocker News  
News Service.....UP, Transradio  
Representative.....J. P. McKinney & Son

### Personnel

General Manager.....Harold E. Smith  
Assistant Manager.....Deuel Richardson  
Sales Manager.....Harry L. Goldman  
Sales Promotion Manager.....Paul Dennis  
Program Director..... Johnny Lee  
Musical Director.....Carl Miller  
Chief Engineer.....O. A. Sardi

## IN THE CENTER

OF THE  
ALBANY - TROY -  
SCHENECTADY  
AREA

*The Radio Centre Stations*

# WOKO

CBS

# WABY

MUTUAL

ALBANY, NEW YORK

Harold E. Smith, General Manager

# W M B O

AUBURN—EST. 1926

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....WMBO, Inc.  
 Address.....Metcalf Building, 141 Genesee St.  
 Phone Number.....433  
 Transmitter Location.....Corner York and  
 Division Streets  
 Time on the Air.....8 a.m. to 8 p.m.  
 Newspaper Affiliation.....Auburn Citizen-  
 Advertiser  
 News Service.....AP  
 Transcription Service.....Standard Radio

## Personnel

President.....William O. Dapping  
 General Manager.....Frederick L. Keesee  
 Musical Director-Publicity  
 Director.....Dorothy Bolin  
 Chief Engineer.....Herbert House

# W B T A

BATAVIA—EST. 1940

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Batavia Broadcasting  
 Corporation

Address.....90 Main Street  
 Phone Numbers.....715; 716; 2100  
 Transmitter Location.....Creek Road  
 Time on the Air: 7 a.m. to 8 p.m.; Sundays,  
 10:30 a.m. to 6 p.m.  
 News Service.....UP  
 Representative.....Sears & Ayer, Inc.

## Personnel

Station Manager.....Joseph M. Ryan  
 Sales Manager.....Frederick R. MacLaughlin  
 Program Director.....Harriette Taylor  
 Chief Engineer.....Howard Cochran

# W N B F

BINGHAMTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM  
 MUTUAL BROADCASTING SYSTEM

Frequency: 1290 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Wylie B. Jones  
 Advertising Agency  
 Address.....Arlington Hotel  
 Phone Number.....Binghamton 2-3461  
 Transmitter Location.....Ingraham  
 Time on the Air.....6 a.m. to 12:05 a.m.  
 News Service.....UP  
 Transcription Service...World Broadcasting  
 Representative.....John Blair & Co.



# WBYN

*Brooklyn's*  
**ONLY FULL TIME**  
*Radio Station*

**FOR BROOKLYN COVERAGE WBYN  
 1450 ON YOUR DIAL**

#1 NEVINS ST., Brooklyn

WM. NORINS, Gen'l Mgr.

**Personnel**

President ..... John C. Clark  
 General Manager ..... Cecil D. Mastin  
 Sales Promotion Manager ..... Nina Fenson  
 Program Director ..... E. Ray McCloskey  
 Production Manager ..... Walter Roberts  
 Musical Director ..... Donald Grey  
 Chief Engineer ..... Lester H. Gilbert

**W B Y N**

**BROOKLYN—EST. 1941**

Frequency: 1430 Kc. Power: 1000 d.; 500 n.  
 Owned-Operated By ..... WBYN—Brooklyn, Inc.  
 Address ..... 1 Nevins St., Brooklyn  
 Phone Number ..... TRiangle 5-3300  
 Transmitter Location ..... 583 Meserôle St.  
 Time on the Air ..... 7 a.m. to 12 midnight  
 News Service ..... AP; INS

**Personnel**

Acting-General Manager ..... William Norins  
 Program Director ..... Lorraine Rhodes  
 Chief Engineer ..... Peter Testan  
 (See Page 504)

**W B B R**

**BROOKLYN—EST. 1934**

Frequency: 1330 Kc. Power: 1000 Watts  
 Owned-Operated By ..... Peoples Pulpit Assn.  
 Address ..... 124 Columbia Heights  
 Phone Number ..... MAin 4-9735  
 Transmitter Location ..... Rossville, Staten Island  
 Time on the Air ..... Shares time

**Personnel**

Manager ..... Andrew K. Wagner  
 (Non-Commercial Station)

**W L I B**

**BROOKLYN—EST. 1942**

Frequency: 1190 Kc. Power: 1000 Watts  
 Owned-Operated By ..... WLIB, Inc.  
 Address ..... 846 Flatbush Avenue  
 Phone Number ..... BUckminster 7-5900  
 Transmitter Location ..... Newtown Creek  
 Time on the Air ..... Sunrise to sunset in Ft. Wayne, Ind.  
 News Service ..... UP  
 Transcription Service ..... Associated Music and World  
 National Representative ..... The Walker Co.

**Personnel**

President ..... Elias Godofsky  
 Sales Manager ..... Robert M. Scholle  
 Sales Promotion Manager ..... Louis Berne

Program Director ..... Paul Gould  
 Production Manager ..... Roger Wayne  
 Publicity Director ..... Ted Zittel  
 Chief Announcer ..... Murray Jordan  
 Musical Director ..... Waldo Mayo  
 Chief Engineer ..... Arthur Faske

**W B N Y**

**BUFFALO—EST. 1935**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By ..... Roy L. Albertson  
 Address ..... 485 Main Street  
 Phone Number ..... Madison 4000  
 Transmitter Location ..... 154 Eagle Street  
 Time on the Air: 7 a.m. to 12 midnight; Sun-  
 days, 9 a.m. to 12 midnight  
 News Service ..... Transradio; AP; UP

**Personnel**

Owner and General  
 Manager ..... Roy L. Albertson  
 Commercial Manager-Program  
 Director ..... Virginia C. Fyda  
 Chief Announcer ..... H. C. Schellenberg  
 Musical Director ..... Arthur Crosson  
 Chief Engineer ..... Thomas L. Vines

*News Comes First*

at

**W B N Y**

★

Buffalo's only independent station is noted for its quick, accurate coverage of all worldwide and local happenings of importance . . . full Transradio Press, Associated Press and United Press services provide many outstanding beats . . . all Western New York follows WBNY's newscasts. Fifteen newscasts daily.

★

**W B N Y**

Owned and Operated by  
**ROY L. ALBERTSON**

485 Main Street Buffalo, N. Y.

**W B E N**

**BUFFALO—EST. 1930**

**NATIONAL BROADCASTING CO.**

Frequency: 930 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WBEN, Inc.  
 Address .....Hotel Statler  
 Phone Number.....CLevland 6400  
 Transmitter Location.....Grand Island, N. Y.  
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,  
 8:30 a.m. to 12:05 a.m.  
 Newspaper Affiliation.....Buffalo Evening  
 News  
 News Service .....AP, UP  
 Transcription Service.....NBC Thesaurus;  
 Langworth  
 Representative.....Edward Petry & Co., Inc.

**Personnel**

President.....Edward H. Butler  
 Vice-President.....A. H. Kirchhofer  
 Station Manager.....Edgar H. Twamley  
 Asst. Station Manager.....C. Robt. Thompson  
 Program Director.....Chas. Lewis  
 Director of Sports.....Van Patrick  
 Director of Women's  
 Programs.....Margaret Wilkinson  
 Publicity Director.....Helen King  
 Chief Announcer and War  
 Programs.....Woodrow Maynusun  
 Musical Director.....James Frelling  
 Record MC.....Clint Buehlman  
 Chief Engineer.....Ralph J. Kingsley

**W E B R**

**BUFFALO—EST. 1924**

**BLUE NETWORK**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....WEBR, Inc.  
 Address .....23 North Street  
 Phone Number.....Lincoln 7133  
 Transmitter Location.....Larkin Terminal Bldg.  
 Time on the Air: 7 a.m. to 12 midnight; Sun-  
 days, 8:30 a.m. to 12 midnight  
 Newspaper Affiliation..Buffalo Courier-Express  
 News Service .....AP  
 Transcription Service.....Lang-Worth  
 Standard Radio  
 Representative.....Weed & Company

**Personnel**

President.....Paul E. Fitzpatrick  
 Station Director.....Cy King  
 Sales Manager.....William Doerr, Jr.  
 War Program Manager.....Albert H. Zink  
 Program Director.....Ed Wegman  
 Publicity.....Jim Kennedy  
 Chief Announcer.....C. L. Allen  
 Musical Director.....A. Bono  
 Record MC.....Ed Tucholka  
 Chief Engineer.....Raymond Lamy

**W G R**

**BUFFALO—EST. 1922**

**MUTUAL BROADCASTING SYSTEM**

Frequency: 550 Kc...Power: 5000 d.; 1000 n.  
 Owned-Operated By.... Buffalo Broadcasting  
 Corp.  
 Address .....Rand Bldg.  
 Phone Number..... Washington 3100  
 Transmitter Location.....Hamburg, N. Y.  
 Time on the Air .....6 a.m. to 2 a.m.  
 News Service.....UP  
 Transcription Service...World Broadcasting  
 System; Associated Music Publishers  
 Representative.....Free & Peters

**Personnel**

President .....H. W. Deyo  
 Executive Vice-President....I. R. Lounsberry  
 Sales Manager.....John A. Bacon  
 Program Manager.....Karl Hoffman  
 Sales Promotion.....R. McPherson  
 Chief Engineer.....Karl B. Hoffman

**W K B W**

**BUFFALO—EST. 1925**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1520 Kc.....Power: 50000 Watts  
 Owned-Operated By.....Buffalo Broadcasting  
 Corp.  
 Address .....Rand Building  
 Phone Number.....Washington 3100  
 Transmitter Location.....Hamburg, N. Y.  
 Time on the Air .....24 hours daily  
 News Service.....UP  
 Transcription Service.....World Broadcast-  
 ing System; Associated Music Publishers  
 Representative.....Free & Peters

**Personnel**

President .....H. W. Deyo  
 Executive Vice-President....I. R. Lounsberry  
 Program Director.....Karl Hoffman  
 Sales Manager.....John A. Bacon  
 Sales Promotion Manager....R. McPherson  
 Chief Engineer.....Karl B. Hoffman

**W E N Y**

**ELMIRA—EST. 1939**

**NBC-MBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Elmira Star-Gazette  
 Business Address .....201 Baldwin St.  
 Phone Number.....5181  
 Studio Address.....Mark Twain Hotel  
 Transmitter Location.....Schuyler Ave.  
 Time on the Air: 7:30 a.m. to 2 a.m.; Sundays,  
 9 a.m. to 1 a.m.  
 Newspaper Affiliation..Elmira Star-Gazette;  
 Sunday Telegram; Elmira Advertiser  
 News Service .....UP  
 Transcription Service...World Broadcasting  
 Representative.....J. P. McKinney & Son

**Personnel**

Director.....Dale L. Taylor  
 Sales Manager.....Phillip Cameron  
 Commercial Manager.....Ernest F. Oliver  
 Program Director.....Woodrow Ott  
 Chief Engineer.....Thurlow A. Greene

**W G B B**

**FREEPORT—EST. 1924**

Frequency: 1240 Kc.....Power: 100 Watts  
 Owned-Operated By.....H. H. Carman  
 Address.....44 So. Grove Street  
 Phone Number.....Freeport 2418  
 Transmitter Location.....215 Bedell Street  
 Time on the Air.....Shares time; WBRB, WFAS  
 Transcription Service.....NBC Thesaurus

**Personnel**

Owner and General Manager...H. H. Carman  
 Commercial Manager.....Neal Seaman  
 Chief Engineer.....Robert Milos

**W H C U**

**ITHACA—EST. 1921**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 870 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Cornell University  
 Business Address.....Ithaca Savings Bank  
 Phone Number.....3438  
 Studio Addresses: Ithaca Savings Bank Bldg.;  
 Campus Studio; Cornell Countryman Bldg.;  
 Cornell Campus

Transmitter Location.....Forest Home, Ithaca  
 Time on the Air.....6:30 a.m. to sundown  
 New Orleans  
 News Service.....UP  
 Transcription Service.....NBC Thesaurus  
 Representative.....Howard N. Wilson Co.

**Personnel**

Station Manager.....Michael R. Hanna  
 Commercial Managers.....H. Stillwell Brown,  
 Bernard F. Goodrich  
 Sales Promotion.....Theodore T. Howes  
 Program Director.....Joseph A. Short  
 Chief Announcer.....John Deal  
 Chief Engineer.....True McLean

**W J T N**

**JAMESTOWN—EST. 1924**

**BLUE NETWORK**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....James Broadcasting  
 Company, Inc.  
 Address.....208 Hotel Jamestown Bldg.  
 Phone Number.....7-181  
 Transmitter Location: Jones & Gifford Avenue  
 and Hallock Street Extension  
 Time on the Air: 6:30 a.m. to 12 midnight; Sun-  
 days, 8 a.m. to 12 midnight  
 News Service.....UP

Transcription Service.....Associated Music  
 Publishers  
 Representative.....Wm. G. Rambeau Co.

**Personnel**

President.....Jay E. Mason  
 General Manager and  
 Treasurer.....Dayton S. Wilkins  
 Promotion Manager-Program  
 Director.....A. E. Spokes  
 Publicity Director.....Catherine Lindstrom  
 Chief Engineer.....Harold J. Kratzert

**W K N Y**

**KINGSTON—EST. 1939**

**MBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Kingston Broad. Corp.  
 Address.....Governor Clinton Hotel  
 Phone Number.....Kingston 4500  
 Transmitter Location.....Plainfield St., Ulster  
 Time on the Air.....7:30 a.m. to 11 p.m.  
 News Service.....INS

**Personnel**

President.....Louis J. Furman  
 Acting General Manager.....Lou Steketee  
 Commercial Manager.....George Hard  
 Chief Announcer.....Bill Brophy  
 Record MC.....Jack Abernathy  
 Chief Engineer.....W. J. Fahey

*For*

**RESULTS**

*In*

Southwestern New York and  
 Northwestern Pennsylvania

*Ask*

**William G. Rambeau**  
 Company

*About*

**W J T N**

Jamestown, N. Y.

**Blue Network**



## THIS IS JOE RIZUNSKI

Joe is a die setter. He makes \$115 a week, lives in Brooklyn. His boy Steve is in the Army. He has another son, age 12, and Anna, 18, who goes to Hunter College.

Joe works hard all day. In the evening when he relaxes, his favorite radio program is not a network musical or dramatic show, but the *Polish Variety Hour*, which he listens to on WBNX.

Joe's language is Polish. He combines the culture and tradition of his native land with loyalty for America. He puts 20% of his salary into war bonds. "I'm glad to be an American. My children have the advantages of the land of opportunity."

There are 661,170 Joe Rizunskis in the WBNX area. Members of the WBNX family of listeners. To them WBNX is more than a station, it is an institution. It carries to the millions of foreign born sales messages in the intimacy of their native language. It sells merchandise to the thousands of Joe Rizunskis who have money to spend. Let us give you the facts. WBNX, New York 51, N. Y.

In the WBNX Service Area there are:

- 2,450,000 Jewish Speaking Persons
- 1,522,946 Italian Speaking Persons
- 1,236,758 German Speaking Persons
- 661,170 Polish Speaking Persons
- 200,000 Spanish Speaking Persons

**WBNX**  
5000 WATTS DIRECTIONAL OVER NEW YORK  
*America's Leading  
Foreign Language Station*



**W A L L**

MIDDLETOWN—EST. 1942

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By Community Broad-  
 casting Corp.  
 Business Address 14 South St.  
 Phone Number Middletown 6050  
 Transmitter Location 229 Monhagen Ave.  
 Time on the Air 7 a.m. to 11 p.m.  
 News Service INS

**Personnel**

Co-Presidents Elsie & Martin Karig, Sr.  
 Station Manager Martin Karig, Jr.  
 Commercial Manager Z. E. Van Fleet  
 Sales Promotion Manager John Jones  
 Program and  
 Musical Director M. Karig, Jr.  
 Record MC's Warren Kirkander, Helen  
 Warnock, Bob Lee, Al Gordon

**W G N Y**

NEWBURGH—EST. 1934

Frequency: 1220 Kc. Power: 1000 Watts  
 Owned-Operated By WGNV Broad-  
 casting Co., Inc.  
 Business Address 161 Broadway  
 Phone Number 4600  
 Studio Addresses: 161 Broadway, Newburgh;  
 28 James St., Middletown  
 Transmitter Location Cohecton Turnpike  
 Time on the Air 8:00 a.m. to 5:30 p.m.  
 Newspaper Affiliation: Speidel Newspapers,  
 Inc.; Poughkeepsie New Yorker  
 News Service UP  
 Transcription Service Standard

**Personnel**

President Merritt C. Speidel  
 Station Manager Harold W. Cassill  
 Sales Manager Joseph Rake  
 Program Director Richard Crans  
 Musical Director Jane Welch  
 Chief Engineer Marvin Seines

**W A B C**

NEW YORK CITY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 880 Kc. Power: 50000 Watts  
 Owned-Operated By Columbia Broadcasting  
 System, Inc.  
 Business Address 485 Madison Avenue  
 Phone Number Wickersham 2-2000

Studio Addresses: 485 Madison Ave.; 49 E.  
 52nd St.; 1697 Broadway; 799 Seventh  
 Ave.; 251 W. 45th St.; 254 W. 54th St.  
 Transmitter Location: Columbia Island, New  
 Rochelle, N. Y.  
 Time on the Air: 24 hours daily  
 News Service AP; INS; UP  
 Transcription Service Associated Music  
 Publishers; Langworth Feature Programs  
 Representative Radio Sales

**Personnel**

President William S. Paley  
 General Manager Arthur Hull Hayes  
 Commercial Manager John H. Field, Jr.  
 Sales Promotion Manager Jules Dundes  
 Program Director George Allen  
 Manager of Studio  
 Operation D. Gordon Graham  
 Sales Service Manager Stanley H. Pulver  
 Director of Women's  
 Programs Mary Jane Kroll  
 Manager of Press Information J. E. Doyle  
 Music Director Eugene Stinson  
 Chief Engineer Henry Grossman  
 (For additional personnel see listing of  
 Columbia Broadcasting System, Inc., under  
 Networks)

**W B N X**

NEW YORK—EST. 1927

Frequency: 1380 Kc. Power: 5000 Watts  
 Owned-Operated By WBNX Broadcasting  
 Co., Inc.  
 Address 260 E. 161st Street  
 Phone Number MEIrose 5-0333  
 Transmitter Location Rutherford, N. J.  
 Time on the Air 3/4 time shared with WAWZ  
 News Service AP  
 Transcription Service Standard Radio  
 National Representative Forjoe & Co.

**Personnel**

President A. L. Haskell  
 Vice-President W. C. Alcorn  
 General Manager W. I. Moore  
 Production Manager Edw. Ervin  
 Program Director Frank Johnson  
 Publicity Carl Post  
 Musical Director Fred Mendelsohn  
 Chief Engineer A. Solbrig

**W E A F**

NEW YORK—EST. 1922

KEY STATION NBC

Frequency: 660 Kc. Power: 50000 Watts  
 Owned-Operated By National Broad-  
 casting Co.  
 Address 30 Rockefeller Plaza

Phone Number ..... Circle 7-8300  
 Transmitter Location.... Port Washington, N. Y.  
 Time on the Air: 6:30 a.m. to 1 a.m.; Sunday,  
 8 a.m. to 1 a.m.  
 News Service..... AP, UP, INS  
 Transcription Service..... NBC Thesaurus  
 Representative... NBC National Spot & Local  
 Sales

**Personnel**

President..... Niles Trammell  
 Assistant Manager..... deLancey Provost  
 Program Manager..... Wynn Wright (NBC  
 Eastern Division Program Manager)  
 Promotion Manager..... Edw. deSalisbury  
 Press Representative ..... John McKay  
 Farm Director..... Merton Emmert  
 Sales: James V. McConnell, Mgr. Nat'l Spot  
 Sales; Wm. O. Tilenius, Asst. Manager  
 Director of War  
 Programs..... William Burke Miller  
 Chief Announcer..... Patrick J. Kelly  
 Musical Director..... Frank Black  
 Chief Engineer..... F. A. Wankel  
 (For additional personnel see listing of Na-  
 tional Broadcasting Co., under Networks.)

**WEVD**

NEW YORK—EST. 1927

Frequency: 1330 Kc..... Power: 5000 Watts  
 Owned-Operated By ..... Debs Memorial  
 Radio Fund, Inc.  
 Address ..... 117 West 46th Street  
 Phone Number ..... BRyant 9-2360  
 Transmitter Location.... Maspeth, L. I., N. Y.  
 News Service ..... AP  
 Time on the Air: 7 a.m. to 10 a.m., 12 noon  
 to 6 p.m. and 8 p.m. to 1 a.m.; no schedule  
 Monday night

**Personnel**

Chairman of Board..... Adolph Held  
 Managing Director..... Henry Greenfield  
 Chief Announcer..... David Niles  
 Program Director..... George Field  
 Musical Director..... Nicholas Saslavsky  
 Chief Engineer ..... Charles Brown

**WHN**

NEW YORK—EST. 1922

Frequency: 1050 Kc..... Power: 50000 Watts  
 Owned-Operated By.... Marcus Loew Book-  
 ing Agency  
 Address ..... 1540 Broadway  
 Phone Number ..... BRyant 9-7800  
 Transmitter Location ..... East Rutherford,  
 N. J.  
 Time on the Air..... 6 a.m. to 2 a.m.  
 News Service..... UP; AP  
 Transcription Service ..... Associated  
 Representative..... Wm. G. Rambeau Co.

**Personnel**

Director..... Herbert L. Pettet  
 Station Manager..... Frank Roehrenbeck  
 Director of Sales..... Bertram Leihar, Jr.  
 Program Manager..... Fred Raphael  
 Comptroller..... Jacques Van Straten  
 Publicity Director ..... Walter Dennis  
 Night Manager ..... Vincent Pote  
 Musical Director..... Don Albert  
 Chief Engineer..... Paul Fuelling  
 (See Page 511)



ENGLISH • JEWISH • ITALIAN

For millions of high-income families  
 in the great Metropolitan New York  
 Market WEVD is the *first* station of  
 interest . . .

because no where else can they obtain  
 WEVD's unique cultural, educational  
 and entertainment features.

A large number of national advertisers  
 have for years capitalized this fact and  
 include WEVD as a "must" on their  
 schedules.

Ask for "Who's Who on WEVD" . . .  
 sent on request.

**WEVD**

117-119 West 46th St., New York, N. Y.

# "Look at all three!"

WHN brings its listeners radio's most complete schedule of sports... music... and news!

## SPORTS!

Exclusive...



Hockey  
Giants Football  
Dodgers Baseball  
Gillette Prize Fights  
Bert Lee  
Marty Glickman  
Red Barber  
"Sports Extra"

## MUSIC!



Don Bestor and  
his Orchestra  
Karole Singer  
Barry Sisters  
Kay Stevens  
Don Saxon  
"Gloom Dodgers"  
Dick Gilbert  
"Music to Read By"

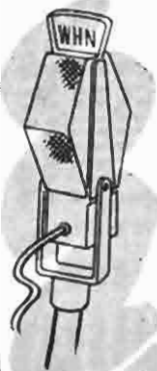
...and for all these  
it's 1050 on your dial

# WHN

NEW YORK

Represented by RAMBEAU

## NEWS!



Fulton Lewis, Jr.  
Fulton Ousler  
Paul Sullivan  
George H. Combs, Jr.  
Sidney Walton  
Adrienne Ames  
"Newsreel Theater"  
and full newscasts and  
public relations programs

50,000 WATTS in the NATION'S No. 1 MARKET!



HEAR YE!

HEAR YE!

**I**N OLD DAYS, the "Towne Crier" was a busy person. He was the Time Signal—the Newscaster and the Gossip Reporter — the most "listened to" in his area.

But those days of old have grown young. Individualism has given way to science and industry — to newspapers and radio with greater coverage, more circulation, and more listeners.

**GREATER COVERAGE — MORE LISTENERS**

That, briefly, is the NEW story at the NEW WINS. WINS is now operating on 10,000 WATTS at 1010 on the dial.

That means greater coverage and more listeners for your story. Add new and improved programs\* now being carried on WINS and you have a new means of getting "time and a half" for your advertising dollar.

1010 on N. Y. Dial

**WINS**  
NEW YORK

10,000 Watts

*Exclusive!*

BASKETBALL BROADCASTS DIRECT FROM MADISON SQUARE GARDEN.  
FARRAR "BUB" BURN'S HOMESPUN NEWS COMMENTARIES.  
HOUSEWIVES JACKPOT — A MONEY GIVEAWAY WITH A RATING THAT RATES.  
A PRODUCTIVE PRODUCTION DEPARTMENT TO HELP YOU PRODUCE SHOWS THAT SELL.

# WINS

NEW YORK—EST. 1924

Frequency: 1010 Kc. . . . . Power 10000 Watts  
Owned-Operated By . . . . . Hearst Radio, Inc.  
Address . . . . . 28 West 44th Street  
Phone Number . . . . . BRyant 9-6000  
Transmitter Location . . . . . Lyndhurst, N. J.  
Time on the Air . . . . . Unlimited License  
Newspaper Affiliation: N. Y. Journal-American;  
N. Y. Daily Mirror  
News Service . . . . . AP, INS  
Transcription Service . . . . . World Broadcasting  
System; Standard Radio

## Personnel

Station Manager . . . . . Clarence G. Cosby  
Sales Manager . . . . . John T. Adams, Jr.  
Sales Promotion . . . . . Jerome Layton  
Program Director . . . . . Jerry Law  
Chief Announcer . . . . . Bill Harding  
Musical Director . . . . . Henry Sylvern  
Acting Chief Engineer . . . . . J. P. McNally

# WJZ

NEW YORK—EST. 1921

THE BLUE NETWORK

Frequency: 770 Kc. . . . . Power: 50000 Watts  
Owned-Operated By . . . . . Blue Network  
Co., Inc.  
Address . . . . . 30 Rockefeller Plaza  
Phone Number . . . . . Circle 7-5700  
Transmitter Location . . . . . Lodi, Bergen County, N.J.  
Time on the Air . . . . . 24 hours daily  
News Service . . . . . AP, UP  
Transcription Service . . . . . NBC Thesaurus,  
Standard  
Representative . . . . . Blue Spot Sales

## Personnel

President . . . . . Mark Woods  
Manager . . . . . John H. McNeill  
Acting Sales Manager . . . . . Slocum Chapin  
Sales Promotion Manager . . . . . Julian Boone  
Commercial Program Director . . . . . John Hade  
Program Director . . . . . Charles Barry  
Production Manager . . . . . Raymond Knight  
Publicity Director . . . . . Earl Mullin  
Chief Announcer . . . . . Ray Diaz  
Night Manager . . . . . George Hayes  
Musical Director . . . . . Paul Whiteman  
Chief Engineer . . . . . George Milne

(For additional personnel see listings under  
The Blue Network in network section of this  
volume).

# PA

# ORIGINATED

*The Extra  
Service  
of the  
Only Press  
Association*

# STATION RELATIONS DEPARTMENT

**BEST SPOT**

**on America's  
busiest airline...**

**BEST APPROACH**

**to America's  
busiest market...**



Represented by Weed & Company

**AMERICA'S LEADING INDEPENDENT STATION**

**W M C A**

NEW YORK—EST. 1925

Frequency: 570 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WMCA, Inc.  
 Address ..... 1657 Broadway  
 Phone Number .....Circle 6-2200  
 Transmitter Location.....Kearney, N. J.  
 Time on the Air.....6:45 a.m. to 1:05 a.m.  
 News Service ..... AP  
 Representative.....Weed & Co.

**Personnel**

President .....Nathan Straus  
 Treasurer .....Herman M. Stein  
 Vice-President and  
 General Manager .....Charles Stark  
 Vice-President and Director of  
 News and Publicity.....Leon Goldstein  
 Sales Promotion Manager...Howard Klarman  
 Program Director.....Garrett E. Hollihan, Jr.  
 Chief Announcer.....Joseph A. O'Brien  
 Artists Bureau .....Charles Wilshin

Musical Director.....Jerry Sears  
 Chief Engineer.....Frank Marx

**W N Y C**

NEW YORK—EST. 1924

Frequency: 830 Kc.....Power: 1000 Watts  
 Owned and Operated By: City of New York;  
 Municipal Broadcasting System  
 Address ..... Municipal Building  
 Phone Number .....Worth 2-5600  
 Transmitter Location.....10 Kent St., Brooklyn,  
 New York  
 Time on the Air.....7 a.m. to 10 p.m.  
 News Service.....AP; INS

**Personnel**

Director.....M. S. Novik  
 Acting Program Director.....H. L. Fishel  
 Chief Announcer.....T. H. Cowan  
 Musical Director.....Herman Neuman  
 (Non-Commercial Station)

**W A A T**

(See New Jersey)

**TELESCRIPTS**

AVAILABLE ONLY ON THE  
 SPECIAL **AP** RADIO NEWS  
 WIRE, ARE PROVIDED WITH-  
 OUT ADDITIONAL COST TO  
 AFFILIATED STATIONS.

*Station*

**WNEW**

NEW YORK

•

*24 Hours a Day*

*1130 on your dial*

REPRESENTED BY JOHN BLAIR & CO.



**W N E W**

**NEW YORK—EST. 1934**

Frequency: 1130 Kc.....Power 10000 Watts  
 Owned-Operated By....Greater New York  
 Broadcasting Corporation  
 Address..... 501 Madison Avenue  
 Phone Number .....Plaza 3-3300  
 Transmitter Location.....Belleville Turnpike,  
 Kearney, N. J.  
 Time on the Air: 24 hours a day—seven days  
 a week  
 News Service.....AP; N. Y. Daily News  
 Transcription Service.....Standard Radio  
 NBC Thesaurus, Lang-Worth  
 Representative: John Blair & Co.; R. C. Foster

**Personnel**

Station Manager .....Bernice Judis  
 Vice-President and Local  
 Sales Manager.....Herman Bess  
 Vice-President & National Sales  
 Manager.....Walter Duncan  
 Program Director .....Ted Cott  
 Special Events and Publicity Director,  
 Jo Ranson  
 Sales Promotion Manager...Wm. B. McGrath  
 Research Director .....Alberta Curtis  
 Vocal Director .....James Rich  
 Chief Announcer .....John Jaeger  
 Musical Director.....Merle Pitt  
 Chief Engineer .....M. J. Weiner

*A*NOTHER FIRST FOR

✓  
**PA**

**PA**

Originated Hourly Spot News

Summaries on the Special

**AP**

News Wire



WOR has an extraordinary ability for getting into *all kinds* of homes. We mean homes that run the gamut of income groups from A to E.

It is perhaps this universal appeal that makes WOR such an extraordinarily successful seller of *all kinds* of products at *all times*.

WOR has a splendid assortment of concrete listening facts and 99 great success stories to amplify both of the statements made above.



*that power-full station*

*at 1440 Broadway, in New York*

# WOR

MEMBER OF THE MUTUAL BROADCASTING SYSTEM

**W O R**

**NEW YORK—EST 1922**

**MUTUAL BROADCASTING SYSTEM**

Frequency: 710 Kc.....Power: 50000 Watts  
 Owned-Operated By.....Bamberger Broad-  
 casting Service, Inc.

Business Address.....1440 Broadway  
 Phone Number.....Pennsylvania 6-8600  
 Studio Addresses....1440 Broadway; 245 W.  
 52nd Street

Transmitter Location.....Carteret, N. J.  
 Time on the Air.....24 hours daily  
 News Service.....AP; Transradio; UP;  
 Transcription Service.....WOR Electrical  
 Transcription & Recording Service, World  
 Broadcasting System

Representatives: Paul A. Belaire (Boston);  
 John Shelton & Robert Wood (Chicago);  
 Edward S. Townsend (San Francisco)

**Personnel**

President.....Alfred J. McCosker  
 Vice-President and General  
 Manager.....Theodore C. Streibert  
 Vice-President in Charge of  
 Program Operations...Julius F. Seebach, Jr.  
 Vice-President in charge  
 of Sales.....Rufus C. Maddux  
 Sales Manager.....Eugene S. Thomas  
 Assistant Director of  
 Program Operation....Norman Livingstone  
 Production Managers.....Roger Bower and  
 Sherman (Jock) MacGregor  
 Director of Publicity.....Charles Oppenheim  
 Director of War Services and News,  
 Dave Driscoll  
 Chief Engineer-Secretary.....J. R. Poppele  
 Director of Entertainment Dept..Nat Abramson  
 Promotion and Research  
 Director .....Joseph Creamer  
 Musical Director.....Alfred Wallenstein  
 Chief Announcer .....Arthur Whiteside  
 Continuity Director.....Robert Simon

*For Up-To-The-Minute*

**POPULATION AND RADIO HOMES STATISTICS AND DATA  
 ON "SHIFTING POPULATIONS" IN THE UNITED STATES**

*Please Turn to Pages 233-286*



**NETWORK INFORMATION**

*Please Turn to Pages 289-322*



**FEDERAL COMMUNICATIONS COMMISSION**

*Please Turn to Pages 193-205*

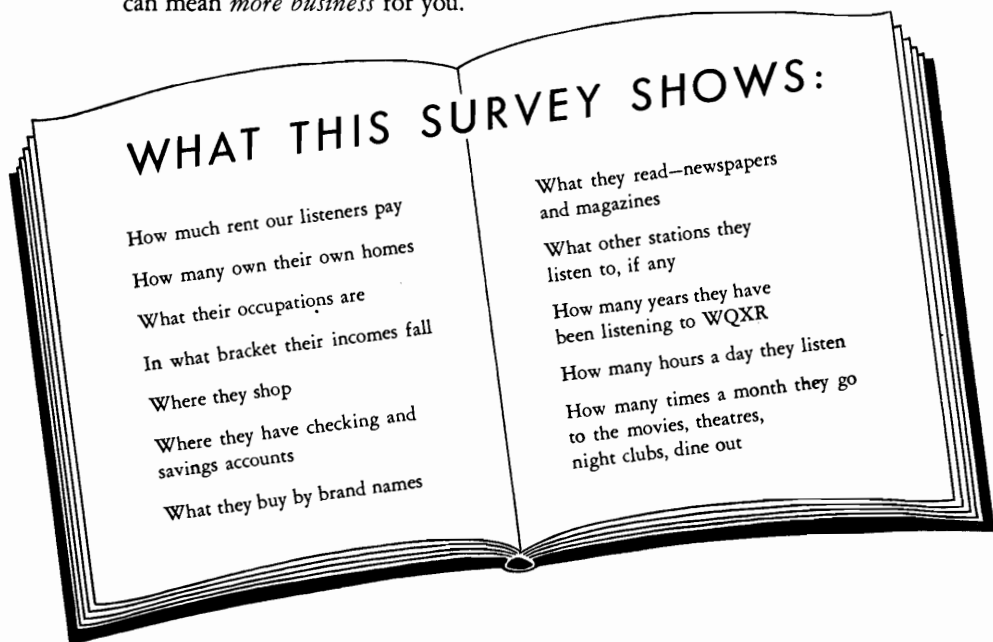


**NATIONAL ASSOCIATION OF BROADCASTERS**

*Please Turn to Pages 898-907*

# We know something you don't know about the New York Market... *but...we'll be glad to tell you!*

WQXR is a unique radio station. Its audience is a unique and loyal audience—so loyal that 25,000 of our listeners pay \$1.00 a year to get our printed monthly program! Every year WQXR surveys a cross-section of its audience by means of a questionnaire sent to people who have written to the station. The latest questionnaire, sent to 14,000 homes, asked 19 very personal questions—brought 27.58% returns, with no inducement offered. These replies told us many interesting things that can mean *more business* for you.



This information on WQXR's audience is available to advertisers and agents. It clearly indicates that you cannot reach the *FULL* New York market through radio—UNLESS YOU ALSO USE WQXR! We shall be glad to suggest plans for *your* advertising over this station. Why not write or phone us now?

# WQXR

NEW YORK CITY

730 FIFTH AVENUE  
10,000 WATTS NIGHT AND DAY

# W Q X R

NEW YORK—EST. 1934

Frequency: 1560 Kc.....Power: 10000 Watts  
Owned-Operated By..Interstate Broadcasting  
Company, Inc.

Address .....730 Fifth Avenue  
Phone Number .....Circle 5-5566  
Transmitter Location..Maspeth, Long Island,  
N. Y.

Time on the Air: 7 a.m. to 12 midnight; Sun-  
days, 8:30 a.m. to 12 midnight

Newspaper Affiliation.....New York Times  
News Service .....AP

Transcription Service...World Broadcasting  
System; Associated Music  
Representative.....John E. Pearson Co.

## Personnel

President.....John V. L. Hogan  
Executive Vice-President...Elliott M. Sanger  
V.-P. in Charge of Sales.....Hugh K. Boice  
Asst. V.-P. Charge of Sales..Norman S. McGee  
Program Director.....Eleanor N. Sanger  
Publicity Director .....Eleanor Hurley  
Chief Announcer.....Albert Grobe  
Musical Consultant.....Abram Chasins  
Conductor .....Leon Barzin  
Chief Engineer.....Russell Valentine

# PA

## ORIGINATED

the first news association

PRESS RELATIONS DEPARTMENT

for the sole purpose of promoting

affiliated stations.

One of the many innovations that

have helped make . . . .

**PA THE PACEMAKER**

ONE · TWO · THREE · FOUR · FIVE · SIX · SEVEN

**THE**



*ighth*

**DOLLAR**

***...is it working effectively for you?***

Perhaps you haven't thought about the *eight* dollar of your radio budget. Or about the sixteenth and the eightieth and eight-hundredth.

These are the dollars (and *every* eighth dollar of your appropriation) that should be at work for you in America's greatest market... where  $\frac{1}{8}$  (12.3%) of the nation's retail purchases are made... Metropolitan New York. They *should* be bringing your sales-message to people who pour six-billion dollars a year into the tills of retail merchants.

If one-eighth of your radio money is *not*

working for you in New York... if you are *under-spending* in this vital market... chances are you're *under-selling* here as well. And that means you *need* **WOV**.

**WOV**, with its array of hit programs, with its complete coverage of this entire market, with its *lowest-cost-per-listener of any New York independent*, can turn your *extra* dollars into *extra* sales and bring you your full share of this greatest market of them all. *No other Metropolitan station can make those eighth dollars do so much!*

RALPH N. WEIL, GENERAL MANAGER  
JOSEPH HERSHEY MCGILLVRA, NAT'L REP.

**WOV** FOR VICTORY  
NEW YORK

**W O V**

**NEW YORK—EST. 1933**  
**ATLANTIC COAST NETWORK**

Frequency: 1280 Kc. Power: 5000 Watts  
 Owned-Operated By... Wodaam Corporation  
 Address ..... 730 Fifth Avenue  
 Phone Number ..... Circle 5-7979  
 Transmitter Location..... Carlstadt, N. J.  
 Time on the Air: 7 a.m. to midnight Mon.  
 thru Sat.  
 News Service ..... UP  
 Transcription Service..... Associated Music  
 Publishers

**Personnel**

Station Manager..... Ralph N. Weil  
 Commercial Manager..... Ralph Nardella  
 Publicity Manager ..... Lola Woursell  
 Program Director ..... Arnold Hartley  
 Artists' Bureau Director..... Syd Leipzig  
 Musical Director..... Paul Romeo  
 Chief Engineer..... Hillis W. Holt

**W H L D**

**NIAGARA FALLS—EST. 1940**

Frequency: 1290 Kc. Power: 1000 Watts  
 Owned-Operated By... The Niagara Falls  
 Gazette Publishing Company  
 Address ..... Hotel Niagara  
 Phone Number ..... 8421  
 Transmitter Location..... Lockport & Military  
 Roads  
 Time on the Air..... Daytime license  
 Newspaper Affiliation..... Niagara Falls  
 Gazette  
 News Service ..... UP  
 Transcription Service..... Lang-Worth; Stan-  
 dard Radio; C. P. MacGregor; Associated  
 Music  
 Representative ..... Headley-Reed Company

**Personnel**

General Manager..... Earl C. Hull  
 Commercial Manager..... Richard G. Robbins  
 Program Director ..... Robert Manning  
 Musical Director..... Ernie Whistler  
 Musical Advisor ..... Harold Bradley  
 Chief Engineer..... Robert Wilson

**W S L B**

**OGDENSBURG—EST. 1940**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By... St. Lawrence Broad-  
 casting Corp.  
 Address ..... 2315 Knox St.  
 Phone Number ..... Ogdensburg 500  
 Transmitter Location..... 2315 Knox St.  
 Time on the Air..... 7 a.m. to 10:30 p.m.  
 News Service ..... UP

Transcription Service ..... NBC Thesaurus  
 Representative ..... DeLisser, Inc.

**Personnel**

President-Commercial Manager,  
 Joseph R. Brandy  
 Station Manager..... Harold J. Frank  
 Sales Promotion Manager..... Harold Frank  
 Program Director..... Harold Gilman  
 Record MC ..... Roland Durant  
 Musical Director..... Flo Beach Rowe  
 Chief Engineer..... Clifford Moore

**W H D L**

**OLEAN—EST. Tupper Lake, 1928;**  
**Olean, 1934**

**BLUE NETWORK**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By..... WHDL, Inc.  
 Business Address: 601-619 Exchange National  
 Bank Building  
 Phone Numbers..... Olean 4149; Transmitter,  
 Olean 7597  
 Studio Address: 601-619 Exchange National  
 Bank Building  
 Transmitter Location..... Allegany, N. Y.  
 Time on the Air..... 7:30 a.m. to 11 p.m.  
 Newspaper Affiliation ..... Olean Times  
 Herald  
 News Service ..... UP  
 Transcription Service..... Standard Radio  
 Representative ..... J. P. McKinney & Son

**Personnel**

President..... Lt. E. B. Fitzpatrick  
 Station Manager..... Thomas L. Brown  
 Program Director ..... Virgil C. Booth  
 Chief Engineer ..... T. J. Gill

**W M F F**

**PLATTSBURG—EST. 1934**

**BLUE NETWORK**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By... Plattsburg Broadcast-  
 ing Corporation  
 Address ..... Radio Centre  
 Phone Number ..... 1800  
 Transmitter Location..... Boynton Ave.  
 Time on the Air: 6:45 a.m. to 11 p.m.; Sundays,  
 8 a.m. to 11 p.m.  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Representative... George P. Hollingsbery Co.

**Personnel**

President-Station Manager... George F. Bissell  
 Commercial Manager..... Joel H. Scheier  
 Program Director ..... Malcolm Weaver  
 Chief Engineer..... Jack Nazak





**W K I P**

**POUGHKEEPSIE—EST. 1940**

**BLUE NETWORK**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By...Poughkeepsie Broad-  
casting Corporation

Address .....The Nelson House  
Phone Number .....6-800  
Transmitter Location .....The Nelson House  
Time on the Air: 7 a.m. to 12 midnight; Sun-  
days, 8 a.m. to 12 midnight  
News Service ..... AP  
Transcription Service..... Standard Radio  
Representative .....Headley-Reed Company

**Personnel**

President.....Richard E. Coon, Jr.  
General Manager .....Bruff W. Olin, Jr.  
Program Director .....Kay Gilbert  
Chief Announcer .....Burrell Smith  
Chief Engineer .....John Burke

**W H A M**

**ROCHESTER—EST. 1923**

**NATIONAL BROADCASTING CO.**

Frequency: 1180 Kc. Power: 50000 Watts  
Owned-Operated By.....Stromberg-Carlson  
Company

Business Address.....Carlson Rd.  
Phone Number .....Stone 1862  
Studio Address.....111 East Ave.  
Transmitter Location.....Victor, New York  
Time on the Air.....18 hours daily  
News Service ..... UP  
Transcription Service.....NBC Thesaurus;  
World Broadcasting System  
Representative ...Geo. P. Hollingbery Co.

**Personnel**

Vice-President.....William A. Fay  
Station Manager.....John H. Lee  
Sales Manager.....J. W. Kennedy, Jr.  
Sales Promotion Manager.....Truman Brizee  
Program Director.....Chas. Siverson  
Musical Director.....Eugene Zacher  
Publicity Director.....Truman Brizee  
Chief Announcer .....Edmund Little  
Director of News.....Tom Murray  
Librarian.....Frank Seibold  
Director of Home Economics...Hazel Cowles  
Director of Sports.....Robert Turner  
Technical Supervisor.....Ken Gardner

**W H E C**

**ROCHESTER—EST. 1922**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1460 Kc. Power: 1000 d.; 500 n.  
Owned-Operated By.....WHEC, Inc.  
Address .....40 Franklin St.  
Phone Number .....Stone 1320

Transmitter Location....979 Mt. Read Blvd.  
Time on the Air.....6:30 a.m. to 12:30 a.m.  
Newspaper Affiliation.....Gannett News-  
papers, Inc.  
News Service ..... INS  
Transcription Service .....Associated Music  
Representative .....J. P. McKinney & Son

**Personnel**

Vice-President .....Clarence Wheeler  
Treasurer-General Manager..Gunnar O. Wiig  
Commercial Manager .....L. C. Wheeler  
Chief Announcer.....Harry LeBrun  
Musical Director.....Ken Sparron  
Chief Engineer.....Bernard C. O'Brien

**W S A Y**

**ROCHESTER—EST. 1936**

**MUTUAL BROADCASTING SYSTEM  
BLUE NETWORK**

Frequency: 1240 Kc. Power: 250 Watts  
(C.P. 1000 W., 1370 Kc.)

Owned-Operated By.....Brown Radio Ser-  
vice & Laboratories  
Address.....Taylor Bldg., Main St.  
Phone Number .....Stone 702  
Transmitter Location.....Taylor Bldg.  
Time on the Air: 6:30 a.m. to 12:30 a.m.; Sat-  
urdays, 6:30 a.m. to 1 a.m.; Sundays, 8 a.m.  
to 12:30 a.m.  
News Service ..... INS  
National Sales Office..Jos. H. McGillvra, Inc.

**Personnel**

President-Chief Engineer....Gordon P. Brown  
Station Manager .....Mort Nusbaum  
Sales Manager.....E. J. Walz  
Program Director .....Frank Silva  
Sales Promotion Manager....Elmer J. Walz  
Publicity Director.....Harland Evans  
Chief Announcer.....Ken Bell  
Musical Director.....Viola Brown  
Chief Engineer.....Gordon Brown

**W N B Z**

**SARANAC LAKE—EST. 1937**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1320 Kc. Power: 100 Watts  
Owned-Operated By...Upstate Broadcasting  
Corporation

Business Address .....100 Main St.  
Phone Number.....1320  
Studio Addresses: 3 Olive St.; 100 Main St.  
Transmitter Location.....3 Olive St.  
Time on the Air.....Daytime license  
Transcription Service.....Standard Radio

**Personnel**

President .....Carl F. Woese  
General Manager.....H. Scott Killgore  
Station-Commercial Manager...John F. Grimes



**FIRST . . . . . since 1922**

- ✓ *in listening audience*
- ✓ *in advertising revenue*
- ✓ *in technical advancement*

# WFBL

**SYRACUSE, N. Y.**

Since its inception in 1922, WFBL has regularly held many "firsts" in the world of radio.

WFBL was instrumental in forming the early New York State Network, a pioneer step in improving radio's service. The station is one of the 16 charter members of the great Columbia Broadcasting System, and is the only station in Syracuse that has been affiliated with the same network throughout its history . . . resulting in local CBS ratings being consistently above national

ratings. It was the first station in Syracuse to use 5,000 watts and is the only 5,000 watt station with a non-directional radiation daytime.

It is the only station in this area employing the facilities of a mobile unit, broadcasting Central New York events "on the spot." WFBL is the only radio station to own and occupy its own building . . . a smart, modern structure in the heart of Syracuse. These are but a few of the "firsts" that make WFBL the progressive, preferred station.

**MEMBER BASIC NETWORK**  
**COLUMBIA BROADCASTING SYSTEM**

Free and Peters



Exclusive National Representatives

# WGY

**SCHENECTADY—EST. 1922**  
**NATIONAL BROADCASTING CO.**

Frequency: 810 Kc. Power: 50000 Watts  
 Owned-Operated By: General Electric  
 Company

Address: 1 River Road  
 Phone Number: 3-2121  
 Transmitter Location: South Schenectady  
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,  
 8 a.m. to 1 a.m.

News Service: AP, UP  
 Transcription Service: NBC Thesaurus;  
 Standard Radio

Representative: National Broadcasting Co;  
 NBC Spot Sales

## Personnel

President: Gerard Swope  
 Manager of Broadcasting: R. S. Peare  
 Station Manager: Kolin Hager  
 Sales Manager: A. G. MacDonald  
 Sales Promotion: Kay Kempton  
 Program Manager: A. O. Coggeshall  
 Production Manager: Earle Pudney  
 Press & Public Relations Director:  
 W. T. Meenam

Accountant: V. J. Hasche  
 Director of Agricultural  
 Activities: G. E. Markham  
 Artists Bureau: Kolin Hager  
 Musical Directors: E. A. Rice and Frank Glenn  
 Station Engineer: W. J. Purcell

# WFB L

**SYRACUSE—EST. 1922**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1390 Kc. Power: 5000 Watts  
 Owned-Operated By: Onondaga Radio  
 Broadcasting Corporation

Address: Onondaga Hotel  
 Phone Number: 2-1147  
 Transmitter Location: Cellaer, N. Y.  
 Time on the Air: Full Time  
 News Service: INS  
 Transcription Service: World Broadcasting  
 System

Representative: Free & Peters

## Personnel

President: S. H. Cook  
 Vice-President-General  
 Manager: Samuel Woodworth

OVER 52% OF THE LISTENERS ALL OF THE TIME \*

**WGY**  
**GIVES YOU**  
**THE**  
**HUDSON CIRCLE**  
 ★  
 A MAJOR NORTHEASTERN  
 MARKET

50,000 watts  
 22 years of service  
 NBC

Morning, afternoon, and evening Crossley reports

Represented nationally  
 by NBC Spot Sales

**GENERAL ELECTRIC**

SCHENECTADY, NEW YORK

WGY-1743

V.-P.-Merchandising Mgr.....Robert G. Soule  
 Commercial Manager.....Charles Phillips  
 Program Director.....George Perkins  
 Publicity Director.....Harvey Sanderson  
 Control Room Supervisor....Walter L. Stonger  
 Transmitter Supervisor.....James Kelley  
 Musical Director.....Raymond Ganitter  
 Chief Engineer.....A. R. Marcy

# W A G E

SYRACUSE—EST. 1941

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 620 Kc.....Power: 1000 Watts  
 Owned-Operated By.....WAGE, Inc.  
 Address.....Loew Building  
 Phone Number.....2-0277  
 Transmitter Location.....Liverpool, N. Y.  
 Time on the Air: 6 a.m. to 2 a.m.; Sundays,  
 9 a.m. to 2 a.m.  
 News Service.....AP  
 Representative.....Edward Petry & Co., Inc.

## Personnel

President.....Frank C. Revoir  
 Station Manager.....William T. Lane  
 Merchandising Director.....Arnold Bowden  
 Musical Director.....Thelma Jean McNeill  
 Chief Engineer.....Charles Brannen

# W O L F

SYRACUSE—EST. 1940

MBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Civic Broadcasting  
 Corporation  
 Address.....Chimes Building  
 Phone Number.....2-7211  
 Transmitter Location.....Van Rensselear and  
 Kirkpatrick Streets  
 Time on the Air.....Unlimited license  
 Representative.....Burn-Smith Co.

## Personnel

President-Commercial Manager..T. S. Marshall  
 Program Director.....Hamilton Woodlee  
 Production Manager.....Fay Santello  
 Publicity Director.....Eleanor Merz  
 Chief Announcer.....Sid Posner  
 Chief Engineer.....David Foote

# W S N Y

SCHENECTADY—EST. 1942

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Western Gateway  
 Broadcasting Corp.  
 Address.....Plaza Theater Bldg.  
 Phone Number.....Schenectady 3-3622  
 Transmitter Location...Campbell & Rice Rds.,  
 Rotterdam, N. Y.  
 Time on the Air...6:45 a.m. to 12:05 a.m.;  
 Sundays, 8 a.m. to 12:05 a.m.  
 News Service.....AP  
 Transcription Service..Standard Radio; Lang-  
 Worth  
 Representatives.....Helen Wood; Howard  
 Wilson for Chicago and West

## Personnel

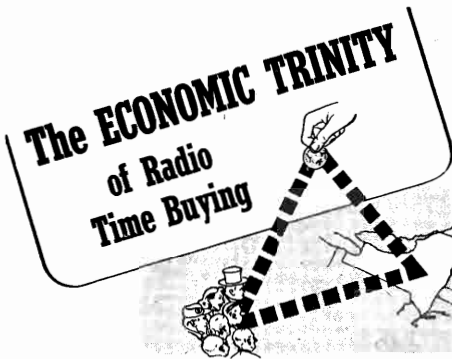
President.....Winslow P. Leighton  
 Vice-President & General  
 Manager.....George R. Nelson  
 Program Manager.....Edward F. Flynn  
 Publicity Director.....Rosemary Cramb  
 Chief Announcer.....Gene Graves  
 Chief Engineer.....I. Beck

# W S Y R

SYRACUSE—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 570 Kc.....Power: 5000 Watts



**Y**OU'VE got to get price, coverage and audience when you buy spot radio. In Central New York, you get more of all three when you buy WAGE. For WAGE costs less than other Syracuse network stations. It gives equal or greater coverage. And audience—well, ask to see the last special Hooper report on Syracuse radio listening. Your Edward Petry & Co. representative will show it to you—or write or wire WAGE.



620 Kilocycles \* 1000 Watts \* Syracuse, N. Y.

Owned-Operated By ..... Central New York  
Broadcasting Corporation  
Address ..... Kemper-Syracuse Bldg.  
Phone Number ..... 3-7111  
Transmitter Location ..... 2341 Valley Drive  
Time on the Air ..... 6 a.m. to 1 a.m.  
News Service ..... UP  
Transcription Service: Associated Recorded  
Program Service: Lang-Worth  
Representative ..... Paul H. Raymer Company

**Personnel**

President ..... Harry C. Wilder  
Assistant to President ..... E. R. Vadeboncoeur  
Treasurer ..... N. L. Kidd  
Promotion Manager ..... R. Boyd  
Program Director ..... E. R. Vadeboncoeur  
Chief Announcer ..... Bill Rothrum  
War Programs ..... Rollie Furman  
Musical Director ..... M. Bernthal  
Chief Engineer ..... Armand Belle Isle

**W H A Z**  
TROY—EST. 1922

MBS

Frequency: 1330 Kc. .... Power: 1000 Watts  
Owned-Operated By ..... Rensselaer Poly-  
technic Institute  
Address ..... 110 Eighth St.  
Phone Number ..... Troy 6810  
Transmitter Location ..... 110 Eighth St.  
Time on the Air ..... 6:30 p.m. to midnight,  
Monday only

**Personnel**

President ..... Dr. W. O. Hotchkiss  
Station Manager ..... W. J. Williams  
Sales Manager ..... W. C. Stoker  
Program Director ..... A. O. Niles  
Chief Announcer ..... R. Schmelzer  
Chief Engineer ..... H. Harris

**W T R Y**  
TROY—EST. 1940

BLUE NETWORK

Frequency: 980 Kc. .... Power: 1000 Watts  
Owned-Operated By ..... Troy Broadcasting  
Co., Inc.  
Address ..... 92 Fourth St.  
Phone Numbers ..... Troy 2100; Albany 4-2500  
Transmitter Location ..... Boght Corners  
Time on the Air ..... 6:45 a.m. to 12:05 a.m.  
News Service ..... UP  
Transcription Service ..... World Broadcasting

System: Lang-Worth; Standard  
Representative ..... Paul H. Raymer Co.

**Personnel**

President ..... Col. H. C. Wilder  
Station Manager ..... William A. Ripley  
Program Director ..... Woodbury Carter  
Publicity Director ..... K. Moser  
Musical Director and  
Chief Announcer ..... E. Rossell  
Chief Engineer ..... W. Whitman

**W I B X**

UTICA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned-Operated By ..... WIBX, Inc.  
Address ..... First National Bank Bldg.  
Phone Number ..... 2-2101  
Transmitter Location ..... Schuyler St., Marcy,  
N. Y.

Time on the Air: 6:30 a.m. to 1 a.m.; Sundays,  
7:45 a.m. to 12:05 a.m.

News Service ..... INS  
Transcription Service ..... World Broadcasting  
System

New York Sales Office ..... 551 Fifth Ave.;  
Helen Wood, Commercial Manager  
Representatives ..... Virgil Reiter & Co.  
(Chicago); Walter Biddick Co. (West Coast);  
Bertha Bannan (Boston)

**Personnel**

President-Treasurer ..... Margaret Bowen  
Assistant Treasurer ..... Gladys Moore  
Executive Vice-President ..... Elliott Stewart  
National Sales-Merchandising  
Manager ..... N. W. Cook  
Production Manager ..... Michael Carlo  
Continuity Chief ..... Mary Kendrick  
Musical Director ..... Walter Griswold  
Chief Engineer ..... J. T. Dowdell

**W A T N**

WATERTOWN—EST. 1941

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Watertown Broad-  
casting Corporation

Business Address ..... Woolworth Bldg.  
Phone Numbers: ..... Studios 2424; Com-  
mercial Office, 975

Studio Address ..... 118 Washington St.  
Transmitter Location ..... 118 Washington St.  
Time on the Air ..... 7 a.m. to 11:15 p.m.  
News Service ..... AP  
Transcription Service ..... Standard Radio

**Personnel**

President .....G. Harry Righter  
 National Sales Manager...Alfred Dinsdale  
 Program Director.....E. J. McDonald  
 Acting Chief Engineer.....J. A. Perry

**W W N Y**

**WATERTOWN—EST. 1941**

**COLUMBIA BROADCASTING SYSTEM**  
 Frequency: 790 Kc.....Power: 1000 Watts  
 Owned-Operated By.....The Brockway  
 Company  
 Address.....Hotel Woodruff, Public Square  
 Phone Number.....4-120  
 Transmitter Location.....Ives St. Extension  
 Time on the Air: 6:30 a.m. to midnight; Sun-  
 day, 8 a.m. to midnight  
 Newspaper Affiliation.....Watertown Daily  
 Times  
 News Service .....UP  
 Transcription Service....World Broadcasting  
 Representative .....Weed & Co.

**Personnel**

President .....Harold E. Johnson  
 Station Manager.....Thomas E. Martin  
 Commercial Manager.....Louis Saiff, Jr.  
 Sales Promotion-Publicity  
 Manager.....Thomas R. McHugh  
 Program Director .....Robt. G. Walter  
 Chief Announcer.....Chas. Pierce  
 Musical Director .....M. Davis  
 Chief Engineer.....Maynard B. Davis

**W F A S**

**WHITE PLAINS—EST. 1932**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Westchester Broad-  
 casting Corp.  
 Address .....Roger Smith Hotel  
 Phone Number .....White Plains 6400  
 Transmitter Location.....Roger Smith Hotel  
 Time on the Air.....Unlimited license  
 News Service.....AP  
 Transcription Service ....World Broadcasting  
 System; AMP  
 Representative .....Headley-Reed Co.

**Personnel**

President.....J. Noel Macy  
 V-P-Managing Director.....Frank A. Seitz  
 Program-Musical Director.....Ran Kaler  
 Chief Engineer .....F. A. Seitz

**W W R L**

**WOODSIDE—EST. 1926**

Frequency: 1600 Kc.....Power: 250 Watts  
 Owned-Operated By .....Long Island Broad-  
 casting Corporation  
 Address.....41-30 58th Street  
 Phone Number .....NEwtown 9-3300  
 Transmitter Location.....41-30 58th St.,  
 Woodside, L. I.  
 Time on the Air.....8 a.m. to midnight  
 News Service .....AP  
 Transcription Service .Lang-Worth, BMI, AMP

**Personnel**

President and General  
 Manager .....William H. Reuman  
 Asst. General Manager.....Edith Dick  
 Program Director .....Lou Cole

**WFAS...**

*A Class Station in  
 A Class Market*

- B. Altman & Co.
- Bonwit-Teller, Inc.
- Black, Starr & Gorham
- James McCutcheon & Co.
- W. & J. Sloane

are among a large group of  
 quality-conscious advertisers using

**WFAS in Westchester**

Roger Smith Hotel  
 White Plains

*Represented by*  
**HEADLEY-REED COMPANY**  
 Chrysler Bldg.  
 New York

# NORTH CAROLINA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

## WISE

ASHEVILLE—EST. 1939

NATIONAL BROADCASTING CO.  
MUTUAL BROADCASTING CO.  
DANIEL BOONE NETWORK

Frequency: 1230 Kc. Power: 250 Watts  
Owned By: Radio Station WISE, Inc.  
Address: Langren Hotel  
Phone Number: 1213  
Transmitter Location: Langren Hotel  
Time on the Air: 6:30 a.m. to 1 a.m.; Sundays,  
8 a.m. to 1 a.m.  
News Service: INS  
Transcription Service: Standard Radio  
National Representative: Burn-Smith Co.;  
Harry E. Cummings

### Personnel

President-Station Manager: Harold Thoms  
Commercial Manager: Harold Thoms  
Promotion Manager: Charles A. Bachman  
Program Director: Ken Beachboard  
Chief Engineer: Madeline Hollerith

## WWNC

ASHEVILLE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 570 Kc. Power: 1000 Watts  
(C.P. 5000)  
Owned-Operated By: Asheville Citizen-  
Times Co., Inc.  
Address: 14 O'Henry Avenue  
Phone Number: 5500  
Transmitter Location: Flatiron Building  
Time on the Air: 6:45 a.m. to 12 midnight  
Newspaper Affiliation: Asheville Citizen-  
Times  
News Service: UP  
Transcription Service: Lang-Worth; Associated  
Representative: Katz Agency

### Personnel

Executive Director: Don S. Elias  
Commercial Manager: James A. Hagan  
Program Director: Lee Chadwick  
Director of War Programs: Bill Melia  
Chief Engineer: Cecil Hoskins

(See Page 532)

## WBBB

BURLINGTON—EST. 1941

MUTUAL BROADCASTING SYSTEM  
KEYSTONE BROADCASTING SYSTEM  
TOBACCO NETWORK  
CAROLINA NETWORK

Frequency: 920 Kc. Power: 1000 Watts  
Owned-Operated By: Alamance Broad-  
casting Company, Inc.

Address: 310½ South Main St.  
Phone Numbers: 2730; 2731  
Transmitter Location: Elon Road (West  
Front Street Extension)  
Time on the Air: 6:30 a.m. to local sunset  
News Service: UP; AP  
Transcription Service: Standard Radio;  
Keystone

### Personnel

Secretary and General Manager: E. Z. Jones  
Commercial & Sales Promotion  
Manager: Roy Springer  
Program Director and Chief  
Announcer: Paul Huddleston  
Production Manager: William Sandefur  
Publicity Director: Laurine Skinner  
Artists Bureau Head: Aetna Bryant  
Chief Engineer: James Beatty  
Record MC: Al Nelson

## WAYS

CHARLOTTE—EST. 1942

THE BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc. Power: 1000 Watts  
Owned-Operated By: Inter-City Advertising Co.  
Address: 120 E. Third St.  
Phone Numbers: 37173 (office)  
Transmitter Location: Oakdale  
Time on the Air: 6 a.m. to 12 midnight  
News Service: INS  
Transcription Service: Lang-Worth  
Representative: Weed & Co.

### Personnel

President: George W. Dowdy  
General Manager: G. O. Shepard  
Commercial Manager: Walter H. Goan  
Publicity Director: Don McSwain  
Chief Engineer: John C. Price

## WBT

CHARLOTTE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1110 Kc. Power: 50000 Watts  
Owned-Operated By: Columbia Broadcasting  
System, Inc.  
Business Address: Wilder Building  
Phone Number: 3-8833  
Transmitter Location: 9 miles southeast of  
Charlotte  
Time on the Air: 5 a.m. to 3 a.m.; Sundays,  
7 a.m. to 3 a.m.  
News Service: UP; AP

• NORTH CAROLINA •

Transcription Service .....Lang-Worth  
 Representative .....Radio Sales, Inc.

**Personnel**

President.....Wm. S. Paley  
 Station Manager.....A. D. Willard, Jr.  
 Sales Manager.....Royal E. Penny  
 Sales Promotion and Press Information  
 Manager .....W. McGregor Parker  
 News Editor.....Jack Knell  
 Farm Editor.....Grady Cole  
 Program Director.....C. H. Crutchfield  
 Office Mgr.-Auditor.....E. J. DeGray  
 Production Manager .....Larry Walker  
 Acting Chief Engineer.....M. J. Minor

**W S O C**

CHARLOTTE—EST. 1933  
 NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By..Radio Station WSOC, Inc.  
 Address.....1925 N. Tryon Street  
 Phone Number .....7138  
 Transmitter Location.....1925 N. Tryon Street  
 Time on the Air: 6:30 a.m. to 12 midnight;  
 Sundays, 9 a.m. to 12 midnight  
 News Service .....AP  
 Transcription Service.....NBC Thesaurus;  
 Standard Radio  
 Representative .....Headley-Reed Company

**Personnel**

President .....Commander E. J. Gluck USNR  
 Vice-President & Commercial  
 Manager.....W. C. Irwin  
 Program Director.....C. G. Hicks  
 Sales Promotion-Publicity  
 Director.....Francis M. Fitzgerald  
 Production Manager.....Ron Jenkins  
 Musical Director .....Fletcher Austin  
 Chief Engineer.....L. L. Caudle  
 Record MC .....Dewey L. Drum

**W E G O**

CONCORD—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1410 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Wayne Nelson  
 Business Address .....Concord  
 Phone Number .....2271  
 Transmitter Location..Highway 29A, 1½ miles  
 west of Concord  
 Time on the Air.....Daytime license  
 News Service .....UP  
 Transcription Service.....Standard Music,  
 Keystone

**Personnel**

Owner .....Wayne Nelson  
 Commercial Manager.....R. Hoy Whitlow

Retail sales in  
 western North Carolina's  
 18 counties will  
 exceed 100 million  
 dollars for 1944.

Asheville is the  
 business heart of  
 western North Carolina.

WWNC—in Asheville—  
 is the one station with  
 coverage in all 18  
 western North Carolina  
 counties.



**W  
 W  
 N  
 C**

570 kc  
 1000 watts  
 Asheville, N. C.



## W D N C

**DURHAM—EST. 1934**

**COLUMBIA BROADCASTING SYSTEM  
TAR HEEL NETWORK**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Operated By. . . . . The Durham Radio Corporation

Address . . . . . 138 Chapel Hill Street  
Phone Numbers . . . . . R-155, R-156  
Transmitter Location . . . . . Forest Hills,  
Near Durham

Time on the Air: 6:30 a.m. to 12:05 a.m.; Sun-  
days, 8 a.m. to 12:05 a.m.

Newspaper Affiliation . . . . . Herald-Sun Papers  
News Service . . . . . UP  
Transcription Service . . . . . C. P. MacGregor  
Representative . . . . . Howard H. Wilson Company

### Personnel

President . . . . . C. C. Council  
General and Commercial  
Manager . . . . . L. F. Jarman  
Sales Promotion and Publicity  
Director . . . . . Anne Raidebaugh  
Program Director . . . . . Z. V. Gwynn  
Chief Announcer . . . . . William Hedgepath  
Musical Director . . . . . Mildred Alexander  
Chief Engineer . . . . . Walter Hill  
Record MC . . . . . Z. V. Gwynn

## W C N C

**ELIZABETH CITY—EST. 1939**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Operated By. . . . . Albemarle Broadcasting Co.

Address . . . . . Colonial Ave.  
Phone Number . . . . . 1400  
Transmitter Location . . . . . Parsonage St. Extension  
News Service . . . . . UP  
Transcription Service . . . . . World Broadcasting System

### Personnel

President . . . . . T. W. Aydlett  
Station Manager . . . . . J. E. Aydlett  
Commercial Manager . . . . . Martha S. Seymour  
Program Director . . . . . Jane Lyman  
Chief Engineer . . . . . James M. Wall

## W F N C

**FAYETTEVILLE—EST. 1940**

**MUTUAL BROADCASTING SYSTEM  
TOBACCO NETWORK**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By. . . . . Cumberland Broadcasting Co.

Address . . . . . 114 Anderson St.  
Phone Number . . . . . 4848  
Transmitter Location . . . . . N. Water St.  
Time on the Air . . . . . 16½ hours daily  
News Service . . . . . UP

Transcription Service . . . . . Lang-Worth  
Representative . . . . . Burn-Smith Co.

### Personnel

Station Manager . . . . . W. C. Ewing  
Commercial Manager . . . . . Paul Moyle  
Program Director-Chief  
Announcer . . . . . Ray Woodard  
Publicity Director . . . . . Kate Southerland  
Chief Engineer . . . . . Howard Harrell

## W G N C

**GASTONIA—EST. 1939**

**BLUE NETWORK**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By. . . . . F. C. Todd  
Address . . . . . National Bank of Commerce Bldg.  
Phone Number . . . . . 732  
Transmitter Location . . . . . Dallas Road, Gastonia

Time on the Air: 7 a.m. to 11 p.m.; Sundays,  
9:00 a.m. to 9:00 p.m.

News Service . . . . . UP  
Representative . . . . . Cox & Tanz

### Personnel

Owner . . . . . F. C. Todd  
Manager . . . . . Pat McSwain  
Commercial-Sales Promotion  
Manager . . . . . F. C. Abernathy  
Program Director . . . . . Earl Holder  
Chief Engineer . . . . . W. C. Groves, Jr.

# PA

ORIGINATED *the*

extra service of

the only press

association

**STATION**

**RELATIONS**

**DEPARTMENT**

# W B I G

**GREENSBORO—EST. 1926**  
**COLUMBIA BROADCASTING SYSTEM**  
 Frequency: 1470 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . North Carolina Broad-  
 casting Co., Inc.  
 Business Address . . . . . Box 1807  
 Phone Number . . . . . 6125, 6126  
 Studio Address . . . . . O. Henry Hotel  
 Transmitter Location . . . Battleground Boulevard  
 Time on the Air: 6 a.m. to 12 midnight; Sun-  
 days, 8 a.m. to 12 midnight  
 News Service . . . . . AP  
 Transcription Services: . . . World Broadcasting  
 System; Lang-Worth; Standard Radio; NBC  
 Thesaurus  
 Representative . . . George P. Hollingbery Co.

## Personnel

**Station and Commercial**  
 Manager . . . . . Edney Ridge  
 Program Director . . . . . Faye Kenyon  
 Publicity Director . . . . . Marge Durcaway  
 Production Manager-Chief  
 Announcer . . . . . Wally Williams  
 News Editor . . . . . John Bosmon  
 Musical Director . . . . . Margaret Banks  
 Chief Engineer . . . . . Earl Allison

# W G B G

**GREENSBORO—EST. 1942**  
**BLUE NETWORK**  
**NORTH STATE NETWORK**

Frequency: 980 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . Greensboro Broadcast-  
 ing Co.  
 Business Address . . . . . Ashe St. Extension  
 Phone Number . . . . . 3-3631  
 Transmitter Location . . . Ashe St. Extension  
 Time on the Air . . . . . 6 a.m. to local sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 National Representative . . . . . Burn-Smith Co.

## Personnel

President . . . . . Ralph M. Lambeth  
 Acting Assistant  
 Manager . . . . . J. Robert Marlowe  
 Commercial Manager . . . . . L. O. Hutchins  
 Sales Promotion and Publicity  
 Manager . . . . . J. R. Marlowe  
 Chief Announcer . . . . . George Ballard  
 Program-Production  
 Manager . . . . . Anderson Brown  
 Chief Engineer . . . . . Joseph Warlick



"The PRESTIGE  
 STATION of the  
 CAROLINAS"

famed  
 for  
 Showmanship



GEO. P. HOLLINGBERY, INC. *Natl. Reps.*

## W G T C

**GREENVILLE—EST. 1940**

**MUTUAL BROADCASTING SYSTEM  
TOBACCO NETWORK**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . Greenville Broadcasting Company  
 Address . . . . . Falkland Highway,  
 P. O. Box 898  
 Phone Number . . . . . 3182  
 Transmitter Location . . . . . Falkland Highway  
 Time on the Air . . . . . 16 hours daily, 15 hours  
 Sundays  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth

### *Personnel*

President . . . . . Julian J. White  
 Station and Sales Promotion  
 Manager . . . . . Margaret J. Laughinghouse  
 Publicity Director . . . . . Richard Stokes  
 Program Director . . . . . Margaret Laughinghouse  
 Chief Announcer . . . . . Carl McKinney  
 Traffic Manager and Women's  
 Editor . . . . . Margaret Richardson  
 Chief Announcer . . . . . Hank Tribley  
 Record MC . . . . . Charles Whedbee

## W G B R

**GOLDSBORO—EST. 1939**

**MUTUAL BROADCASTING SYSTEM  
KEYSTONE BROADCASTING SYSTEM  
TOBACCO NETWORK**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . Eastern Carolina Broad-  
 casting Corp.  
 Business Address . . . . . Borden Bldg.  
 Phone Numbers . . . . . 1550; 1551  
 Studio Address . . . . . P. O. Box 1024  
 Transmitter Location . . . . . Goldsboro-Raleigh  
 Highway  
 Time on the Air: 6:45 a.m. to 11:05 p.m.;  
 Sunday, 8:30 a.m. to 11:05 p.m.  
 News Service . . . . . UP, AP  
 Transcription Service . . . . . Standard Radio  
 Representative . . . . . Burn-Smith Co.

### *Personnel*

President . . . . . A. T. Hawkins  
 Station and Sales Promotion  
 Manager . . . . . Harry G. Bright  
 Sales Manager . . . . . Leland B. Nelson  
 Program-Musical Director . . . . . John Gay Britt  
 Publicity Director . . . . . Marie Macauley  
 Chief Announcer . . . . . Jack Braxton  
 Chief Engineer . . . . . Daniel B. Trueblood

## W H K Y

**HICKORY—EST. 1939**

**BLUE NETWORK  
KEYSTONE BROADCASTING SYSTEM**

Frequency: 1290 Kc. . . . . Power: 5000 d. 1000 n.  
 Owned-Operated By . . . The Catawba Valley  
 Broadcasting Co., Inc.  
 Address . . . . . Radio Bldg.  
 Phone Number . . . . . 1195-6  
 Transmitter Location . . . 3½ miles SE of Hickory  
 Time on the Air . . . . . 6 a.m. to 12 midnight  
 News Service . . . . . UP  
 Transcription Service . . . . . NBC Thesaurus  
 Representative . . . . . Howard H. Wilson

### *Personnel*

President . . . . . Carl V. Cline  
 Station-Commercial Manager . . . . . Carl Aley  
 Program Director-Chief  
 Announcer . . . . . Bing Bennett  
 Musical Director . . . . . Louise Miller  
 Artists Bureau Head . . . . . Hendley Ellington  
 Chief Engineer . . . . . E. S. Long

## W M F R

**HIGH POINT—EST. 1926  
BLUE NETWORK**

# TIME-BUYERS..

DISCOVER  
YOUR OWN

**GOLDMINE**

*in*

**GOLDSBORO**

*with*

**W G B R**

NORTH CAROLINA

★  
**MBS**  
 Rep.: Burn-Smith  
 Gen. Mgr.  
 Harry G. Bright  
 ★

*Serving*  
**A BOOMING MARKET**

**KEYSTONE BROADCASTING SYSTEM  
NORTHSTATE NETWORK**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . WMFR, Inc.  
 Address . . . . . 156½ S. Main St.  
 Phone Number . . . . . 4593  
 Transmitter Location . . . . . 156½ S. Main St.  
 Time on the Air . . . . . 6 a.m. to 11 p.m.  
 News Service . . . . . UP  
 National Representative . . . . . Burn-Smith Co.

**Personnel**

President . . . . . James M. Lambeth  
 Station Manager . . . . . Helen M. Lambeth  
 Commercial Manager . . . . . Pat Taylor  
 Program Director . . . . . Stan Conrad  
 Chief Announcer . . . . . Gary Davis  
 Chief Engineer . . . . . Robert P. Boyd  
 Record MC . . . . . Howard Saunders

**W F T C**

**KINSTON—EST. 1936**

**BLUE NETWORK**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Jonas Weiland  
 Address . . . . . 210 East King St.  
 Phone Number . . . . . 4111  
 Transmitter Location . . . . . Kinston, N. C.

W

The

HEART

OF THE

PROSPEROUS

TOBACCO

MARKET

IN

NORTH

CAROLINA

C

Owner . . . . . Manager  
 Jonas Weiland • Ray Woodward

Time on the Air . . . . . 7:30 a.m. to 11 p.m.  
 Transcription Service . . . . . Keystone Broadcasting  
 System  
 Representative . . . . . Burn-Smith Company

**Personnel**

**Station and Commercial**  
 Manager . . . . . Jonas Weiland  
**Promotion-Publicity**  
 Director . . . . . Lester L. Gould  
 Program Director . . . . . Ruby Grant Dougan  
 Production Manager . . . . . Robert Livingston  
 Musical Director . . . . . Francis Van Houten  
 Chief Engineer . . . . . David Hardison

**W H I T**

**NEW BERN—EST. 1942**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Coastal Broadcasting Co.  
 Address . . . . . U. S. Highway No. 17, South  
 Phone Number . . . . . 1450  
 Transmitter Location . . . . . U. S. Highway No. 17  
 Time on the Air: 7 a.m. to 11:15 p.m.; Saturdays,  
 7:00 a.m. to midnight; Sundays, 8:00 a.m. to  
 11:15 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth,  
 NBC Thesaurus

**Personnel**

President-Station Manager . . . . . Louis N. Howard  
 Sales Promotion Manager . . . . . Bob Allen  
 Program-Production Director . . . . . Ed. W. Burwell  
 Publicity Director . . . . . James Bridges  
 Traffic Manager . . . . . Jacquelyn Melton  
 Chief Announcer . . . . . Paul Parker  
 Assistant Traffic Manager . . . . . Helen Pynckels  
 Chief Engineer . . . . . Glen Neuville

**W R A L**

**RALEIGH—EST. 1939**

**MUTUAL BROADCASTING SYSTEM  
TOBACCO NETWORK**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Capitol Broadcasting  
 Company  
 Address . . . . . 130 S. Salisbury Street  
 Phone Number . . . . . 6411  
 Transmitter Location . . . . . Extension of East Davie  
 Street  
 Time on the Air . . . . . 6:45 a.m. to 11:05 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Weed & Co.

**Personnel**

President . . . . . A. J. Fletcher  
 General and Sales  
 Promotion Manager . . . . . Fred Fletcher  
 Commercial Manager . . . . . C. D. Moore  
 Program Director . . . . . Ray Reeve  
 Chief Engineer . . . . . Stanley Brown

• NORTH CAROLINA •

**W P T F**

RALEIGH—EST. 1924

NATIONAL BROADCASTING COMPANY

Frequency: 680 Kc. Power: 50000 Watts  
 Owned-Operated By: WPTF Radio Co.  
 Address: Insurance Bldg.  
 Phone Number: 8311  
 Transmitter Location: Cary, N. C.  
 Time on the Air: 6 a.m. to 2 a.m.  
 News Service: AP; UP  
 Transcription Service: NBC Thesaurus  
 Representative: Free & Peters

**Personnel**

President and Treasurer: J. R. Weatherspoon  
 General Manager: Richard H. Mason  
 Sales Manager: Ollie L. Carpenter  
 Program Director: Virginia Tatum  
 Publicity Director-Chief  
 Announcer: Stewart T. Spencer  
 Musical Director: Leo F. de Sola  
 Technical Supervisor: Henry Hulick, Jr.

•  
**W C B T**

ROANOKE RAPIDS—EST. 1940

THE BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Radio Station WCBT, Inc.  
 Address: 251 Roanoke Avenue  
 Phone Number: R-855-1  
 Transmitter Location: 10th Street Extension  
 Time on the Air: 116 hours weekly  
 News Service: UP  
 Transcription Service: C. P. MacGregor  
 National Representative: Burn-Smith, Inc.

**Personnel**

President: S. E. Crew  
 General and Commercial Mgr.: Nathan Frank  
 Program Director: Mamie Nash  
 Chief Engineer: C. W. Mears

•  
**W E E D**

ROCKY MOUNT—EST. 1933

BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: W. Avera Wynne  
 Business Address: Box 391  
 Phone Number: Rocky Mount 1420  
 Studio Address: Nashville Highway  
 Transmitter Location: Nashville Highway  
 Time on the Air: 7 a.m. to 12 midnight  
 News Service: UP

**Personnel**

Owner-Manager: W. Avera Wynne  
 Program Director: Douglas Hunt

**NORTH CAROLINA**  
 is the  
**South's No. 1**  
**STATE**

**IN AGRICULTURE**

**CASH INCOME AND GOVT. PAYMENTS**

Source: — Department of Agriculture, 1940

**NORTH CAROLINA**



**AVERAGE OF NINE OTHER SOUTHERN STATES**



**IN INDUSTRY**

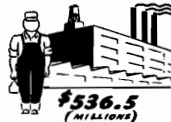
**VALUE of MANUFACTURED PRODUCTS**

Source: — Census of Manufactures, 1939

**NORTH CAROLINA**



**AVERAGE OF NINE OTHER SOUTHERN STATES**



**WPTF**  
 with **50,000 Watts**  
 in **RALEIGH** is  
**NORTH CAROLINA'S**  
**No. 1**  
**SALESMAN**

NBC - 680 K.C.

FREE & PETERS, NATIONAL REPRESENTATIVES



## W S T P

**SALISBURY—EST. 1939**

**MUTUAL BROADCASTING SYSTEM**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Piedmont Broadcast-  
ing Corp.

Business Address . . . . . P. O. Drawer 920  
Phone Number . . . . . 2121

Studio Addresses: Yaddin Hotel, Salisbury;  
Swanee Theatre Bldg., Kannapolis, N. C.

Transmitter Location: Statesville Highway at  
Grant Creek

Time on the Air . . . . . 7 a.m. to 12 midnight;  
Sundays, 8 a.m. to 12 midnight

News Service . . . . . AP

Representative . . . . . Burn-Smith Co.

### Personnel

President . . . . . Bryce P. Beard  
Station and Commercial

Manager . . . . . Russell McIntire  
Assistant Manager and

Chief Announcer . . . . . Earl Catton

Program-Production Director . . . . . Russell McIntire

Chief Engineer . . . . . Carl Watson

## W R R F

**WASHINGTON—EST. 1942**

**BLUE NETWORK**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 930 Kc. . . . . Power: 1000 Watts  
Owned-Operated By . . . . . Tar Heel Broadcasting  
System

Address . . . . . Bank of Washington Bldg.  
Phone Number . . . . . 403

Transmitter Location . . . . . 2 miles from Washington  
on Greenville Highway

Time on the Air . . . . . Daytime license

News Service . . . . . AP

National Representative . . . . . Burn-Smith Co.

### Personnel

President . . . . . W. R. Roberson, Sr.

Station Manager . . . . . W. R. Roberson, Jr.

Sales Manager . . . . . Leslie Smith

Program-Production Director . . . . . N. L. Royster

Promotion-Publicity Director . . . . . Leslie Smith

Chief Announcer . . . . . Wally King

Chief Engineer . . . . . George Martin

## W M F D

**WILMINGTON—EST. 1935**

**BLUE NETWORK**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned by . . . . . WMFD

Operated by . . . . . Richard Austin Dunlea

Business Address . . . . . P. O. Box 696

Phone Number . . . . . Dial 4840

Studio Addresses: Castle Hayne Road, Forest  
Hills

Transmitter Location . . . . . Castle Hayne Road

Time on the Air . . . . . 7:30 a.m. to 11 p.m.

News Service . . . . . UP

Transcription Service . . . . . BMI

Representative . . . . . Burn-Smith Company

### Personnel

President-General Manager . . . . . R. A. Dunlea

Commercial Manager . . . . . Claud O'Shields

Program-Musical Director . . . . . Harry W. Lee

Production Manager . . . . . Norma Rogers

Chief Engineer . . . . . E. I. Herring

## W G T M

**WILSON—EST. 1937**

**MUTUAL BROADCASTING SYSTEM**

**TOBACCO NETWORK**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1340 Kc. . . . . Power: 250 Watts

Owned-Operated by . . . . . Penn Thomas Watson

Address . . . . . Wilson

Phone Number . . . . . 2188

Transmitter Location . . . . . Wilson

Time on the Air . . . . . Unlimited

News Service . . . . . UP

Transcription Service . . . . . Lang-Worth

Representative . . . . . Burn-Smith Co.

### Personnel

Owner . . . . . P. T. Watson

Station Manager . . . . . Allen Wannamaker

Commercial Manager . . . . . Robert B. Brunson

Program-Production Director . . . . . Clinton Farris

Publicity Director . . . . . Mina Williams

Chief Engineer . . . . . Warren Wooten

## W A I R

**WINSTON-SALEM—EST. 1937**

**BLUE NETWORK**

**MUTUAL BROADCASTING SYSTEM**

Frequency: 1340 Kc. . . . . Power: 250 Watts

Owned-Operated By . . . . . C. G. Hill, Geo. D.

Walker, S. H. Walker

Address . . . . . Pepper Bldg.

Phone Number . . . . . 2-1133

Transmitter Location . . . . . Reynolda, N. C.

Time on the Air: 6 a.m. to midnight; Sunday,

8 a.m. to midnight

News Service . . . . . AP

Transcription Service . . . . . World Broadcasting  
System

### Personnel

General Manager . . . . . George D. Walker

Commercial Manager . . . . . C. G. Hill

Sales Promotion Manager . . . . . E. D. Hill

Program-Production Director . . . . . Charles Keaton

Director of War Programs . . . . . George Walker

Publicity Director . . . . . Doris B. Brown

Chief Announcer . . . . . D. C. Pardington

Chief Engineer . . . . . Lee King

Record MC . . . . . Russell Marion

# W S J S

**WINSTON-SALEM—EST. 1930**

**NATIONAL BROADCASTING CO.**

Frequency: 600 Kc.....Power 5000 Watts  
 Owned-Operated By..Piedmont Publishing Co.  
 Address.....419-421 N. Spruce St.  
 Phone Number.....4141  
 Transmitter Location.....RFD No. 1  
 Time on the Air.....6 a.m. to 12:30 a.m.;  
 Sundays, 7:30 a.m. to 12:30 a.m.

Newspaper Affiliation: Winston-Salem Journal;  
 Twin City Sentinel  
 News Service.....UP  
 Transcription Services..Associated Music Pub-  
 lishers; Lang-Worth  
 Representative.....Headley-Reed Co.

## Personnel

President.....Gordon Gray  
 Managing Director.....Harold Essex  
 Sales Manager.....Harry B. Shaw  
 Program Director.....Clay B. Daniel  
 Musical Director.....Isabel Shaffer  
 Chief Engineer.....Phil Hedrick

# NORTH DAKOTA

*For Latest U. S. Census Population And Radio Homes Data And  
 Statistics on "Shifting Population" Please Turn To Pages 233-286*

# K F Y R

**BISMARCK—EST. 1925**

**NATIONAL BROADCASTING COMPANY**

**NORTHWEST NETWORK**

Frequency: 550 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Meyer Broadcasting  
 Company  
 Address.....320 Broadway  
 Phone Number.....468  
 Transmitter Location.....Menoken, N. Dak.  
 Time on the Air.....6 a.m. to midnight;  
 Sunday, 7 a.m. to midnight  
 News Service.....UP  
 Transcription Service.....NBC Thesaurus  
 Representative.....John Blair & Company

## Personnel

President.....P. J. Meyer  
 Station and Commercial  
 Manager.....F. E. Fitzsimonds  
 Program Director-Chief  
 Announcer.....Robert MacLeod  
 Musical Director.....Curt Dirlam  
 Publicity-Production Manager.....Cal Culver  
 Chief Engineer.....Ivar Nelson

## Personnel

President and General Manager...Bert Wick  
 Program Director.....Bob Raynor  
 Chief Engineer.....Richard Moritz

# W D A Y

**FARGO—EST. 1922**

**NATIONAL BROADCASTING COMPANY**

**NORTHWEST NETWORK**

Frequency: 970 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WDAY, Inc.  
 Address.....Black Building  
 Phone Number.....5357  
 Transmitter Location..Four miles west of Fargo  
 Time on the Air: 6 a.m. to 12 midnight; Sun-  
 day, 7 a.m. to midnight  
 Newspaper Affiliation.....Fargo Forum  
 News Service.....UP  
 Transcription Service.....NBC Thesaurus  
 Representative.....Free & Peters

## Personnel

President.....E. C. Reineke  
 General and Commercial  
 Manager.....B. J. Lavin  
 Program Director and  
 Chief Announcer.....Ken Kennedy  
 War Program Director.....Howard Nelson  
 Production Manager.....David Henley  
 Sales Promotion-Publicity  
 Director.....Mildred Gregerson  
 Musical Director.....Monty Williams  
 Chief Engineer.....Julius Helland

# K D L R

**DEVILS LAKE—EST. 1925**

**MUTUAL BROADCASTING SYSTEM**

**NORTH CENTRAL BROADCASTING SYSTEM**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....KDLR, Inc.  
 Address.....1025 Third St.  
 Phone Number.....1090  
 Transmitter Location.....East end 4th Street  
 Time on the Air.....6:30 a.m. to 10:30 p.m.  
 News Service.....UP  
 Transcription Service.....World Broadcasting

# K F J M

**GRAND FORKS—EST. 1923**

Frequency: 1440 Kc...Power: 1000 d.; 500 n.  
 Owned-Operated By.....University of North  
 Dakota  
 Address..Woodworth Hall, University Campus

• • •      **NORTH DAKOTA**      • • •

Phone Number .....2800  
Transmitter Location .....University Campus  
Time on the Air.....3 p.m. to 5 p.m. daily

**Personnel**

President.....John C. West  
Business Manager.....J. W. Wilkerson  
Program Director .....Charles E. Gustafson  
Chief Engineer.....Elwin J. O'Brien  
(Non-Commercial Station)

**K I L O**

**GRAND FORKS—EST. 1941**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1440 Kc. Power: 1000 d.; 500 n.  
Owned-Operated By.....Dalton Le Masurier  
Address.....First National Bank Building  
Phone Number .....1200  
Transmitter Location.....University of North  
Dakota Campus  
Time on the Air.....Unlimited License  
News Service .....UP  
Transcription Service .....Lang-Worth  
Representative .....Headley-Reed Co.

**Personnel**

Owner-Station Manager...Dalton Le Masurier  
Commercial Manager.....Elmer Hanson  
Program Director.....Helen LaVelle  
Chief Announcer .....Jack Horner  
Chief Engineer .....E. J. O'Brien

**K S J B**

**JAMESTOWN—EST. 1937**

**MUTUAL BROADCASTING SYSTEM**

**NORTH CENTRAL BROADCASTING SYSTEM**

Frequency: 1400 Kc. (App. 600) Power 250  
Watts

Owned-Operated By..Jamestown Broadcasting  
Company, Inc.

Business Address.....Midland Building  
Phone Numbers .....100; 358

Transmitter Location..1201 First Avenue South  
Time on the Air.....7:30 a.m. to 10:32 p.m.;  
Sundays, 8 a.m. to 10:32 p.m.

News Service .....AP  
Representative....North Central Broadcasting  
System

**Personnel**

President.....John W. Boler  
Station Manager.....B. Harland Ohde  
Chief Engineer.....Kenneth L. Rich

**K G C U**

**MANDAN—EST. 1925**

**MUTUAL BROADCASTING SYSTEM**

**NORTH CENTRAL BROADCASTING SYSTEM**

Frequency: 1270 Kc. Power: 250 Watts

Owned-Operated By..Mandan Radio Associa-  
tion, Inc.

Business Address .....Mandan  
Phone Numbers .....631; 257  
Transmitter Location...South East of Mandan  
Time on the Air: 6:30 a.m. to 11 p.m.; Sundays,  
7 a.m. to 11 p.m.

Representative....North Central Broadcasting  
System

**Personnel**

President.....W. S. Russell  
Station Manager.....M. J. Reichert

**K L P M**

**MINOT—EST. 1929**

**MUTUAL BROADCASTING SYSTEM**

**NORTH CENTRAL BROADCASTING SYSTEM**

Frequency: 1390 Kc. Power: 1000 Watts  
Owned-Operated By.....John B. Cooley  
Business Address .....Fair Block, Minot  
Phone Number .....1267  
Studio Address .....Fair Block, Minot  
Transmitter Location..Three miles southeast of  
Minot

Time on the Air: 6:30 a.m. to 10:30 p.m.; Sun-  
day, 7:00 am. to 10:00 p.m.

News Service .....UP  
Transcription Service....World Broadcasting  
System

Representative .....The Walker Company

**Personnel**

President.....John B. Cooley  
Station Manager-Chief Engineer..C. W. Baker  
Commercial Manager.....E. H. Cooley  
Program Director and  
Chief Announcer .....Jack Helling  
Chief Engineer .....C. W. Baker

**K O V C**

**VALLEY CITY—EST. 1936**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By .....KOV, Inc.

Address .....312 Fifth Ave.  
Phone Number .....408

Transmitter Location .....312 Fifth Ave.  
Time on the Air.....98 hours weekly

**Personnel**

President.....Milton Holiday  
General and Commercial

Manager .....Robert E. Ingstad  
Sales Promotion-Program

Director.....George L. Brooks  
Director of War Programs.....Bob Ingstad  
Chief Engineer .....Charles Sjostrom



# WAKR

*TOWERS OVER AKRON*

*Basic Blue Network*

5000 WATTS ★ DAY & NIGHT

WEED & CO.

*National Representatives*



# OHIO

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

## W A D C

AKRON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1350 Kc. Power: 5000 Watts  
Owned-Operated By: Allen T. Simmons  
Business Address: Box 830  
Phone Number: Meadowbrook 3211  
Studio Address: Tallmadge, Ohio  
Transmitter Location: State Route No. 8, North of Akron  
Time on the Air: 6:30 a.m. to 1 a.m.;  
Sundays, 7:30 a.m. to 1 a.m.  
News Service: UP  
Transcription Service: Standard Radio  
Representative: Geo. P. Hollingsbery Co.

### Personnel

President-Station Manager: Allen T. Simmons  
Commercial-Sales Promotion Manager: R. B. Wilson  
Program Director-Chief Announcer: H. H. Hageman  
Publicity Director: Robert Wass  
Production Manager: C. R. Jolliff  
Musical Director: Charles Herr  
Chief Engineer: John Aitkenhead

## W A K R

AKRON—EST. 1940

BLUE NETWORK

Frequency: 1590 Kc. Power: 5000 watts  
Owned-Operated By: Summit Radio Corporation  
Address: First Central Tower  
Phone Number: HEMlock 6151  
Transmitter Location: Swarts Road, RFD, South Akron  
Time on the Air: 6:30 a.m. to 1 a.m.;  
Sundays, 7 a.m. to 1 a.m.  
News Service: AP  
Transcription Service: NBC Thesaurus  
Representative: Weed & Co.

### Personnel

President-Station Manager: S. Bernard Berk  
Commercial Manager: Kenneth M. Keegan  
Sales Promotion Manager: V. G. Berk  
Program Director: Deane S. Long  
Production Manager: Russell B. Wise  
Chief Engineer: Wm. W. Robertson  
(See Page 541)

## W I C A

ASHTABULA—EST. 1937

Frequency: 970 Kc. Power: 1000 Watts  
Owned-Operated By: WICA, Inc.

Address: 221 Center St.  
Phone Numbers: 1211-1311  
Transmitter Location: Jefferson Road, RFD  
Time on the Air: Local sunrise to sunset  
News Service: UP  
Transcription Service: NBC Thesaurus  
Representative: The Walker Co.

### Personnel

President: C. A. Rowley  
Manager: R. B. Rowley  
Commercial Manager: Donald Fassett  
Program Director: W. W. Walrath  
Publicity Director: Al Newkirk  
Musical Director: Mary Pavolino  
Chief Engineer: George Gautney

## W H B C

CANTON—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts  
(1000 W. after April 1, 1944)  
Owned By: Brush-Moore Newspapers, Inc.  
Operated By: The Ohio Broadcasting Company  
Address: 550 Market Avenue, South  
Phone Number: 7-166  
Transmitter Location: Lakeside and 22nd Street, N. W.  
Time on the Air: 7 a.m. to 12 midnight;  
Sundays, 8:30 a.m. to 12 midnight  
Newspaper Affiliation: Brush-Moore Newspapers, Inc.  
News Service: UP  
Transcription Service: NBC Thesaurus  
Representative: Burn-Smith Co., Inc.

### Personnel

President: Louis H. Brush  
General Manager: Felix Hinkle  
Commercial-Sales Promotion Manager: Robert C. Fehlman  
Director of War Programs: Elizabeth Weeks  
Publicity Director: Robert C. Fehlman  
Program Director: Leonard Taylor  
Musical Director: Martin Alexander  
Chief Engineer: Kenneth Sliker

## W C K Y

CINCINNATI—EST. 1929

COLUMBIA BROADCASTING SYSTEM

Frequency: 1530 Kc. Power: 50000 Watts  
Owned-Operated By: L. B. Wilson, Inc.  
Address: Hotel Gibson, 5th & Walnut Streets  
Phone Number: Cherry 6565  
Transmitter Location: near Crescent Springs, Ky.  
Time on the Air: 5 a.m. to 1 a.m.; Sundays 7 a.m. to 1 a.m.

News Service.....AP; UP  
 Transcription Service.....Standard Radio;  
 Lang-Worth  
 Representative.....Free & Peters

**Personnel**

President and General Manager..L. B. Wilson  
 Station and Commercial Mgr..Fred A. Palmer  
 Promotion Manager.....Margaret Dotson  
 Program-Production

Director.....Robert M. Fleming  
 Director of War Programs.....Jeanette Fuller  
 Musical Director.....Charles Mauthe  
 Publicity Director.....Charles F. McGrath  
 Studio Supervisor.....Arthur D. Gillette  
 Transmitter Supervision...Harvey B. Glatstein

**WCPO**

CINCINNATI—EST. 1922

Frequency: 1230 Kc. ....Power: 250 Watts  
 Owned-Operated By.....Scripps-Howard  
 Address.....204 Keith Bldg., 523 Walnut St.  
 Phone Number.....MAin 3314  
 Transmitter Location...Daylight Building, 623  
 East 6th St.  
 Time on the Air.....6 a.m. to 12:15 a.m.;  
 Saturdays, 6 a.m. to 2 a.m.; Sundays, 7:15  
 a.m. to 12:15 p.m.

Newspaper Affiliation: The Cincinnati Post;  
 Scripps-Howard Newspapers  
 News Service.....UP  
 Transcription Service.....Standard Radio  
 Lang-Worth; Associated Music Publishers  
 Representative.....The Branham Company

**Personnel**

President.....Jack Howard  
 V.-P. & Gen. Mgr.....M. C. Watters  
 Commercial Manager.....John P. Smith  
 Sales Promotion Manager.....John J. Black  
 Production Manager.....John G. Sweeney  
 Chief Announcer.....George Kent  
 Acting Chief Engineer.....Roger Weitz

**WKRC**

CINCINNATI—EST. 1923

MUTUAL BROADCASTING SYSTEM

Frequency: 550 Kc..Power: 5000 d.; 1000 n.  
 Owned-Operated By.....The Cincinnati  
 Times-Star Co.  
 Address.....Hotel Alms  
 Phone Number.....Woodburn 0550  
 Transmitter Location.....Hotel Alms  
 Time on the Air: 5:30 a.m. to 1 a.m.; Sundays,  
 8 a.m. to 1 a.m.

*More!*  
**COMMERCIAL HOURS**  
**THAN EVER BEFORE**  
*In a Twenty Year History*

**WKRC**

THE TIMES-STAR STATION

550 K. C. ★ Cincinnati, Ohio

Represented Nationally by the Katz Agency.

**83.9%**  
of WSAI's  
contracts are  
**RENEWED**  
contracts!

**WSAI**

DIVISION OF THE CROSLY CORPORATION  
CINCINNATI 2, OHIO

Newspaper Affiliation...The Cincinnati Times-Star  
 News Service .....AP, UP  
 Transcription Service...Lang-Worth, Standard  
 Representative .....The Katz Agency

**Personnel**

President .....Hulbert Taft, Sr.  
 General Manager.....Ken Church  
 Sales Manager.....H. E. Fast  
 Sales Promotion and Program  
 Manager .....James Patt  
 Musical Director .....Gladys Lee  
 Chief Engineer.....George Wilson

**WLW**

CINCINNATI—EST. 1922  
 BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 700 Kc.....Power: 50000 Watts  
 Owned-Operated By..The Crosley Corporation  
 Address .....Crosley Square  
 Phone Number.....Cherry 1822  
 Transmitter Location.....Mason, Ohio  
 Time on the Air.....24 hours daily  
 News Service.....AP; INS; UP; Reuters  
 Transcription Service...World Broadcasting  
 System; NBC Thesaurus  
 National Sales Office...630 Fifth Ave., New  
 York, N. Y.; 360 N. Michigan Ave., Chicago  
 Representative...Spot Sales, Inc. (West Coast)

**Personnel**

President .....Powel Crosley, Jr.  
 Vice-President in Charge of  
 Broadcasting .....James D. Shouse  
 V. P. and Assistant General  
 Manager .....R. E. Dunville  
 Sales Manager .....Harry Mason Smith  
 Sales Manager, N. Y. Office..Warren Jennings  
 Sales Manager, Chicago Office..George Clark  
 Promotion Manager.....M. F. Allison  
 Merchandising Manager.....Arthur Griffes  
 Director of War Programs.....Katherine Fox  
 Program Director .....Howard Chamberlain  
 Production Manager.....Chester Herman  
 Publicity Director .....William L. Barlow  
 Musical Director.....Milton Weiner

(See Page 310)

**WSAI**

CINCINNATI—EST. 1928  
 BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1360 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Crosley Corp.  
 Address .....Crosley Square  
 Phone Number.....Cherry 1822

Transmitter Location.....Near Mt. Healthy,  
 Ohio

Time on the Air: .....Unlimited License  
 News Service.....AP; INS; UP; Reuters  
 Transcription Service...World Broadcasting  
 System; NBC Thesaurus  
 Representative.....Spot Sales, Inc.

**Personnel**

President .....Powel Crosley, Jr.  
 Vice-President.....James D. Shouse  
 General Manager.....Walter A. Callahan  
 Sales Manager .....W. R. Christian  
 Artists' Bureau Head.....George Biggar  
 Promotion Manager.....Hazel Brett Howard  
 Program Director.....James Leonard  
 Director of War Programs.....Kit Fox  
 Production Manager.....Chester Herman  
 News Editor.....William Dowdell  
 Publicity Director.....Roger Baker  
 Musical Director.....Milton Wiener  
 Chief Engineer .....R. J. Rockwell

**WCLE**

CLEVELAND—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc.....Power: 500 Watts  
 Owned-Operated By.....United Broadcasting  
 Company  
 Business Address.....1311 Terminal Tower  
 Phone Number .....Prospect 5800  
 Transmitter Location .....Seven Hills Village  
 Time on the Air.....6:45 a.m. to local sunset  
 Newspaper Affiliation.....Cleveland Plain  
 Dealer

News Service .....AP  
 Transcription Service .....Lang-Worth,  
 Associated  
 Representative .....Radio Advertising Cor-  
 poration

**Personnel**

President .....Sterling E. Graham  
 Vice-President and Station  
 Manager.....H. K. Carpenter  
 Assistant to Manager.....Robert D. Borland  
 Sales Manager.....K. K. Hackathorn  
 Program Director.....C. M. Hunter  
 Merchandising and Advertising  
 Manager.....Robert Greenberg  
 Continuity Director.....Leslie Biebl  
 Production Manager and Chief  
 Engineer .....Walter L. Davis  
 Publicity Director.....Doris Neubauer  
 Musical Director.....Willard Pott  
 Chief Engineer.....Ralph DeLany

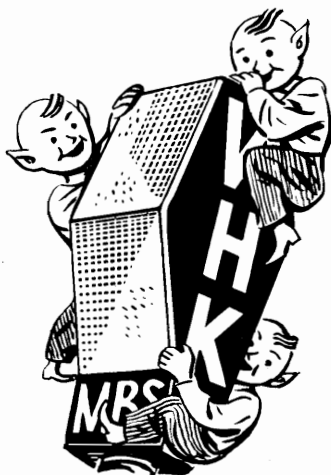
**WGAR**

CLEVELAND—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1480 Kc. (1220 Authorized)..Pow-  
 er: 5000 d.; 1000 n. (5000 Authorized)

# Confidentially— IT'S DONE WITH GREMLINS



Yep! It's "Them" again—but a special kind. Not the perverse and destructive R.A.F. breed. Ours are the kind who glamorize microphones . . . so that radio commercials simply *charm* cash-money out of the public.



Cleveland's retail merchants—who swear by the sales miracles achieved through broadcasting over WHK—have never seen our gremlins. (Neither have we; although one night our Program Director *thought* he saw one.) But RESULTS—yeah, man, we've seen them a-plenty!



And that's what counts . . . money laid on the line, cheerfully and often . . . in exchange for merchandise advertised over WHK. Cleveland retailers have put this to the test. And that's why they buy *more time on WHK than on any other leading station!*

Because it sells . . . and sells . . .  
AND SELLS

# WHK

is

"Retailers' Choice in Cleveland!"

Represented by Paul H. Raymer Co.

United Broadcasting Co., Operators of  
WHK-WCLE, Cleveland; WHKC, Columbus

Owned-Operated By.....The WGAR Broad-  
casting Company  
Address ..... Hotel Statler  
Phone Number .....Prospect 0200  
Transmitter Location.....1000 Harvard Ave.  
Cuyahoga Heights, Ohio  
Time on the Air.....6 a.m. to 1 a.m.  
News Service .....UP  
Transcription Service.....World Broadcasting  
System  
Representative...Edward Petry & Co., Inc.

**Personnel**

President.....George A. Richards  
Vice President-General Manager..John F. Patt  
Commercial Manager.....Harry Camp  
Sales Promotion Manager.....Clyde Vortman  
Director of Operations.....Carl George  
Program Director.....David Baylor  
Publicity Director.....Manuel Eisner  
Production Manager-Chief  
Announcer.....Wayne Mack  
Musical Director and Artists Bureau  
Head.....Walberg Brown  
Chief Engineer.....R. Morris Pierce

**W H K**

CLEVELAND—EST. 1921  
MUTUAL BROADCASTING SYSTEM

Frequency: 1420 Kc.....Power: 5000 Watts  
Owned-Operated By..United Broadcasting Co.  
Address .....1311 Terminal Tower  
Phone Number.....PProspect 5800  
Transmitter Location...Seven Hills Village  
Time on the Air: 6:45 a.m. to 1 a.m.; (126¼  
hours weekly)  
Newspaper Affiliation.....Cleveland Plain  
Dealer  
News Service ..... AP  
Transcription Service.....Lang-Worth,  
Associated, World  
Representative .....Paul H. Raymer Co.

**Personnel**

President .....Sterling E. Graham  
V-P & Station Manager.....H. K. Carpenter  
Assistant to Manager.....Robert D. Borland  
Sales Manager.....K. K. Hackathorn  
Program Director.....C. M. Hunter  
Merchandising and Advertising  
Manager.....Robert Greenberg  
Continuity Director.....Leslie Biehl  
Production Manager and Chief  
Announcer.....Walter L. Davis  
Publicity Director.....Doris Neubauer  
News Editor.....Arthur O. Beamer  
Musical Director.....Willard Pott  
Chief Engineer.....Ralph DeLany

**W T A M**

CLEVELAND—EST. 1923  
NATIONAL BROADCASTING CO.

Frequency: 1100 Kc.....Power: 50000 Watts  
Owned-Operated By...National Broadcasting  
Co.  
Business Address ...815 Superior Ave., N.E.  
Phone Number .....Cherry 0942  
Transmitter Location .....Brecksville, Ohio  
Time on the Air: 5 a.m. to 1 a.m.; Sundays,  
6 a.m. to 1 a.m.  
News Service.....UP; AP  
Transcription Service .....NBC Thesaurus;  
Standard Radio  
Representative.....NBC National Spot Sales

**Personnel**

President .....Niles Trammell  
Station Manager .....Vernon H. Pribble  
Commercial and Sales Promotion  
Manager.....Howard A. Barton  
Program Director.....Hal Metzger  
Production Manager .....Fred Wilson  
Publicity Director-News  
Editor.....Bob Dailey  
Director of Special Events.....Tom Manning  
Musical Director .....Lee Gordon  
Chief Engineer.....S. E. Leonard

**ANOTHER FIRST**

**FOR PA**



**HOURLY NEWS  
SUMMARY**

PA originated hourly  
news summaries on  
the special AP radio  
news wire.



WJW

... standard equipment!

When thousands congregate . . . at ring-side prices . . . a million will listen . . . free.

WJW listens to that million listeners! Wherever crowds gather and things happen of special interest to the people, the WJW microphones are **standard equipment** on the job—bringing "Cleveland" closer to Clevelanders.

They serve also in bringing Clevelanders closer to WJW . . .

And should serve finally in bringing the advertiser closer to both of us.



**THE CLEVELAND PRESS.**  
The town's cheering-Earl Harper's broadcast of the Charity Fight's over didn't bear him, as we were at the Arena, we understand it was the best sports job turned in over the local kilocycles in a long while. Congratulations on a big-time sportscast, Earl.



**PLAIN DEALER.**

**BIVINS-MURRAY BOUT**—Both Earl Harper of WJW and Lew Henry of WRE were doing nicely with the blow-by-blow description of this fight from the Arena which Bivins won. Harper, I thought, was sharper with his description.



**CLEVELAND NEWS**

Earl Harper, sportscaster for WJW, newcomer to town, did a swell job in broadcasting the Bivins-Murray bout at the News Christmas boxing show last night. His non-hysterical description was easy to follow and gave the listener a good picture of what was happening in the ring.

BASIC

*Blue Network*  
CLEVELAND, O.

850

**WJW**

850 KC

*5000 Watts*  
DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY



**W J W**

**CLEVELAND—EST. 1943**

**BLUE NETWORK**

Frequency: 850 Kc. Power: 5000 Watts  
 Owned By ..... WJW, Inc.  
 Operated By ..... William M. O'Neill  
 Address ..... WJW Building, Playhouse  
 Square  
 Phone Number ..... Superior 0101  
 Transmitter Location ..... North Royalton, Ohio  
 Time on the Air ..... 6 a.m. to 1 a.m.  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Representative ..... Headley-Reed Co.

**Personnel**

President and Station  
 Manager ..... William M. O'Neill  
 Commercial Manager ..... Harold W. Waddell  
 Sales Promotion and Merchandising  
 Manager ..... Ben Stiller  
 Program Director ..... Edward N. Palen  
 Production Manager ..... Arden Gifford  
 Publicity Department ..... Earl Harper  
 Musical Director ..... Donald Kayler  
 Chief Engineer ..... Gerold G. Roberts

**W B N S**

**COLUMBUS—EST. 1921**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1460 Kc. Power: 5000 d.; 1000 n.  
 Owned-Operated By ..... WBNS, Incorporated  
 Address ..... 33 North High Street  
 Phone Number ..... Adams 9265  
 Transmitter Location ..... 1035 Barnett Rd.  
 Time on the Air ..... 6 a.m. to 1 a.m.  
 News Service ..... AP  
 Transcription Service ..... Standard Radio  
 Representative ..... John Blair & Company

**Personnel**

President ..... Robert H. Wolfe  
 Chairman of the Board ..... Edgar T. Wolfe  
 Sales and Commercial Manager ..... W. I. Orr  
 National Sales Manager ..... Don Burrows  
 Program Director ..... Jack Price  
 Production Manager ..... Tom DeVore  
 Chief Announcer ..... Irwin A. Johnson  
 Musical Director ..... Lowell Riley  
 Promotion Manager ..... Jim Yerlan  
 Publicity Director ..... Jerome R. Reeves  
 Chief Engineer ..... Lester H. Nafzger

**W C O L**

**COLUMBUS—EST. 1934**

**BLUE NETWORK**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By ..... WCOL, Inc.  
 Business Address ..... 33 North High St.  
 Phone Number ..... Main 4581  
 Transmitter Location ..... 33 North High St.

Time on the Air: 6 a.m. to 1 a.m.; Sundays,  
 8 a.m. to 1 a.m.

News Service ..... INS  
 Transcription Service ..... NBC Thesaurus  
 and Lang-Worth  
 Representative ..... Weed & Company

**Personnel**

President ..... K. B. Johnston  
 Station-Commercial Manager ..... Neal Smith  
 Program Director ..... Wallace Beavers  
 Production Manager ..... Bill Wallace  
 Publicity-Musical Director ..... Janice Hagerty  
 Chief Engineer ..... James E. Lowe

**W H K C**

**COLUMBUS—EST. 1921**

**MUTUAL BROADCASTING SYSTEM**

Frequency: 640 Kc. Power: 500 Watts  
 Owned-Operated By ..... United Broad-  
 casting Co.

Address ..... 22 East Gay St.  
 Phone Number ..... Adams 1101  
 Transmitter Location ..... 901 Obetz Road  
 Time on the Air: 6 a.m. to local sunset, Los  
 Angeles, Calif.

Newspaper Affiliation ..... Cleveland Plain  
 Dealer

News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Radio Advertising Corp.

**Personnel**

President ..... Sterling Graham  
 General Manager ..... Carl M. Everson  
 Commercial and Sales Promotion  
 Manager ..... Harry H. Hoessly  
 Program Director-Production  
 Manager ..... John Moses  
 Publicity Director ..... Rosalind Millstone  
 Chief Announcer ..... Bernard J. Sweeney  
 Artists Bureau Head-Musical  
 Director ..... Abram Ruvinsky  
 Chief Engineer ..... J. E. Anderson  
 Record MC ..... Robert Smith

**W O S U**

**COLUMBUS—EST. 1921**

Frequency: 820 Kc. Power: 5000 Watts  
 Owned-Operated By ..... Ohio State University  
 Business Address ..... Columbus  
 Phone Numbers: University 3148; Extension  
 711

Studio Address ..... Campus  
 Transmitter Location: University Golf Course,  
 3 miles northwest of Columbus

Time on the Air ..... Limited time,  
 to sunset at Dallas, Texas

News Service ..... UP  
 Transcription Service ..... Lang-Worth

**Personnel**

President ..... Howard L. Bevis

Station Director.....R. C. Higgy  
 Program Director.....C. W. Pettegrew  
 Production Manager.....Edgar Sprague  
 Publicity Director.....H. K. Schellenger  
 Chief Announcer.....Bert Stille  
 Musical Director.....Ann Charles  
 Chief Operator.....C. H. Boehnker  
 (Non-Commercial Station)

# WHIO

DAYTON—EST. 1935

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc.....Power: 5000 Watts  
 Owned-Operated By..Miami Valley Broadcast-  
 ing Corporation  
 Business Address.....45 South Ludlow Street  
 Phone Number.....ADams 2261  
 Transmitter Location..Hempstead Road (R.R.  
 No. 2—Box 292 A, Dayton, Ohio)  
 Time on the Air: 5:45 a.m. to 12:15 a.m.;  
 Saturdays, 5:45 a.m. to 1:05 a.m.; Sundays,  
 8 a.m. to 12:15 a.m.  
 Newspaper Affiliations: Dayton Daily News;  
 Springfield (O.) News and Sun; Atlanta Jour-  
 nal; Miami Daily News  
 News Service.....UP, INS, Reuters

Transcription Service.....Standard Radio  
 Representative.....George P. Hollingbery Co.

## Personnel

President.....James M. Cox, Jr.  
 General Manager.....Robert Moody  
 Assistant General Manager.....Lester Spencer  
 Sales Promotion Manager....Arthur Tomsett  
 Program-Production  
 Manager.....William Hamilton  
 Publicity Director.....Garland Baldwin  
 Musical Director.....Henry Lange  
 Chief Announcer.....Wesley Bouslog  
 Chief Engineer.....Ernest L. Adams

# WING

DAYTON—EST. 1924

BLUE NETWORK

OHIO BROADCASTING SYSTEM

Frequency: 1410 Kc.....Power: 5000 Watts  
 Owned-Operated By..Great Trails Broadcasting  
 Corporation  
 Address.....121 North Main Street  
 Phone Number.....ADams 3288-89-80  
 Transmitter Location.....Shaker Road  
 Time on the Air.....6 a.m. to 1 a.m.  
 News Service.....AP

# Ask ANY Daytonian

The Dayton market is filled with a great variety of people, but you'll find they have one thing in common—They like WHIO because of the fine CBS programs and interesting local features—plus complete and reliable news coverage through U.P., I.N.S. and Reuters.



**WHIO IS**  
**THE DAYTON MARKET**

5000 WATTS • BASIC CBS  
 G. P. HOLLINGBERY CO.,  
 Representatives  
 HARRY E. CUMMINGS,  
 Southeastern Representative

Transcription Service.....Lang-Worth, NBC  
 Thesaurus  
 Representative.....Weed & Company

**Personnel**

Chief Executive and General  
 Manager.....Ronald B. Woodyard  
 Program Production Director.....Lin Mason  
 Merchandising-Publicity.....Virginia North  
 Musical Director.....Charles Reeder  
 Chief Engineer.....Paul Braden

**W F I N**

**FINDLAY—EST. 1941**

Frequency: 1330 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Findlay Radio Company  
 Business Address...500½ South Main Street  
 Phone Number.....Main 1330  
 Transmitter Location.....Williams Road  
 Time on the Air:6:30 a.m. to local sunset;  
 Sundays, 7:30 a.m. to local sunset  
 News Service.....INS  
 Transcription Service.....Lang-Worth;  
 Standard Radio

**Personnel**

General Manager.....Fred R. Hover  
 Sales Representatives.....Dick Davis,  
 M. C. Clark  
 Announcers.....Charles Lipker,  
 Fritz Sorenson  
 Musical Director.....Barbara J. Tyner  
 Chief Engineer.....Edgar Smith

**W L O K**

**LIMA—EST. 1938**  
**NATIONAL BROADCASTING CO.**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....The Fort Industry  
 Company  
 Address.....506 New Center Bldg., De-  
 troit, Michigan  
 Phone Number.....93161, Lima;  
 Trinity 17700, Detroit  
 Transmitter Location.....1424 Rice Avenue  
 Time on the Air: 7 a.m. to 12 midnight; Sun-  
 days, 8 a.m. to 12 midnight  
 News Service.....AP  
 Transcription Services.....Standard Radio;  
 Lang-Worth  
 Representative.....Headley-Reed Co.

**Personnel**

President.....George B. Storer  
 (on leave with armed forces)  
 Vice-President-General Manager...J. H. Ryan  
 Managing Director.....Ralph Elvin  
 Commercial Manager.....C. B. Heller  
 Program Director.....Frank D. Heilbeck  
 Promotion-Publicity Director.....Ralph Elvin  
 Chief Announcer.....Charles Grady  
 Chief Engineer.....Jack E. Bannon

**W M A N**

**MANSFIELD—EST. 1939**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Richland, Inc.  
 Address.....144½ Park Avenue West  
 Phone Numbers.....4235-6  
 Transmitter Location..Corner Longview Ave.  
 and No. Main St.  
 Time on the Air: 7 a.m. to 10 p.m.; Sundays,  
 9 a.m. to 9 p.m.  
 News Service.....UP  
 Transcription Service.....Standard Radio  
 Representative.....Headley-Reed Co.

**Personnel**

President.....M. F. Rubin  
 Vice-President-General  
 Manager.....Orville E. Fields  
 Secretary.....Thos X. Dunigan  
 Treasurer.....Marie W. Vandegrift  
 Program Director-Chief  
 Announcer.....Richard Cram  
 Publicity Director.....Robert Horn  
 Musical Director.....Earl Black  
 Chief Engineer.....Perry Wilson

**W M R N**

**MARION—EST. 1940**

**BLUE NETWORK**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By..The Marion Broadcasting  
 Company  
 Address.....North Main Street  
 Phone Number.....2516  
 Transmitter Location.....North Main Street  
 Time on the Air: 7 a.m. to 10:45 p.m.; Sun-  
 days, 8 a.m. to 10:45 p.m.  
 News Service.....UP  
 Transcription Service.....NBC Thesaurus,  
 Standard

**Personnel**

President-Station Manager....Robert T. Mason  
 Commercial Manager.....Geo. A. Speese  
 Sales Promotion Manager.....A. T. Turnbull  
 Program Director.....Louis T. Marsh  
 Production Manager.....Madge L. Cooper  
 Chief Announcer.....A. C. Parlin  
 Artists Bureau Head.....Robert E. Gross  
 Musical Director.....Anna Mae Spano  
 Chief Engineer.....S. Robert Morrison

**W P A Y**

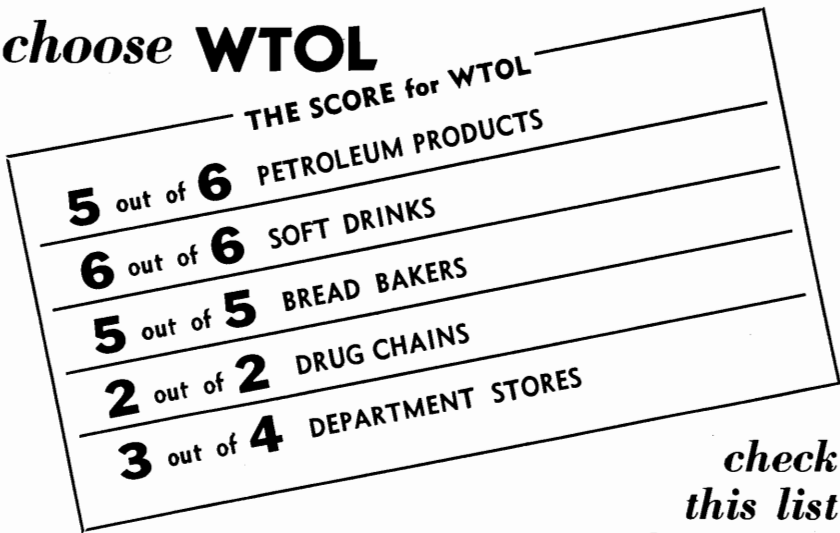
**PORTSMOUTH—EST. 1935**

**MUTUAL BROADCASTING SYSTEM**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By..Scioto Broadcasting Co.  
 Address.....1009 Gallia St.  
 Phone Number.....1010  
 Transmitter Location.....1009 Gallia St.

# the proof of the pudding...

*21 of 23 accounts in 5 major industries choose **WTOL***



*check this list of Leaders*

#### SOFT DRINKS

Coca-Cola  
Dad's Root Beer  
Spur  
Pepsi-Cola  
Hires Root Beer  
Variety Club

#### BAKERIES

Bond Bread  
Jersey Gold  
Sherlock Bky.  
Taystee Bread  
Wonder Bread

#### GAS & OIL

Hi-Speed  
Fleetwing  
Sohio  
Sunoco  
Texaco

#### DEPT. STORES

LaSalle & Koch  
The Lion Store  
Tiedtke's

#### DRUG CHAINS

Lane Drug Co.  
Walgreen Co.

**Basic  
Blue**

# WTOL

**TOLEDO**

ARCH. SHAWD  
Ex. Vice-President

Represented nationally by RADIO ADVERTISING CORPORATION

Time on the Air: 7 a.m. to 11 p.m.; Sundays, 7:30 a.m. to 11 p.m.

Newspaper Affiliation.....Portsmouth Times  
 News Service.....UP  
 Transcription Service.....Lang-Worth

**Personnel**

President.....Chester A. Thompson  
 Station Manager.....Paul Wagner  
 Program Director.....Pat Hooley  
 Chief Engineer.....Maurice Myers

**W I Z E**

SPRINGFIELD—EST. 1940

THE BLUE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Radio Voice of Springfield, Inc.

Address.....115 West High Street  
 Phone Number.....4955  
 Transmitter Location.....Springfield  
 Time on the Air.....6 a.m. to 12 midnight  
 News Service.....UP  
 Transcription Service.....NBS Thesaurus  
 Representative.....Weed & Co.

**Personnel**

President.....Charles Sawyer  
 Exec. Vice-President.....Ronald B. Woodyard  
 General Manager.....Reggie Martin  
 Promotion-Publicity.....Ernestine Beebe  
 Program Director.....Ad Karns  
 Chief Announcer.....Richard Huber  
 Chief Engineer.....Arthur Martin

**W S T V**

STUEBENVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM

VICTORY NETWORK

TRI-STATE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....The Valley Broadcasting Company

Business Address...Exchange Realty Building  
 Phone Number.....2-6265-66-67  
 Transmitter Location.....Altamont Heights  
 Time on the Air.....7 a.m. to 1 a.m.  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....Spot Sales, Inc.

**Personnel**

General and Commercial Mgr...John J. Laux  
 Program-Publicity Director.....John L. Merdian  
 Chief Announcer.....Don O'Brien  
 Chief Engineer.....Joseph Troesch

**W S P D**

TOLEDO—EST. 1921

NATIONAL BROADCASTING CO.

Frequency: 1370 Kc.....Power: 5000 Watts  
 Owned-Operated By.....The Fort Industry Co.

Address...Broadcast Building, 136 Huron St.  
 Phone Number.....ADams 3175  
 Transmitter Location: Oregon Road, East Toledo  
 Time on the Air.....6 a.m. to 12:05 a.m.  
 News Services.....AP; INS  
 Transcription Service.....NBC Thesaurus  
 Representative.....The Katz Agency

**Personnel**

President.....George B. Storer  
 Vice President.....J. Harold Ryan  
 Managing Director.....E. Y. Flanigan  
 Sales Promotion Manager.....W. F. Shannon  
 Program Director.....Glenn Jackson  
 Publicity Director.....Al Ruhfel  
 Chief Engineer.....William Stringfellow

**W T O L**

TOLEDO—EST. 1938

THE BLUE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....The Community Broadcasting Company

Address.....Bell Building  
 Phone Number.....Adams 3291  
 Transmitter Location.....Bell Building  
 Time on the Air.....Unlimited license  
 News Service.....UP  
 Transcription Services...Associated Music Publishers; Standard Radio  
 Representative.....Radio Advertising Corp.

**Personnel**

President.....Frazier Reams  
 Vice President-General Manager...Arch Shawd  
 Commercial Manager.....Gard Wallace  
 Sales Promotion Manager.....John Morgan  
 Program Director.....Jean Wright  
 Production Manager.....Charles Halteman  
 Publicity Director.....Marie Huffman  
 Chief Engineer.....John Sheehan

**W R R N**

WARREN—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Nied & Stevens  
 Address.....2nd National Bank Building  
 Phone Number.....4490

Time on the Air.....6:45 a.m. to 12 midnight  
 Transmitter Location...710 Main Avenue, S. W.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Burn-Smith Company, Inc.

**Personnel**

Owners.....Frank T. Nied, Perry H. Stevens  
 General Manager.....J. M. O'Hara  
 Commercial Manager.....E. J. Pryor  
 Program Director.....David C. Hale  
 Chief Engineer.....Charles J. Hurton

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W F M J  
~~The Youngstown Market~~

# More Listeners Per Dollar

*in the*

**28**<sup>th</sup> *U. S. Metropolitan  
District\**

\* J. Walter Thompson Research Dept.

Subscriber to C. E. Hooper, Inc.

WFMJ carries MORE Local Advertising, MORE Local News,  
MORE Public Service Features than any other station serving  
the rich Youngstown and Mahoning Valley steel center.

BLUE Network Basic Supplementary

# W F M J

Youngstown, Ohio

Healey-Reed National Representatives—New York, Chicago, Detroit, Atlanta, San Francisco.

# W F M J

YOUNGSTOWN—EST. 1939

THE BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By..WFMJ Broadcasting Co.  
 Address.....101 W. Boardman St.  
 Phone Number ..... 34121  
 Transmitter Location...101 W. Boardman St.  
 Time on the Air.....6 a.m. to 12 midnight;  
 Saturdays, 6 a.m. to 1 a.m.; Sundays, 7 a.m.  
 to 12 midnight  
 Newspaper Affiliation..Youngstown Vindicator  
 News Service.....AP; UP  
 Transcription Services.....Lang-Worth;  
 Standard Radio  
 Representative.....Headley-Reed Company

## Personnel

Owner-Station Manager..William F. Maag, Jr.  
 Program Director .....Robert B. Mackall  
 Chief Announcer .....Fred Joyner  
 Musical Director.....Col. L. R. Boals  
 Chief Engineer.....Frank Dieringer

# W K B N

YOUNGSTOWN—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 570 Kc. Power: 5000 Watts  
 Owned-Operated By....WKBN Broadcasting  
 Corp.  
 Address.....17 N. Champion St.  
 Phone Number .....4-2122  
 Transmitter Location.....3430 Sunset Blvd.  
 Time on the Air.....6 a.m. to 12 midnight  
 Newspaper Affiliation..Cleveland Plain Dealer

News Service .....UP  
 Transcription Services... World; Lang-Worth  
 Representative.....Paul H. Raymer Co.

## Personnel

President and Gen. Mgr..W. P. Williamson, Jr.  
 Station-Commercial Manager....J. L. Bowden  
 Program Director.....Gene Trace  
 Production Manager.....Karl Bates  
 Publicity Director.....Gilbert Simon  
 Artists' Bureau Head.....Gene Trace  
 Musical Director.....Dwight Merriam  
 Chief Engineer.....B. T. Wilkins

# W H I Z

ZANESVILLE—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc. Power: 250 Watts  
 Owned By...Southeastern Ohio Broadcasters,  
 Inc.  
 Operated By.....Fort Industry Company  
 Address.....North Fifth St.  
 Phone Number .....6000  
 Transmitter Location.....Newark Road  
 Time on the Air: 7 a.m. to 12:05 p.m.; Sundays,  
 8 a.m. to 11 p.m.

News Service .....AP  
 Transcription Service.....Standard Radio  
 Representative.....John Blair & Company

## Personnel

President.....Goerge Storer  
 Managing Director.....Allen L. Haid  
 Production Manager.....Bob Christopher  
 Program Director-Chief  
 Announcer .....Ivan Harnew  
 Chief Engineer.....Wm. Hunt

# OKLAHOMA

For Latest U. S. Census Population And Radio Homes Data And  
 Statistics on "Shifting Population" Please Turn To Pages 233-286

# K A D A

ADA—EST. 1934

THE BLUE NETWORK

OKLAHOMA NETWORK

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By.....Dr. C. C. Morris  
 Address.....207 First Nat'l Bank Bldg.  
 Phone Number .....1212  
 Transmitter Location.....North Broadway  
 Time on the Air.....6:30 a.m. to 11 p.m.;  
 Sundays, 7 a.m. to 11 p.m.  
 News Service .....UP  
 Representative .....Radio Advertising Corp.

## Personnel

Owner.....Dr. C. C. Morris  
 Manager .....H. Weldon Stamps

Commercial Manager.....LeRoy W. Moses  
 Program Director.....Grace Cowell  
 Chief Engineer .....Harold Walker

# K V S O

ARDMORE—EST. 1935

THE BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

OKLAHOMA NETWORK

Frequency: 1240 Kc. Power: 250 d.; 100 n.  
 Owned-Operated By.....Ardmoreite Publish-  
 ing Co.  
 Business Address .....Hotel Ardmore  
 Phone Number .....3030  
 Studio Address .....Hotel Ardmore  
 Transmitter Location....Chickasaw & North-  
 west Blvd.

Time on the Air.....Unlimited License  
 Newspaper Affiliation.....Daily Ardmoreite  
 News Service .....UP  
 Representative .....Radio Advertising Corp.

**Personnel**

General Manager.....Albert Riesen  
 Commercial Manager .....Hillis Bell  
 Musical Director.....Dolly Dutton  
 Chief Engineer .....C. M. Milner

**K W O N**

**BARTLESVILLE—EST. 1942**  
 MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By...Bartlesville Broadcasting Co.

Business Address ...Union Natl. Bank Bldg.  
 Phone Number .....1400  
 Studio Address .....Union National Bank Bldg.

Transmitter Location .....Dewey Road  
 Time on the Air.....6:30 a.m. to 10:45 p.m.  
 News Service .....AP

**Personnel**

Vice-President-General Manager..J. Fred Case  
 Commercial Manager ...Clyde B. Worthington  
 Program Director .....Jim Case  
 Chief Announcer.....D. D. Frieday  
 Musical Director .....Martha Boucher  
 Chief Engineer.....E. Dallas DeGraffenreid

**K A S A**

**ELK CITY—EST. 1932**

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc .....Power 100 Watts  
 Owned-Operated By.....E. M. Woody

Address.....Casa Grande Hotel  
 Phone Number.....730

Transmitter Location.....Casa Grande Hotel  
 Time on the Air.....6:15 a.m. to 7 p.m.;  
 Sundays, 7:45 a.m. to 6 p.m.

News Service .....AP  
 Transcription Service .....Keystone Broadcast-  
 ing System

**Personnel**

President.....E. M. Woody  
 Station-Commercial Manager...F. E. Mayhew  
 Program Director-Chief Announcer Joe Fenter  
 Chief Engineer.....G. W. Patterson

**K C R C**

**ENID—EST. 1926**

THE BLUE NETWORK  
 OKLAHOMA NETWORK

Frequency: 1390 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Enid Radiophone Co.  
 Business Address...Willow & Kennedy Sts.  
 Phone Number .....447

Transmitter Location.....Willow & Kennedy  
 Sts.

Time on the Air.....6:30 a.m. to 11 p.m.;  
 Sundays, 7 a.m. to 11 p.m.

Newspaper Affiliation...Enid Morning News;  
 Enid Daily Eagle

News Service .....AP  
 Transcription Service .....Standard  
 Representative .....Radio Advertising Corp.

**Personnel**

President-Station Manager...Milton B Garber  
 Commercial Manager.....H. P. Hale  
 Program Director .....Marjorie Christopher  
 Publicity Director .....Marjorie Hromas  
 Chief Announcer .....Ted Cramer  
 Chief Engineer .....Paul Snell

**K S W O**

**LAWTON—EST. 1941**

KEYSTONE BROADCASTING SYSTEM

Frequency: 1150 Kc.....Power: 250 Watts  
 Owned-Operated By.....Carver & Ross Ra-  
 dio Broadcasters

Business Address.....Box 984  
 Phone Number.....2370

Studio Address.....17th & E. Streets  
 Transmitter Location.....17th & E. Streets

Time on the Air.....Daytime license  
 News Service .....UP  
 Transcription Service .....NBC Thesaurus

**Personnel**

President .....Dr. Willard Carver  
 Station and Commercial Manager..Byrne Ross  
 Sales Promotion Manager-Chief

Announcer .....Hoke Ross  
 Program-Musical Director.....Winifred Ross  
 Chief Engineer.....W. E. Billington

**K B I X**

**MUSKOGEE—EST. 1936**

THE BLUE NETWORK

OKLAHOMA NETWORK

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By:

Oklahoma Press Publishing Co.

Business Address.....P. O. Box 1512  
 Phone Number .....303

Studio Address .....Barnes Building  
 Transmitter Location .....Barnes Building

Time on the Air.....6:30 a.m. to 12 midnight  
 Newspaper Affiliation.....Muskoquee Daily  
 Phoenix & Times Democrat

News Service .....AP  
 Representative .....Radio Advertising Co.

**Personnel**

President .....Tams Bixby, Jr.  
 General and Commercial Mgr....Jimmie Barry  
 Program Director .....Sally Miller  
 Director of War Programs.....Lowell Clark  
 Chief Engineer .....D. W. Hoisington



**W N A D**

**NORMAN—EST. 1922**

Frequency: 640 Kc. Power: 1000 Watts  
 Owned-Operated By: University of Oklahoma  
 Business Address: University of Oklahoma  
 Phone Number: 900; Station No. 124  
 Studio Address: Student Union Bldg.  
 Transmitter Location: East Stadium  
 Time on the Air: Daytime License  
 News Service: UP

**Personnel**

Station Director: Virginia Hawk  
 Musical Director: Roger Goeb  
 Production Manager: John W. Dunn  
 Technical Supervisor: Clyde Farrar  
 (Non-Commercial Station)

**K O C Y**

**OKLAHOMA CITY—EST. 1923**

**MUTUAL BROADCASTING SYSTEM**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: Plaza Court Broad-  
 casting Co.

Address: Plaza Court  
 Phone Number: 3-4333  
 Transmitter Location: Plaza Court  
 Time on the Air: 6:30 a.m. to 11:30 p.m.  
 News Service: AP  
 Transcription Service: Associated Music  
 Publishers; Standard Radio; NBC Thesaurus  
 Representative: Burn-Smith Co.

**Personnel**

President: John D. Thomas  
 Manager: M. H. Bonnebrake  
 Commercial Manager: George Tarter  
 Program Director: Lou Maysstrik  
 Production Manager: Paul Duncan  
 Chief Engineer: Harold Durham

**K O M A**

**OKLAHOMA CITY—EST. 1932**

(as KFJF—1923)

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1520 Kc. Power: 5000 Watts  
 Owned-Operated By: KOMA, Inc.  
 Address: Biltmore Hotel  
 Phone Number: 2-3291  
 Studio Address: 24th Floor, Biltmore Hotel  
 Transmitter Location: 7½ miles north of Okla-  
 homa City  
 Time on the Air: 5:55 a.m. to 12 midnight; Sun-  
 days, 7 a.m. to 12 midnight

News Service: UP  
 Transcription Service: Associated Music  
 Publishers, NBC Thesaurus  
 Representative: Free & Peters

**Personnel**

President: J. T. Griffin  
 Station Manager: Kenyon Brown

Commercial Manager: C. A. Minor, Jr.  
 Production-Program Director: Paul Buening  
 Promotion-Publicity Director: David Wolfe  
 Chief Announcer: Paul Buening  
 Musical Director: Clarence Reynolds  
 Chief Engineer: M. W. Thomas

**K T O K**

**OKLAHOMA CITY—EST. 1927**

**BLUE NETWORK  
 OKLAHOMA NETWORK**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: Oklahoma Broad-  
 casting Company, Inc.  
 Business Address: 2004 Apco Tower  
 Studio Address: 1800 West Main  
 Phone Number: 3-8352  
 Transmitter Location: 1800 West Main  
 Time on the Air: 6:30 a.m. to 11:30 p.m.; Sun-  
 days, 7 a.m. to 11:30 p.m.

News Service: AP  
 Transcription Service: World; Lang-Worth  
 Representative: Radio Advertising Co.

**Personnel**

President: Harold V. Hough  
 Station Manager: Robert D. Enoch  
 Commercial Manager: Frank J. Lynch  
 Promotion-Publicity Director: Lucien D. Lindsey  
 Musical-War Program Director: Harold Shreve  
 Chief Engineer: Clifford Easum

**W K Y**

**OKLAHOMA CITY—EST. 1928**

**NATIONAL BROADCASTING COMPANY**

Frequency: 930 Kc. Power: 5,000 d.; 1,000 n.  
 Owned By: Oklahoma Publishing Co.  
 Operated By: WKY Radiophone Co.  
 Address: Skirvin Tower Hotel  
 Phone Number: 3-4306  
 Transmitter Location: Highway No. 66  
 Time on the Air: 6 a.m. to 11:30 p.m.; Sun-  
 days, 8 a.m. to 11:30 p.m.

Newspaper Affiliation: Daily Oklahoman;  
 Oklahoma City Times; The Farmer Stock-  
 man

News Service: AP  
 Transcription Service: Standard Radio  
 Representative: The Katz Agency

**Personnel**

President: E. K. Gaylord  
 Secretary-Treasurer: Edgar T. Bell  
 Station Manager: Gayle V. Grubb  
 Commercial Manager: Ralph Miller  
 Program Director: John I. Prosser  
 Continuity Director: George Hamaker  
 Director of Child Education: Edyth Wallace  
 Chief Announcer: Ben Morris  
 News Editor: Dow Mooney  
 Musical Director: Allan Clark  
 Traffic Manager: Daryl McAllister  
 Chief Engineer: Herman Lovell

**K H B G**

OKMULGEE—EST. 1937

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: Okmulgee Broadcasting Corp.  
 Address: McCulloch Bldg.  
 Phone Number: 3646  
 Transmitter Location: Okmulgee  
 Time on the Air: Unlimited license  
 News Service: UP  
 Transcription Service: Lang-Worth; Keystone

**Personnel**

President-Manager: Pat Buford  
 Commercial-Sales Promotion Manager: Lucille Buford  
 Program-Production Director: Nova Clarke  
 Chief Announcer: Bob Greenwood  
 Chief Engineer: Chester Ludwig

**W B B Z**

PONCA CITY—EST. 1927

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Adelaide Carrell  
 Address: 615 West Grand Avenue  
 Phone Number: 2949  
 Transmitter Location: 615 Grand Avenue  
 Time on the Air: Unlimited license

**Personnel**

Managing Director: A. L. Carrell

**K G F F**

SHAWNEE—EST. 1930

BLUE NETWORK  
 OKLAHOMA NETWORK

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: KGFF Broadcasting Co.  
 Address: Aldridge Hotel  
 Phone Number: 4390  
 Transmitter Location: Shawnee Country Club  
 Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight  
 Newspaper Affiliation: Stauffer Publications  
 News Service: AP  
 Representative: Radio Advertising Co.

**Personnel**

President: Oscar Stauffer  
 Secretary-Treasurer and General Manager: Joseph W. Lee  
 Commercial Manager: Maxine Eddy  
 Promotion-Publicity Director: Mary Alyce Moore  
 Continuity Editor: Mary Douglas Lee  
 Chief Announcer: Jean Quillin  
 Chief Engineer: Salvatore Ricciotti

**K O M E**

TULSA—EST. 1938

BLUE NETWORK  
 MUTUAL BROADCASTING SYSTEM  
 OKLAHOMA NETWORK

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: Oil Capital Sales Corp.  
 Address: Radio Bldg., 910 S. Boston  
 Phone Number: 3-4121  
 Transmitter Location: 3904 S. Newport  
 Time on the Air: Unlimited  
 News Service: AP  
 Transcription Service: Standard Radio  
 National Representative: Joseph Hershey McGillvra, Inc.

**Personnel**

President: Harry Schwartz  
 General Manager: Harold Grimes  
 Nat'l Adv. Manager and Counselor: Fred Schwartz  
 Commercial Manager: Lee Abbott  
 Sales Promotion-Publicity Manager: Margie Lea Hawkins  
 Program Director: George Lanham  
 Continuity Director: Lucille Burns  
 Traffic Manager: Mary Corkill  
 Musical Director: Alene Campbell  
 Chief Engineer: Bob Dryden  
 Record MC: Bill Taylor

**KTUL**

TULSA—EST. 1934

COLUMBIA BROADCASTING SYSTEM

Frequency: 1430 Kc. Power: 5000 Watts  
 Owned-Operated By: Tulsa Broadcasting Company, Inc.  
 Address: National Bank of Tulsa Bldg.  
 Phone Number: 2-3191  
 Studio Address: National Bank of Tulsa Bldg.  
 Transmitter Location: Turley, Okla.  
 Time on the Air: 5:45 a.m. to 11:30 p.m.; Sundays, 7 a.m. to 11 p.m.  
 News Service: UP  
 Transcription Service: World Broadcasting; Langworth  
 Representative: Free & Peters

**Personnel**

President: J. T. Griffin  
 General Manager: John Esau  
 Sales Manager: R. P. Akin  
 Program Director: Eddie McKeen  
 Publicity Director: Billee Chandler  
 Continuity Chief: Bernice Ash  
 Production Manager-Chief Announcer: Leslie Scott  
 Musical Director: Lillian Smithline  
 Chief Engineer: Robert Snider

**K V O O**

TULSA—EST. 1926

NATIONAL BROADCASTING COMPANY  
 Frequency: 1170 Kc. Power: 50000 Watts  
 Owned-Operated By..... Southwestern Sales Corporation  
 Address .....Philtower Bldg.  
 Phone Number .....2-2254  
 Transmitter Location: 10 miles east of Tulsa on U. S. Highway No. 66  
 Time on the Air: 5:55 a.m. to 11:30 p.m.; Saturday, 5:55 a.m. to 1 a.m.; Sunday, 7 a.m. to 11:30 p.m.  
 News Service .....INS

Transcription Service.....Standard Radio; Lang-Worth  
 Representative.....Edward Petry & Co.

**Personnel**

President ..... P. Q. Proctor  
 Vice President-General  
 Manager.....William B. Way  
 Commercial Manager.....Gustav Brandborg  
 Publicity-Sales Promotion Manager,  
 Manton Marrs  
 Program-Production Director.....Allan Page  
 Chief Announcer .....Bud Jackson  
 Musical Director.....Joe O'Neill  
 Chief Engineer.....L. W. Stinson

**OREGON**

*For Latest U. S. Census Population And Radio Home's Data And Statistics on "Shifting Population" Please Turn To Pages 233-286*

**K W I L**

ALBANY—EST. 1941

MUTUAL BROADCASTING SYSTEM  
 DON LEE BROADCASTING SYSTEM  
 PACIFIC BROADCASTING CO.

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By.....Central Willamette Broadcasting Company  
 Business Address.....15th and Elm Streets  
 Phone Number .....870  
 Transmitter Location.....15th and Elm Streets  
 Time on the Air.....Unlimited License  
 Newspaper Affiliation.....Albany Democrat Herald  
 News Service .....UP  
 Transcription Service .....Standard Radio  
 Representative .....John Keating

**Personnel**

President.....W. L. Jackson  
 Secretary-Treasurer.....R. R. Cronise  
 Station Manager .....Chet Wheeler  
 Commercial Manager.....Hal Byer  
 Publicity Director .....Herbert Davidson  
 Program Director .....Howard Parent  
 Production Manager .....Pat Hawes  
 Chief Announcer .....Ted Carlson, Jr.  
 Corvallis Studio Manager.....Bob Reinholdt  
 Musical Director.....Joyce Den Harder  
 Chief Engineer .....Herb Davidson

**K A S T**

ASTORIA—EST. 1935

MUTUAL BROADCASTING SYSTEM  
 DON LEE BROADCASTING SYSTEM  
 PACIFIC BROADCASTING CO.

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By.....Astoria Broadcasting Co.  
 Address.....1006 Taylor Avenue  
 Phone Number .....95  
 Transmitter Location.....1006 Taylor Avenue  
 Time on the Air.....7 a.m. to 12 midnight  
 Newspaper Affiliation.....Astorian-Budget  
 News Service .....UP  
 Transcription Service.....Standard Radio

**Personnel**

President.....M. R. Chessman  
 Station Manager .....L. E. Parsons  
 Commercial Manager.....R. D. Holmes  
 Program Director.....Mary Juhlin  
 Chief Engineer .....James M. Titus

**K B K R**

BAKER—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By.....Baker Broadcasting Co.  
 Address.....1st and Court Streets  
 Phone Number .....140  
 Transmitter Location .....Baker  
 Time on the Air.....7 a.m. to 10 p.m.  
 News Service .....UP  
 Transcription Service.....NBC Thesaurus;  
 C. P. MacGregor.  
 Representative.....Homer Owen Griffith,  
 John Keating

**Personnel**

President-Station Manager...Glenn McCormick  
 Commercial Manager .....L. Landrap  
 Program Director .....B. McCard  
 Director of War Programs.....Grace Baer  
 Chief Announcer .....Kenny Lockwood  
 Chief Engineer.....Sidney Williams

**K B N D**

**BEND—EST. 1938**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: The Bend Bulletin  
 Address: 1121 Wall St.  
 Phone Number: 848  
 Transmission Location: 1121 Wall St.  
 Time on the Air: 7 a.m. to 10 p.m.  
 Newspaper Affiliation: Bend Bulletin  
 News Service: UP  
 Transcription Services: Standard Radio;  
 Lang-Worth; Keystone Broadcasting System

**Personnel**

Station Manager: Frank H. Loggan  
 Commercial Manager: Kessler Cannon  
 Chief Technician: Wallace Guthrie

**K O A C**

**CORVALLIS—EST. 1925**

Frequency: 550 Kc. Power: 5000 d.; 1000 n.  
 Owned by: State of Oregon  
 Operated By: Oregon State System of Higher  
 Education  
 Address: Corvallis, Oregon  
 Phone Number: 526  
 Studio Addresses: Corvallis; Eugene  
 Transmitter Location: Granger, Corvallis  
 Time on the Air: 10 a.m. to 10 p.m.  
 News Service: UP  
 Transcription Service: NBC Thesaurus

**Personnel**

Program Director: Allen Miller  
 Publicity Director: Ray Hamby  
 Director of Women's Programs: Zelta Rodenwald  
 Musical Director: Richard E. Fuson  
 Chief Engineer: Grant S. Feikert  
 (Non-Commercial Station)

**K O D L**

**THE DALLES—EST. 1940**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1230 Kc. Power: 250 d.; 100 n.  
 Owned-Operated By: Western Radio Corp.  
 Address: Scenic Drive  
 Phone Number: 2300  
 Transmitter Location: The Dalles  
 Time on the Air: 8 a.m. to 10 p.m.; Sundays,  
 9 a.m. to 9 p.m.  
 Transcription Service: C. P. MacGregor,  
 Keystone  
 News Service: UP  
 Representative: John Keating

**Personnel**

President-Station Manager: V. Barney Kenworthy  
 Local Manager: Glenn Howell

**K O R E**

**EUGENE—EST. 1927**

**MBS—DON LEE BROADCASTING SYSTEM**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned By: Frank L. Hill and Violet G. Hill  
 d/b Eugene Broadcast Station  
 Operated By: Frank L. Hill  
 Address: Route 3  
 Phone Number: 3  
 Transmitter Location: Route 3  
 Time on the Air: 6 a.m. to 11 p.m.; Sunday,  
 7:45 a.m. to 11 p.m.  
 News Service: UP  
 Transcription Service: C. P. MacGregor

**Personnel**

Partner: Frank L. Hill  
 General Manager: L. W. Trommlitz  
 Program Director: Marjorie Jackson  
 Publicity-Production Director: Bruce Nidever  
 Chief Engineer: Harold Gander

**K U I N**

**GRANTS PASS—EST. 1939**

**MUTUAL BROADCASTING SYSTEM**

**DON LEE BROADCASTING SYSTEM**

**REDWOOD NETWORK**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: Southern Oregon Broad-  
 casting Co.  
 Business Address: P. O. Box 148  
 Phone Number: 192  
 Studio Address: Redwood Highway & Pacific  
 Highway  
 Transmitter Location: Redwood Highway &  
 Pacific Highway  
 Time on the Air: 7 a.m. to 10 p.m.  
 Transcription Services: World Broadcasting  
 System  
 Representative: John Blair & Co.

**Personnel**

President: A. E. Voorhies  
 Station Manager: William B. Smullin  
 Commercial Manager: Ralph Hanson  
 Program Director: E. A. Malone  
 Sales Promotion Manager: Lisa Hanson  
 Production Manager: L. L. King  
 Chief Engineer: Edward A. Malone

**K L B M**

**LA GRANDE—EST. 1938**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned By: Ben E. Stone  
 Operated By: Walter H. Garuin,  
 Resident Manager  
 Address: La Grande

Phone Number..... 220  
 Transmitter Location .... One mile east of La Grande  
 Time on the Air:..... 7 a.m. to 8:30 p.m.  
 News Service ..... UP  
 Transcription Service..... Standard Radio; Keystone; Lang-Worth

**Personnel**

Owner ..... Ben E. Stone  
 General-Commercial  
 Manager ..... Walter H. Garvin  
 Chief Engineer ..... Murray Durham

**K F J I**

**KLAMATH FALLS—EST. 1928**

Frequency: 1240 Kc..... Power: 100 Watts  
 Owned-Operated By..... KFJI Broadcasters, Inc.  
 Address ..... Willard Hotel Bldg.  
 Phone Number ..... 2125  
 Transmitter Location ..... Klamath Falls  
 Time on the Air ..... Unlimited license  
 Transcription Service..... World Broadcasting System, NBC Thesaurus  
 Representative ..... W. S. Grant Co.

**Personnel**

President ..... J. A. Kincaid  
 Station & Commercial Manager.. Geo. Kincaid

**K O O S**

**MARSHFIELD—EST. 1928**

MBS-DON LEE BROADCASTING SYSTEM  
 Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By..... Koos, Inc.  
 Address ..... 505 Hall Building  
 Phone Number..... 432  
 Transmitter Location..... Hall Building  
 Time on the Air..... 6:45 a.m. to 10:30 p.m.  
 News Service ..... UP  
 Representative ..... John Keating

**Personnel**

President..... Sheldon F. Sackett  
 General Manager..... Ben E. Stone  
 Commercial Manager ..... Hal Shade  
 Program Director ..... Margaret Anderson  
 Publicity Director-Office Manager,  
 Chief Announcer ..... Lucy Johnson  
 Fred Shafer

**K M E D**

**MEDFORD—EST. 1926**

BLUE NETWORK  
 NATIONAL BROADCASTING CO.  
 Frequency: 1440 Kc..... Power: 1000 Watts  
 Owned-Operated By..... Mrs. W. J. Virgin  
 Address ..... Ross Lane

Phone Number ..... 4000  
 Studio Address ..... Ross Lane  
 Transmitter Location ..... Ross Lane  
 Time on the Air..... 7 a.m. to 10 p.m.  
 News Service ..... UP  
 Transcription Service ..... NBC Thesaurus

**Personnel**

Owner ..... Mrs. W. J. Virgin  
 Station Manager ..... Lee Bishop  
 Sales Promotion Manager..... Art Adler  
 Program Director ..... Gladys LaMarr  
 Chief Engineer ..... Dave Rees

**K W R C**

**PENDLETON—EST. 1941**

NORTHWEST NETWORK  
 Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Operated By..... Western Radio Corp.  
 Address ..... Box 178  
 Phone Number..... 1425  
 Transmitter Location..... S. W. 6th St.  
 Time on the Air: 7:30 a.m. to 10:05 p.m.;  
 Sundays, 9 a.m. to 8 p.m.  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... John Keating

**Personnel**

President-Station Manager,  
 V. Barney Kenworthy  
 Commercial Manager..... Henry M. Hogue  
 Production Manager and Chief  
 Engineer ..... Paul E. Walden

**K A L E**

**PORTLAND—EST. 1932**

MUTUAL BROADCASTING SYSTEM  
 Frequency: 1330 Kc..... Power: 5000 Watts  
 Owned-Operated By..... KALE, Inc.  
 Business Address..... P. O. Box 1031  
 Phone Number ..... Atwater 7209  
 Studio Address..... New Heathman Hotel Building  
 Transmitter Location... Head of Barnes Road  
 Time on the Air..... 6:45 a.m. to 12 midnight  
 News Service ..... INS; UP  
 Transcription Service.. World Program Library;  
 Associated Music Publishers  
 Representative..... Free & Peters, Inc.

**Personnel**

President ..... C. W. Myers  
 Commercial Manager..... Ted Kooreman  
 Director of Commercial Relations,  
 Harry H. Buckendahl  
 Advertising Manager..... Charles Couche  
 Program Director..... H. M. Swartwood, Jr.  
 Production Manager..... Ted W. Cooke  
 Publicity Director..... Enoch Squires  
 Chief Announcer ..... Bob Colvig  
 Musical Director..... Joseph Sampietro  
 Chief Engineer..... Louis Bookwalter

**K B P S**

PORTLAND—EST. 1923

Frequency: 1450 Kc. Power: 100 Watts  
 Owned-Operated By.....School District  
 No. 1  
 Business Address.....Benson Polytechnic  
 School  
 Phone Number.....La 4195  
 Transmitter Location.....Benson Polytechnic  
 School  
 Time on the Air.....Shares time

**Personnel**

Agent.....R. T. Stephens  
 (Non-Commercial Station)

**K E X**

PORTLAND—EST. 1926

BLUE NETWORK

Frequency: 1190 Kc. Power: 5,000 Watts  
 Owned-Operated By.....The Oregonian Pub-  
 lishing Company  
 Business Address.....537 S. W. Sixth  
 Avenue  
 Phone Number.....ATwater 2121  
 Studio Address.....801 Oregonian Bldg.  
 Transmitter Location.....North Portland, Oregon  
 Time on the Air.....6 a.m. to 12 midnight;  
 Sundays, 8 a.m. to 12 midnight  
 Newspaper Affiliation.....The Oregonian  
 News Service.....AP; INS; UP  
 Transcription Service.....NBC Thesaurus;  
 Langworth  
 Representative.....Paul H. Raymer Co.

**Personnel**

Managing Director.....Arden X. Pangborn  
 Assistant Manager.....H. Quenton Cox  
 Commercial Manager.....Norman J. Sugg  
 Traffic Manager.....Mildred Lester  
 Sales Promotion-Publicity  
 Manager.....Jack Eichenberger  
 Program Director.....Homer Welch  
 News Editor.....Don Kneass  
 War Program Manager.....Day Foster  
 Chief Announcer.....Frank Coffin  
 Musical Director.....Abe Bercovitz  
 Chief Engineer.....Harold Singleton

**K G W**

PORTLAND—EST. 1922

NATIONAL BROADCASTING CO.  
 NORTHWEST TRIANGLE

Frequency: 620 Kc. Power: 5000 Watts  
 Owned-Operated By.....The Oregonian Pub-  
 lishing Company  
 Business Address.....537 S. W. Sixth Ave.  
 Phone Number.....ATwater 2121  
 Studio Address.....801 Oregonian Bldg.  
 Transmitter Location.....North Portland, Ore.

Time on the Air.....4 a.m. to 2 p.m.  
 Newspaper Affiliation.....The Oregonian  
 News Service.....AP; INS; UP  
 Transcription Service.....Langworth; NBC  
 Thesaurus  
 Representative.....Edward Petry & Co., Inc.

**Personnel**

Managing Director.....Arden X. Pangborn  
 Assistant Manager.....H. Quenton Cox  
 Sales Manager.....Norman J. Sugg  
 Traffic Manager.....Mildred Lester  
 Sales Promotion-Publicity  
 Manager.....Jack Eichenberger  
 Program Director.....Homer Welch  
 News Editor.....Don Kneass  
 War Program Manager.....Day Foster  
 Chief Announcer.....Frank Coffin  
 Musical Director.....Abe Bercovitz  
 Chief Engineer.....Harold Singleton  
 Record MC.....Ed Richman

**K O I N**

PORTLAND—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 970 Kc. Power: 5000 Watts  
 Owned-Operated By.....KOIN, Inc.  
 Business Address.....P. O. Box 1031  
 Phone Number.....ATwater 3333  
 Studio Address.....New Heathman Hotel Bldg.  
 Transmitter Location.....Head of Barnes Road  
 Time on the Air.....24 hours daily  
 News Services.....INS; UP  
 Transcription Services.....World Program Library;  
 Associated Music Service  
 Representative.....Free & Peters, Inc.

**Personnel**

President-Station Manager.....C. W. Myers  
 Manager.....Harry H. Buckendahl  
 Advertising-Sales Promotion Manager.....  
 Charles E. Couche  
 Program Director.....H. M. Swartwood, Jr.  
 Production Manager.....Ted W. Cooke  
 Chief Announcer.....Bob Colvig  
 Publicity Director.....Enoch Squires  
 Musical Director.....Joseph Sampietro  
 Technical Director.....Louis Bookwalter

**K W J J**

PORTLAND—EST. 1927

Frequency: 1080 Kc. Power: 1000 Watts  
 Owned-Operated By.....KWJJ Broadcast  
 Co., Inc.  
 Address.....1011 and 1017 S. W. 6th Ave.  
 Phone Number.....ATwater 4393  
 Transmitter Location.....Oaks Park, Portland  
 Time on the Air.....6 a.m. to 1 a.m.

News Service ..... UP, INS  
 Transcription Service..... Standard Radio  
 National Representative..... Burn-Smith Co.

**Personnel**

President .....Wilbur J. Jerman  
 Station-Commercial Manager....John C. Egan  
 Sales Promotion Manager....L. D. Henderson  
 Program-Production Manager..... Art Morey  
 Chief Announcer ..... Les Marcus  
 Chief Engineer ..... W. J. Jerman  
 Record MC ..... Ted Hammond

**K X L**

PORTLAND—EST. 1926

Frequency: 750 Kc.....Power: 10000 Watts  
 Owned By.....KXL Broadcasters  
 Address .....Orpheum Building  
 Phone Number.....Broadway 6451  
 Transmitter Location...82nd St. & Sunnyside,  
 Clackamas District  
 Time on the Air.....6 a.m. to local sunset  
 News Service ..... UP  
 Transcription Service: Lang-Worth; C. P. Mac-  
 Gregor; Standard Radio  
 Representative....Joseph Hershey McGillvra

**Personnel**

President .....Frances R. Symons  
 Station and Commercial  
 Manager .....H. S. Jacobson  
 Program-Production  
 Director .....Frederick Eichhorn III  
 Chief Engineer .....L. K. Ballinger

**K R N R**

ROSEBURG—EST. 1935

MUTUAL—DON LEE

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By..News-Review Company  
 Business Address .....Roseburg  
 Phone Number .....4  
 Transmitter Location.....Umpqua Hotel  
 Time on the Air: 6:45 a.m. to 10 p.m.; Sundays,  
 8 a.m. to 11 p.m.  
 Newspaper Affiliation..Roseburg News-Review  
 News Service .....AP  
 Transcription Service.....Standard Radio  
 Representative .....John Keating

**Personnel**

President.....Harris Ellsworth  
 General-Commercial  
 Manager.....M. H. Pengra  
 Program-Publicity  
 Director .....Iris Helliwell  
 War Program Director .....Gilbert Walters  
 Chief Announcer.....Gilbert Walters  
 Chief Engineer.....Henry Chandler, Jr.

**K S L M**

SALEM—EST. 1933

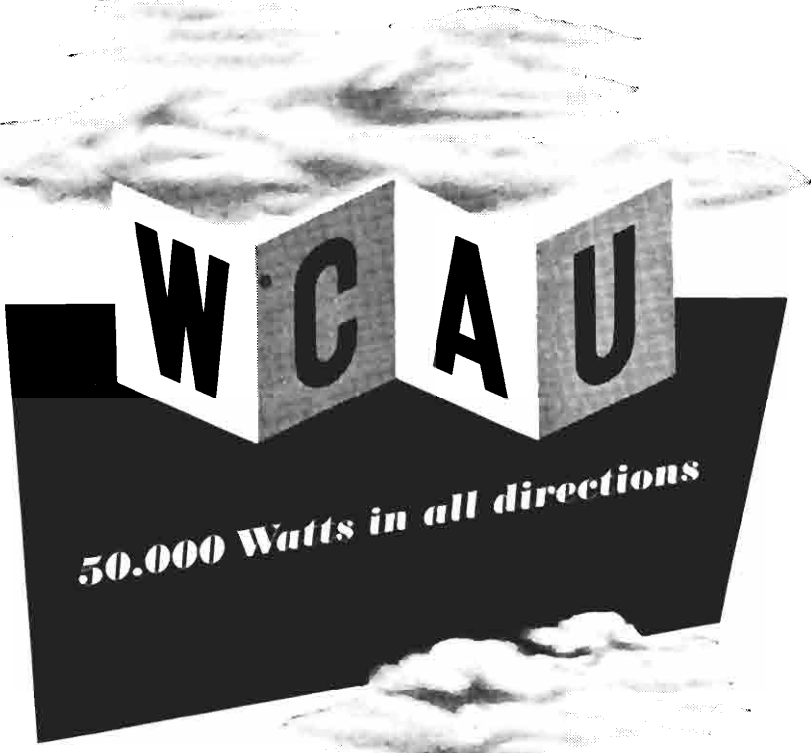
KEYSTONE BROADCASTING SYSTEM

Frequency: 1390 Kc.....Power: 1000 Watts  
 Owned By.....Oregon Radio, Inc.  
 Operated By.....H. B. Read  
 Business Address.....633 N. Front St.  
 Phone Number.....6131  
 Transmitter Location.....633 N. Front St.  
 Time on the Air.....6:30 a.m. to 11:30 p.m.  
 News Service .....UP and AP  
 Transcription Service...Langworth; Keystone  
 Representative ..... John Keating

**Personnel**

President-General Manager .....H. B. Read  
 Commercial-Sales Promotion  
 Manager .....Earle W. Headrick  
 Program Director-Chief  
 Announcer .....Bill Talbot  
 Production Manager.....Otto Miller  
 Chief Engineer.....Clyde Carlton

**PA THE PACEMAKER**  
 with **AP**  
 news  
 for  
 radio



*50.000 Watts in all directions*

PHILADELPHIA'S PRE-EMINENT RADIO STATION



# PENNSYLVANIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

## W C B A - W S A N

ALLENTOWN—EST. 1923

Frequency: 1470 Kc. Power: 500 Watts  
Owned-Operated By: Lehigh Valley  
Broadcasting Co.

Address: 39-41 N. Tenth St.  
Phone Number: 9511  
Transmitter Location: Route No. 1  
Time on the Air: 7:30 a.m. to midnight  
Newspaper Affiliation: Allentown Call  
Publishing Co.

News Service: AP, UP  
Transcription Services: World Broadcasting  
System  
Representative: Headley-Reed Co.

### Personnel

President: J. C. Shumberger, Sr.  
Vice President-Managing  
Director: B. Bryan Musselman  
Program Director: George Y. Snyder

## W F B G

ALTOONA—EST. 1924

BLUE NETWORK  
NATIONAL BROADCASTING CO.

Frequency: 1340 Kc. Power: 250 Watts  
Owned By: The William F. Gable Co.  
Operated By: The Gable Broadcasting Com-  
pany (Lessee)

Address: 1320-32 11th Avenue  
Phone Number: 6467  
Transmitter Location: 1320-32 11th Ave.,  
Altoona, Pa.

Time on the Air: 7:30 a.m. to 11:30 p.m.  
News Service: AP  
Transcription Service: World Broadcast-  
ing System; Langworth  
Representative: Headley-Reed Co.

### Personnel

President: George P. Gable  
Managing Director: Roy Thompson  
Chief Engineer: George Burgoon

## W I S R

BUTLER—EST. 1941

Frequency: 680 Kc. Power: 250 Watts  
Owned By: Butler Broadcasting Co.

Operated By: David H. Rosenblum  
Address: 357 N. Main St.  
Phone Number: 4701  
Transmitter Location: 357 No. Main St.  
Time on the Air: Sun-up to Sun-down  
News Service: UP  
Transcription Service: World Broadcasting  
Service

### Personnel

President-Station Manager:  
David H. Rosenblum  
Commercial-Sales Promotion  
Manager: Leon Bernard  
Program Director: Ephe M. Parker  
Publicity Director: Gladys Borne  
Chief Engineer: Paul Rex

## W C E D

DU BOIS—EST. 1940

COLUMBIA BROADCASTING SYSTEM  
KEYSTONE BROADCASTING SYSTEM  
ATLANTIC NETWORK

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Tri-County Broad-  
casting Co., Inc.

Address: 80 North Park Place  
Phone Number: 1700  
Transmitter Location: 80 North Park Place  
Time on the Air: 7 a.m. to 12:05 a.m.; Sun-  
days, 8 a.m. to 12:05 a.m.

Newspaper Affiliation: DuBois Courier  
Express  
News Service: UP  
Transcription Service: Lang-Worth  
Representative: Spot Sales, Inc.

### Personnel

President: H. T. Grey  
Station Manager: J. S. Gray  
Commercial-Promotion  
Manager: Les Ryder  
Production Manager: Pres Roper  
Director of War Programs-Artists  
Bureau: Virginia Wade  
Program Director and Chief  
Announcer: Les Ryder  
Chief Engineer: Vernon Stahl

**WEST**

**EASTON—EST. 1936**  
**MUTUAL BROADCASTING SYSTEM**  
**MASON-DIXON GROUP**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Associated Broad-  
 casters, Inc.  
 Address .....516 Northampton St.  
 Phone Number ..... 8001  
 Transmitter Location.....Williams Township  
 Time on the Air.....7 a.m. to 1 a.m.  
 News Service ..... UP  
 Transcription Service.....NBC Thesaurus,  
 Standard Radio  
 representative .....Radio Advertising Co.

**Personnel**

Station Executive.....Clair R. McCullough  
 Station and Commercial  
 Manager .....Elwood C. Anderson  
 National Sales Manager.....J. Robert Gulick  
 Program Manager .....Eugene Bethman  
 Technical Director .....J. E. Mathiot

**WLEU**

**ERIE—EST. 1935**  
**NBC-MUTUAL**  
**BLUE NETWORK**  
**PENNSYLVANIA NETWORK**  
**QUAKER NETWORK**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....WLEU Broadcasting  
 Corporation  
 Address.....Commerce Building, 12th and  
 State Streets  
 Phone Numbers .....23-327 or 22-129  
 Transmitter Location.....Commerce Bldg.  
 Time on the Air.....7 a.m. to midnight  
 News Service .....Transradio  
 Transcription Service.....NBC Thesaurus

**Personnel**

President.....Leo J. Omellan  
 Vice-President and General  
 Manager .....V. Hamilton Weir  
 Sales Promotion Manager.....C. Detzel  
 Musical Director.....Anthony Conti  
 Chief Engineer .....Clarence Baker

**WEST**  
**EASTON, PENNSYLVANIA**  
 PHILLIPSBURG, NEW JERSEY

Gateway to the rich industrial  
 and agricultural area of the LEHIGH VALLEY  
 with a population exceeding 300,000.

The Steel and Cement Center of the East. A market  
 worthy of your consideration.

*Mutual Broadcasting System*

**National Representative: RADIO ADVERTISING CO.**

PENNSYLVANIA

**W E R C**

**ERIE**

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By... Presque Isle Broad-  
casting Co.

Address ..... 121 West 10th St.  
Phone Number ..... 47-490  
Transmitter Location ..... 121 West 10th St.  
Time on the Air: 6:52 a.m. to 12:15 a.m.;  
Sundays, 8 a.m. to 12:15 a.m.

News Service ..... UP  
Transcription Service ..... Associated Music;  
Lang-Worth  
Representative ..... Spot Sales, Inc.

**Personnel**

President ..... Jacob A. Young  
General Manager ..... C. E. Denny  
Commercial Manager ..... Ed Pearson  
Program Director ..... J. I. Young  
Chief Announcer ..... Paul Bedford  
Chief Engineer ..... Thomas Phillips, Jr.

**W H J B**

**GREENSBURG—EST. 1935**

Frequency: 620 Kc. Power: 250 Watts  
Owned-Operated By... Pittsburgh Radio  
Supply House

Address ..... Penn Albert Hotel  
Phone Number ..... Greensbrug 3740  
Transmitter Location ..... Penn Albert Hotel  
Time on the Air ..... 7 a.m. to sunset  
News Service ..... Transradio  
Transcription Service ..... Lang-Worth

**Personnel**

President ..... H. J. Brennen  
Station Manager ..... George J. Podyyn  
Commercial Manager ..... Robert Thompson  
Program Director ..... Howard Hoffman  
Production Manager ..... Howard Lewis  
Farm Director ..... Richard Lang

**W S A J**

**GROVE CITY—EST. 1922**

Frequency: 1340 Kc. Power: 100 Watts  
Owned-Operated By... Grove City College

Address ..... Hall of Science  
Phone Number ..... 168-J  
Transmitter Location ..... Hall of Science  
Time on the Air: 7:15 to 8:45 p.m. (Tuesdays  
& Thursdays); Sundays, 4:30 to 5:30 p.m.

**Personnel**

President ..... W. C. Ketter  
Station Manager-Chief  
Engineer ..... H. W. Harmon  
Program Publicity Director ..... R. G. Walters  
Chief Announcer ..... Ada Jean Myers  
Musical Director ..... Prof. Stanley Selpie  
(Non-Commercial Station)

**W E R C**

**Erie, Pa.**

**CBS**

**1490 Kc. 250 Watts**

*National  
Representative*  
**SPOT SALES, INC.**

A  
RECENT SURVEY  
GIVES

**W E R C**

**75%**

of the night  
listeners

*Source on Request*

**TOPS IN  
ERIE, PA.**

**A TOP  
MARKET**

**W H P**

**HARRISBURG—EST. 1924**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1460 Kc. Power: 5000 d.; 1000 n.  
 Owned-Operated By.....WHP, Inc.  
 Address..Telegraph Building, 216 Locust St.  
 Phone Number .....4-3211  
 Transmitter Location.....Harrisburg-Hershey  
 Highway( 4 miles from Harrisburg (Swatara  
 Township)  
 Time on the Air.....19 hours daily;  
 Sundays, 17 hours  
 News Service ..... UP  
 Transcription Service ..Standard Radio; Lang-  
 Worth  
 Representative .....John Blair & Company

**Personnel**

Station and Commercial  
 Manager .....A. K. Redmond  
 Program-Publicity Director.....Dick Redmond  
 Ass't Publicity Director ..... John Price  
 Sales Promotion Manager...Beatrice Potteiger  
 Musical Director.....David Shoop  
 Chief Engineer.....R. S. Duncan

**W K B O**

**HARRISBURG—EST. 1921**

**MUTUAL BROADCASTING SYSTEM**

**NATIONAL BROADCASTING CO.**

**MASON-DIXON GROUP**

**TRI-PENN MARKET**

Frequency: 1230 Kc.....Power :250 Watts  
 Owned-Operated By....Keystone Broadcast-  
 ing Corp.  
 Address .....31 North Second St.  
 Phone Number..... 4-0191  
 Transmitter Location.....Penn Harris Hotel  
 Time on the Air.....7 a.m. to 1 a.m.  
 News Service ..... UP  
 Transcription Service .....World Broadcasting  
 System  
 Representative .....Paul H. Raymer Co.

**Personnel**

Station Executive.....Clair McCullough  
 Station and Commercial Manager..C. G. Moss  
 National Sales Manager.....J. Robert Gulick  
 Program Director .....Lewis Munnell  
 Chief Engineer.....J. E. Mathiot

**TRI-PENN  
 MARKET**

**WKBO  
 HARRISBURG**

**WORK  
 YORK**

**WGAL  
 LANCASTER**

the *Plus* buy  
 in the heart of  
 Pennsylvania

These three stations effectively reach  
 a market with 835,000 population,  
 213,000 radio families and more than  
 \$408,000,000 retail sales—all in their  
Primary Area—not covered by any  
 other station. Write—Main Office:  
 8 West King Street, Lancaster, Pa., or

Sales Representative

**PAUL H. RAYMER CO.**

**NATIONAL BROADCASTING COMPANY**

*Mutual Broadcasting System*

**WAZL**

HAZLETON—EST. 1932

MUTUAL BROADCASTING SYSTEM  
MASON-DIXON GROUP

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Hazelton Broadcast-  
ing Service  
Address .....Hazelton National Bank Bldg.  
Phone Number ..... 1488  
Transmitter Location .....Hazelton National  
Bank Bldg.  
Time on the Air.....7 a.m. to 1 a.m.  
News Service ..... UP  
Transcription Service.....NBC Thesaurus  
Representative .....Radio Advertising Co.

**Personnel**

Station Executive.....Clair R. McCollough  
Station-Commercial Manager.....V. C. Diehm  
National Sales Manager.....J. Robert Gulick  
Program Manager .....William Erdosy  
Technical Director.....J. E. Mathiot

**WGAL**

LANCASTER—EST. 1922

MBS-NBC  
MASON-DIXON GROUP  
TRI-PENN MARKET

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By .....WGAL, Inc.  
Business Address .....8 West King St.  
Phone Number .....5259  
Transmitter Location.....8 West King St.  
Time on the Air.....7 a.m. to 1 a.m.  
News Service ..... UP  
Transcription Service .....NBC Thesaurus  
Representative .....Paul H. Raymer Co.

**Personnel**

Station Executive.....Clair R. McCollough  
Station-Commercial Manager.....Walter Miller  
National Sales Manager.....J. Robert Gulick  
Program Manager.....Ernest Stanzola  
Technical Director .....J. E. Mathiot

Sell Your Product in  
Pennsylvania's Booming  
Hard Coal Region

**WAZL**  
**HAZLETON**

The only station with blanket coverage in  
an area which has an annual payroll of  
over \$55,000,000—practically all spent right  
in the territory.



Mutual Broadcasting System

National Representative: RADIO ADVERTISING CO.

**W J A C**

**JOHNSTOWN—EST. 1925**  
**NATIONAL BROADCASTING CO.**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: WJAC, Incorporated  
 Address: Tribune Annex  
 Phone Number: 24-361  
 Transmitter Location: Tribune Building  
 Time on the Air: 7 a.m. to 12:05 a.m.;  
 Sunday, 8:30 a.m. to 12:05 a.m.  
 Newspaper Affiliation: Johnstown Tribune  
 News Service: UP  
 Transcription Service: NBC Thesaurus;  
 Lang-Worth, Standard  
 Representative: Headley-Reed Company

**Personnel**

President-Station Manager: J. C. Tully  
 Commercial-Promotion Manager: J. P. Foster  
 Chief Engineer: Nevin Straub

**W M R F**

**LEWISTOWN—EST. 1941**  
**NATIONAL BROADCASTING CO.**

**BLUE NETWORK**  
**KEYSTONE BROADCASTING SYSTEM**  
**QUAKER NETWORK**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: Lewistown Broadcasting  
 Co.  
 Business Address: Hotel Coleman  
 Phone Number: 757  
 Studio Address: Hotel Coleman  
 Transmitter Location: Lewistown Heights  
 Time on the Air: 7:30 a.m. to 11:30 p.m.;  
 Sunday, 10:30 a.m. to 11:30 p.m.  
 News Service: UP  
 Representative: Burn-Smith Co.

**Personnel**

Vice-President: J. S. Woods  
 Station Manager: Thomas W. Metzger  
 Program Director: Paul M. Breining  
 Production Manager: Joseph W. Smiley  
 Publicity Director: Rita McCoy  
 Chief Engineer: Bernard H. Bopp

**W K S T**

**NEW CASTLE—EST. 1938**  
**VICTORY NETWORK**

Frequency: 1280 Kc. Power: 1000 Watts  
 Owned-Operated By: WKST, Inc.  
 Business Address: Cathedral Bldg.  
 Phone Number: 5050-5051  
 Studio Address: Cathedral Bldg., New Castle;  
 Geneva College, Beaver Falls, Pa.  
 Transmitter Location: Old Pittsburgh Road  
 Time on the Air: 6:30 a.m. to 12 midnight  
 News Service: AP  
 Transcription Service: NBC Thesaurus;  
 Standard Radio  
 Representative: Spot Sales, Inc.

**Personnel**

President: S. W. Townsend  
 Station-Commercial Manager: A. W. Graham  
 Program Director: Peggy Boughter  
 Publicity Director: Ray Wallace  
 Chief Engineer: Robert Emch  
 Record MC: Al Frances

**W K P A**

**NEW KENSINGTON—EST. 1940**

Frequency: 1150 Kc. Power: 250 Watts  
 Owned-Operated By: Allegheny-Kiski  
 Broadcasting Co.  
 Address: 810 Fifth Avenue  
 Phone Number: New Kensington 3534  
 Transmitter Location: East Deer Township, Al-  
 legheny County, Pa.  
 Time on the Air: 7 a.m. to local sunset  
 News Service: UP  
 Transcription Service: Lang-Worth; C. P.  
 MacGregor  
 Representative: Cox & Tanz

**Personnel**

Station-Commercial Manager: Edward J. Kroen  
 Production Manager: Thomas L. Aye, Jr.  
 Chief Announcer: Jack Craddock

**K Y W**

**PHILADELPHIA—EST. 1921**  
**NATIONAL BROADCASTING CO.**

Frequency: 1060 Kc. Power: 50000 Watts  
 Owned-Operated By: Westinghouse Radio  
 Stations, Inc.  
 Address: 1619 Walnut Street  
 Phone Number: LOcust 3760  
 Transmitter Location: Whitmarsh, Pa.  
 Time on the Air: 24 hours daily Mon., Tues.,  
 Thurs., Sat.; 6 a.m. to 1 a.m., Wed., Fri.,  
 Sun.  
 News Service: UP; Reuters  
 Transcription Service: Standard Radio  
 Representative: National Broadcasting Co.

**Personnel**

**WESTINGHOUSE RADIO STATIONS INC.**  
 Chairman: A. W. Robertson  
 President: George H. Bucher  
 Vice-President: Walter Evans  
 General Manager: Lee B. Wailes  
 Engineering Manager: Dwight A. Meyer  
 Sales Manager: B. A. McDonald  
 Advertising Manager: W. B. McGill  
 Program Supervisor: Gordon Hawkins

**KYW PERSONNEL**

Station Manager: Leslie Joy  
 Program Manager: James P. Begley  
 Sales Manager: John S. deRussy  
 Sales Promotion Manager: Eleanore F. Ulmer

## PENNSYLVANIA

Publicity Director.....John J. Kelly  
Production Manager.....Donn Bennett  
Musical Director.....Clarence Fuhrman  
Chief Engineer.....Ernest Gager

### WCAU

PHILADELPHIA—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1210 Kc.....Power: 50000 Watts

Owned-Operated By.....WCAU Broadcast-  
ing Company

Address.....1622 Chestnut Street

Phone Number.....Locust 7700

Transmitter Location...Moorestown Township,  
New Jersey

Time on the Air.....5:25 a.m. to 1:05 a.m.;  
Sundays, 8 a.m. to 1:05 a.m.

News Service.....AP; Transradio

Transcription Service.....World Broadcasting

Representative.....Bertha Bannan (Boston);

Virgil Reiter & Co. (Chicago); Paul H. Ray-

mer Co (Pacific Coast), Harold Davis, New  
York

#### Personnel

President and Station

Manager.....Dr. Leon Levy

Commercial Manager.....Alex Rosenman

Sales Promotion Mgr.....Emma Mae Roberts

Director of Programs.....Stan Lee Broza

Production Manager.....Horace Feyhl

Publicity Director.....George Lilley

Director of WCAU-FM.....Norris West

Musical Director.....Johnny Warrington

Chief Announcer.....Hugh Walton

Chief Engineer.....George Lewis

(See Page 564)

### WDAS

PHILADELPHIA—EST. 1924

Frequency: 1400 Kc.....Power: 250 Watts

Owned-Operated By.....WDAS Broadcasting  
Station, Inc.

Address.....1211 Chestnut Street

Phone Numbers.....Locust 7400; Race 7474

Transmitter Location.....Woodside Park

Time on the Air.....7 a.m. to 12 midnight

News Service.....INS, AP

Transcription Service.....Lang-Worth

#### Personnel

President.....Alexander W. Dannenbaum

Vice-President-General Manager...P. J. Stanton

Secretary-Treasurer...A. W. Dannenbaum, Jr.

Commercial Manager.....Charles Stahl

Program Director.....Polly Whitaker

Production Manager.....Gene Edwards

Publicity Director-Chief

Announcer.....Len Valenta

News Editor.....Jack Molley

Foreign Language Director...Nathan Fleisher

Musical Director.....Joseph Schribeman

Chief Engineer.....Frank Unterberger

For Results  
in the  
PHILADELPHIA  
MARKET  
it's  
WDAS  
PHILADELPHIA'S  
OUTSTANDING  
INDEPENDENT  
NEWS  
EVERY HOUR  
ON THE  
HOUR

**We have no  
listeners  
in Calcutta**



Many radio stations proudly display letters from listeners who live hundreds of miles from their transmitters. Many radio stations give you the double-talk about "coverage patterns" . . . "extended contours" . . . "protected areas" . . . "secondary night time coverage". But, they neglect the one most important thing. You are buying a market because you want to make sales in that market—and not in Calcutta.

If you want to make sales increases throughout 1944 — habit, sentiment, politics, theory have no justified place in your advertising program. Use the station which is the most progressive in its market . . . use the station whose results are the least expensive . . . use the station which has the best position on the dial, 560 KC . . . use WFIL, the station which covers Philadelphia, Pennsylvania—not Calcutta!

*Philadelphia's Most Progressive  
Radio Station*

**A BLUE NETWORK AFFILIATE**

**WFIL**

**REPRESENTED NATIONALLY BY THE KATZ AGENCY**



# WFIL

PHILADELPHIA—EST. 1934

BLUE NETWORK  
QUAKER NETWORK

Frequency: 560 Kc.....Power: 1000 Watts  
Owned-Operated By.....WFIL Broadcasting Company

Address.....Widener Building  
Phone Number.....Rittenhouse 6900  
Transmitter Location.....63rd St. & Passyunk  
Time on the Air: 5:45 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.

News Service.....INS, AP  
Transcription Service.....Associated Music  
Representative.....The Katz Agency, Inc.

## Personnel

President.....Samuel R. Rosenbaum  
Executive V. P. and General

Manager.....Roger W. Clipp  
Ass't Station Manager.....Wm. B. Caskey  
Sales Manager.....John E. Surrick  
Promotion Manager.....T. I. Oberfelder  
Program Director.....Edward C. Obrist  
Production Manager.....Donald Martin  
Public Relations Director.....Jack Steck  
Musical Director.....Norman Black  
Acting Chief Engineer.....Louis E. Littlejohn

# WIBG

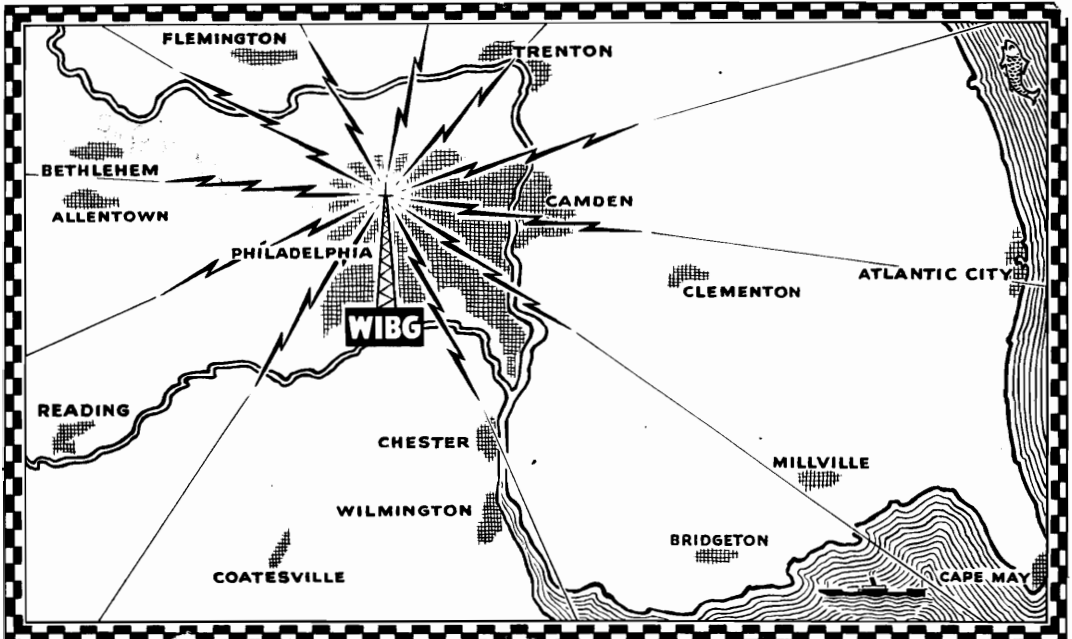
PHILADELPHIA—EST. 1925

Frequency: 990 Kc.....Power: 10000 Watts  
Owned-Operated By.....Seaboard Radio Broadcasting Corporation

Business Address.....1423-25 Walnut Street  
Phone Number.....Rittenhouse 2300  
Transmitter Location.....Conshohocken, Pa.  
Time on the Air.....6 a.m. to midnight  
News Service.....AP  
Transcription Service.....NBC Thesaurus  
National Representative.....Spot Sales

## Personnel

President.....Paul F. Harron  
General-Commercial  
Manager.....Edward D. Clery  
Sales Promotion-Production  
Manager.....Rupe Werling  
Program Director.....Douglas Arthur  
Chief Announcer.....Roy Neal  
Musical Director.....Eric Wilkinson  
Chief Engineer.....John H. Henninger  
Record MC.....Douglas Arthur



**WIBG** 10,000 WATTS  
PHILADELPHIA

SPOT SALES  
NATIONAL  
REPRESENTATIVE

**OUR SUCCESS STORY**

# WIP

**86.3% RENEWALS**

**PHILADELPHIA'S PIONEER VOICE**

OFFICE COMMUNICATION  
From:  
*Burton Jewel Jr.*  
To: Sam Serota  
**Hold it!**  
**Make that 100%**  
**last 45 contracts**  
**are in now.**

sponsors are convinced  
**WIP** creates **sales** in the  
Philadelphia market

**5000 WATTS • 610 KC • 24 HOURS A DAY**

**MUTUAL  
BROADCASTING  
SYSTEM**

**WHAT**

PHILADELPHIA—EST. 1925

Frequency: 1340 Kc.....Power: 100 Watts  
 Owned-Operated By.....Independence Broad-  
 casting Company  
 Address...539 Ledger Bldg., 6th and Chest-  
 nut Streets  
 Phone Number ..... Lombard 2390  
 Transmitter Location.....Hotel Philadelphian,  
 39th and Chestnut Sts.  
 Time on the Air.....42 hours weekly (shares  
 with WTEL)  
 Newspaper Affiliation ...Philadelphia Record  
 News Service ..... AP

**Personnel**

President.....J. David Stern  
 General-Commercial  
 Manager .....Milton Laughlin  
 Program Director .....Joseph A. Grady  
 Publicity Director .....Joe Dillon

**WIP**

PHILADELPHIA—EST. 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Pennsylvania Broad-  
 casting Company  
 Address ..... 35 South 9th Street  
 Phone Number.....WALnut 6800  
 Transmitter Location.....Bellmawr, N. J.  
 Time on the Air.....24 hours daily  
 News Service ..... AP; UP  
 Transcription Service ..... World Broadcasting  
 System  
 Representative .....Burn-Smith Co.

**Personnel**

President & Station  
 Manager.....Benedict Gimbel, Jr.  
 V-P and Director of Sales ..Edward A. Davies  
 Program Director .....Edward Wallis  
 Assistant Program Manager-  
 Publicity .....Sam Serota  
 Production Manager.....Ronald Dawson  
 Musical Director.....Joe Frassetto  
 Technical Supervisor.....Clifford C. Harris

**PA**

**THE PACEMAKER**

**HELPS STATION SALES**

PA, through its Station Relations Department, helps its affiliated stations SELL by acquainting national advertisers with the news and feature scripts on

The Special **AP** Radio News Wire

# THE BIG



**950 CLUB**

**VOGUES IN RHYTHM**

**NITE CLUB OF THE AIR**

THE BIG THREE have proved their ability, just as have the ALLIED BIG THREE... Let them show you how on

# WPEN

IN PHILADELPHIA

**5000 WATTS**  
**950 ON THE DIAL**

**W P E N**

**PHILADELPHIA—EST. 1929**

Frequency: 950 Kc.....Power: 5000 Watts  
 Owned By.....William Penn Broad-  
 casting Co.  
 Operated By.....Arde Bulova  
 Address.....501 Madison Ave., New York  
 Phone Number.....Plaza 3-1535  
 Studio Address.....1528 Walnut St.  
 Transmitter Location.Columbia Ave. & Race St.  
 Time on the Air.....6:45 a.m. to 12 midnight  
 News Service.....Transradio, AP  
 Transcription Service.....Lang-Worth

**Personnel**

Owner.....Arde Bulova  
 General Manager.....Arthur Simon  
 Commercial Manager.....Alfred Dienert  
 Publicity Director.....Gil Babbitt  
 Program Director.....Lewis L. London  
 Production Manager.....Robert H. Bloomfield  
 Publicity Director.....Rhoda L. Otis  
 Chief Announcer.....Don Frank  
 Musical Director.....Joseph Franzosa  
 Chief Engineer.....Charles Burtis  
 Record MC.....Peter Arnell

**W T E L**

**PHILADELPHIA—EST. 1925**

Frequency: 1340 Kc.....Power: 100 Watts  
 Owned-Operated By.....Foulkrod Radio Eng.  
 Address.....4312-14 N. Broad St.  
 Phone Numbers: Gladstone 1310; Davenport  
 4310  
 Transmitter Location...."H" St. and Wyoming  
 Ave.  
 Time on Air.....Shares with WHAT-WCAM  
 Representative.....Forjoe & Co.

**Personnel**

President-Program Director.....Doug. Hibbs  
 General Manager.....Henry N. Cocker

**K D K A**

**PITTSBURGH—EST. 1920**  
**NATIONAL BROADCASTING CO.**

Frequency: 1020 Kc.....Power 50000 Watts  
 Owned-Operated By.....Westinghouse Radio  
 Stations, Inc.  
 Business Address.....1619 Walnut St., Phila-  
 delphia, Pa.  
 Studio Address.....Grant Building  
 Phone Number.....Grant 4200  
 Transmitter Location...Allison Park, Hampton  
 Township, Pa.  
 Time on the Air: 5:30 a.m. to 1 a.m.; Sundays,  
 8 a.m. to 1 a.m.  
 News Service.....AP; UP  
 Transcription Service.....Standard Radio

National Sales Office Address..1619 Walnut  
 Street, Philadelphia, Pa.  
 Representative...National Broadcasting Co.

**Personnel**

President.....George H. Bucher  
 Station Manager.....Joseph E. Baudino  
 Commercial Manager.....Frank V. Webb  
 Sales Promotion.....John F. McMahon  
 Program Director.....Robert E. White  
 Director of War  
 Programs.....Victoria Corey  
 Publicity Director.....Harry E. Barnett  
 Musical Directors.....Bernie Armstrong,  
 Aneurin Bodycombe  
 Chief Engineer.....T. C. Kenney

**K Q V**

**PITTSBURGH—EST. 1919**  
**THE BLUE NETWORK**

Frequency: 1410 Kc.....Power: 1000 Watts  
 Owned-Operated By.....KQV Broadcasting  
 Co.  
 Address.....Chamber of Commerce Bldg.  
 Phone Number.....Grant 4860  
 Transmitter Location.....1475 Crane Road  
 Time on the Air.....7 a.m. to 12:30 a.m.  
 News Service.....UP  
 Transcription Service.....Lang-Worth; Stan-  
 dard Radio  
 Representative.....Spot Sales

**Personnel**

President.....H. J. Brennen  
 Station Manager.....G. S. "Pete" Wasser  
 Commercial & Advertising  
 Manager.....R. M. Thompson, Sr.  
 Program Director.....Alicia Fuller  
 Chief Engineer.....Walter W. McCoy

**W C A E**

**PITTSBURGH—EST. 1922**  
**MUTUAL BROADCASTING SYSTEM**

Frequency: 1250 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WCAE, Inc.  
 Address.....Wm. Penn Hotel  
 Phone Number.....Atlantic 6900  
 Transmitter Location.....Agnew Road, Bald-  
 win Township, R. D. No. 6  
 Time on the Air.....6:30 a.m. to 2 a.m.  
 Newspaper Affiliation.....Pittsburgh-Sun  
 Telegraph  
 News Service.....INS; AP  
 Transcription Service...World Broadcasting  
 System, Standard, Lang-Worth  
 Representative.....The Katz Agency, Inc.

**Personnel**

President-General  
 Manager.....Leonard Kapner  
 Sales Manager.....Willard Schroeder  
 Promotion-Publicity.....Marion Annenberg

Chief Announcer.....Bob Donley  
 Program Manager.....R. Clifton Daniel  
 Production Manager.....Don Dixon  
 Musical Director....."Babe" Rhodes  
 Chief Engineer.....James Schultz

**W J A S**

**PITTSBURGH—EST. 1921**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1320 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Pittsburgh Radio  
 Supply House

Address.....411 Seventh Avenue,  
 1406 Chamber of Commerce Bldg.

Phone Number.....Grant 4860

Transmitter Location.....1459 Crane Road,  
 Greentree, Pittsburgh

Time on the Air.....7:30 a.m. to 12:30 a.m.

News Service.....Transradio

Representative.....Wm. G. Rambeau Co.

**Personnel**

General Manager.....H. J. Brennen  
 Sales Promotion....."Pete" Wasser  
 Program and Production.....James M. Hughes  
 Publicity Director.....Marian Cughey  
 Chief Announcer.....Beckley Smith  
 Chief Engineer.....Walter W. McCoy

**W W S W**

**PITTSBURGH—EST. 1931**

Frequency: 1490 Kc.....Power: 250 Watts

Owned-Operated By.....WWSW, Inc.

Address.....Hotel Keystone

Phone Number.....Grant 5200

Transmitter Location.....341 Rising Main St.

Time on the Air.....24 hours daily

Newspaper Affiliation.....Pittsburgh Post

Gazette

News Service.....AP

Transcription Service.....Standard Radio; Asso-

ciated Music Publishers

**Personnel**

President-Station Manager,  
 Frank R. Smith, Jr.  
 Commercial Manager.....Thomas B. Price  
 Publicity-Sales Promotion.....John Wilkoff  
 Program Director.....Walter E. Sickles  
 War Program Director.....Marjorie McCann  
 Production Manager.....John Davis  
 Artists' Bureau Head.....Marie Wilk  
 Chief Announcer.....David Tyson  
 Musical Director.....John Mitchell  
 Chief Engineer.....Ray Harlow

**W E E U**

**READING—EST. 1931**

**NATIONAL BROADCASTING CO.**

**QUAKER NETWORK**

Frequency: 850 Kc.....Power: 1000 Watts

Owned-Operated By.....Berks Broadcasting  
 Co.

Business Address.....533 Penn St.

Phone Number.....7335

Studio Address.....533 Penn St.

Transmitter Location.....Spring Township

Time on the Air.....Local sunrise to sunset

Transcription Service.....Lang-Worth; Standard

Radio

News Service.....UP

Representative.....George P. Hollingbery

Co.

**Personnel**

General Manager.....Clifford M. Chafey  
 Program Director.....J. Calvin Jackson  
 Sales Manager.....Robert Magee  
 Musical Director.....E. Lester Hoffmaster  
 Chief Engineer.....H. O. Landis

**W R A W**

**READING—EST. 1921**

**NATIONAL BROADCASTING CO.**

**QUAKER NETWORK**

Frequency: 1340 Kc.....Power: 250 Watts

Owned-Operated By.....Reading Broadcasting

Co.

Business Address.....533 Penn St.

Phone Number.....7336

Studio Address.....533 Penn St.

Transmitter Location.....Pomeroy Bldg.

Time on the Air.....7 a.m. to 12 midnight

News Service.....UP

Transcription Service.....NBC Thesaurus;

Lang-Worth

Representative.....William G. Rambeau Co.

**Personnel**

President.....Clifford M. Chafey  
 Station Manager.....Raymond A. Gaul  
 Sales Manager.....Arthur W. Chafey  
 Program Director.....J. Calvin Jackson

**W A R M**

**SCRANTON—EST. 1940**

**MUTUAL BROADCASTING SYSTEM**

**BLUE NETWORK**

**PENNSYLVANIA NETWORK**

Frequency: 1400 Kc.....Power: 250 Watts

Owned-Operated By.....Union Broadcasting

Co.

Address.....Select Bldg.

Phone Number.....4-1148

Transmitter Location.....721 N. Blakely St.,

Dunmore, Pa.

Time on the Air.....7 a.m. to midnight

News Service.....UP

Transcription Service.....NBC Thesaurus

Representative.....George P. Hollingbery Co.

**Personnel**

President & Station Mgr.....Martin F. Memolo

. . . PENNSYLVANIA . . .

Program Director.....Kenneth Behold  
 Chief Announcer.....John Von Bergen  
 Musical Director.....Frank Keller  
 Chief Engineer.....Adolph Oschmann

## W G B I

**SCRANTON—EST. 1925**

COLUMBIA BROADCASTING SYSTEM

Frequency: 910 Kc...Power: 1000 d.; 500 n.  
 Owned-Operated By.....Scranton Broad-  
 casters, Inc.

Business Address.....1000 Wyoming Ave.  
 Phone Number.....6296  
 Studio Address.....1000Wyoming Ave.  
 Transmitter Location.....Drinker Turnpike,  
 Dunmore, Pa.

Time on the Air: 6:45 a.m. to 1:05 a.m.; Sun-  
 days, 7:45 a.m. to 1:05 a.m.

News Service.....AP  
 Transcription Service.....World Broadcasting  
 System  
 Representative.....John Blair & Co.

### Personnel

President.....Frank Megargee  
 Station Manager.....Robert E. McDowell  
 Commercial & Sales  
 Manager.....Geo. D. Coleman  
 Program Director.....Frank Monaghan  
 Production Manager.....Dave Griffiths  
 Publicity Director.....George Campbell  
 Chief Announcer.....Bill Pierce  
 Chief Engineer.....Kenneth R. Cooke

## W Q A N

**SCRANTON**

Frequency: 910 Kc...Power: 1000 d.; 500 n.  
 Owned-Operated By...The Scranton Times  
 Address.....Scranton  
 Transmitter Location.....Scranton  
 Time on the Air.....Shares time with WGBI  
 Newspaper Affiliation...The Scranton Times

### Personnel

President.....Edward J. Lynett  
 Director.....A. J. O'Malley  
 (Non-Commercial Station)

## W P I C

**SHARON—EST. 1938**

Frequency: 790 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Sharon Herald  
 Broadcasting Company  
 Business Address.....P. O. Box 541  
 Phone Numbers.....4113, 4114  
 Studio Address.....Pine Hollow Blvd.  
 Transmitter Location.....Pine Hollow Blvd.  
 Time on the Air.....6 a.m. to local sunset

Newspaper Affiliation.....Sharon Herald  
 News Service.....UP  
 Transcription Service.....Associated Music  
 Publishers  
 Representative.....Howard H. Wilson  
 Company

### Personnel

President & General  
 Manager.....John Fahlline, Jr.  
 Commercial Manager.....J. T. Van Sweringen  
 Program Director.....Paul Gamble  
 Publicity Director.....Evelyn Keller  
 Chief Engineer.....A. C. Heck

## W K O K

**SUNBURY—EST. 1933**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Sunbury Broadcast-  
 ing Corp.

Address.....1150 N. Front St.  
 Phone Number.....1325  
 Transmitter Location.....1150 N. Front St.  
 Time on the Air.....7:30 a.m. to 9 p.m.  
 News Service.....UP  
 Transcription Service.....Lang-Worth, World  
 Representative.....Cox & Tanz

### Personnel

Secretary-Treasurer.....B. A. Beck  
 Station Manager.....Melvin Lahr  
 Program Director.....Ken Hafer  
 Sales Manager.....Homer Smith  
 Chief Announcer.....Earnie Lukens  
 Chief Engineer.....John Keller

## W M B S

**UNIONTOWN—EST. 1937**

COLUMBIA BROADCASTING SYSTEM  
 ATLANTIC SPORTS NETWORK

Frequency: 590 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Fayette Broad-  
 casting Corp.

Address.....Fayette Title and Trust Bldg.  
 Phone Number.....800  
 Transmitter Location.....Burgess Field  
 Time on the Air.....7 a.m. to 1:05 a.m.  
 News Service.....UP  
 Transcription Service.....NBC Thesaurus  
 National Representative.....Radio  
 Advertising Co.

### Personnel

President and Station  
 Manager.....Joseph C. Burwell  
 Commercial Manager.....Harry Burwell  
 Promotion-Publicity Director.....Jean Snyder  
 Program-Production Director.....Sullivan Sages  
 Chief Announcer.....Kenneth Wilson  
 Musical Director.....Sullivan Sages  
 Chief Engineer.....William Hensly  
 Record MC.....Willard Glover

# W J P A

WASHINGTON—EST. 1942

VICTORY NETWORK

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: Washington Broad-  
casting Company

Address: George Washington Hotel  
Phone Number: 4870  
Transmitter Location: North Strabane Township  
Time on the Air: 7 a.m. to 12:30 a.m.; Sun-  
days, 9 a.m. to 12:30 a.m.

News Service: UP  
Transcription Service: Lang-Worth, Victory  
National Representative: Spot Sales, Inc.

## Personnel

President: John Laux  
Station-Commercial Manager: John M. Croft  
Program Director and  
Chief Announcer: Hunter Reams  
Chief Engineer: Joseph M. Troesch

# W B A X

WILKES-BARRE—EST. 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 100 Watts  
Owned-Operated By: John H. Stenger, Jr.  
Address: 141 South Main St.  
Phone Number: 3-0196

Transmitter Location: Plains Township, Pa.  
Time on the Air: Unlimited License  
News Service: UP  
Transcription Service: Associated

## Personnel

President-Station Manager: John Stenger, Jr.  
General Manager: A. W. Grebe  
Program Director: Dick Mawson  
Production Manager: Ed Thomas  
Chief Announcer: Richard Owens  
Musical Director: Phil Cusick  
Chief Engineer: John Stenger, Jr.

# W B R E

WILKES-BARRE—EST. 1923

NATIONAL BROADCASTING CO.

PENNSYLVANIA NETWORK

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Louis G. Baltimore  
Address: 62 So. Franklin Street  
Phone Number: 33101

Transmitter Location: Third Avenue, Kingston,  
Pa.

Time on the Air: 7 a.m. to 1 a.m.  
News Service: AP  
Transcription Service: Standard Radio

## Personnel

President: Louis G. Baltimore  
Station-Commercial Mgr.: A. C. Baltimore  
Program Director-Chief  
Announcer: Tiny Hamrick  
Production Manager: Jimmy McCarthy

Publicity Director: E. A. Hamrick  
Musical Director: L. Savitt  
Artists Bureau: H. P. Butler  
Chief Engineer: Charles Sakoski

# W R A K

WILLIAMSPORT—EST. 1929

NBC

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: WRAC, Inc.  
Address: 244 West Fourth Street  
Phone Number: 2-6116

Transmitter Location: 1561 West Fourth Street  
Time on the Air: 7:30 a.m. to 11:30 p.m.  
Newspaper Affiliation: Williamsport Sun;  
Williamsport Gazette & Bulletin

News Service: UP  
Transcription Service: Standard Radio  
Representative: J. P. McKinney & Son

## Personnel

President: E. M. Case  
Station Manager: George E. Joy  
Commercial Manager: J. Wright Mackey  
Office Manager: Helen McKenna  
Program Director: Sarah Jane Person  
Production Manager: Irving A. Berndt, Jr.  
Chief Announcer: Leon Kelly  
Chief Engineer: Louis Persio  
Studio Hostess: Elaine Stern

# W R A K

Serving Williamsport, Pa.

## NIGHT & DAY

STATION	MORN.	AFT'NOON	EVE.
WRAC	82.3	83.9	62.2
A	1.2	2.2	8.9
B	3.2	3.9	6.1
C	8.8	5.4	13.5
D	1.5	1.8	5.9
OTHERS	3.0	2.8	3.4

C. E. Hooper Fall Index 1943

—NBC—

J. P. MCKINNEY & SON

Representatives



# WORK

YORK—EST. 1932

MBS-NBC

MASON-DIXON GROUP  
TRI-PENN MARKET

Frequency: 1350 Kc. . . . . Power: 1000 Watts

Owned-Operated By . . . York Broadcasting Co.

Business Address . . . . . 13 S. Beaver St.

Phone Number . . . . . 6629

Transmitter Location . . West Manchester Town-  
ship, Pa.

Time on the Air . . . . . 7 a.m. to 1 a.m.

News Service . . . . . UP

Transcription Service . . . . Standard Radio.

Lang-Worth

Representative . . . . . Paul H. Raymer Co.

## Personnel

Station Manager . . . . . Clair R. McCollough

Station Director and National Sales

Manager . . . . . J. Robert Gulick

Station-Commercial Manager . . Harold Miller

Program Director . . . . . Arthur Weeks

Chief Engineer . . . . . J. E. Mathiot

# WSBA

YORK—EST. 1942

BLUE NETWORK

Frequency: 900 Kc. . . . . Power: 1000 Watts

Owned-Operated By . . . Susquehanna Broad-  
casting Co.

Address . . . . . York

Phone Number . . . . . 2676

Transmitter Location . . . . . York

Time on the Air . . . . . Daytime License

News Service . . . . . AP

Transcription Service . . . . Associated Music

Publishers; World Broadcasting System

Representative . . . . . Spot Sales, Inc.

## Personnel

Executive Director . . . . . Louis Vyner

Commercial Manager . . . . . Sydney Robbins

Program Director-Chief

Announcer . . . . . Otis Morse, 4th

Production Manager . . . . . Roy Baxler

Publicity Director . . . . . Sam Leavitt

Musical Director . . . . . Harold Shutz

Chief Engineer . . . . . Willis Weaver

**TRI-PENN  
MARKET**

**WKBO**  
HARRISBURG

**WORK**  
YORK

**WGAL**  
LANCASTER

the *Plus* buy  
in the heart of  
Pennsylvania

These three stations effectively reach a market with 835,000 population, 213,000 radio families and more than \$408,000,000 retail sales—all in their Primary Area not covered by any other station. Write Main Office: 8 West King Street, Lancaster, Pa., or

Sales Representative

PAUL H. RAYMER CO.

NATIONAL BROADCASTING COMPANY

Mutual Broadcasting System

**FOR . . .**

*The most direct*

*The most economical*

*The most effective*

**COVERAGE**

**Rx**

**WFCI**

**PROVIDENCE  
PAWTUCKET  
MARKET**

**1420 K C  
1000 WATTS**

★

**BASIC BLUE NETWORK**

★

**A P NEWS**

★

**STANDARD LIBRARY**

**MERCHANDISING**

**PROMOTION**

★

**DEALER PREFERENCE**

★

**LISTENER PREFERENCE and LOYALTY**

★

**PAWTUCKET BROADCASTING CO.**

**450 MAIN STREET • PAWTUCKET, RHODE ISLAND**

**National Representative • WILLIAM RAMBEAU COMPANY**

**NEW YORK • CHICAGO • LOS ANGELES**

# RHODE ISLAND

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

## W F C I

PAWTUCKET—EST. 1941

BLUE NETWORK

ATLANTIC COAST NETWORK

Frequency: 1420 Kc. .... Power: 1000 Watts  
Owned-Operated By.... Pawtucket Broadcasting Co.

Business Address..... 450 Main Street  
Phone Number..... Perry 9540  
Transmitter Location... John St., Lonsdale, R. I.  
Time on the Air: 6 a.m. to 1 a.m.; Saturdays,  
6 a.m. to 2 a.m.; Sundays, 7 a.m. to 1 a.m.  
News Service ..... AP  
Transcription Service ..... Standard Radio  
Representative..... William G. Rambeau Co.

### Personnel

President-Station Manager.  
Howard W. Thornley  
Treasurer..... Frank F. Crook  
Commercial Manager..... T. F. Allen  
Program Director..... George Sutherland  
Promotion-Publicity Director..... T. F. Allen  
Production Manager..... Robert T. Engels  
Musical Director ..... Arthur Paquette  
Chief Engineer ..... Gilbert Johnson

## W E A N

PROVIDENCE—EST. 1922

MUTUAL BROADCASTING SYSTEM

YANKEE NETWORK

Frequency: 790 Kc..... Power: 5000 Watts  
Owned-Operated By..... The Yankee Network, Inc.

Address ..... Crown Hotel  
Phone Number ..... DEXter 1500  
Transmitter Location... East Providence, R. I.  
Time on the Air..... Unlimited License  
News Service ..... AP  
Transcription Service ..... Associated Music Publishers, Standard  
Representative..... Edward Petry Co., Inc.

### Personnel

Chairman of the Board-General Manager,  
John Shepard 3rd  
Station & Commercial Manager.. Joseph Lopez  
Promotion-Publicity Director.. James S. Powers  
Program Director..... Rose M. Powers

Production Manager..... Don Morton  
Chief Engineer..... Harry Tilley

## W J A R

PROVIDENCE—EST. 1922

NATIONAL BROADCASTING CO.

NEW ENGLAND REGIONAL NETWORK

Frequency: 920 Kc..... Power: 5000 Watts  
Owned-Operated By.... The Outlet Company  
Business Address..... 176 Weybosset Street  
Phone Number..... Gaspee 1071  
Transmitter Location..... Wamponoag Trail,  
East Providence, R. I.

Time on the Air..... Unlimited License  
Transcription Service..... World Broadcasting System

Representative ..... Weed & Company

### Personnel

President..... Mortimer L. Burbank  
Station-Commercial Manager.... John J. Boyle  
Musical Director..... Earl Shean  
Chief Engineer..... Thomas Prior

# ANOTHER FIRST

for **PA**

**PA** originated hourly spot news summaries on the special **AP** radio news wire.

FIRST

cket -

**WPRO**

PROVIDENCE, R. I.

- Basic CBS Station
- 5000 Watts
- 630 Kc.

**CHERRY & WEBB BROADCASTING CO.**

*National Representative*

**PAUL H. RAYMER COMPANY**

**NEW YORK**

**CHICAGO**

**DETROIT**

**SAN FRANCISCO**

584

# W P R O

## PROVIDENCE

COLUMBIA BROADCASTING SYSTEM

Frequency: 630 Kc. Power: 5000 Watts  
Owned-Operated By: Cherry & Webb  
Broadcasting Company

Address: 15 Chestnut Street  
Phone Number: Plantations 9776  
Transmitter Location: East Providence, R. I.  
Time on the Air: 6 a.m. to 1:05 a.m.; Sundays,  
8 a.m. to 12:05 a.m.  
News Service: AP; UP

Transcription Service: NBC Thesaurus,  
Lang-Worth  
Representative: Paul H. Raymer Company

### Personnel

President: William S. Cherry, Jr.  
Commercial Manager: Eric Williams  
Publicity Director: Albert C. Rider  
Production Manager: Edward R. Pearson  
Educational Director: Mollie B. Cherry  
Musical Director: Edwin F. Drew  
Chief Engineer: Howard W. Thornley

# SOUTH CAROLINA

For Latest U. S. Census Population And Radio Homes Data And  
Statistics on "Shifting Population" Please Turn To Pages 233-286

# W A I M

ANDERSON—EST. 1935

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Wilton E. Hall  
Address: Anderson College  
Studio Address: Anderson College, S. C.,  
Clemson College, S. C.

Phone Number: 800  
Transmitter Location: Anderson College  
Time on the Air: 6 a.m.-12:05 a.m.  
Newspaper Affiliation: Anderson Independent;  
Daily Mail  
News Service: INS  
Transcription Service: C. P. MacGregor; World  
Broadcasting System

### Personnel

Owner: Wilton E. Hall  
Commercial Manager: G. Paul Browne  
Program Director: Randy Davison  
Production Director: R. E. Liverance  
Artists Bureau: Carroll Lee  
Chief Engineer: Harold C. Spengler

# W C S C

CHARLESTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1390 Kc. Power: 1000 d.; 500 n.  
Owned-Operated By: South Carolina  
Broadcasting Company

Address: Francis Marion Hotel  
Phone Numbers: 7611; 7612  
Transmitter Location: Windemere, S. C.  
Time on the Air: 6 a.m. to 12:05 a.m.; Sundays,  
8 a.m. to 12:05 a.m.  
News Service: UP  
Transcription Service: World  
Representative: Free & Peters

### Personnel

President-Station Manager: J. M. Rivers  
Commercial Manager: Roland Weeks  
Program Director: Russ Long  
Traffic Manager: Gladys S. Monogue  
Production Manager: T. Heyward Moore  
Chief Announcer: Chuck Simpson  
Publicity: Ann T. Finnell  
Musical Director: Betty Sturcken  
Chief Engineer: Wilbur Albee

(See Page 586)

# W T M A

CHARLESTON—EST. 1939

NATIONAL BROADCASTING CO.

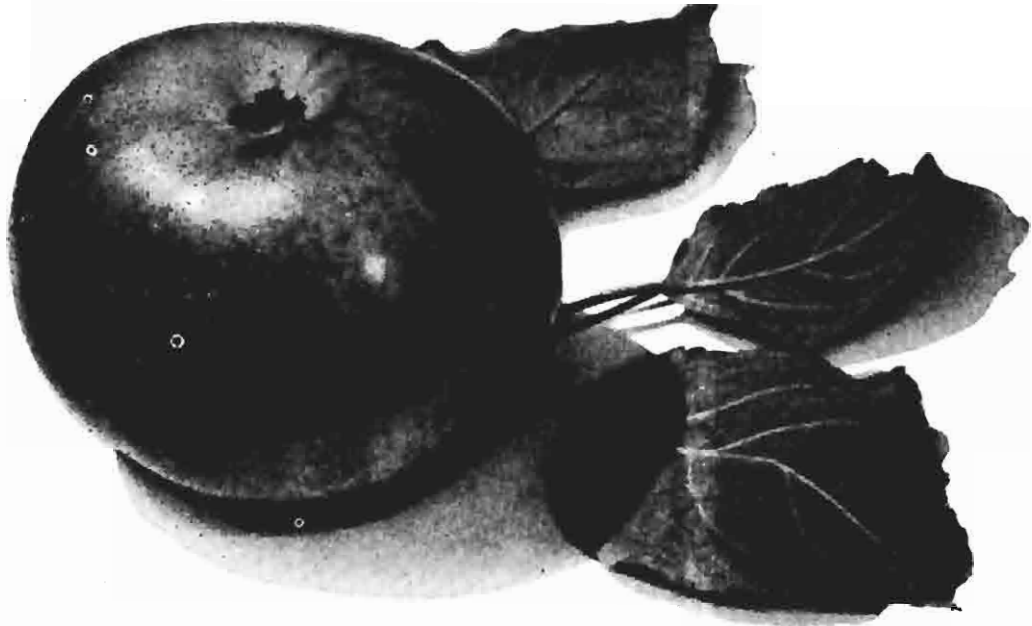
Frequency: 1250 Kc. Power: 1000 Watts  
Owned-Operated By: Atlantic Coast  
Broadcasting Company

Business Address: 135 Church St.  
Phone Number: 2-2961; 2-2962  
Studio Address: 135 Church St.  
Transmitter Location: Albemarle, S. C.  
Time on the Air: 6 a.m. to midnight; Sundays,  
8 a.m. to midnight  
Newspaper Affiliation: News & Courier;  
Charleston Evening Post

News Service: AP  
Transcription Service: Standard Radio  
Representative: George P. Hollingbery  
Co.

### Personnel

President: R. M. Manigault  
Station Manager: R. E. Bradham  
Commercial Manager: W. P. Speight  
Program Director: A. F. Witte  
Chief Engineer: D. M. Bradham



## We've almost put the doctors out of business...

Apples tell the WCSC story.

Three years ago the Gulf Fruit Company, Charleston distributors for Moore & Dorsey Virginia Brand Apples, bought a daily fifteen-minute musical show on WCSC to try something new: sell apples by brand name . . . make people ask specifically for Moore & Dorsey Apples.

A letter from the Gulf Fruit Company's president, S. A. Trakas, says: "The results in three years are *far beyond anything that I could have hoped for*. During the first apple season our sales increased approximately 160%. The next year sales increased 51%. And in this third apple season now ending, sales are, *believe it or not*, 100% greater than last season.

"One of the best tributes to WCSC is our experience with Colonial Stores, A.&P., and other retailers who would not stock Moore & Dorsey Apples. After two years of radio promotion, consumer demand was so great that these firms asked that

we keep them stocked with Moore & Dorseys. Incidentally, our only promotion other than radio was occasional point-of-purchase display.

"Our brand of apples now *outsells all other brands together* in the Charleston area. I thought you would be interested in hearing about our success."\*

In the booming Charleston market where retail sales are up 31% over last year's all time record; where bus traffic has increased 622% since 1938, it's our ability to produce results like these—that has upped our *own* business 125% in the last four years. Ask the Free & Peters Colonel

## The CBS Station for the Coastal Carolinas

\*P. S. After this advertisement was electrotyped, we at WCSC received a renewal for the *fourth* year.



**W C O S**  
COLUMBIA—EST. 1939  
BLUE NETWORK

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By... Carolina Broadcasting Corp.  
Address ..... 1202 Main St.  
Phone Number ..... 25601  
Transmitter Location ..... 200 Senate St.  
Time on Air ..... 6:30 a.m. to midnight  
News Service ..... AP  
Transcription Service ..... Standard Radio  
Representative ..... Spot Sales, Inc.

**Personnel**

President ..... H. F. Kinscey  
General Manager ..... W. C. Bochman  
Sales Promotion Manager ..... Donald Clark  
Program Director ..... Moody McElveen  
Record M.C. & Production ..... Dave Campbell  
Publicity ..... Dorothy Sligh  
Chief Announcer ..... Moody McElveen  
Chief Engineer ..... Harry Clippard

**W I S**  
COLUMBIA—EST. 1930

NATIONAL BROADCASTING COMPANY  
Frequency: 560 Kc. Power: 5000 Watts  
Owned By ..... The Surety Life Insurance Company  
Operated By ..... Radio Station WIS  
Address ..... 1811 Main Street  
Phone Number ..... 2-2135; 2-2136  
Transmitter Location ..... Bluff Road  
Time on the Air ..... 6 a.m. to 12:05 a.m.  
News Service ..... UP  
Transcription Service ..... Lang-Worth  
Representative ..... Free & Peters, Inc.

**Personnel**

President ..... Herman N. Hipp  
Station Manager ..... G. Richard Shafto  
Commercial Manager ..... J. D. Saumenig  
Program Director ..... Ray A. Furr  
Production Manager-Chief  
Announcer ..... Jack Peterson  
Publicity Director ..... Cosette Merrill  
Musical Director ..... Mary Elizabeth Shealy  
Chief Engineer ..... Scott Helt

**W O L S**  
FLORENCE—EST. 1937  
BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM  
PALMETTO STATE NETWORK  
Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By ..... Florence Broadcasting Co., Inc.

Address ..... 129 South Dargan  
Phone Number ..... 48  
Transmitter Location ..... Charleston Highway  
Time on the Air: 7 a.m. to 11 p.m.; Sundays, 8:30 a.m. to 10 p.m.  
News Service ..... UP  
Transcription Service ..... Keystone Broadcasting System  
Representative ..... Cox & Tanz

**Personnel**

Owner ..... M. F. Schnibben  
Station-Commercial Manager ..... H. Russ Holt  
Program Director-Chief Announcer,  
Raymond Caddell  
Publicity Director ..... Carol Schnibben  
Musical-War Program Director ..... Claude Putnam  
Chief Engineer ..... Herman Hanks

**W F B C**  
GREENVILLE—EST. 1933  
NATIONAL BROADCASTING CO.  
BLUE RIDGE NETWORK

Frequency: 1330 Kc. Power: 5000 Watts  
Owned-Operated By ..... Greenville News Piedmont Co.  
Address ..... Poinsett Hotel  
Phone Number ..... 362; 363  
Transmitter Location ..... Gantt, S. C.  
Time on the Air ..... 6 a.m. to 12 midnight  
Newspaper Affiliation ..... Greenville News; Greenville Piedmont  
News Service ..... UP  
Transcription Service ..... NBC Thesaurus  
Representative: Weed & Co.; B. Frank Cook (Atlanta, Ga.)

**Personnel**

President ..... Roger C. Peace  
Station Manager ..... B. T. Whitmire  
Commercial Manager ..... Robert Glass  
Program-Production Director ..... Alice Wyman  
Publicity Director ..... Dr. Nicholas P. Mitchell  
Chief Announcer ..... Charlie Davis  
Musical Director ..... Marcia Wyche  
Chief Engineer ..... W. C. Etheredge

**W M R C**  
GREENVILLE—EST. 1940  
MUTUAL BROADCASTING SYSTEM  
BLUE NETWORK

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By ..... Textile Broadcasting Company, Inc.  
Business Address ..... Prevost Bldg.  
Phone Number ..... 5730  
Studio Address ..... Prevost Building

• • • SOUTH CAROLINA • • •

Transmitter Location.....400 Mayberry Street  
Time on the Air: 6 a.m. to 12 midnight; Sun-  
days, 7:30 a.m. to 12 midnight

News Service .....AP  
Transcription Service .....World  
National Representative..Burns Smith Co., Inc.

**Personnel**

President.....Robert A. Jolley  
Station Manager.....W. Ennis Bray  
Commercial Manager.....C. B. Denison  
Program-Musical Director.....Jimmy Simpson  
War Program Director.....Moddell Howell  
Production Manager.....Joe Groger  
Publicity Director.....Pearle Eargle  
Chief Announcer.....Sid Tear  
Chief Engineer.....George D. Tate

•  
**W C R S**

GREENWOOD—EST. 1941

NATIONAL BROADCASTING CO.

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 5000 Watts  
Owned-Operated By.....Grenco, Inc.  
Address ..... Greenwood  
Phone Number ..... 4300  
Transmitter Location..... Greenwood  
Time on the Air..... Unlimited license  
News Service ..... AP  
Transcription Service.....World, Keystone

**Personnel**

President ..... Douglas Featherstone  
Station Manager ..... Dan Crosland  
Program Director ..... Newton S. Smyth  
Women's Editor ..... Margaret Bailey  
Chief Engineer.....E. C. Niemann

•  
**W O R D**

SPARTANBURG—EST. 1940

BLUE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Spartanburg Adver-  
tising Company  
Address.....224 E. Main St.  
Phone Number .....2900  
Transmitter Location.....2½ miles Northeast  
of Spartanburg  
Time on the Air.....6 a.m. to 1 a.m.  
News Service .....AP  
Transcription Service.....NBC Thesaurus  
Representative.....Geo. P. Hollingbery Co.

**Personnel**

Vice-President and General Manager,  
Walter J. Brown  
Station Manager.....Roger A. Shaffer

Musical Director.....Lea Perrin  
Chief Engineer.....Murray Coleman

•  
**W S P A**

SPARTANBURG—EST. 1929

COLUMBIA BROADCASTING SYSTEM

Frequency: 950 Kc...Power: 5000 d.; 1000 n.  
Owned-Operated By.....Spartanburg Ad-  
vertising Company

Address.....224 E. Main St.  
Phone Number .....2900  
Transmitter Location.....3½ miles Northwest  
of Spartanburg

Time on the Air.....6 a.m. to 12:05 a.m.  
News Service .....UP  
Transcription Service .....Associated  
Music Publishers

Representative.....George P. Hollingbery Co.

**Personnel**

President.....A. B. Taylor  
Vice President-General Manager,

Walter J. Brown

Assistant General Manager,

John W. Kirkpatrick

Director of Public Relations..Roger A. Shaffer  
Program-Publicity Director..Sterling W. Wright  
Assistant Program Director...Harold B. Shaw  
Musical Director .....Corinne Kearse  
Chief Engineer .....Harold Beckholt

•  
**W F I G**

SUMTER—EST. 1940

BLUE NETWORK

PALMETTO STATE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By..Radio Station WFIG, Inc.  
Address .....39 North Main Street  
Phone Number (Studio).....1340

Transmitter Location.....Highway No. 76  
Time on the Air.....15 Hours Daily  
News Service .....UP  
Transcription Service.....Keystone Broad-  
casting System

National Representative.....Cox & Tanz

**Personnel**

President-Station Manager...Julius S. Brody  
V.P.-Sec'y.....T. Doug Youngblood  
Commercial Mgr.....M. Watson  
Publicity Director.....Dorothy Boney  
Chief Engineer.....Edwin W. Roman



# SOUTH DAKOTA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

## K A B R

ABERDEEN—EST. 1935

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1420 Kc. Power: 5000 Watts

Owned-Operated By...Aberdeen Broadcast Company

Address .....117½ South Main Street

Phone Number..... 4626

Transmitter Location..... Wylie Park

Time on the Air..... 7 a.m. to 12 midnight

News Service .....AP

Representative .....The Walker Company

### Personnel

President .....H. C. Jewett, Jr.

Vice-President..... C. H. Anderson

Vice-President.....Olwin Ackley

Treasurer..... J. H. McKeever

Secretary-General Manager..... A. A. Fahy

Program Director.....Aileen Johnson

Chief Engineer.....Delbert Hunt

## K G F X

PIERRE—EST. 1916

KEYSTONE BROADCASTING SYSTEM

Frequency: 630 Kc. Power: 200 Watts

Owned-Operated By...Ida A. McNeil

Address .....203 West Summit Ave.

Phone Number .....351

Transmitter Location...203 West Summit Ave.

Time on the Air.....9:30 a.m. to sunset

News Service .....AP

Transcription Service...Keystone Broadcasting System

Representative .....Cox & Tanz

### Personnel

Owner and Director.....Ida A. McNeil

Chief Engineer.....Robert H. Dye

## K O B H

RAPID CITY—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By...Black Hills Broadcast Company of Rapid City

Address .....Alex Johnson Hotel

Phone Number..... 2000

Transmitter Location...2½ miles East of City

Time on the Air: 6 a.m. to 9 p.m.; Sundays, 9 a.m. to 5 p.m.

News Service .....UP

Transcription Service...Lang-Worth; Keystone Broadcasting System

Representative .....The Walker Company

### Personnel

President.....C. A. Quarnberg

Station-Commercial Manager...Robert J. Dean

Program Director-Production Manager, George E. Bruntlett

Publicity Director.....Albert Ziegler

Artists Bureau Head..... Mildred Palmer

Chief Engineer.....A. E. Griffiths

Record MC.....Kenneth Peterson

## W C A T

RAPID CITY—EST. 1921

Frequency: 1230 Kc. Power: 100 Watts

Owned By.....State of South Dakota

Operated By.....South Dakota State School of Mines and Technology

Address .....East St. Joseph Street

Phone Number.....1600

Transmitter Location.....St. Joe Street and Birch Avenue

Time on the Air.....11 a.m. to 1 p.m.

News Service .....AP

Transcription Service.....Standard Radio

### Personnel

President.....Joseph P. Connolly

Station Manager.....C. M. Rowe

Program Director.....Scott Burril

Publicity Director.....Redford Dibble

Chief Announcer.....Harold Knutson

Chief Engineer.....E. E. Clark

(Non-Commercial Station)

## K E L O

SIOUX FALLS—EST. 1937

NATIONAL BROADCASTING COMPANY

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By...Sioux Falls Broadcast Assn., Inc.

Address.....317 So. Phillips Ave.

Phone Number.....757

Transmitter Location.....Highway No. 16

Time on the Air.....10 a.m. to 12 midnight

News Service .....AP

Transcription Service.....NBC Thesaurus

Representative .....Howard H. Wilson Co.

### Personnel

President.....Joseph Henkin

Station Manager.....Morton Henkin

Ass't and Commercial Manager, George R. Hahn

Sales Promotion Manager.....S. Fantle, Jr.

Program Director.....Verl Thomson

Chief Engineer.....Max Staley

# K S O O

**SIOUX FALLS—EST. 1926**

**NATIONAL BROADCASTING COMPANY**  
 Frequency: 1140 Kc. .... Power: 5000 Watts  
 Owned-Operated By.....Sioux Falls Broad-  
 cast Assn., Inc.  
 Address .....317 So. Phillips Ave.  
 Phone Number..... 757  
 Transmitter Location..... Highway No. 16  
 Time on the Air.....6 a.m. to local sunset  
 News Service .....AP  
 Transcription Service.....NBC Thesaurus  
 Representative.....Howard H. Wilson Co.

**Personnel**

President.....Joseph Henkin  
 Station Manager.....Morton Henkin  
 Commercial Manager.....George R. Hahn  
 Sales Promotion Manager.....S. Fantle, Jr.  
 Chief Engineer.....Max Staley

# K U S D

**VERMILLION—EST. 1922**

Frequency: 920 Kc. .... Power: 500 Watts  
 Owned-Operated By ....University of South  
 Dakota  
 Address.....Union Building  
 Phone Number .....601  
 Transmitter Location..... Science Hall  
 Time on the Air.....3 p.m. to 6 p.m.

**Personnel**

Director of Radio.....Prof. Hale Aarnes  
 Station Manager.....Bernice Stier  
 Chief Engineer.....George Nordquist  
 (Non-Commercial Station)

# K W A T

**WATERTOWN—EST. 1939**  
**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned By.....Midland National Life Insur-  
 ance Company  
 Operated By.....F. L. Bramble (Mgr.); M. W.  
 Plowman (Ass't. Mgr.)  
 Address .....Midland Building  
 Phone Number .....777  
 Transmitter Location.....½ mile south of  
 business section  
 Time on the Air.....7 a.m. to 10 p.m.  
 News Service .....UP  
 Transcription Service .....Keystone

**Personnel**

Station Manager.....F. L. Bramble  
 Commercial Manager.....M. W. Plowman  
 Promotion-Publicity Director.....Morris Wisott  
 Chief Engineer.....Francis Alwin

# W N A X

**YANKTON—EST. 1927**

**COLUMBIA BROADCASTING SYSTEM**  
**IOWA BROADCASTING COMPANY**

Frequency: 570 Kc. .... Power: 5000 Watts  
 Owned-Operated By.....WNAX Broadcasting  
 Co.  
 Address .....Yankton  
 Phone Number .....443  
 Transmitter Location.....Yankton  
 Time on the Air.....6 a.m. to 12:05 a.m.  
 Newspaper Affiliation: Des Moines Register &  
 Tribune  
 News Service .....AP; UP  
 Transcription Service.....Standard Radio  
 Representative.....The Katz Agency

**Personnel**

President.....Gardner Cowles, Jr.  
 General-Commercial Manager.....Phil Hoffman  
 Sales Promotion Manager.....Jack Paige  
 Program Director.....Arthur J. Smith  
 Musical Director.....Rex Hayes  
 Chief Engineer.....Clifton M. Todd

# TENNESSEE

*For Latest U. S. Census Population And Radio Homes Data And  
 Statistics on "Shifting Population" Please Turn To Pages 233-286*

# W O P I

**BRISTOL—EST. 1929**  
**NATIONAL BROADCASTING CO.**  
**DANIEL BOONE NETWORK**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By.....Radiophone Broadcasting  
 Station WOPI, Inc.  
 Address .....410 State St.  
 Phone Number .....WOPI  
 Transmitter Location.....Old Abingdon Pike,  
 Washington County, Va.

Time on the Air.....6:30 a.m. to 11:30 p.m.  
 News Service .....AP  
 Transcription Service.....World  
 Representative.....Burn-Smith Company

**Personnel**

President and General Manager.....W. A. Wilson  
 Commercial Manager.....R. L. Russell  
 Program Director.....Fey Rogers  
 Publicity Director.....Corinne Butterworth  
 Continuity Director.....Marjorie Freels  
 Production Manager.....Gene Thomas  
 Chief Engineer.....Robert Smith

# W A P O

**CHATTANOOGA—EST. 1936**

**NATIONAL BROADCASTING CO.**

Frequency: 1150 Kc. Power: 5000 d.; 1000 n.  
Owned-Operated By: WAPO Broadcasting Service

Address: Read House  
Phone Number: 6-6141  
Transmitter Location: Pineville Road  
Time on the Air: 5:30 a.m. to 12 Midnight  
News Service: AP  
Transcription Service: NBC Thesaurus  
Representative: Headley-Reed Company

## Personnel

Owner: Mrs. W. A. Patterson  
General Manager: R. G. Patterson  
Local Sales Manager: R. N. Krepps  
National Sales Manager: Helen H. Patterson  
Program-Publicity Director: Helen Patterson  
Chief Announcer: Bob Bosworth  
Artists' Bureau Head: Louise Harley  
Musical Director: William Krug  
Chief Engineer: B. B. Barnes

# W D E F

**CHATTANOOGA—EST. 1941**

**BLUE NETWORK**

**MUTUAL BROADCASTING SYSTEM**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: Joe Engel Broadcasting Co.

Address: 419 Volunteer Bldg.  
Phone Number: 6-5664  
Transmitter Location: 419 Volunteer Bldg.  
Time on the Air: 6 a.m. to 11 p.m.  
News Service: UP  
Transcription Service: Standard Radio  
Representative: Burn-Smith Co.

## Personnel

President: Joe W. Engel  
Station Manager: Frank S. Lane  
Commercial Manager: Ken Flenniken  
Program Director: Vann Campbell  
Chief Announcer: George Barber  
Musical Director: Jean Van Arsdale  
Chief Engineer: B. C. Baker

# W D O D

**CHATTANOOGA—EST. 1925**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1310 Kc. Power: 5000 Watts  
Owned-Operated By: WDO D Broadcasting Corporation

Address: Hamilton National Bank Building  
Phone Number: 6-5117  
Transmitter Location: Baylor School  
Time on the Air: 5:30 a.m. to 12:05 Midnight;  
Sundays, 7 a.m. to 12 Midnight  
News Service: UP

Transcription Service: Langworth, World  
Representative: Paul H. Raymer Co.

## Personnel

Co-Owners: Earl W. Winger,  
Norman A. Thomas  
General Manager: Earl W. Winger  
Commercial Manager: Carter M. Parham  
Sales Promotion Manager: Cliff W. Bowers  
Program Manager: Gene Wilkey  
Chief Announcer: Douglas Davies  
Musical Director: John Tesselore  
Chief Engineer: J. C. Vessels

# W J Z M

**CLARKESVILLE—EST. 1941**

**MUTUAL BROADCASTING SYSTEM**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: Wm. Kleeman  
Address: Masonic Bldg., Commerce and Third Street

Phone Number: 499  
Transmitter Location: One mile southeast  
Time on the Air: 6 a.m. to 11 p.m.; Sundays,  
8 a.m. to 10 p.m.

News Service: AP  
Transcription Service: World  
Representative: Cox & Tanz

## Personnel

Owner: Wm. Kleeman  
Station Manager: W. E. Williams  
Commercial-Sales Promotion  
Manager: Helen Wallace  
Program Director: W. E. Williams  
Chief Announcer: Clay Cline, Jr.  
Chief Engineer: John Bailey

# W H U B

**COOKEVILLE—EST. 1940**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: WHUB, Inc.  
Address: East Spring Street  
Phone Number: Southern Continental 200  
Transmitter Location: 807 Hickory Street  
Time on the Air: 6 a.m. to 10 p.m.  
News Service: AP  
Transcription Service: Keystone Broadcasting System

## Personnel

President-Chief Owner: M. L. Medley  
Chief Announcer: Grady Lemons  
Chief Engineer: Charles Burch

# W T J S

**JACKSON—EST. 1931**

**BLUE NETWORK**

**MUTUAL BROADCASTING SYSTEM**

Frequency: 1390 Kc. Power: 1000 Watts  
 Owned-Operated By: Sun Publishing Company  
 Address: 104 West Baltimore St.  
 Phone Number: 3340  
 Transmitter Location: Highway 45  
 Time on the Air: 7 a.m. to 12 midnight  
 Newspaper Affiliation: The Jackson Sun  
 News Service: UP  
 Transcription Service: Standard Radio  
 Representative: The Branham Company

**Personnel**

President: A. A. Stone  
 Station-Commercial Manager: A. B. Robinson  
 Program-Publicity Director: Otis Roush  
 Musical Director-Artists' Bureau Head: James Allen  
 Chief Announcer: Paul Moore  
 Chief Engineer: B. C. Brummell

**WJHL**

**JOHNSON CITY—EST. 1938**  
 THE BLUE NETWORK

Frequency: 910 Kc. Power: 1000 Watts  
 Owned-Operated By: WJHL, Inc.  
 Business Address: 412 S. Roan St.  
 Phone Number: WJHL  
 Studio Address: 412 S. Roan St.  
 Transmitter Location: R.F.D. No. 4, Johnson City  
 Time on the Air: 6 a.m. to 12 midnight  
 News Service: UP  
 Transcription Service: Standard Radio  
 Representative: Howard H. Wilson

**Personnel**

President-Station Manager: W. Hanes Lancaster  
 Station-Commercial Manager: Ken Marsh  
 Program-Production Director: Henry Frick  
 Chief Engineer: O. K. Garland

**WKPT**

**KINGSPORT—EST. 1940**  
 NATIONAL BROADCASTING CO.

DANIEL BOONE NETWORK

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: Kingsport Broadcasting Co.  
 Address: 222 Commerce St.  
 Phone Number: WKPT  
 Transmitter Location: East Kingsport  
 Time on the Air: 6:30 a.m. to 12:05 a.m.  
 News Service: UP  
 Transcription Service: Lang-Worth; Standard Radio  
 Representatives: Burn-Smith Co., Harry Cummings

**Personnel**

President: C. P. Edward, Jr.  
 General Manager: Jess Swicegood  
 Program-Production Manager: Paul Overbay  
 Chief Engineer: Gladman W. Upchurch

**WBIR**

**KNOXVILLE—EST. 1941**  
 MUTUAL BROADCASTING SYSTEM  
 BLUE NETWORK

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: American Broadcasting Corp.  
 Address: Chamber of Commerce Bldg., 612 South Gay Street  
 Phone Number: 4-3321  
 Transmitter Location: Brooks Road & Wilder Place  
 Time on the Air: 129 hrs. weekly  
 News Service: UP  
 Transcription Service: Associated Music Publishers  
 Representative: Burn-Smith Co.

**Personnel**

President: Gilmore N. Nunn  
 Station-Commercial Mgr.: John Ballard  
 Chief Engineer: J. Rex Horton

**WNOX**

**KNOXVILLE—EST. 1921**  
 COLUMBIA BROADCASTING SYSTEM

Frequency: 990 Kc. Power: 10,000 Watts  
 Owned-Operated By: Scripps-Howard Radio, Inc.  
 Address: 110-112 South Gay Street  
 Phone Number: 3-3171  
 Transmitter Location: Anderson Road near Knoxville  
 Time on the Air: 5 a.m. to 12 midnight; Sundays, 5:30 a.m. to 12 midnight  
 Newspaper Affiliation: Knoxville News-Sentinel  
 News Service: UP  
 Transcription Service: Standard Radio; Lang-Worth  
 Representative: The Branham Company

**Personnel**

President: Jack R. Howard  
 Vice-President-General Manager: R. B. Westergaard  
 Commercial Manager: Harry Le Brun  
 Sales Promotion-Publicity Manager: C. B. Davis  
 Program Director: Lowell Blanchard  
 Director of War Programs: Walter Corning  
 Musical Director: Jerry Collins  
 Chief Announcer: Tys Terwey  
 Chief Engineer: Kurt Webster  
 Record MC: Kurt Webster

**WROL**

**KNOXVILLE—EST. 1927**  
 NATIONAL BROADCASTING CO.

Frequency: 620 Kc. Power: 1000 d.; 500 n.  
 Owned-Operated By: Stuart Broadcasting Co.  
 Business Address: Hamilton Bank Bldg.  
 Phone Number: 2-7111  
 Studio Address: Hamilton Bank Bldg.

• • • **TENNESSEE** • • •

Transmitter Location.....Holston Hills  
 Time on the Air: 5 a.m. to 12 midnight;  
 Sundays, 6 a.m. to 12 Midnight  
 News Service ..... AP  
 Transcription Service .....NBC Thesaurus;  
 World  
 Representative .....John Blair & Co.

**Personnel**

President ..... S. E. Adcock  
 Commercial Manager.....C. H. Frazier  
 Sales Promotion Manager.....Fred Pfahler  
 Program-Publicity Director..... John Reese  
 Musical Director.....Harry Nides  
 Chief Engineer.....Owen McReynolds

**W H B Q**  
 MEMPHIS—EST. 1925  
 MUTUAL

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Broadcasting Sta-  
 tion WHBQ, Inc.

Address .....Hotel Gayoso  
 Phone Number..... 8-6868  
 Transmitter Location ..... 46 Neely St.  
 Time on the Air.....7 a.m. to 11 p.m.  
 News Service .....AP  
 Transcription Service.....Lang-Worth  
 Representative.....William G. Rambeau Co.

**Personnel**

President-General Manager.....E. A. Alburty  
 Commercial Manager ..... E. Pournelle  
 Program Director-Chief Announcer.....John T. Orr  
 War Program Director .....Bob Alburty  
 Publicity Director.....Lee Johnson  
 Chief Engineer.....Welton Roy  
 Record MC.....Alfred Kerr

**W M P S**  
 MEMPHIS—EST. 1930  
 BLUE NETWORK

**MUTUAL BROADCASTING SYSTEM**

Frequency: 1460 Kc..Power: 1000 d.; 500 n.  
 Owned-Operated By.....Memphis Broad-  
 casting Company

Address .....Columbian Tower, 62 North  
 Main Street  
 Phone Number ..... 5-2721  
 Transmitter Location .....1690 South Lau-  
 derdale  
 Time on the Air..6:30 a.m. to 12 midnight;  
 Sundays, 7:30 a.m. to 11:45 p.m.  
 Newspaper Affiliation .....Memphis Press-  
 Scimitar  
 News Service ..... UP  
 Transcription Service.....Standard Radio;  
 Associated  
 Representative.....Spot Sales, Inc.

**Personnel**

President.....Jack R. Howard  
 Station Manager-Program Director  
 Harold R. Krelstein  
 Commercial Manager .....Harold R. Krelstein

Merchandising Manager-Publicity Director  
 Robert Hobgood  
 Director of War Programs Francis Chamberlin  
 Chief Announcer .....Lawrence Trexler  
 Musical Director.....Kay Benander  
 Chief Engineer .....J. G. Deaderick

**W R E C**  
 MEMPHIS—EST. 1922

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 600 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Hoyt B. Wooten  
 d/b as WREC Broadcasting Service

Address .....Hotel Peabody  
 Phone Number .....5-1313  
 Transmitter Location .....Memphis  
 Time on the Air .....Unlimited license  
 News Service .....UP  
 Transcription Service .....World Broadcasting  
 System; Lang-Worth

Representative .....The Katz Agency

**Personnel**

Owner-General Manager.....Hoyt B. Wooten  
 Commercial Manager.....Hollis R. Wooten  
 Program-Publicity Director.....Roy Wooten  
 Production Manager.....Bill Trotter  
 Chief Announcer.....Louis Fossee  
 Musical Director.....Jesalyn Payne  
 Chief Engineer.....S. D. Wooten, Jr.

**PA**

*Originated  
 the extra  
 service of the  
 only press  
 association  
 Station Relations  
 Department*

MARKET DATA OF DAY COVERAGE OF

★ **W M C**  
MEMPHIS  
TENN.

POPULATION	HOME UNITS	RADIO UNITS	EFFECTIVE BUYING INCOME	RETAIL SALES	FOOD SALES	DRUG SALES
3,092,108	777,206	393,518	\$896,976,000	\$615,979,000	\$112,935,000	\$21,225,000

*The South's Biggest Market*  
✓ *Biggest Area . . . .*

In the primary day coverage area of WMC are included 60 counties in five states . . . Tennessee, Arkansas, Mississippi, Missouri, and Kentucky.

✓ *Biggest Population . . . .*

In the primary and secondary day coverage area are 3,092,108 people, comprising an area which is the nation's 12th largest in population!

✓ *Biggest Retail Sales . . . .*

Retail sales total \$615,979,000 with an effective buying income of \$896,976,000 . . . just short of a billion dollars! Here is Buying Power with a punch.

★ **W M C**  
MEMPHIS

★ **N B C**  
★ 5,000 WATTS DAY AND NIGHT  
★ OWNED AND OPERATED BY  
THE COMMERCIAL APPEAL  
★ REPRESENTED NATIONALLY BY  
THE BRANHAM COMPANY

**W M C**

MEMPHIS—EST. 1923

NATIONAL BROADCASTING CO.

SOUTH CENTRAL QUALITY NETWORK

Frequency: 790 Kc. . . . . Power: 5000 Watts

Owned-Operated By . . . . . Memphis Publishing Co.

Address . . . . . Goodwyn Institute

Phone Number . . . . . 8-7464

Transmitter Location . . . . . Five Points, Tenn.

Time on the Air . . . . . 6 a.m. to 12 midnight

Newspaper Affiliation . . . . . Memphis Commercial Appeal

News Service . . . . . UP

Transcription Service . . . . . NBC Thesaurus; Lang-Worth

Representative . . . . . The Branham Co.

**Personnel**

Station Manager . . . . . H. W. Slavick

Commercial Manager . . . . . J. C. Eggleston

Assistant Commercial Manager . . . . . Cliff Goodman

Program Director . . . . . John Cleghorn

Production Manager . . . . . Ed Deffenbaugh

Chief Engineer . . . . . E. C. Frase, Jr.

**W L A C**

NASHVILLE—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1510 Kc. . . . . Power: 50000 Watts

Owned By . . . J. T. Ward, d/b as WLAC Broadcasting Service

Operated By . . . . . WLAC Broadcasting Service

Address . . . . . Third National Bank Bldg.

Phone Number . . . . . 6-0161

Transmitter Location . . . . . Dickerson Road

Time on the Air . . . 6 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight

News Service . . . . . UP

Transcription Service . . . . . World Broadcasting System; NBC Thesaurus

Representative . . . . . Paul H. Raymer Co.

**Personnel**

Owner . . . . . J. T. Ward

General-Commercial Manager . . . . . F. C. Sowell

Promotion Manager . . . . . Chas. L. Andrews

Program Director . . . . . Paul Oliphant

Musical Director . . . . . Charles Nagy

Chief Engineer . . . . . F. D. Binns

**W S I X**

NASHVILLE—EST. 1927

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 980 Kc. . . . . Power: 5000 Watts

Owned-Operated By . . . . . WSIX, Inc.

Address . . . . . Nashville Trust Building

Phone Number . . . . . 5-5431

Transmitter Location . . . . . Northeast of Nashville

Time on the Air: 6 a.m. to 12 Midnight;

Sundays, 7 a.m. to 12 Midnight

News Service . . . . . AP

Transcription Service . . . . . Standard Radio;

C. P. MacGregor; Lang-Worth

Representative . . . . . Spot Sales, Inc.

**Personnel**

President-Station Manager . . . . . Jack M. Draughon

Commercial Manager . . . . . Eugene S. Tanner

Program-Production Manager,

Jack Wolever, Jr.

Publicity Director . . . . . R. L. Chaudoin

Chief Announcer . . . . . Buck Byrum

Musical Director . . . . . Frank Bobo

Chief Engineer . . . . . Bascom E. Porter

Record MC . . . . . Walter Ferguson

**TELESCRIPTS**

... ORIGINATED BY **PA**

are complete scripts,  
cued for music or  
sound effects, and  
moved on the special



radio news wire.

Widely sponsored  
from Coast-to-Coast



**THE FIFTH ESTATE**

**WSM — THE PUBLIC SERVICE  
STATION IN TENNESSEE**

**I**N these days when much conjecture is advanced upon the subject of radio's prime function, WSM points with pride to its public service programs. A true knowledge of the community's needs and desires enables us to serve our listeners well.

Needless to say that when listeners are loyal to the station, they are equally as loyal to its advertisers. Confidence is the basis of good listening . . . and good buying.



HARRY L. STONE, Gen'l. Mgr.

**WSM**

NASHVILLE, TENN.

OWNED AND OPERATED BY  
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.  
NATIONAL REPRESENTATIVES EDWARD PTRY & CO. INC.



# W S M

**NASHVILLE—EST. 1925**  
**NATIONAL BROADCASTING CO.**

Frequency: 650 Kc. Power: 50000 Watts  
 Owned-Operated By... The National Life and  
 Accident Insurance Co.  
 Business Address ..... National Building  
 Phone Number ..... 6-7181  
 Studio Address... Seventh Avenue and Union  
 Street  
 Transmitter Location: Calendar Road, William-  
 son County, Tenn. (R.F.D. Franklin)  
 Time on the Air: 18 hours daily; Sundays,  
 17 hours

News Service ..... AP; INS  
 Transcription Service ..... Associated Music  
 Publishers, Lang-Worth  
 Representative ..... Edward Petry & Co., Inc.

## Personnel

Executive Vice-President.... Edwin W. Craig  
 Station Manager..... Harry L. Stone  
 Sales Manager..... Dean R. Upson  
 Program Director..... Jack Stapp  
 Publicity Director..... Lester Barnard  
 Artists' Bureau Head..... Ford Rush  
 Chief Announcer..... Otis E. Devine  
 Musical Directors, Pietro Brescia, Beasley Smith  
 Acting Chief Engineer..... George Reynolds

# TEXAS

*For Latest U. S. Census Population And Radio Homes Data And  
 Statistics on "Shifting Population" Please Turn To Pages 233-286*

# K R B C

**ABILENE—EST. 1936**  
**MUTUAL BROADCASTING SYSTEM**  
**TEXAS STATE NETWORK**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By..... Reporter Broad-  
 casting Company  
 Address ..... Abilene  
 Phone Number ..... 6255  
 Transmitter Location ..... 341 Ambler Avenue  
 Time on the Air..... 6:30 a.m. to 11 p.m.  
 Newspaper Affiliation..... Abilene Reporter-  
 News  
 News Service ..... AP  
 Representative..... John E. Pearson Co.

## Personnel

President..... M. B. Hanks  
 Vice-President & Managing  
 Director ..... Howard Barrett  
 Local Sales Manager ..... A. C. Etter  
 Chief Engineer ..... J. B. Casey

Station-Commercial Manager .. H. P. Roberson  
 Sales Promotion Manager-Program Director  
 Bonnie Bennett  
 Chief Engineer..... Howard Blaker

# K G N C

**AMARILLO—EST. 1935**  
**NATIONAL BROADCASTING CO.**  
**LONE STAR CHAIN**

Frequency: 1440 Kc. Power: 5000 d.; 1000 n.  
 Owned-Operated By... Plains Radio Broad-  
 casting Company  
 Address..... Radio Building, 8th & Harrison  
 Phone Number ..... 4242  
 Transmitter Location ..... Bellaire Park  
 Time on the Air: 6 a.m. to 12 midnight;  
 Sundays, 7 a.m. to 12 Midnight  
 Newspaper Affiliations: Amarillo Daily News;  
 Amarillo Globe; Lubbock Avalanche Journal  
 News Service ..... UP  
 Transcription Service..... NBC Thesaurus,  
 Standard  
 National Sales Office Address: Taylor-Howe-  
 Snowden Group, Dallas, Texas  
 Representative ..... Howard H. Wilson Co.

## Personnel

President..... O. L. Taylor  
 General Manager... Raymond Hollingsworth  
 Sales Manager..... Aubrey Jackson  
 Program Director..... Raymond Hollingsworth  
 Musical Director..... Frances Jensen

# K F D A

**AMARILLO—EST. 1939**  
**MUTUAL BROADCASTING SYSTEM**  
**TEXAS STATE NETWORK**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By..... Amarillo Broad-  
 casting Corporation  
 Address ..... 109 East 5th St.  
 Phone Number ..... 5343  
 Transmitter Location..... 109 East 5th St.  
 Time on the Air: 6:30 a.m. to 12 Midnight;  
 Sundays, 7 a.m. to 12 Midnight  
 News Service ..... INS

## Personnel

President..... Gilmore N. Nunn

# K N O W

**AUSTIN—EST. 1924**  
**BLUE NETWORK**  
**MUTUAL BROADCASTING SYSTEM**  
**TEXAS STATE NETWORK**

# TEXAS

AND THE GREAT SOUTHWEST



**WFAA** 50,000 WATTS  
820 KC. N.B.C. AND TEXAS QUALITY NETWORK

**WBAP** 50,000 WATTS  
820 KC. N.B.C. AND TEXAS QUALITY NETWORK

**KGKO** 5,000 WATTS  
DAY and NIGHT  
170 KC. BLUE NETWORK—LONE STAR CHAIN

DALLAS • FORT WORTH

Looking for an *effective, low cost* way to reach that **BIG, rich Texas** and Southwest market? Well, here are the key stations you positively don't want to overlook—**WFAA-WBAP**, with the largest 50,000 watt primary coverage in the United States, and **KGKO**, second only to its sister station. These stations are a vital part of the home, down this way, and have a powerful influence on the thinking and buying habits of Texas and Southwest folks. They will *respond*—if you use these stations!

NATIONAL REPRESENTATIVES

EDWARD PETRY & COMPANY, INC.

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By ....Frontier Broadcasting  
 Company, Inc.

Address ..... 520 Norwood Building  
 Phone Number ..... 2-6213  
 Transmitter Location ...Fifth & Tillery Streets  
 Time on the Air.....6:30 a.m. to 12 Midnight  
 News Service ..... UP  
 Representative.....Spot Sales, Inc.

**Personnel**

President.....H. M. Fentress  
 Station Manager.....Hardy C. Harvey  
 Commercial Manager.....Ernest T. Jones  
 Sales Promotion Manager...Scotty Garrison  
 Program-Musical Director.....Allan Ezell  
 Chief Announcer.....Weldon Robinson  
 Chief Engineer.....James Lewis

**K T B C**

AUSTIN—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc....Power: 1000 d.; 250 n.  
 Owned-Operated By...State Capital Broad-  
 casting Association

Address.....P.O. Box 717  
 Phone Number .....2-2424  
 Transmitter Location .....Dallas Highway  
 Time on the Air.....6 a.m. to 12 Midnight  
 News Service .....AP  
 Transcription Service .....Standard  
 Representative.....The Branham Co.

**Personnel**

President.....Claudia T. Johnson  
 General Manager.....Harfield Weedin  
 Sales Manager.....R. J. Crissey  
 Program-Production Director.....John Hicks  
 Publicity-War Program Director..J. Mabel Clark  
 Chief Engineer.....M. W. Jeffus

**K F D M**

BEAUMONT—EST. 1924

BLUE NETWORK

Frequency: 560 Kc.....Power: 1000 Watts  
 Owned-Operated By.. Beaumont Broadcasting  
 Corp.

Address.....P.O. Box 2950  
 Phone Number .....3883  
 Transmitter Location .....Cor. Doucette &  
 Grove Streets

Time on the Air: 6 a.m. to 2 Midnight;  
 Sundays, 7 a.m. to 12 Midnight

News Service .....AP  
 Transcription Service .....NBC Thesaurus  
 Representative .....Howard H. Wilson Co.

**Personnel**

President.....C. W. Snider  
 General Commercial Manager....C. B. Locke  
 Sales Promotion Manager.....H. Caldwell  
 Program Director.....B. R. Patterson

Chief Announcer.....Bob Liggett  
 Chief Engineer.....L. M. Sanders

**K R I C**

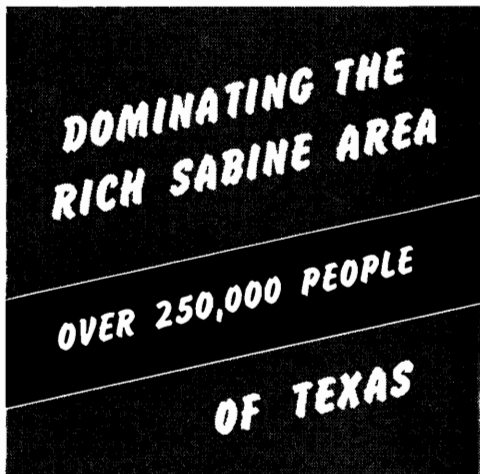
BEAUMONT EST.—1938

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned By.....KRIC, Inc.  
 Operated By.....Enterprise and Journal Co.

Address ..... 130 Wall Street  
 Phone Number ..... 4200  
 Transmitter Location..... 130 Wall Street  
 Time on the Air ..... 6 a.m. to 12 midnight  
 Newspaper Affiliation ..Beaumont Enterprise  
 News Service .....AP  
 Transcription Service ....World Broadcasting  
 Representative .....The Branham Company

**Personnel**

President.....Mrs. J. L. Mapes  
 Station Manager.....Jack Neil  
 Sales Manager.....G. L. Kirk  
 Program Director.....Lorraine Kelley  
 Publicity Director.....Martha Swafford  
 Chief Announcer.....Virginia Moon  
 Musical Director.....Mary Bond Campbell  
 Chief Engineer.....Ben Hughes



**K F D M**

BEAUMONT, TEXAS

BLUE NETWORK, 560 K.C., 1,000 WATTS

MEANS BUSINESS

Represented by the  
 Howard H. Wilson Company

# K B S T

**BIG SPRING—EST. 1936**

**MBS—TEXAS STATE NETWORK**

Frequency: 1490 Kc. Power: 100 Watts  
Owned-Operated By: Big Spring Herald  
Broadcasting Company

Address: 702 Johnson Street  
Phone Number: 1500  
Transmitter Location: 1¼ miles northeast of town

Time on the Air: 7 a.m. to 9:30 p.m.  
Newspaper Affiliation: Big Spring Herald  
News Service: AP  
Representative: John E. Pearson Co.

## Personnel

President: Robert Whipkey  
Station Manager: David Crockett  
Commercial Manager: Charles T. White  
Program Director: James H. Stiff  
Chief Engineer: Andrew M. Jones

# K N E L

**BRADY—EST. 1935**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1490 Kc. Power: 250 d.; 100 n.  
Owned-Operated By: G. L. Burns  
Business Address: Gibbons  
Phone Number: 77

Transmitter Location: Brady, Texas  
Time on the Air: Unlimited license  
Representative: Cox & Tanz

## Personnel

General Manager: G. L. Burns

# K E E W

**BROWNSVILLE—EST. 1937**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1490 Kc. Power: 250 d.; 100 n.  
Owned-Operated By: Eagle Broadcasting Co.  
Business Address: 3700 San Benito Highway  
Phone Number: 1273

Transmitter Location: San Benito Road  
Time on the Air: 6 a.m. to 9 p.m.  
News Service: INS

Transcription Service: Keystone  
Representative: Forjoe & Co.

## Personnel

General Manager: E. E. "Jack" Wilson  
Program-Production Director: Charlie Cummins  
Chief Engineer: Glenn McIntosh

# K B W D

**BROWNWOOD—EST. 1941**

Frequency: 1380 Kc. Power: 1000 d.; 500n  
Owned-Operated By: Brown County  
Broadcasting Co.

Address: 800 Hawkins Street  
Phone Number: 2401  
Transmitter Location: Williams Ranch Road,  
1½ miles N. Brownwood

Time on the Air: 6:30 a.m. to 11 p.m.; Sunday, 7:30 a.m. to 10:30 p.m.

News Service: AP  
Transcription Service: NBC Thesaurus  
Representative: Howard H. Wilson Co.

## Personnel

President-Station Manager: Wendell Mayes  
Commercial Manager: A. D. Whisenant  
Program-Publicity Director: Pat Laurence  
Production Manager: Dorthea Dunlap  
Chief Announcer: Bill Field  
Chief Engineer: A. W. Stewart

# W T A W

**COLLEGE STATION—EST. 1921**

**BLUE NETWORK**

Frequency: 1150 Kc. Power: 1000 Watts  
Owned-Operated By: College of Texas  
Address: College Station  
Phone Number: 4-6724

Transmitter Location: College Station  
Time on the Air: Sun-up to Sun-down  
News Service: AP  
Transcription Service: World

## Personnel

Station-Commercial Manager: Ted P. Hills  
Promotion-Program Director: Evelyn Branigan  
Chief Engineer: H. C. Dillingham

# K E Y S

**CORPUS CHRISTI—EST. 1940**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1490 Kc. Power: 250 Watts  
Owned By: Earl C. Dunn, Charles W. Rossi,  
H. B. Lockhart and E. C. Hughes

Operated By: Nuces Broadcasting Co.  
Address: Center Theater Bldg.  
Phone: 2-7411  
Transmitter: Shell Rd. near Corpus Christi

Time on the Air: 6 a.m. to 12 Midnight  
News Service: AP  
Transcription Service: World  
Representative: Forjoe Co.

## Personnel

Station & Commercial Manager: E. C. Hughes  
Ass't Manager: Fred Burr  
Program-Production Director: Jack Sharpe  
Chief Engineer: Earle C. Dunn

# K R I S

**CORPUS CHRISTI—EST. 1937**

**NATIONAL BROADCASTING CO.**

**MUTUAL BROADCASTING SYSTEM**

**LONE STAR CHAIN**

**TEXAS STATE NETWORK**

Frequency: 1360 Kc. Power: 1000 Watts  
Owned-Operated By: Gulf Coast  
Broadcasting Company  
Address: Robert Driscoll Hotel

Phone Number ..... 6354  
 Transmitter Location ..... Corpus Christi  
 Time on the Air ..... Unlimited License  
 Newspaper Affiliation ..... Caller-Times  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Representative ..... The Branham Company

**Personnel**

General Manager ..... T. Frank Smith  
 Chief Engineer ..... Robert S. Bush

**KWBU**

**CORPUS CHRISTI—EST. 1943**

Frequency: 1010 Kc. .... Power: 50,000 Watts  
 Owned & Operated By ..... Century Broadcasting  
 Address ..... 912 Commerce St., Dallas, Texas  
 Phone ..... Riverside 6381  
 Transmitter Location ..... Gregory,  
 Time on the Air ..... Daytime License  
 News Service ..... AP  
 Representatives ..... Homer Hogan & Co.,  
 John E. Pearson

**Personnel**

President ..... Carr P. Collins

**KAND**

**CORSICANA—EST. 1937**

**MUTUAL BROADCASTING SYSTEM  
 KEYSTONE BROADCASTING SYSTEM  
 TEXAS STATE NETWORK**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Navarro Broadcast-  
 ing Association  
 Business Address ..... P. O. Box 959  
 Phone Number ..... 141  
 Transmitter Location ..... ½ mile north of  
 Corsicana Highway No. 75  
 Time on the Air ..... 16½ hours daily  
 News Service ..... UP  
 Representatives ..... Hal Holman Co.;  
 The Walker Co.

**Personnel**

President ..... J. C. West  
 Station Manager ..... Aubrey H. Escoe  
 Chief Engineer ..... Eugene R. Hellums

**KRLD**

**DALLAS—EST. 1926**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1080 Kc. .... Power: 50000 Watts  
 Owned-Operated By ..... KRLD Radio Corp.  
 Address ..... Hotel Adolphus  
 Phone Number ..... Central 6811  
 Transmitter Location ..... Garland, Texas  
 Time on the Air: 5:30 a.m. to 12 Midnight;  
 Sundays, 6 a.m. to 12 Midnight  
 Newspaper Affiliation ..... Dallas Daily Times  
 News Service ..... AP

Transcription Service ..... Standard Radio  
 Representative ..... The Branham Co.

**Personnel**

President ..... J. W. Runyon  
 Managing Director ..... C. W. Rembert  
 Ass't Manager ..... James W. Crocker  
 Commercial Manager ..... William A. Roberts  
 Sales Promotion Manager ..... J. W. Crocker  
 Program Director ..... Ruth Clem  
 Publicity Director ..... Douglas Hawley  
 Traffic Manager ..... A. H. Plumlee  
 Musical Director ..... Lawrence N. Morrell  
 Chief Engineer ..... R. M. Flynn

**KSKY**

**DALLAS—EST. 1941**

Frequency: 660 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... Chilton Radio  
 Corporation  
 Address ..... 11th Floor, Hotel Stoneleigh  
 Phone Number ..... C-6193  
 Transmitter Location ..... Bruton Road (7 miles  
 out of Dallas)  
 Time on the Air ..... 6 a.m. to local sunset  
 News Service ..... AP  
 Transcription Service ..... Associated Music

**Personnel**

President-Station Manager ..... A. L. Chilton  
 Commercial Manager ..... R. G. Terrill  
 Program Director ..... T. E. Perrin  
 Chief Announcer ..... Richard F. Parker  
 Chief Engineer ..... Morris M. Ming

**WFAA**

**DALLAS—EST. 1922**

**NATIONAL BROADCASTING CO.  
 TEXAS QUALITY NETWORK**

Frequency: 820 Kc. .... Power: 50000 Watts  
 Owned-Operated By ..... A. H. Belo Corp.,  
 publisher of The Dallas Morning News  
 Business Address ..... 1122 Jackson St.  
 Phone ..... Riverside 9631  
 Studio Address ..... Santa Fe Bldg. Penthouse  
 Transmitter Location ..... Grapevine, Texas  
 Time on the Air: Shares time with WBAP,  
 Fort Worth, operating continuously from 6  
 a.m. to 12 midnight  
 Newspaper Affiliation ..... Dallas Morning News  
 News Service ..... UP  
 Transcription Service ..... NBC Thesaurus;  
 Lang-Worth  
 Representative ..... Edward Petry & Co.

**Personnel**

President ..... E. M. Dealey  
 Managing Director ..... Martin Campbell  
 Station Manager ..... Alex C. Keese  
 Program Director ..... Ralph Nimmons  
 Production Manager ..... Ralph Maddox  
 Director of War Programs ..... Marian Kate  
 Chief Engineer ..... Raymond Collins

(See Page 598)



WIDE WORLD

# DOUBLE EXPOSURE in TEXAS...

At a glance these two pictures look identical. But they're not. One represents your audience in Dallas, the other your audience in Fort Worth. True, these two large cities (respectively, the 2nd and 4th largest in Texas) are a mere 28 miles apart. But it might as well be 2,800 miles, so different are their listening and buying habits.

To cover both these rich markets in spot broadcasting you need a double exposure, a combination of two powerful 5000 watt stations, WRR, Dallas and KFJZ, Fort Worth. Expensive? To the contrary! You can use *both* these stations for the *price of one* and receive the added dividend of paying but one talent cost. A real two-for-one bargain for smart buyers.

**WRR**  
**DALLAS**  
 5000 WATTS — 1310 KC

**KFJZ**  
**FT. WORTH**  
 5000 WATTS — 1270 KC

*Affiliated with the Mutual Broadcasting System and the Texas State Network.*

**NATIONAL REPRESENTATIVES**  
**WEED AND COMPANY**  
 NEW YORK • SAN FRANCISCO • BOSTON  
 CHICAGO • HOLLYWOOD • DETROIT

**W R R**

DALLAS—EST. 1920

MUTUAL BROADCASTING SYSTEM  
TEXAS STATE NETWORK

Frequency: 1310 Kc. Power: 5000 Watts  
Owned-Operated By City of Dallas  
Address: Municipal Radio Bldg., State Fair Grounds  
Phone Number Tenison 3-6101  
Transmitter Location White Rock Lake  
Time on the Air: 6:30 a.m. to 12 Midnight;  
Sundays, 7 a.m. to 12 Midnight  
News Service AP  
Representative Weed & Co.

**Personnel**

Station Manager Charles B. Jordan  
Sales Promotion-Traffic Manager Louise Cobler  
Program-Publicity Director Pete Teddlie  
Production Manager Roy I. Newman  
Chief Announcer James S. Alderman  
Music Librarian Alice McCord  
Musical Director Ted Parrino  
Chief Engineer D. J. Tucker  
Record MC Whit Whitley

**K D N T**

DENTON—EST. 1938

Frequency: 1450 Kc. Power: 100 Watts  
Owned-Operated By Harwell V. Shepard  
Address Kimbrough Building  
Phone Number 276  
Transmitter Location Highway No. 24  
Time on the Air Unlimited license

**Personnel**

Owner-Chief Engineer Harwell V. Shepard  
Program Director Mary Grace Smith

**K R O D**

EL PASO—EST. 1940

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc. Power: 1000 d.; 500 n.  
Owned-Operated By Dorrance D. Roderick  
Address 2201 Wyoming St.  
Phone Number Main 2020  
Transmitter Location Hammett Boulevard  
Time on the Air Unlimited License  
Newspaper Affiliation El Paso Times  
News Service INS  
Transcription Service Associated; Standard  
Representative Howard H. Wilson Co.

**Personnel**

Owner Dorrance D. Roderick  
Station Manager Val Lawrence  
Commercial Manager Cecil L. Trigg  
Program Director Dick Weaver  
Chief Announcer Ted Hunt  
Musical Director H. Arthur Brown  
Chief Engineer Edward P. Talbott

**K T S M**

EL PASO—EST. 1929

NATIONAL BROADCASTING CO.

Frequency: 1380 Kc. Power: 1000 d.; 500 n.  
Owned-Operated By Tri-State Broadcast-  
ing Co.  
Address Paso Del Norte Hotel  
Phone Number Main 3122  
Transmitter Location First Ave., S. of High-  
way No. 80, Ascarate Addition  
Time on the Air 6 a.m. to 11:30 p.m.  
News Service UP  
Transcription Service NBC Thesaurus;  
C. P. MacGregor  
Representative George P. Hollingbery Co.

**Personnel**

President Frances W. Bredburg  
Vice President-General  
Manager Karl O. Wyler  
Commercial Manager Willard L. Kline  
Program Director Virgil C. Hicks  
Production Manager Conrey Bryson  
Chief Engineer E. L. Gemoets

**K F J Z**

FORT WORTH—EST. 1922

MUTUAL BROADCASTING SYSTEM  
TEXAS STATE NETWORK

Frequency: 1270 Kc. Power: 5000 Watts  
Owned-Operated By Tarrant Broadcast-  
ing Company  
Address 1201 West Lancaster  
Phone Number 3-3474  
Transmitter Location Birdville, Texas  
Time on the Air 18½ hours daily  
News Service UP  
Representative Weed & Company

**Personnel**

President Elliott Roosevelt  
Station Manager Gene L. Cagle  
Commercial Manager Clyde Pemberton  
Sales Promotion Manager L. Roy Duffy  
Program-Production Director Boyd Kelley  
Publicity Director Forrest W. Clough  
Chief Announcer George Erwin  
Artists' Bureau Head Mary Ruth Googins  
Musical Director Frances Kay  
Chief Engineer Truett Kimzey

**K G K O**

FORT WORTH—EST. 1928

BLUE NETWORK

LONE STAR CHAIN

Frequency: 570 Kc. Power: 5000 Watts  
Owned By Carter Publications,  
Inc. & A. H. Belo Corp.  
Operated By Ft. Worth Star-Telegram and  
Dallas News  
Addresses: Medical Arts Bldg., Ft. Worth;  
Santa Fe Bldg., Dallas

Phone Numbers: 3-1234 (Fort Worth); Riverside 9631 (Dallas)  
 Transmitter Location ..... Arlington, Texas  
 Time on the Air ..... 6 a.m. to 12 Midnight  
 Newspaper Affiliations: Fort Worth Star-Telegram; The Dallas Morning News  
 News Service ..... AP  
 Transcription Service ..... World; Lang-Worth  
 Representative ..... Edward Petry & Co.

**Personnel**

President ..... Amon G. Carter  
 General Manager ..... Harold V. Hough  
 Managing Director ..... Martin Campbell  
 Fort Worth Manager ..... George Cranston  
 Dallas Manager ..... Alex Keese  
 Chief Announcer ..... Frank Mills  
 Fort Worth Program Director ..... Ed Lally  
 Dallas Program Director ..... Ralph Nimmons  
 Production Manager ..... Gene Reynolds  
 Continuity Chief ..... Lyman Brown  
 Traffic Manager ..... Eileen Flake  
 Chief Newscaster ..... Ken McClure  
 Music Librarian ..... Al Bowman  
 Musical Director ..... Gene Baugh  
 Chief Engineer ..... R. C. Stinson

(See Page 598)

**WBAP**

FORT WORTH—EST. 1922

NBC—TEXAS QUALITY NETWORK

Frequency: 820 Kc. .... Power: 50000 Watts  
 Owned By ..... Carter Publications, Inc.  
 Operated By ..... Ft. Worth Star-Telegram  
 Address ..... Medical Arts Bldg.  
 Phone Number ..... 3-1234  
 Transmitter Location ..... Grapevine, Texas  
 Time on the Air: 5:30 a.m. to 12 Midnight;  
 (shares time with WFAA, Dallas)  
 Newspaper Affiliation ..... Ft. Worth Star-Telegram  
 News Service ..... AP  
 Transcription Service ..... WBS  
 Representative ..... Edward Petry & Co.

**Personnel**

President ..... Amon G. Carter  
 General Manager ..... Harold V. Hough  
 Station Manager ..... George Cranston  
 Commercial Manager ..... H. R. Turner  
 Sales Promotion-Publicity Manager,  
 Virginia Willten  
 Program Director ..... Ed Lally  
 Production Manager ..... Gene Reynolds  
 Continuity Chief ..... Lyman Brown  
 Traffic Manager ..... Eileen Flake  
 Chief Newscaster ..... Ken McClure  
 Music Librarian ..... Al Bowman  
 Music Arranger ..... Don Gillis  
 Musical Director ..... Gene Baugh  
 Chief Announcer ..... Frank Mills  
 Chief Engineer ..... R. C. Stinson

(See Page 598)

**KLUF**

GALVESTON—EST. 1928

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned By ..... The KLUF Broadcasting Co.  
 Operated By ..... Geo. Roy Clough  
 Business Address ..... P. O. Box 562  
 Phone Number ..... 6676  
 Studio Address ..... 6002 Broadway  
 Transmitter Location ..... 6002 Broadway  
 Time on the Air ..... Unlimited license  
 News Service ..... UP  
 Transcription Service ..... Standard Radio;  
 Lang-Worth

**Personnel**

President ..... Geo. Roy Clough  
 Commercial and Sales Promotion Manager,  
 C. V. Bracht  
 Program Director-Chief Announcer  
 Carl McDaniel  
 Director of War Programs Helen D. Clough  
 Chief Engineer ..... L. D. Clough

**KGBS**

HARLINGEN—EST. 1941

CBS—MBS

KEYSTONE BROADCASTING SYSTEM

TEXAS STATE NETWORK

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Harbenito Broad-  
 casting Company, Inc.  
 Business Address ..... P. O. Box 711  
 Phone Number ..... 1400  
 Studio Address: .....  
 State Highway No. 83 between Harlingen  
 and San Benito, Texas  
 Transmitter Location ..... Same  
 Time on the Air ..... 6:30 a.m. to 12 Midnight  
 News Service ..... AP  
 Transcription Service ..... Associated  
 Music Publishers

**Personnel**

President ..... McHenry Tichenor  
 Station Manager ..... Ingham S. Roberts  
 Commercial Manager ..... Troy McDaniel  
 Program Director-Chief Announcer  
 Steel McClanahan  
 Director of War Programs ..... Francis George  
 Production Manager ..... Charles Durkes  
 Chief Engineer ..... Sherman L. Spencer

**KPRC**

HOUSTON—EST. 1925

NBC—TEXAS QUALITY NETWORK

Frequency: 950 Kc. .... Power: 5000 Watts  
 Owned By ..... Houston Printing Corp.  
 Operated By ..... Houston Post  
 Address ..... Lamar Hotel  
 Phone Number ..... Fairfax 7101



. . . TEXAS . . .

Transmitter Location . . . . . Deepwater, Texas  
 Time on the Air . . . . . Unlimited  
 Newspaper Affiliation . . . . . Houston Post  
 News Service . . . . . AP  
 Transcription Service . . . . . NBC Thesaurus  
 Representative . . . . . Edward Petry & Co.

**Personnel**

President . . . . . W. P. Hobby  
 Station Manager . . . . . Kern Tips  
 Program Director . . . . . Jack McGrew  
 Musical Director . . . . . K. Burt Sloan  
 Chief Engineer . . . . . H. T. Wheeler

**K T R H**

HOUSTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 740 Kc. . . . . Power: 50000 Watts  
 Owned-Operated By . . . KTRH Broadcasting Co.  
 Address . . . . . Rice Hotel  
 Phone Number . . . . . Preston 4361  
 Transmitter Location . . . Cedar Bayou, Texas  
 Time on the Air . . . . . Unlimited License  
 Newspaper Affiliation . . . Houston Chronicle  
 News Service . . . . . UP  
 Transcription Service . . . World Broadcasting  
 Representative . . . . . John Blair & Co.

**Personnel**

Station Manager . . . . . B. F. Orr  
 Commercial-Sales Promotion Manager  
     Ray E. Bright  
 Program Director . . . . . Harry Grier  
 Production Manager . . . . . Tom Jacobs  
 Chief Announcer . . . . . Ted Nabors  
 Musical Director . . . . . Albino Torres  
 Chief Engineer . . . . . King Howard Robinson

**K X Y Z**

HOUSTON—EST. 1930

BLUE NETWORK  
 MUTUAL BROADCASTING SYSTEM

LONE STAR CHAIN  
 TEXAS STATE NETWORK

Frequency: 1320 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By Harris County Broadcast  
 Address . . . . . Gulf Building  
 Phone Number . . . . . Capitol 6151  
 Transmitter Location . . . . . Deepwater, Texas  
 Time on the Air . . . . . Unlimited License  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . The Branham Co.

**Personnel**

Manager . . . . . T. F. Smith  
 Program Director . . . . . Charles Nethery  
 Chief Engineer . . . . . Gerald Chinski

**K S A M**

HUNTSVILLE—EST. 1938  
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By: W. J. Harpole & J. C.  
 Rothwell

Address . . . . . P.O. Box 312  
 Phone Number . . . . . 666  
 Transmitter Location . . . . . South of Huntsville  
     on Highway No. 75

Time on the Air . . . . . Daytime License  
 News Service . . . . . AP

**Personnel**

Station Manager . . . . . J. C. Rothwell  
 Commercial Manager . . . . . J. B. McShan  
 Chief Announcer . . . . . J. C. Dorrell  
 Chief Engineer . . . . . Jesse Simms

**K O C A**

KILGORE—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Oil Capitol Broad-  
     casting Assn.  
 Address . . . . . 102½ East North St.  
 Phone Number . . . . . 616  
 Transmitter Location . . . . . Kilgore  
 Time on the Air . . . . . Unlimited license  
 Newspaper Affiliation . . . . . Kilgore Daily News

**Personnel**

General Manager . . . . . Roy G. Terry

**K P A B**

LAREDO—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By  
     Laredo Broadcasting Co.  
 Business Address . . . . . Hamilton Hotel  
 Phone Number . . . . . 2124  
 Transmitter Location . . . . . 300 Loring Ave.  
 Time on the Air . . . . . 7 a.m. to 10 p.m.  
 News Service . . . . . AP  
 Representative . . . . . Forjoe & Co.

**Personnel**

President . . . . . Howard W. Davis  
 Station-Commercial Manager,  
     Rupert S. Dougharty  
 Program Director . . . . . Jack Calvin  
 Sales Promotion Manager-Chief Announcer,  
     Grant Pickens  
 Chief Engineer . . . . . Hulan K. Smith

**K F R O**

LONGVIEW—EST. 1934

MUTUAL BROADCASTING SYSTEM  
 KEYSTONE BROADCASTING SYSTEM  
 TEXAS STATE NETWORK

Frequency: 1370 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Voice of Longview

Business Address ..... P. O. Box 607  
 Phone Number ..... 411  
 Studio Address ..... Glover-Crim Bldg.  
 Transmitter Location ..... 1918 Marshall-  
 Longview Highway  
 Time on the Air:  
 7 a.m. to 9:15 p.m.; Sundays, 8 a.m. to  
 9:15 p. m.  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth; Key-  
 stone Broadcasting System  
 Representative ..... Burn-Smith Co.

**Personnel**

President-General Manager... James R. Curtis  
 Commercial Manager..... Thomas R. Putnam

**K F Y O**

**LUBBOCK—EST. 1927**  
 MBS—TEXAS STATE NETWORK

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Operated By ..... Plains Radio  
 Broadcasting Co.  
 Address ..... 914 Avenue J  
 Phone Number ..... 5567  
 Transmitter Location ..... 2312 Fifth St.  
 Time on the Air: 7 a.m. to 11 p.m.; Sun-  
 days, 8 a.m. to 7 p.m.  
 Newspaper Affiliation .. Lubbock Avalanche-  
 Journal  
 News Service ..... UP  
 Transcription Service ..... World Broadcasting  
 System; Lang-Worth  
 National Sales Office: Taylor-Howe-Snowden  
 Group, Dallas, Texas  
 Representative ..... Howard H. Wilson Co.

**Personnel**

President..... O. L. Taylor (Amarillo)  
 Station-Commercial Manager... DeWitt Landis  
 Program Director-Chief Announcer,  
 Wesley Youngblood  
 Musical Director..... Ollie Cook  
 Chief Engineer ..... W. S. Bledsoe

**K R B A**

**LUFKIN—EST. 1938**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Operated By... Red Lands Broadcast-  
 ing Association  
 Business Address ..... Box 755  
 Phone Number ..... 272  
 Studio Address ..... 108½ South First Street  
 Transmitter Location: Highway 35, (½ mile  
 North of Lufkin)  
 Time on the Air ..... Unlimited license  
 News Service ..... AP  
 Transcription Service..... Standard Radio;  
 Keystone  
 Representative ..... Cox & Tanz

**Personnel**

President..... Ben T. Wilson  
 Manager ..... Darrell E. Yates

**K R L H**

**MIDLAND—EST. 1935**

**MBS—TEXAS STATE NETWORK**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By..... Scharbauer Estate  
 Business Address ..... 117 S. Lorraine St.  
 Phone Number ..... 1070  
 Studio Address ..... Scharbauer Hotel  
 Transmitter Location..... U. S. Highway 80,  
 (1½ miles west of Midland)  
 Time on the Air..... 6:45 a.m. to 10:30 p.m.  
 News Service ..... UP  
 Transcription Service..... Lang-Worth  
 Representative..... Cox & Tanz

**Personnel**

Administrator of Estate ..... Millard Eidson  
 Station Manager..... J. M. McDonald  
 Commercial Manager... Gladys L. McDonald  
 Program Director..... Grace Delameter  
 Chief Announcer ..... Billy Howze  
 Musical Director ..... Roy De Wolf  
 Chief Engineer ..... Jack Cecil

**K N E T**

**PALESTINE—EST. 1936**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1450 Kc..... Power: 100 Watts  
 Owned By..... Palestine Broadcasting  
 Corp.  
 Operated By..... B. A. Laurie  
 Address ..... Municipal Bldg.  
 Phone Number ..... 411  
 Transmitter Location... One mile east of city  
 limits, Palestine, Texas  
 Time on the Air..... 8 a.m. to 6:30 p.m.  
 News Service ..... Transradio  
 Transcription Service..... Standard Radio;  
 Keystone Broadcasting System  
 Representative ..... Cox & Tanz

**Personnel**

Station-Commercial Manager... B. A. Laurie  
 Program Director..... L. M. Laurie  
 Chief Announcer..... Eugene Myers  
 Chief Engineer..... B. A. Laurie

**K P D N**

**PAMPA—EST. 1936**

**MUTUAL BROADCASTING SYSTEM**

**KEYSTONE BROADCASTING SYSTEM**

**TEXAS STATE NETWORK**

Frequency: 1340 Kc..... Power: 100 Watts  
 Owned By..... R. C. Hoiles  
 Operated By..... Pampa News

Business Address.....Box 901  
 Phone Number .....1100  
 Studio Address .....212 North Ballard  
 Transmitter Location .....East of city limits  
 Time on the Air.....7:30 a.m. to 7 p.m.  
 Newspaper Affiliation .....Pampa News  
 News Service ..... AP  
 Transcription Service ....World Broadcasting  
 Representative .....Mort Adams

**Personnel**

President.....R. C. Hoiles  
 General Manager.....Jack Hanna  
 Station-Commercial Manager...Wayne Phelps  
 Program-Publicity Director....Lester Aldrich  
 Chief Engineer.....Howard Blaker

**K P L T**

**PARIS—EST. 1936**  
 MUTUAL BROADCASTING SYSTEM  
 TEXAS STATE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By....North Texas Broad-  
 casting Company

Address .....Gibraltar Hotel  
 Phone Number .....1124-5  
 Transmitter Location: 1¼ miles south on Texas  
 Highway No. 24

Time on the Air: 6:30 a.m. to 12 Midnight;  
 Newspaper Affiliation.....Paris News  
 News Service ..... AP  
 Transcription Service .....Standard Radio  
 Representative.....John E. Pearson Co.

**Personnel**

President.....A. G. Pat Mayse  
 Station-Commercial Manager...Patt McDonald  
 Program Director.....Ladelle McDowry  
 Chief Announcer.....Harvey Boyd  
 Chief Engineer.....Mitchell Secrest

**K I U N**

**PECOS—EST. 1935**

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 100 Watts  
 Owned-Operated By.....Jack W. Hawkins &  
 Barney H. Hubbs

Address: KIUN Bldg., 306 South Cedar Street  
 Phone Number .....21  
 Transmitter Location .....North of city  
 Time on the Air.....Unlimited license  
 Newspaper Affiliation.....Pecos Enterprise  
 Representative.....Cox & Tanz

**Personnel**

Co-Owner-General Manager...Jack Hawkins  
 Co-Owner-Publicity Director...Barney Hubbs  
 Program Director .....W. D. Martin, Jr.

**K V O P**

Plainview

250 W.

1400 Kc.

C.P. Only

**K P A C**

**PORT ARTHUR—EST. 1934**  
 MUTUAL BROADCASTING SYSTEM  
 TEXAS STATE NETWORK  
 LONE STAR CHAIN

Frequency: 1250 Kc.....Power: 1000 Watts  
 Owned-Operated By .....Port Arthur College  
 Address .....1500 Proctor Street  
 Phone Number .....7458  
 Studio Address .....1515 Lakeshore Drive  
 Transmitter Location ...1515 Lakeshore Drive  
 Time on the Air.....6 a.m. to 12 midnight  
 News Service .....INS  
 Transcription Service .....Standard Radio  
 Representative.....Joseph Hershey McGillvra

**Personnel**

President .....Carl Vaughan  
 Station-Commercial Manager...Glenn Hewitt  
 Program Director-Traffic  
 Manager .....Marjorie Vickers  
 Sales Promotion Manager.....Joan Simons  
 Production-Artists Bureau Manager,  
 Corinne Enos  
 Publicity Director-Chief Announcer,  
 Blewett Smyth  
 Musical Director.....Cliff Bruner  
 Chief Engineer.....Cliff Hamilton

**K G K L**

**SAN ANGELO—EST. 1928**  
 MBS—TEXAS STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....KGKL, Inc.  
 Address .....St. Angelus Hotel  
 Phone Number .....6715  
 Transmitter Location .....50 South Milton  
 Time on the Air.....7 a.m. to 11 p.m.  
 Newspaper Affiliation .....San Angelo  
 Standard Times  
 News Service ..... AP  
 Representative.....John E. Pearson Co.

**Personnel**

President.....H. C. Ragsdale  
 Station Manager.....Lewis O. Seibert  
 Commercial Manager.....Myrl Stein  
 Sales Promotion Manager.....Allen Wilbanks  
 Program Director.....Evelyn Preston  
 Publicity Director.....Joecile Coffman  
 Chief Announcer.....Bob Kirchoff  
 Chief Engineer.....Frank M. Jones

**K A B C**

**SAN ANTONIO—EST. 1926**  
 BLUE NETWORK

MBS—TEXAS STATE NETWORK  
 Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Alamo Broadcasting  
 Co.

Address.....223 Milam Bldg.  
 Phone Number.....Fannin 3126  
 Transmitter Location.....811 East Myrtle  
 Time on the Air.....6 a.m. to 12 Midnight  
 News Service.....UP  
 Representative.....Weed & Co.

**Personnel**

President.....R. Early Willson  
 Station Manager.....Hardy C. Harvey  
 Ass't Manager.....Bill Michaels  
 Commercial Manager.....Bill Joekel  
 Program Director.....Ted Eckman  
 Traffic Manager.....Mrs. C. A. Wendt  
 Chief Engineer.....Paul Wolf

**K M A C**

**SAN ANTONIO—EST. 1930**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned By: W. W. McAllister & Howard W. Davis, d/b as The Walmac Company  
 Operated By.....Walmac Company  
 Address.....Nat'l Bank of Commerce Bldg.  
 Phone Number.....Cathedral 6211  
 Transmitter Location.....319 Avenue A  
 Time on the Air.....6 a.m. to 1 a.m.  
 News Service.....INS  
 Representative.....Burn-Smith Company

**Personnel**

Manager.....Howard W. Davis  
 Program Director.....Tony Bessan  
 Chief Announcer.....Ray R. Hone  
 Musical Director.....Hunter Hancock  
 Chief Engineer.....Charles F. Harris

**K O N O**

**SAN ANTONIO—EST. 1927**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By: Eugene J. Roth, d/b as Mission Broadcasting Company  
 Address.....317 Arden Grove  
 Phone Number.....Fannin 5171  
 Transmitter Location.....317 Arden Grove  
 Time on the Air.....6 a.m. to 12 Midnight  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....Forjoe & Company

**Personnel**

Owner.....Eugene J. Roth  
 Station Manager.....James M. Brown  
 Program Director.....Stanley A. Cox  
 Chief Announcer.....Ray Hunt  
 Chief Engineer.....George Ing

**K T S A**

**SAN ANTONIO—EST. 1927**

CBS—LONE STAR CHAIN

Frequency: 550 Kc.....Power: 5000 d.; 1000 n.  
 Owned-Operated By.....Sunshine Broadcasting Company

Address.....P.O. Box 1161  
 Phone Number.....Garfield 1251  
 Transmitter Location.....St. Hedwig Road  
 Time on the Air.....6 a.m. to 12 midnight  
 News Service.....UP  
 Transcription Service.....Lang-Worth;  
 NBC Thesaurus  
 National Sales Office Address: Taylor-Howe-Snowden Group, Tower Petroleum Bldg., Dallas, Texas  
 Representative.....John Blair & Company

**Personnel**

President.....O. L. Taylor  
 Station Manager.....George W. Johnson  
 Chief Announcer.....Eston Pace  
 Chief Engineer.....Wm. Egerton

**W O A I**

**SAN ANTONIO—EST. 1922**

NBC—TEXAS QUALITY NETWORK

Frequency: 1200 Kc.....Power: 50000 Watts  
 Owned-Operated By.....Southland Industries, Inc.

Address.....1031 Navarro Street  
 Phone Number.....Garfield 4221  
 Transmitter Location.....Selma, Texas  
 Time on the Air.....6 a.m. to 12 midnight  
 News Service.....AP; INS  
 Transcription Service.....Standard Radio, Associated  
 Representative.....Edward Petry & Co., Inc.

**Personnel**

Pres. & General Manager.....Hugh A. L. Half  
 Chairman of Board.....G. A. C. Half  
 Commercial Manager.....Ellis Chaney  
 Sales Promotion.....Walter S. Zahrt  
 Program-Production Manager.....Harold Carr  
 Publicity Director.....Walter S. Zahrt  
 Chief Engineer.....Fred Sterling

**K R R V**

**SHERMAN—EST. 1936**

MBS—TEXAS STATE NETWORK

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Red River Valley Broadcasting Corporation  
 Addresses.....421 N. Crockett St.; Fannin & Owing Sts., Denison, Texas.  
 Phone Numbers.....201 (Sherman); 423 (Denison)  
 Transmitter Location.....Highway 75 (between Sherman and Denison)  
 Time on the Air.....6 a.m. to 12 midnight

**Personnel**

President.....G. H. Wilcox  
 Station Manager.....L. L. Hendrick

**K X O X**

**SWEETWATER—EST. 1939**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Sweetwater Radio, Inc.

Operated By.....Mr. J. S. McBeath  
 Address.....Radio Bldg., P.O. Box 570  
 Phone Number.....2341  
 Transmitter Location.....Highway No. 70  
 Time on the Air.....7 a.m. to 8 p.m.  
 Newspaper Affiliation.....Sweetwater Daily Reporter

News Service.....UP  
 Transcription Service.....NBC Thesaurus

**Personnel**

President.....J. S. McBeath  
 Station-Commercial Manager,  
   J. Harley Hubbard  
 Program Director-Chief Announcer,  
   Doyce Elliott  
 Publicity Director.....Frances Mickler  
 Chief Engineer.....George W. Dotson

**K T E M**

**TEMPLE—EST. 1936**

BLUE NETWORK  
 MUTUAL BROADCASTING SYSTEM  
 TEXAS STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Bell Broadcasting Co., Inc.

Business Address.....P. O. Box 186  
 Phone Number.....4646  
 Studio Address.....Kyle Hotel  
 Transmitter Location.....6/10 mile north of city  
 Time on the Air.....Unlimited license  
 News Service.....UP

**Personnel**

President.....Frank W. Mayborn  
 Station-Sales Promotion Manager,  
   Burton Bishop  
 Commercial Manager-Program Director,  
   Charles Whitesides  
 Chief Engineer.....Paul Shaw

**K C M C**

**TEXARKANA—EST. 1932**  
 MUTUAL BROADCASTING SYSTEM  
 TEXAS STATE NETWORK  
 ARKANSAS NETWORK

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....KCMC, Inc.  
 Address.....317 Pine St.  
 Phone Number.....832  
 Transmitter Location.....317 Pine St.  
 Time on the Air.....6:30 a.m. to 11 p.m.

Newspaper Affiliation.....Texarkana Gazette; Texarkana News  
 News Service.....AP  
 Transcription Service.....Standard Radio  
 Representative.....John E. Pearson Co.

**Personnel**

President.....C. E. Palmer  
 General Manager.....Frank O. Myers  
 Sales Manager.....Ernest Hackworth  
 Merchandising Manager.....Donald Myers  
 Program Director.....Kathryn Wiseman  
 Chief Announcer.....Leon Goodwin  
 Chief Engineer.....Paul McCaslin

**K G K B**

**TYLER—EST. 1930**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....East Texas Broadcasting Company

Address.....115 South College Street  
 Phone Number.....1106  
 Transmitter Location.....Sandflat Road  
 Time on the Air.....6:55 a.m. to 10:15 p.m.  
 News Service.....UP  
 Transcription Service.....Standard Radio

**Personnel**

President-Station Manager...James G. Ulmer  
 Commercial Manager.....Earl P. Duffie  
 Program Director.....Mrs. James G. Ulmer  
 Director of War Programs.....Allen Balch  
 Publicity Director.....Martha Davenport  
 Chief Announcer.....Edwin Smith  
 Chief Engineer.....John B. Sheppard

**K V W C**

**VERNON—EST. 1939**

MUTUAL BROADCASTING SYSTEM  
 TEXAS STATE NETWORK  
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Northwestern Broadcasting Co.

Address.....1813 Wilbarger Street  
 Phone Number.....1048  
 Transmitter Location.....One mile due east of courthouse on highway extending from East Wilbarger Street  
 Time on the Air.....Unlimited License  
 News Service.....AP  
 Transcription Service.....Standard Radio

**Personnel**

President-General Manager...R. H. Nichols  
 Commercial Manager.....W. D. Dixon  
 Program Director.....Bro. Minus  
 Musical Director.....John Allen  
 Chief Engineer.....Herman Ridgway

**K V I C**

**VICTORIA—EST. 1939**  
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Radio Enterprises,  
 Inc.

Business Address .. Victoria Bank & Trust Bldg.  
 Phone Number ..... 2172  
 Studio Address ..... Cuero Highway  
 Transmitter Location ..... Victoria  
 Time on the Air ..... Unlimited License  
 News Service ..... UP  
 Transcription Service: World; Keystone Broad-  
 casting System

**Personnel**

President ..... Morris Roberts  
 Commercial-Production Manager .. Jerry Fisher  
 Program Director ..... Margaret True  
 Chief Announcer ..... Robert Premont  
 Chief Engineer ..... Robert McCown

**W A C O**  
**WACO—EST. 1922**

BLUE NETWORK  
 MUTUAL BROADCASTING SYSTEM  
 TEXAS STATE NETWORK

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Frontier Broadcast-  
 ing Co., Inc.

Address ..... Amicable Life Bldg.  
 Phone Number ..... 2700  
 Transmitter Location .... Amicable Life Bldg.  
 Time on the Air ..... 6:30 a.m. to 11 p.m.  
 Newspaper Affiliation ... Waco News-Tribune  
 & Times Herald

News Service ..... UP  
 Representative ..... Weed & Co.

**Personnel**

Station Manager ..... R. E. Lee Glasgow  
 Musical Director ..... Mary Holiday  
 Chief Engineer ..... L. H. Appleman

**K R G V**

**WESLACO—EST. 1926**  
 NATIONAL BROADCASTING CO.  
 LONE STAR CHAIN

Frequency: 1290 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... KRGV, Inc.  
 Address ..... 201 Border  
 Phone Number ..... 375-6  
 Transmitter Location ..... 201 Border  
 Time on the Air: 6 a.m. to 12 Midnight;  
 Sundays, 7 a.m. to 12 Midnight

News Service ..... UP  
 Transcription Service ..... NBC Thesaurus;  
 Standard

National Sales Office Address: 805-6 Tower  
 Petroleum Building, Dallas, Texas  
 Representative ..... Howard H. Wilson Co.

**Personnel**

President ..... O. L. Taylor  
 Station Manager ..... Archie J. Taylor

Sales Manager ..... Phil D. Dixon  
 Program-Production Director ... Dick Watkins  
 Chief Engineer ..... O. L. Hartwig

**K W F T**

**WICHITA FALLS—EST. 1938**  
 COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc. .... Power: 5000 d.; 1000 n.  
 Owned-Operated By ..... Wichita Broadcasting  
 Company

Business Address ..... Harvey Snider Bldg.  
 Phone Number ..... 4182  
 Studio Address ..... Kemp Hotel  
 Transmitter Location ... 2½ miles northwest  
 of Wichita Falls

Time on the Air ..... Unlimited License  
 News Service ..... UP  
 Transcription Service ..... Standard Radio;  
 C. P. MacGregor

Representative ..... Paul H. Raymer Co.

**Personnel**

President ..... Joseph B. Carrigan  
 General Manager ..... Charles E. Clough  
 Merchandising Manager-Publicity-

Program Director ..... A. L. Pierce  
 Traffic Manager ..... David E. Chapman  
 Musical Director ..... Lucille Crouch  
 Chief Engineer ..... John Adams

*Telescripts*

are available

**ONLY** on the

special 

radio news

wire.

# UTAH

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## K S U B

CEDAR CITY—EST. 1937

KEYSTONE BROADCASTING SYSTEM

INTERMOUNTAIN NETWORK

Frequency: 1340 Kc.....Power: 100 Watts

Owned-Operated By.....Southern Utah Broadcasting Co.

Address.....Lunt Hotel

Phone Number.....398

Transmitter Location...591 West 2nd South St.

Time on the Air.....9:30 a.m. to 10:15 p.m.

News Service.....UP

Transcription Service...Keystone Broadcasting System

Representative...Jos. Hershey McGillvra, Inc.

### Personnel

President & Gen. Mgr.....Leland M. Perry

Chief Announcer.....Jean Gronnert

Chief Engineer.....Hurschell Urie

Transmitter Location.....Kanesville, Utah

Time on the Air.....6:30 a.m. to 12 midnight

Newspaper Affiliation,

Ogden Standard Examiner

News Service.....UP

Transcription Service.....Standard Radio

Representative.....Joseph Hershey

McGillvra, Inc.

### Personnel

President.....A. L. Glasmann

General Manager-Vice-

President.....George C. Hatch

Station Manager.....Merrill J. Bunnell

Sales Promotion Manager.....Lynn Meyer

Program Director.....Cal Lowder

Accountant.....Guy H. Hurst

Musical Director.....Earl Donaldson

Chief Engineer.....W. D'Orr Cozzens

## K V N U

LOGAN—EST. 1938

KEYSTONE BROADCASTING SYSTEM

MBS

INTERMOUNTAIN NETWORK

Frequency: 1230 Kc.....Power: 250 Watts

Owned-Operated By.....Cache Valley Broadcasting Company

Business Address.....1393 N. Main St.

Phone Number.....1400

Studio Address.....1393 North Main Street

Transmitter Location.....1393 North Main St.

Time on the Air.....6:30 a.m. to 11 p.m.

News Service.....UP

Transcription Service.....Keystone

Representative...Jos. Hershey McGillvra, Inc.

### Personnel

President.....H. F. Laub

General Manager.....Reed Bullen

Musical Dir.....G. C. Robbins

Chief Engineer.....C. N. Layne

## K E U B

PRICE—EST. 1936

MBS-INTERMOUNTAIN NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts

Owned-Operated By.....Eastern Utah Broadcasting Co.

Business Address.....Price

Phone Number.....Price 200

Transmitter Location...2.4 mi. NW. of Price, on U.S. Highway No. 50

Time on the Air.....Unlimited license

News Service.....UP

Representative.....Joseph Hershey

McGillvra, Inc.

### Personnel

President-General Manager...Jack Richards

Chief Announcer.....Carl P. Wolfrom

## K O V O

PROVO—EST. 1939

MUTUAL BROADCASTING SYSTEM

INTERMOUNTAIN NETWORK

Frequency: 1240 Kc.....Power: 250 Watts

Owned-Operated By.....KOVO Broadcasting Co.

Address.....108 West Center Street

Phone Number.....1680

Transmitter Location...17 West 3rd South St.

Time on the Air.....6 a.m. to 12 midnight

News Service.....UP

Representative.....Joseph Hershey

McGillvra, Inc.

## K I O

OGDEN—EST. 1930

MUTUAL BROADCASTING SYSTEM

INTERMOUNTAIN NETWORK

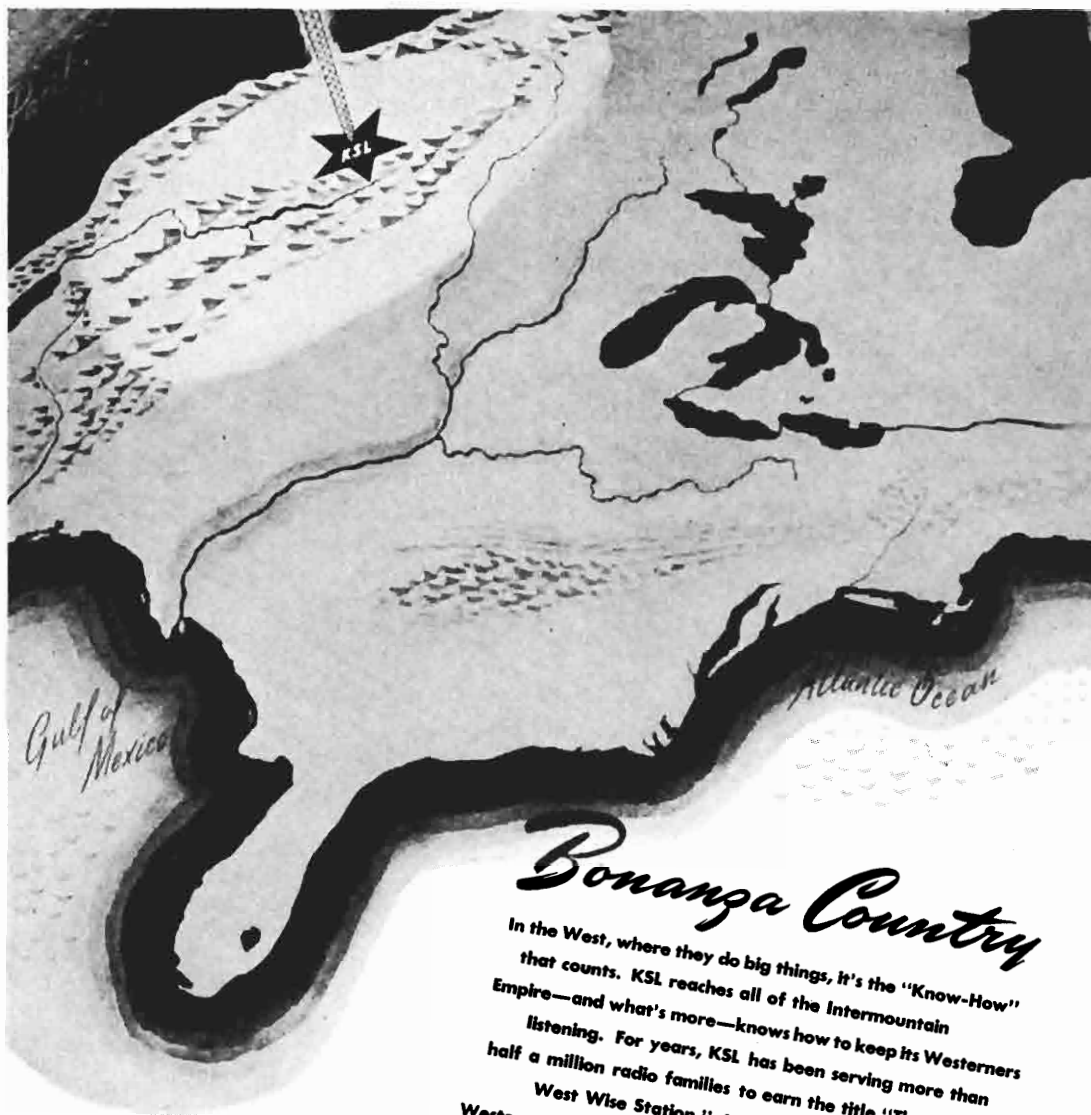
Frequency: 1430 Kc.....Power: 5000 Watts

Owned-Operated By.....Interstate Broadcasting Corporation

Business Address...Hotel Ben Lomond, 411 Twenty-fifth St.

Phone Number.....5721; 5060 (transmitter)

Studio Addresses: Hotel Ben Lomond; David Kieth Bldg., Salt Lake City



## *Bonanza Country*

In the West, where they do big things, it's the "Know-How" that counts. KSL reaches all of the Intermountain Empire—and what's more—knows how to keep its Westerners listening. For years, KSL has been serving more than half a million radio families to earn the title "The West Wise Station." In this bonanza market, these Westerners listen and respond. They have the will and the cash to buy. That's why advertisers find that one station—the "West Wise" station—is the efficient way to sell the Intermountain Empire . . . Ask Petry.

585,026 RADIO FAMILIES LISTEN REGULARLY TO

**KSL** *Salt Lake City*



**Personnel**

President.....Clifton A. Tolboe  
 Manager.....Arch L. Madsen  
 Sales Manager.....S. G. Carter  
 Sales Promotion Manager.....James Lawrønce  
 Program Director-Chief  
 Announcer.....W. Shirl Black  
 Publicity Director & News Editor.....Wayne Kearn  
 Accountant.....Donna Tolboe  
 Chief Engineer.....Gerald Peterson

**K D Y L**

SALT LAKE CITY—EST. 1927  
 NATIONAL BROADCASTING CO.

Frequency: 1320 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Intermountain  
 Broadcasting Corporation  
 Address.....Tribune-Telegram Bldg.  
 Phone Number.....5-2991  
 Transmitter Location.....9th West &  
 33rd South  
 Time on the Air.....5:30 a.m. to 1 a.m.  
 News Service.....INS; UP  
 Transcription Service.....World Broadcasting  
 System; NBC Thesaurus  
 Representative.....John Blair & Company

**Personnel**

President & General Manager.....S. S. Fox  
 Vice-President.....Myron Fox  
 Secretary-Treasurer.....L. A. Loeb  
 Commercial Manager.....W. E. Wagstaff  
 Sales Promotion-Publicity.....Myron Fox  
 Program Director.....George A. Provol  
 Production Manager.....Alvin Pack  
 Chief Announcer.....John Woolf  
 Musical Director.....Bob Reese  
 Chief Engineer.....J. M. Baldwin

**K S L**

SALT LAKE CITY—EST. 1921  
 COLUMBIA BROADCASTING SYSTEM

Frequency: 1160 Kc.....Power: 50000 Watts  
 Owned-Operated By.....Radio Service  
 Corporation of Utah  
 Address.....Union Pacific Bldg.  
 Phone Number.....(Dial) 5-4641  
 Transmitter Location.....Saltair, Utah  
 Time on the Air.....Unlimited license  
 Newspaper Affiliation.....Salt Lake Tribune  
 Transcription Service.....Standard Radio;  
 Lang-Worth; C. P. MacGregor  
 Representative.....Edward Petry & Company

**Personnel**

President.....J. Reuben Clark, Jr.  
 Executive Vice-President.....Earl J. Glade  
 Vice-Pres. & Station Manager.....Ivor Sharp  
 Sales Mgr.....Ed Broman

**K U T A**

SALT LAKE CITY—EST. 1938

BLUE NETWORK

Frequency: 570 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Utah Broadcasting  
 Co.  
 Address.....29 South State Street  
 Phone Number.....3-2737  
 Transmitter Location.....North Salt Lake  
 Time on the Air.....6 a.m. to 1 a.m.  
 News Service.....UP  
 Transcription Service.....Standard Radio  
 Representative.....The Katz Agency

**Personnel**

President-General Manager.....Frank C. Carman  
 Commercial Manager.....Jack Burnett  
 Program Director.....King Harmon  
 Production Manager.....Frank McIntyre  
 Publicity Director.....Mike Cassidy  
 Musical Director.....Jessie Seamons Taylor  
 Chief Engineer.....Lyle Wahlquist

*Results in the Busy,  
 Alert, Progressive*

**SALT LAKE  
 MARKET**

*means*

**K D Y L**

**UTAH'S NBC STATION**

S. S. FOX, President and General Manager

National Representative, JOHN BLAIR & CO.

# VERMONT

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## W C A X

BURLINGTON—EST. 1931

COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc. Power: 1000 Watts  
Owned-Operated By WCAIX Broadcasting Corp.

Business Address 203 College Street  
Studio Address 137 Main St.  
Phone Number Burlington 2000  
Transmitter Location Colchester, Vermont  
Time on the Air: 6:55 a.m. to 11:15 p.m.; Sundays, 8 a.m. to 11:15 p.m.

News Service UP  
Transcription Service,

Associated Recorded Program Service  
Representative Weed & Company

### Personnel

President-Station Manager C. P. Hasbrook  
Asst. Manager Robert A. Kelley  
Chief Announcer W. L. Markle  
Production Manager-Publicity  
Director Herman B. Wight  
Chief Engineer John C. Quill

## W S Y B

RUTLAND—EST. 1930

MUTUAL BROADCASTING SYSTEM  
YANKEE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1380 Kc. Power: 1000 Watts  
Owned-Operated By P. Weiss Music Co.  
Address 80 West Street  
Phone Number 1247  
Transmitter Location Creek Road  
Time on the Air Unlimited license  
News Service UP  
Transcription Service Keystone Broadcasting System, Langworth

Representatives Joseph Hershey  
McGillvra, Inc.; R. C. Foster

### Personnel

President Philip Weiss  
Station Manager-Program Director J. H. Weiss  
Commercial-Sales Promotion  
Manager George Field  
Production Manager-Chief  
Announcer Lee Morrison  
Chief Engineer David Lyons

## W W S R

ST. ALBANS—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1420 Kc. Power: 1000 Watts

Owned-Operated By Vermont Radio Corp.  
Address 32 N. Main St.  
Phone Number 1390  
Transmitter Location St. Albans Town, Vt.  
Time on the Air Local sunrise to local sunset  
News Service AP  
Transcription Service World  
Representative Howard H. Wilson Co.

### Personnel

President Lloyd E. Squier  
Station Manager Winston L. Blake  
Program Director-Chief  
Announcer Eugene F. Griffin  
Chief Engineer Theodore Boisvert

## W D E V

WATERBURY—EST. 1931

KEYSTONE BROADCASTING SYSTEM

Frequency: 550 Kc. Power: 1000 Watts  
Owned-Operated By Lloyd E. Squier & William G. Ricker

Address 8 Stowe St.  
Phone Number 13-2  
Transmitter Location Blush Hill  
Time on the Air Local sunrise to sunset  
News Service UP  
Transcription Service World Broadcasting System

Representative Howard H. Wilson Co.

### Personnel

Station Manager Lloyd E. Squier  
Commercial and Sales Promotion Manager,  
William G. Ricker  
Chief Announcer-Musical  
Director John Williams  
Chief Engineer Paul Hurd

The  
**RED CROSS**  
NEEDS  
YOUR HELP



# VIRGINIA

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## WCHV

CHARLOTTESVILLE—EST. 1932

THE BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Barham & Barham  
Address.....Fourth & East Market Sts.  
Phone Number.....2500  
Transmitter Location.....Richmond Road  
Time on the Air.....7 a.m. to 12 midnight  
News Service.....UP  
Transcription Service.....Associated Music  
Representative.....Cox & Tanz

### Personnel

President-Station Manager. Charles Barham, Jr.  
Commercial Manager.....Randolph Bean  
Program Director.....Ed Hase  
Sales Promotion Mgr.....Nat Martin  
Production Manager.....Mary Wyne  
Chief Engineer.....Walter W. Gray

## WKY

COVINGTON—EST. 1941

THE BLUE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....Earl M. Key  
Business Address.....P.O. Box 629  
Studio Address.....217½ Main Street  
Phone Number.....840  
Transmitter Location..2 mi. East of Covington  
Time on the Air.....7:00 a.m.-11:00 p.m.  
News Service.....UP  
Transcription Service.....NBC Thesaurus

### Personnel

Owner & Manager.....Earl M. Key  
Program Director.....Margaret Sencindiver  
Publicity Production Mgr.....Trevor Kelford  
Chief Announcer & Musical Dir.....Bill Ward  
Chief Engineer.....James Garber

## WBTM

DANVILLE—EST. 1930

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

TRI-CITY STATIONS

(WLVA-WBTM-WLSL)

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Piedmont Broadcast-  
ing Corporation  
Address.....Hotel Danville Building  
Phone Number.....2350  
Transmitter Location..River Road, Route No. 29  
Time on the Air.....7 a.m. to 12 midnight  
News Service.....Transradio  
Transcription Service.....Lang-Worth

### Personnel

President.....L. N. Dibrell  
Station Manager.....R. Sanford Guyer  
Commercial Manager.....A. C. Evans  
Program Director.....W. P. Heffernan  
Sales Promotion.....Edw. G. Gardner  
Production & Publicity Director..C. G. Rianhard  
Musical Director.....Jacqueline Jones  
Chief Engineer.....Harry W. Spencer

## WFVA

FREDERICKSBURG—EST. 1939

BLUE NETWORK

Frequency 1290 Kc.....Power: 250 Watts  
Owned-Operated By...Fredericksburg Broad-  
casting Corporation  
Address.....Farmer's Creamery Building  
Phone Number.....1260  
Transmitter Location...Two miles south of  
Fredericksburg on King's Highway  
Time on the Air..Local sunrise to local sunset  
News Service.....UP  
Transcription Service.....Keystone Broad-  
casting System  
Representative.....Burn-Smith Corp.

### Personnel

President.....Richard F. Lewis, Jr.  
General Manager.....Nam Winkler  
Program Director.....Jean Beckwith  
Chief Announcer.....Charles Moffett  
Musical Director.....Archie Smith  
Chief Engineer.....Phil Whitney

## WSVA

HARRISONBURG—EST. 1935

Frequency: 550 Kc.....Power: 1000 Watts  
Owned-Operated By.....Shenandoah Valley  
Broadcasting Corporation  
Address.....Newman Building  
Phone Number.....875 or 550  
Transmitter Location...Five miles south of  
Harrisonburg on U. S. Route 11  
Time on the Air.....6 a.m. to local sunset  
News Service.....UP  
Transcription Service.....World Broadcasting  
System

Representative.....Howard H. Wilson Co.

### Personnel

President.....Frederick L. Allman  
Station Manager.....Charles P. Blackley  
Commercial-Sales Promotion  
Manager.....Robert B. Harrington  
Program Director.....Richard H. Johnson  
Chief Announcer & News Editor,  
Richard Eyrick  
Artists Bureau.....G. L. Johnson  
Chief Engineer.....Warren L. Braun

**W L V A**

**LYNCHBURG—EST. 1930**

**BLUE NETWORK**

**MUTUAL BROADCASTING SYSTEM**

**TRI-CITY STATIONS (WLVA-WBTM-WLSL)**

Frequency: 1230 Kc.....Power: 250 Watts

Owned-Operated By .....Lynchburg Broad-  
casting Corp.

Address .....Allied Arts Bldg.

Phone Number ..... 3030

Transmitter Location..... Lynchburg, Va.

Time on the Air.....7 a.m. to 12:05 a.m.

News Service ..... Transradio

Transcription Service....Lang-Worth; Standard  
Radio

Representative.....Tri-City Stations Assn.

**Personnel**

President .....Edw. A. Allen

Station Manager .....Philip P. Allen

Commercial Manager.....Joseph F. Wright

Production Mgr.....C. G. Read

Publicity Mgr.....H. D. Wagers

Dir. War Programs.....C. E. Taylor

Program Director.....Evelyn M. Hamlet

Chief Announcer.....Wayne Tyler

Musical Director.....Gale Pearson

Chief Engineer .....John Orth

**W M V A**

**MARTINSVILLE—EST. 1941**

**NATIONAL BROADCASTING CO.**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1450 Kc.....Power 250 Watts

Owned-Operated By.....Martinsville Broad-  
casting Co., Inc.

Address .....Thomas Jefferson Hotel

Phone Number ..... 2152

Transmitter Location.....Figsboro Road

Time on the Air.....7 a.m. to 11:15 p.m.

News Service .....Transradio

Transcription Service: Lang-Worth; Keystone  
Broadcasting System

Representative.....Howard H. Wilson Co.

**Personnel**

President .....William C. Barnes

Station Manager.....John W. Shultz

Commercial-Production  
Manager.....C. Robert Ray

Program Director.....Bob Kent

Sales Promotion.....Chas. Slate

Director of War Programs....Barbara Harding

Chief Announcer.....Bob Kent

Chief Engineer.....D. W. Muse

**W G H**

**NEWPORT NEWS—EST. 1928**

**BLUE NETWORK**

Frequency: 1340 Kc.....Power: 250 Watts

Owned-Operated By.....Hampton Roads  
Broadcasting Corporation

Business Address .....Portlock Bldg.,  
Norfolk, Va.

Phone Number .....27031

Studio Addresses: Portlock Bldg., Norfolk;  
Warwick Hotel, Newport News, Va.; Daily  
Press Bldg., Newport News, Va.

Transmitter Location ...End Jefferson Avenue,  
Newport News, Va.

Time on the Air: 6 a.m. to 1 a.m.; Sundays,  
8 a.m. to 1 a.m.

Newspaper Affiliation: Newport News Daily  
Press; Newport News Times-Herald

News Service ..... AP

Transcription Service ....Standard Radio;  
Lang-Worth

Representative .....Burn-Smith Company

**Personnel**

President.....Raymond B. Bottom

V.P.-General Manager.....Edward E. Bishop

Commercial Manager.....Edward E. Edgar

Program Director.....Jack A. Black

Chief Announcer.....Joel F. Wahlberg

Musical Dir.....R. Harrell

Chief Engineer.....Wm. P. Grether

**W T A R**

**NORFOLK—EST. 1923**

**NATIONAL BROADCASTING CO.**

Frequency: 790 Kc.....Power: 5000 Watts

Owned-Operated By....Norfolk Newspapers,  
Inc.

Address ...National Bank of Commerce Bldg.

Phone Number..... 25671

Transmitter Location .....Glen Rock

Time on the Air.....Unlimited license

Newspaper Affiliation .....Norfolk  
Newspapers, Inc.

News Service.....AP; UP

Transcription Service: Standard Radio; Lang-  
Worth

Representative .....Edward Petry & Co.

**Personnel**

President.....Paul S. Huber

General Manager.....Campbell Arnoux

Commercial Manager.....John W. New

Program Director...Henry Cowles Whitehead

Chief Announcer.....Jeff Baker

Director of Sports.....Blair Eubanks

Publicity Director.....Helen Sierer

Traffic Manager.....Bill Searle

Production Manager.....Vaughn Bradshaw

Asst. Promotion Director....Frances McLeod

Musical Dir.....Bailey Barco

**W S A P**

**PORTSMOUTH—EST. 1943**

**MUTUAL BROADCASTING SYSTEM**

Frequency: 1490 Kc.....Power: 250 Watts

Owned-Operated By..Portsmouth Radio Corp.  
 Address .....Professional Bldg.  
 Phone Number .....6383  
 Transmitter Location.....Portsmouth, Va.  
 Time on the Air: 6:00 a.m.-2:00 a.m.; Sunday,  
 8:00 a.m.-200 a.m.  
 News Service .....UP  
 Transcription Service .....World

**Personnel**

President.....Tom E. Gillman  
 General Manager.....T. W. Aydlett  
 Sales Mgr.....Jack Norfleet  
 Promotion & M'dsing.....Bob King  
 Program Director.....John Maupin  
 Traffic Mgr.....Bettye Jarboe  
 Continuity .....Fay Rosenthal  
 Chief Engineer.....E. D. Pulley

**W B B L**

RICHMOND—EST. 1924

Frequency: 1240 Kc.....Power: 100 Watts  
 Owned-Operated By.....Grace Covenant  
 Presbyterian Church  
 Address .....1627 Monument Avenue  
 Phone Number.....57941  
 Transmitter Location...1627 Monument Ave.  
 Time on the Air: Special hours on Sundays  
 only

**Personnel**

Chairman Radio Comm.....C. H. Liesfeld  
 Station Manager.....M. A. Sitton  
 Chief Engineer.....R. W. Raabe  
 (Non-Commercial Station)

**W M B G**

RICHMOND—EST. 1926  
 NATIONAL BROADCASTING CO.

Frequency: 1380 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Havens & Martin, Inc.  
 Address .....3301 West Broad Street  
 Phone Number .....5-8611  
 Transmitter Location.....Staples Mill Road  
 Time on the Air.....6:30 a.m. to 1 a.m.  
 News Service .....Transradio  
 Transcription Service .....NBC Thesaurus  
 Representative .....John Blair & Company

**Personnel**

President & Station  
 Manager.....Wilbur M. Havens  
 National Sales and Promotion Manager,  
 R. E. Mitchell  
 Chief Announcer.....Jack Hooper  
 Program Director.....K. Hawks  
 Director of War Programs-  
 Production Manager.....J. F. Skinnell  
 Publicity Director.....G. Ellington  
 Musical Director.....Joseph Jehlen  
 Chief Engineer.....Wilfred H. Wood

**W R N L**

RICHMOND—EST. 1927

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 910 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Richmond Radio  
 Corporation

Address .....323 E. Grace St.  
 Phone Number .....33436  
 Transmitter Location .....Wilkinson Road  
 Time on the Air.....5:30 a.m. to 1 a.m.;  
 Sundays, 7 a.m. to 1 a.m.

News Service .....AP  
 Transcription Service .....Associated Music  
 Publishers  
 Representative.....Edward Petry & Co.

**Personnel**

President.....John Stewart Bryan  
 Vice-President.....Dr. D. S. Freeman  
 Secretary-Treasurer.....J. D. Wise  
 Station Manager.....E. S. Whitlock  
 Production Manager.....G. Mallory Freeman  
 Publicity Director.....Bette Patton  
 Musical Director.....Eddie Weber  
 Assistant Chief Engineer.....Ernest Bowman  
 Chief Engineer.....Rudolph W. Raabe

**W R N L**

**REACH**

Virginia's great listening  
 audience at low cost  
 through Richmond's  
 nationally known radio  
 station.

5000 WATTS  
 NIGHT AND DAY 910 KC  
 EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES

**W R V A**

**RICHMOND—EST. 1925**

CBS

Frequency: 1140 Kc. Power: 50000 Watts  
 Owned-Operated By... Larus & Brother Co.  
 Business Address... Hotel Richmond  
 Phone Number... 3-6633  
 Studio Addresses: Hotel Richmond; 1506 Colley Ave., Norfolk, Va.  
 Transmitter Location... Edgeworth, Henrico County, Va.  
 Time on the Air: 6 a.m. to 1 a.m.; Sunday, 8 a.m. to 1 a.m.  
 News Service... UP  
 Transcription Service... World Broadcasting System; Lang-Worth; Davis & Schweigler  
 Representative... Paul H. Raymer Co.

**Personnel**

General Manager... C. T. Lucy  
 Business Manager... Barron Howard  
 Program Director... Irvin G. Abeloff  
 Production Manager... E. Ward Adams  
 Publicity Director... Edna F. Stevens  
 Chief Engineer... D. C. Woods

**W D B J**

**ROANOKE—EST. 1924**

COLUMBIA BROADCASTING SYSTEM

Frequency: 960 Kc. Power: 5000 Watts  
 Owned-Operated By... Times-World Corp.  
 Business Address... 124 West Kirk Avenue  
 Phone Number... 8131  
 Transmitter Location... Colonial Ave., Colonial Heights  
 Time on the Air: 6 a.m. to 12:05 a.m.; Sundays, 8 a.m. to 12 midnight  
 Newspaper Affiliation... Roanoke Times; Roanoke World News  
 News Service... UP  
 Transcription Service... Lang-Worth; WBS  
 Representative... Free & Peters, Inc.

**Personnel**

President... J. P. Fishburn  
 Station Manager... Ray P. Jordan  
 Commercial Manager... Frank D. Kesler  
 Program-Publicity Director... Jack Weldon  
 Production Manager... Irving Sharp  
 Musical Director... Eve Nininger  
 Chief Engineer... J. W. Robertson

**W S L S**

**ROANOKE—EST. 1940**

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM  
 TRI-CITY STATIONS (WLVA-WBTM-WSLS)  
 Frequency: 1240 Kc. Power: 250 Watts

Owned-Operated By... Roanoke Broadcasting Corp.  
 Address... Shenandoah Life Building  
 Phone Number... 9227  
 Transmitter Location... Shenandoah Life Building  
 Time on the Air: 6 a.m. to 12:01 a.m.; Sundays, 8 a.m. to 12:01 a.m.  
 News Service... Transradio  
 Transcription Service... NBC Thesaurus; Langworth  
 Representative... Tri-City Stations

**Personnel**

President... Paul C. Buford  
 Station Manager... James H. Moore  
 Commercial Manager... Horace Fitzpatrick  
 Production Manager... Edward D. Skotch  
 Program Dir... Bill Saunders  
 Chief Announcer... Walter Harris  
 Chief Engineer... Phillip Briggs

**W L P M**

**SUFFOLK—EST. 1940**

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By... Suffolk Broadcasting  
 Address... 105 Bank Street  
 Phone Number... 1420  
 Transmitter Location... Route No. 460  
 Time on the Air... 16 hours daily  
 News Service... UP  
 Transcription Service... NBC Thesaurus  
 Representative... Sears & Ayer

**Personnel**

President-Station Manager... Fred L. Hart  
 Sales Mgr... Virginia Rawls  
 Program Director... Floyd V. Coxad  
 Musical Director... Sylvia Taylor  
 Chief Engineer... Fred Wagner

**W I N C**

**WINCHESTER—EST. 1941**

THE BLUE NETWORK

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By... Richard Field Lewis, Jr.  
 Address... Kerr St.  
 Phone Number... Winchester 4855  
 Transmitter Location... WINC Bldg.  
 Time on the Air... 7 a.m. to 11:00 p.m.

**Personnel**

Owner-General Manager... Richard Field Lewis  
 Commercial Manager-Program Director... Grant Pollock  
 Chief Engineer... R. F. Lewis, Jr.

# WASHINGTON

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## KXRO

ABERDEEN—EST. 1926

MUTUAL—DON LEE BROADCASTING CO.  
PACIFIC BROADCASTING CO.

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: KXRO, Inc.  
Business Address: P. O. Box 1120  
Phone Number: Aberdeen 4098  
Studio Address: 207 East Market Street  
Transmitter Location: Finch Farms  
Time on the Air: 7 a.m. to 10:30 p.m.; Sundays,  
8:00 a.m. to 9:45 p.m.  
News Service: UP  
Transcription Service: Standard Radio  
Representative: Howard H. Wilson Co.

### Personnel

President: Harry R. Spence  
Commercial Manager: Fred G. Goddard  
Production Manager-Chief Announcer: Art Lindsey  
Publicity Director: Ruth Poindexter  
Record MC: Bill Cunningham  
Sales Promotion: Ross W. Bates  
Program Dir.: Edith Garret  
Musical Director: Betty Boyer  
Chief Engineer: K. Grinde

## KVOS

BELLINGHAM—EST. 1927

Frequency: 790 Kc. Power: 250 Watts  
Owned-Operated By: KVOS, Inc.  
Address: KVOS Bldg.  
Phone Number: 4200  
Transmitter Location: 900 Roeder Ave.  
Time on the Air: Unlimited license  
News Service: UP

### Personnel

President: Rogan Jones

## KELA

CENTRALIA AND CHEHALIS  
EST. 1937

MUTUAL—DON LEE

Frequency: 1470 Kc. Power: 1000 Watts  
Owned-Operated By: Central Broadcasting Corporation  
Address: Kela Bldg.  
Phone Numbers: Centralia 721; Chehalis 721

Transmitter Location: Kela Bldg., (Midway between Centralia and Chehalis)  
Time on the Air: 6:55 a.m. to 11:00 p.m.  
News Service: UP  
Transcription Service: Lang-Worth; C. P. MacGregor  
Representatives: Howard H. Wilson Co.; Homer Owen Griffith (Los Angeles, San Francisco); John Keating (Portland); Romig Fuller (Seattle)

### Personnel

President: J. Elroy McCaw  
Manager: Joe Chytil  
Commercial Manager: Robert Brister  
Sales Promotion Manager: Schuyler Hill  
Program Director: Mabel A. Gwinn  
Publicity Director: Elsie Gaylord  
Director of War Programs: Frank Kucera  
Chief Announcer: Melvin York  
Chief Engineer: Ellwood Lippencott

## KEVE

EVERETT—EST. 1941

Frequency: 1460 Kc. Power: 500 Watts  
Owned-Operated By: Cascade Broadcasting Company, Inc.  
Business Address: 815 Securities Bldg.  
Phone Number: Seneca 2726  
Studio Address: 8th & Broadway  
Transmitter Location: 8th & Broadway  
Time on the Air: 16 hours  
News Service: AP  
Transcription Service: Lang-Worth

### Personnel

President: Dr. J. R. Binyon  
General Manager: Mrs. J. L. Fritsche  
Sales Manager: L. S. Lennox  
Program Director: Mrs. J. L. Fritsche  
Chief Announcer: David Gordon  
Chief Engineer: Ray Hilgers

## KRKO

EVERETT—EST. 1920  
MUTUAL—DON LEE

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: Everett Broadcasting Address: Clark Building  
Phone Numbers: Main 528-867  
Transmitter Location: Everett  
Time on the Air: 6:30 a.m.-11:15 p.m.

### Personnel

President-Gen. Mgr.: Wm. R. Tatt  
Chief Engineer & Musical Dir.: Roy Towne

# K W L K

LONGVIEW—EST. 1938

MBS—DON LEE BROADCASTING SYSTEM  
 Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Twin City Broad-  
 casting Corp.  
 Address .....National Bank of Commerce  
 Phone Number .....Longview 1500  
 Transmitter Location .....Ocean Beach  
 Highway  
 Time on the Air .....Unlimited license  
 Transcription Service

C. P. MacGregor; NBC Thesaurus

## Personnel

President .....Art Campbell  
 Station Manager .....C. O. Chatterton

# K G Y

OLYMPIA—EST. 1922 (non-Comm.)  
 1932 (Comm.)

MUTUAL—DON LEE

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....KGY, Inc.  
 Address .....119 N. Washington, Rockway,  
 Leland Bldg.  
 Phone Number .....6636  
 Transmitter Location.....119 N. Washington  
 Time on the Air.....7 a.m. to 11 p.m.  
 News Service .....UP  
 Representative.....Howard Wilson & Co.

## Personnel

President-Station Manager.....Tom Olsen  
 Sales Manager.....J. Harris Dorr  
 Program Director & War Prog.....Eve Knutson  
 Chief Announcer.....Walt McGoffin  
 Production Manager-Chief Engineer  
 Walt McGoffin

# K W S C

PULLMAN—EST. 1922

Frequency: 1250 Kc.....Power: 5000 Watts  
 Owned-Operated By.....State College of  
 Washington  
 Address ..... Pullman  
 Phone Number ..... 9021  
 Time on the Air: 8:45 a.m. to 10 p.m.; Thurs.  
 off the air at 7:30 p.m.  
 News Service..... UP  
 Transcription Service .....Lang-Worth

## Personnel

Station Manager.....Glenn Jones  
 Program Dir.....E. Barr  
 Chief Engineer.....Geo. Frese  
 (Non-Commercial Station)

# K E V R

SEATTLE—EST. 1925

Frequency: 1090 Kc.....Power: 250 Watts  
 Owned-Operated By .....Evergreen Broad-  
 casting Corporation  
 Address .....2102 Smith Tower  
 Phone Number .....Seneca 2056-7  
 Time on the Air .....Unlimited license  
 News Service .....UP  
 Transcription Service.....Standard Radio;  
 Lang-Worth  
 Representative.....Wm. G. Rambeau Co.

## Personnel

President.....A. W. Talbot  
 Station Manager.....Al Schuso  
 Program Dir.....E. J. Hamilton  
 Chief Engineer.....J. Kelley

# K I R O

SEATTLE—EST. 1935 (1928 as KPCB)  
 COLUMBIA BROADCASTING SYSTEM

Frequency: 710 Kc.....Power: 50000 Watts  
 Owned-Operated By.... Queen City Broad-  
 casting Co.  
 Address .....Cobb Building  
 Phone Number .....SEneca 1500  
 Transmitter Location.....Vqshon-Maury  
 Island, Wash.  
 Time on the Air .....24 hours daily  
 News Service .....AP-INS  
 Transcription Service ....World Broadcasting  
 System; Standard Radio; Langworth Fea-  
 ture Programs

Representative ..... Free & Peters

## Personnel

President.....Louis K. Lear  
 Vice-President-General  
 Manager.....H. J. Quilliam  
 Asst. Business Mgr.-Director of National  
 Sales .....Loren B. Stone  
 Local Sales Manager .....J. F. Hiddleston  
 Director of Operations.....Rowland Spence  
 Chief Announcer.....Rowland Spence  
 Director of Education.....Kenneth Yeend  
 Dir. of Publicity.....Marjorie B. DeGarmo  
 Sales Promotion.....Loren B. Stone  
 War Programs.....Norman Runions  
 Musical Director.....Max Dolin  
 Chief Engineer.....James Hatfield

# K J R

SEATTLE—EST. 1921

THE BLUE NETWORK

NORTHWEST RADIO TRIANGLE

Frequency: 1000 Kc.....Power: 5000 Watts  
 Owned-Operated By .....Fisher's Blend  
 Station, Inc.



WASHINGTON

Address Skinner Bldg.
Phone Number Elliott 5890
Transmitter Location 2600 26th Ave., S. W. West Waterway
Time on the Air: 24 hours daily; except Thursday when off at Midnight to 5 a.m.
News Service UP
Transcription Service NBC Thesaurus
Representative Paul H. Raymer Co.

Personnel

President O. W. Fisher
Station Manager Birt F. Fisher
Asst. Manager Bennett I. Fisher
Robt. Gentry
Commercial Manager W. B. Stuht
Publicity-Research-Advertising Bill Moshier
Program Director Robt. Gentry
News Director Dick Keplinger
Chief Announcers Homer Pope, Harry Jordan
Chief Engineer Francis Brott

Transcription Service NBC Thesaurus
Representative Edward Petry & Co.

Personnel

President O. W. Fisher
Station Manager Birt F. Fisher
Asst. Mgr. Bennett I. Fisher
Commercial Manager W. B. Stuht
Research-Advertising Manager Bill Moshier
Program Director Production Manager Robt. Gentry
Dir. War Programs John Pearson
News Director Dick Keplinger
Chief Announcers Homer Pope, Harry Jordan
Auditor J. B. Henley
Chief Engineer Francis Brott

KOL

SEATTLE-EST. 1928

MUTUAL-DON LEE
PACIFIC BROADCASTING CO.

Frequency: 1300 Kc. Power: 5000 Watts
Owned Operated By: Seattle Broadcasting Co.
Address Northern Life Tower
Phone Number Main 2312
Transmitter Location 1110 W. Florida St.
Time on the Air Unlimited license
Transcription Service: C. P. MacGregor; Associated Music Publishers; Standard Radio
Representative John Blair & Company

Personnel

President-Station Manager Archie Taft
Assistant Manager Oliver A. Runchey
Commercial Manager Archie Taft, Jr.
Program & Production Director Jerry Morris
Publicity Director Elisabeth Leonard
Chief Announcer Wheeler Smith
Musical Director Francis Armstrong
Chief Engineer Perry C. Lind

KOMO

SEATTLE-EST. 1925

NATIONAL BROADCASTING CO.
NORTHWEST RADIO TRIANGLE

Frequency: 950 Kc. Power: 5000 Watts
Owned-Operated By Fisher's Blend Station, Inc.

Address Skinner Bldg.
Phone Number Elliott 5890
Transmitter Location 2600 26th Ave., S.W.
Time on the Air: 5:30 a.m. to 12 midnight; Sundays, 8 a.m. to 11 p.m.
News Service AP

KRSC

SEATTLE-EST. 1926

Frequency: 1150 Kc. Power: 1000 Watts
Owned-Operated By Radio Sales Corporation

Address 2939 Fourth Avenue South
Phone Number Elliot 7900
Transmitter Location 2939 Fourth Ave. South
Time on the Air: 6:45 a.m. to 12 Midnight
News Service AP
Transcription Service Associated Music Publishers; Lang-Worth; C. P. MacGregor

Personnel

President P. K. Leberman
Station Manager Robt. E. Priebe
Commercial Manager R. C. Fuller
Program & Musical Director Ted Bell
Chief Engineer George A. Freeman

KTW

SEATTLE-EST. 1920

Frequency: 1250 Kc. Power: 1000 Watts
Owned-Operated By The First Presbyterian Church of Seattle

Address 7th & Spring Sts.
Phone Number Main 4177
Transmitter Location Seattle
Time on the Air Shares time with KWSC

Personnel

Pastor and Station Manager Dr. M. A. Matthews (Non-Commercial Station)

KXA

SEATTLE-EST. 1928

Frequency: 770 Kc. Power: 1000 Watts
Owned-Operated By American Radio Telephone Co.

Address Bigelow Bldg.
Phone Number Seneca 1000

Transmitter Location ... Second Avenue and Union Street  
 Time on the Air: 6:30 a.m. to local sunset; 10 p.m. to 3 a.m.

News Service ..... UP  
 Representative ..... Howard H. Wilson Co.

**Personnel**

President ..... R. F. Meggee  
 Vice-President & Station Manager  
     Florence Wallace  
 Sales Mgr. .... Rodney McArdle  
 Program Dir. .... Helen Brennan  
 Publicity Director ..... Marjorie Esterbrook  
 Chief Engineer ..... John Dubuque

**K F I O**

**SPOKANE—EST. 1922**

MUTUAL-DON LEE

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Spokane Broadcast-  
 ing Corporation  
 Business Address ..... Fidelity-Ziegler Bldg.  
 Phone Number ..... Riverside 8033  
 Transmitter Location ... Fidelity-Ziegler Bldg.  
 Time on the Air: 6:30 a.m. to 11 p.m.; Sun-  
 day, 7:30 a.m. to 11:00 p.m.

News Service ..... UP  
 Transcription Service ..... NBC Thesaurus

**Personnel**

President ..... Arthur L. Smith  
 Station-Commercial Manager  
     Richard G. McBroom  
 Program Director ..... G. Longmeier  
 Chief Engineer ..... Dee Waymire

**K F P Y**

**SPOKANE—EST. 1922**

COLUMBIA BROADCASTING SYSTEM

Frequency: 920 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... Symons Broad-  
 casting Company

Address ..... Symons Building  
 Phone Number ..... Main 1218  
 Transmitter Location ..... Route No. 3  
 Time on the Air: 6 a.m. to 12:05 a.m.; Sundays,  
 7:00 a.m.-12:05 a.m.

News Service ..... UP  
 Transcription Service: Lang-Worth; Standard  
 Radio; C. P. MacGregor  
 Representative ..... The Katz Agency, Inc.

**Personnel**

President ..... Mrs. Frances R. Symons  
 Vice-President-Station Manager  
     Arthur L. Bright  
 Manager of Sales & Public Relations  
     Richard O. Dunning  
 National Sales & Program Promotion  
 Manager ..... Richard E. Green  
 Program Manager ..... R. W. Brazzel  
 Director of War Programs ... Katherine Leuer

Production Manager ..... Harold Bratsberg  
 Farm Editor ..... E. W. Jorgenson  
 Musical Director ..... Arthur Zepp  
 Chief Engineer ..... George Langford

**K G A**

**SPOKANE—EST. 1933**

BLUE NETWORK

Frequency: 1510 Kc. .... Power: 10000 Watts  
 Owned-Operated By ..... Louis Wasmer  
 Address ..... Radio Central Building  
 Phone Number ..... Main 5383  
 Transmitter Location ..... 4102 S. Regal  
 Time on the Air: 18 hrs. daily, 16 hrs. Sundays  
 Transcription Service ..... Associated  
 Representative ..... Edw. Petry & Co., Inc.

**Personnel**

Owner ..... Louis Wasmer  
 General Manager ..... Harvey Wixson  
 Program Dir. .... Curtis Roberts  
 Musical Dir. .... Earl Shinkosky  
 Chief Engineer ..... G. Grady

**K H Q**

**SPOKANE—EST. 1920**

NATIONAL BROADCASTING CO.

Frequency: 590 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... Louis Wasmer, Inc.  
 Address ..... Radio Central Building  
 Phone Number ..... Main 5383  
 Transmitter Location ..... 4102 South Regal  
 Time on the Air: 18 hrs. daily, 17 hrs. Sundays  
 News Service ..... AP  
 Transcription Service

Associated Music Publishers

Representative ..... Edward Petry & Co., Inc.

**Personnel**

Owner ..... Louis Wasmer, Inc.  
 General Manager ..... Harvey Wixson  
 Same as KGA

**K M O**

**TACOMA—EST. 1922**

MUTUAL-DON LEE NETWORK

PACIFIC BROADCASTING CO.

Frequency: 1360 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... Carl E. Haymond  
 Business Address ..... 914 Broadway  
 Phone Number ..... Main 4144  
 Transmitter Location ..... Tacoma-Seattle  
 Highway

Time on the Air: 6 a.m. to 12 midnight; Sun-  
 days, 7:00 a.m. to 11:00 p.m.

News Service ..... UP  
 Transcription Service

World Broadcasting System

Representatives ..... John Blair & Co.;  
 John Keating (Portland)

**Personnel**

Owner-General Manager..... Carl E. Haymond  
 Station Manager..... J. A. Murphy  
 National Sales Manager... Seymour O. Spring  
 Local Sales Manager..... Jerry Geehan  
 Program Director ..... Verne Sawyer  
 Traffic Manager ..... Jack Clarke  
 Chief Announcer..... Arnold Benum  
 Musical Director..... Marion Kay  
 Auditor ..... Paul F. Benton  
 Chief Engineer..... Joe Kolesar

**K T B I**

TACOMA—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Operated By.... Tacoma Broadcasters,  
 Inc.  
 Address ..... 212 Puget Sound Bank Bldg.  
 Phone Number ..... Broadway 2241  
 Transmitter Location ..... Tacoma  
 Time on the Air..... Unlimited License  
 News Service ..... AP  
 Transcription Service ..... Standard Radio  
 Representative ..... Cox & Tanx

**Personnel**

President & Mgr..... C. C. Cavanaugh  
 Sales Mgr..... Harry Atwood  
 Sales Promotion..... G. F. Bjork  
 Program Dir..... Peg Mahaffay  
 Chief Announcer..... Burke Ormsby  
 Chief Engineer..... Jos. P. Ernst

**K V I**

TACOMA—EST. 1929

Frequency: 570 Kc..... Power: 5000 Watts  
 Owned-Operated By.... Puget Sound Broad-  
 casting Company, Inc.  
 Business Address ..... 502 Rust Building  
 Phone Number ..... Broadway 4211  
 Studio Addresses ..... 502 Rust Building  
 Transmitter Location .. Vashon Island, Wash.  
 Time on the Air: 5:30 a.m. to 11 p.m.; Sundays,  
 8 a.m. to 11 p.m.  
 News Service ..... AP  
 Transcription Service ..... C. P. MacGregor;  
 Associated Music Publishers; Lang-Worth  
 Representative ..... George P. Hollingbery  
 Co.

**Personnel**

President & Station  
 Manager ..... Vernice Irwin  
 Commercial Manager..... Earl T. Irwin  
 Program Director ..... Larry Huseby  
 Traffic Manager ..... Vyra Bryant  
 Chief Announcer..... Harry Long  
 Bookkeeper ..... Deborah V. Webb  
 Chief Engineer ..... Raymond Griese

**K V A N**

VANCOUVER—EST. 1939

Frequency: 910 Kc..... Power: 500 Watts  
 Owned-Operated By..... Vancouver Radio  
 Corporation  
 Business Address..... 707½ Main St.  
 Phone Number ..... 150  
 Studio Address ..... 707½ Main St.  
 Transmitter Location... 2915 Fruit Valley Road  
 Time on the Air ..... Sunrise to sunset  
 News Service ..... UP  
 Transcription Service  
 Langworth; Standard Radio

**Personnel**

President ..... Sheldon F. Sackett  
 General Manager ..... Ben E. Stone  
 Resident Manager ..... S. W. McCready  
 Commercial Manager-Publicity Director  
 Marion Sexton  
 Sales Promotion..... F. J. Coumont  
 Program Director..... Sylvia Chandler  
 Chief Engineer ..... S. W. McCready

**K U J**

WALLA WALLA—EST. 1928

KEYSTONE BROADCASTING SYSTEM  
 NORTHWEST NETWORK

Frequency: 1420 Kc..... Power: 1000 Watts  
 Owned-Operated By..... KUJ, Inc.  
 Business Address: Marcus Whitman Hotel,  
 Second and Rose Streets  
 Phone Number ..... 1230  
 Studio Address ..... Marcus Whitman Hotel  
 Transmitter Location: U. S. Highway No. 410  
 and Sudbury Road  
 Time on the Air ..... Unlimited license  
 News Service ..... UP  
 Transcription. Service: World. Broadcasting  
 System; Lang-Worth  
 Representatives: Nat'l—Howard H. Wilson  
 Co.; Romig Fuller (Seattle); John Keating  
 (Portland)

**Personnel**

President and General  
 Manager..... H. E. Studebaker  
 Commercial-Sales Promotion Manager  
 Norval Armes  
 Production ..... Vernon Emmerson  
 Chief Announcer..... Danny Deaver  
 Continuity Director..... Adeline Bussard  
 Women's Features Director,  
 Virginia Van Hoy Lyon  
 Chief Engineer..... Milton MacLafferty

**K P Q**

**WENATCHEE—EST. 1930**

**THE BLUE NETWORK**

Frequency: 560 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Westcoast Broad-  
 casting Company  
 Address . . . . . KPQ Bldg.  
 Phone Number . . . . . 45; 875  
 Transmitter Location . . North End Miller Street  
 Time on the Air: 6 a.m. to 12 Midnight; Sun-  
 day, 9 a.m. to 12 Midnight  
 News Service . . . . . UP  
 Transcription Service . . . . . NBC Thesaurus  
 Representative

Joseph Hershey McGillvra, Inc.

**Personnel**

President . . . . . Rogan Jones  
 Station Manager . . . . . Cole E. Wylie

**K I T**

**YAKIMA—EST. 1929**

**MUTUAL—DON LEE BROADCASTING  
 SYSTEM**

**PACIFIC BROADCASTING CO.**

Frequency: 1280 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Carl E. Haymond  
 Address . . . . . 414 E. Yakima Ave.  
 Phone Number . . . . . 8115  
 Transmitter Location . . . . . South of Yakima  
 Time on the Air: 6:00 a.m.-12 Midnight; Sun-  
 days, 8 a.m.-12 Midnight  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth; World  
 Broadcasting System  
 Representative . . . . . Jos. Hershey McGillvra, Inc.

**Personnel**

Owner . . . . . Carl E. Haymond  
 Station Mgr. . . . . James A. Murphy  
 Sales Mgr. . . . . H. A. Miller  
 Publicity & Sales Promotion . . . . . Wm. B. Hansen  
 Program & Production Mgr. . . . . C. A. Carlson  
 Musical Dir. . . . . June Walks  
 Chief Engineer . . . . . H. Murphy

**WEST VIRGINIA**

*For Latest U. S. Census Population And Radio Homes Data And  
 Statistics on "Shifting Population" Please Turn To Pages 233-286*

**W J L S**

**BECKLEY—EST. 1939**

**CBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Joe L. Smith, Jr.  
 Address . . . . . WJLS Bldg.  
 Transmitter Location . . . . . Teel Road  
 Phone Number . . . . . 7311  
 Time on the Air: 7 a.m. to 12 midnight; Sun-  
 days, 7 a.m. to 12 midnight.  
 News Service . . . . . UP  
 Transcription Service . . . . . NBC Thesaurus;  
 Keystone Broadcasting System  
 Representative . . . . . Burn-Smith Co., Inc.

**Personnel**

Owner . . . . . Joe L. Smith, Jr.  
 Station-Commercial Manager  
 Herbert R. Kendrick  
 Program-Production Manager . . . . . Louis Rigsbee  
 Continuity Director . . . . . Midge Lee  
 Chief Announcer . . . . . Jack Pevora  
 Auditor . . . . . V. Z. Cooper  
 Chief Engineer . . . . . Al Ginkle

**W H I S**

**BLUEFIELD—EST. 1928**

**BLUE NETWORK**

**NATIONAL BROADCASTING CO.**

**WEST VIRGINIA NETWORK**

Frequency: 1440 Kc. . . . . Power: 1000 d.; 500 n.  
 Owned-Operated By . . . . . Daily Telegraph  
 Printing Co.  
 Address . . . . . Commerce Street  
 Phone Number . . . . . WHIS  
 Transmitter Location . . . . . Route No. 52,  
 Harry Heights  
 Time on the Air . . . . . 5 a.m. to 12 midnight  
 Newspaper Affiliation . . . . . Bluefield Daily Tele-  
 graph; Sunset News  
 News Service . . . . . UP  
 Transcription Service: World Broadcasting Sys-  
 tem; Lang-Worth  
 Representative . . . . . The Katz Agency

**Personnel**

President . . . . . H. I. Shott  
 Manager . . . . . J. Lindsey Alley  
 Program Director . . . . . Stuart Odell  
 Continuity Editor . . . . . Janie Lambert  
 Publicity Director . . . . . Elsie Thomas  
 News Editor . . . . . Stuart Odell  
 Chief Engineer . . . . . P. T. Flanagan

**W C H S**

**CHARLESTON—EST. 1927**

**CBS—WEST VIRGINIA NETWORK**

Frequency: 580 Kc. Power: 5000 Watts  
Owned-Operated By: Charleston  
Broadcasting Co.

Address: 1016 Lee St.  
Phone Number: 28-131  
Transmitter Location: Kanawha Country  
Club Road

Time on the Air: 6 a.m. to 1 a.m.  
News Service: AP; UP  
Transcription Service: Standard Radio  
Representative: The Branham Co.

**Personnel**

President: John A. Kennedy  
Vice-President-Managing Director:  
Howard L. Chernoff  
Technical Advisor: Odes E. Robinson  
Sales Promotion Manager: Sam Molen  
Program Director: Jos. J. Herget  
Director of War Programs: Virgil L. Schmit  
Traffic Director: Carolyn Johnson  
Musical Director: Leah Perry  
Chief Engineer: Odes Robinson

(See Page 290)

**W G K V**

**CHARLESTON—EST. 1939**

**NATIONAL BROADCASTING CO.**

Frequency: 1400 Kc. Power: 100 Watts  
Owned-Operated By: Kanawha Valley  
Broadcasting Company

Address: 210 Dickinson St.  
Phone Number: 37-541  
Transmitter Location: Coal Branch Heights  
Time on the Air: 7 a.m. to 12:15 a.m.; Sun-  
day, 8 a.m. to 12:15 a.m.

News Service: UP  
Transcription Service: NBC Thesaurus  
Representative: Joseph Hershey McGillvra, Inc.

**Personnel**

Station Manager: Joseph B. Mathews  
Commercial Manager: Robert Bowles  
Sales Promotion-Publicity Director: Julius Glass  
Program Director: Phil Vogel  
Continuity & Promotion: Gilbert Canfield  
Musical Director: John MacLean  
Chief Engineer: Odes Robinson

**W B L K**

**CLARKSBURG—EST. 1937**

**NATIONAL BROADCASTING CO.**

**THE WEST VIRGINIA NETWORK**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: Charleston Broad-  
casting Co.

Address: 444½ West Pike Street

Phone Number: 3040  
Transmitter Location: Glen Elk, Clarksburg  
Time on the Air: 7:30 a.m. to 12:05 a.m.  
News Service: AP  
Transcription Service: Standard  
Representative: The Branham Company

**Personnel**

President: Commander John A. Kennedy  
General Manager: G. C. Blackwell  
Program-Musical Director: Don McWhorter  
Publicity Director: David Grubb  
Chief Announcer: Jerome McDewitt  
Chief Engineer: Jos. A. Wright

**W M M N**

**FAIRMONT—EST. 1928**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 920 Kc. Power: 5000 Watts  
Owned-Operated By: Monongahela Valley  
Broadcasting Co.

Address: 208 Adams St.  
Phone Number: 3100  
Transmitter Location: Monongah  
Time on the Air: 5 a.m. to 12: midnight  
News Service: AP  
Transcription Services:

Standard Radio; Langworth  
Representative: John Blair & Co.

**Personnel**

President: George B. Storer  
Station-Commercial Manager:  
Stanton P. Kettler  
Office Manager: R. C. Warden  
Program Director: John MacKercher  
Chief Announcer: Bill Babcock  
Continuity Director: Mary Jane Schultz  
Artists Bureau: Jean Dean  
Chief Engineer: Robert Hough

**W S A Z**

**HUNTINGTON—EST. 1927**

**BLUE NETWORK**

**WEST VIRGINIA NETWORK**

Frequency: 930 Kc. Power: 1000 Watts  
Owned-Operated By: WSAZ, Inc.  
Address: 929½ Fourth Ave.

Phone Number: 4108  
Transmitter Location: 28th St., West  
Time on the Air: Unlimited license  
Newspaper Affiliation: Huntington Herald-  
Dispatch; Huntington Advertiser

News Service: AP  
Transcription Service: World Broadcasting  
System, Langworth

Representative: The Branham Co.

**Personnel**

President and General  
Manager: John A. Kennedy  
Station Manager: Flem J. Evans  
Commercial Manager: John L. Henry  
Sales Promotion Manager: Mildred Chernoff

Program Director.....W. Aldridge  
 Production Manager.....Irene Bruce  
 Publicity Director.....Pat Wilson  
 Chief Announcer.....Bert Shimp  
 Artists Bureau.....L. P. Swann  
 Musical Director.....Irene Bruce  
 Chief Engineer.....John R. Csensich

**W L O G**

**LOGAN—EST. 1940**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Clarence H. Frey &  
 Robert O. Greever—Partners .....  
 Business Address.....433 Stratton St.  
 Studio Address.....Kanada & Chestnut Sts.  
 Phone Number...Office, 540; Studio, 761 & 762  
 Transmitter Location ....Kanada and Chestnut  
 Streets  
 Time on the Air.....7:30 a.m. to 9 p.m.  
 Newspaper Affiliation.....Logan Banner  
 News Service.....UP

**Personnel**

President.....Clarence H. Frey  
 Commercial Manager.....James McGowan  
 Chief Engineer.....John Blackwood

**W A J R**

**MORGANTOWN—EST. 1940**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....West Virginia Radio  
 Corporation  
 Business Address.....440-446 Spruce Street  
 Phone Number.....9488  
 Transmitter Location.....Charleston and  
 Webster Aves.  
 Time on the Air: 7:00 a.m. to 10:30 p.m.; Sun-  
 days, 9 a.m. to 6:30 p.m.  
 News Service.....UP  
 Transcription Service...World Broadcasting  
 System  
 Representative.....Forjoe & Company

**Personnel**

President.....H. C. Greer  
 Station Manager-Program  
 Director.....Henry B. McNaughton  
 Commercial Manager.....Frank Greeg  
 Production Manager & Chief Announcer  
 Numa Faber  
 Chief Engineer.....R. C. Spence

**W P A R**

**PARKERSBURG—EST. 1935**

**CBS—WEST VIRGINIA NETWORK**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By...Ohio Valley Broad-  
 casting Corporation  
 Address.....7th and Market St., Grinter  
 Building

Phone Number.....2530  
 Transmitter Location.....North Parkersburg  
 Time on the Air.....6:30 a.m. to 12:05 a.m.  
 News Service.....AP  
 Transcription Service.....Standard Radio  
 Representative.....Branham Company

**Personnel**

President.....John A. Kennedy  
 Station Manager.....George H. Clinton  
 Sales Promotion Manager.....Tom Garten  
 Program Director.....Carl Loose  
 Artists Bureau.....Chas. Carroll  
 Musical Director.....Len Carl  
 Chief Engineer.....Cecil Knowles

**W B R W**

**WELCH—EST. 1940**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....McDowell Service  
 Company  
 Business Address.....10 Riverside Drive  
 Phone Number.....818  
 Studio Address.....10 Riverside Drive  
 Transmitter Location.....Dor Building  
 Time on the Air.....7:30 a.m. to 8:30 p.m.;  
 Sundays, 9 a.m. to 6:30 p.m.  
 News Service.....AP  
 Transcription Service.....Associated Music  
 Publishers; Keystone Broadcasting System  
 Representative.....Forjoe & Co.

**Personnel**

President.....J. W. Blakely  
 Station-Commercial  
 Manager.....Ralph Nash  
 Program Director.....John Villani  
 Publicity Director.....Bill Allen  
 Traffic Manager.....Jewell Roberson  
 Chief Announcer-Director of  
 War Programs.....John Villani  
 Musical Director.....Bob Kelton  
 Chief Engineer.....John Timberlake

**W K W K**

**WHEELING—EST. 1941**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Community Broad-  
 casting, Inc.  
 Address.....Pythian Building  
 Phone Number.....Wheeling 5320  
 Transmitter Location.....Pythian Building  
 Time on the Air: 6 a.m. to 12 midnight; Sun-  
 days, 8 a.m. to 12 midnight  
 News Service.....UP  
 Transcription Service.....Standard Radio  
 Representative.....Spot Sales, Inc.

**Personnel**

President.....Joe L. Smith, Jr.  
 Station Manager.....John B. Reynolds

• • • WEST VIRGINIA • • •

Assistant Manager.....John T. Gelder, Jr.  
Program Director.....Albert R. Albinger, Jr.  
Production Manager-Chief  
Announcer.....Joseph Mann  
Musical Director.....Oliver Edwards  
Chief Engineer.....Fred Baker

Program Director and Record M. C.  
Lew Clawson  
Director of War Programs.....Walt Turner  
Chief Announcer.....Don Meeks  
Musical Director.....Robert Nesbitt  
Chief Engineer.....Edward L. Keim

**W W V A**

WHEELING—EST. 1926

BLUE NETWORK

Frequency: 1170 Kc.....Power: 50000 Watts  
Owned-Operated By.....West Virginia  
Broadcasting Corp.  
Address.....Hawley Building  
Phone Number.....Wheeling 5383  
Transmitter Location.....St. Clairsville, Ohio  
Time on the Air:.....4:30 a.m. to 1 a.m.;  
Sundays, 7 a.m. to 1 a.m.  
News Service.....AP  
Transcription Service.....NBS Thesaurus  
Representative.....John Blair & Co.

**Personnel**

President.....George B. Storer  
Managing Director.....George W. Smith  
Sales Promotion Manager-Publicity  
Director.....Ruth Lee Miller  
Production Manager.....Paul J. Miller

**W B T H**

WILLIAMSON—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Williamson Broad-  
casting Corp.  
Address.....Mountaineer Hotel Block  
Phone Number.....1241  
Transmitter Location.....Mountaineer Hotel Block  
Time on the Air.....Unlimited license  
News Service.....UP  
Transcription Service.....World Broadcasting  
System

**Personnel**

President.....G. W. Taylor  
Vice-President-Treasurer.....W. P. Booker  
Station-Commercial Manager.....Alice Shein  
Chief Announcer.....Bob Flaherty  
Musical Director.....Elizabeth Zimmerman  
Chief Engineer.....Vernon Totten

**PA**

SET THE PACE  
THREE YEARS AGO  
WITH THE FIRST  
REGULAR 24-HOUR  
RADIO NEWS WIRE

**IN MILWAUKEE IT'S**

# Basically Sound

**TO USE**

## WISN

### THE SHOW IS GOOD WHERE THE WAITING LINE IS LONG

When you see a long queue in front of a theater, you know the show is good. All over Milwaukee you'll find long queues . . . going into war plants (Industrial employment is up 69.3% since 1940) . . . going into stores to spend their earnings (Industrial pay rolls are up 172.8% since 1940) . . . riding buses and streetcars (population is up 63,000 since 1940 even with more than 50,000 men in service) . . . tuning in WISN (the figures show the tremendously increased business on this result-producing radio station.)

*Basically Sound* . . . Because WISN has achieved the ideal 1-1-1 distribution of commercial programs:

Local Programs . . . . .	33.9%
National Programs . . . . .	32.9%
Columbia Network Programs . . . . .	33.2%

*Basically Sound* . . . Because each year WISN has shown an increase in business and each year this increase has been greater:

1941 Increase Over 1940 . . . . .	5%
1942 Increase Over 1941 . . . . .	20%
1943 Increase Over 1942 . . . . .	39%
1943 Increase Over 1940 . . . . .	73%

*Basically Sound* . . . Because in 1943 each quarter's business on WISN has shown an increase. Even the "dog day months" of July, August and September, proved that there is no summer slump on WISN!

1943	% of Year's Total
First Quarter . . . . .	19.2%
Second Quarter . . . . .	24.7%
Third Quarter . . . . .	25.8%
Fourth Quarter . . . . .	30.3%

*All of which means* . . . If you want results in Milwaukee, you can get them where more and more advertisers are getting them every year . . . on WISN, the station with the listener preference.

**5000 WATTS DAY & NIGHT**

## WISN

**MILWAUKEE, WISCONSIN**

GASTON W. GRIGNON, General Manager

A Columbia Network Station

THE KATZ AGENCY, INC.—NATIONAL REPRESENTATIVES



# WISCONSIN

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

## W H B Y

APPLETON—EST. 1925

MUTUAL BROADCASTING SYSTEM

WISCONSIN RADIO NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: WHBY, Inc.  
Address: 600 S. Lawe St.  
Phone Number: 1161  
Transmitter Location: 600 S. Lawe St.  
Time on the Air: 9:30 a.m. to 10 p.m.  
News Service: AP  
Transcription Service: Standard Radio

### Personnel

General Manager: Haydn R. Evans  
Station Manager: J. L. Gallagher  
Program Director: Rodge Mueller  
Chief Engineer: George Merkle

## W A T W

ASHLAND—EST. 1940

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 100 Watts  
Owned-Operated By: Upper Michigan-Wisconsin Broadcasting Co., Inc.  
Address: Northern State Bank Building  
Phone Number: 1420  
Transmitter Location: Ellis Ave.  
Time on the Air: 6:25 a.m. to 10:30 p.m.  
News Service: UP  
Transcription Service: Langworth  
Representative: Sears & Ayes

### Personnel

President: William L. Johnson  
Station Manager: J. W. Huss  
Commercial Manager: T. G. Hogan  
Program Director/Chief

Announcer: Harry Wills  
Chief Engineer: Hine Dahlbacka

## W E A U

EAU CLAIRE—EST. 1937

NATIONAL BROADCASTING CO.

Frequency: 790 Kc. Power: 5000 Watts  
Owned-Operated By: Central Broadcasting Company  
Business Address: 203 South Barstow St.  
Phone Number: 6149  
Transmitter Location: Seymour Road (County Road Q)

Time on the Air: Full Time  
Newspaper Affiliation: Eau Claire Leader

News Service: UP  
Transcription Service: Langworth  
Representative: George P. Hollingbery Co.

### Personnel

President: W. C. Bridges  
Commercial Manager: Clyde Riddle  
Production Manager/Chief  
Announcer: James Hulivi  
Publicity: Leonard Anderson  
Chief Engineer: Thos. Jorgenson

## K F I Z

FOND-DU-LAC—EST. 1922

MUTUAL BROADCASTING SYSTEM

WISCONSIN NETWORK

Frequency: 1450 Kc. Power: 250 Watts  
Owned By: The Reporter Printing Company

Operated By: The Commonwealth Reporter  
Address: 18-20-22 West First Street  
Phone Number: 356  
Transmitter Location: Lange Bldg.  
Time on the Air: 8 a.m. to 10 p.m.; Sundays, 10 a.m. to 9 p.m.

Newspaper Affiliation: The Commonwealth Reporter  
News Service: INS; UP  
Transcription Service: Standard Radio

### Personnel

President: A. H. Lange  
Station Manager: Lucille Fairbanks  
Commercial Manager: William O'Brien  
Program Director: Marion Schwein  
Chief Announcer: William Crusenberry  
Chief Engineer: Wendell S. Meyers

## W T A Q

GREEN BAY—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1360 Kc. Power: 5000 Watts  
Owned-Operated By: WHBY, Inc.  
Business Address: Bellin Bldg.  
Phone Number: Adams 1  
Studio Address: Bellin Building  
Transmitter Location: West De Pere, Wisc.  
Time on the Air: 6 a.m. to 12 midnight  
News Service: AP  
Transcription Service: Associated Music Publishers  
Representative: Weed & Co.

### Personnel

Managing Director: Rev. James A. Wagner  
General Manager: Haydn R. Evans  
Sales Manager: Val Schneider  
Program Director: Al Michael

Production Manager.....Clair Stone  
 Sales Promotion.....Hugh O'Malley  
 Chief Announcer.....Clair Stone  
 Artists Bureau.....C. Edges  
 Publicity Director.....Frank Hart  
 Musical Director.....Sam De Signe  
 Chief Engineer.....Wallace J. Stangel

# WCLO

**JANESVILLE—EST. 1930**  
**MUTUAL BROADCASTING SYSTEM**  
**KEYSTONE BROADCASTING SYSTEM**  
**WISCONSIN NETWORK**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By ....Gazette Printing Co.  
 Address.....200 E. Milwaukee Ave.  
 Phone Number ..... 2500  
 Transmitter Location.....1436 Oakhill Ave.  
 Time on the Air.....7 a.m. to 10 p.m.  
 Newspaper Affiliation.....Janesville Daily  
 Gazette  
 News Service .....AP  
 Transcription Service.....Langworth  
 Regional Representative...Wisconsin Network

## Personnel

President .....Sidney H. Bliss  
 General Manager.....Allen Curnutt  
 Sales Manager.....Lloyd Stafford  
 Program Director.....Ken Houseman  
 Chief Announcer.....Pat Alan  
 Chief Engineer.....William Havens

# WKBH

**LA CROSSE—EST. 1926**  
**BLUE NETWORK**

**NATIONAL BROADCASTING CO.**

Frequency: 1410 Kc.....Power: 1000 Watts  
 Owned-Operated By.....WKBH, Inc.  
 Business Address....409 Main Street, Radio  
 Building  
 Phone Number .....4-5-0  
 Transmitter Location .....R. F. D. LaCrosse  
 Time on the Air: 6 a.m. to 11:30 p.m.; Sunday,  
 9 a.m. to 11:30 p.m.  
 News Service .....AP  
 Transcription Service .....Langworth  
 Representative ..Howard H. Wilson Company

## Personnel

Station Manager.....Howard Dahl  
 Program Director.....Bernice Callaway  
 Director of War Programs-  
 Chief Announcer .....Raymond Plamadore  
 Chief Engineer.....Al Leeman

# WHA

**MADISON—EST. 1917 (as 9XM)**  
**1922 (as WHA)**

Frequency: 970 Kc.....Power: 5000 Watts

Owned By .....State of Wisconsin  
 Operated By.....University of Wisconsin  
 Address .....Radio Hall  
 Phone Number...Badger 580, Extension 476  
 Transmitter Location.....Fish Hatchery Road  
 Time on the Air.....7:30 a.m. to local sunset  
 News Service .....AP  
 Transcription Service .....Langworth;  
 Standard Radio

## Personnel

Acting Director .....William G. Harley  
 Acting Program Director...Walter Krulevitch  
 Chief Engineer.....John Stiehl  
 (Non-Commercial Station)

# WIBA

**MADISON—EST. 1924**

**BLUE NETWORK**

**NATIONAL BROADCASTING CO.**

Frequency: 1310 Kc.....Power: 5000 Watts  
 Owned-Operated By ....Badger Broadcast-  
 ing Company  
 Business Address .....110 East Main Street  
 Phone Number.....Fairchild 8800  
 Transmitter Location ...Route 4, Madison, Wis.  
 Time on the Air.....Unlimited license  
 Newspaper Affiliation.....The Capital Times;  
 Wisconsin State Journal  
 News Service .....UP  
 Transcription Service.....Associated Music  
 Representative.....Howard H. Wilson Co.

## Personnel

President.....William T. Evjue  
 General Manager .....Edwin C. Allen  
 Program Manager & Publicity  
 Director.....K. F. Schmitt  
 Musical Director.....Leon Persson  
 Chief Engineer.....Norman Hahn

# WOMT

**MANITOWOC—EST. 1926**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1240 Kc.....Power: 100 Watts  
 Owned-Operated By .....Francis M. Kadow  
 Address .....Radio Building  
 Phone Number .....167-400 W  
 Transmitter Location .....11110 Washington St.  
 Time on the Air.....6:55 a.m. to 9:31 p.m.  
 News Service .....UP  
 Transcription Service....World Broadcasting  
 System

## Personnel

General Manager.....F. M. Kadow  
 Commercial Manager .....Maurice Dailey  
 Program Director .....Russ Russell  
 Chief Engineer.....W. F. Dubin

**W M A M**

**MARINETTE—EST. 1939**

Frequency: 570 Kc.....Power: 250 Watts  
 Owned-Operated By.....M. & M. Broadcast-  
 ing Co.  
 Address.....400 Wells St.  
 Phone Number.....570  
 Transmitter Location.....400 Wells St.  
 Time on the Air.....Sunrise to sunset  
 News Service.....UP  
 Transcription Service.....Associated Music  
 Representative.....Hal Holman Co.

**Personnel**

President.....W. E. Walker  
 Station Manager.....Joseph D. Mackin  
 Sales and Merchandising  
 Manager.....Donald C. Wirth  
 Program Director.....Florence Meyers  
 Director War Programs.....Pat Kehoe  
 Chief Engineer.....Martin R. Lund

**W I G M**

**MEDFORD—EST. 1941**

**KEYSTONE BROADCASTING SYSTEM  
 WISCONSIN NETWORK**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....George F. Meyer  
 Business Address.....Medford, Wisconsin  
 Phone Number.....5147  
 Studio Address.....Highway 13  
 Transmitter Location.....Highway 13  
 Time on the Air: 7:30 a.m. to 10 p.m.; Sundays.  
 8 a.m. to 6 p.m.  
 News Service.....UP  
 Transcription Service...Keystone Broadcasting  
 System, Langworth  
 Representative.....Cox & Tanz

**Personnel**

Owner.....George F. Meyer  
 Station Manager.....Mrs. Irma Meyer  
 Commercial Manager.....Anton Grossman  
 Chief Announcer.....Ray Laube  
 Chief Engineer.....Gerald J. Boos

**W I S N**

**MILWAUKEE—EST. 1922**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1150 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Hearst Radio, Inc.  
 Business Address.....123 W. Michigan St.  
 Phone Number.....Daly 3900  
 Transmitter Location.....4601 South 60th St.  
 Time on the Air: 6 a.m. to 12:05 a.m.; Sun-  
 days, 7:15 a.m. to 12:05 a.m.  
 Newspaper Affiliation...The Milwaukee Sentinel  
 News Service.....UP, INS

Transcription Service.....World Broad-  
 casting System, Standard Radio  
 Representative.....The Katz Agency

**Personnel**

General Manager.....G. W. Grignon  
 Sales Promotion Manager-Director of  
 War Programs & Publicity.....R. J. Meyer  
 Program Director.....Woods Dreyfus  
 Musical Director.....E. Krebs  
 (See Page 628)

**W T M J**

**MILWAUKEE—EST. 1927**

**NATIONAL BROADCASTING CO.**

Frequency: 620 Kc.....Power: 5000 Watts  
 Owned-Operated By.....The Journal Com-  
 pany (The Milwaukee Journal)  
 Business Address.....333 West State Street  
 Phone Number.....Marquette 6000  
 Studio Address.....720 East Capitol Drive  
 Transmitter Location...Route No. 5, Box 817,  
 Waukesha, Wisc.  
 Time on the Air: 6 a.m. to 12 midnight; Sun-  
 days, 8 a.m. to 12 midnight  
 Newspaper Affiliation.....The Milwaukee  
 Journal  
 News Service.....AP  
 Transcription Service.....Associated Music  
 Publishers  
 Representative.....Edward Petry & Co., Inc.

**Personnel**

Vice President-General Manager..W. J. Damm  
 Station Manager-In Charge  
 of Sales.....L. W. Herzog  
 Asst. Manager.....R. G. Winnie  
 Program Director.....Warren Mead  
 Publicity Director.....Paul Coates  
 Chief Announcer.....Robert J. Heiss  
 Musical Director.....Maurice Kipen  
 Chief Technician...D. W. Gellerup (on leave)  
 Assistant Chief Technician...C. E. Brown, Jr.

**The  
 RED CROSS  
 +  
 is at his side  
 and the  
 Red Cross  
 is  
 YOU**

# WEMP..



A *Buy* CARD  
IN

*Milwaukee*

because WEMP programs are exclusively  
designed for Metropolitan Milwaukee

*Basic Blue Network*

C. J. Lanphier  
General Manager

Howard H. Wilson & Co.  
National Representatives

**W E M P**

**MILWAUKEE—EST. 1935**

**THE BLUE NETWORK**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: Milwaukee Broadcasting Co.  
 Address: 710 N. Plankinton Ave.  
 Phone Number: Marquette 7725  
 Transmitter Location: 711 Empire Bldg.  
 Time on the Air: 24 hours a day  
 News Service: UP  
 Representative: Howard H. Wilson Co.

**Personnel**

President: Glenn D. Roberts  
 Station Manager: C. J. Lanphier  
 Production Director: Conrad Rice  
 Musical Director: Elmer Ihrke  
 Chief Announcer: Paul Bartell  
 Director War Programs: N. K. Searles  
 Chief Engineer: Raymond Host

**W O S H**

**OSHKOSH—EST. 1941**

**BLUE NETWORK**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated by: Oshkosh Broadcasting Corp.  
 Address: 151½ Main Street  
 Phone Number: 4580  
 Transmitter Location: County Trunk "A," ½ mile north of city limits of Oshkosh  
 Time on the Air: 6:30 a.m. to 11 p.m.  
 News Service: AP  
 Transcription Service: World  
 Representative: Howard H. Wilson Co.

**Personnel**

President: Myles H. Johns  
 General Manager: Ben A. Laird  
 Sales Manager: Forster M. Cooper  
 Program Director: Marjorie Hilliard  
 Chief Announcer-Farm Editor: Bob Nelson  
 Office Manager-Women's Editor: Ione L. Schuelke  
 Chief Engineer: Nathan Williams

**W I B U**

**POYNETTE—EST. 1925**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: Wm. C. Forrest  
 Business Address: R. F. D. No. 2  
 Phone Number: 97 R 5 Poynette  
 Studio Addresses: Poynette; Portage; Beaver Dam; Madison; Baraboo  
 Transmitter Location: R. F. D. No. 2

Time on the Air: 7 a.m. to 11 p.m.  
 Transcription Service: Standard Radio

**Personnel**

Station Manager: Wm. C. Forrest  
 Commercial-Madison Studio Manager: Ralph O'Connor  
 Portage Studio Manager: M. A. Hays  
 Beaver Dam Studio Manager: Hal Woods  
 Program Director: Sarah Forrest  
 Chief Announcer: Geo. Gross  
 Chief Engineer: Leonard Doese

**W R J N**

**RACINE—EST. 1926**

**MUTUAL BROADCASTING SYSTEM**

**WISCONSIN NETWORK**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: Racine Broadcasting Corporation  
 Address: 441 Main Street  
 Phone Number: Jackson 290-291  
 Transmitter Location: Victory and Kentucky Sts., Mount Pleasant  
 Time on the Air: 6:30 a.m. to 10 p.m.; Sunday, 7:30 a.m. to 9:45 p.m.  
 Newspaper Affiliation: Racine Journal-Times  
 News Service: INS  
 Transcription Service: Langworth, Keystone Broadcasting System  
 Representative: The Walker Company

**Personnel**

President: F. R. Starbuck  
 Secretary-Treasurer & General Manager: Harry R. LePoidevin  
 Station & Commercial Manager: Harold J. Newcomb  
 Program Director: Herb Mann  
 Chief Announcer: Garrett Adams  
 Musical Director: Ray Gruis  
 Chief Engineer: F. Lee Dechant

**W J M C**

**RICE LAKE—EST. 1939**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned By: Northern States Broadcasting Co.  
 Operated By: J. J. McGenty  
 Address: 410 North Main Street  
 Phone Number: 550  
 Transmitter Location: 1615 South Main St.  
 Time on the Air: 7:00 a.m.-8:00 p.m.; Sunday: 8:00 a.m.-6:00 p.m.  
 News Service: Transradio  
 Transcription Service: Standard Radio

**Personnel**

Owner-Publicity Director . . . W. H. McGenty  
 Station Manager . . . . . R. W. Thompson  
 Program Director . . . . . Marion Lee  
 Chief Announcer . . . . . Dale Howard  
 Chief Engineer . . . . . Al Bertha

**W H B L**

**SHEBOYGAN—EST. 1928**  
**MUTUAL BROADCASTING SYSTEM**  
**WISCONSIN NETWORK**

Frequency: 1330 Kc. Power: 1000 d.; 250 n.:  
 Owned-Operated By . . . . . Press Publishing  
 Business Address . . . . . 626-636 Center Ave.  
 Phone Number . . . . . 1900  
 Studio Address . . . . . Press Building  
 Transmitter Location . . . . . Highway No. 141  
 Time on the Air . . . . . 7:00 a.m. to 10:15 p.m.  
 Newspaper Affiliation . . . . . Sheboygan Press  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard Radio  
 Representative . . . . . John Pearson

**Personnel**

President . . . . . C. E. Broughton  
 Station Manager . . . . . H. H. Born  
 Program & Musical Director . . . . . M. J. Pape  
 Chief Engineer . . . . . Herbert Mayer

**W L B L**

**STEVENS POINT—EST. 1924**

Frequency: 930 Kc. Power: 5000 Watts  
 Owned By . . . . . Department of Agriculture  
 Operated by . . . . . Wisconsin Department of Agriculture  
 Business Address . . . . . Stevens Point  
 Phone Number . . . . . 525  
 Studio Address . . . . . State Teachers College  
 Transmitter Location . . . . . Auburndale, Wisconsin  
 Time on the Air . . . . . Daytime license  
 News Service . . . . . AP

**Personnel**

Director . . . . . Milton Button  
 Station Manager . . . . . F. R. Calvert  
 Chief Engineer . . . . . Walt Ninneman  
 (Non-Commercial Station)

**W D S M**

**SUPERIOR—EST. 1939**  
**MUTUAL BROADCASTING SYSTEM**  
**BLUE NETWORK**

**NORTH CENTRAL BROADCASTING SYSTEM**  
 Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By . . . . . WDSM, Inc.  
 Business Address . . . . . Board of Trade Bldg.  
 Phone Numbers:  
 6262 (Business Office); 4451 (Superior Studio);  
 Mel. 1812 (Duluth Studio)  
 Studio Addresses:  
 Androy Hotel, Superior; Spalding Hotel,

Duluth, Minn.  
 Transmitter Location . . . . . Connor's Point, Superior, Wisc.  
 Time on the Air . . . . . 18½ hours daily  
 Representative . . . . . Wm. G. Rambeau Company

**Personnel**

President . . . . . James J. Conroy  
 Asst. Mgr. & Treas. . . . . A. C. Robinson  
 Sales Manager . . . . . E. R. Cluett  
 Program Director . . . . . Elma De Meire  
 Chief Announcer . . . . . Lew Martin  
 Chief Engineer . . . . . Melvin Laskey

**W S A U**

**WAUSAU—EST. 1937**

**MUTUAL BROADCASTING SYSTEM**  
**WISCONSIN NETWORK**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By . . . . . Northern Broadcasting Co., Inc.  
 Address . . . . . 125 Third Street  
 Phone Number . . . . . 6521  
 Transmitter Location . . . . . 125 Third Street  
 Time on the Air . . . . . 6:30 a.m. to 10:30 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . NBC Theasurus  
 Representative . . . . . Reynolds-Fitzgerald, Inc.

**Personnel**

President . . . . . Major W. E. Walker  
 General Manager . . . . . Ben F. Hovel  
 Commercial Manager . . . . . J. W. Killeen  
 Promotion & Publicity . . . . . Robt. Frey  
 Program-Musical Director . . . . . Donald R. Burt  
 Chief Engineer . . . . . Roland Richardt

**W F H R**

**WISCONSIN RAPIDS—EST. 1940**

**MUTUAL BROADCASTING SYSTEM**  
**WISCONSIN NETWORK**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By . . . . . William F. Huffman  
 Business Address . . . . . 141 West Grand Ave.  
 Phone Number . . . . . 1340  
 Studio Address . . . . . 141 West Grand Ave.;  
 Fox Theater Bldg., Stevens Point, McCain-Johnson Building, Marshfield  
 Transmitter Location . . . . . 1500 Bonow Ave.  
 Time on the Air . . . . . 7 a.m. to 10:30 p.m.  
 Newspaper Affiliation . . . . . Wisconsin Rapids Daily Tribune  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard Radio

**Personnel**

Owner . . . . . William F. Huffman  
 General Manager . . . . . George T. Frechette  
 Commercial Manager . . . . . Bruce G. Bechl  
 Program Director . . . . . Arnold Strape  
 Marshfield Studio Manager . . . . . Bob Behling  
 Stevens Point Studio Manager . . . . . Sigmund Kelbanowsky  
 Chief Engineer . . . . . Garth N. Bowker

# WYOMING

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

## K D F N

CASPER—EST. 1930

KEYSTONE BROADCASTING SYSTEM

Frequency: 1470 Kc.....Power: 1000 Watts  
Owned-Operated By.... Donald L. Hathaway  
Address ..... 1st and Lennox Streets  
Phone Number ..... 407  
Transmitter Location ..... 1st and Lennox Sts.  
Time on the Air ..... Unlimited license  
News Service ..... UP  
Transcription Service  
Langworth; Keystone Broadcasting System  
Representative  
Sear & Ayer, Inc.; Homer Griffith (West Coast)

### Personnel

Station-National Sales Manager, Donald L. Hathaway  
Program Director..... Marcus R. Nichols  
Chief Announcer ..... Harrison Brewer

## K F B C

CHEYENNE—EST. 1940

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. ....Power: 250 Watts  
Owned-Operated By.... Frontier Broadcasting Co.  
Address ..... Plains Hotel  
Phone Number ..... 4461  
Transmitter Location ..... 3rd and Evans  
Time on the Air ..... Unlimited license  
Newspaper Affiliation ..... Wyoming Eagle; Wyoming State Tribune  
News Service ..... UP  
Representative ..... Burn-Smith Company

### Personnel

Owner ..... Tracy S. McCracken  
Station Manager..... Wm. C. Grove  
Sales Promotion Manager ..... C. E. Hopkins  
Program-Publicity Director.. Margaret O'Brien  
Production Manager-Chief Announcer  
Frank Thomas  
Chief Engineer ..... Gaal Barrett

## K P O W

POWELL—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By..... Albert J. Meyer  
Business Address..... 557 N. Clark St.  
Phone Number ..... 222  
Studio Address ..... 7th & Hamilton St.

Transmitter Location ..... 7th & Hamilton Sts.  
Time on the Air..... 7 a.m. to 10 p.m.  
News Service..... UP  
Transcription Service: Standard Radio; Keystone Broadcasting System  
Representatives

Sears & Ayer, Homer Owen Griffith

### Personnel

Owner ..... A. J. Meyer  
Station Manager..... Pat O'Hallegan  
Chief Engineer & Announcer..... Del Brandt

## K V R S

ROCK SPRINGS—EST. 1938

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.... Wyoming Broadcasting Company  
Address ..... 1307 Wyoming Street  
Phone Number ..... 93  
Time on the Air..... 87 hours weekly  
News Service..... AP  
Transcription Service ..... NBC Thesaurus; Keystone Broadcasting System

### Personnel

President ..... Mrs. H. L. McCracken  
Station Manager..... H. L. McCracken  
Program Director..... Michael Reid  
Musical Director..... Carmen Megeath  
Chief Announcer..... John Duffy  
Chief Engineer..... A. Buchanan

## K W Y O

SHERIDAN—EST. 1934

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By..... Big Horn Broadcasting Company, Inc.  
Business Address ..... 19 North Main St.  
Phone Number ..... 601  
Studio Address ..... Gillette Building, 19 North Main St.  
Transmitter Location ... Northwest of Sheridan  
Time on the Air ..... 7 a.m. to 8 p.m.  
News Service ..... UP  
Transcription Service..... Standard Radio; Keystone Broadcasting System  
Representative ..... Sears & Ayer, Inc.; Homer Owen Griffith

### Personnel

President..... R. E. Carroll  
General Manager ..... Jim Carroll  
Program-Publicity Director..... Mel Hallock  
Sales Promotion..... Bill Hughey  
Chief Engineer..... Bob Crosswhite

# Got Pioneering Blood in Your Veins?

Get into America's newest, undeveloped market through

## KFQD

ANCHORAGE, ALASKA

790 KC

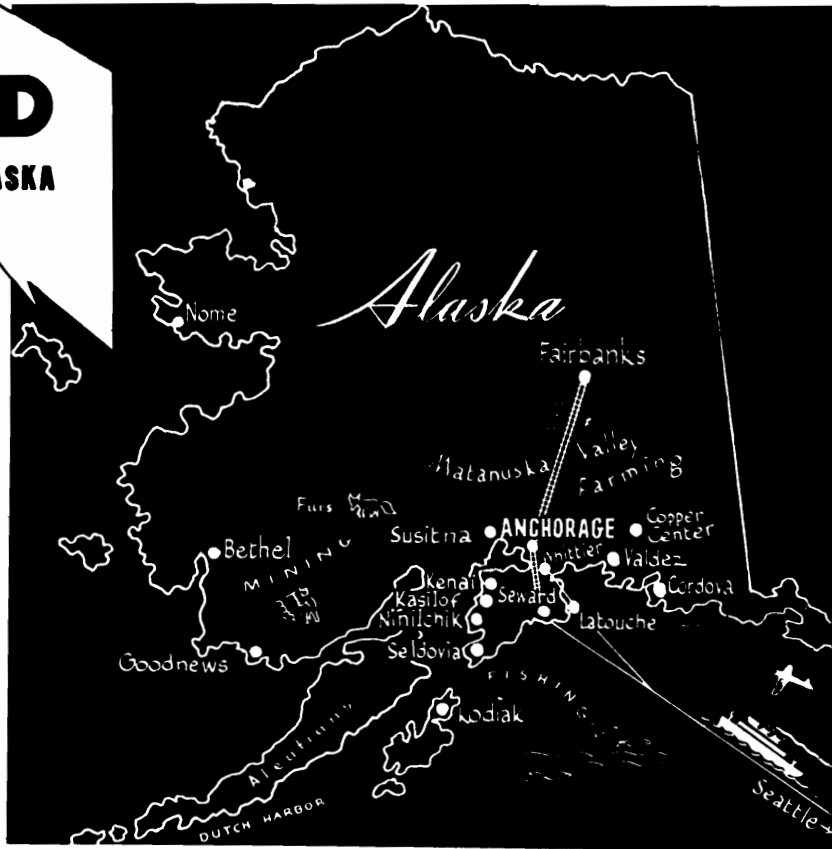
1000 W

*First in  
Alaska!*

Here's the opportunity you've dreamed about — a booming territory with large buying power and a need for every kind of product. Reach it through Station KFQD.

KFQD blankets Alaska's most important metropolitan - industrial area. Anchorage, the "News Center of Alaska," is the hub of a heavily populated railbelt . . . headquarters of the Alaska Railroad, Alaska Airlines,\* Civil Aeronautic Authority, Alaska Defense Command and many other major industries of Alaska which include: Fishing, canning, fur trapping, mining, lumbering, shipping and transportation.

The oldest station in Alaska (May, 1924), KFQD has proved to be the Territory's most outstanding adver-



tising medium. It's a "must" on the list of every forward-looking advertiser

\*Government figures show that the Anchorage Municipal Airport handled in one month recently 7,695 airplane landings and departures. This exceeded the air travel handled by LaGuardia Field (N. Y.), Los Angeles, San Francisco and many other leading airports for the same period.

## ALASKA BROADCASTING CO.

NATIONAL REPRESENTATIVE: PAN AMERICAN BROADCASTING COMPANY

330 MADISON AVE.  
NEW YORK 17, N. Y.

FRED JONES, 228 NO. LaSALLE ST.  
CHICAGO, ILLINOIS

HOMER GRIFFITH, 6362 HOLLYWOOD BLVD.  
HOLLYWOOD, CALIFORNIA



# TERRITORIES — — POSSESSIONS

## Alaska

### K F Q D

ANCHORAGE—EST. 1924  
KEYSTONE BROADCASTING SYSTEM

Frequency: 790 Kc. Power: 1000 Watts  
Owned By: William J. Wagner  
Operated By: Alaska Broadcasting Co.  
Business Address: Box 1040, Anchorage  
Phone Number: Main 143  
Studio Address: 412 Fourth Avenue  
Transmitter Location: Anchorage  
Time on the Air: 6:30 a.m. to midnight  
News Service: INS; Transradio; UP  
Transcription Service: Lang-Worth; Key-  
stone Broadcasting System; Army Special  
Service

#### Personnel

Owner-Station Manager: William J. Wagner  
Commercial Manager: Program  
Director: Ken Laughlin  
Chief Announcer: Bob Lightner  
Asst. Chief Engineer: Arthur Chrest

### K F A R

FAIRBANKS—EST. 1939

Frequency: 660 Kc. Power: 10000 Watts  
Owned-Operated By: Midnight Sun Broad-  
casting Co.  
Address: 508 Second Avenue—Lathrop  
Building  
Phone Number: East 380  
Lathrob Bldg.  
Transmitter Location: Farmer's Loop Rd.  
Time on the Air: 7 a.m. to 11 p.m.  
Newspaper Affiliation: Fairbanks Daily  
News Miner  
News Service: AP, UP  
Transcription Service: Standard;  
World Broadcasting System  
National Sales Office: Free & Peters, Inc.  
National Representative: Free & Peters, Inc.

#### Personnel

President: A. E. Lathrop  
Station-Commercial Manager: W. K. Foster  
Sales Promotion & Program Director:  
Alvin O. Bramstedt

Publicity Director: Royal O'Reilly  
Chief Announcer: W. K. Foster  
Musical Director: Eleanor Hansen  
Chief Engineer: A. G. Hiebert

### K I N Y

JUNEAU—EST. 1935

Frequency: 1450 Kc. Power: 1000 Watts  
Owned-Operated By: Edwin A. Kraft  
Business Address: Box 2597, Juneau;  
American Building, Seattle, Wash.  
Phone Number: 197 (Juneau); Elliott  
5488 (Seattle)  
Studio Address: Decker Bldg.  
Transmitter Location: Alaska Juneau  
Mine Dump  
Time on the Air: 7:30 a.m. to 11 p.m.; Sundays,  
10 a.m. to 8:30 p.m.  
Transcription Service: C. P. MacGregor;  
Lang-Worth

Representative: Joseph Hershey McGillvra  
National Sales Office: 708 American Building,  
Seattle, Wash.

#### Personnel

Owner: Edwin A. Kraft  
Station Manager: Perry Hilleary  
Chief Engineer: V. I. Kroft  
Chief Operator: D. W. Jefferies

### K T K N

KETCHIKAN—EST. 1942

Frequency: 930 Kc. Power: 1000 Watts  
Owned-Operated By: Edwin A. Kraft  
Address: Ketchikan, Alaska;  
708 American Bldg., Seattle, Wash.  
Transmitter Location: Ketchikan, Alaska  
Time on the Air: 7:30 a.m. to 11 p.m.; Sun-  
days, 10:30 a.m. to 9 p.m.  
Representative: Joseph Hershey McGillvra, Inc.

#### Personnel

Owner: Edwin A. Kraft  
Station Manager: Roy Grandey  
Program Director: Perry Hilleary  
News Editor: Dallas Williams

WVCX, Sitka. 1220 Kc. 15 w., American  
Expeditionary Station

# Hawaii

## K H B C

HILO—EST. 1936

CBS—MBS

HAWAIIAN BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By Hawaiian Broadcasting System, Ltd.

Address 1285 Kalaniole Ave.  
Transmitter Location Hilo  
Time on the Air Unlimited license  
Transcription Service: C. P. MacGregor; World Broadcasting System

### Personnel

General Manager J. Howard Worrall  
Station Manager Al Green  
National Sales Manager Henry C. Putnam

## K G M B

HONOLULU—EST. 1930

CBS—MBS

Frequency: 590 Kc. Power: 5000 Watts  
Owned By Hawaiian Broadcasting System, Limited

Address 1534 Kapiolani Blvd.  
Phone Number 2323  
Transmitter Location 1534 Kapiolani Boulevard  
Time on the Air 6:15 a.m. to 11:30 p.m.  
Newspaper Affiliation Honolulu Star-Bulletin

News Service UP  
Transcription Service World Broadcasting System; Associated Music Publishers; C. P. MacGregor

Representative John Blair & Co.

### Personnel

President-General Manager J. Howard Worrall  
Production Manager Owen Cunningham  
Chief Engineer Ernest Lindemann

## K G U

HONOLULU—EST. 1922

NBC AND BLUE

Frequency: 760 Kc. Power: 2500 Watts  
Licensee Marion A. Mulrony & Advertiser Publishing Co., Ltd.

Owned By Advertiser Publishing Co., Ltd.  
Address Advertiser Square  
Transmitter Location Advertiser Square  
Time on the Air 6 a.m. to 11 p.m.  
Newspaper Affiliation Honolulu Advertiser

Transcription Service NBC Thesaurus; Lang-Worth

Representative The Katz Agency

### Personnel

President Lorrin P. Thurston  
General Manager M. A. Mulrony  
Assistant Manager Peter Simmons  
Director National Adv. Robert Thurston

## K T O H

LIHUE—EST. 1940

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By Garden Island Publishing Co.

Address Lihue  
Transmitter Location Northeast of Lihue  
Time on the Air Unlimited license  
Newspaper Affiliation Garden Island Publishing Co.

Transcription Service Standard Radio  
Representative Homer Owen Griffith

### Personnel

General Manager C. J. Fern  
Sales Manager Charles K. Izumoto

# Puerto Rico

## W P R A

MAYAGUEZ—EST. 1937

Frequency: 990 Kc. Power: 5000 d. 1000 u.  
Owned-Operated By Puerto Rico Advertising Co.

Address McKinley & del Rio Sts.  
Transmitter Location Mayaguez  
Time on the Air Unlimited license

### Personnel

President Andres Camara  
Station Manager-Chief Engineer Ralph P. Perry

## W P A B

PONCE—EST. 1940

Frequency: 1370 Kc. Power: 1000 Watts  
Owned-Operated By Portorican American Broadcasting Co.

Address 17 Leon St.  
Phone Number 783  
Transmitter Location Ponce Palya  
Time on the Air Unlimited license  
News Service AP  
Representative West Indies Adv.

**Personnel**

President ..... Juan Luis Boscio  
 Station Manager ... Miguel Soltero Palermo  
 Production Manager ..... Esther Pales  
 Sales Manager ..... Antonio Miro  
 Chief Engineer ..... Jose Sepulveda

**W P R P**

PONCE—EST. 1934

Frequency: 1420 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Julio M. Conesa  
 Address ..... Trujillo Street  
 Transmitter Location ..... Ponce  
 Time on the Air ..... Unlimited license

**Personnel**

General Manager ..... Julio M. Conesa

**W I A C**

HATO REY-SAN JUAN—EST. 1941

Frequency: 580 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... Enrique Abarca  
 San Felix  
 Business Address ..... P. O. Box 4504,  
 San Juan, P. R.  
 Phone Numbers ..... 2177 (San Juan); 445  
 (Hato Rey)  
 Studio Address ..... Ordonez St. Stop 29½  
 Transmitter Location ..... Carolina Rd.,  
 3 miles east of San Juan  
 Time on the Air ..... 7 a.m. to 11 p.m.  
 News Service ..... AP  
 Transcription Service ..... Standard Radio

**Personnel**

Owner ..... Enrique Abarca San Felix  
 Station-Commercial Manager ..... Tomas Muniz  
 Assistant Manager ..... E. Abarca, Jr.  
 Program Director ..... Rafael H. Benitez  
 Publicity Director ..... Manuel A. Morales  
 Chief Announcer ..... Antonio Alfonso  
 Artists Bureau ..... Rafael Seljo  
 Musical Director ..... Jose Raul Ramirez  
 Chief Engineer ..... Alfonso Sanchez

**W K A Q**

SAN JUAN—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... Radio Corporation of  
 Porto Rico  
 Address ..... Telephone Building  
 Phone Number ..... San Juan 2014  
 Transmitter Location ..... Hato Rey  
 Time on Air ..... 7 a.m. to 11 p.m.,  
 Sundays, 8 a.m. to 10:15 p.m.  
 News Service ..... Transradio  
 Transcription Service ..... Associated Music

National Sales Office.....International Tele-  
 phone & Telegraph Co., 67 Broad St., New  
 York, N. Y.

**Personnel**

President ..... Leonard Jacob 2nd  
 Vice-President-Gen. Manager ..... E. J. Powell  
 Commercial Manager ..... Jose C. Irizarry  
 Program Director ..... Manuel Ochoa  
 Chief Announcer ..... A. P. del Valle  
 Musical Director ..... Joaquin Bursset  
 Chief Engineer ..... Angel P. del Valle

**W N E L**

SAN JUAN—EST. 1934

NATIONAL BROADCASTING CO.

Frequency: 1320 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... Juan Piza  
 Address ..... 59 Brau St.  
 Phone Number ..... 107  
 Transmitter Location ..... Green Island  
 Santurce, P. R.  
 Time on the Air ..... Unlimited  
 News Service ..... Transradio  
 Transcription Service ..... Lang-Worth

**Personnel**

Owner-Station Manager ..... Juan Piza  
 Commercial-Sales Promotion  
 Manager ..... Agustin R. Camunas  
 Program Director ..... Camilo Fraticelli  
 Production Manager ..... Juan Maldonado  
 Chief Engineer ..... Jose Arzuaga

**TELESCRIPTS**

ARE  
 AVAILABLE  
 ONLY  
 ON THE  
 SPECIAL



Radio News Wire



## ESTABLISHED AS A SYMBOL OF NATIONAL SERVICE



*Like the coat of arms of ancient families, the Insignia of the CBC has a special significance. Two golden electric flashes converge below a map of Canada symbolizing the fact that, through the medium of national radio, each part of the Dominion is brought into contact with all other sections of the country.*

Just as the fathers and grandfathers of Canadians talked familiarly of the CPR, the GTP and the CNR so today modern Canadians think instinctively of the Canadian Broadcasting Corporation in terms of the initials CBC.

That is because CBC is an established institution whose influence is felt in every province, county and township in the Dominion. Day after day the CBC makes a definite contribution to the pattern of national life. Day after day it covers all Canada in a broad, national service . . . enabling Canadians everywhere to share fully in the panorama of music, drama, entertainment and news services provided by the converging of many of the finest programmes from five other great broadcasting systems with the programmes of the two networks of the CBC.

**CANADIAN BROADCASTING CORPORATION**



# CANADA



*Stations*



*Networks*



# CANADIAN Broadcasting Corporation

## OFFICES

Victoria Bldg., Ottawa  
55 York St., Toronto  
Keefer Bldg., Montreal  
1231 St. Catherine St. W., Montreal

## Board of Governors

Rene Morin, K.C., Chairman, Montreal, Que.  
J. Willfrid Godfrey, K.C., Halifax N. S.  
Very Rev. W. E. Fuller, Saskatoon, Sask.  
Dean Adrien Pouliot, Quebec, Que.

Howard B. Chase, Montreal, Que.  
Mrs. T. W. (Mary) Sutherland, Revelstoke, B. C.  
F. J. Crawford, Toronto, Ont.  
(2 vacancies)

## Personnel

Acting General Manager... Dr. Augustin Frigon  
(Ottawa and Montreal)  
Chief Executive Assistant... Donald Manson  
(Ottawa)  
Treasurer... Harry Baldwin  
(Ottawa)  
Secretary... R. P. Landry  
(Ottawa)  
Gen. Supervisor of Programs... E. L. Bushnell  
(Toronto)  
Assist. Supervisor of Programs... C. Jennings  
(Toronto)  
Commercial Manager and Supervisor  
of Press and Information... E. A. Weir  
(Toronto)  
Assistant Commercial Manager... W. E. Powell  
(Toronto)  
Commercial Manager,  
Quebec Region... J. A. Dupont  
(Montreal)  
Press and Information  
Representative... Wells Ritchie  
(Toronto)  
Supervisor of Press and  
Information, Quebec Region... Leopold Houle  
(Montreal)  
Chief Engineer... G. W. Olive  
(Montreal)  
Assistant Chief Engineer... J. A. Ouimet  
(Montreal)  
Supervisor of Station Relations... J. R. Radford  
(Toronto)  
Traffic Manager... E. W. Jackson  
(Toronto)

## Regional Representatives

Maritimes—George Young, Halifax, N. S.  
Quebec—Omer Renaud, Montreal, Que.  
(Manager, Montreal Studios)  
Ontario—D. Claringbull, 805 Davenport Rd.,  
Toronto, Ont.  
Prairies—H. G. Walker, Winnipeg.

British Columbia—Ira Dilworth, Vancouver,  
B. C.  
Overseas Unit—John Kannawin, Broadcasting  
House, London, England.

## Trans-Canada Network

CJCB, Sydney	CJKL, Kirkland Lake
CHNS, Halifax	CKGB, Timmins
CFCY, Char.ottetown	CKPR, Fort William
*CBA, Sackville	CKY, Winnipeg
CKCW, Moncton	*CBK, Watrous
CHSJ, Saint John	CJCA, Edmonton
CFNB, Fredericton	CFAC, Calgary
*CBM, Montreal	CJOC, Lethbridge
*CBO, Ottawa	CFJC, Kamloops
CKWS, Kingston	CKOV, Kelowna
*CBL, Toronto	CJAT, Trail
CKSO, Sudbury	*CBR, Vancouver
CFCH, North Bay	

## Dominion Network

CHLT, Sherbrooke	CKRC, Winnipeg
CFCF, Montreal	CKX, Brandon
CKCO, Ottawa	CJGX, Yorkton
CHOV, Pembroke	CKRM, Regina
CFBR, Brockville	CHAB, Moose Jaw
*CJBC, Toronto	CFQC, Saskatoon
CHEX, Peterborough	CKBI, Prince Albert
CHML, Hamilton	CFCN, Calgary
CKTB, St. Catharines	CFRN, Edmonton
CFPL, London	CHWK, Chilliwack
CFCO, Chatham	CKWX, Vancouver
CJRL, Kenora	CJVI, Victoria

## French Network

(All Quebec)

*CBF, Montreal	CKCH, Hull
*CBV, Quebec	CKVD, Val d'Or
*CBJ, Chicoutimi	CKRN, Rouyn
CHNC, New Carlisle	CHAD, Amos
CJBR, Rimouski	*CBC-owned and operated
CHGB, Ste. Anne de la Pectière	

# STATIONS OF CANADA

*The following list of stations is arranged in call letter alphabetical order giving page number for complete station data.*

*Every effort has been made to present accurate and complete information in a self-explanatory method. Data was obtained from questionnaires sent to the stations early in the year and corrections were made up to the time of going to press to insure the inclusion of late developments.*



Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
CBA . . . .	Sackville, N. B.	1070	50000	650
CBF . . . .	Montreal, Que.	690	50000	661
CBK . . . .	Chicoutimi, Que.	1580	1000	660
CBJ . . . .	Watrous, Sask.	540	50000	665
CBL . . . .	Toronto, Ont.	740	50000	656
CBM . . . .	Montreal, Que.	940	5000	661
CBO . . . .	Ottawa, Ont.	910	1000	654
CBR . . . .	Vancouver, B. C.	1130	5000	647
CBV . . . .	Quebec, Que.	980	1000	662
CFAC . . . .	Calgary, Alta.	960	1000	645
CFAR . . . .	Flin Flon, Man.	1230	250	649
CFCF . . . .	Montreal, Que.	600	500	661
CFCH . . . .	North Bay, Ont.	600	100	654
CFCN . . . .	Calgary, Alta.	1010	10000	645
CFCO . . . .	Chatham, Ont.	630	100	652
CFCY . . . .	Charlottetown, P. E. I.	630	1000	660
CFGP . . . .	Grande Prairie, Alta.	1340	250	646
CFJC . . . .	Kamloops, B. C.	910	1000	646
CFBR . . . .	Brockville, Ont.	1450	100	652
CFNB . . . .	Fredericton, N. B.	550	1000	650
CFOS . . . .	Owen Sound, Ont.	1400	250	655
CFPL . . . .	London, Ont.	1570	1000	654
CFPR . . . .	Prince Rupert, B. C.	1240	50	647
CFQC . . . .	Saskatoon, Sask.	600	1000	665
CFRB . . . .	Toronto, Ont.	860	10000	657
CFRC . . . .	Kingston, Ont.	1490	100	653
CFRN . . . .	Edmonton, Alta.	1260	1000	645
CHAB . . . .	Moose Jaw, Sask.	800	1000	664

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
CHAD	Amos, Que.	1340	250	660
CHEX	Petersborough, Ont.	1430	1000	655
CHGB	St. Anne de la Pocatiere, Que.	1230	250	663
CHGS	Summerside, P. E. I.	1480	100	660
CHLN	Three Rivers, Que.	1450	100	663
CHLP	Montreal, Que.	1490	250	661
CHLT	Sherbrooke, Que.	1240	250	663
CHML	Hamilton, Ont.	900	1000	653
CHNC	New Carlisle, Que.	610	1000	662
CHNS	Halifax, N. S.	960	1000	651
CHOV	Pembroke, Ont.	1340	250	655
CHPS	Parry Sound, Ont.	1450	250	655
CHRC	Quebec, Que.	800	1000	662
CHSJ	Saint John, N. B.	1150	1000	651
CHWK	Chilliwack, B. C.	1340	100	646
CJAT	Trail, B. C.	610	1000	647
CJBC	Toronto, Ont.	1010	1000	657
CJBR	Rimouski, Que.	900	1000	662
CJCA	Edmonton, Alta.	930	1000	645
CJCB	Sydney, N. S.	1270	1000	651
CJCI	Calgary, Alta.	1230	100	645
CJCS	Stratford, Ont.	1240	50	656
CJFX	Antigonish, N. S.	580	1000	651
CJGX	Yorkton, Sask.	1460	1000	665
CJIC	Sault Ste. Marie, Ont.	1490	250	656
CJKL	Kirkland Lake, Ont.	560	1000	654
CJLS	Yarmouth, N. S.	1340	100	652
CJOC	Lethbridge, Alta.	1060	1000	646
CJOR	Vancouver, B. C.	600	1000	648
CKRC	Winnipeg, Man.	630	1000	649
CKRM	Regina, Sask.	980	1000	664
CJVI	Victoria, B. C.	1480	500	648
CKAC	Montreal, Que.	730	5000	661
CKBI	Prince Albert, Sask.	900	1000	664
CJRL	Kenora, Ont.	1220	1000	653
CKCH	Hull, Que.	1240	250	660
CKCK	Regina, Sask.	620	1000	664
CKCL	Toronto, Ont.	580	1000	658
CKCO	Ottawa, Ont.	1310	1000	655
CKCR	Kitchener, Ont. (Waterloo)	1490	250	654
CKCV	Quebec, Que.	1340	100	662
CKCW	Moncton, N. B.	1400	250	650
CKGB	Timmins, Ont.	1470	1000	656
CKLN	Nelson, B. C.	1240	250	647
CKLW	Windsor, Ont.	800	5000	659
CKMO	Vancouver, B. C.	1410	100	648
CKNB	Campbellton, N. B.	950	1000	650
CKNX	Wingham, Ont.	920	1000	658
CKOC	Hamilton, Ont.	1150	1000	653
CKOV	Kelowna, B. C.	630	1000	647
CKPC	Brantford, Ont.	1380	100	652
CKPR	Fort William-Port Arthur, Ont.	580	1000	652
CKRN	Rouyn, Que.	1400	250	663
CKSO	Sudbury, Ont.	790	1000	656
CKTB	St. Catherines, Ont.	1550	1000	655
CKUA	Edmonton, Alta.	580	1000	646
CKVD	Val D'Or, Que.	1230	100	663
CKWS	Kingston, Ont.	960	1000	653
CKWX	Vancouver, B. C.	980	1000	648
CKX	Brandon, Man.	1150	1000	649
CKY	Winnipeg, Man.	990	15000	650



# ALBERTA

## CFAC

**CALGARY—EST. 1922**  
CBC & FOOTHILLS NET

Frequency: 960 Kc. . . . . Power: 1000 Watts  
Owned By . . . . . The Southam Co., Limited  
Operated By Taylor, Pearson & Carson Broad-  
casting Co., Ltd.

Address . . . . . 1000 Southam Building  
Phone Number . . . . . R 1036  
Transmitter Location . . . . . Chestermere  
Time on the Air . . . . . 6:15 a.m. to 12:00 midnight  
Newspaper Affiliation . . . . . Calgary Daily Herald  
News Service . . . . . Press News; CBC  
Transcription Service . . . . . NBC Thesaurus;  
World Broadcasting System  
Representative . . . . . All-Canada Radio Facilities,  
Ltd.

### Personnel

President . . . . . H. R. Carson  
Station Manager . . . . . A. M. Cairns  
Commercial Manager . . . . . F. R. Shaw  
Promotion & Merchandising . . . . . P. G. Egan  
Program Director-Artists' Bureau Head,  
R. H. C. Straker  
Publicity Director . . . . . Gail Egan  
Chief Announcer . . . . . Bob Charman  
Chief Engineer . . . . . Earl C. Connor

## CFCN

**CALGARY—EST. 1922**

Frequency: 1010 Kc. . . . . Power: 10,000 Watts  
Owned-Operated By . . . . . The Voice of the Prair-  
ies, Ltd.

Address . . . . . Toronto General Trusts Bldg.  
Phone Number . . . . . M 1161  
Transmitter Location . . . . . Strathmore  
Time on the Air: 6:30 a.m. to 12 midnight;  
Sundays, 7:30 a.m. to 12 midnight  
Transcription Service . . . . . Standard Radio; Lang-  
Worth; C. P. MacGregor  
Representative . . . . . Radio Representatives, Ltd.,  
Toronto-Montreal; H. N. Stovin, Winnipeg;  
Howard H. Wilson Co., U.S.A.

### Personnel

President and Managing Director . . . . . H. G. Love  
Commercial Manager . . . . . E. H. McGuire  
Program Director . . . . . Ed Maloney  
Chief Engineer . . . . . W. V. McLaughlin

## CJCJ

**CALGARY—EST. 1922**

CBC

Frequency: 1230 Kc. . . . . Power 100 Watts  
Owned-Operated By . . . . . The Albertan Pub-  
lishing Co.  
Address . . . . . Renfrew Bldg.

Phone Number . . . . . Main 9966  
Transmitter Location . . . . . Grandview Heights  
Time on the Air . . . . . 7 a.m. to 11:30 p.m.; Sun-  
days, 9 a.m. to 11:30 p.m.  
Newspaper Affiliation . . . . . Albertan Pub-  
lishing Co.  
Transcription Service . . . . . Lang-Worth  
Representative . . . . . Radio Representatives, Ltd.

### Personnel

President . . . . . Gordon Bell  
Station Manager . . . . . Donald H. Mackey  
Sales Manager . . . . . Bruce Leyden  
Sales Promotion . . . . . R. A. Fields  
Chief Engineer . . . . . Pat Green

## CFRN

**EDMONTON—EST. 1934**

CBC

WESTERN NETWORK

Frequency: 1260 Kc. . . . . Power: 1000 Watts  
Owned-Operated By . . . . . Sunwapta Broad-  
casting Company, Ltd.

Address . . . . . 107-109 Canadian Pacific Rail-  
ways Building  
Phone Number . . . . . 22101-5  
Transmitter Location . . . . . Jasper Highway  
Time on the air: 6:45 a.m. to 11:30 p.m.; Sun-  
days, 8:30 a.m. to 11:30 p.m.  
News Service . . . . . British UP  
Transcription Service . . . . . Standard Radio  
Representative: Radio Representatives, Ltd.;  
H. N. Stovin; Howard H. Wilson Co.

### Personnel

Station Manager . . . . . G. R. A. Rice  
Assistant Manager . . . . . S. S. Lancaster  
Commercial Manager . . . . . A. Hopps  
Sales Promotion Manager . . . . . G. M. Reid  
Program Director . . . . . D. G. Wood  
Chief Engineer . . . . . F. Makepeace

## CJCA

**EDMONTON—EST. 1922**

CBC—FOOTHILLS NETWORK

Frequency: 930 Kc. . . . . Power: 1000 Watts  
Owned By . . . . . The Edmonton Journal, Ltd.  
Operated By . . . . . Taylor & Pearson Broad-  
casting Co.

Address . . . . . Birk's Bldg., Jasper Ave.  
Phone Number . . . . . 26131  
Transmitter Location . . . . . Belmont  
Time on the Air . . . . . 6:30 a.m.-11:30 p.m.  
Newspaper Affiliation . . . . . Edmonton Journal  
New Service . . . . . Canadian Press;  
Take Press News, Ltd.; AP  
Transcription Service . . . . . NBC Thesaurus;  
World Broadcasting System  
Representative . . . . . All-Canada Radio Facili-  
ties, Ltd; Weed & Co.

ALBERTA - BRITISH COLUMBIA

**Personnel**

Station Manager.....Gordon S. Henry  
 Sales Manager.....Rolfe Barnes  
 Publicity & Merchandising Director.. T. J. Allard  
 Assistant Manager.....Walter Blake  
 Production Manager.....Walter Dales  
 Program Director-Chief Announcer,  
 Reo Thompson  
 Chief Engineer.....Gordon Shillakeer

**CKUA**

EDMONTON—EST. 1927  
 CBC

Frequency: 580 Kc.....Power: 1000 Watts  
 Owned By.....University of Alberta  
 Operated By.....University of Alberta  
 Address.....Department of Extension,  
 University of Alberta  
 Phone Number.....32233  
 Transmitter Location.....Calgary Trail,  
 South Edmonton  
 Time on the Air.....11:45 a.m.-10:00 p.m.  
 Transcription Service.....All-Canada Radio  
 Facilities, Ltd.

**Personnel**

President of the University..Dr. Robert Newton  
 Station Manager.....Donald Cameron  
 Chief Engineer.....Roy Usher

**CFGP**

GRANDE PRAIRIE—EST. 1937  
 CBC

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By: Northern Broadcasting  
 Corporation, Ltd.  
 Address.....Northern Broadcasting Bldg.,  
 Third St., East  
 Phone Number.....153

Transmitter Location.....Clairmont Highway  
 Time on the Air.....7:30 a.m.-11:00 p.m.  
 News Service.....CBC News; BBC News  
 Transcription Service.....United Transcribed  
 Service  
 Representative: All-Canada Radio Facilities,  
 Ltd.; Weed & Co.

**Personnel**

President-General Manager.....C. L. Berry  
 Program Director-Chief  
 Announcer.....Gordon H. Cummings  
 Artists Bureau.....Josephine Boyar  
 Chief Engineer.....Oswald Thorkalson

**CJOC**

LETHBRIDGE—EST. 1926  
 FOOTHILLS NETWORK

CANADIAN BROADCASTING CORP.  
 Frequency: 1060 Kc.....Power: 1000 Watts  
 Owned By: Lethbridge Broadcasting Co.,  
 Ltd.  
 Operated By.....H. R. Carson, Ltd.  
 Address.....Marquis Hotel Bldg.,  
 Fourth. Ave., South  
 Phone Number.....3181  
 Transmitter Location.....Broxburn, Alberta  
 Time on the Air.....8 a.m.-11:30 p.m.  
 News Service.....Canadian Press  
 Transcription Service.....NBC Thesaurus  
 Representative.....All Canada Radio Fac-  
 ilities, Ltd.; Weed & Co.

**Personnel**

President.....W. Watson  
 Station Manager.....N. Botterill  
 Commercial Manager.....R. V. Staples  
 Production Manager.....C. A. Perry  
 Publicity Director.....D. Earl  
 Chief Announcer.....G. Brown  
 Chief Engineer.....James Ihey

**BRITISH COLUMBIA**

**CHWK**

CHILLIWACK—EST. 1927  
 CBC & BC NETWORK

Frequency: 1340 Kc.....Power: 100 Watts  
 Owned-Operated By...Chilliwack Broadcast-  
 ing Co., Ltd.  
 Address.....16 Wellington Ave.  
 Phone Number.....6106  
 Transmitter Location.....16 Wellington Ave.  
 Time on the Air.....15¼ hours daily  
 Transcription Service.....United  
 Representative.....All-Canada Radio

**Personnel**

Directors.....C. Casey Wells, Jack Pilling  
 Program Director.....W. Teetzel  
 Production Manager.....C. Fox

**CFJC**

KAMLOOPS—EST. 1926  
 CBC-Pacific Net

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned By.....Kamloops Sentinel, Ltd.  
 Operated By.....Kamloops Sentinel, Ltd.  
 Address.....310 St. Paul St.  
 Phone Numbers.....1021; 1018  
 Transmitter Location.....North Kamloops  
 Time on the Air.....7 a.m. to 11:30 p.m.  
 Newspaper Affiliation..Kamloops Sentinel Ltd.  
 Representative...All-Canada Radio Facilities,  
 Ltd.; Weed & Co.

**Personnel**

President ..... R. E. White  
 Station Manager ..... Ian Clark  
 Sales Manager ..... W. McCall  
 Program-Publicity Director ..... Ian Clark  
 Production Manager-Chief  
 Announcer ..... Jack Carbutt  
 Musical Director ..... Bob Hutton  
 Chief Engineer ..... A. G. Laird

**CKOV**

KELOWNA—EST. 1931

CANADIAN BROADCASTING CORP.

Frequency: 630 Kc. .... Power: 1000 Watts  
 Owned-Operated By .... Okanagan Broadcasters, Ltd.  
 Business Address ..... 206 Mill Ave.  
 Phone Number ..... Kelowna 200  
 Studio Address ..... 206 Mill Ave.  
 Transmitter Location ..... Okanagan Mission, B. C.  
 Time on the Air: 6:45 a.m. to 11 p.m.; Sundays, 9 a.m. to 11 p.m.  
 News Service ..... CBC News  
 Transcription Service ..... NBC Thesaurus  
 Representative ..... All-Canada Radio Facilities, Ltd.; Weed & Co.

**Personnel**

Managing Director ..... J. W. B. Browne  
 Commercial-Sales Promotion  
 Manager ..... Cecil G. Elphicke  
 Program Director ..... Mary E. Royle  
 Chief Announcer ..... Saul Ornest  
 Musical Director ..... W. H. Stewart  
 Chief Engineer ..... J. H. B. Browne

**CKLN**

NELSON—EST. 1939

CBC

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By .... News Publishing Co., Ltd.  
 Business Address ..... P. O. Box 250  
 Phone Number ..... 19  
 Studio Address ..... 711 Radio Avenue  
 Transmitter Location ..... 711 Radio Avenue  
 Time on the Air ..... 7:45 a.m. to 11:00 p.m.  
 Newspaper Affiliation ..... Nelson Daily News  
 Transcription Service ..... Standard Radio  
 Representative ..... Stovin & Wright

**Personnel**

General Manager ..... Hume A. Lethbridge  
 Chief Engineer ..... R. I. Walker

**CJAT**

TRAIL—EST. 1934

CANADIAN BROADCASTING CORP.

Frequency: 610 Kc. .... Power: 1000 Watts

Owned By ..... Kootenay Broadcasting Company, Limited  
 Supervised By ..... Taylor, Pearson & Carson, Ltd.

Address ..... 815 Victoria Street  
 Phone Number ..... 737  
 Transmitter Location ..... Warfield, B. C.  
 Time on the Air: 6:45 a.m. to 11:30 p.m.; Sundays, 8 a.m. to 11:30 p.m.  
 News Service ..... CBC  
 Transcription Service ..... NBC Thesaurus  
 Representative ..... All-Canada Radio Facilities (Canada); Weed & Co., (U.S.A.)

**Personnel**

President ..... B. A. Stimmel  
 Station Manager ..... Walter Dales  
 Commercial Manager ..... N. A. Harrod  
 Program Manager ..... F. E. Fleming  
 Chief Announcer ..... V. Gray  
 Accountant ..... Mrs. J. Mackintosh  
 Merchandising Manager ..... H. Potesky  
 Chief Engineer ..... E. C. Aylen

**CFPR**

PRINCE RUPERT—EST. 1938

CANADIAN BROADCASTING CORP.

Frequency: 1240 Kc. .... Power: 50 Watts  
 Owned By ..... Northwest Broadcast & Service Co.  
 Operated By ..... Canadian Broadcasting Corp.  
 Business Address ..... P. O. Box 848  
 Phone Number ..... 863  
 Studio Address ..... 336 Second Ave.  
 Transmitter Location ..... 336 Second Ave.  
 Time on the Air ..... 10 a.m. to 2:01 p.m. and 5:00 p.m. to 7:30 p.m.  
 News Service ..... CBC News  
 Transcription Service ..... C. P. MacGregor  
 CBC Representative ..... Ira Dilworth, Vancouver B. C.  
 Representative ..... Stovin & Wright

**Personnel**

Owner ..... F. E. Batt  
 Publicity Director ..... Jean Wait  
 Station-Commercial Manager ..... Sydney Anderson  
 Acting Program Director-Chief  
 Announcer ..... F. R. Halhed  
 Chief Engineer ..... C. H. Insulander

**CBR**

VANCOUVER—EST. 1925

CANADIAN BROADCASTING CORP.

BRITISH COLUMBIA REGIONAL NETWORK  
 Frequency: 1130 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... Canadian Broadcasting Corp.  
 Address ..... Hotel Vancouver  
 Phone Number ..... Marine 6121

Transmitter Location.....Lulu Island, B. C.  
 Time on the Air.....7:30 a.m. to 11:30 p.m.  
 News Service.....Canadian Press; UP  
 Representative.....Canadian Broadcast-  
 ing Corp.

**Personnel**

CBC Representative-Station  
 Manager.....Ira Dilworth  
 CBC Commercial Representative..H. W. Paulson  
 Program Manager.....Ernest Morgan  
 Publicity Representative.....Pat Keatley  
 Chief Announcer.....Dick Halhed  
 Director of School Broadcasts..Kenneth Caple  
 Chief News Editor.....Dick Elson  
 Regional Farm Commentator...Fergus Mutrie  
 Chief Engineer.....N. R. Olding

**CJOR**

**VANCOUVER—EST. 1926**

CBC

Frequency: 600 Kc.....Power: 1000 Watts  
 Owned-Operated By.....CJOR, Ltd.  
 Business Address.....846 Howe St.  
 Phone Number.....MARine 6464  
 Transmitter Location.....Lulu Island, B. C.  
 Time on the Air.....6:30 a.m. to 11:30 p.m.;  
 Sundays, 9:00 a.m. to 11:00 p.m.  
 News Service.....UP  
 Transcription Service.....NBC Thesaurus;  
 United Transcribed Service  
 Representative.....J. H. McGillvra (U.S.A.); H.  
 Stovin & Wright (Canada)

**Personnel**

President.....G. C. Chandler  
 Station Manager.....G. C. Chandler  
 Commercial Manager.....Don Laws  
 Publicity Director.....N. Anthony  
 Program Director.....Ross Mortimer  
 Chief Announcer.....Dave Hill  
 Chief Engineer.....A. Chandler

**CKMO**

**VANCOUVER—EST. 1923**

CANADIAN BROADCASTING CORP.

Frequency: 1410 Kc.....Power: 100 Watts  
 Owned & Operated By.....British Columbia  
 Broadcasting System, Ltd.  
 Address.....812 Robson St.  
 Phone Number.....MARine 1271  
 Transmitter Location.....500 Beatty St.  
 Time on the Air.....17 hours daily  
 News Service.....British United Press  
 Transcription Service.....C. P. MacGregor  
 Representative.....Radio Representatives,  
 Ltd.; Howard H. Wilson Co.

**Personnel**

President.....B. Arundel  
 Station Manager.....W. R. Gardner  
 Commercial-Sales Promotion  
 Manager.....A. N. Goodwin  
 Program-Publicity Director.....D. G. Hill  
 Chief Announcer.....J. Carbutt  
 Chief Engineer.....R. Whiteside

**CKWX**

**VANCOUVER—EST. 1923**

Frequency: 980 Kc.....Power: 1000 Watts  
 Owned-Operated By Western Broadcasting,  
 Co., Ltd.  
 Address.....543 Seymour Street  
 Phone Number.....MARine 3344  
 Transmitter Location.....Lulu Island, B. C.  
 Time on the Air.....6:30 a.m. to 11:30 p.m.  
 News Service.....Press News  
 Transcription Service.....World Broadcasting  
 System; Lang-Worth  
 Representative.....Weed & Co. (United States);  
 All-Canada Radio Facilities, Ltd. (Canada)

**Personnel**

President.....Arthur Holstead  
 Station Manager.....Frank H. Elphicke  
 Reg. Sales Mgr.....John Hunt  
 Sales Service Manager.....R. I. Crotty  
 Chief Announcer.....Ken Hughes  
 Program Director.....Stuart MacKay  
 Chief Engineer.....Gordon Fairweather  
 Chief Engineer.....E. R. MacIntyre

**CJVI**

**VICTORIA—EST. 1934**

DOMINION-CBC (Secondary)

Frequency: 1480 Kc.....Power: 500 Watts  
 Owned-Operated By.....Island Broadcasting  
 Company, Ltd.  
 Address.....7th Floor, Central Building,  
 620 View Street  
 Phone Number.....Garden 2014  
 Transmitter Location.....Portage Inlet  
 Time on the Air.....7 a.m. to 11:00 p.m.  
 Newspaper Affiliation.....The Daily Colonist  
 News Service.....AP, CP  
 Transcription Service.....NBC Thesaurus  
 Representative.....All-Canada Radio Facilities,  
 Limited (Canada); Weed & Co. (U.S.A.)

**Personnel**

President.....W. T. Matson  
 General Manager.....M. V. Chesnut  
 Program Director.....A. R. Smith  
 Publicity Director.....Barry Wood  
 Chief Announcer.....Dick Batley  
 Musical Director.....A. R. Smith  
 Chief Engineer.....J. Sommers

# MANITOBA

## CKX

BRANDON—EST. 1928

CBC

Frequency: 1150 Kc. Power: 1000 Watts  
Owned-Operated By Manitoba Telephone System

Address 8th Street & Princess Ave.  
Phone Number 4532  
Transmitter Location Brandon, Man.  
Time on the Air 7:30 a.m. to 11:30 p.m.  
Transcription Service NBC Thesaurus

### Personnel

President J. E. Lowry  
Station Manager W. F. Seller  
Sales Manager G. A. Arnst

Address 120 Main Street  
Phone Number 290  
Transmitter Location 120 Main Street  
Time on the Air 7 a.m. to 11:00 p.m.;  
Sundays, 9:00 a.m. to 10:00 p.m.

Transcription Service World Broadcasting System

Representative H. N. Stovin (Canada);  
J. H. McGillvra (U.S.A.)

### Personnel

Station Manager R. H. Wright

## CKRC

WINNIPEG—EST. 1934

DOMINION NETWORK

Frequency: 630 Kc. Power: 1000 Watts  
Owned-Operated By Transcanada Communications, Limited

Business Address Free Press Building  
Phone Number 92266  
Transmitter Location Middlechurch,  
Manitoba

## CFAR

FLIN FLON—EST. 1937

CBC (Supplementary)

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By Arctic Radio Corporation



WITH THE 27 "ALL-CANADA" STATIONS

Each a key station in its market, selected for high coverage and prestige. Get details from your agency, or write

U. S. A. Representative: **WEED AND COMPANY**

**ALL-CANADA RADIO FACILITIES**

*Limited*

Montreal • Toronto • Winnipeg • Calgary • Vancouver



• • • MANITOBA - NEW BRUNSWICK • • •

Time on the Air: 6:30 a.m. to 12 midnight;  
Saturdays, 6:30 a.m. to 1 a.m.; Sundays,  
6:30 a.m. to 11:30 p.m.

Transcription Service..... World Broadcasting  
System; Langworth

News Service..... AP

Representative... All-Canada Radio Facilities  
(Canada); Weed & Co. (U.S.A.)

**Personnel**

President..... Clifford Sifton

Station Manager..... Gerry Gaetz

Chief Engineer..... A. W. Hooper

**CKY**

WINNIPEG—EST. 1922

CANADIAN BROADCASTING CORP.

Frequency: 990 Kc..... Power: 15000 Watts

Owned-Operated By..... Manitoba Telephone  
System

Address..... Portage Ave., East

Phone Number..... 92191

Transmitter Location..... St. Francis Xavier

Time on the Air..... 7 a.m. to 11:35 p.m.

News Service..... British UP

Transcription Service..... NBC Thesaurus

Representative..... H. N. Stovin (Canada);  
Joseph Hershey McGillvra (U.S.A.)

**Personnel**

Commissioner of Telephones..... J. E. Lowry

Station Manager..... William Backhouse

Commercial Manager..... A. Messner

Program Director..... R. H. Roberts

Publicity Director..... W. G. Carpentier

Chief Announcer..... N. Micklewright

Musical Director..... P. H. Richardson

Chief Engineer..... W. A. Duffield

**NEW BRUNSWICK**

**CKNB**

CAMPBELLTON—EST. 1939

CANADIAN BROADCASTING CORP.

CBC-MARITIMES

Frequency: 950 Kc..... Power: 1000 Watts

Owned-Operated By..... Restigouche Broad-  
casting Co., Ltd.

Address..... Chateau Restigouche

Phone Number..... 8

Transmitter Location..... Maple Green, N. B.

Time on the Air..... 8:00 a.m. to 11:00 p.m.;

Sundays: 9:00 a.m. to 11:00 p.m.

Representative: All-Canada Radio Facilities,  
Ltd. (Canada)

**Personnel**

Managing Director..... Dr. Charles H. Houde

Station Manager..... Stan Chapman

Chief Announcer..... Jim Woods

Chief Engineer..... L. P. Paquet

**CFNB**

FREDERICTON—EST. 1923

CBC-BASIC

Frequency: 550 Kc..... Power 1000 Watts

Owned-Operated By..... James S. Neill &  
Sons, Ltd.

Address..... Queen St.

Phone Number..... 209

Transmitter Location..... Lincoln, N. B.

Time on the Air..... 7 a.m. to 12 midnight

News Service..... British UP

Transcription Service..... NBC Thesaurus

Representative..... All-Canada Radio Faci-  
lities (Canada); Weed & Co. (U.S.A.)

**Personnel**

General Manager..... J. Stewart Neill

Chief Announcer..... Cleve Stillwell

Chief Engineer..... E. S. Cassidy

**CKCW**

MONCTON—EST. 1934

CANADIAN BROADCASTING CORP.

Frequency: 1400 Kc..... Power: 250 Watts

Owned-Operated By..... The Moncton Broad-  
casting Company, Limited

Address..... Knights of Pythias Bldg.

Phone Number..... 3388

Transmitter Location..... Harrisville, N. B.

Time on the Air..... 7 a.m. to 11:15 p.m.

News Service..... British UP

Newspaper Affiliation..... Moncton Times

Transcription Service..... World Broadcast-  
ing System; United Transcribed Service

Representative... Stovin & Wright (Canada);  
Joseph McGillvra (U.S.A.)

**Personnel**

President..... J. L. Black

Station Manager..... F. A. Lynds

Program Director..... Earl McCarron

Chief Engineer..... J. A. White

**CBA**

SACKVILLE—EST. 1939

Frequency: 1070 Kc..... Power: 50000 Watts

Owned-Operated By..... Canadian Broad-  
casting Corporation

NEW BRUNSWICK - NOVA SCOTIA

Address.....United Service Building, 100 Sackville St., Halifax, N. S.  
Phone Number .....B6188  
Transmitter Location.....Sackville, N. B.  
Time on the Air.....8 a.m. to 12 midnight  
News Service.....CBC  
Transcription Service.....Langworth  
Representative.....Canadian Broadcasting Corporation

Personnel

General Manager.....Dr. Augustin Frignon  
Regional Representative.....George Young  
Program Division.....S. R. Kennedy  
Regional Engineer.....H. M. Smith

CHSJ

SAINT JOHN—EST. 1934  
CANADIAN BROADCASTING CORP.  
MARITIME NETWORK

Frequency: 1150 Kc.....Power: 1000 Watts

Owned-Operated By...New Brunswick Broadcasting Company, Limited  
Address.....14-16 Church Street  
Phone Number.....3-2307  
Transmitter Location.....Coldbrook, Saint John, N. B.  
Time on the Air.....6:45 a.m. to 12 midnight;  
Sundays: 7:45 a.m. to 12 midnight  
Newspaper Affiliation...The Telegraph-Journal & The Evening Times-Globe  
News Service.....Press News, Limited  
Transcription Service.....World Broadcasting System  
Representative....Stovin & Wright (Canada); Joseph Hershey McGillvra (U. S. A.)

Personnel

President.....H. P. Robinson  
Station Manager.....L. W. Bewick  
Commercial Manager.....George Cromwell  
Sales Promotion Manager.....Willard King  
Publicity Director.....Christine Fewings  
Musical Director.....Bruce Holder  
Chief Engineer.....J. G. Bishop

NOVA SCOTIA

CJFX

ANTIGONISH—EST. 1942  
CANADIAN BROADCASTING CORP.

Frequency: 580 Kc.....Power: 1000 Watts  
Owned-Operated By.....Atlantic Broadcasters, Ltd.  
Address: Broadcasting Bldg., Antigonish, N. S.  
Phone Number .....66  
Transmitter Location.Post Rd., Antigonish, N. S.  
Time on the Air.....7:45 a.m. to 12 midnight  
News Service.....CBC News  
Representative.....James L. Alexander

Personnel

President-Station Manager....J. Clyde Nunn  
Sales Promotion Manager....Robert Munroe  
Program Director.....T. C. Robertson  
Publicity Director.....N. M. McKenna  
Musical Director .....Margaret MacDonald  
Chief Engineer.....Gordon MacDougall

CHNS

HALIFAX—EST. 1926  
CANADIAN BROADCASTING CORP.

Frequency: 960 Kc.....Power: 1000 Watts  
Owned-Operated By.....Maritime Broadcasting Company  
Address .....10 Tobin Street (Broadcasting House)  
Phone Number .....3-8318

Transmitter Location...Bedford, Nova Scotia  
Time on the Air.....7:30 a.m. to 12 midnight  
News Service.....AP; British UP  
Transcription Service.....Langworth; NBC Thesaurus  
Representative: All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

Managing Director....Major Wm. C. Bovvett  
Assistant .....John L. Redmond  
Program Manager.....F. Fletcher Coates  
Musical Director .....William Strickland  
Director of War Programs....Wm. C. Bovvett  
Publicity Director.....John E. Flynn  
Chief Engineer.....A. W. Greig

CJCB

SYDNEY—EST. 1929

CANADIAN BROADCASTING CORP.

Frequency: 1270 Kc.....Power: 1000 Watts  
Owned-Operated By...Eastern Broadcasters, Ltd.  
Address .....Radio Bldg.  
Phone Number.....209-1412  
Transmitter Location.....South Bar, C. B.  
Time on the Air.....8 a.m. to 12 midnight  
News Service.....Canadian Press News  
Transcription Service.....NBC Thesaurus  
Representative....All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

**Personnel**

Commercial-Advertising Manager, N. Nathanson  
 Chief Announcer ..... L. McInnis  
 Sales Manager ..... C. H. McDougall  
 Publicity Director ..... O. W. Loeb  
 Musical Director ..... Mrs. A. F. McKinnon  
 Chief Engineer ..... A. Vernon

**CJLS**

**YARMOUTH—EST. 1934**  
 CANADIAN BROADCASTING CORP.  
 MARITIME NETWORK

Frequency: 1340 Kc. .... Power: 100 Watts  
 Owned By ..... Gateway Broadcasting Company  
 Operated By ..... Laurie L. Smith

Address ..... Radio Building, Main Street  
 Phone Number ..... 500  
 Transmitter Location ..... Radio Building  
 Time on the Air ..... 8 a.m. to 12 midnight  
 News Service ..... Transradio  
 Transcription Service ..... Lang-Worth  
 Representative ..... All-Canada Radio Facilities, Ltd., Weed & Co.

**Personnel**

President-Station Manager ..... Laurie L. Smith  
 Commercial Manager-Chief  
 Announcer ..... Ronald Fraser  
 Sales Promotion Manager-Program Director ..... Ronald C. Fraser  
 Librarian-Director of Women's Programs ..... Barbara Smith  
 Continuity Director ..... Elsie Drew  
 Chief Engineer ..... Donald L. Smith

**ONTARIO**

**CKPC**

**BRANTFORD—EST. 1933**  
 CBC

Frequency: 1380 Kc. .... Power: 100 Watts  
 Operated By: Telephone City Broadcast, Ltd.  
 Address ..... 49-51 Colborne St.  
 Phone Number ..... 625  
 Transmitter Location ..... Glebe Property  
 Time on the Air: 9 a.m. to 11 p.m.; Sundays, 9 a.m. to 11 p.m.  
 News Service ..... British UP  
 Transcription Service ..... World Broadcasting System; United Transcribed Service  
 Representative ..... J. L. Alexander

**Personnel**

Owner-Manager ..... Mrs. J. D. Buchanan  
 Sales Manager ..... Jess Joffray  
 Chief Engineer ..... Alfred Teague

**CFBR**

**BROCKVILLE—EST. 1925**  
 CBC

Frequency: 1450 Kc. .... Power: 100 Watts  
 Owned-Operated By ..... J. C. Whitby  
 Business Address: Fulford Bldg., Market Square  
 Phone Number ..... 4628  
 Studio Address ..... Prescott Road  
 Transmitter Location ..... Leed County  
 Time on the Air ..... 8:00 a.m. to 11:00 p.m.  
 Transcription Service ..... Lang-Worth  
 Representatives ..... Stovin & Wright; Joseph Hershey McGillvra, Inc.

**Personnel**

Owner-Station Manager ..... J. C. Whitby

Commercial Manager ..... Helen Everetts  
 Sales Promotion Manager ..... L. B. Cohan  
 Chief Engineer ..... G. W. Andrews

**CFCO**

**CHATHAM—EST. 1925**  
 CANADIAN BROADCASTING CORP.

Frequency: 630 Kc. .... Power: 100 Watts  
 Owned-Operated By ..... John Beardall  
 Business Address ..... P. O. Box 275  
 Phone Number ..... 2626  
 Studio Address ..... William Pitt Hotel  
 Transmitter Location ..... William Pitt Hotel  
 Time on the Air: 7:15 a.m. to 10:30 p.m.; Sundays, 9 a.m. to 10:30 p.m.  
 News Service ..... British UP

**Personnel**

Owner-Manager ..... John Beardall  
 Commercial Manager ..... Peter A. Kirkey  
 Chief Engineer ..... Gordon Brooks

**CKPR**

**FORT WILLIAM—EST. 1931**  
 CANADIAN BROADCASTING CORP.

Frequency: 580 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... Dougall Motor Car Co.  
 Address ..... Radio Hall, South May St.  
 Phone Number ..... 315  
 Transmitter Location ..... Memorial Ave., Port Arthur, Ont.  
 Time on the Air ..... 7:45 a.m. to 11 p.m.  
 News Service ..... UP, Canadian Press  
 Transcription Service ..... NBC Thesaurus; United Transcribed Service



Representative... Radio Representatives, Ltd.,  
Inland Broadcasting Service (Canada),  
Howard H. Wilson Co. (U.S.A.)

**Personnel**

President ..... H. F. Dougall  
V.-P. and Station Manager..... R. H. Parker  
Commercial Manager..... John Downs

**CHML**

HAMILTON—EST. 1927

CANADIAN BROADCASTING CORP.

Frequency: 900 Kc.....Power: 1000 Watts  
Owned-Operated By.... Maple Leaf Radio Co.,  
Ltd.

Business Address..... 36 James St., South  
Phone Number ..... 7-1539  
Studio Address..... Pigott Building  
Transmitter Location..... Aldershot, Ont.  
Time on the Air..... 6:45 a.m. to 12:00 p.m.;  
Sundays, 9:00 a.m. to 12:00 p.m.

News Service..... AP; Canadian Press  
Transcription Service..... Standard Radio;  
Associated Music Publishers; United Tran-  
scribed Service

Representatives... Joseph Hershey McGillvra,  
Inc.; Metropolitan Broadcasting Service, Ltd.,  
H. N. Stovin

**Personnel**

President..... Hon. A. C. Hardy  
Manager..... Kenneth D. Soble  
Sales Promotion Manager..... Thomas Darling  
Program Director..... Stuart G. Kenney  
Director of War Programs... Louella Weresub  
Publicity Director..... Louis G. Spector  
Chief Announcer..... Harold Stubbs  
Sports & Special Events... Norman S. Marshall  
Musical Director..... Philip Tahany  
Chief Engineer..... William Crawford

**CKOC**

HAMILTON—EST. 1922

CANADIAN BROADCASTING CORP.

Frequency: 1150 Kc..Power: 1000 d.; 500 n.  
Owned-Operated By..... Wentworth Radio  
Broadcasting Co.

Address ..... King William & John Sts.  
Phone Number..... 7-4484  
Transmitter Location..... Queen Elizabeth  
Highway, Cherry Beach  
Time on the Air: 7 a.m. to 11:30 p.m.; Sundays,  
9 a.m. to 11:30 p.m.

News Service..... British U. P.  
Transcription Service..... World Broadcasting  
System; NBC Thesaurus

Representative..... All-Canada Radio Facil-  
ities (Canada); Weed & Co. (U.S.A.)

**Personnel**

President..... H. R. Carson  
Station Manager..... W. T. Cranston  
Assistant Manager..... W. A. Speers  
Commercial Manager..... W. M. Guild  
Sales Promotion Manager-Publicity  
Director ..... R. D. Amos  
Program Director-Artists' Bureau Head,  
J. Lyman Potts  
Continuity Editor..... Perce LeSueur  
Chief Announcer ..... Werner Bartmann  
Chief Engineer..... Leslie Horton

**CJRL**

KENORA—EST. 1939

CANADIAN BROADCASTING CORP.

Frequency: 1220 Kc.....Power: 1000  
Owned-Operated By.... Kenora Broadcasting  
Co.

Address ..... Kenricia Hotel  
Phone Number..... 717  
Transmitter Location..... Jaffray Township  
Time on the Air..... 7:00 a.m. to 11:00 p.m.  
Representative ..... Slovan & Wright,  
J. H. McGillvra

**Personnel**

Station Manager ..... Howard Clark

**CFRC**

KINGSTON—EST. 1923

Frequency: 1490 Kc.....Power: 100 Watts  
Owned-Operated By..... Queens University  
& Kingston Whig-Standard

Business Address..... 300 King St.  
Phone Number ..... 4401  
Studio Address..... Fleming Hall,  
Queen's University  
Transmitter Location..... Fleming Hall  
Queen's University

Time on the Air..... Special occasions only  
Newspaper Affiliation ... Whig-Standard

**Personnel**

Principal..... Dr. R. C. Wallace  
(Non-Commercial Station)

**CKWS**

KINGSTON—EST. 1942

CANADIAN BROADCASTING CORP.

Frequency: 960 Kc.....Power: 1000 Watts  
Owned-Operated By.... Allied Broadcasting  
Corp., Ltd.

Address ..... King St.  
Phone Number ..... 4405  
Transmitter Location..... Wolfe Island

• • • ONTARIO • • •

Time on the Air.....17 hours  
Newspaper Affiliation.....Kingston Whig-Standard  
News Service .....Canadian Press  
Transcription Service.....NBC Thesaurus;  
United Transcribed Service  
Representative...National Broadcasting Sales  
(Canada); Weed & Co. (U.S.A.)

**Personnel**

President.....Senator W. R. Davies  
Station Manager.....Jack M. Davidson  
Program Director.....Charles R. Millar  
Publicity Director.....Harry R. McLay  
Musical Director .....Bruce Tremeeer  
Chief Engineer.....George McCurdy

**CJKL**

**KIRKLAND LAKE—EST. 1933**  
CANADIAN BROADCASTING CORP.

Frequency: 560 Kc.....Power: 1000 Watts  
Owned-Operated By.....Northern Broadcast-  
ing & Publishing, Ltd.

Address .....Arcade Building  
Phone Numbers.....27; 281  
Transmitter Location.....Dane, Ontario  
Time on the Air.....7:15 a.m. to 12:00 p.m.;  
Sundays, 9:00 a.m. to 11:30 p.m.

Newspaper Affiliation...Timmins Daily Press  
News Service...Canadian Press; Press News  
Transcription Service..United, NBC Thesaurus  
Representative: Weed & Co., Nat'l B'cast. Sales

**Personnel**

President .....R. H. Thomson  
General Manager.....Jack H. Cooke  
Station Manager.....Dan V. Carr  
Program Director.....Martin Silburt  
Chief Announcer-Musical Director..Herb Arlon  
Chief Engineer .....Tom Watson

**CKCR**

**KITCHENER-WATERLOO—EST. 1929**  
CBC (Alternate)

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....Kitchener & Waterloo  
Broadcasting Co.

Address .....Waterloo Trust Building  
Phone Number.....Kitchener 2-1246  
Transmitter Location.....2 miles outside of  
Kitchener

Time on the Air.....7 a.m. to 11 p.m.  
News Service.....Canadian Press  
Transcription Service.....United Transcribed  
Service  
Representative.....Stovin & Wright

**Personnel**

Station Manager.....W. C. Mitchell  
Commercial Manager.....G. Liddle  
Program Director .....Gordon Shaw

Chief Announcer .....Martin Stroh  
Chief Engineer.....Ion Hartman

**CFPL**

**LONDON—EST. 1933—EST. 1922**

CANADIAN BROADCASTING CORP.

Frequency: 1570 Kc.....Power: 1000 Watts  
Owned-Operated By.....London Free Press  
Printing Co.

Address .....Richmond St.  
Phone Number.....Metcalfe 5200  
Transmitter Location...Westminster Township  
Time on the Air.....7:30 a.m. to 11:30 p.m.;  
Sundays, 9 a.m. to 12 midnight

Newspaper Affiliation ...London Free Press  
Transcription Service.....NBC Thesaurus  
Representative....Stovin & Wright (Canada);  
Joseph Hershey McGillvra. Inc. (U.S.A.)

**Personnel**

Chief Executive.....Charles Thomas  
Station and Sales Manager...Philip H. Morris  
Chief Engineer .....Cecil York

**CFCH**

**NORTH BAY—EST. 1931**

CBC

Frequency: 600 Kc.....Power: 100 Watts  
Owned-Operated By.....Northern Broadcast-  
ing & Publishing, Ltd.

Address .....37 Main St., East  
Phone Number.....2400  
Transmitter Location.....37 Main St., East  
Time on the Air...7:00 a.m. to 12:00 midnight

Newspaper Affiliation...Timmins Daily Press  
News Service...Press News; Canadian Press  
Transcription Service.....NBC Thesaurus;  
United Transcribed Service  
Representative...National Broadcasting Sales

**Personnel**

President .....R. H. Thomson  
Station Manager.....Cliff Pickrem  
General Manager .....J. K. Cooke  
Program Director.....Ernest Courtney  
Publicity Director.....Ray Doherty  
Chief Engineer.....Jack Barnaby

**CBO**

**OTTAWA—EST. 1924**

CANADIAN BROADCASTING CORP.

Frequency: 910 Kc.....Power: 1000 Watts  
Owned-Operated By.....Canadian Broadcast-  
ing Corporation

Business Address....Chateau Laurier Hotel;  
Victoria Bldg.

Phone Number .....2-1151  
Studio Address .....Chateau Laurier Hotel  
Transmitter Location.....Hawthorne, Ontario  
Time on the Air.....7:25 a.m. to 11:30 p.m.

News Service ..... CBC News  
 Representative ..... Canadian Broadcasting Corp.

**Personnel**

General Manager ..... Dr. J. Thomson  
 Station Manager ..... Charles P. Wright  
 Senior Announcer ..... T. O'Dell  
 Chief Operator ..... E. C. Stewart

**CKCO**

OTTAWA—EST. 1924

Frequency: 1310 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... Dr. G. M. Gelbert  
 Address ..... 272 Somerset St., West  
 Time on the Air: 8 a.m. to 11 p.m.; Sundays,  
 12 noon to 11 p.m.

Transcription Service ..... Associated Music  
 Publishers; Lang-Worth  
 Representative ..... Stovin & Wright (Canada);  
 Joseph Hershey McGillvra (U.S.A.)

**Personnel**

Manager ..... G. M. Gelde:

**CFOS**

OWEN SOUND—EST. 1940

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Grey & Bruce Broad-  
 casting Co.

Address ..... 904 Second Ave., East  
 Phone Number ..... 1940  
 Transmitter Location ..... R. R. No. 4, Syden-  
 ham Township, Ont.

Time on the Air: 7:45 a.m. to 9:15 p.m.; Sun-  
 days, 8:45 a.m. to 9:45 p.m.

Newspaper Affiliation ..... Owen Sound Daily  
 Sun Times  
 News Service ..... Canadian Press  
 Transcription Service ..... World Broadcasting  
 System

Representatives ..... Stovin & Wright (Canada);  
 Joseph Hershey McGillvra, Inc. (U.S.A.)

**Personnel**

President ..... Howard Fleming  
 Station Manager ..... William N. Hawkins  
 Commercial Manager ..... William Hawkins  
 Program Director ..... H. Blois Witton  
 Musical Director ..... Marie Keenan  
 Publicity Director ..... Muriel Ready  
 Chief Engineer ..... William Vallins

**CHPS**

PARRY SOUND—EST. 1942

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Parry Sound  
 Broadcasting Co.

Address ..... 47A James St.  
 Phone Number ..... 700  
 Transmitter Location ..... MacDougall Town-  
 ship, Ont.

Time on the Air ..... 7:45 a.m. to 11:15 p.m.;  
 Sundays, 9 a.m. to 12 midnight

News Service ..... Press News  
 Transcription Service ..... United Transcribed  
 Service

Representative ..... Stovin & Wright

**Personnel**

President ..... W. A. Mitchell  
 Station Manager ..... Gordon E. Smith

**CHOV**

PEMBROKE—EST. 1942

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Ottawa Valley  
 Broadcasting Co., Ltd.

Address ..... 197 Albert St.  
 Transmitter Location ..... East of Pembroke  
 Time on the Air ..... Unlimited license  
 Transcription Service ..... NBC Thesaurus  
 Representatives ..... Stovin & Wright (Canada);  
 Joseph Hershey McGillvra, Inc. (U.S.A.)

**Personnel**

President ..... D. A. Jones  
 Station Manager ..... E. G. Archibald

**CHEX**

PETERSBOROUGH—EST. 1942

CANADIAN BROADCASTING CORP.

Frequency: 1430 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... Peterborough  
 Broadcasting Co.

Address ..... Examiner Bldg.  
 Phone Number ..... 4641  
 Transmitter Location ..... Otanabee Town-  
 ship, Ont.

Time on the Air ..... 7:30 a.m. to 11:15 p.m.  
 Newspaper Affiliation ..... Peterborough Ex-  
 aminer

News Service ..... Canadian Press  
 Transcription Service ..... NBC Thesaurus;  
 United Transcribed Service, All Canada  
 Representative ..... National Broadcasting Sales

**Personnel**

President ..... Sen. W. Rupert Davies  
 Vice-President ..... Roy H. Thomson  
 General Manager ..... Jack K. Cooke  
 Station Manager ..... Hal E. Cooke  
 Program Director ..... Don Insley  
 Musical Director ..... Karl E. Monk  
 Chief Engineer ..... Bert Crump

**CKTB**

ST. CATHARINES—EST. 1933

CANADIAN BROADCASTING CORP.

Frequency: 1550 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... Silver Spire  
 Broadcasting Station, Ltd.

Address ..... 12 Yates Street  
 Phone Number ..... 3900

• • • **ONTARIO** • • •

Transmitter Location...Port Dalhousie, Ont.  
Time on the Air.....15 hours daily  
Transcription Service.....United Transcribed  
Service

Representatives.....James L. Alexander;  
Joseph Hershey McGillvra, Inc.

**Personnel**

President-Station, Manager.....E. T. Sandell  
Commercial-Sales Promotion

Manager .....Bruce St. George  
Program Director-Chief

Announcer.....Jack McQuillan  
Production Manager-Publicity

Director.....Gregory Pettitt  
Musical Director .....Clarence Colton  
Chief Engineer.....W. H. Allen

**CJIC**

**S S MARIE—EST. 1934**

CBC

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By..Hyland Broadcasting Co.  
Address ..... Windsor Hotel  
Phone Number ..... 3500  
Transmitter Location.....Korah Township  
Time on the Air: 7:30 a.m. to 11:30 p.m.; Sun-  
days, 8 a.m. to 11 p.m.

News Service.....Press News  
Transcription Service.....NBC Thesaurus;  
United Transcribed Service  
Representative.....J. L. Alexander

**Personnel**

General Manager.....J. G. Hyland  
Sales Manager .....Victor Haft  
Chief Engineer .....M. Fisher

**CJCS**

**STRATFORD—EST. 1927**

Frequency: 1240 Kc.....Power: 100 Watts  
Owned-Operated By..Central Broadcasting Co.  
Address ..... Windsor Hotel  
Phone Numbers.....1675; 1676  
Transmitter Location.....Windsor Hotel  
Time on the Air.....7 a.m. to 10 p.m.  
News Service.....British UP  
Representative...All-Canada Radio Facilities  
(Canada); Weed & Co. (U.S.A.)

**Personnel**

President.....F. M. Squires  
Station-Commercial Manager...S. E. Tapley  
Sales Promotion Manager.....G. Pomroy  
Program-Musical Director...C. W. Trethewey  
Chief Engineer.....George Hildebrand

**CKSO**

**SUDBURY—EST. 1935**

CANADIAN BROADCASTING CORP.

Frequency: 790 Kc.....Power: 1000 Watts

Owned-Operated By....Sudbury Daily Star,  
Ltd.

Address .....21 Elgin St.  
Phone Number .....77-505  
Transmitter Location.....Neelon Township  
Time on the Air.....7 a.m. to 12 midnight  
Newspaper Affiliation...Sudbury Daily Star  
News Service .....British UP  
Transcription Service... World Broadcasting  
System; NBC Thesaurus  
Toronto Office....611 Star Bldg., W. J. Woodill  
Representative...All-Canada Radio Facilities  
(Canada); Weed & Co. (U.S.A.)

**Personnel**

President.....W. E. Mason  
Station Manager.....Clare Chambers  
Chief Engineer.....J. McRae

**CKGB**

**TIMMINS—EST. 1933**

Frequency: 1470 Kc.....Power: 1000 Watts  
Owned-Operated By..Northern Broadcasting  
& Publishing, Ltd.  
Address .....Thomson Bldg., (Cedar St.)  
Phone Number ..... 1500  
Transmitter Location.....Mattagami  
Heights, Mountjoy Township  
Time on the Air...7:00 a.m. to 12:00 midnight  
Newspaper Affiliation..Timmins Daily Press;  
Val D'Or Star  
News Service .....British UP  
Transcription Service.....NBC Thesaurus  
Representative...All-Canada Radio Facilities,  
Weed & Co. (U.S.A.)

**Personnel**

President .....R. H. Thomson  
Station Manager.....T. R. Morrow  
General Manager.....J. K. Cooke  
Program-Musical Director.....Harrison Flint  
Publicity Director.....Jo Anne Ciochetto  
Chief Announcer.....Fred Darling  
Chief Engineer.....Ernest Mott

**CBL**

**TORONTO—EST. 1927**

CBC—NBC

Frequency: 740 Kc.....Power: 50000 Watts  
Owned-Operated By...Canadian Broadcasting  
Corporation  
Business Address .....805 Davenport Rd.  
Phone Number .....Kenwood 9411  
Studio Address.....805 Davenport Rd.  
Transmitter Location.....Hornby, Ont.  
Time on the Air.....7 a.m. to 11:33 p.m.  
News Service .....C.P., BUP  
National Sales Office Address..55 York St.,  
Toronto  
Representative..... Canadian Broadcasting  
Corp.

**Personnel**

Acting General Manager.....Dr. A. Frignon  
 Regional Representative.....Dick Claringbull  
 Night Supervisor.....Walter Anderson  
 Commercial Manager-Supervisor of Press  
 and Information.....E. A. Weir  
 Publicity Representative.....H. M. Ball  
 Chief Announcer.....Elwood Glover  
 Music Director.....J. M. Beaudet  
 Regional Engineer.....M. L. Poole  
 Production Manager.....James Finley  
 Chief Operator.....Howard Hilliard

National Sales Office Address....55 York St.,  
 Toronto  
 Representative.....Canadian Broadcasting

**Personnel**

Regional Representative-Station  
 Manager.....Dick Claringbull  
 Night Supervisor.....Walter Anderson  
 Commercial Manager-Supervisor of Press  
 and Information.....E. A. Weir  
 Studio Press Representative..T. W. Deachman  
 Regional Engineer.....M. L. Poole  
 Chief Operator.....Howard Hilliard

**C J B C**

TORONTO—EST. 1936

CBC—CJBC—BBC—NBC—MBS

Frequency: 1010 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Canadian Broad-  
 casting Corporation  
 Business Address.....55 York St  
 Phone Numbers: Adelaide 5771 (business of-  
 fice); Kenwood 9411 (studio)  
 Studio Address.....805 Davenport Rd.  
 Transmitter Location.....Dixie, Ont.  
 Time on the Air.....7:45 a.m. to 11:33 p.m.  
 News Service.....CBC News Service

**CFRB**

TORONTO—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 860 Kc.....Power: 10000 Watts  
 Owned-Operated By.....Rogers Radio Broad-  
 casting Co., Limited  
 Address.....37 Bloor Street, West  
 Phone Numbers: Midway 3515-6-7; Midway  
 4643-4-5  
 Transmitter Location.....Aurora, Ontario  
 Time on the Air: 7 a.m. to 12:05 a.m.; Sun-  
 days, 9 a.m. to 12:05 a.m.  
 News Service.....AP, UP

**CFRB**

**T O R O N T O**

★ ★ ★ ★ ★ ★ ★ ★ ★ ★  
**Guarantees** ★  
**SALES!** ★

★ PRIMARY COMMERCIAL AREA	URBAN	RURAL	TOTAL	★
POPULATION .....	1,516,397	833,853	2,350,250	★
★ HOUSEHOLDS .....			554,304	★
RADIO HOMES .....			403,256	★
★ POTENTIAL RADIO LISTENERS.....			1,709,805	★
RETAIL TRADE .....			\$627,697,274	★

★ COVER THIS PROSPEROUS, RESPONSIVE  
 ★ MARKET IN CANADA with 'the favourite station in  
 Canada's Richest Market'..... ★

★ Represented By: All-Canada Radio Facilities in Canada, and  
 Joseph Hershey McGillvra, Inc., in the U. S.

**CFRB**

★ ★ ★ ★ ★ ★ ★ ★

Transcription Service.....NBC Thesaurus:  
Lang-Worth  
Representative.....Joseph Hershey McGillvra

**Personnel**

President.....Harry Sedgwick  
Station Manager.....E. L. Moore  
Program Director and  
Chief Announcer.....Wes McKnight  
Musical Director.....Wally Armour  
Chief Engineer.....Jack Sharpe

Representatives...Radio Representatives, Ltd.  
(Montreal); Joseph Hershey McGillvra, Inc.  
(U.S.A.)

**Personnel**

President.....Henry S. Gooderham  
Station and Commercial Manager..A. E. Leary  
Program-Publicity-Musical  
Director.....Maurice Dalton Rapkin  
Chief Announcer.....J. Edgar Guest  
Secretary-Treasurer.....Elsa G. B. Main  
Chief Engineer.....Ernest O. Swan

**CKCL**

TORONTO—EST. 1925

MUTUAL BROADCASTING SYSTEM

Frequency: 580 Kc.....Power: 1000 Watts  
Owned-Operated By.....Dominion Battery  
Co., Limited  
Address.....444 University Ave.  
Phone Number.....Adelaide 1014  
Transmitter Location.....Scarboro, Ont.  
Time on the Air: 7:30 a.m. to 12:15 a.m.;  
Sundays, 9 a.m. to 12:05 a.m.  
News Service.....British UP  
Transcription Service..World, Standard Radio

**CKNX**

WINGHAM—EST. 1926

CANADIAN BROADCASTING CORP.

Frequency: 920 Kc.....Power: 1000 Watts  
Owned-Operated By.....W. T. Cruickshank  
and B. H. Bedford  
Address.....Josephine St.  
Phone Number.....158  
Transmitter Location.....Belgrave  
Time on the Air.....7:30 a.m. to 11:00 p.m.  
Transcription Service.....All-Canada  
Representative.....J. L. Alexander

“TORONTO  
CANADA”

Has Three Great  
Radio Stations

Ask Joe McGillvra  
About

**CKCL**

The Mutual Affiliate!

**TELESCRIPTS,**

widely sponsored,  
are available  
only on the special



radio news wire

**Personnel**

General Manager.....W. T. Cruickshank  
 Commercial Manager .....Bill Beattie  
 Chief Announcer .....John Brent  
 Sales Promotion Manager.....F. Johnson  
 Musical Director .....H. V. Pym  
 Chief Engineer .....G. Cruickshank

Phone Numbers: 4-1155 (Windsor) Cadillac  
 7200 (Detroit)  
 Studio Address.....Guaranty Trust Bldg.  
 Transmitter Location.....Sandwich, South,  
 Essex County, Ontario  
 Time on the Air.....6 a.m. to 4 a.m.  
 News Service.....UP  
 Transcription Service.....World Broadcasting  
 System  
 Representative....Joseph Hershey McGillvra

**CKLW**

WINDSOR—EST. 1932  
 MUTUAL—CBC

Frequency: 800 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Western Ontario  
 Broadcasting Co.  
 Business Addresses:..Guaranty Trust Bldg.,  
 Windsor; Union Guardian Bldg., Detroit,  
 Mich.

**Personnel**

General Manager.....J. E. Campeau  
 Station Manager.....William J. Carter  
 Commercial Manager.....Richard E. Jones  
 Program Director.....John Gordon  
 Production Manager-Publicity  
 Director .....Frank Burke  
 Sales Promotion Manager...Lois M. Michels  
 Traffic Manager .....Margaret Pratt  
 Chief Engineer.....William J. Carter

A No. 1 JOB

in the  
**DETROIT  
 AREA**

Time-sales records established by CKLW prove that lots of radio-wise advertisers think we're a great station. 5,000 watts at 800 kc., gives the largest coverage in America's Third Market.



J. H. MCGILLVRA, INC.  
 Representative

5,000 watts Day and Night • 800 kc.  
 Mutual Broadcasting System

# PRINCE EDWARD ISLAND

## CFCY

CHARLOTTETOWN—EST. 1924  
CANADIAN BROADCASTING CORP.  
MARITIME NETWORK

Frequency: 630 Kc. Power: 1000 Watts  
Owned-Operated By: Island Radio Broadcasting Co.

Address: 85 Kent St.  
Phone Number: 741  
Transmitter Location: West Royalty, P. E. I.  
Time on the Air: 7:30 a.m. to 12 midnight  
News Service: Canadian Press & British UP  
Transcription Service: Standard Radio; Lang-Worth, All-Canada  
Representative: All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

### Personnel

Managing Director: Lt. Col. K. S. Rogers  
Program-Commercial Manager: L. A. McDonald  
Musical Director: Mrs. K. S. Rogers

Chief Announcer: John MacEwen  
Chief Engineer: Robert F. Large

## CHGS

SUMMERSIDE—EST. 1925  
CBC

Frequency: 1480 Kc. Power: 100 Watts  
Owned-Operated By: R. T. Holman, Ltd.  
Address: Water Street  
Phone Number: 133  
Transmitter Location: Holman Building  
Time on the Air: 7:30 to 8:30, 10:30 a.m. to 3 p.m., 4 p.m. to 9:05 p.m.

### Personnel

President: H. T. Holman  
Station Manager: R. L. Mollison  
Program Director-Chief  
Announcer: Albert A. Nicholson  
Chief Engineer: Angus MacKee

# QUEBEC

## CHAD

AMOS—EST. 1942

CANADIAN BROADCASTING CORP.  
NORTHERN QUEBEC BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 100 Watts  
Owned By: Northern Quebec Broadcasting System

Operated By: Northern Broadcasting & Publishing, Lt.

Business Address: Reilly Bldg., Rouyn, Que.  
Studio, Transmitter: Amos, P. Q.  
Time on the Air: 8:00 a.m. to 11:30 p.m.  
News Service: Canadian Press  
Representative: All-Canada Radio Facilities

### Personnel

President: R. H. Thomson  
Station Manager: Joseph Duguay  
Commercial Manager: Dan Carr  
Chief Engineer: George H. Pope

## CBJ

CHICOUTIMI—EST. 1933  
CBC

Frequency: 1580 Kc. Power: 1000 Watts  
Owned-Operated By: Canadian Broadcasting Corporation  
Studio Address: 286A Racine St.

Phone Number: 155  
Transmitter Location: 4 Larouche Avenue  
Time on the Air: 8 a.m. to 11:30 p.m.  
Representative: Canadian Broadcasting Corp.

### Personnel

General Manager: Dr. J. S. Thomson  
Station Manager: Vilmond Fortin  
Chief Announcer: J. R. Dallaire  
Chief Engineer: J. E. Roberts

## CKCH

HULL—EST. 1932  
CBC (AND PROVINCIAL)

Frequency: 1240 Kc. Power: 250 Watts  
Owned By: Le Droit  
Operated By: CKCH Broadcasting Co.  
Address: 85 Champlain Ave.  
Phone Number: 2-1701  
Transmitter Location: R.R. No. 1, South Hull  
Time on the Air: 7:30 a.m. to 11:30 p.m.  
Newspaper Affiliation: Le Droit (Ottawa)  
News Service: Canadian Press  
Transcription Service: United Transcribed Service

### Personnel

Station-Commercial Manager: Georges Bourassa  
Chief Engineer: Max Gebhardt



**CBF**

**MONTREAL—EST. 1936**  
**CANADIAN BROADCASTING CORP.**  
**BLUE NETWORK**  
**NATIONAL BROADCASTING CO.**

Frequency: 690 Kc. Power: 50000 Watts  
 Owned-Operated By... Canadian Broadcasting Corporation  
 Address ..... 1231 Ste-Catherine, West  
 Phone Number ..... MARquette 8021  
 Transmitter Location..... Vercheres, P. Q.  
 Time on the Air..... 7:30 a.m. to 11:30 p.m.  
 News Service... British UP; Canadian Press  
 Representative ..... Canadian Broadcasting Corp.  
 National Sales Office... 55 York St., Toronto, Ont.

**Personnel**

Acting General Manager ..... Dr. Augustin Frigon  
 Station Manager-Program Director ..... Omer Renaud  
 Commercial Manager..... J. Arthur Dupont  
 Publicity Director..... Leopold Houle  
 Production Manager..... Paul Ledue  
 Chief Announcer ..... Marcel Paré  
 Musical Director ..... J. J. Cagnier  
 Chief Technical Operator..... E. D. Roberts

**CBM**

**MONTREAL—EST. 1937**  
**CANADIAN BROADCASTING CORP.**  
**NATIONAL BROADCASTING CO.**

Frequency: 940 Kc. Power: 5000 Watts  
 Owned-Operated By... Canadian Broadcasting Corporation  
 Address ..... 1231 Ste. Catherine, West  
 Phone Number ..... MARquette 8021  
 Transmitter Location..... Marieville, P. Q.  
 Time on the Air..... 7:30 a.m. to 11:30 p.m.  
 News Service... British UP; Canadian Press  
 Representative ..... Canadian Broadcasting Corp.  
 Nat'l Sales Office... 55 York St., Toronto, Ont.

**Personnel**

Acting General Manager ..... Dr. Augustin Frigon  
 Station Manager-Program Director ..... Omer Renaud  
 Commercial Manager..... J. Arthur Dupont  
 Publicity Director..... Leopold Houle  
 Production Manager ..... Marcel Paré  
 Chief Announcer..... Marcel Paré  
 Musical Director ..... J. J. Cagnier  
 Chief Technical Operator..... E. D. Roberts

**CFCF**

**MONTREAL—EST. 1919**  
**BLUE NETWORK—CBC**

Frequency: 600 Kc. Power: 500 Watts

Owned-Operated By ..... Canadian Marconi Company

Address ..... 1231 St. Catherine St., West  
 Phone Number..... Plateau 2577  
 Transmitter Location..... Mount Royal Hotel, Peel St., Montreal  
 Time on the Air: 7 a. m. to 12 midnight; Sundays, 8 a.m. to 12 midnight  
 News Service..... British UP & C.P.  
 Transcription Service..... NBC Thesaurus  
 Representative... All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

**Personnel**

General Manager..... Reginald M. Brophy  
 Station Manager..... J. A. Shaw  
 Commercial Director..... P. E. Hiltz  
 Sales Promotion Director..... E. H. Smith  
 Program-Musical Director..... H. H. Hewetson  
 Chief Engineer..... Jack Gettenby

**CHLP**

**MONTREAL—EST. 1933**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By... La Patrie Publishing Co., Ltd.  
 Address ..... Sun Life Bldg., Dominion Square  
 Phone Number..... Plateau 5225  
 Transmitter Location..... St. Michel Rd., Ville St. Michel, P. Q.

Time on the Air..... 8 a.m. to 11 p.m.  
 Newspaper Affiliation..... La Patrie  
 News Service ..... British UP  
 Transcription Service..... Standard Radio  
 Representative: J. A. Alexander (Canada); Joseph Hershey McGillvra (U.S.A.)

**Personnel**

President..... Hon. Sen. P. R. DuTremblay  
 Station Manager..... Marcel Lefebvre  
 Production Manager..... M. Lefebvre  
 Chief Announcer ..... Romeo Mousseau  
 Chief Engineer..... Alphonse Cloutier

**CKAC**

**MONTREAL—EST. 1922**  
**COLUMBIA BROADCASTING SYSTEM**

Frequency: 730 Kc. Power: 5000 Watts  
 Owned-Operated By... La Compagnie De Publication de la Presse, Ltee.  
 Address ..... 980 St. Catherine Street, West  
 Phone Number ..... MARquette 3611  
 Transmitter Location..... St. Hyacinthe, P. Q.  
 Time on the Air..... 7:00 a.m. to 12:00 p.m.  
 Newspaper Affiliation ..... La Presse  
 News Service..... UP, BUP, P.N.

Transcription Service.....Lang-Worth; United  
Transcribed System  
Representative.....C. W. Wright (Toronto)  
Joseph H. McGillvra (U.S.A.)

**Personnel**

President.....Hon. Sen. P. R. DuTremblay  
General Manager.....Phil Lalonde  
Commercial Manager.....Louis Leprohon  
Program-Musical Director.....Paul Corbeil  
Program Operations.....F. Biondi  
Production Chief.....Bernard Goulet  
Sales Promotion Manager.....Andre Daveluy  
Chief Announcer.....Roy Malouin  
Publicity-News-Traffic Director... Paul Gelinas  
Musical Director.....P. Corbeil  
Chief Engineer.....Leonard Spencer

**CHNC**

NEW CARLISLE—EST. 1933  
CANADIAN BROADCASTING CORP.

Frequency: 610 Kc.....Power: 1000 Watts  
Owned-Operated By.....The Gaspesia Radio  
Broadcasting Co., Ltd.  
Address.....Main St.  
Phone Number.....38  
Transmitter Location..Sea Shore, New Carlisle  
Time on the Air.....7:45 a.m. to 11 p.m.  
Representative: All-Canada Radio Facilities,  
Ltd. (Canada); Joseph Hershey McGillvra  
(U.S.A.)

**Personnel**

President.....Dr. Charles Dumont  
Managing Director.....Dr. Charles H. Houde  
Station Manager.....Viateur Bernard  
Chief Engineer.....J. R. McGough

**CBV**

QUEBEC—EST. 1934  
CBC

Frequency: 980 Kc.....Power: 1000 Watts  
Owned-Operated By.....Canadian Broad-  
casting Corp.  
Business Address.....140 Wellington St.,  
Ottawa, Ont.  
Phone Number.....8155  
Studio Address.....Chateau Frontenac Hotel  
Transmitter Location....Charlesbourg, P. Q.  
Time on the Air.....8 a.m. to 11:30 p.m.  
News Service...CBC Network News Service  
Representative.....C. B. C.

**Personnel**

CBC President.....Rene Morin  
General Manager.....Dr. J. S. Thomson  
Station Manager.....Maurice Valiquette  
CBC Publicity Director.....Leopold Houle  
CBC Commercial Manager.....Arthur Dupont  
Chief Engineer.....Charles Frenette

**CHRC**

QUEBEC—EST. 1922

Frequency: 800 Kc.....Power: 1000 Watts  
Owned-Operated By.....CHRC, Ltd.  
Address.....11 Buade St.  
Phone Number.....2-8177  
Transmitter Location.....St. Louis Rd.,  
St. Foy, P. Q.  
Time on the Air.....7:30 a.m. to 11:30 p.m.;  
Sundays, 11:30 a.m. to 12 midnight  
Transcription Service.....Lang-Worth  
Representative...Joseph Hershey McGillvra

**Personnel**

President.....Hervé Baribeau  
Station Manager.....J. N. Thivierge  
Secretary-Treasurer.....Henri Lepage  
Sales Manager.....J. A. Hardy  
Publicity and Program Director...A. Pelletier  
Musical Director.....F. Rouleau  
Chief Engineer.....Arsene Nadeau

**CKCV**

QUEBEC—EST. 1924

CANADIAN BROADCASTING CORPORATION  
Frequency: 1340 Kc.....Power: 100 Watts  
Owned-Operated By.....CKVC, Ltd.  
Address.....142 St. John St.  
Phone Number.....2-1585  
Transmitter Location.....254 Marguerite-  
Bourgeois Ave.  
Transcription Service.....World Broadcast-  
ing System  
Representative ...Radio Representatives, Ltd.

**Personnel**

President.....H. Baribeau  
Station Manager.....Paul Lepage  
Publicity Director.....Jean Bender  
Chief Engineer.....Albert Duberger

**CJBR**

RIMOUSKI—EST. 1937

CBC-QUEBEC REGIONAL NETWORK

Frequency: 900 Kc.....Power: 1000 Watts  
Owned-Operated By...Lower St. Lawrence  
Power Co.  
Address.....1 St. John St.  
Phone Number.....396  
Transmitter Location.....Notre-Dame du  
Sacré Coeur  
Time on the Air.....7:45 a.m. to 11:30 p.m.;  
Sundays, 8:45 a.m. to 11:30 p.m.  
Newspaper Affiliation.....Le Progres du  
Golfe, L'Echo du Bas St. Laurent  
News Service.....CBC and Laurentian News  
Representative.....All-Canada Radio (Mon-  
treal), Stovin & Wright (Toronto), Joseph Her-  
shey McGillvra (USA).

**Personnel**

President.....J. A. Brillant  
Vice-Pres. and General Mgr...G. A. Lavoie

**CKRN**

**ROUYN-NORANDA—EST. 1939**

**CANADIAN BROADCASTING CORP.**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned By.....La Cie de Radiodiffusion  
 Rouyn Noranda Ltee.  
 Operated By.....Northern Broadcasting &  
 Publishing, Ltd.  
 Business Address.....P. O., Box 70  
 Phone Number.....1400  
 Studio Address.....Reilly Bldg.  
 Transmitter Location.....Reilly Building  
 Time on the Air.....7:30 a.m. to 11:30 p.m.  
 News Service.....Canadian Press  
 Transcription Service.....NBC Thesaurus  
 Representative...All-Canada Radio Facilities

**Personnel**

President.....Jack K. Cooke  
 Station Manager.....Jean Legault  
 Commercial Manager.....Dan Carr  
 Program Director.....Martin Silburt  
 Chief Announcer.....Albert Aube  
 Chief Engineer.....George H. Pope

**CHGB**

**SAINTE ANNE DE LA POCATIERE**

**EST. 1938**

**CANADIAN BROADCASTING CORP.**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By.....CHGB, Registered  
 Address.....Ste. Anne de la Pocatiere, Co.,  
 Kamouraska, P. Q.  
 Phone Numbers:.....20; 24  
 Transmitter Location.....East end of village  
 Time on the Air.....8:00 a.m. to 11:30 p.m.;  
 Sundays, 12:00 to 11:30 p.m.  
 Newspaper Affiliation.....L'Action Catholique  
 Representative.....Stovin & Wright;

**Personnel**

Station Manager.....G. T. Desjardins  
 Production Manager.....Antoine Freue  
 Publicity.....Alvien Dube  
 Chief Engineer.....L. M. Desjardius

**CHLT**

**SHERBROOKE—EST. 1937**

**CANADIAN BROADCASTING CORP.**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By.....La Tribune, Limitee  
 Business Address.....Marquette Street  
 Phone Numbers.....2071; 2072  
 Studio Address.....3 Marquette St.  
 Transmitter Location.....Sherbrooke  
 Time on the Air.....7:30 a.m. to 11:30 p.m.  
 Newspaper Affiliation.....La Tribune, Ltee.  
 News Service.....Press News Service;  
 Canadian Press

Transcription Service.....NBC Thesaurus;  
 United Transcribed System  
 Representative.Radio Representative (Toronto)

**Personnel**

President.....Hon. Jacob Nicol  
 Manager.....A. Gauthier  
 Program Director.....Jeanne Tremblay  
 Sales Promotion-Production Manager...Jean  
 L. Gauthier  
 Chief Announcer.....Roland Bayeur  
 Musical Director.....Flossie Dawson  
 Chief Engineer.....R. Frechette

**CHLN**

**TROIS-RIVIERES (THREE RIVERS)—**

**EST. 1937**

Frequency: 1450 Kc. Power: 100 Watts  
 Owned-Operated By.....Le Nouvelliste, Ltd.  
 Address.....Chateau de Blois Hotel  
 Phone Number.....4500  
 Transmitter Location.....Three Rivers, P. Q.  
 Time on the Air: 8 a.m. to 11 p.m.; Sunday,  
 12 noon to 11 p.m.  
 Newspaper Affiliation.....Le Nouvelliste  
 News Service.....Press News  
 Transcription Service.....World Broadcasting  
 System; United Transcribed System  
 Representative...Radio Representatives, Ltd.

**Personnel**

President.....Hon. Jacob Nicol  
 Station Commercial Manager..Leon Trepanier  
 Sales Promotion Manager.....Yvon Marchand  
 Program-Musical Director.....Jean Laforest  
 Chief Engineer.....Leon Trepanier

**CKVD**

**VAL D'OR—EST. 1939**

**CANADIAN BROADCASTING CORP.**

Frequency: 1230 Kc. Power: 100 Watts  
 Owned By.....La Voix d'Abitibi Cie, Ltd.  
 Operated By.....Northern Broadcasting &  
 Publishing, Ltd.  
 Address.....Val D'Or  
 Phone Number.....500  
 Studio Address.....Third Ave.  
 Transmitter Location.....Third Ave.  
 Time on the Air.....8 a.m. to 11:30 p.m.  
 News Service.....Canadian Press  
 Transcription Service.....NBC Thesaurus  
 Representative...National Broadcasting Sales

**Personnel**

President.....Roy H. Thomson  
 General Manager.....Jack K. Cooke  
 Station-Commercial Manager...Lucien Godin  
 Chief Engineer.....George Pope

# SASKATCHEWAN

## CHAB

MOOSE JAW—EST. 1922  
CBC

### PRAIRIE REG.

Frequency: 800 Kc. Power: 1000 Watts  
Owned-Operated By: CHAB, Ltd.  
Address: Grant Hall Hotel  
Phone Number: 2377  
Transmitter Location: Boharm, Sask.  
Time on the Air: 6:30 to 11:30 p.m.; Sunday,  
7 a.m. to 11:30 p.m.  
News Service: British UP  
Transcription Service: Lang-Worth  
Representative: All-Canada Radio Facilities  
(Canada); Weed & Co. (U.S.A.)

### Personnel

President: A. E. Jacobson  
Station Manager: H. C. Buchanan  
Commercial Manager: G. G. Henderson  
Program Director: J. S. Boyling  
Publicity Director: Louis Lewry  
Production Manager: R. D. Giles  
Chief Announcer: R. L. Horley  
Chief Engineer: M. Pickford

## CKRM

REGINA—EST. 1926

CANADIAN BROADCASTING CORP.

Frequency: 980 Kc. Power: 1000 Watts  
Owned-Operated By: Transcanada Communi-  
cations, Limited  
Address: Fidelity Life Bldg.  
Phone Number: 8424  
Transmitter Location: Victoria Plains, Sask.  
Time on the Air: 17¼ hours daily  
Newspaper Affiliation: The Regina Leader  
Post; Saskatchewan Farmer  
News Service: Press News  
Transcription Service: Langworth  
Representative: All-Canada Radio Facilities,  
Ltd. (Canada); Joseph Hershey McGillvra  
(U.S.A.)

### Personnel

President: Victor Sifton  
Station Manager: F. V. Scanlan  
Commercial Manager: Bruce M. Pirie  
Program Director: G. B. Quinney  
Chief Engineer: W. McDonald

## CKBI

PRINCE ALBERT—EST. 1934  
CBC

Frequency: 900 Kc. Power: 1000 Watts  
Owned-Operated By: Central Broadcas-  
ting System, Ltd.  
Address: Sanderson Building  
Phone Numbers: 3133; 2049  
Transmitter Location: 7½ miles south of city  
on Highway No. 2  
Time on the Air: 6:00 a.m. to 12:00 midnight;  
Sundays, 8:00 a.m. to 11:30 p.m.  
News Service: British UP  
Transcription Service: World Program Service,  
Thesacrus  
Representative: All-Canada Radio Facilities  
Weed & Co. (USA)

### Personnel

Station Manager: L. E. Moffat  
Sales Manager: G. E. Tankin  
Sales Promotion Manager: Gerald Prest  
Musical Director: George Kergan  
Chief Announcer: W. R. Hart  
Chief Engineer: Tom Van Ness

## CKCK

REGINA—EST. 1922

CANADIAN BROADCASTING CORP.

Frequency: 620 Kc. Power: 1000 Watts  
Owned By: The Regina Leader-Post, Ltd.  
Operated By: All-Canada Radio Facilities,  
Ltd.  
Address: Leader Post Bldg.  
Phone Number: 8525  
Transmitter Location: Pilot Butte  
Time on the Air: 6:30 a.m. to 12 midnight  
Newspaper Affiliation: The Regina  
Leader-Post  
News Service: British UP; Press News  
Transcription Service: NBC Thesaurus;  
Standard Radio  
Representative: All-Canada Radio Facilities  
(Canada); Weed & Co. (U.S.A.)

### Personnel

Station Manager: H. A. Crittenden  
Commercial Manager: R. J. Buss  
Merchandising Manager: J. McMurchy  
Program Director: Ross MacRae  
Production Manager: W. E. Collier  
Chief Engineer: E. A. Strong

**CFQC**

**SASKATOON—EST. 1923**  
**CANADIAN BROADCASTING CORP.**

Frequency: 600 Kc. Power: 1000 Watts  
 Owned-Operated By: A. A. Murphy & Sons, Limited

Address: 216 First Ave., North  
 Phone Numbers: 7282 and 5374  
 Transmitter Location: Saskatoon, Sask.  
 Time on the Air: 7:00 a.m. to 11:30 p.m.;  
 Sundays, 8:30 a.m. to 11:30 p.m.

News Service: British UP  
 Transcription Service: NBC Thesaurus; Standard Radio; Langworth  
 Representative: Radio Representatives, Ltd. (Canada); Howard H. Wilson Co. (U.S.A.)

**Personnel**

President: A. A. Murphy  
 Station-Commercial Manager: Vernon Dallin  
 Program-Musical Director: Cy Cairns  
 Chief Announcer: Wilfred Gilby  
 Chief Engineer: S. Clifton

**CBK**

**WATROUS—EST. 1939**  
**CANADIAN BROADCASTING CORP.**

Frequency: 540 Kc. Power: 50000 Watts  
 Owned-Operated By: Canadian Broadcasting Corp.

Business Address: 300 Manitoba Telephone Bldg., Winnipeg, Manitoba

Phone Number: 97261

Studio Address: Telephone Bldg., Winnipeg, Manitoba

Transmitter Location: Watrous, Sask.  
 Time on the Air: 7 a.m. to 11:30 p.m.

News Service: CP, BUP  
 Representative: F. A. Weir, 55 York St., Toronto, Ont.

**Personnel**

Acting Gen. Manager: Dr. Augustin Frignon  
 CBC Commercial Manager (Toronto): E. A. Weir  
 Program Director: H. G. Walker  
 Publicity Director: C. E. L'Ami  
 Chief Engineer: L. J. Marshall

**CJGX**

**YORKTON—EST. 1927**  
**CANADIAN BROADCASTING CORP.**

Frequency: 1460 Kc. Power: 1000 Watts  
 Owned-Operated By: Yorkton Broadcasting Co.

Address: Broadway Ave.  
 Phone Number: 324  
 Transmitter Location: Yorkton

Time on the Air: 6:30 a.m. to 11:00 p.m.;  
 Sunday, 8:00 a.m. to 10:15 p.m.  
 Transcription Service: World Broadcasting System  
 Representatives: Stovin & Wright (Canada);  
 Joseph Hershey McGillvra, Inc.

**Personnel**

Station Manager: A. L. Garside  
 Sales Manager: Leo De Cagne  
 General Manager: R. J. Priestly

**PA** ORIGINATED

the first news association

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RELATIONS

DEPARTMENT

for the sole purpose

of promoting

affiliated stations.

*One of the many*

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## The SUPER-MARKET of Recorded Radio Shows

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You'll find a show for every taste, well-seasoned and neatly packaged, unrationed and far below the ceiling prices.

NBC's list of syndicated features contains many programs of varied lengths and varied subjects . . . all within a price range which enables you to keep the budget balanced . . . all of *proven* worth.

Here are a few of the outstanding buys:

**The Weird Circle**—spine-tingling mysteries by master storytellers of the past;

**Modern Romances**—real-life love stories, vibrant enough for the young, mellow enough for the old, from the pages of Modern Romances Magazine;

**Stand by for Adventure**—tales of exciting happenings in far places, among strange people;

**Through the Sport Glass**—a close-up of America's sports personalities and events with Sam Hayes.

The big-time list goes on and on—The Name You Will Remember, Let's Take a Look in Your Mirror, Betty and Bob, Time Out for Fun and Music, Getting the Most Out of Life Today—and many others.

And don't forget radio's super-market has a catering department too—to build programs to your specifications.

*Also see advertisement page 696*

National Broadcasting Co.



A Service of Radio  
Corporation of America

# NBC

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Trans-Lux Building, Washington, D. C. . . Sunset and Vine, Hollywood, Calif.



★ RADIO ★  
PRODUCTION



*Producers*



*Transcription Companies*



*Libraries*



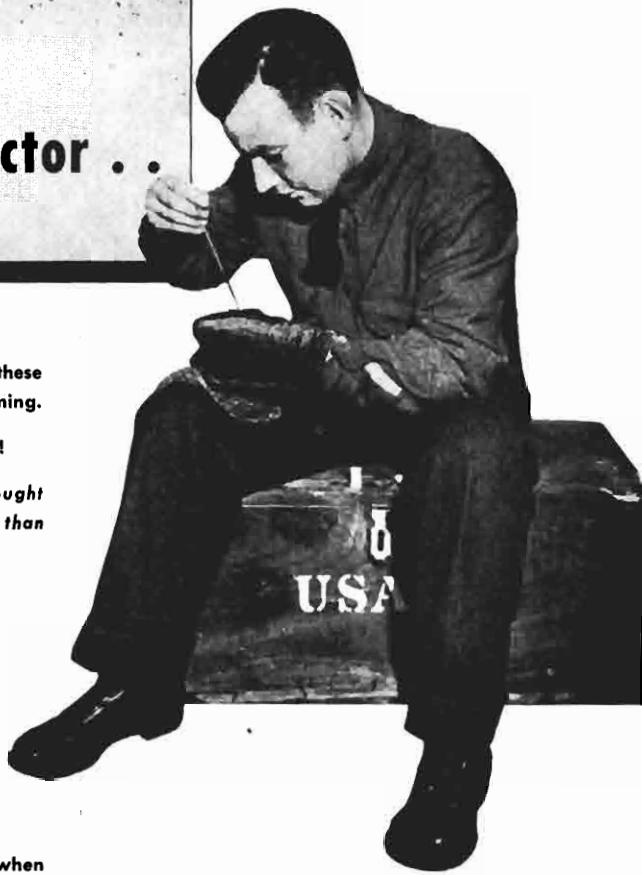
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*Music Performing Rights Societies*



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Chicago  
360 No. Michigan

Hollywood  
Hollywood Blvd.  
at Cosmo St.

San Francisco  
Third & Market

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of Music From Your Library  
Service Today"  
It shows you how to get  
Library programs that sell.

"The Aristocrat of the Turntable"  
**ASSOCIATED RECORDED  
PROGRAM SERVICE**  
25 West 45th Street  
New York, N. Y.  
A Division of  
Associated Music Publishers, Inc.



# Program Producers

## **Advance Television Pictures Service, Inc.**

729 Seventh Ave., New York, N. Y. Phone, BRyant 9-5600. President Chas. J. Gribbon; Secretary-Treasurer, F. E. Miles. SERVICES OFFERED: Production and distribution of motion pictures for television stations.

## **Advertisers Recording Service, Inc.**

113 West 57th Street, New York, N. Y. Phone, Circle 6-0141. President, James A. Miller (on leave with armed forces); Secretary-Treasurer, George R. Smith; Secretary, E. M. Kerr. SERVICES OFFERED: Program production, Millter-tape editing, wax and instantaneous recording, studio rental.

## **Nicholas T. Agneta**

9 Rockefeller Plaza, New York 20, N. Y. Phone, Columbus 5-2142. SERVICES OFFERED: Program production, package shows, talent.

## **Air Features, Inc.**

247 Park Ave., New York. Phone, Wickersham 2-0077.

## **Alton Alexander**

1270 Sixth Ave., New York, N. Y. Phone, Columbus 5-8132. SERVICES OFFERED: Production, scripts, direction of both live talent and transcribed programs ad writers.

## **Norman Alexandroff Artists Bureau**

410 S. Michigan Ave., Chicago, Ill. Phone, Wabash 6762. Manager, Norman Alexandroff; In Charge of Production, Fred Morrow; Directors, John Reidy, U. S. Allen. Writer, Aline Neff. SERVICES OFFERED: Program production.

## **American Institute of Food Products**

75 West St., New York, N. Y. Phone, Bowling Green 9-9188. President, Dr. Walter H. Eddy; General Manager, Robert A. Bories. SERVICES OFFERED: Origination, writing and production of programs specializing in food and kindred accounts. ("Food and Home Forum" participating program on WOR, New York).

## **American-Jewish Broadcasting Co.**

86 Chambers St., New York, N. Y. Phones, Worth 2-3322, REctor 2-5841. President, Herman Younglieb; Secretary, Ann Barbinel. SERVICES OFFERED: Program production, script and transcription library.

## **F. D. Anderson**

Suite 333-35 Paul Brown Bldg., St. Louis, Mo. Phone, Garfield 1055. Manager, F. D. Anderson. SERVICES OFFERED: Program and spot announcement production on local participating programs.

## **Arts Recording Studios & Recording Co.**

29 West 57th St., New York, N. Y. Phone, PLaza 8-0407. Owner-Chief Engineer, John R. Cieferskor; Associate Engineer, Earl E. Welch; Secretary, M. Wankel. SERVICES OFFERED: Production of transcribed programs, scripts, foreign language talent, phonograph master recordings, motion picture sound recording.

## **ASCAP Radio Program Service**

American Society of Composers, Authors & Publishers, 30 Rockefeller Plaza, New York, N. Y. Phone, Columbus 5-7464. Director, Robert L. Murray. SERVICES OFFERED: Production of syndicated scripts for use with live-talent for recorded musical programs, program-aids. Script service is furnished free of charge to all ASCAP-licensed stations.



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THE OLD  
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SONGS OF  
GOOD CHEER



EYE WITNESS  
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FOR COMPLETE INFORMATION ON  
THESE AND OTHER ZIV PRODUCTIONS

**Associated Broadcasting Co., Ltd.**

Dominion Square Bldg., Montreal, Que., Canada. Phone, Belair 3325. President, M. Maxwell; Vice-President, M. Feldman; Secretary-Treasurer, F. Maxwell; Sales Director, H. Rittenberg; Program Director, S. Vineberg; Script Director, B. Stewart; Talent Director, Miss Fitzgerald; French Director, J. O. Denis; French Scripts, R. Cabanna; Syndicated Transcription Dept., R. O. Stevenson; Recording Department, J. Feldman. BRANCH OFFICE: 45 Richmond St. W., Toronto, Can. Phone, Adelaide 3248. Manager, K. H. Gregory. SERVICES OFFERED: Production of live-talent shows in English and French, recordings of programs and spots, scripts.

**Associated Music Publishers, Inc.**

25 West 45th St., New York, N. Y. Phone, BRyant 9-0845. President C. M. Finney; Vice President-Treasurer, John R. Andrus. SERVICES OFFERED: Transcriptions, library, production, scripts, recording processing and pressing both vertical and lateral (Muzak Transcriptions).

**Associated Releases**

P. O. Box 1213, Hollywood, Calif. Phone, Hillside 0101. Producer, and General Manager, Arthur Solomon; Associate Producer, Al H. Sherman; Writer, George Herdan. BRANCH OFFICE: 200 Fifth Ave., New York, N. Y. Phone, GRamercy 5-5252. Manager, Meyer C. Solomon. SERVICES OFFERED: Package shows, spot announcement production; custom-built transcriptions, scripts.

**Ann Barbinel**

54 Riverside Drive, New York, N. Y. Phone, ENdicott 2-4351. SERVICES OFFERED: Creation and production of live-talent and transcribed women's, children's and general programs, casting, custom-built package shows.

**Basch Radio Productions**

17 East 45th St., New York, N. Y. Phone, MURray Hill 2-8877. Sales Manager, Charles J. Basch, Jr.; BRANCH OFFICES: 326 Buckley Bldg., Cleve-

land, Ohio. Phone, Prospect 2922. Alonzo Hawley; 507 Statler Bldg., Boston, Mass. Phone, Hubbard 5225. Robert C. Foster; 226 N. La Salle St., Chicago, Ill. Phone, State 5096. Fred R. Jones. SERVICES OFFERED: Complete program building service; ideas, scripts, talent and production on live and transcribed programs; custom and syndicated recordings.

**Walter Batchelor Agency**

30 Rockefeller Plaza, New York, N. Y. Phone, Circle 6-4224. President, Walter Batchelor. SERVICES OFFERED: Program production. Producers of the "Fred Allen Show."

**Baudry-Harwood Radio Productions**

1434 St. Catherine St., West, Montreal, Que., Canada. Phone, Plateau 9811. Partners, Mrs. Edouard Baudry, Lt. R. W. Harwood; Manager, Yvette Baudry; Producer, Rolland Bedard; Script Writer, René O. Boivin. SERVICES OFFERED: Scripts, program production, translations.

**Marcel Baulu—Laboratoire De Redaction**

1434 West St. Catherine St., Montreal, Que. Phone, Lancaster 9572. Owner, Marcel Baulu; Translator-Secretary, Madeleine Painchaud. SERVICES OFFERED: Program production, scripts.

**Beck Recording Studios**

1722 Hennepin Ave., Minneapolis, Minn. Phone, Atlantic 8901. Managing Director, R. Castle Brown; SERVICES OFFERED: Producers of electrical recordings and transcriptions for radio broadcast; program building; scripts, talent; production; audition service; off-the-air recordings; complete service in the production of sound film in black and white and in natural color.

**Edgar Belmont**

441 Madison Ave., New York, N. Y. Phone, PLaza 3-4967. Owner, Edar Belmont. SERVICES OFFERED: Program production.



# The Sign of Transcribed Programs That **SELL!**

Here are PROVEN programs, successful for many and diversified types of business. Among them are programs which you may use as successfully as others are doing, throughout the United States, Canada, and New Zealand.

## SYNDICATED SHOWS NOW AVAILABLE

"SONGS OF CHEER AND COMFORT" . . . . .	26	¼-hour shows
<i>Starring Richard Maxwell (Gospel Songs and Philosophy)</i>		
"IMPERIAL LEADER" . . . . .	52	¼-hour shows
<i>Dramatized Life Story of Winston Churchill</i>		
"FAMOUS MOTHERS" . . . . .	78	5-min. shows
<i>Starring Jane Dillon—All parts enacted by Miss Dillon</i>		
"ONE I'LL NEVER FORGET" . . . . .	156	5-min. shows
<i>Starring Jack Stevens—Unusual Sports Stories</i>		
"JERRY & SKY," THE MELODY MEN . . . . .	208	5-minute shows
<i>Hill-billy, Western and Folk Songs</i>		
"STAND BY AMERICA" . . . . .	225	5-minute shows
<i>Outstanding Events in American History</i>		
"TWILIGHT TALES" . . . . .	52	¼-hour shows
<i>Starring Elinor Gene—Fairy Stories for Kiddies</i>		
"DAN DUNN, SECRET OPERATIVE No. 48" . . . . .	78	¼-hour shows
<i>Based on famous newspaper strip—Juvenile Series</i>		
"AMERICA TO VICTORY" . . . . .	13	¼-hour shows
<i>Dramatizations of Outstanding Events of World War II.</i>		
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15 West 10th St., Kansas City, Mo. Phone, Harrison 3964. President, Russell C. Comer; Vice-President, John C. Fehlandt; Treasurer, Cecil W. Trapp; Secretary, A. M. Rockie. SERVICES OFFERED: Production of syndicated programs and serials.

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Concourse Bldg., Toronto, Ont., Canada. Phone, Elgin 2625. President, E. A. Byworth; Vice-President, H. R. Johnston; Secretary-Treasurer, A. G. Irwin; Program & Script Department, S. K. Smith. SERVICES OFFERED: Live talent productions, syndicate transcriptions, custom recordings, time placements.

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4 Albert St., Toronto, Ont., Canada. Phone, Adelaide 3383. General Manager, Hal B. Williams; Transcription Division Manager, Don H. Copeland. Production Manager, Stan Francis; Script Department, Rex Weyman. SERVICES OFFERED: Scripts, live talent productions, transcriptions and recordings, air checks.

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1270 Sixth Ave., New York, N. Y. Phone, Circle 6-2144. In-Charge-of-Radio, B. W. Frederick. BRANCH OFFICES: 75 East Wacker Drive, Chicago, Illinois; Phone, State 0003; Executive-in-Charge, W. Carl Snyder; 8584 Sunset Boulevard, Hollywood, Calif.; Phone, Crestview 16244; Executive-in-Charge, L. A. Frederick. SERVICES OFFERED: Program production, package shows, artists' representative.

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394 Bay St., Toronto, Ont. Phone, Elgin 4553. President, A. E. Carter; Vice-President, G. J. Carter; Sales Manager, A. R. Robertson. REPRESENTATIVE: Harry S. Goodman, 19 East 53rd St., New York, N. Y. SERVICES OFFERED: Program production, sales of air time, transcriptions.

**Allen A. Funt Radio Productions**

52 Vanderbilt Ave., New York, N. Y. Phone, MURray Hill 4-6148. President, Allen A. Funt (on leave with U. S. armed forces); Vice-President, Dorothy Funt. SERVICES OFFERED: Syndicated programs, program production.

**General Amusement Corp.**

1270 Sixth Ave., New York, N. Y. Phone, Circle 7-7550. Vice-President-in-Charge-of-Radio, Douglas F. Storer. BRANCH OFFICES: 9028 Sunset Blvd., Hollywood, Calif. Phone, Crestview 1-8101. Executive-in-Charge, Ralph Wonders; 360 N. Michigan Ave., Chicago, Ill. Phone State 6288. Executive-in-Charge, Art Weems; 1533 Carew Towers, Cincinnati, Ohio. Phone, Main 1197. Executive-in-Charge, Art Frew. SERVICES OFFERED: Program production, package shows, artists' representative.

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**George Heid Productions**

1005 Century Bldg., Pittsburgh, Pa. Phone, GRant 3696. Owner, George Heid; Recording Engineer, Gene Romer; Musical Director, Al Marsico. SERVICES OFFERED: Program production, continuity, recording, transcriptions transcribed spot announcement production, air checks, slide film recordings.

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105 E. First St., Los Angeles 12, Calif. Phone, Michigan 4433. Manager, Tony Sein. SERVICES OFFERED: Spanish program production.

**William F. Holland Agency**

Hotel Sinton, Cincinnati, Ohio. Phone Main 3450. Owner, William F. Holland: Program Director, W. Covell; Production, Paul West; Statistician, John Brown; Continuity Chief, Jim Parsons; Art Director, P. O'Brien; Office Manager, D. E. Holland; Merchandising, L. Williams. SERVICES OFFERED: Program production, transcriptions.

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247 Park Ave., New York, New York. Phone, Wickersham 2-2700. Partners:

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**Inter-California Broadcasting System**

247 Broadway, Los Angeles 12, Calif. Phone, Mutual 2759. Manager, Gustavo Faist Moran; Sales Manager, Juan Ortiz; Secretary-Continuity Writer, Margaret Lamar. SERVICES OFFERED: Production of Spanish Language Programs on XEGM 950 Kc. Tijuana, Lower California, Mexico.

**Estella H. Karn**

56 West 45th St., New York, N. Y. Phone, VANDerbilt 6-3860. SERVICES OFFERED: Program production.

**Kasper-Gordon Studios, Inc.**

140 Boylston St., Boston 16, Mass. Phone, Devonshire 7357. President and Production Manager, Edwin H. Kasper; Treasurer and Director of Commercial Dept., Aaron S. Bloom; Recording Manager, Robert W. Graham; Office Manager, Production, Wm. Flygare, Recording; Merrill Towne, Secretary. SERVICES OFFERED: Custom-built live-talent and transcribed programs, syndicated programs, studio recordings airchecks, program production scripts talent, music library for foreign countries.

**Kent-Johnson, Inc.**

34 West 53rd St., New York, N. Y. Phone, PLaza 3-7246. President, Alan Kent; Executive Vice-President, Austen Croom-Johnson. SERVICES OFFERED: Program and spot announcement production, program consultants.

**Kermit-Raymond Corporation**

745 Fifth Ave., New York, N. Y. Phone, ELdorado 5-5511. President-Treasurer, William J. McCambridge; Vice-President & General Manager, Raymond R. Green; West Coast Sales Manager, Scrapy Lambert, 9671 Burton Way, Beverly Hills, Calif. REPRESENTATIVES: F. R. Jones, 228 N. La Salle St., Chicago, Ill.; Alonzo Hawley, Bulkley Bldg., Cleveland, Ohio; John E. Allen, Inc., Rochester, N. Y. SERVICES OFFERED: Production of live and transcribed program shows, scripts.

**Bob Kerr**

30 Rockefeller Plaza, New York, N. Y. Phone, COLUMBUS 5-8051. Ben Pratt, Publicity; Bob Coe, Agency Contact; Pete King, Arranger; Bernie Weissman, Jerry Bittick, Arrangers; Clara Frim, Office Manager. SERVICES OFFERED: Program production, talent promotion.

**King-Trendle Broadcasting Corp.**

1700 Stroh Bldg., Detroit 26, Mich. Phone, Cherry 8321. President-Treasurer, George W. Trendle; Vice-President, John H. King; General Manager-Secretary, H. Allen Campbell; Assistant Commercial Manager, James G. Riddell; Advertising-Sales Promotion-Publicity Manager, Lambert B. Beeuwkes; Traffic Manager, Bess Ashton. REPRESENTATIVE: Paul H. Raymer Co. SERVICES OFFERED: Program production of Lone Ranger, Green Hornet, Ned Jordan-Federal Ace, Challenge of the Yukon, for network, national spot, and local use.

**Landau Broadcasting Service**

270 Broadway, New York, N. Y. Phone, RECTOR 2-5341. Program Director, Herman Younglieb. SERVICES OFFERED: Original foreign-language programs and production, talent.

**Langlois & Wentworth, Inc.**

420 Madison Ave., New York, N. Y. Phone, ELdorado 5-1620. President, C. O. Langlois; Vice-President, W. M. O'Keefe. SERVICES OFFERED: Specialized service for advertisers and advertising agencies of commercial radio programs, both live and recorded, dramatic and musical. Facilities for writing, casting and production.

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333 N. Michigan Ave., Chicago, Ill. Phone, Central 7980. SERVICES OFFERED: Program production.

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745 Fifth Ave., New York, N. Y. Phone, Wickersham 2-8900. Executive Vice-President, Herbert I. Rosenthal; Vice-President, Jack Bertell. SERVICES OFFERED: Program production, package shows.

**Charles Martin Productions**

410 East 57th St., New York, N. Y. Phone, PLaza 8-0045. SERVICES OFFERED: Complete program production service. Scripts, direction, casting.

**Alexander McQueen**

185 East Chestnut St., Chicago, Ill. Phone, Superior 9139. Manager, Alexander McQueen; Secretary-Script Writer, E. R. Junge. SERVICES OFFERED: Program productions, scripts, research, spot announcements. Owner of "Nothing But the Truth."

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849 South Gramercy Drive, Los Angeles 5, Calif. Phone, Drexel 9031. President, Fred C. Mertens; Program Department, Al F. Williams; Script Department, Sparks Stringer; Sales, Stuart S. Shackelton, Kenneth M. Foote; Secretary, C. Orozo. SERVICES OFFERED: Program production, transcriptions, commercial copy service.

**Metropolitan Broadcasting Service Limited**

21 Dundas Square, Toronto 1, Ont., Canada. Phone, Adelaide 0181. President, Ken Soble; Sales Manager, F. C. Hobart; Secretary, Jean Holt; Production-Program Director, Harvey Dobbs; Chief Engineer, Harold Everett. SERVICES OFFERED: Program production, scripts, direction, recorded programs, talent.

**Charles Michelson Radio Transcriptions**

67 West 44th St., New York, N. Y. Phone, MURray Hill 2-3376. President, Charles Michelson; General Manager, A. Michelson. REPRESENTATIVES: 1344 S. Flower St., Los Angeles, Calif. Phone, Prospect 2035. Manager, Philip Johnson; South First & Second Sts., Richmond, Ind. Phone, 1117. Manager, Ryland Jones. SERVICES OFFERED: Transcribed program representative, sound effect record library, distributor of transcribed programs ("The Shadow, Gennett-Speedy-Q sound effects records, Earnshaw Radio Productions, Walter Biddick Co., Radio Transcriptions Co. of America, Transcription Record Albums Co.).

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67 W. 44th St., New York, N. Y. Phone, MURray Hill 2-5421. President-Secretary, Aaron Michelson; Vice-President, Charles Michelson; Assistant Treasurer, Martin Diamond. SERVICES OFFERED: Exporters of transcription programs and sound effect records.

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20 West 47th St., New York 19, N. Y. Phone, BRyant 9-5280. President, George Shackley; Secretary-General Manager, Lillian Stewart; Publicity Director, Gilbert Braun. SERVICES OFFERED: Musical and script programs talent.

**Raymond R. Morgan Co.**

6362 Hollywood Blvd., Hollywood, Cal. Phone, Hempstead 4194. President, Raymond R. Morgan; Manager, R. E. Messer. SERVICES OFFERED: Program production.

**William Morris Agency, Inc.**

1270 Sixth Ave., New York, N. Y. Phone, Circle 7-2160. Executive-in-Charge of Radio, William B. Murray.

**PROFESSOR QUIZ**

**JOE & ETHEL TURP**

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**THOMAS G. ROCKWELL, *President***

*Producers, Creators and Managers*

*of*

*Outstanding Radio Ideas, Talent and*

*Orchestras For Over Twelve Years*

**NEW YORK • CHICAGO • CINCINNATI • HOLLYWOOD**



BRANCH OFFICES: 203 N. Wabash Ave., Chicago, Ill. Phone, State 3632. Executive-in-Charge, Wallace Jordan; 202 N. Canon Drive, Beverly Hills, Calif. Phone, Crestview 1-6161. Executive-in-Charge, George Gruskin, Keith Bldg., Cleveland, Ohio. Phone, Main 1525. Executive-In-Charge, Pat Lombard. SERVICES OFFERED: Production of package shows.

**Motion Picture Productions, Inc.**

(General Broadcasting System, Inc.)

620 West Superior Ave., Cleveland, Ohio. Phone, Prospect 4900. President-Treasurer, Donald C. Jones; Production Manager, Robert Haviland; Sound Engineer, Robert Arbogast; Editorial, Arthur J. Beiler. BRANCH OFFICES: General Broadcasting System, Inc., 518 Buhl Bldg., Detroit, Mich. Phone, Cherry 0400. SERVICES OFFERED: Program production, mobile and studio recording.

**Music Corporation of America**

745 Fifth Ave., New York, N. Y. Phone, Wickersham 2-8900. Executive Vice-President, David A. Werblin; Vice-President, A. Bart McHugh; Vice-President, Charles Miller; Vice-President-Radio Director, Harold Hackett. BRANCH OFFICES: 430 N. Michigan Ave., Chicago, Ill. Phone, Delaware 1100. Manager, Maurie Lipsey; MCA Square, Beverly Hills, Calif. Phone, Bradshaw 23211. President, J. C. Stein; Manager, Taft Schreiber; Union Commerce Bldg., Cleveland, Ohio. Phone, Cherry 6010. Manager, DeArv G. Barton; Tower Petroleum Bldg., Dallas, Texas. Phone 2-1448. Manager, Norman Steppe. SERVICES OFFERED: Production, package shows, talent.

**Music Maker Productions**

154 E. Erie St., Chicago, Ill. Phone, Delaware 5686. Owner, Wendell Hall. SERVICES OFFERED: Production of one-minute musical spot programs.

AIR FEATURES, Inc.

247 PARK AVENUE

NEW YORK CITY

Dear Trade:

Once upon a time there was a radio copywriter who was called upon by his friend. This occurred at the residence of the radio copywriter which was, and had been for some time an insane asylum. The friend found the copywriter beating a typewriter and inquired what the copywriter was doing. The reply to that was that he, the copywriter, was writing himself a memo. He was questioned as to what he was writing himself. The reply was that how the hell would he know, he wouldn't get it until tomorrow!

It happens all the time—but there's always Kent-Johnson, Inc. and believe us this corporate body is at all times ready, willing and able to fly to your aid in time of need. What do we do? Almost anything. Get tickets to "Oklahoma," fib to a client's wife and call on copywriters in insane asylums—who are very kind and who leaves us the loan of their straitjackets.

But mostly we do commercial songs. We're handled by the Morris office.

Cordially

**KENT-JOHNSON, Inc.**

*Alan Kent*

*Austen Croom-Johnson*

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## PROGRAM PRODUCERS

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### **Muzak Transcriptions, Inc.**

151 West 46th St., New York, N. Y. Phone, BRyant 9-1247. Chairman of Board, C. M. Finney; President, K. R. Smith; Vice-President and Treasurer, John R. Andrus. SERVICES OFFERED: Vertical and lateral recordings, off-the-line recordings, air checks, reference or audition recordings, recording service for advertisers and agencies, custom-built recordings, transcription library, pressing and processing, program consultants, production, scripts, talent.

•

### **E. K. Nadel**

1600 Broadway, New York, N. Y. Phone, Circle 6-8861. General Manager, E. K. Nadel; Assistant Manager, Tom Kirby; Art Department Manager, Frank Smith; Treasurer, Marian Mack. SERVICES OFFERED: Program production.

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### **National Concert & Artists Corp.**

711 Fifth Ave., New York, N. Y. Phone, PLaza 3-0820. President, A. H. Morton; Vice-President, O. O. Bottorff; Vice-President, Marks Levine; Vice-President, Daniel S. Tuthill; Vice-President, Victor B. Brown; Vice-President, Charles B. Smith; Secretary-Treasurer, Thomas Reilly. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 4042. Vice-Presidents, Sam Harrington, Theo. McCoy; Sunset at Doheny, Los Angeles, Calif. Crestview 1-7121. Vice-Presidents, Helen Ainsworth, Norma Rinehart; 111 Sutter St., San Francisco, Calif. Executive-In-Charge, Alex Haas. SERVICES OFFERED: Program production, talent management.

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### **National Radio Advertising Agency**

4005 Mary Ellen Ave., North Hollywood, Calif. Phone, State 4-4813. President, D. D. Crawford; Vice-President, J. D. Crawford. SERVICES OFFERED: Producers and distributors of transcribed programs.

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### **Nationalities Broadcasting Association, Inc.**

512 Carnegie Hall, 1220 Huron Rd., Cleveland, Ohio. Phone, Main 4057. President, J. M. Lewandowski; Executive Secretary-Treasurer, Frederick C. Wolf;

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## PROGRAM PRODUCERS

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Chairman of the Board of Directors, M. Autoncic. SERVICES OFFERED: Production of foreign-language and English programs and spot announcements.

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### **NBC Radio-Recording Division**

Radio City, New York, N. Y. Phone, Circle 7-8300. Vice-President, C. Lloyd Egner; Business Manager and Sales Manager, Robert W. Friedheim; Assistant Sales Manager, Willis B. Parsons; Program Manager, Morris W. Hamilton; The-saurus; Program Manager, Norman L. Cloutier; Office Manager, Henry P. Hayes. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 8300. Manager, Frank E. Chiz-zini; Sunset and Vine St., Hollywood, Calif. Phone, Hollywood 6161. Trans-Lux B'dg., Washington, D. C. Phone, Republic 4000. Manager, E. William Young. SERVICES OFFERED: NBC Thesaurus Program Library, custom-built programs, simultaneous recordings of network and studio programs, recording service for advertisers and agencies, syndicated recorded programs, reference or audition recordings, NBC Orthacoustic transcriptions.

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### **Lilian Okun, Inc.**

2 West 67th St., New York, N. Y. Phone, TRafalgar 7-8916. President-Manager, Lilian Okun. SERVICES OFFERED: Program production, live and transcribed, talent, package programs, scripts.

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### **Pan American Broadcasting Co.**

330 Madison Ave., New York, N. Y. Phone, MURray Hill 2-0811. Manager, E. Bernald. REPRESENTATIVES: F. R. Jones, 228 N. La Salle St., Chicago, Ill.; Alonzo Hawley, 1635 East 25th St., Cleveland, Ohio. SERVICES OFFERED: Transcriptions, program production, script service, talent bookings for Latin American and export fields.

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### **Jack Parker & Associates**

6513 Hollywood Blvd., Hollywood 28, Calif. Phone, Granite 7584. President, Jack Parker; Vice-President, Don Masters; Station Relations Manager, Betty Underwood; Script Editor, Ray Bond; Acting Script Editor, Ross Van Neibroc;



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*By Appointment Only*

LO. 3-6177

Music Editor, Harold Graham; Music Director, Dr. David Royal, Jr.; Associate Producer Ray Van Niebroc; Script Writers, R. Van Hill, B. Underwood, J. Parker, H. Graham, Bill Starr, H. Davidson. **SERVICES OFFERED:** Program production, scripts, music direction, live-talent and transcribed programs.

**Leo J. Paulin & Associates**

1627 "K" St., N.W., Washington 6, D. C. Phone, National 9349. **SERVICES OFFERED:** Program ideas, production, scripts.

**Peterson Radio Productions**

1457 Broadway, New York 18, N. Y. Phone, Wisconsin 7-0069. Producer-Director, Donald Peterson; Script Writers, Wilhelmina Fox, Faith Ellen Smith; Engineer, M. P. Fruchty. **SERVICES OFFERED:** Production of religious programs, recording.

**Polish Broadcasting Bureau**

754 Fillmore Ave., Buffalo, N. Y. Phone, Cleveland 6876. Owner, Joseph F. Mikolajczak; Secretary, Emily Mikolajczak. **SERVICES OFFERED:** Program production (Polish).

**Premier Radio Enterprises Inc.**

1218 Olive St., St. Louis, Mo. Phone, Garfield 3395. President, H. S. Somson; Vice-Presidents, Wilson Dalzell, David A. Somson; Secretary, Jerome M. Yawitz. **SERVICES OFFERED:** Producing and recording of custom-built transcriptions, phonograph records, national and regional broadcasts, war and film recording, sales presentations.

**George Logan Price, Inc.**

946 South Normandie Ave., Los Angeles 6, Calif. Phone, FEderal 7372. President, G. L. Price. **SERVICES OFFERED:** Transcribed programs, program

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**Quality Comic Group**

415 Lexington Ave., New York, N. Y. Phone, MU 2-5877. Publisher, E. M. Arnold; Editor, G. E. Brenner; Manager Radio Dept., Enid Hager. SERVICES OFFERED: The Radio and Motion Picture Department of the Quality Comic Group handles the sale, scripts and production of radio shows based on the characters and features established and controlled by The Quality Comic Group. Also the sale of motion picture and television rights.

**Radio Centre Limited**

74 Wellington St., West Toronto, Ont., Canada. Phone, Waverly 2036. General Manager, D. Spencer Grow; Vice-President, Stewart L. Grow; Transcription Supervisor, Frances Morrison. BRANCH OFFICE: 8011 112th Ave., Edmonton, Alberta. Morgan H. Pitcher, Western Manager. SERVICES OFFERED: Syndicated transcriptions.

**Radio Events, Inc.**

535 Fifth Ave., New York 17, N. Y. Phone, MURray Hill 6-3487. President, Martin Lawrence. SERVICES OFFERED: Production, scripts, casting.

**Radio Features of America**

37 West 46th St., New York 19, N. Y. Phone, BRyant 9-9622. Executive Director, Alma Sandra Munsell; Director of Programs and Production, Oliver W. Nicoll. SERVICES OFFERED: Program production and consultation, package live shows, syndicated transcriptions, scripts, talent.

**Radio Producers of Hollywood**

930 N. Western Ave., Hollywood, Calif. Phone, HOLlywood 6506. OWNER: Lou R. Winston. SERVICES OFFERED: Transcribed feature programs.

**Radio Programme Producers**

1440 St. Catherine St., West, Montreal, Que., Canada. Phone, Marquette

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"The Show of Yesterday and Today"

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"What Is Your War Job"

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(War Manpower Commission)

"Soldiers of Production"

(War Production Board)  
Glen Gray Orchestra  
Tiny Hill's Orchestra  
Vincent Lopez Orchestra  
Teddy Powell Orchestra  
Tony Pastor Orchestra  
Will Osborne Orchestra

"Topics for Today"

with Tommy Tucker's Orch.  
(United States Navy and O.W.I.)

"Your Town's War Job"

with Lionel Hampton's Orch.  
(U. S. Employment Service)

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BERT NEVINS, Manager

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(Women's Programs)

50 East 42nd St., New York, N. Y.

MURray Hill 2-9086

1182. Producers, Paul L'Anglais, Simon L'Anglais; Associate Producers, Gil Wall, B. Hogue, Jac Des Baillets; Secretary-Treasurer, Roger Gauvin. BRANCH OFFICE: Hotel Statler, Buffalo, N. Y. Producer, Gilbert Wall. SERVICES OFFERED: Program production, recording.

**Radio Results**

8641 Escanaba Ave., Chicago, Ill. Phone, South Chicago 5374. President, Z. George Jaworowski; Secretary, Adele Walton. SERVICES OFFERED: Program production (foreign language), scripts, translations.

**Radio Subsidiaries**

Hotel Schenley, Pittsburgh, Pa. Phone, Mayflower 6400, Schenley 4055. President, William G. Beal; Vice-President & Treasurer, William R. Cullinson. SERVICES OFFERED: Program and spot announcement production, transcribed programs, scripts, talent.

**Religious News Service**

381 Fourth Ave., New York, N. Y.

Phone, Murray Hill 3-8246. Managing Editor, Louis Minasky; News Editor, George Dugan; Catholic Editor, Thomas F. Doyle. SERVICES OFFERED: Production of weekly religious news scripts.

**Robinson Recording Laboratories**

35 S. Ninth St., Philadelphia, Pa. Phone, Walnut 6800. Owner, W. P. Robinson; John Eckman, Recording Engineer; Wendel Martin, Production. SERVICES OFFERED: Electrical transcriptions, standard phonograph records, dramatized spot announcements, casting, scripts, production.

**Rockhill Radio, Inc.**

18 East 50th St., New York, N. Y. Phone, ELdorado 5-1860. President, Stanley J. Wolf; Vice-President, Emanuel Wolf; Recording Manager, E. Rosenthal; Chief Engineer, "Wally" Wolsky; Office Manager, Janet Taylor. REPRESENTATIVES: Dave Pinchot, Chicago, Ill. SERVICES OFFERED: Transcription and recording service, production, syndicated programs, script service.

**PHIL COHAN**

Producer-Director

"GARRY MOORE

JIMMY DURANTE

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**The Rocky Mountain Radio Council, Inc.**

21 East 18th Ave., Denver, Colo. Phone, Keystone 5306. Director, Robert B. Hudson; Production Director, Jack Weir Lewis; Engineers, Vern Curnow, Tom Harvey; Research, W. M. Spackman; Secretary, Nancy Reid. SERVICES OFFERED: Production of public service programs in Colorado and Wyoming. This organization works in cooperation with its member agencies, consisting of education and civic organizations, colleges, public school systems, etc.

**Saltimeiras Radio Advertisers**

6912 South Western Ave., Chicago, Ill. Phone, Prospect 4050. Program Producer, Paul B. Saltimeiras; Musical Director, Joseph Sauris; Music Librarian, Florence Balsis; Business Manager, Julia Saliner. SERVICES OFFERED: Program production (foreign language).

**James L. Saphier Agency**

6331 Hollywood Blvd., Hollywood 28,

Calif. Phone, Hollywood 7211. Owner, J. L. Saphier; Associate, Alfred Levy; Production Manager, Tom A. McAvity. SERVICES OFFERED: Sales and production of package shows and talent.

**Joseph C. Schramm Studios**

4000 Canal St., New Orleans, La. Phone, Galvez 5914. Owner, Joseph C. Schramm; Supervisor, Josephine Martinez. SERVICES OFFERED: Program production, recording, transcriptions.

**Bernard L. Schubert, Inc.**

509 Madison Ave., New York, N. Y. Phone, PLaza 3-4670. President, Bernard Schubert; Saul Reiss, May Bolhower, C. S. Lieberman. SERVICES OFFERED: Program production, talent representation.

**Sellers, Inc.**

912 Commerce St., Dallas, Texas. Phone, C-5978. President, J. E. Sellers. SERVICES OFFERED: Program production, recordings, transcriptions.

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Among Recent Guest Stars: JOAN BENNETT, HERBERT MARSHALL, RODDY McDOWALL, MARGO, JANE WITHERS, MARTHA O'DRISCOLL

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**Service Programs**

535 5th Ave., New York 17, N. Y. Phone, MURray Hill 6-3489. General Manager, Gladys Miller. SERVICES OFFERED: Scripts, promotion, programming, production, merchandising.

**Edward Sloman Productions**

300 S. McCadden Pl., Los Angeles 5, Calif. Phone, WALnut 6813. Producer-Director, Edward Sloman. SERVICES OFFERED: Syndicated programs and transcriptions, custom-built programs.

**J. Hall Smith Recording Studios**

312 Madison Theatre Bldg., Detroit, Mich. Phone, Cherry 6550. Owner-Manager, J. Hall Smith; Scripts, Douglas Wright; Sales Representative, W. S. Tygard; Office Manager, H. L. Theodore. SERVICES OFFERED: Scripts, transcriptions, records, portable recordings, program production, line and air checking.

**Sound Studios, Incorporated**

1124 Vermont Ave., Washington, D. C. Phone, Republic 1984. President, Robert J. Coar; Vice-President, Helen B. Coar; Gen. Mgr., Hardy Burt; Sales Manager, Steve Carpenter; Office Manager, Jean Fisher. SALES REPRESENTATIVES: Muzak Transcriptions, Inc., 151 West 46th Street, New York, N. Y. Phone, BRYant 9-1246. Vice-President, K. R. Smith; General Sound Corp., 29 West 57th St., New York, N. Y. Phone, PLaza 0-3015. President, E. V. Brinckerhoff. SERVICES OFFERED: Transcriptions, program production.

**The Sound Workshop**

445 S. La Cienaga Blvd., Hollywood 36, Calif. Phone, BRAdshaw 2-1233. Owner, Robert E. Grey. SERVICES OFFERED: Program production, transcription service.

**Henry Souvaine, Inc.**

30 Rockefeller Plaza, New York, N. Y. Circle 7-5666. General Manager, David Hale Halpern; Business Executives, Henry Souvaine, Max Chopnick, Archibald U. Braunfeld, Geraldine Souvaine, Harry W. Hoff, Jr.; Producers, Henry Souvaine, David Hale Halpern, Frank Phares, Harry W. Hoff, Jr.; Associated

Directors, Chick Vincent, Carlo de Angelo, Wm. Neal, John Dietz. SERVICES OFFERED: Package shows (live and transcribed), scripts, production, public relations consultants.

**Richard Stark & Company**

30 Rockefeller Plaza, New York 20, N. Y. Phone, Circle 6-7337. Richard Stark, William Meeder, Fred Weihe. SERVICES OFFERED: Program builders, producers, and consultants.

**Irving Strouse**

151 W. 74th St., New York, N. Y. Phone, TRaFalgar 7-4695. SERVICES OFFERED: Program production, scripts.

**Telecast Productions, Inc.**

30 Rockefeller Plaza, New York 20, N. Y. Phone, COLUMbus 5-6424. President, Myron Zobel; Secretary, E. A. Freeman; Treasurer, William S. Greene, Jr. SERVICES OFFERED: Package shows for radio and television.

**Transamerican Broadcasting & Television Corp.**

1 East 54th St., New York, N. Y. Phone, PLaza 5-9800. President, John L. Clark; Executive Vice-President, E. J. Rosenberg. SERVICES OFFERED: Live and transcribed programs.

**Transcribed Radio Shows**

2 West 47th St., New York 19, N. Y. Phone, LONgacre 5-3440. President, M. E. Moore; Manager, R. Green. SERVICES OFFERED: Custom-built shows, spot announcement production, listener participation transcribed programs.

**Transtudio Corp.**

473 Virginia St., Buffalo, N. Y. Phone, Cleveland 1160. Vice-President-Treasurer, James W. Gillis, Jr. SERVICES OFFERED: Transcribed radio programs, script programs, production, studio recordings, educational recordings, off-the-air checks.

**United Radio Shows (United Press)**

220 East 42nd St., New York, N. Y. Phone, MURray Hill 2-0400. Manager, C. Edmonds Allen. SERVICES OFFERED: Production for radio of news service, news scripts, news research and package news shows.



**United States Recording Co.**

1121 Vermont Ave., N. W., Washington, D. C. Phone, District 1640. General Manager, Joseph Tait; Business Manager, Rhoda Golden; Chief Engineer, John J. Davis. SERVICES OFFERED: Recording and transcription service, script and production service, air checks of domestic and shortwave broadcasts.

**Thomas J. Valentino, Inc.**

1600 Broadway, New York, N. Y. Phone, Circle 6-4675. Production Manager, Thomas J. Valentino; Secretary, Elsie G. Valentine; Director, D. J. Valentine. SERVICES OFFERED: Custom transcriptions, recordings on wax or film, sound effects library.

**Videor Productions**

(Div. of Video and Sound Enterprises)

P. O. Box 517, Omaha, Nebr. Phone, HA 6446. General Manager, Franklin O. Pease. BRANCH OFFICE: 709 Fidelity Bldg., Kansas City, Mo. SERVICES OFFERED: Program production, script service.

**Owen Vinson & Co.**

360 N. Michigan Ave., Chicago 1, Ill. Phone, Central 6769. Producer-Director, Owen Vinson; Writers, Pauline Hopkins, Louis Scofield. SERVICES OFFERED: Production of package shows and custom-built programs.

**J. Franklyn Viola & Co.**

152 West 42nd St., New York, N. Y. Phone, CHickering 4-3254. Manager J. Franklyn Viola. SERVICES OFFERED: Scripts, production, specializing in foreign-language programs, transcriptions.

**WADC Cleveland Studios**

241 Euclid Ave., Cleveland, Ohio. Phones, WA 8949, DI 0056. Partners, James J. Rattay and Paul Faut. SERVICES OFFERED: Production of foreign-language and English programs.

**Carl Wester & Company**

360 N. Michigan Ave., Chicago, Ill. Phone, Randolph 6922. President, Carl Wester. Writer, Irna Phillips. SERVICES OFFERED: Program production.

**Roger White Radio Productions**

521 Fifth Ave., New York, N. Y. Phone, MURray Hill 2-0295. Radio Producer, Roger White; Artists' Bureau, Marilyn Brandt. SERVICES OFFERED: Producing, writing, directing and publicizing radio productions.

**Witte Radio Productions**

1064 S. Genessee, Los Angeles 35, Calif. Phone, Webster 8716. Owner, Oscar Witte. SERVICES OFFERED: Program production, transcriptions.

**Wolf Associates, Inc.**

1270 Sixth Ave., New York, N. Y. Phone, Circle 7-4885. General Manager, Ed Wolf; Production Manager-Casting Director, Jack Rubin; Sales Manager, Paul Ross. BRANCH OFFICE: 6912 Hollywood Blvd., Hollywood, Calif. Phone, GLadstone 6679. Manager, L. Wolfe Gilbert. SERVICES OFFERED: Radio Production, talent.

**World Broadcasting System, Inc.**

711 Fifth Ave., New York, N. Y. Phone, Wickersham 2-2100. President, P. L. Deutsch; Executive Vice-President, A. J. Kendrick; Vice-President, Read H. Wright; Secretary, Milton Diamond; Treasurer, M. R. Rackmil; Station Relations Manager, A. B. Sambrook; Chief Engineer, Charles Lauda, Jr. SERVICES OFFERED: Custom-built transcriptions, processing, pressings, program ideas, production, scripts, talent, transcription program service library.

**Frederic W. Ziv, Inc.**

2436 Reading Road, Cincinnati, Ohio. Phone, University 6124. President, Frederic W. Ziv; Vice-President, William Ziv; Vice-President, John L. Sinn; Secretary, M. R. Ziv. BRANCH OFFICE: 485 Madison Ave., New York, N. Y. Phone, PLaza, 3-9612. Vice-Presidents, John L. Sinn, Chas. M. Gaines. SERVICES OFFERED: Live talent and transcribed programs.

for **C**raftsmanship  
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**C**olumbia

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New York . . . 799 Seventh Ave., Circle 5-7300

Chicago . . . Wrigley Bldg., Whitehall 6000

Hollywood . . . 6624 Romaine St., Granite 4134

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## **Acoustic Equipment Company**

323 Walton Building, Atlanta, Ga. Phone, WALnut 6714. Owner and Manager, P. C. Bangs. SERVICES OFFERED: Recording of transcriptions of all types from studio, station or network; off-the-air recordings for checking programs; audition recordings; sound engineering and public address equipment.

## **Advertisers Recording Service, Inc.**

113 West 57th St., New York, N. Y. Phone, CIRCLE 6-0141. (For detailed information see listing under Program Producers).

## **All-Canada Radio Facilities Limited**

305 Victory Bldg., Toronto, Ont., Canada. Phone, ELgin 2464. Manager, G. F. Herbert; R. E. McGuire, F. W. Cannon. BRANCH OFFICES: Southam Bldg., Calgary, Alberta, Canada. Phone, M-7591. President, H. R. Carson; 802 Electric Railway Chambers, Winnipeg, Manitoba, Canada. Phone 96-861. Manager, P. H. Gayner; 923 Dominion Square Bldg., Montreal, Que., Canada. Phone, LANcaster 6400. Manager, Burt Hall; 543 Seymour St., Vancouver, B. C., Canada. Phone, MARine 9542. J. E. Baldwin. SERVICES OFFERED: Transcriptions, representative for transcription companies and stations.

## **Allied Record Mfg. Co.**

1041 N. Las Palmas Ave., Hollywood, Calif. Phone, HOLlywood 5107. Louis I. Goldberg. Washington Representative: Jerry Mara; Phone, EXECutive 3792. SERVICES OFFERED: Processing and pressing of electrical transcriptions and phonograph records.

## **Arts Recording Studios & Recording Co.**

29 West 57th St., New York, N. Y.

Phone, PLaza 8-0407. (For detailed information see listing under Program Producers).

## **Asch Recording Studios**

117 West 46th St., New York 19, N. Y. Phone, BRyant 9-3137. President, Moe Asch; Office Manager, M. Distler. SERVICES OFFERED: Off-the-air and off-the-line transcriptions, commercial records, transcriptions, recordings and production.

## **Associated Music Publishers, Inc.**

25 West 45th St., New York, N. Y. Phone, BRyant 9-0845. President, C. M. Finney. SERVICES OFFERED: Transcriptions, library, production, recording processing and pressing, both lateral and vertical, script (Muzak Transcriptions, Inc.).

## **Associated Releases**

1310 N. Formosa Ave., Hollywood, Calif. Phone, HILLSide 0181. Script and transcription. (For detailed information see listing under Program Producers.)

## **Audio-Scriptions, Inc.**

1619 Broadway, New York 19, N. Y. Phone, CIRCLE 7-7690. Manager, Ezekiel Rabinowitz. SERVICES OFFERED: Recordings and electrical transcriptions at the studio and on-the-spot; library of voices.

## **Beck Recording Studios**

1722 Hennepin Ave., Minneapolis, Minn. Phone, ATLantic 8901. Script. (For detailed information see listing under Program Producers).

## **G. C. Bird & Associates**

1745 N. Gramercy Place, Hollywood 28, Calif. Phone, HOLlywood 3981. (For



## RADIO'S RATION K... NBC *Thesaurus*

As cleverly packaged as the Army's field food kit — as useful to radio as that scientifically designed Ration K—that's the NBC Thesaurus, the extensive musical library assembled by the NBC Radio-Recording Division for your field work in the battles of brands and sales.

It can save man-hours and production headaches . . . coin money . . . become a hard-hitting sales weapon.

Sales resistance crumbles and enthusiasm sprouts the moment these big names and fine music go to work.

There's Sammy Kaye, Xavier Cugat, Lawrence Welk, Vincent Lopez and other popular orchestras.

There's fine music ready and waiting in Norman Cloutier's "Memorable Music," Rosario Bourdon's Symphony, Allen Roth's "Symphony of Melody"—and many more.

And such great programs as: America Marches with the Goldman Band, Church in the Wildwood with John Seagle, Golden Gate Quartet—a long list of other tested favorites.

Thesaurus is complete, includes sales portfolio, exploitation suggestions, tie-up ideas and publicity material.

For details of what the NBC Thesaurus has done for others—can do for *you*—write today!

*Also see advertisement page 666*

National Broadcasting Co.



A Service of Radio Corporation of America

# NBC

## RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS



RCA Building, Radio City, New York, N. Y. . . Merchandise Mart, Chicago, Ill.  
Trans-Lux Building, Washington, D. C. . . Sunset and Vine, Hollywood, Calif.

detailed information see listing under Program Producers).

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**Bost Records Co.**

29 West 57th St., New York 19, N. Y. Phone, PLaza 3-8676. (For detailed information see listing under Program Producers).

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**Richard Bradley & Associates**

20 North Wacker Drive, Chicago, Ill. Phone, Randolph 3549. (For detailed information see listing under Program Producers).

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**Brinckerhoff Studios Productions, Inc.**

29 West 57th St., New York, N. Y. Phone, PLaza 3-3015. (For detailed information see listing under Program Producers).

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**Chicago Recording Co.**

221 N. La Salle St., Chicago, Ill. Phone, Central 5275. President, L. S. Toogood; Secretary, Jane Fogelsanger. SERVICES OFFERED: Manufacture of electrical transcriptions.

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**Christensen Radio Services**

306 S. Wabash Ave., Chicago, Ill. Phone, Webster 7795. (For detailed information see listing under Program Producers).

•

**Columbia Recording Corporation**

(A Subsidiary of the Columbia Broadcasting System)

799 Seventh Ave., New York, N. Y. Phone, Circle 5-7300. President, Edward Wallerstein; General Manager, Transcription Department, Robert J. Clarkson; Advertising Manager, Alex Steinweiss. BRANCH OFFICES: 6624 Romaine St., Hollywood, Calif. Phone, Granite 4134. Manager, Andrew J. Schrade; 410 N. Michigan Ave., Chicago, Ill. Phone, Whitehall 6000. Manager, Girard D. Ellis. SERVICES OFFERED: Recording, processing and manufacture of all types of electrical

transcriptions; manufacture and distribution of Columbia and Okeh records.

•

**Consolidated Sound Laboratories**

2013 N. 63rd St., Philadelphia, Pa. Phone, TRinity 8213. Owner-Chief Engineer, Raymond Norton; Sales Manager, R. C. Shive; Production Manager, Harvey Lamb. SERVICES OFFERED: Recording, processing, manufacture of recording equipment.

•

**Continental Engineering Co.**

3613 N. Green Bay Ave., Milwaukee 12, Wisc. Phone, Concord 7300. President, K. W. Kennedy; Vice-President, A. F. Jurack; Secretary-Treasurer, A. Blankenheim. SERVICES OFFERED: Commercial recording, manufacture and sale of public address systems and electronic devices.

•

**Patrick Michael Cuning Productions**

6530 Sunset Blvd., Hollywood, Calif. Phone, Hillside 5915. (For detailed information see listing under Program Producers).

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**Damon Transcription Laboratory & Sound Service**

1221 Baltimore Ave., Kansas City, Mo. Phone, Victor 2585. (For detailed information see listing under Program Producers).

•

**Decca Records, Inc.**

50 West 57th St., New York, N. Y. Phone, Columbus 5-2300. President, Jack Kapp; Executive Vice-President, E. F. Stevens, Jr.; Manager Transcription Division, Edward Strauss. BRANCH OFFICES: Boston, Buffalo, Richmond, Detroit, Kansas City, Philadelphia, Chicago, St. Louis, Cincinnati, Cleveland, Minneapolis, Charlotte, Newark, Syracuse, Jacksonville, Oklahoma City, Houston, Atlanta, Memphis, New Orleans, Dallas, Pittsburgh, Washington, Los Angeles, San Francisco, Seattle, Hartford, Brooklyn, Milwaukee, Denver, San Antonio, Birmingham. SERVICES OFFERED: Custom-built electrical transcription records.

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Columbus 5-8552

**Disco Recording Co., Inc.**

Arcade Bldg., St. Louis, Mo. Phone, Chestnut 5937. President, Harry V. Cheshire; Chief Engineer, Gordon Sherman; General Manager, Bob Reichenbach; Secretary, Marie Sherman. SERVICES OFFERED: Production of programs and commercial announcements, studio recordings, portable recordings, off-the-line and off-the-air recordings, audition records, phonograph records.

**Don Lee Productions**

5515 Melrose Ave., Los Angeles, Calif. Phone, Hollywood 8111. (For detailed information see listing under Program Producers).

**Walter P. Downs**

Dominion Square Bldg., Montreal, Que. Phone, Marquette 6368. (For detailed information see listing under Program Producers).

**Eccles Disc Recordings, Inc.**

6233 Hollywood Blvd., Hollywood, Calif. Phone, Hillside 8351. (For detailed information see listing under Program Producers).

**Electro-Vox Recording Studios**

5546 Melrose Ave., Hollywood, Calif. Phone, GLadstone 2189. Owner and Manager, Bert B. Gottschalk. SERVICES OFFERED: "Air-Chek" service; recordings, electrical transcriptions, phonograph records.

**Empire Broadcasting Corporation**

480 Lexington Ave., New York, N. Y. Phone, PLaza 8-3360. (For detailed information see listing under Program Producers).

**Essex Broadcasters, Inc.**

3300 Union Guardian Bldg., Detroit 26, Mich. Phone, Cadillac 6117. General Manager, J. E. Campeau; Chief Engineer, George Funkey. SERVICES OF-

FERED: Airchecks, auditions, slide film sound, commercial transcriptions.

**Exclusive Radio Features Company, Ltd.**

14 McCaul St., Toronto, Ont., Canada. Phone, Adelaide 5112. (For detailed information see listing under Program Producers).

**Federal Transcribed Programs, Inc.**

101 Park Ave., New York, N. Y. Phone, CAledonia 5-7530. SERVICES OFFERED: Transcription service to order, off-the-air recordings, off-the-line recordings, audition recordings, transcribed programs.

**Carl Fischer, Inc. Recording Studio**

119 West 57th St., New York 19, N. Y. Phone, Circle 7-2965. Manager, Max Rittershausen; Studio Director, Rita Connally. SERVICES OFFERED: Transcriptions, off-the-air and studio recording, processing and pressing, studio facilities for location recording.

**Harry E. Foster Agencies Limited**

King Edward Hotel, Toronto, Can. Phone, ELgin 2134. SERVICES OFFERED: Transcriptions, off-the-air recordings, off-the-live recordings, audition recordings, transcribed programs; portable recording equipment also available.

**Paul M. Frailey Productions**

123 S. Broad St., Philadelphia, Pa. Phone, Pennypacker 8450. (For detailed information see listing under Program Producers).

**Frankay & Jackson**

48 West 48th St., New York, N. Y. Phone, LOnacre 5-0242. President-Chief Engineer, Frank Kay; Vice-President-General Manager, Harry Jackson;

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SERVICES OFFERED: Transcription, off-the-air recordings, pressings, studio facilities.

**General Broadcasting System**

Rockefeller Bldg., Cleveland, Ohio. Phone, Prospect 4900. (For detailed information see listing under Program Producers).

**General Sound Corp.**

29 West 57th St., New York, N. Y. Phone, PLaza 3-3015. (For detailed information see listing under Program Producers).

**Harry S. Goodman Radio Productions**

19 East 53rd St., New York, N. Y. Phone, Wickersham 2-3338. (For detailed information see listing under Program Producers).

**Donald C. Hallenbeck**

562 Broadway, Albany, N. Y. Phone, 3-7724. Owner, Donald C. Hallenbeck; SERVICES OFFERED: Studio recordings, transcriptions, off-the-air recordings.

**George Heid Productions**

1005 Century Bldg., Pittsburgh, Pa. Phone, GRant 3696. (For detailed information see listing under Program Producers).

**William F. Holland Agency**

Hotel Sinton, Cincinnati, Ohio. Phone, Main 3450. (For detailed information see listing under Program Producers).

**Hollywood Recording Co.**

1731 N. Highland Ave., Hollywood, Calif. Phone, Gladstone 2191. Owner-

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**Rockhill Radio, Inc.**

**18 East 50th ELdorado 5-1860**

Technician, John Hirsch. **SERVICES OFFERED:** Recording service, air-checks, line-checks, transcriptions.

•

**Hollywood Transcriptions**

4918 Santa Monica Blvd., Los Angeles, 27, Calif. Phone, Normandie 2-3889. Partnership, J. Elmer Keefer and Robert E. Morris. **SERVICES OFFERED:** Transcribed Programs and Producing.

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**Kasper-Gordon Studios, Inc.**

140 Boylston St., Boston 16, Mass. Phone, Devonshire 7357. (For detailed information see listing under Program Producers.)

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**John Keating**

616 Studio Bldg., Portland 5, Ore. Phone, Beacon 1009. Owner, John Keating; Manager, James McLoughlin. **SERVICES OFFERED:** Recordings, transcriptions.

•

**Kermit-Raymond Corporation**

745 Fifth Ave., New York, N. Y. Phone, ELdorado 5-5511. (For detailed information see listing under Program Producers).

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**C. P. MacGregor**

729 S. Western Ave., Hollywood, Calif. Phone, FITzroy 4191. (For detailed information see listing under Program Producers).

•

**McDonald Recording & Engineering Service**

415 N. Harper St., Los Angeles, Calif. Phone, Wyoming 0302. Manager, Clifford C. McDonald; Engineer, M. Hamilton Collins. **SERVICES OFFERED:** Recording, transcriptions, air-checks, recording studios.

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**Mercury Recording Studios**

232 E. Erie St., Chicago, Ill. Phone, DELaware 4786. (For detailed informa-

tion see listing under Program Producers).

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**Fred C. Mertens & Associates**

849 Gramercy Drive, Los Angeles 5, Calif. Phone, Drexel 9031. (For detailed information see listing under Program Producers).

•

**Charles Michaelson Radio Transcriptions**

67 West 44th St., New York, N. Y. Phone, MURray Hill 2-3376. (For detailed information see listing under Program Producers).

•

**Mid-West Transcriptions, Inc.**

4835 Minnetonka Blvd., St. Louis Park, Minn. Phone, Walnut 9131. President, H. D. Field; Manager-Recording Engineer, K. L. Seuker. **SERVICES OFFERED:** Custom-built programs, complete transcription service, programs, scripts, talent, production.

•

**Miller Broadcasting System, Inc.**

113 West 57th St., New York, N. Y. Phone, CIRCLE 6-0141. President, James A. Miller; Secretary-Assistant Treasurer, E. B. McCutcheon. **BRANCH OFFICE:** 7000 Santa Monica Blvd., Hollywood, Calif. Phone, Hillside 4929. **SERVICES OFFERED:** Program production, Millertape recording and editing, wax and instantaneous recording.

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**Muzak Transcriptions, Inc.**

151 West 46th St., New York, N. Y. Phone, BRyant 9-1247. (For detailed information see listing under Program Producers).

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**NBC Radio-Recording Division**

Radio City, New York, N. Y. Phone, CIRCLE 7-8300. Vice-President, C. Lloyd Egner; Business Mgr. and Eastern Sales

Manager, Robert W. Friedheim; Assistant Sales Manager, Willis B. Parsons; Program Manager, Morris W. Hamilton; Thesaurus Program Mgr., Norman L. Cloutier; Office Manager, Henry P. Hayes. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 8300. Manager, Frank E. Chizzini; Sunset and Vine Sts., Hollywood, Calif. Phone, HOLLYWOOD 6161. Trans-Lux Bldg., Washington, D. C. Phone, Republic 4000. Manager, E. William Young. SERVICES OFFERED: NBC Thesaurus Program Library, custom-built programs, simultaneous recordings of network and studio programs, recording service for advertisers and agencies, syndicated recorded programs, reference or audition recordings, NBC Orthacoustic transcriptions.

**Eugene O'Fallon, Inc.**

Albany Hotel, Denver, Colo. Phone, Keystone 0178. Manager, Gene O'Fallon; Director, Frank Bishop. SERVICES OFFERED: Lateral transcriptions.

**Pearl-Tone Recording Studios**

309 Plymouth Bldg., Des Moines 9, Ia. Phone, 3-3626. Proprietor, Sidney J. Pearlman; Recorder, Milton R. Grady; Control Operator, William Green; Production, Rose Adler; Music, Helen Gale. SERVICES OFFERED: Air-checks, recording, dubbing, transcriptions.

**Peterson Radio Productions**

1457 Broadway, New York 18, N. Y. Phone, Wisconsin 7-0069. (For detailed information see listing under Program Producers).

**Ralph L. Power**

405-7 I. N. Van Nuys Bldg., Los Angeles 14, Calif. Phone, Madison 5617. Owner, Ralph L. Power. SERVICES OFFERED: Exporter and importer of transcribed programs.

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**Premier Radio Enterprises, Inc.**

1218 Olive St., St. Louis, Mo. Phone, Garfield 3395. (For detailed information see listing under Program Producers).

**George Logan Price, Inc.**

946 South Normandie Ave., Los Angeles 6, Calif. Phone, FEderal 7372. (For detailed information see listing under Program Producers).

**Radio Centre, Limited**

74 Wellington St., West, Toronto, Ont., Canada, Phone, Waverly 2036. (For detailed information see listing under Program Producers).

**Radio Features of America**

37 West 46th St., New York 19, N. Y. Phone, BRyant 9-9622. (For detailed information see listing under Program Producers).

**Radio News Reel**

Radio Recording Division  
KMTR Radio Corp.

1000 Cahuenga Blvd., Hollywood 28, Calif. Phone, Hillside 1161. Gen. Mgr., K. O. Tinkham; Recording Manager, Lyman M. Smith; Engineer, Edwin A. Lipps; Asst. Engineer, Fred Vanderhurst. SERVICES OFFERED: Transcriptions, studio and field mobile units.

**Radio Producers of Hollywood**

930 North Western Ave., Hollywood, Calif. Phone, Hollywood 6506. (For detailed information see listing under Program Producers).

**Radio Programme Producers**

1440 St. Catherine St., West, Montreal, Que., Canada. Phone, Marquette 1182. (For detailed information see listing under Program Producers).

**Radio Recorders, Inc.**

7000 Santa Monica Blvd., Hollywood, Cal. Phone, HOLlywood 3917. President, F. H. Winter; Vice-President, J. C. Brundage; Secretary, L. D. Minkler; Treasurer, Ernest Dummel; Sales and Production Manager, J. J. Sameth. SERVICES OFFERED: Transcriptions, recording service.

**Radio Recording Studios**

1244 Carmen Ave., Chicago, Ill. Phone, Edgewater 6461. Owner-Manager, Myron Bachman. SERVICES OFFERED: Off-the-air recordings, instantaneous recordings, portable recordings.

**Radio Recording Studios**

1619 Broadway, New York 19, N. Y. Phone, COLumbus 5-9037. Manager, A. Moran. SERVICES OFFERED: Off-the-air recordings, recordings at the studio, electrical transcriptions.

**RCA-Victor Division, Radio Corporation of America**

155 East 24th St., New York, N. Y. Phone, MURray Hill 4-6200. Manager, Studio & Recording Service, Edith H. Bell. BRANCH OFFICES: 445 N. Lake Shore Drive, Chicago, Ill. Phone, Delaware 4774. Manager, A. E. Hindle; 1016 North Sycamore Ave., Hollywood, Calif. Manager, Harry Meyerson; Front & Cooper Sts., Camden, N. J.

**Rec-Art Studios**

1203 S. Main St., Los Angeles, Calif. Phone, PROspect 9232. General and Recording Manager, Al Nazareth; Musical Director, A. Norman; Production Manager, Helen Thayer. SERVICES OFFERED: Recordings, transcriptions, production, building of live and transcribed programs.

**Reeves Sound Studios, Inc.**

1600 Broadway, New York, N. Y. Phone, Circle 6-6686. President, Hazard

E. Reeves; Secretary-Assistant to President, Patricia Greenhouse; Chief Engineer, Lyman J. Wiggin; Studio Manager, Chester L. Stewart; Production Engineers, Richard Vorisek, Ralph Epstein; Chief Shop Engineer, Karl Vogel; Bookkeeper, Katherine Collins. **SERVICES OFFERED:** Electrical transcriptions, phonograph records, off-the-air recording, location, recording, film synchronizing.

**Robinson Recording  
Laboratories**

35 S. Ninth St., Philadelphia, Pa. Phone, Walnut 6800. (For detailed information see listing under Program Producers).

**Rockhill Radio, Inc.**

18 East 50th St., New York, N. Y. Phone, ELdorado 5-1860. (For detailed information see listing under Program Producers).

**Roth & Berdun Recording  
Studios**

4464 Cass Ave., Detroit, Mich. Phone, Temple 12552. Director-Engineer, Charles Roth; Engineer, James C. Young. **SERVICES OFFERED:** Transcriptions, off-the-air and studio recordings.

**G. Schirmer, Inc.**

3 East 43rd St., New York, N. Y. Phone, MURray Hill 2-8100. President, Carl Engel; Secretary, Gustave Schirmer; Chief Recording Engineer, R. V. Hyndman; Recording Engineer, J. W. Aufrecht; Accompanist - Coach, Vicki Crandall. **SERVICES OFFERED:** Transcriptions, spot announcements, audition recording, off-the-air and studio transcriptions, processing, commercial records, recording.

**Joseph C. Schramm Studios**

4000 Canal St., New Orleans, La. Phone, Galvez 5914. (For detailed information see listing under Program Producers).

**Sellers, Inc.**

912 Commerce St., Dallas, Texas. Phone, C-5978. (For detailed information see listing under Program Producers).

**Service Programs**

535 Fifth Ave., New York 17, N. Y. Phone, MURray Hill 6-3489. (For detailed information see listing under Program Producers).

**Edward Sloman Productions**

300 S. McCadden Pl., Los Angeles 5, Calif. Phone, Walnut 6813. (For detailed information see listing under Program Producers).

**Harry Smith Recordings**

2 West 46th St., New York, N. Y. Phone, MEdallion 3-2996. Owner-Recording Engineer, Harry Smith; Manager, Robert E. Scheuing. **SERVICES OFFERED:** Transcription, air checks, off-the-air and studio recordings, commercial records and portable recording facilities.

**Sonora Radio & Television  
Corp.**

730 Fifth Ave., N. Y. C. M. Ruebens, Recording Div., Milton Benjamin, Eastern Sales Manager, Sonora Record.

**Sound Recording Service**

76 Brookwood Rd., Rochester 10, N. Y. Phone, Culver 5548. Manager, George S. Driscoll. **SERVICES OFFERED:** Broadcast and audition recordings and transcriptions, air-checks.

**Sound Studios Incorporated**

1124 Vermont Ave., Washington, D. C. Phone, Republic 1984. (For detailed information see listing under Program Producers).

**The Sound Workshop**

445 S. La Cienaga Blvd., Hollywood 36, Calif. Phone, Bradshaw 2-1233. Owner, Robert E. Grey. **SERVICES OFFERED:** All types of recording service, program

production, syndicated transcriptions, phonograph records. (For detailed information, see listing under Program Producers.)

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**Speak-O-Phone Recording  
& Equipment Co.**

23 West 60th St., New York, N. Y. Phone, Columbus 5-1350. Secretary, R. L. Lee; General Sales Manager, C. A. Austin. SERVICES OFFERED: Manufacture of recording and reproducing equipment for radio stations, advertising agencies, etc.

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**Standard Radio**

6404 Hollywood Blvd., Hollywood, Cal. Phone, Hillside 0188. Partner, Gerald King; Production Manager, Jack Richardson. BRANCH OFFICES: 360 No. Michigan Ave., Chicago, Ill. Phone, State 3153. Partner, M. M. Blink; Sales Manager, Alex Sherwood; 45 West 45th St., New York, N. Y. Phone, BRyant 9-4324. Manager, Herbert Rosen; P. O. Box 933, Dallas, Texas. Manager, Herbert Denny. SERVICES OFFERED: Library, sound effects library, transcriptions.

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**Studio & Artists Recorders**

CBS Bldg., Hollywood, Calif. Phone, Hillside 8241. General Manager, Lewis Finston; Engineers, Jerry Hayman, Lennie Mack; Assistant Manager, Ira W. Case. SERVICES OFFERED: Studio recordings, air-checks, line-checks, transcriptions.

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**Transcribed Radio Shows,  
Inc.**

2 West 47th St., New York, N. Y. Phone, Longacre 5-3440. (For detailed information see listing under Program Producers).

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**Transtudio Corp.**

473 Virginia St., Buffalo, N. Y. Phone, Cleveland 1160. (For detailed information see listing under Program Producers).

•

**United Broadcasting Co.**

201 North Wells St., Chicago, Ill. Phone, Andover 1685. Director, William

L. Klein; Commercial Manager, Egmont Sonderling; Chief Engineer, Zack Yates. SERVICES OFFERED: Transcriptions, studio program production, off-the-air and off-the-line recordings, mobile recordings.

•

**United States Recording Co.**

1121 Vermont Ave., N. W., Washington, D. C. Phone, District 1640. (For detailed information see listing under Program Producers).

•

**United Transcribed System**

14 McCaul St., Toronto, Ont., Canada. Phone, Adelaide 5112. President, John H. Part. SERVICES OFFERED: Transcriptions, phonograph records, scripts, production.

•

**Universal Recording Co.,  
Inc.**

1270 Sixth Ave., New York, N. Y. Phone, Circle 5-4895. General Manager, Gordon Butler. SERVICES OFFERED: Transcriptions; off-the-air; off-the-line and studio recordings.

•

**Urab Recording Studios**

245 West 34th St., New York, N. Y. Phone, Chickering 4-3314. Business Manager, Miss Marianne; Musical Director, Mark Rubens; Executive Director, Jay Alexander; Vocalist, Thelma Baker; Pianist and Vocalist, Jack Allyn. REPRESENTATIVE: Calvin E. Green, 3528 Wentworth Ave., Chicago, Ill. SERVICES OFFERED: Recordings, song-writing services.

•

**Thomas Valentino, Inc.**

1600 Broadway, New York, N. Y. Phone, Circle 6-4675. (For detailed information see listing under Program Producers).

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**Videor Productions**

P. O. Box 517, Omaha, Nebr. Phone, Ha. 6446. (For detailed information see listing under Program Producers).

**Webber Radio Programs**

401 Shops Bldg., Des Moines, Ia.  
Phone, Des Moines 2-1465. Owner-  
Manager, George W. Webber. SER-  
VICES OFFERED: Transcriptions and  
recordings.

**Witte Radio Productions**

1064 S. Genesee, Los Angeles 35, Calif.  
Phone, Webster 8716. (For detailed  
information see listing under Program  
Producers).

**World Broadcasting System,  
Inc.**

711 Fifth Ave., New York, N. Y.  
Phone, Wickersham 2-2100. (For de-  
tailed information see listing under Pro-  
gram Producers).

**Wright-Sonovox, Inc.**

180 N. Michigan Ave., Chicago, Ill.  
Phone, Franklin 6373. President, James  
L. Free; Manager, Harry E. Stewart.  
BRANCH OFFICES: Free & Peters, Inc.,  
Sonovox Division, 444 Madison Ave., New  
York, N. Y. Phone, PLaza 5-4130. Vice-  
President, H. Preston Peters; Manager,  
William A. Chalmers, 1522 N. Gordon St.,  
Hollywood, Calif. Phone, Hillside, 1545.  
Manager, Hal W. Hoag. SERVICES  
OFFERED: Licensing of performance  
rights of Sonovox talking and singing  
sound under United States and foreign  
patents.

**Frederic W. Ziv, Inc.**

2436 Reading Road, Cincinnati, Ohio.  
Phone, University 6124. (For detailed  
information see listing under Program  
Producers).

**Keystone Broadcasting  
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580 Fifth Avenue

New York, N. Y.

Phone, LOnacre 3-2221

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filiated stations are joined together in  
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available spot periods of five minutes  
duration down to twenty-five word  
"chain breaks."

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## **Associated Music Publishers, Inc.**

25 West 45th St., New York, N. Y.  
Phone, BRyant 9-0845. Transcription.  
(For detailed information see listing  
under Program Producers).

## **Patrick Michael Cuning Productions**

6530 Sunset Blvd., Hollywood, Calif.  
Phone, Hillside 5915. Script and Tran-  
scription. (For detailed information  
see listing under Program Producers).

## **Kasper-Gordon Studios, Inc.**

140 Boylston St., Boston 16, Mass.  
Phone Devonshire 7357. Transcription.  
(For detailed information see listing  
under Program Producers.)

## **Kermit-Raymond Corporation**

745 Fifth Ave., New York, N. Y. Phone,  
ELdorado 5-5511. Script and transcrip-  
tion. (For detailed information see list-  
ing under Program Producers).

## **Lang-Worth Feature Pro- grams, Inc.**

420 Madison Ave., New York, N. Y.  
Phone, ELdorado 5-1620. President, C.  
O. Langlois; Vice-President, W. M.  
O'Keefe. SERVICES OFFERED: Syn-  
dicated transcribed programs for regional  
and local advertisers. Producers of  
Lang-Worth Planned Program Service,  
a library of music in transcription form.

## **C. P. MacGregor**

729 S. Western Ave., Hollywood, Calif.  
Phone, FITzroy 4191. Transcription.  
(For detailed information see listing  
under Program Producers).

## **Charles Michaelson**

67 West 44th St., New York, N. Y.  
Phone, MURray Hill 2-3376. Script and  
transcription. (For detailed informa-  
tion see listing under Program Pro-  
ducers).

## **NBC Radio-Recording**

Radio City, New York, N. Y. Phone,  
Circle 7-8300. Transcription. (For de-  
tailed information see listing under Pro-  
gram Producers).

## **George Logan Price, Inc.**

946 South Normandie Ave., Los An-  
geles 6, Calif. Phone, FEderal 7372.  
Script. (For detailed information see  
listing under Program Producers).

## **The Script Library**

535 Fifth Ave., New York 17, N. Y.  
Phone, MURray Hill 6-3487. Station  
Contact, Martin Lawrence. SERVICES  
OFFERED: Script.

## **Standard Radio**

6404 Hollywood Blvd., Hollywood, Cal.  
Phone, Hillside 0188. (For detailed in-  
formation see listing under Transcription  
Companies.)

## **Frederic W. Ziv, Inc.**

2436 Reading Road, Cincinnati, Ohio.  
Phone, University 6124. Transcription.  
(For detailed information see listing  
under Program Producers).



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# A · S · C · A · P

By **DEEMS TAYLOR**

*President*

**T**HE American Society of Composers, Authors and Publishers enters its thirtieth year as the leading performing rights society in the United States with the resolve, like that of all American institutions, to do whatever is possible within its field of endeavor to aid and promote the war effort. As an unincorporated, non-profit, voluntary association, the Society's principal war activities lie within the field of morale.

Last June Ascap sponsored a memorial concert at Carnegie Hall in behalf of the late Sergei Rachmaninoff, for twenty-five years a distinguished member of the Society. The concert featured the music of the great Rachmaninoff, and was played by the Philharmonic-Symphony Orchestra under the baton of Howard Barlow and Frank Black, two of our foremost American conductors. Fritz Kreisler played violin obligati to three Rachmaninoff arias, which were sung by James Melton, the radio, concert and opera star. At the conclusion of these arias Mr. Kreisler, in a touching gesture of affection and respect for his old friend, took the first violinist's chair in the orchestra for the playing of the "Vocalise." The program ended with a performance of Rachmaninoff's Second Piano Concerto, played by the orchestra and the talented young pianist, Sergeant Eugene List. The proceeds from this concert, which amounted to nearly \$5,000, were turned over to the Armed Forces Master Records, Inc., an organization which has been faithfully supplying our service men throughout the entire world with good recordings of classical and semi-classical music. The many letters of appreciation which the Society has received from New Zealand, Guadalcanal, North Africa, England, Italy, from isolated posts in Alaska and from men on submarines, testify to the value of this morale work.

At present, the Society, in conjunction with the Los Angeles "Times," is preparing to sponsor a similar series of concerts with the Los Angeles Philharmonic on the West Coast sometime in January. Proceeds from these concerts will also be used to further the work of the Armed Forces Master Records, Inc.

On the Society's Honor Roll are the names of 108 members, as well as 31 men and 4 women employees, who are now serving in the armed forces. We have been fortunate in that so far ASCAP has not lost a single member or employee in the service.

On November 12th the Society presented two phonographs, together with albums of Victor Herbert recordings, to the Liberty Ship Victor Herbert. Capt. Arnt Magnusdal, master of the ship, accepted these gifts on behalf of his crew. The ship was launched last August 22nd as the sixtieth birthday present from the workers of the Wainwright Shipping Yard to Major General Jonathan M. Wainwright, who was taken prisoner by the Japs at Corregidor. A picture of the late Victor Herbert, one of the founders of the Society, has been built into the panel of the captain's quarters of the ship.

During the Third War Bond Drive, which ended October 5th, Ascap was chosen by the Bond Committee as the organization to head the drive in the music business in New York State. Our members purchased \$365,950 worth of bonds. Some of the publishing houses had made their reports to the film industry with which they are affiliated and, therefore, did not report to Ascap. Within the organization itself, the Society's employees bought \$6,819.80 worth of bonds. The grand total reported to the Treasury was \$372,769.80.

In the field of radio scripts, which are sent without charge to our licensed stations, Ascap has developed a program called "Marching to Music." This program is based on stories of the unsung men and women who have contributed their small part to the progress of American democracy. In these scripts the four freedoms of democracy are shown to be a living philosophy and to have had a long history in the development of our country. The OWI and other Government bureaus have commended the Society for the excellent job we are doing with those scripts. Many broadcasters report that they have sold these programs to sponsors.

From March 1, 1942 to October 1, 1943 the Society elected 243 new writer members and 37 publisher members, which now gives us a total membership of 1,763. In other words, although we are ending our second year of war, the Society as in the past, continues to be a growing organization. With confidence in the ultimate victory of our armed forces, Ascap looks forward to the continued growth and significance of the role which American music will play in the world of tomorrow.

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     Partee, C. L., Music Co.  
     Shattuck, B. E.  
     Virtuoso Music School  
     Williams, Ernest S.  
 Jenkins Music Company  
 Jewel Music Pub. Co., Inc.
- Jones, Isham, Music Corp.  
 Jungnickel, Ross, Inc.  
 Kay & Kay Music Pub. Corp.  
     Franklin, John, Music Co.  
 Kaycee Music Co., Inc.  
     (Formerly: Olman Music  
     Corp.)  
     Down Home Music Co.  
 Keane, Michael, Inc.  
 Kendis Music Corporation  
 King, Charles E.  
 La Salle Music Publishers, Inc.  
     (Formerly: Shuster & Miller,  
     Inc.)  
 Leeds Music Corp.  
 Leslie, Edgar, Inc.  
 Lewis Music Pub. Co., Inc.  
 Lincoln Music Corp.  
     Capano, Frank, Music Pub.  
 Loeb-Lissauer, Inc.  
     Kalmar & Ruby Music Corp.  
 Lorenz Publishing Co.  
     Tullar-Meredith Co., Inc.  
 Ludwig Mus. Pub. Co.  
 Marlo Music Corp.  
 Maurice, Peter, Inc.  
 Mayfair Music Corp.  
     Davis, Joe, Inc.  
     Triangle Mus. Pub. Co., Inc.  
 Melo-Art Music Publishers  
 Melrose Music Corp.  
     Melrose Bros. Music Co., Inc.  
 Mercury Music Corp.  
 Mileue Music  
 Miller, Bob, Inc.  
     Pla-A-Song Co.  
     Streamline Editions  
 Miller Music, Inc.  
     Noble, Johnny  
     Sherman, Clay & Company  
 Mills Music, Inc.  
     American Composers, Inc.  
     Beck, Mort  
     Clark, Frank, Mus. Co.  
     Daly, Joseph, Mus. Pub. Co.  
     Edwards, Gus, Mus. Pub. Co.  
     Gordon & Rich, Inc.  
     Gotham Attucks Mus. Co.  
     Gotham Mus. Service, Inc.  
     Jerome, M. K.  
     Jerome & Schwartz Pub. Co.  
     Kalmar, Puck & Abrahams  
     Consolidated  
     Keit Music Corp.  
     Kornheiser, Phil, Inc.  
     Lincoln, Harry J., Music Co.  
     Morse, Theodore, Music Co.  
     Nelson, Jack, Mus. Co.

• • •      **ASCAP PUBLISHERS**      • • •

- Stark & Cowan, Inc.  
 Stept & Powers, Inc.  
 Sterling Songs, Inc.  
 Sunlight Mus. Co., Inc.  
 United States Music Pub. Co.  
 Vandersloot Music Pub. Co.  
 Waterson, Berlin & Snyder, Co.  
 Waterson, Henry, Inc.  
 Williams, Harry, Mus. Co.  
 Morris, Edwin H., & Co., Inc.  
 (Formerly: Mercer & Morris,  
 Inc.)  
 Morris, Joe, Music Co.  
 White-Smith Music Pub. Co.  
 Morros, Boris, Music Co.  
 Movietone Music Corp.  
 Musette Publishers, Inc.  
 Mutual Music Society, Inc.  
 Nazarene Publishing House  
 Bilhorn Bros. Mus. Co.  
 Lillenas Pub. Co.  
 New World Music Corp.  
 Noble Music Co., Inc.  
 O'Kay Music Company  
 Owens-Kemp Music Co.  
 Pan-American Music Co., Inc.  
 Paramount Music Corp.  
 Popular Melodies, Inc.  
 Spier & Coslow, Inc.  
 Paull-Pioneer Music Corp.  
 Rossiter, Harold, Mus. Co.  
 Photo Play Music Co., Inc.  
 Luz Brothers Mus. Pubs.  
 Music Buyers Corporation  
 Piedmont Mus. Co., Inc.  
 Pinkard Publications  
 Plymouth Music Co., Inc.  
 Brown, Ted, Music Co.  
 Pond, Wm. A., & Company  
 Ellis, Robin  
 Presser, Theodore, Company  
 Quincke, W. A., & Company  
 Remick Music Corp.  
 Rialto Music Pub. Corp.  
 Ricordi, G., & Co., Inc., of N. Y.  
 Ringle, Dave  
 Famous Writers Music Co.  
 Goulden-Leng Co.  
 Hamilton Music Co.  
 Krey, Geo. M., Co.  
 Maytone Music Co.  
 Song Creators Co.  
 Tracy, Wm., Pub. Co.  
 World Music Co.  
 York & King Music Pub. Co.  
 Robbins Music Corporation  
 Metro-Goldwyn-Mayer Corp.  
 Out of the World Pub. Corp.
- Sonnemann Mus. Co., Inc.  
 Twentieth Century Music Corp.  
 Universal Music Corp.  
 Whiteman, Paul, Publications  
 Wiedoeft, Rudy, Mus. Pub. Co.  
 Rodeheaver Co., The  
 Rossiter, Will  
 Row, R. D., Music Co.  
 Riker, Brown & Wellington,  
 Inc.  
 Row, R. D., Inc.  
 Roy Music Co., Inc.  
 Royal Music Publisher  
 Rubank, Inc.  
 Carlson, M. L.  
 Finder & Urbanek  
 Victor Music Co.  
 Rytvoc, Inc.  
 (Formerly: P. Tesio & Sons)  
 Burke Doyle Music Co.  
 Major Music, Inc.  
 Tesio-Major  
 Santly-Joy, Inc.  
 (Formerly: Santly-Joy-Select,  
 Inc.)  
 Santly Bros., Inc.  
 Santly Bros.-Joy, Inc.  
 Select Music Publications,  
 Inc.  
 Saunders Publications  
 Schirmer, G., Inc.  
 Heffelfinger, R. W.  
 Sanders-Weiss, Inc.  
 Schroeder & Gunther, Inc.  
 Schwarz, Merrell, Music Co., Inc.  
 Shapiro, Bernstein & Co., Inc.  
 Shattinger Piano & Music Co.  
 Shubert Music Pub. Corp.  
 Skidmore Music Co., Inc.  
 Southern Music Pub. Co., Inc.  
 Spier, Larry, Inc.  
 Helf & Hager Co.  
 McKinley Music Co.  
 Root, Frank K., & Co.  
 Sprague-Coleman, Inc.  
 Sprague-Coleman  
 Stasny Music Corp.  
 Bibo-Lang, Inc.  
 Stasny-Lang, Inc.  
 Summy, Clayton F., Co.
- Sun Music Co., Inc.  
 Weil, Milton Music Co., Inc.  
 Superior Music, Inc.  
 Tempo Music, Inc.  
 Tobias & Lewis Music Publishers  
 Transcontinental Music Corp.  
 Triangle Music Corporation  
 Victoria Publishing Co.  
 Villa Moret, Inc.  
 Vogel, Jerry, Music Co., Inc.  
 Crumit, Frank, Songs Co.  
 Haviland, F. B., Pub. Co.  
 Worth, Geo. T., & Co.  
 Volkwein Bros., Inc.  
 Agnew, J. E., Publication  
 (Band & Orchestra Catalog  
 only)  
 Bellefield Pub. Co.  
 Caton Pub. Co.  
 Crist, D. W.  
 Dalbey, W. R., Music Co.  
 Groene Music Pub. Co.  
 Hall, Ellis B.  
 Heltman, Fred  
 Nirella, Danny  
 Southwell, Geo. Pub. Co.  
 White House Publications, The  
 Von Tilzer, Harry, Music Pub. Co.  
 Warock Music Co.  
 West'n Music Pub. Co.  
 Williams, Clarence, Mus. Pub.  
 Co., Inc.  
 Ableim, Walter C., Music Co.  
 Arrow Music Co.  
 Clifford, Frances, Music Co.  
 Maison-Blanche Music Co.  
 Piroa, A. J., & Co.  
 Thomas, George W., Music  
 Co.  
 Williamson Music, Inc.  
 Willis Music Company  
 Witmark, M., & Sons  
 Wood, B. F., Music Co.  
 Words & Music, Inc.  
 Davis, Coots & Engel, Inc.  
 Engel, Harry, Inc.  
 Keit-Engel, Inc.  
 World Music, Inc.  
 Yankee Music Pub. Corp.  
 (Formerly: Italian Book Co.)

# ASSOCIATED MUSIC PUBLISHERS, INC. (AMP)

By **CLINTON M. FINNEY**

*President*

**F**OUNDING of AMP: Associated Music Publishers, Inc., was founded as a private corporation in the State of New York on December 22, 1926. Radio licenses have been issued since August, 1928. The corporation conducts a music publishing business and is exclusive agent for numerous foreign music publishers.

**Scope:** Represented in the AMP repertoire are 45 U. S. and European catalogs containing over 500,000 entries of which approximately 18,000 are copyrights. Copyright registration in Washington is in the name of AMP as owner. Ranging from symphonic works to popular dance music, including concert works for ensemble, solo instruments and voice, its repertoire constitutes a flexible and rich source of distinctive music for radio program builders.

**AMP licenses:** Licenses cover performing rights, "small" (i. e., strictly musical) and "grand" (i. e., musical-dramatic). AMP's radio license is unique in that it covers "small" and "grand" rights under a single fee. The radio license stipulates that: (1) the monthly fee shall be equal to a station's highest quarter-hour card rate; (2) that AMP will sell the licensee any music (covered by the license) which is for sale, and rent such music as is not for sale; (3) that AMP will indemnify the licensee against claims arising from the use of music covered by the license.

**AMP licensees:** The national networks, the principal regional networks and most of the important independent radio stations are holders of AMP licenses.

**AMP headquarters:** 25 West 45th Street, New York City. Telephone BRyant 9-0847. Cable address: MUSICPUB—NEWYORK.

**AMP officers:** C. M. Finney, President; John R. Andrus, Vice-Pres. and Treasurer; Ben Selvin, Vice-Pres.; Anna M. Kerner, Secretary; Gretl Urban, Manager, Music Department.

## Publishers

Jos. Aibl Verlag (See Universal Edition)	Boosey & Hawkes, Inc. (See Boosey & Hawkes, Ltd.)*	Lauterbach & Kuhn Breitkopf Publications
Alpha Music	Boosey & Hawkes, Ltd.*	Breitkopf & Haertel Carl Simon
Congress Music Co.	Boosey & Co., Ltd.	Congress Music Co. (See Alpha Music)
Latin American Music Bureau	Boosey & Hawkes, Inc.	Cos Cob Press, Inc. (See Arrow Press, Inc.)
Leader Music Co.	Hawkes & Sons	Demets (See Editions Eschig)
Arrow Press, Inc. (See Cos Cob Press, Inc.)	Winthrop Rogers, Ltd.	Doblinger Verlag*
Associated Music Publishers, Inc.	Universal Edition, Ltd.	
Boosey & Co., Ltd. (See Boosey & Hawkes, Ltd.)*	Bote & Bock	

\* Serious works only as per special list.

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Eos Musikverlag (See Simrock)	Leader Music Co. (See Alpha Music)	Schuberthaus Verlag (See Universal Edition)
Editions Eschig	F. E. C. Leuckart	Senff (See Simrock)
Demets	Otto Maass	Carl Simon (See Breitkopf & Haertel)
Societe Nouvelle d'Editions Musicales	Nagel Musical Archives	N. Simrock
Filmusik Union (See B. Schott's Soehne)	Philharmonischer Verlag (See B. Schott's Soehne)	Senff
Philip Grosch (See B. Schott's Soehne)	Pro Art Publications	Raabe & Plothow
Albert Gutmann	Raabe & Plothow (See Simrock)	Societe Nouvelle d'Editions Musicales (See Editions Eschig)
Julius Hainauer	Winthrop Rogers, Ltd. (See Boosey & Hawkes, Ltd.)*	Universal Edition, Ltd. (See Boosey & Hawkes, Ltd.)*
Wilhelm Hansen Forlag*	Schott & Co., Ltd.	Universal Edition
Hawkes & Sons (See Boosey & Hawkes, Ltd.)*	B. Schott's Soehne	Aibl Verlag
Kahnt's Schering Edition	Filmusik Union	Schuberthaus Verlag
Latin American Music Bureau (See Alpha Music)	Philip Grosch	Vieu (See Editions Eschig)
Lauterbach & Kuhn (See Bote & Bock)	Philharmonischer Verlag	

\* Serious works only as per special list.

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HELP THE  
RED CROSS

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# BROADCAST MUSIC, INC.

By **M. E. TOMPKINS**

*General Manager*

**I**N MARCH of 1940, just four short years ago, BMI opened its doors for business. That today it has firmly established itself is not surprising because the radio industry itself brought BMI into existence—and the Industry has the well-earned reputation of making things “go” when it takes a hand.

Every broadcaster is proud of the fact that when any organization, from a small local group up to the national government, needs a resoundingly successful job done, its first reaction is: “let’s get help from the radio station!”.

And so when radio needed to do a job for itself, a job of establishing a firm defense against a monopoly in music; when it determined that music costs to the stations be lowered and at the same time provide more equitable distribution of earnings to the composers; when it foresaw a greater opportunity to bring vital new composers to the listening public, it set about the task in the usual, efficient and successful manner in which the Industry operates.

Broadcast Music, Inc., is the result.

But now that four years have passed, let us, to turn a favorite phrase, “look at the record.”

The first year, to put it mildly, was hectic. One entire floor of a large New York building was filled with arrangers and music copyists. They were engaged in making brilliant new orchestrations of public domain music that was headed for limbo because nothing had been heretofore done to keep it vitally alive. They were arranging music for one hit after another that the public whistled, sang and danced to.

Then the peak was reached. BMI passed the acute stage of “growing pains” and settled into the routine of a well-oiled, efficient machine.

What might have taken a score of years—or a generation—to accomplish in some other business, BMI did in one short year!

But broadcasters are accustomed to getting results; BMI is the property of the broadcasters; ergo: results were obtained.

And what are these “results”?

Today in North America, there are 932 stations licensed by BMI—93 per cent of them. Coast-to-coast and regional networks have been signed. This, unquestionably, represents solid Industry support.

Equally important is the BMI list of affiliated publishers, for this is the group that provides the music.

At present BMI represents 750 publishers. From them, and through BMI come both the Standard works and the prevailing hit tunes. To cite a particular instance of the latter case, let us point to the record-breaking tune of 1943-44: PAPER DOLL. In this same bracket we find PISTOL PACKIN’ MAMA, BRAZIL, DEEP IN THE HEART OF TEXAS, BESAME MUCHO and others. As 1944 makes its way along, other hit tunes will come from BMI as a matter of course. And with stepped-up frequency!

Less spectacular than the division of popular music is the Script Department. From it has come an amazing wealth of material that has proved a treasure trove to the commercial or program manager who has assayed it.

At present, approximately 50 scripts per week, ranging from 5-minute shows to 30-minute productions, are available to BMI-licensed stations without cost. Countless enthusiastic letters are returned to the Script Department by commercial managers. "We sold your latest script five minutes after it arrived. Keep them coming!"

Too, the Standard Music Department has done a consistent job day after day. For example, it was this department that was responsible for the premier band performance of the new Russian National Hymn in the United States. And there's a little story behind this.

A copy of this hymn was received in New York by radio photo from Moscow. The Standard Department called in one of the top band arrangers; four days later the number was premiered before a huge audience at the University of Illinois where a band clinic was being conducted.

Louis Untermeyer was commissioned to write an English text for this new anthem, and his lyric has received national attention.

Why mention this particular instance?

Because it again establishes a "first" for BMI. It reflects the aggressive spirit of an institution brought into being by the Industry it serves—an aggressive determination that ample music, plus real SERVICE, shall be provided simultaneously with lowering (rather than increasing) cost to the Industry.

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PUBLISHERS

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A-B Company Song Productions,  
The  
A.M.S. Music Collaborators  
A-1 Music Publishers of America  
Acme Music Co.  
Acme Music Corporation  
Acme Songs  
Acuff-Rose Publications  
Adelphi Press, The  
Ahlefeld-Daniels Publications  
Albin Tunes Publishers  
Allen and Klink Music Publishers  
Allen Intercollegiate Music, Inc.  
Allen, Walter F.  
Allied Music, Inc.  
Altschuler, Inc.  
Alva Music Publishing Company  
Alvin Music Corporation  
Ambruce, Adaline C.  
American Melodies  
American Performing Rights Society, Inc.  
American Song Publications  
American Song Publishing Co.  
Amigo Music Publishing Co.  
Amphion Publishers  
Ancheta, Lamberto L.  
Anderson, Leah Logan  
Apex Music, Inc.  
Appleton-Century, D. Co., Inc.

Arberne Music Co.  
Arcadia Valley Music Publishers  
Argus Music Co.  
Armstrong, Hallder E.  
Art Music Company  
Artistic Songs  
Ascot Publishing House  
Ascot Publishing House  
Associated Composers, Inc.  
Astor Music Corporation  
Aurora Music Publishers  
B-K Publishing Company  
Bach Music Publishers  
Bagot, Frank  
Balicer, Simon  
Ball Music Publishing Company  
Ballard, Fred C.  
Baltimore, Roger  
Banner Music Company  
Barclay Music Corp.  
Barnes, Samuel D.  
Barnhart Publications  
Barres Publications  
Barron, Jack  
Barry, Bessie  
Bartlett & Hartmann Music Publishers, Inc.  
Baskin, Sidney  
Bava, John  
Beacon Music Company  
Becigneul, Henry A.  
Beehive Music Company

Beh Music Co.  
Bell-Tone Music Publishing Co.  
Belmont Music Company  
Benald Music Publications  
Benatzky, Ralph, Dr.  
Bendt, Dorothy Sanders  
Ben-Et Songs  
Berbert, E. M.  
Berger Publishing Company  
Berkley Music Co.  
Berry, Brownie  
Berst, John E.  
Berwick Music Corp.  
Beste, Anna Adams  
Beverly Music Company  
Biehl, Rose  
Billings, Lucille  
Billings, Vivien  
Biviano, Joe Music  
Blau, Larry Music Co.  
Block, Martin Publishing Co., Inc.  
Blue Ribbon Melodies  
Bluestone-Bernard Music Publishers  
Bomart Music Corp.  
Bouma, G. H.  
Bourne, Al  
Brainard's, S. Songs Co.  
Brent, Stanford F.  
Brill, D. Dudley  
Britton, Mozzelle

• • • **B M I P U B L I S H E R S** • • •

- Broadcast Music, Inc.  
 Broughton Music Company  
 Brown, Herbert E.  
 Bucher, Roland C.  
 Buel, Marshall M.  
 Bulkley, L. H., Publisher  
 Bullock Music Company  
 Burdick, Lenora  
 Burns & Crowe Publications  
 Byers, Elsie Birt  
 C. & M. Music Co.  
 California Music Publishers  
 Calumet Music Co.  
 Calvin, John  
 Cameron Music Co.  
 Campbell Music Co.  
 Campbell-Porgie, Inc.  
 Canáeld, Cogswell  
 Canterbury Publications  
 Cantrell Music Publications  
 Carey, Thomas J.  
 Carillon Publishers  
 Carleton & Dixon, Inc.  
 Carlton, Joseph  
 Carnegie Publishing Company  
 Carney, Alvin E.  
 Carol Music Company  
 Carr-Hildy Music Company  
 Cascales, Joe, Music Publisher  
 Casivan, Eugene  
 Cason Music Corp.  
 Catena, Florence  
 Caughey, James Urie  
 Cavalcade Music Co.  
 Chaikowsky Music Pub. Co.,  
 Francis T.  
 Champion Music Company  
 Charm Music Company  
 Chase Music Co.  
 Cheatham, Frederick C.  
 Cherio Music Publishers, Inc.  
 Chism, Leon T.  
 Cholvin Music Sales  
 Churchill Publications  
 Cine-Mart Music Publishing Co.  
 Cinema Songs, Inc.  
 Cinephonic Music, Inc.  
 Clavier Music Publishers  
 Clow, O. B.  
 Coast To Coast Music Corp.  
 Cochran, Wally  
 Cole Corporation, M. M.  
 Cole, Jonnie  
 Collins, Francis Joseph  
 Collwill Corporation  
 Colonial Music Pub. Co.  
 Columbia Music Publishers  
 Columbia Music Publishing Co.  
 Commonwealth Music Co.  
 Concert & Radio Music Co.  
 Connors-Wilkins  
 Continental Music Company  
 Continental Record Co.  
 Cooper Music, Inc.  
 Cornelius, James P.  
 Cornell Music Company  
 Coronet Songs  
 Country Music  
 Crestwood Publications  
 Cridland, Dorothy  
 Crocker, Al  
 Crosby, Everett N., Ltd.  
 Cross Music Company  
 Cross, Samuel Avery  
 Crowe, Edward  
 Crowe, Edward, and Pyle, Pete  
 Crowell, Beulah  
 Crowell Music Pub.  
 Crown Music Co., Inc., Ltd.  
 Crown Music Company  
 Cundy-Bettoney Company, Inc.  
 Dahle, Al, Music Publishing Co.  
 Daniels Music Publishing Co.  
 Dan-Pell Songs  
 Darrell, Jack Music Publishers  
 Davidson & Maxon Music Pub-  
 lishers  
 Davis, Glenn S.  
 Davis, Louis A.  
 Davis & Ostergard  
 Dawn Music Co.  
 De Cimper Music Pub.  
 De Santis, Francis  
 Debin Music Company  
 Del Cal Theatres, Inc.  
 Dellon, Harold Music Co.  
 Deluge Music Co.  
 Derby Tunes  
 Desert Music Publishers  
 Desmoni, Martin J.  
 Deutsch, Ruth  
 Devoe, Jack  
 Diamond Music Company  
 Dixie Music Publishing Company  
 Doraine Music Publishing Co.  
 Dorset Publications  
 Dot Music Publishers  
 Douglas Publishing Company  
 Downey & Sazama  
 Drake, Ethel  
 Dream Music  
 Du Val Music Publishing Co.  
 Duckworth, Daisy  
 Duren, Hubert E.  
 Dynamite Music Company  
 Earle, William P. S.  
 Eastern Music Publications  
 Eccma Music Company  
 Echoes Of Victory Music Pub-  
 lishing Company  
 Elektrann Music Pub. Co.  
 Elliott, Lewis  
 Elsmo Bros. Publishers.  
 Embassy Music Corp.  
 Emcee Publishing Company  
 Encore Music Publications, Inc.  
 Englewood Music House  
 Enos, Clyde  
 Enterprise Publications  
 Esquire Music Co.  
 Essex Music Publishing Co.  
 Excelsior Music Publishing Co.  
 Fantasia Music Publishing Co.  
 Fashion Music Publishing Co.  
 Fassio, A.  
 Feast and Hoffman  
 Fehrenbaker, Mona  
 Feiler, Maurice  
 Fifer, C. Arthur  
 Fillerdelphia Music Company  
 Film Music Producers  
 Fine Songs  
 Fletcher Publishing Company  
 Ford Music, Inc.  
 Forest Glen Music Publishers  
 Forzi, Frank  
 Foster, Robert E.  
 Fountain Music Company  
 Fragos-Moore, Incorporated  
 France Music, Inc.  
 Franciosa Song Publications  
 Frederic, Will, Music Publishers  
 Freed & Hall Music Publishers  
 Freeman Associates  
 Freeman Music Company  
 Frey, Fran & Company  
 Friedley, Lowell G. & Company  
 Friedman, Arthur  
 Frish, Frank L.  
 Frye-Ryan-Frankel, Inc.  
 Fumea, Tom  
 G. D. S. Music Publishers  
 G. M. S. Music Publishing Co.  
 G. V. C. Music Publishing Co.  
 Gaal, Charles J., & Co.  
 Gabler, C. J.  
 Gaertner, Herb V.  
 Gait-Way Music Company  
 Gale, Bill  
 Gamma Music, Inc.  
 Gardner, J. C.  
 Gehrman, Carl Music Forlag  
 Girardi, Joseph  
 Giumarra, Minnie  
 Globe Publications  
 Golden Gate Publications  
 Golden Tune Publishers  
 Graessle, George  
 Graham, Gaston  
 Graham, Sgt. Harold L.  
 Graham & Kilhorny  
 Graham Music Company  
 Greater New York Music Corp.  
 Greene, J. Publications  
 Greene-Revel, Incorporated  
 Greenwood, Livingston  
 Grum, Matthew W., Jr.  
 Gunther, Charles, Publicity  
 Guy Publishing Company, The

**B M I P U B L I S H E R S**

- Haberstro, Albert W.  
Haims, P. L.  
Hammer, Charles J.  
Hampton Publications  
Harding, Frank Music House  
Hardtner, Alice D.  
Harmony House  
Harmony Music Publishers  
Harrington, Clare  
Hartmann & Van Horn  
Haun, Dal E. Company  
Hawaii Conservatory Pub. Co.  
Hawkins, Leland R.  
Hay, Bob  
Herrold, Lloyd  
Hicks, Alberta K.  
Hill, Christine  
Hill Music Publishing Company  
Hilliard-Currie Music Publishers  
Hills, Johnny  
Hinds, Hayden & Eldredge, Inc.  
Hines, John  
Hippenstiel, Harold F.  
Hit Parade Publications  
Hodgson, B. C.  
Hoffman, Carrie  
Holdsworth, Elmer  
Hollywood Hit Publishers  
Hollywood Melody Publishing Company  
Hollywood Music Sales  
Horan, Nell  
Horoscopes In Song  
Horvath, Joseph  
House Of Carleton  
House Of Melody  
Howard, Jack Publications  
Hub Publishing Company  
Huddleston, Carolyn Ross  
Humphries, Bruce, Inc.  
Hunter's Music House  
Huttig, Charles M.  
Ideal Music Publishing Co.  
Idelson, Harry  
Immortal Music Publishing Co.  
Imperial Music Publishing Co.  
Independent Music Publishers  
Indigo Music, Inc.  
Ineman, James  
International Dance Studio  
International Publications  
International Songwriter Club  
Isenberg, Emil F. Music Publishing Co.  
Jahnke Publishing Company  
Janis, Stephen  
Jill Music Co.  
Jo-Ann Music Company  
Johnson, Chester  
Johnson, Claude  
Johnson, Elizabeth  
Johnson, Harry H.  
Jones, J. Grayson Music Co.
- Joseph Music  
Kammen, J. J., Music Company  
Karch, Hank  
Kaymusic Publishers  
Keller, Don  
Keller, Leo D.  
Kelly Music Publications  
Kelly, William A.  
Kelton-Romm Music Company  
Key Music Company  
Keyser Music Publisher  
Keystone Music Co.  
King-Del Music Publishers  
Kinkade's Songs  
Knickerbocker Music Pub. Co., Inc.  
Knight Publishing Co.  
Knobloch, M. H.  
Knudsen, Charles  
Kolbert, Marguerite, Productions  
Krygier, Joseph  
Kukula, Frank
- LaRue Publishing Company  
Lake Music Pub. Co.  
Lambert, Jimmy and Glick, Harry  
Lang-Worth Publications, Inc.  
Lanier Music Company  
Lapham, Claude Music Publications  
Latin American Publishing Corp.  
Lawndale Music Publishers  
Leal, Felipe Valdes  
Lee, Rosemary  
Lencer Music Company  
Lennerts, William J.  
Lester, Betty  
Lewcon Music Company  
Lewis, Reggie  
Liberty Music Publishers  
Lincoln, F. S.  
Lind Music Publishers  
Linden Music Publishers  
Livingston & Evans Music Company  
Logos and Company  
London Music Corp.  
Long, J. Baxter  
Lowden, C. Harold  
Lucky Music Publishers  
Lynch, Edward J.  
Lynn, E. A., Publishing Company  
Lynne Music Company  
M. & F. Music Publisher, The  
MacAngelo  
MacFarlane, Thomas M.  
MacGregor, Grant  
Mackley Music Publishing Co.
- Maestro Music Company  
Magnolia Music Company  
Majestic Music Corp.  
Mallory Music Publications  
Maloney, William  
Mandeville, Loretta  
Manhattan Music Company  
Mank's, Chaw, Blue Ribbon Music Co.  
Mansfield, Frank, Music Pub. Co.  
Marchant, J. C., Publications  
Marcy, Victor  
Marion and Son Publishing Co.  
Marks, Edward B., Music Corp.  
Mar-Lane Music Publishers  
Mars Music Publications  
Marsales, Frank  
Marston Music  
Martin, Jack "Tex"  
Martin, Otto J.  
Marvel Music Pub. Co.  
Master Music Publishers  
Material Songs Publishing Company  
Mathews, James  
Mathieson, Hugh  
Maya, Don, Incorporated  
Mayhams Music Company  
Mayo Music Corp.  
McClaran, Olive Hanson  
McClaren, Everett F.  
McClure Music Company  
McClure, Ruth D.  
McDaniel, Joe, Music Company  
McDonald, J. K.  
McDonald Music Company, The  
McDowell, Frances Grider  
McGhee, Berry M.  
McGinty Music Publishing Company  
McLean, Gene, Music Co.  
McMahon, Frank  
Med-Rik Music Publishing Company  
Mellow Music Publishing Company  
Melo Music Co.  
Melody Hall Music Publishers  
Melody Lane, Inc.  
Melody Moderne, Inc.  
Melody Music Company  
Melody Music Publications  
Melody Song Bureau  
Memorie Music Publishing Co.  
Mercury Music  
Merico Music Company  
Merit Music, Inc.  
Merit Music Publishing Co.  
Meritt Publications  
Merrywood Publishers  
Metropolitan Music Company

• • • **B M I P U B L I S H E R S** • • •

- Metropolitan Music Publishers  
 Miami Music Publishers  
 Mike-Tunes  
 Millburn Music Publishers, Inc.  
 Miller, Charles  
 Miller-Grau  
 Miller, Robert E.  
 Mipa Productions, Inc.  
 Miracle Music Company  
 Missud, Jean M.  
 Mode Music Publishing Co.  
 Modern Melodies Publishing Co.  
 Modern Standard Music Co.  
 Moderne Editions  
 Moderne Publications  
 Monarch Music Company  
 Monarch Music Publishing Co.  
 Mongiello, Cosmo Andreotti  
 Monroe Music Company  
 Monroe Music House  
 Monroe Publications  
 Moon Ray Music Publishers  
 Moorhead, Paul G.  
 Morrison & Ewing  
 Moss, Albert W.  
 Motley-Bryson-Johnson  
 Motor City Music Publishers  
 Mount Vernon Publications  
 Mountain Music Company  
 Mountain State Music Publishers  
 Movieland Music Publishers  
 Mullin, Mary J.  
 Mulvaney, John C.  
 Murray, Grace M.  
 Murray Music Company  
 Murray Music Publishers  
 Musart, L. C., Publications  
 Music Center Publishing Co.  
 Music City Copyrights  
 Music For Frets  
 Music-Makers Publishing Co.  
 Music Manuscript Reporter  
 Music Mart  
 Music Products, Inc.  
 Musicana, Inc.  
 Musico  
 Musin, Ovid  
 Nash Chain Song Service, The  
 National Association For Blind  
 Composers, Inc.  
 National Association of Broad-  
 casters  
 National Music Corp.  
 Nationwide Songs, Inc.  
 Nelrod Music Publishers  
 Neptune Music Publishers  
 Network Music Publishers  
 New Era Music Corporation  
 New Harmony Music Publishers  
 New York Publishing Company  
 Newart Song Publications  
 Newton, Al  
 Niehoff, Dolorosa  
 Niksch, Donald E.  
 Nolan Music Co.  
 Normay Music Company  
 Novak, Charles J.  
 Numelody Song Co.  
 Oahu Publishing Company  
 Ocean-Spray Music Company  
 Olin, Milton E.  
 Olson, Nils  
 Olympian Agencies  
 Orange Music Publishers  
 Oriental Music Co.  
 Oriole Tunes  
 Orłowski, John R.  
 Out West Music Publisher, The  
 Overt Music Company  
 Palmer Music Company  
 Palomar Music Corp.  
 Pan-O-Ram Music Service  
 Parade Music Company  
 Parmelee, Gilbert  
 Paterson, James A.  
 Patriotic Music Publishing Co.  
 Paty Publishing Company, The  
 Pearl Music Company, Inc.  
 Peer International Corporation  
 Peerless Music Publishing Co.  
 Pelkonen, Matt Music Co.  
 Peloubet, William Spalding  
 Penn, Julius, Jr.  
 Penn, Richard T.  
 Penn-Sylvan Publications  
 Personal Publications  
 Petrie, Eddie  
 Petrie, H. W.  
 Picadilly Music Co.  
 Piccadilly Music Co.  
 Pittman, J. H., Jr.  
 Plamor Music Company  
 Pind, Frank Music Company  
 Porgie, Debin & Friedman, Inc.  
 Portland Music Company, The  
 Prelude Music Co.  
 Prestige Music  
 Pre-View Publications  
 Pro Musica Publishing Company  
 Process Music Publications  
 Propoggio, R. N.  
 Prosser Music Publishing Co.  
 Puritan Publishing Company  
 Radio Music Company  
 Radio Music Company  
 Radio Music Publishers  
 Radio Screen Music Pub. Co.  
 Rainbow Melodies Music Co.  
 Rainbow Music Publishers  
 Rawlings, Clara  
 Ray Music Publishing Company  
 Raybert Music Company  
 Raymor-McCollisters Music  
 Publishers  
 Real Music Company  
 Recker, Robert, Music Co.  
 Record Music Publishing Co.  
 Redskin Publishing Co.  
 Reed, Harold Jobe  
 Rees, H. E., Music Publishers  
 Reeves, John Frank  
 Regal Music Company  
 Regal Music Company, Ltd.  
 Regent Music Corp.  
 Reid & Singer Music Publishing  
 Company  
 Reis & Taylor, Inc.  
 Remarque Music Publishing Co.  
 Republic Music Corporation  
 Retter, Louis Music Company  
 Reveille Music Co.  
 Revilo Music Co.  
 Rex Music Publishers  
 Reynolds-Bickel  
 Rhapsody Publications  
 Rhodes, David W.  
 Rhythm Publishing Company  
 Rialto Music Publishers  
 Rich Publications  
 Richardson Songs  
 Richmond Melodies  
 Richter, Dr. William B.  
 Ricordi, G., & Co.  
 Ringwald Publications  
 Rinker, Charles, Music Publish-  
 ing Company  
 Rod Jon Music Company  
 Rodenberg, Edward L.  
 Roe, Gilbert  
 Roe-Krippene Music Publishers,  
 Inc.  
 Roque, Julio  
 Rork, Ernest A., & Son  
 Rosen, Raymond  
 Rosetti, Joseph  
 Roslyn Music Company  
 Ross & Howard  
 Ross, Hugh K.  
 Ross Music Pub. Co.  
 Rossi, Edward & Louis  
 Rousseau Publishing Co.  
 Royal Music Publishing Company  
 Rubens, Mark  
 Ruby Music Co.  
 Rudell Music Publishing Co.  
 Russell, Willard

• • • **B M I P U B L I S H E R S** • • •

- Ruth, Barbara  
 Sanders, Al  
 Saxonette Music Company  
 Scala Music Publishers  
 Scamps, The  
 Schael, August Company  
 Scheuerle Bros. Music Publishers  
 Schillinger, Arthur E.  
 Schirmer, E. C., Music Co.  
 Schofer, Kitty James  
 Scholl Publishing Company  
 Schumann Music Company  
 Sears, Julius  
 Sharkey Music Publishing Co.  
 Shattuck Publishers  
 Shelby Music Publishing Co.  
 Sheldon-Mitchell Publishing Corp.  
 Shelhamer, Ben., Jr.  
 Shermack Company  
 Siegal & Dahle  
 Simmons, Ross Publisher  
 Singer, Murray Music Publishing Co.  
 Singmore Music Publishers  
 Skokie Music Company  
 Skylark Songs  
 Smith, Bob  
 Smith, Earl  
 Soback, Rosina  
 Sobie, Carl  
 Society Of Jewish Composers, Publishers and Songwriters  
 Sommers, Henry J.  
 Song Shop, The  
 Song-Tex Music Company  
 Sons Music Pub. Co.  
 Square Deal Publications  
 Stan-Host Melodies  
 Standard Publications  
 Stark Music Printing Company  
 Starlight Music Company  
 Steele, Ted Publishing Co.  
 Stern, Jos. W., & Co.  
 Steven, Arthur Publications  
 Stewart, Larry  
 Stiner, E. J.  
 Stone, Irving  
 Stover Music Company  
 Stratton, A. D., Music Co.  
 Striplin, Mary A.  
 Stroube, Walter A.
- Studio Staff Productions  
 Sudlik & Siegel  
 Sun Ray Music Publishers  
 Sunnyside Music Publications  
 Sunshine Music Company  
 Superior Melodies Publishing Co.  
 Swager Song Studios  
 Sweet Music Publications  
 Swing Music Publishers  
 Symbolic Music Publishing Co.  
 Syndicate Music Publishers, Inc.  
 Tele-Mus Publishing Company, Inc.  
 Televis Music Company  
 The "440" Music Publishing Company  
 Three Boys Music Company, The  
 Tidd, G. M.  
 Timberland Publishing Co.  
 Times Square Music Co.  
 Tin Pan Alley Publications  
 Toben Music, Inc.  
 Tomerlin, Lysle  
 Tompkins, Clarence F.  
 Tompkins, Clarence & Cuff Paul  
 Top Music Publishers, Inc.  
 Topik, Tunes  
 Tourjee, Leo Eben  
 Towle, Ernest and Read, Kemp  
 Trans-America Music Publishers  
 Transatlantic Music Company  
 Transradio Music, Inc.  
 Treasure Chest Publications  
 Trutone Publishing Company  
 Tune Towne Tunes  
 20th Century Music Publishers  
 Typemusic  
 U. S. and International Music Pub.  
 U. S. Music, Inc.  
 Uhl, Milton, Reproduction Service  
 Universal Music Sales  
 University Music Co.  
 Urban Publications  
 Valiant Music Company  
 Van Brunt Publishing Company  
 Van Dorn, Catherine  
 Van Leishout, Edward  
 Van Reeseema, Yolande  
 Van Russ Music
- Vance Music Company  
 Vanguard Songs  
 Variety Music Company  
 Vavrin & King  
 Velo-Tone Music Company  
 Vernon Music Publishers  
 Victor Publishing Company, Inc.  
 Victory Music Company  
 Wabash Music Company  
 Wade, Franklin  
 Wahl, Frederick J.  
 Waldorf Music Company  
 Walker, Arthur L.  
 Warner Studio  
 Washburn, Rozella T.  
 Waters Music Publishing Co.  
 Watson, W. A.  
 Waverly, Jack  
 Weaver, Jesse E.  
 Webster Music Company  
 Weeks, Publisher  
 Wells, Maurice O.  
 Wemar Music Corporation  
 Wentworth, Martha  
 Wesjay Music Corp.  
 West Coast Music Publishers  
 West, Roger Publisher  
 Westcott, Everett W.  
 Westmount Music, Inc.  
 White Way Music Company  
 Whitfield, Fred A.  
 Williams, Albert  
 Williams, Bud Publisher  
 Williams & Williams  
 Willis-Woodward Music Co.  
 Wilson Publishing Co.  
 Winner Music  
 Winters, Leo., Inc.  
 Withers, Mike  
 Witro Music Publishing Co.  
 Witt, Claude H.  
 Wizell, Murray Music Company  
 Woodland Music Company  
 Woods Music Co.  
 World Wide American Classics  
 Worldwide Music Publishers  
 Wright Publishing Company  
 Wrightman, Neale  
 Yeorwaccpoulos, Rt. Rev. A. N.  
 Zaboy-Landino Music Company  
 Zoeller Music Company

# S · E · S · A · C

By **PAUL HEINECKE**

*President*

**S**ESAC will continue in 1944 to make available to radio stations, without restriction, the music catalogs of over 100 leading American music publishers. SESAC music will continue, in 1944, to be used on more radio stations than any other music because—

SESAC has long term blanket licenses with nearly 900 commercial radio stations in the U. S., and—

SESAC music is American music, with over 100 publishers located in 20 states from coast to coast.

SESAC is the bread and butter music of radio, the standard music, the Western and cowboy songs, the religious hymns, the college tunes, the compositions of Edward MacDowell, Victor Herbert, Charles Wakefield Cadman, Mrs. H. H. A. Beach, etc. The diversified music which year after year provides the bulk of program material for your 18-hour broadcast day.

An ever increasing use of SESAC music by advertising agencies on virtually all commercial transcriptions indicates that agency production heads recognize the universal appeal of “bread and butter” music to the listening audience and that time buyers welcome the freedom which SESAC music affords from copyright clearance, bookkeeping deductions, extra fees, music restrictions, etc.

Service to stations is the 1944 watchword at SESAC. Our station relations staff will continue to visit every radio station in the country at least once every six months and assist station executives with their operational problems and music requirements. With 100 years of combined broadcasting experience, our station relations staff is well qualified to provide counsel on virtually every phase on station operation.

The seven proven sales plans have been of material benefit to commercial managers and the details of these commercial programs as well as three new sales plans will be made available to stations without charge through our station relations staff and Program Service Department.

Our liaison work for the Treasury Department on war bonds will continue in 1944 and we shall endeavor to provide the War Finance Division with a daily report of constructive suggestions obtained from stations and data on outstanding war bond programs observed throughout the country.

Our Program Service Department is geared for even more effective operation in 1944, with the preparation and publication of the SESAC Music Program Builder its first major accomplishment of the year. This 200 page volume contains the outstanding music in every program classification by title, composer, publisher, available arrangements, etc. It was created in response to requests from station executives for a practical handbook of specific music, or the cream of the music in every category, classified topically as well as alphabetically.

SESAC, its publishers, Program Service Department and station relations staff will continue to be at your service throughout 1944.



## **SESAC Publisher Affiliates**

- Accordion Music Publishing Co., New York  
Deiro, Pietro  
Adler (see Edition Adler)  
Albright Music Company (see National Music Co.)  
Alford, Harry L.; Chicago  
Alkire Publications, Eddie, Easton, Pa.  
Altschuler, J. (See "P. W. P.")  
American Music, Inc., Portland, Ore., Hollywood, Cal.  
Cross & Winge, Inc.  
Arct, M.; Warsaw  
Ashmall Company, Wm. E (See McLaughlin & Reilly Co.)  
Augsburg Publishing House; Minneapolis  
Avalon Music Publishing Co. (See Stirling Music Publishing Co.)  
Barnes, A. S. and Company, Inc.; New York  
Barnhouse, C. L.; Oskaloosa, Iowa  
Barwicki, K. T. (See "P. W. P.")  
Beirly Company (See Chart Music Publishing House, Inc.)  
Benson Publishing Co., John T., Nashville, Tenn.  
Berge Music Co. (See McLaughlin & Reilly Co.)  
Braun, Hubert J.; Chicago  
Braun Music Co.  
Braun Organization, The  
Broadcast Music Publishers (See National Music Company, Inc.)  
Bryant Music Company; New York  
Brumley, Albert E.; Powell, Mo.  
Calbo, N.; Barcelona  
Capitol Music Co. (See National Music Co., Inc.)  
Catholic Music Company (See McLaughlin & Reilly Co.)  
Central Music Company (See Ramsey, Will M.)  
Chart Music Publishing House, Inc.; Chicago  
Beirly Company, Alfred  
Coanacher, B.  
Huffer, Fred. K.  
Littig Music Publishing Co., Frank  
Warde, Harry  
Warner, F. Eugene  
Western Accordion Music Company  
Clef Music Co.; New York  
Coanacher, B. (See Chart Music Publishing House, Inc.)  
Colombo, Alberto; Hollywood  
Composers Press, Inc., The; New York  
Cross & Winge, Inc. (See American Music, Inc.)  
Culla, Antonio; Barcelona  
Deiro, Pietro (See Accordion Music Publishing Co.)  
Denison & Co., T. S.; Chicago  
Di Bella, O.; New York  
Do Re Mi Fa Casa Editora De Musica (See Ediciones Internacionales Fermata)  
Ediciones Fermata (See Ediciones Internacionales Fermata)  
Ediciones Internacionales Fermata: Buenos Aires (South American Publications)  
Ediciones Musicales Pampa  
Do Re Mi Fa Casa Editora De Musica  
Ediciones Internacionales Fermata, Warsaw (European Publications)  
Ediciones Musicales Pampa (See Ediciones Internacionales Fermata)  
Ediciones Rodoch (C. Rodriguez); Bilbao  
Ediciones A. Urmeneta; Barcelona  
Edition Adler; New York, N. Y.  
Edition "Jastrzab" (See "P. W. P.")  
Rudnicki, Walery  
"W.J.R."  
Rzepecki, J.  
Editions "Olympia" (See "P. W. P.")  
Editions Pro Arte; Lwow (See "P. W. P.")  
Eulenburg Ltd., Ernest; London  
Fairbank Company, H. W. (See National Music Co. Inc.)  
Fermata (See Ediciones Internacionales Fermata)  
Gebethner & Wolff; Warsaw  
Georgi & Vitak Music Co. (See Vitak-Elsnic Co.)  
Gilbert Music Company (See McLaughlin & Reilly Co.)  
Gornston, David; New York  
Gospel Music Publications (See Hathaway, Franklin Earl)  
Grabczewski, F.; Warsaw  
Haberer-Hasasco, Hermann; Madrid-Lisbon  
Solunastra Publications  
Hall Music Co., The; Maryville, Tenn.  
Hall & McCreary Co.; Chicago  
Hanson, E. Eddy (See National Music Company, Inc.)  
Harmonia Edition Publishing Co., New York  
Harmonie Publications  
Rondo Publications  
Hart's Music Company (See National Music Co.)  
Hartford Music Company, The; Hot Springs, Ark.  
Hathaway, Franklin Earl, Music Publisher; Chicago  
Gospel Music Publications  
Hasasco (See Haberer-Hasasco)  
Henson Music Publisher, J. M., Atlanta, Ga.  
Morris-Henson Music Co.  
Southern Music Plate Co.  
Hoffman Company, Raymond A.; Chicago  
Huffer, Fred. K. (See Chart Music Publishing House, Inc.)  
Idzikowski, Leon; Warsaw  
Idzikowski, M.; Warsaw  
Jastrzab (See Edition "Jastrzab")  
Jewell Music Co., Fred; Worthington, Ind.  
Keene, Inc., Hank; South Coventry, Conn.  
Kelman Music Corp.; New York  
King Music House, Inc.; K. L.; Fort Dodge, Ia  
Kjos Music Co., Neil A.; Chicago, Beatrice and Max Krone

• • •      **SESAC PUBLISHERS**      • • •

- Kractus, John; Chicago  
 Krone, Max & Beatrice (See Kjos Music Co.)  
 Lebendiger, Henryk (See Ediciones Internationales Fermata)  
 Littig Music Publishing Co., Frank (See Chart Music Publishing House, Inc.)  
 Liturgical Music Company (See McLaughlin & Reilly Co.)  
 McLaughlin & Reilly Co.; Boston, Mass.  
 Liturgical Music Company  
 Catholic Music Publishing Company  
 including compositions taken over from  
 Wm. E. Ashmall & Company  
 Berge Music Company  
 John Singenberger  
 Otto Singenberger  
 Gilbert Music Company  
 Mora, Jose; Barcelona  
 Morris-Henson Music Co. (See Henson Music Pub., J. M.)  
 Music Press, Inc.; New York  
 Music Products Corporation; Chicago (See Frank Pallma-Music Publisher)  
 National Music Company; Fort Worth, Texas  
 National Music Company, Inc.; Chicago  
 Albright Music Company  
 Broadcast Music Publishers  
 (See E. Eddy Hanson)  
 Capitol Music Co.  
 Fairbank Company, H. W.  
 Hart's Music Company  
 Popular Music Publications  
 Select Music Company  
 Standard Music Company  
 (See Eddie Hanson)  
 Standard Songs  
 (See Eddie Hanson)  
 Windsor Music Company  
 including compositions taken over from:  
 E. Eddy Hanson  
 Natrass-Schenck, Inc.; New York  
 Nowa Scena; Warsaw  
 Olympia (See Editions "Olympia")  
 Orduna, Leopoldo; Barcelona  
 Pagani, O., & Bro.; New York  
 Pallma Music Publisher, Frank; Chicago  
 Panella, Frank A.; Pittsburgh, Pa.  
 Parks Company, J. A., The; York, Neb.  
 Parris Music Co., Jasper, Alabama  
 Perry' Sons A. W.; Sedalia, Mo.  
 Polskie Towarzystwo Muzyki Wspolczesnej;  
 Warsaw (See "P. W. P.")  
 Popular Music Publications (See National Music Company, Inc.)  
 Pro Arte (See Editions Pro Arte)  
 "PWP" Przedstawicielstwo Wydawnictw Polskich (Association of Polish Publishers);  
 Warsaw  
 Radio City Guitar Studio; New York  
 Ramsey, Will M., Little Rock, Ark.  
 Central Music Co.  
 Rodoch (See Ediciones Rodoch)  
 Rodriguez (See Ediciones Rodoch)  
 Rondo Publications (See Harmonia Edition)  
 Rudnicki, Walery (See Edition "Jastrzab")  
 Rzepecki (See Edition "Jastrzab")  
 Sajewski, W. H.; Chicago  
 Schmidt Co., The Arthur P.; Boston  
 Schmitt Music Company, Paul A.; Minneapolis  
 Schuberth, Edward, & Co., Inc.; New York  
 Select Music Company (See National Music Co.)  
 Seyfarth, G.; (See "P. W. P.")  
 Showalter Company, The A. J.; Dalton, Ga.  
 Simon, Frank; Middletown, Ohio  
 Singenberger, John (See McLaughlin & Reilly Co.)  
 Singenberger, Otto (See McLaughlin & Reilly Co.)  
 Sisk Music Company, The; Tocca, Ga.  
 Smith Music Co., Inc., Wm. J.; New York  
 Solunastra (See Haberer-Helasco)  
 Southern Music Plate Co. (See Henson Music Pub. J. M.)  
 Stamps-Baxter Music & Printing Company, Dallas, Texas; Chattanooga, Tenn.; Pangborn, Ark.  
 V. O. Stamps Music Company  
 Stamps-Baxter Music Co.  
 Standard Music Company (See National Music Company, Inc.)  
 Standard Songs (See National Music Company, Inc.)  
 Stirling Music Publishing Co.; New York  
 Avalon Music Publishing Co.  
 Tennessee Music & Printing Company; Cleveland Tenn.  
 Towarzystwo Wydawnicze Muzyki Polskiej;  
 Warsaw (See "P. W. P.")  
 Union de Compositores; Barcelona, Spain  
 Urgelles, J.; Barcelona, Spain  
 Urmeneta (See Ediciones A. Urmeneta)  
 Vaughan, James D.; Lawrenceburg, Tenn.  
 Vitak-Elsnic Co.; Chicago  
 Georgi & Vitak Music Co.  
 Warde, Harry (See Chart Music Publishing House, Inc.)  
 Warner, F. Eugene (See Chart Music Publishing House, Inc.)  
 Warszawskie Towarzystwo Muzyczne (Warsaw Music Society); Warsaw  
 Weaner, Maxwell (See Weaner-Levant Publications)  
 Weaner-Levant Publications, New York  
 Weaner, Maxwell  
 Western Accordion Music Company (See Chart Music Publishing House, Inc.)  
 Whitney Blake Music Publishers; New York  
 Windsor Music Company (See National Music Co., Inc.)  
 Winsett, R. E.; Dayton, Tenn.  
 "W.J.R." (See Edition "Jastrzab")  
 Yanguas, Mariano; Madrid  
 "Zaiks" Związku Autorow, Kompozytorow i Wydawcow; Warsaw  
 (Authors-Composers and Publishers Association of Poland (See "P. W. P.))  
 Zalewski, B. J.; Chicago



***Our Meat.....***

***choice cuts***

***no beefs***

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*Microphonically  
Yours,*

RUDY VALLEE



*Betty Garde*



BEHIND  
THE  
MIKE



WORK OF

- ARTISTS**
- WRITERS**
- ANNOUNCERS**
- VOCAL ARTISTS**
- ORCHESTRA LEADERS**
- NEWS COMMENTATORS**
- MOVIE COMMENTATORS**
- DIRECTORS-PRODUCERS**
- SPORTS COMMENTATORS**
- MUSICAL DIRECTORS**
- HOME ECONOMIC DIRECTORS**

FOR———1943

*Radio Directors Guild, Members and Their Programs*  
*Music Publishers • Showman's Calendar*  
*Standard Station • Network Employment Summary*



IDA  
LUPINO



*We've Just Renewed Our Lease  
For Another Year*

IN

**"BLUE RIBBON TOWN"**

**GROUCHO MARX**

AND

**DICK MACK**

**WITH THANKS TO OUR JOLLY LANDLORDS:**

THE PABST BREWING CO.

WARWICK & LEGLER, INC.

**AND OUR PABST-HAPPY NEIGHBORS:**

ROBERT ARMBRUSTER

FAY MCKENZIE

LEO GORCEY

BILL DAYS

KEN NILES

THE BLUE RIBBON BLENDERS.

**AND OUR BLENDATIONAL SCRIBBLERS:**

BILL DOEMLING

BOB FISCHER

JACK ROBINSON

SELMA DIAMOND

ARTHUR STANDER

ALAN KENT

**AND TO GUMMO MARX, GEORGE GRUSKIN, AND A GIRL  
IN PEORIA**

CBS . . . THE COLUMBIA BROADCASTING SYSTEM  
EVERY SATURDAY NIGHT

5 P.M. Pacific War Time

7 P.M. Central War Time

6 P.M. Mountain War Time

8 P.M. Eastern War Time

# RADIO ARTISTS



And Their Work During 1943



— A —

## ABBOTT, BUD

NBC, Abbott and Costello.

## ABBOTT, LEITH

KGW, Portland, Oregon.

## ACE, GOODMAN

CBS, "Easy Aces."

## ACE, JANE

CBS, "Easy Aces."

## ADAIR, FRANCES JEAN

WHKC, Columbus, Ohio.

## ADAMS, INGE

Treasury Hour, Ethel Barrymore Series, Radio Guild, Light of the World.

## ADAMS, WYLIE

Young Widder Brown, Great Plays, School of the Air.

## ALBA, ALNEY

The Gumps, Al Pearce, The Goldbergs, John's Other Wife.

## ALEXANDER, A. L.

WOR, Mediation Board.

## ALIKI

Big Sister, Bess Johnson, Portia Faces Life, Report to the Nation.

## ALLEN, BARBARA JO

(Vera Vague)

NBC, Pepsodent Program.

## ALLEN, BARCLAY

KLZ, Denver, Colo.

## ALLEN, CHARME

David Harum, Women of Courage, Buck Private, Kate Smith.

## ALLEN, DAYTON

Stage Door Canteen, Cavalcade, Salute to Youth, Philip Morris Playhouse.

## ALLEN, FRED

CBS, "Texaco Star Theatre."

## ALLEN, JAMES WALKER

KLX, Oakland, Calif.

## ALLEN, MARION RANDOLPH

Radio Guild, Woman of Courage, Young Dr. Malone, Strange As It Seems.

## ALLEN, VERA

Young Widder Brown, Aunt Jenny, Bess Johnson, Vallee Hour, Jolson Show.

## ALLENBY, PEGGY

David Harum, Young Dr. Malone, Second Husband, Life Can Be Beautiful, Adventures of a Modern Mother.

## ALLMAN, ELVIA

NBC, Abbott and Costello Show.

## AMECHE, DON

What's New?, Blue, Guest Spots.

## AMECHE, JIM

NBC, What's New?

## AMOURY, DAISY

Ellery Queen, Special Broadcasts from Nassau, Bahamas.

## ANDERSON, BARBARA

Road of Life, Guiding Light, Lonely Woman, Bachelor's Children.

## ANDERSON, EDDIE

(Rochester)

NBC, Grape Nuts Show.

## ANDERSON, GLENN

WGL, Ft. Wayne, Ind.

## ANDERSON, MARJORIE

The Shadow, Bright Horizon.

## ANSPACH, ELDEN

KOIL-WOW, Omaha, Neb.

## ANTHONY, JOHN J.

WOR, Goodwill Hour.

## ARCHER, OSCEOLA

NBC - WEVD - WBIG.

## ARNOLD, BERT A.

WFLA, Florida.

## ARNOLD, BETTY

CBS-NBC, Ma Perkins.

## ARTHUR, JACK

When a Girl Marries, Gay 90's  
NBC-CBS

## ARTIST, MICHAEL

School of the Air, CBS Workshop, Let's Pretend, Cresta Blanca Carnival.

## ASCOT, RITA

CBS-NBC, Ma Perkins.

## ASHWORTH, JEAN

Death Valley Days, Truth or Consequences, March of Time, Big Sister.

## ASKEW, FRANCES

WSIX, Nashville, Tenn.

## ASPINWALL, HUGH M.

KWTO, Springfield, Mo.

## AUDLEY, ELEANOR

Easy Aces, Joe and Mabel, Bess Johnson, The Goldbergs.

## AYERS, JACKIE

Aunt Jenny, March of Time, Cresta Blanca Carnival, Let's Pretend, Easy Aces, Salute to Youth.

— B —

## BAILEY, RUTH

WTOP, Washington, D. C.

## BAIN, DONALD

Grand Central Station, Johnny Presents, Lincoln Highway.

## BAKEN, BONNIE

Coast to Coast on a Bus, Recordings.

## BAKER, PHIL

CBS, "Take It or Leave It."

## BALDWIN, BILL

KGO, San Francisco, Calif.

## BALLARD, FRANCIS

WLSL, Roanoke, Va.

## BARLOW, VIVIAN

CBS, Forty-five Minutes in Hollywood; WEAF, A Woman Views the News, Guests Spots Doing Impersonations.

## BARNES, AMANDA H.

WGST, Atlanta, Georgia.

## BARNES, JEAN

WGST, Atlanta, Ga.

## BARNEY, MARGARET

KEX, Portland, Ore.

## BARRETT, TONY

Five Star Final, Young Dr. Malone, Portia Faces Life.

## BARROWS, RICHARD

Kate Smith, Aldrich Family, March of Time, Ellery Queen.

## BARRYMORE, LIONEL

CBS, Mayor of the Town.

## BASHEIN, NANCY

Kate Smith, Our Barn, Coast to Coast.

## BATES, BARBARA

WOW, Omaha, Neb.

## BAUER, CHARITA

Blue Playhouse, Second Husband, Cavalcade of America.

## BAUERSMITH, PAULA

Julia Ramsey, CBS Workshop, Big Sister.

## BAUMAN, PATRICIA

KOIL, Omaha, Neb.

## BAUMHOVER, JANET

KEX, Portland, Ore.

## BAXTER, BEATRICE S.

In Betweens, Child Heroes, Headlines in Action.

## BEACH, BILL

March of Time, Aldrich Family, Kitty Foyle.

## BEARDSLEY, LEONARD

KIRO, Seattle, Wash.

## BEASLEY, IRENE

CBS, "Neighbors."

## BECK, JACKSON

WOR, Cisco Kid,  
CBS, Valiant Lady.

## BEEMER, BRACE

WXYZ, Detroit, Mich.

## BEGLEY, ED

Stella Dallas, Easy Aces, Just Plain Bill.

. . . **RADIO ARTISTS** . . .

**BELCHER, JERRY**  
WCKY, Cincinnati, Ohio; This Is Mine.

**BELLAVER, HARRY**  
Michael and Kitty, Joe and Mabel, Philip Morris.

**BELMORE, BERTHA**  
**BENADARET, BEE**  
The Great Gildersleeve.

**BENNETT, FRED**  
WCKY, Cincinnati, Ohio; Sunrise Special.

**BENNY, JACK**  
NBC, Grape Nuts Flakes Program.

**BENSON, ISLAY**  
Radio Guild, Dr. Malone, Robert Ripley.

**BERCH, JACK**  
WOR

**BERG, GERTRUDE**  
CBS, "The Goldbergs."

**BERGEN, EDGAR**  
NBC, Chase and Sanborn Show.

**BERGHOF, HERBERT**  
Report to Nation, Uncle Sam, Stage Door Canteen.

**BERLE, MILTON**  
Blue, "Let Yourself Go."

**BERRY, JOHN**  
Mercury Theater of the Air, Campbell Playhouse, Columbia Workshop.

**BERRY, YOLANDA D'ESTE**  
President Roosevelt's Campaign for Infantile Paralysis, On the Road to Freedom.

**BERWIN, BERNICE**  
One Man's Family.

**BETHUNE, IVY**  
School of the Air, Betty and Bob, Little Women.

**BEZOFF, BEN**  
KMYR, Denver, Colo.

**BICKNELL, JAMES**  
WGL, Ft. Wayne, Ind.

**BINYON, CONRAD**  
CBS, Mayor of the Town.

**BISHOP, KATHRYN**  
Lincoln Highway, Kate Hopkins, When a Girl Marries.

**BLACKBURN, ARLINE**  
Grand Central Station, Lincoln Highway, Lux Theater.

**BLANE, MEL**  
CBS, JODY Canova Show.

**BLOCH, RAY**  
WOR, Keep Ahead.

**BLYTH, ANN**  
Coast to Coast, Dr. Christian, Our Barn.

**BOGUE, MERVYN**  
(Ish Kabibble)  
NBC, Kay Kyser's College of Musical Knowledge.

**BOISSEAU, RAYMOND**  
CKCV, Quebec, Canada

**BOLES, JIM**  
Kate Smith, Aldrich Family, Dan Wilson, We the People, Manhattan at Midnight.

**BONDHILL, GERTRUDE**  
CBS, Bachelor's Children.

**BONNELL, SAM**  
March of Time, Murder Clinic, Joe and Ethel Turp.

**BOULTON, MILO**  
We the People.

**BOYAR, BURTON**  
Coast to Coast on a Bus.

**BOYD, LESLIE R.**  
WCAT, Rapid City, S. D.

**BOYER, BETTE**  
KXRO, Aberdeen, Wash.

**BRACA, ELIA**  
Uncle Sam Series, Screen Guild Theater, Lux Theater, Dr. Christian.

**BRADLEY, TRUMAN**  
CBS, Screen Guild Players.

*Irene Beasley*



. . . **RADIO ARTISTS** . . .

**BRAHAM, HORACE**  
Woman of Courage, Easy Aces.  
Helen Hayes, The Goldbergs.

**BREWSTER, JOHN**  
Woman of Courage, Kate  
Smith, CBS Workshop, Stella  
Dallas.

**BRISBANE, YVONNE**  
WCBI, Columbus, Miss.

**BRITTON, CLIFTON**  
WGBR, Goldsboro, N. C.

**BROADLEY, EDWARD**  
Campbell's Soup, Columbia  
Workshop, Lux.

**BROCK, ALAN**  
WMC-WOR, Joyce Jordan, Sa-  
lute to Youth, Wrote and  
Produced "It Might Have  
Been You."

**BRODY, STUART (Steve)**  
Victory Hour, Armstrong The-  
ater, Land of the Free.

**BROWER, VINCENT**  
WFNC, Fayetteville, N. C.

**BROWN, ESTER, SIMON**  
WFLA, Florida.

**BROWN, HELEN**  
Chase and Sanborn, Big Town,  
Maxwell House.

**BROWN, JEFF**  
Stage Door Canteen, The Gold-  
bergs, Blue Playhouse.

**BROWNING, ETHEL**  
Helen Hayes, Aunt Jenny, Mr.  
District Attorney.

**BRUCE, BARBARA**  
Julie, March of Time, Fred  
Allen.

**BRUCE, EDWIN**  
The Open Door, Report to the  
Nation, Bright Horizon.

**BRUNET, ALFRED**  
CKAC, Montreal, Canada

**BUCKLEY, FLOYD**

**BUEHLER, BUDDY**  
Cavalcade of America, March  
of Time, Regular Fellows.

**BUNCE, ALAN**  
Young Dr. Malone, Rudy Val-  
lee, David Harum.

**BURBRIDGE, WILLIAM**  
March of Time, Readers Di-  
gest, Fred Waring's Chester-  
field.

**BURGESS, HAELE**  
Marriage Clinic, Big Sister  
Commercial, Chateau Reporter.

**BURKE, GEORGIA**  
Show Boat, Eddie Cantor, Al  
Jolson.

**BURLEN, MARGARET**  
Report to the Nation, Behind  
the Mike, Kitty Kelly.

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**BURNS, BOB**  
NBC, The Arkansas Traveler.

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**BURNS, EILEEN**  
One of the Fines, True Story,  
Woman of Courage.

**BUSH, HELEN**  
WGL, Ft. Wayne, Ind.

**BUSH, LINCOLN**  
WGL, Ft. Wayne, Ind.

**BYRON, RICHARD**  
KECA, Magnificent Amber-  
sons, Bill of Divorcement.

— C —

**CALVERT, PATRICIA**  
Kitty Kelly, Just Plain Bill,  
Lux Radio Theater.

**CAMPBELL, MARTIN**  
KLX, Oakland, Calif.

**CAMPBELL, PATSY**  
Joe & Ethel Turp, Stella Dal-  
las, Manhattan at Midnight.

**CANOVA, JUDY**  
CBS, Judy Canova Show.

**CANTOR, EDDIE**  
NBC, Time to Smile.

**CAPELL, PETER**  
John's Other Wife, Stella Dal-  
las, CBS Workshop.

**CARLE, FRANKIE**  
Horace Heidt's Treasure Chest.

**CARLON, FRANCES**  
Against the Storm, Mary Mar-  
tin, John's Other Wife.

**CARLON-REID, LINDA**  
The O'Neills, The Parker Fam-  
ily, Dr. Christian.

**CARNEGIE, DALE**  
WOR.



JACK  
CARSON

Management  
M.C.A.

. . . **RADIO ARTISTS** . . .

**CARNEY, DON**  
MBS, "Uncle Don."  
**CARPENTER, IMOGEN**  
WOR, Paul Winchell.  
**CARPENTER, LAURA MAE**  
The Goldbergs, Treet Time,  
Easy Money.

**CARSON, JACK**  
CBS, The Jack Carson Show.

**CARTER, MARJORY**  
KIRO, Seattle, Wash.

**CHAMBERS, NORMA**  
Kathleen Norris, Light of the  
World, CBS Workshop, Radio  
Guild.

**CHANDLER, GWEN**  
Camel Caravan, Road to Live,  
Philip Morris Playhouse.

**CHANDLER, RUTH**  
Radio Guild, Young Dr. Ma-  
lone, Your Voice and You.

**CHANEY, VERIAN MASTERS**  
KWON, Bartlesville, Okla.  
Chaney Radio Playhouse.

**CHAPMAN, BRUCE**  
WOR, The Answer Man.

**CHARLOTTE JUBILEE**  
SINGERS  
WSOC, Charlotte, N. C.

**CHIMES, MICHAEL**  
March of Time, Kate Smith,  
Rudy Vallee.

**CHOAT, HELEN**  
Nick Carter, Radio Guild, Lux  
Radio Theater, Lincoln High-  
way.

**CLAIRE, HELEN**  
Lux Radio Theater, Life of  
Bees Johnson, The O'Neills.

**CLAPP, TOMMY**  
Blue, Blue Playhouse.

**CLARK, LON**  
WOR, Nick Carter.

**CLARK, STEPHEN C.**  
WGL, Ft. Wayne, Ind.

**CLARKE, MARJORIE**  
March of Time, Big Sister,  
Radio Guild.

**COBB, JEAN ARDEN**  
18 years in Theater, Produc-  
tions.

**COBURN, BARBARA**  
Dramatic Shows on local sta-  
tions in Michigan.

**COLBERT, JEAN**  
CBS Workshop, Radio Guild,  
Lux Radio Theater.

**COLE, SYLVIA**  
Cisco Kid, Famous Jury Trials,  
Joe & Ethel Turp.

**COLEMAN, CONSTANCE**  
WHN, Consumers Club;  
WSFA, Alabama.

**COLLINS, TOM**  
CBS, Dear John.  
**COLLYER, BUD**  
WOR, Superman.

**CONNER, KARL**  
WGL, Ft. Wayne, Ind.

**CONNERY, JOHN**  
Texaco Star Theater, Joe &  
Mabel, School of the Air.

**CONSTANTINEAU, RENE**  
CKCV, Quebec, Canada.

**CONTE, JOHN**  
NBC, Maxwell House.

**COOK, TOMMY**  
CBS, Blondie.

**COOPER, JERRY**  
WOR, Keep Ahead.

**CORRELL, CHARLES J.**  
Amos 'N' Andy.

**CORDNER, BLAINE**  
Pepper Young, Radio Guild,  
Rudy Vallee.

**COSTELLO, LOU**  
NBC, Abbott & Costello.

**COTSWORTH, STAATS**  
Portia Faces Life, Superman,  
Behind the Gun, Famous Jury  
Trials.

**COTTEN, JOSEPH**  
KNX, America, Ceiling Un-  
limited.

**COTTON, ELDA**  
KYW-WPEN, Philadelphia, Pa.

**COULEHAN, MARGARET E.**  
WTBO, Cumberland, Md.

**COURTNEY, ALAN**  
WOV.

*Gertrude Lawrence*  
Blue Network

. . . **RADIO ARTISTS** . . .

**CRAMER, MARJORIE**

The Black Hood.

**CREORE, PHYLLIS JEANNE**

Canteen Girl, My True Story.  
We the People.

**CROSBY, BOB**

NBC, "Old Gold"

**CROWLEY, MATT**

We the People, Road of Life,  
John's Other Wife.

**CURLEY, LENN**

KYA, San Francisco, Calif.

**CURTIN, JOSEPH**

Second Husband, Al Jolson,  
True Story.

**CURTIS, E. CLAIRE**

Salute to Allies, Freedom's  
Workshop.

— D —

**DAAB, KEN**

NBC, Westinghouse.

**DABNEY, AUGUSTA**

WGN, KPO, KGO.

**DA COSTA, MORTON**

WCAU-WTMJ, School of the  
Air.

**DALEY, CASS**

Guest Appearances on Kraft  
Music Hall, NBC; Sammy Kaye  
Program, CBS.

**DANDRIDGE, RUBY**

CBS, Judy Canova Show.

**DANIELS, MARK**

KEX-KGW, Portland, Ore.

**DARWIN, MARY**

Manhattan Mother, Big Town,  
We, the Abbots.

**DAVE, RED RIVER**

WOR

**DAVENPORT, LEE**

KEYS, Corpus Christi, Tex.

**DAVIES, GWEN**

Blue, "Blind Date."  
CBS, "Let's Pretend."

**DAVIS, DICK**

Lux Radio Theater, I Love a  
Mystery, One Man's Family.

**DAVIS, HUMPHREY**

Portia Faces Life, David  
Harum, Bess Johnson.

**DAVIS, JACK**

Gangbusters, Helen Hayes,  
Just Plain Bill.

**DAVIS, JOAN**

Seatest Village Store.

**DAVIS, LILLIAN**

KEX, Portland, Ore.

**DAWES, WILLIAM**

WCKY, Cincinnati, Ohio, Star-  
light Trail.

**DAWSON, RONALD**

WIP, Philadelphia, Pa.

**DAY, DENNIS**

NBC, Grape Nuts Flakes Pro-  
gram.

**DEAN, EDDIE**

CBS, Judy Canova Show.

**DEANE, VIRGINIA**

March of Time, Alice Blair,  
Manhattan at Midnight.

**DeCAMP, ROSEMARY**

CBS, Dr. Christian.

**DeCOSTA, LIEUT. ED.**

WCBI, Columbus, Miss.

**DeLEON, RAOUL**

March of Time, This Is War,  
Cavalcade.

**DEL TORO, GONOLO**

WPAB, Ponce, Puerto Rico.

**DesANTIS, JOSEPH**

March of Time, Gangbusters,  
Kate Smith.

**DEVITT, ALAN**

Girl Interne.

**DICKS, TERRY**

School of the Air, Behind the  
Mike, The Goldbergs, Coast  
to Coast on a Bus.

**DICKSON, ARTELLS**

School of the Air, CBS Work-  
shop.

**DIEHL, BILL**

WGH, Newport News, Va.

**DILLON, JAMES**

KGB, San Diego, Calif.

**DOBSON, JIMMY**

The Aldrich Family.

**DODGE, VIRGINIA**

KGO, San Francisco, Calif.



"This is the new G.I. Bazooka. It ain't doin' bad either."

*Bob Burton*

. . . **RADIO ARTISTS** . . .

**DONALD, PETER**

WOR, Guess Who?  
WOR & NBC, "Can You Top This?"

**DONALDSON, TED**

Life Can Be Beautiful, Against the Storm.

**DONNELLY, ANDY**

Hearts in Harmony, Second Husband, Aldrich Family, Philip Morris.

**DONNELLY, JIMMY**

Martha Webster, The O'Neills, We the People.

**DONNERWITH, DIANA JOAN**

Our Barn, Coast to Coast, Dr. Christian.

**DORN, CYRILLA**

Cavalcade of America, David Harum, March of Time, CBS Workshop.

**DOUGLAS, DON**

Three Musketeers, School of the Air, Friend in Need, Grand Central Station.

**DOUGLAS, JACK**

NBC, What's New?

**DOUGLAS, SCOTT**

Gangbusters, Counter Spy, Aldrich Family, Crime Doctor.

**DOUGLAS, SHARON**

Sealtest Village Store.

**DOWNEY, MORTON**

Blue, "Songs by Morton Downey."

**DRESSLER, ERIC**

Cavalcade of America, Kathleen Norris, Lux Radio Theater.

**DREW, BARRY**

Cavalcade of America, Kathleen Norris, Lux Radio Theater.

**DREW, BARRY**

Hollywood, Lux Radio Theater, Woodbury Playhouse.

**DREW, DOROTHEA**

WCKY, Cincinnati, Ohio, TNT Party.

**DREYFUSS, MICHAEL**

Let's Pretend, Arch Oboler's Plays for Americans.

**DUCHARME, CAMILLE**

CKAC, Montreal, Canada.

**DUDLEY, MARY**

WTOP, Washington, D. C.

**DULANEY, MAUDE MARIN**

WFLA, Florida.

**DUMKE, RALPH**

NBC, "Hook 'N' Ladder Follies."

**DUNKELBERGER, TOM**

WHIO, Dayton, Ohio.

**DUNN, EDDIE**

CBS, Fun With Dunn.

**DUPREE, MINNIE**

**DURAND, PIERRE**

CKAC, Montreal, Canada.

**DURANTE, JIMMY**

CBS, Jimmy Durante - Garry Moore.

— E —

**EARLE, GEORGE**

KWTO, Springfield, Mo.

**ED EAST & POLLY**

Blue, "Ladies Be Seated."

**EASTMAN, CARL**

Helen Hayes, Kate Smith, Mr. District Attorney.

**EDMONDS, CLAIRE**

CBS, Meet Mr. Meek.

**EDWARDS, RALPH**

NBC, "Truth or Consequences."

**ELDER, C. R.**

WOI, Ames, Ia.



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. . . **RADIO ARTISTS** . . .

**ELKINS, JEANNE**  
Readers Digest, Gangbusters,  
We Love and Learn.

**ELLEN, MINETTA**  
One Man's Family.

**ELLIS, MAURICE**  
The O'Neills, The Goldbergs,  
Portia Faces Life.

**ELMER, ARTHUR**  
Thin Man, Pays to Be Igno-  
rant, Blue, Hall of Fame,  
Basin Street.

**ELSPETH, ERIC**  
Big Sister, Crime Doctor,  
Grand Central Station.

**ELSTNER, ANNE**  
Stella Dallas.

**EMERSON, HOPE**  
Snow Village, Philip Morris  
Playhouse, Camel (Durante,  
Moore)

**EMERY, BOB**  
WOR, Rainbow House.

**EMERY, DOROTHY**  
Little Grey Lady, Our Real  
Riches, Philip Morris Play-  
house.

**EMERY, KATHERINE**  
Our Gal Sunday, Manhattan  
at Midnight, Listen America.

**EUSTIS, ELIZABETH**  
March of Time, Camel Shows,  
Big Sister.

**EVELYN, JUDITH**  
CBS

**EVERETT, ETHEL**  
Kate Smith, Hilltop House,  
The O'Neills.

**EVERETT, MICHAEL**  
Five Star Final.

— F —

**FALL, GLASGOW**  
WGL, Ft. Wayne, Ind.

**FANT, ROY**  
The O'Neills, David Harum.

**FAUCITT, MRS. E.**  
KLX, Oakland, Calif.

**FAWCETT, GIL**  
KDAL, Duluth, Minn.

**FELDMAN, HARRY**  
WSIX, Nashville, Tenn.

**FELTON, VERNA**  
Sealtest Village Store.

**FIELDS, GRACIE**  
KHJ, Mutual Don Lee's Vic-  
tory Show.

**FITCH, LOUISE**  
CBS, That Brewster Boy; NBC,  
Road of Life, Guiding Light.

**FITSIMMONS, GUY**  
WGL, Ft. Wayne, Ind.

**FITZGERALD, ED**  
WOR, "The Fitzgeralds."

**FITZGERALD, PEGEEN**  
WOR, "The Fitzgeralds."

**FLANAGAN, BARBARA**  
WDGY, Minneapolis, Minn.

**FLEMING, ROBERT**  
WCKY, Cincinnati, Ohio.

**FLOWERS, SALLY**  
WGH, Newport News, Va.

**FLYNN, CHARLES**  
Blue, Jack Armstrong; CBS,  
Bachelor's Children.

**FLYK, IRENE**  
KIRO, Seattle, Wash.

**FODER, JOE**  
WJR, Detroit, Mich.

**FORBES, MURRAY**  
CBS, Ma Perkins, Mary Mar-  
lin; NBC, Guiding Light.

**FORD, HELEN**  
Rudy Vallee, Paul Whiteman,  
Ipana, Music Hall of the Air.

**FORD, SENATOR**  
WOR, Can You Top This?

**FORESTER, WILLIAM**  
Uncle Natchel, Report to the  
Nation.

**FORD, PAUL**  
Manhattan at Midnight, Fa-  
mous Jury Trials, Ellery  
Queen.

**FOUNTAINAIRES (Quartet)**  
Sealtest Village Store.

**FOX, JANET**  
Road of Life, Famous Jury  
Trials, Manhattan at Midnight,  
School of the Air.

**FRAMER, WALT**

**FROST, ALICE**  
Big Sister, The Shadow, Philip  
Morris Playhouse.



★ **MARY MARGARET McBRIDE** ★

*"Columnist of the Air"*

. . . **RADIO ARTISTS** . . .

— **G** —

**GARDE, BETTE**  
NBC, CBS.

**GARDINER, REGINALD**  
Guest Appearances.

**GARDNER, ED (Archie)**  
Blue, Duffy's Tavern.

**GARRETT, EDITH**  
KXRO, Aberdeen, Wash.

**GARVIN, WALTER H.**  
KLBM, La Grande, Ore.: Bert Blurt the King of the Dunces, and Professor Garvin.

**GATES, RUTH**  
Mr. Keen, We, the Abbotts, Rudy Vallee, Pepper Young.

**GAXTON, WILLIAM**  
NBC, Chase & Sanborn.

**GAYNOR, JANET**  
CBS, Hollywood Showcase.

**GEER, WILL**  
CBS Workshop, School of the Air, Aunt Jenny, Grand Central Station.

**GILES, PAUL KIRK**  
Cavalcade of America, March of Time, Texaco Star Theater.

**GILL, ALBERT**  
WBBC, Canton, Ohio.

**GILLEN, DOLORES**  
When a Girl Marries, Mary Marlin, Amanda.

**GILMAN, LUCY**  
One Man's Family, Bachelor's Children, I Love a Mystery.

**GILMORE, DOUGLAS**  
We Are Always Young.

**GILMOUR, ELLEN M.**  
Women's News Health Meter.

**GIROUX, ANTOINETTE**  
CKAC, Montreal, Canada.

**GISCOM, BERT**  
WPEN, Philadelphia, Pa.

**GODFREY, ARTHUR**  
WABC, "Arthur Godfrey."

**GOLDSTEIN, HARRY**  
WJR, Detroit, Mich.

**GOODKIN, ALICE SHERRIE**  
Kitty Foyle, Bright Horizons, Easy Aces.

**GOODWIN, BILL**  
CBS, George Burns and Gracie Allen.

**GORDON, CHARLES**  
Ellery Queen, School of the Air, Pursuit of Happiness.

**GORDON, DON**  
Ma Perkins, Road of Life, Hot Copy, Captain Midnight.

**GORCEY, LEO**  
CBS, Blue Ribbon Town.  
**GOSDEN, FREEMAN F.**  
Amos 'N' Andy.

**GOSE, CARL**  
Little Orphan Annie, Just Plain Bill, David Harum.

**GOULD, JOHN**  
**GOULD, MITZI**  
The O'Neills, Life Can Be Beautiful, Bess Johnson.

**GOULD, SANDRA**  
Cisco Kid, Armstrong Theater of Today, Bright Horizon.

**GRANT, ALLISTER**  
WGAN, Portland, Me.

**GRAY, BILLY**  
NBC, Abbott & Costello Camel Show.

**GREEN, DOROTHY**  
CBS, Mid-day Serenade; NBC, Tea-Time Tales.

**GREEN, MORRIS**  
WJIM, Lansing, Mich.

**GREENE, ROSALINE**  
Grand Central Station, Valiant Lady.

**GREENHOUSE, MARTHA**  
Chaplain Jim, David Harum, Let's Pretend.

**GRIFFIN, ALAN F.**  
WOSU, Columbus, Ohio.

**GRIMMER, TOBY**  
WJR, Detroit, Mich.

**GRISCOM, BERT**  
WIP, Philadelphia, Pa.

**GRUENBERG, SIDONIE**  
WOR, For Parents Only.

**AGNES  
MOOREHEAD**



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— **H** —

**HACKETT, W. J.**  
Five Star Final, Headlines on Parade, Life Can Be Beautiful.

**HAHN, THEO**  
WCKY, Cincinnati, Ohio; Did You Know?

**HAINES, LARRY**  
Man Behind the Gun, Mr. District Attorney, Stage Door Canteen.

**HALEY, JACK**  
Sealtest Village Store.

**HAMERSHAM, DOUG**  
CJCA, Alberta, Canada.

**HAMILTON, GALE**  
KPAS, Laredo, Texas.

**HANSEN, FLORENCE**  
KBIZ, Ottumwa, Ia.

**HARE, WILL**  
They Burned the Books, Salute to Youth, March of Time, True Story.

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**HARRIS, ARLENE**  
Blue, Al Pearce Show.

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**HARRIS, SIBYL**  
WSIX, Nashville, Tenn.

**HARTEL, PATSY**  
KLZ, Denver, Colo.

**HARVEN, JANE**  
WCCO-KSTP, Commercials, Lipton Tea.

**HATHAWAY, JOY**  
Amanda of Honeymoon Hill, March of Time, Myrt and Marge.

**HAYDN, TERRY**  
WSIX, Nashville, Tenn.

**HAYNE, HELEN**  
WGN, Chicago, Kitty Keane; Mary Marlin, Court of Missing Heirs.

**HAYWARD, JOYCE**  
We the Abbots, Meet Mr. Meek, Manhattan at Midnight.

**HENDRICKSON, ROD**  
Gang Busters, Mollie Mystery Theater, Mr. and Mrs. North, Information Please.

**HENEBERGER, PAUL**  
WJR, Detroit, Mich.

**HEREFORD, JOHNNIE**  
CBS

**HERMAN, GEORGE**  
The Goldbergs, Radio Guild, Texaco, Valiant Lady.

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**HERSHFIELD, HARRY**  
WOR, Can You Top This.

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**HERSHOLT, JEAN**  
CBS, Dr. Christian.

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**HILDEBRAND, MARTHA**  
WSYR, Syracuse, New York.

**HILL, RUTH K.**  
Helen Mencken, Treasurer Hour, Irene Rich, Silver Theater.

**HILLIARD, HARRIET**  
NBC, Red Skelton Show.

**HILLIAS, MARGARET**  
KCMO, Kansas City, Mo.; Home Edition of the News.

**HINER, VERN**  
KMYR, Denver, Colo.

**HIRST, DON**  
Silver Theater, Calling All Cars, Adventures of Frank Farrell.

**HOENY, WINFIELD**  
Mystery Man, Kitty Kelly, The Show, Myrt and Marge.

**HOIER, TOM**  
The World Is Yours, Mystery Man, CBS School of the Air, Kathleen Norris.

**HOLAHAN, ANNE**  
Arch Oboler Plays, 26 By Corwin, Grand Central Station, Report to Nation.

**HOLLAND, JOSEPH**  
Gangbusters, Rudy Vallee, Kate Smith Show, John's Other Wife.

**HOLLAND, ROBERT**  
Renfrew of the Mounted, Joe and Ethel Turp.

**HOLMES, LOIS**  
Hearts in Harmony, Big Sister, Five Star Final, Mr. Keen.

**HOLMES, R. D.**  
KAST, Astoria, Oregon.

**HOLT, VIVIAN**  
Second Husband, Widder Brown, Just Plain Bill.

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# AL PEARCE

Broadcasting from

## FUN VALLEY

*Sponsored by* DR. PEPPER

*Written by*

JOHN EUGENE HASTY

The Blue Network

Sunday Afternoon

1:00 P.M., P.W.T.

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**HOMEIER, SKIPPY**

Second Husband, Our Gal Sunday, Reg'lar Fellers, Just Plain Bill.

**HOPE, BOB**

NBC, "Pepsodent Show."

**HOPKINS, BARRY**

Famous Jury Trials, Aldrich Family, Portia Faces Life, Second Husband.

**HOPPER, HEDDA**

CBS, Hollywood Showcase.

**HORTON, EDWARD EVERETT**

CBS, Blue Ribbon Town.

**HOUSTLE, ALICE**

KOIL, Omaha, Neb.

**HOWRAD, EUNICE**

Pepper Young's Family, American Family Robinson, Fred Allen Show, Kathleen Norris.

**HOWARD, TOM**

WOR, It Pays to Be Ignorant.

**HOWES, MARY**

Life Can Be Beautiful, Young Dr. Malone, Sky Over Britain, Letters to London.

**HOWLETT, ERIC**

WJR, Detroit, Mich.

**HUBBARD, IRENE**

Claudia, Helpmates, Amanda of Honeymoon Hill, Our Gal Sunday.

**HUGHES, PAUL**

WJR, Detroit, Mich.

**HULL, WARREN**

CBS, "Vox Pop."

**HULICK, BUDD**

NBC, "Hook 'n' Ladder Folies."

**HUMPHREY, WAT**

KGO, San Francisco, Calif.

**HUNDINGER, RENA**

Surprise Party, Sunrise Service, Drama Time.

**HUTON, ELDA**

WJOB, Hammond, Ind.

**I**

**INGLISE, ELIZABETH**

Manhattan at Midnight, We the People, Reader's Digest, Blind Date.

**INTRATOR, ILSE**

Dedicated to the Truth, Our Secret World.

**IRELAND, JOHN**

Native Son, Ave Maria Hour.

**IRVING, IRENE**

WHAM-WHCU-WAGE

**IVES, RAYMOND, JR.**

Adventures of a Modern Mother, John's Other Wife, Lone Journey, P. G. Commercials.

**J**

**JACKSON, JILL**

WWL, New Orleans, La.

**JAMES, IRMA**

Road of Life, Helen Trent, Five Star Final.

**JAMES, SYLVIA**

KYW, Philadelphia, Pa.

**JANIS, ELSIE**

CBS, California Carry On.

**JARVIS, AL**

NBC, CBS.

**JENKS, HART**

KOIL, Omaha, Nebr.

**JEPHSON, EDWARD**

Mystery Man, Light of the World, Crime Club.

**JOHNSON, JASEN**

WPEN, Philadelphia, Pa.  
WIP, Philadelphia, Pa.

**JOHNSON, PARKS**

CBS, "Vox Pop."

**JONES, PAUL M.**

WFLA, Florida.

**JORDAN, JIM**

NBC, Fibber McGee and Molly.



REGINALD GARDINER



. . . **RADIO ARTISTS** . . .

**JORDAN, MARION**  
NBC, Fibber McGee and Molly.

**JOSTED, DORIS**  
KEX, Portland, Ore.

**JOSTYN, JAY**  
NBC, "Mr. District Attorney."

**JOYCE, BARBARA**  
Famous Jury Trials, Bright  
Horizon, Ava Maria Hour.

**JOYCE, REGIS**  
Ellery Queen, When a Girl  
Marries, Grand Central Sta-  
tion.

— **K** —

**KACKLEY, OLIVE**  
WCKY, Cincinnati, Ohio; Pro-  
log.

**KADEL, CARLTON**  
CBS, In Time to Come.  
Blue, Red Ryder.

**KAREN, ANNA**  
Commandos, Phillip Morris  
Playhouse, Superman.

**KAUFMAN, IRVING**  
WSYR, Syracuse, N. Y.

**KAY, MARY**  
WMAM, Marinette, Wisc.

**KAYE, MILTON**  
Blue Network.

**KAYE, VIRGINIA**  
Chaplain Jim, Treasury Star  
Parade, Manhattan at Mid-  
night.

**KEANE, CHARLOTTE**  
Lorenzo Jones, My True Story,  
Men, Machines and Victory.

**KEATH, DONNA**  
Judy and Jane, Ma Perkins,  
Helen Trent, CBS Workhouse.

**KEANE, TERESA (Teri)**  
Aldrich Family, David Harum,  
Gangbusters.

**KEEFER, DON**  
Blondie (Coast), Just Plain  
Bill, NBC Television Show—  
Marco Polo.

**KEENE, WILLIAM**  
That They Might Live, Radio  
Readers Digest, Counterspy.

**KEITH, MAXINE**  
From Me to You, 7 to 17  
Club, Musical Contrasts.

**KEITH, RICHARD K.**  
Bright Horizon, Mary Marlin,  
Aldrich Family.

**KELK, JACKIE**  
NBC, "Aldrich Family."

**KELLER, GENE**  
WJOB, Hammond, Ind.

**KELLER, EVELYN**  
WOSU, Columbus, Ohio

**KELLY, JOSEPHINE**  
WGL, Ft. Wayne, Ind.

**KELSO, BILL**  
KNX, "Bill Kelso Record Ses-  
sion."

**KENYON, EULALEE**  
WGL, Ft. Wayne, Ind.

**KERMAN, DAVID**  
CBS, Stage Door Canteen,  
Blue, Dick Tracy, Hall of  
Fame.

**KIBBY, GORDON** 4  
WLAV, Grand Rapids, Mich.

**KIERCE, HAL**  
KFQD, Anchorage, Alaska

**KILPACK, BENNETT**  
Mr. Keen, Young Widder  
Brown, Linda's First Love.

**KING, JEAN**  
Death Valley Days.

**KING, JOHN REED**  
WOR, Double or Nothing.

**KING, WALLY**  
KLX, Oakland, Calif.

**KIRBY, BETTY**  
WSNJ, Bridgeton, N. J.

**KIRKLAND, ALEX**  
Helen Hayes, Big Sister,  
School of the Air.

**KIRKLAND, MURIEL**  
Kate Smith, Rudy Vallee, Lux  
Radio Theater, Central City.

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*Edward*



*Pegeen*

. . . **RADIO ARTISTS** . . .

**KITTELL, CLYDE**  
Mary Foster, American Family, Robinson, Lowell Thomas.

**KNIGHT, ETHEL BLUME**  
Easy Aces, Aldrich Family, Joyce Jordan.

**KOHL, ARTHUR**  
Mary Marlin, Right to Happiness, Ma Perkins.

**KOSTE, JAN**  
WJR, Detroit, Mich.

**KOTHE, DICK**  
KDAL, Duluth, Minn.

**KROEGER, BERRY**  
NBC, CBS.

**KUMMER, ELOISE**  
NBC, Hot Copy.

— L —

**LaBELLE, CLAUDE**  
KGO, San Francisco, Calif.

**LaBELLE, RUPERT**  
Story of Mary Marlin.

**LAKE, ARTHUR**  
CBS, Blondie.

**LANGE, HENRY**  
WHIO, Dayton, Ohio.

**LANGLEY, ROLLY**  
KGO, San Francisco, Calif.

**LANNARD, HERBERT**  
Free World Theater, Lux Radio Theater, Lights Out.

**LARABEE, LOUISE**  
Jury Trials, Valiant Lady, Mary Marlin.

**LATIMER, ED.**  
The Thin Man, Saturday Evening Post, Prudential Hour, Gangbusters.

**LAURIE, JOE, JR.**  
WOR, Guess Who? Can You Top This?

**LAWLER, RUSSELL A.**  
WJLM, Lansing, Mich.

**LAWRENCE, CATHY**  
Helen's Home, Pepper Young's Family, Road of Life.

**LAWRENCE, GERTRUDE**  
Blue, "Revlon Revue."

**LAYNE, ZELLA**  
I Want a Divorce, Hawthorne House, Dr. Kate.

**LAZAR, WILLIAM**  
Philip Morris Playhouse, Crime Doctor, Bond Wagon.

**LEAF, ANN**  
Woman of Courage, Amanda of Honeymoon Hill, Lorenzo Jones.

**LEDOUX, LEONE**  
CBS, Blondie.

**LEE, MADELINE**  
Report to the Nation, Columbia Workshop, Bright Horizon.

**LEEDS, DAVID**  
Your in the Army Now, On Your Job, Aldrich Family.

**LeGRAND, DICK**  
The Great Gildersleeve.

**LEHR, ELMER**  
Valiant Lady, Radio Guild, World Is Yours.

**LEIGH, SYLVIA**  
March of Time, Aldrich Family, We, the People, Manhattan at Midnight.

**LEMKE, IRMA**  
WGY, Schenectady, N. Y.

**LENROW, BERNARD**  
Fred Allen, Kate Smith, Ripley, Easy Aces.

**LEON, PAUL**  
Star Theater, Kate Smith, Campbell Playhouse.

**LEONARD, GENE**  
Gang Buster, Ellery Queen, Second Husband.

**LEONE, DANNY**  
Aldrich Family, Superman, Pepper Young's Family.

**LESSER, JERRY**  
Gangbusters, Mr. District Attorney, Rudy Vallee.



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**LEWIS, ABBY**  
Dr. Christian, City Desk, By  
Kathleen Norris, Aldrich Family.

**LEWIS, BILL**  
WALL, Middletown, N. Y.

**LEWIS, FORREST**  
CBS, I Love a Mystery.

**LEWIS, JEAN**  
Cynthia Stevens, Little Blue  
Playhouse, Aldrich Family.

**LEWIS, RALPH**  
Mary Marlin, Prudential Family  
Hour, Woman of America.

**LIEBEN, MELVA**  
KOIL, Omaha, Nebr.

**LINKLETTER, ART**

KLX, Oakland, Calif. People  
Are Funny; NBC, What's Doin'  
Ladies?; Blue, Listen to Link-  
letter; (CIAA, Shortwave  
Daily).

**LINN, MILDRED**  
Manhattan at Midnight, Palm  
Olive, We the People.

**LIPTON, BILL**  
Chick Carter, Boy Detective;  
Let's Pretend.

**LISS, RONNY**  
Portia Faces Life, Cities Ser-  
vice, Hilltop House.

**LITTLEHALES, ELMER**  
KAST, Astoria, Ore.  
**LITTLE THEATER GROUP**  
WSLB, Ogdensburg, N. Y.  
**LIVINGSTONE, MARY**  
NBC, Grape Nuts Flakes Pro-  
gram.

**LOYD, JACK**  
The Commandos, Date with  
Judy, Air Theater.

**LOCKWOOD, PEGGY**  
KEX, Portland, Ore.; KGW,  
Portland, Ore.

**LORDE, ATHENA**  
Hearts in Harmony, Savarin  
Coffee Commercials, Second  
Husband.

**LORING, KAY**  
Pepper Young's Family, John's  
Other Wife, Second Husband.

**LOVEJOY, FRANK**  
"Mr. and Mrs. North", Brave  
Tomorrow.

**LOWE, MARILYN**  
Cavalcade, Helen Hayes, Big  
Town.

**LOWERY, FRED**  
Horace Heidt's Treasure  
Chest.

**LUDDY, BARBARA**  
MBS, First Nighter.  
**LUND, JOHN**  
Linda's First Love, Prudential  
Hour, Kate Hopkins.

**LUPINO, IDA**  
NBC, CBS.

**LURYE, JAY A.**  
WDSM, Superior, Wis.  
**LYNCH, MARGARET**  
WTBO, Cumberland, Md.  
**LYNN, ROBERT**  
Showboat, Five Star Final,  
Gangbusters.  
**LYTELL, WILFRED**  
Just Plain Bill, Editor's  
Daughter, Dan Wilson.

— M —

**McBRIDE, MARY  
MARGARET**  
NBC.

**McCAMBRIDGE, MERCEDES**  
CBS, I Love a Mystery.  
**McCAAMMON, BESS**  
CBS, Helen Trent; CBS-NBC,  
Lone Journey.

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Monday, Feb. 28, 1944



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**MCCARTHY, CHARLIE**  
NBC, Chase & Sanborn.

**MCCAULEY, MYRNA**  
WDSM, Superior, Wisc.

**MCCOMB, KATE**  
The O'Neills, Heart of Julia  
Blake, Cavalcade, Kate Smith.

**MCCONNELL, LULU**  
WOR, It Pays to Be Ignorant.

**MCCONNELL, MARY**  
KOB, Albuquerque, N. M.

**MCCORD, GLENN**  
KOIL, Omaha, Nebr.

**MCCOY, JEAN**  
WOR, Chick Carter; Aldrich  
Family, Pepper Young's Family.

**MCDONOUGH, H. T.**  
KELD, Ark.

**MCGOVERN, JOHN**  
Kitty Kelly, Second Husband,  
Kate Smith.

**McKEE, BURTT**  
WAPI, Birmingham, Ala.

**McKENZIE, FAY**  
CBS, Blue Ribbon Town.

**McMILLAN, BERYL**  
The O'Neills, Life Can Be  
Beautiful, Bess Johnson.

**McMULLEN, DOUG**  
WGY, Schenectady, N. Y.

**McNAUGHTON, HARRY**  
WOR, It Pays to Be Ignorant.

**McNEILL, DON**  
Blue, "Breakfast Club."

**MacALLASTER, IAN**  
David Harum, Aunt Jenny,  
Cavalcade of America, March  
of Time, Family Hour.

**MacBRYDE, JACK**  
Death Valley Days, Mandrake,  
Amanda of Honeymoon Hill.

**MACK, GILBERT**  
Thin Man, Arch Oboler's  
Lights Out, Kate Smith.

**MacLAUGHLIN, DON**  
Twig Is Bent, Lincoln High-  
way, Death Valley Days, Mary  
Marlin.

**MacLELLAN, TERRY**  
CJFX, Nova Scotia, Canada.

**MACY, JERRY**

**MAHAR, ELLEN**  
Lorenzo Jones, Hearts in Har-  
mony, Amanda of Honeymoon  
Hill.

**MALONE, TED**  
Between the Book Ends, His-  
tory Is Fun.

**MANÁSK, JIMMY**  
KFQD, Anchorage, Alaska.

**MARR, EDDIE**  
CBS, Jack Carson Show, Roma  
Show.

**MARTENS, RICA**  
WFAA, Dallas; WBAP, Ft.  
Worth; KDNT, Danton, Texas,  
Cap and Bells Program.

**MARTIN, CLAIRE**  
CKCV, Quebec, Que.

**MARTIN, LESLIE**  
KEX, Portland, Ore.

**MARX, GROUCHO**  
CBS, Blue Ribbon Town.

**MASSEY, MARY**  
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Theater.

**MASTERS, LYNN**  
Theater of the Air, Peoples'  
Playhouse.

**MATTESON, RUTH**  
Against the Storm, This Life  
Is Mine, Lux Theater.

**MAXADON, JOHN**  
WJR, Detroit, Mich.

**MAYORAL, RADAMES**  
WPAB, Ponce, Puerto Rico.

**MEACHAM, MALCOLM**  
Ma Perkins, Kitty Keene,  
Road of Life.

**MEEKS, DON**  
WVVA, Wheeling, W. Va.

**MENKEN, SHEPARD**  
NBC, Lincoln Highway;  
Grantland Rice Sport Stories.

**MERCER, JOHNNY**  
NBC, Johnny Mercer's Music  
Shop.

**MEREDITH, JAY**  
Salute to Youth; NBC, Chap-  
lin Jim; Blue, This Life Is  
Mine; CBS, Parker Family.

**MICHAEL, MARY**  
Bright Horizons, Lux Theater,  
Great Plays, Stella Dallas.

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**MICHAELS, ANN**  
WLAW, Lawrence, Mass.

**MILES, OGDEN**  
David Harum, Stella Dallas,  
Front Page Farrell.

**MILROD, SYLVIA**  
WINX, Washington, D. C.:  
Victory Starts at Home.

**MILSON, HOWARD**  
CKCL, Toronto, Ont., Can.  
"SKCL Workshop."

**MINNICK, MAURICE**  
Gang Busters, The Goldbergs,  
Portia Faces Life.

**MITCHELL, SHIRLEY**  
The Great Gildersleeve.

**MOHR, BETH**  
KGB, San Diego, Calif.

— N —

**MONKS, JAMES**  
The Campbell Playhouse, The  
Shadow, Big Sister.

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**MOORE, GARRY**  
CBS, Jimmy Durante—Garry  
Moore.

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**MOORE, SCOTT**  
Easy Aces, John's Other Wife.

**MOORE, VICTOR**  
NBC, Chase & Sanborn.

**MOOREHEAD, AGNES**  
CBS, Orson Welles; Jack Car-  
son Show, Mayor of the Town.

**MORGAN, RAY**  
Dr. Susan, Valiant Lady,  
Americans at Work.

**MORRIS, DUDLEY**  
KWTO, Springfield, Mo.

**MORRIS, ELSIE**  
WPEN, Philadelphia, Pa.

**MORRIS, ELSIE LAVENTHOL**  
WIP, Philadelphia, Pa.

**MORRIS, ELSY**  
KYW, Philadelphia, Pa.

**MORRISON, BRET**  
First Nighter, Road of Life,  
Ma Perkins, Chicago Theater  
of the Air.

**MORSE, MOLLY**  
KGB, San Diego, Calif.

**MOULTON, HAROLD**  
Lights Out, Columbia School  
of the Air, Houseboat Hannah.

**MUELLER, MARVIN**  
MBS, Helen Trent; First  
Nighter; CBS, First Line.

**MULFORD, ALICE**  
WSNJ, Bridgeton, N. J.

**MUNCH, ANN**  
WALL, Middletown, N. Y.

**MURDOCK, KERMIT**  
School of the Air, Great Plays,  
World Is Yours.

**MURRAY, MILDRED**  
Kate Smith, Elsa Maxwell's  
Party Line.

**MYERS, BRUCE**  
WJR, Detroit, Mich.

**MYERS, THELMA**  
WLPW, Suffolk, Va.

**NEBLETT, JOHNNIE**  
MBS, Shoot the Works.

**NEEDHAM, LEO**  
Big Sister, David Harum, Gold-  
bergs, Valiant Lady.

**NEFF, ERNEST**  
WGL, Ft. Wayne, Ind.

**NEGLEY, HOWARD JACK**  
**NEELY, HENRY M.**  
Philip Morris, Story of Bess  
Johnson, Orphans of Divorce.

**NEHR, JOHN**  
Hymns of All Churches, National  
Barn Dance, Fibber  
McGee.

**NEVARD, BILL**  
Madge Tucker.

**NEVARD, BUDDY**  
American Theater Wing,  
"Lunch Hour Follies."

**NEVILLE, HARRY**  
The O'Neills, When a Girl  
Marries, Radio Guild.

**NEUMAYER, MARILOU**  
Blue, Captain Midnight.

**NIDAY, KATHLEEN**  
Mr. District Attorney, Death  
Valley Days, Just Plain Bill.

*Athena Lorde*



*Comedienne*

•  
"Hearts In Harmony"  
(WORLD)  
•  
"Young Widder Brown"  
(NBC)  
•  
"Kate Smith"  
(CBS)  
•  
• *Dialects*  
• *Character*

*Jim Boles*



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•  
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(CBS)  
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March of Time, Murder Clinic,  
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**NILES, KEN**  
CBS, Judy Canova Show.

**NOA, JULIAN**  
Superman, School of the Air,  
We the People.

**NOLLEY, EDMONIA**  
Helen Hayes, David Harum,  
Friend Indeed.

**NORMAN, ERIC**  
Staff announcer WOR MUTU-  
AL.

**NORTH, ROBERT**  
High Noon (Detroit).

**NUGENT, PAUL**  
Death Valley Days, Manhattan  
at Midnight, Easy Aces.

— O —

**O'BRIEN-MOORE, ERIN**  
John's Other Wife, Rudy Val-  
lee Hour, Hammerstein Music  
Hall.

**O'DAY, MICHAEL J., JR.**  
Big Sister.

**ODETS, FLORENCE**  
Friend Indeed, Lux Radio  
Theater, Hedda Hopper's Hol-  
lywood.

**O'FERRALL, PATRICIA**  
WJR, Detroit, Mich.

**OLDHAM, LYNN MARY**  
Aunt Jenny, Big Sister, We,  
the People.

**OLIVER, FRED**  
WGL, Ft. Wayne, Ind.

**OLIVER, SHERLING**  
Helen Hayes Theater, Valiant  
Ladyq, Man I Married.

**OLMSTED, NELSON**  
NBC, World's Greatest Stories.

**OLSEN, HAROLD R.**  
**ORR, ANGELINE**  
WAIT, Chicago, Ill.

**ORTIZ, CARLOS RUBEN**  
WPAB, Ponce, Puerto Rico.

**O'SHEA, PATSY**  
Mary Marlin, Invisible Thea-  
ter, Bright Horizons.

— P —

**PACE, ROSELLA**  
WTOP, Wash., D. C.

**PALES, ESTHER**  
WPAB, Ponce, Puerto Rico.

**PALMER, EILEEN**  
Man Hunter Mysteries, NBC.

**PARKER, ROLLON**  
WJR, Detroit, Mich.

**PARKER, WARREN**  
Easy Aces, Kitty Kelly, Hit  
Parade.

**PARKS, PAUL**  
Little Orphan Annie, Lorenzo  
Jones, Stella Dallas.

**PATE, BERNARD**  
**PATTERSON, NEVA**  
Chicago, Bachelors Children,  
Ma Perkins, Betty Crocker.

**PEARCE, AL**  
Blue, Fun Valley.

**PEARY, HAROLD**  
The Great Gildersleeve.

**PECK, THEODORA**  
On Your Job, News Comes to  
Life, My Son and I.

**PENDLETON, FIORENCE**  
Mystery Man, We the People.

**PETERSEN, CAROL**  
Our Barn, Coast to Coast on a  
Bus, Vic and Sade.

**PETERSON, MARY JO**  
Lands of the Free, Drama of  
the week, My True Story.

**PETERSEN, NANCY**  
Aldrich Family, Adventures in  
Reading, We the People.

**PETTIT, ALVIN**  
WGL, Fort Wayne, Ind.

**PFISTER, ROBERTA**  
KYCA, Arizona.

**PHELPS, ELEANOR**  
Armstrong Theater of Today,  
Columbia Workshop.

**PHILLIPS, ANITA**  
Corwin Cycle, Stage Door Can-  
teen, School of the Air.

**PHILLIPS, LYNN**  
Columbia Workshop, Gang-  
busters, Believe It or Not.

**PIEMONTE, VICTOR**  
Blue Network — Coast to  
Coast.

**PIERCE, MADELINE**  
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1943—Featured vocalist with BOBBY  
SHERWOOD ORCHESTRA

IN PERSON—ROXY theatre, N. Y.

R.K.O. theatre, Boston

PALACE theatre, Cleveland

SHUBERT theatre, New  
Haven

CAMDEN theatre, Cam-  
den, N. J.

EARLE theatre, Philadelphia

Spotlight Bands for Coca-Cola

**PODMORE, WILLIAM**

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Great Plays.

**POE, AILEEN**

Valliant Lady, That's Life.  
When a Girl Marries.

**POLIAKOV, JULIA**

Personal Column of the Air,  
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**POLLARD, ROBERT**

WTOP, Wash., D. C.

**POPKIN, LILLIAN**

WJR, Detroit, Mich.

**POWELL, DICK**

Campana Serenade—CBS.

**POWERS, LEONA**

Betty and Bob, Helen Hayes,  
Second Husband.

**PRENTISS, ED**

Captain Midnight, Blue.

**PRESTON, WALTER**

The Show Shop WOR.

**PRICE, HILDRED**

Court of Missing Heirs, Ma  
Perkins, Kitty Keene.

**PRINDAVILLE, MAYBELE**

Authors Playhouse NBC, Chi-  
cago Theater of the Air MBS.

**PROVENDIE, ZINA**

American Theater of the Air.  
The Goldbergs, It's Up to  
You.

**PUTMAN, GEORGE ARTHUR**

Portia Faces Life, Can You  
Top This, Boscul Coffee News.

**PYLE, JACK**

WGH, Newport News, Va.

— Q —

**QUIZ KIDS**

Blue.

**PROFESSOR QUIZ**

NBC.

— R —

**RAFFETTO, MICHAEL**

One Man's Family.

**RANDOLPH, LILLIAN**

The Great Gildersleeve.

**RASKYN, SAM**

Claudia and David, Duffy's  
Tavern, Aldrich Family.

**RAWLS, EUGENIA**

Kate Smith, We the People.

**REED, MRS. HERBERT GARR**

KEX, Portland, Ore.

**REED TOBE**

Club Good Cheer—Blue.

**REES, EDWARD R.**

WMWM, Marinette, Wis.

**REESE, JIMMY**

WGST, Atlanta, Georgia.

**REESE, TAYLOR**

Helen Trent, CBS, Road of  
Life, NBC.

**REINHART, ALICE**

Life Can Be Beautiful, Gang-  
busters, Romance Inc.

**REISS, EDA**

Joe & Mabel, Campbell's Short  
Story, The Avenger.

**REMEY, ETHEL**

Ellery Queen, Hearts in Har-  
mony, Eddie Cantor.

**RENAN, EMILE**

Columbia School of the Air,  
Commandos, Fred Allen.

**REYES, STANLEY**

WWL, New Orleans, La.

**RICE, ARLENE (ALLYN)**

Manhattan at Midnight, Kate  
Hopkins, Play Digest.

**RICE, SALLY**

KEX, Portland, Ore.

**RICH, IRENE**

Dear John-CBS.

**RICHARDS, KURT**

March of Time, My Daughter;  
Betty, Renfrew of the Mount-  
ed.

**RIGGS, TOMMY**

"Tommy Riggs & Betty Lou."

**RILEY, GEORGE**

Furlough fun for Gilmore Oil,  
NBC.

**RISK, SYDNEY**

CKJA, Edmunton, Canada.

**ROBBIN, JANE**

Gangbusters, Mr. District At-  
torney, Phillip Morris.

**ROBERTS, KENNETH**

Joyce Jordan, General Elec-  
tric, Easy Aces.



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**ROBINSON, BARTLETT**  
Woman of Courage, Boy Meets Bond, Helen's Home.

**ROBINSON, LARRY**  
Woman of Courage, Phillip Morris, Helen Hayes.

**ROCCO, MAURICE**  
NBC, CBS.

**ROCHE, JOHN**  
**ROOS, JOANNA**  
Famous Jury Trials, Strange as It Seems, Joyce Jordan.

**ROPER, PRES**  
WCED, DuBois, Pa.

**ROSKOVSKAYA, MIRA**  
The Goldbergs.

**ROSS, EARLE**  
The Great Gildersleeve.

**ROSS, NORMA JEAN**  
That Brewster Boy, CBS.

**ROTH, BEA**  
Marlowe's Gate, Once a Week, Paula Stone.

**ROUNTREE, RIDGE**  
WGST, Atlanta, Georgia.

**ROUTH, GEORGE**  
KIRO, Seattle, Wash.

**ROY, CECIL**  
Goldbergs, Amanda of Honey-moon Hill, March of Time.

**ROYLE, SELENA**  
Kate Hopkins, Woman of Courage, Strange as It Seems.

**ROZAN, GERTA**  
Report to the Nation, Counter Spy, Famous Trials.

**RUFFNER, TINY**  
The Better Half—WOR

**RUNYON, HELEN**  
Special Features Division WBNX, Small Town Girl, Grandma Stays Alone.

**RYAN, EDDIE, JR.**  
Aunt Jenny, Orson Welles, Kitty Kelly.

**RYAN, PATRICIA**  
Claudia & David

**RYDER, KLOCK**  
WJR, Detroit, Mich.

— S —

**SAGER, AL**  
WJR, Detroit, Mich.

**ST. JOHN, HOWARD**  
Valiant Lady, Chase & Sanborn, Rudy Vallee.

**SAN, BARBARA**  
Phillip Morris Playhouse, Men in Action, WFLA, Florida.

**SASADA, NORMA**  
Young Widder Brown, Linda's First Love, Chaplain Jim.

**SAUNDERS, BILL**  
WJR, Detroit, Mich.

**SCHIEN, SYLVIA**  
WLPM, Suffolk, Va.

**SCOTT, MELVA**  
Echoes of N. Y., Book Theater, Women in Aviation.

**SCOTT, SYDNA**  
Big Sister, True Story, Kitty Kelly.

**SCOURBY, ALEXANDER**  
Against the Storm, Wheatena Playhouse, Joyce Jordan.

**SCULLY, FRANCES**  
Blue Network—Speaking of Glamour.

**SEDELL, AMY**  
Death Valley Days, Easy Aces, Kate Smith.

**SELIGMAN, CLARENCE**  
WSIX, Nashville, Tenn.

**SEROTA, SAM**

WIP, Phila., Pa.

**SERVATIUS, RAY**

WSYR, Syracuse, N. Y.

**SEYMOUR, JOHN D.**

Mary Marlin, Superman.

**SHAYNE, ROBERT**  
Grand Central, Portia Faces Life, Dr. Malone.

**SHARPE, VIRGIL**

KOIL, Omaha, Nebr.

**SHEEHAN, TESS**

Woman of Courage, Young Dr. Malone, Claudia.

**SHEFTER, BERT**

Blue Network — Coast to Coast.

**SHELDON, (NED)**

Aunt Jenny, Portia Faces Life.

**SHELDON, WYNN**

WWVA, Wheeling, W. Va.

**SHELTON, GEORGE**

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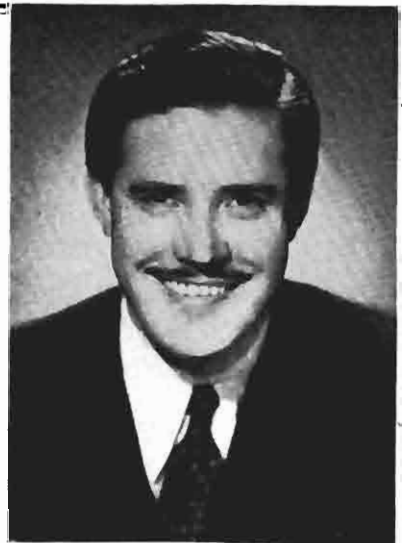
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**SHERIDAN MICHAEL**  
Lux Radio Theater, Famous  
Trials of History, Old Ranger.

**SHERIN, LEO**  
"UKIE"

Kraft Music Hall, NBC.

**SHERMAN, ELEANOR**  
The Goldbergs, Oxydol, Kleenex.

**SHERMAN, RANSOM**  
Fibber McGee & Molly.

**SHIELDS, HELEN**  
Kathleen Norris, The O'Neills,  
Amanda of Honeymoon Hill.

**SHIPP, MARY**  
Screen Guild Theater, We, the  
People, Dr. Christian.

**SHOCKEY, DELORIS**  
WGL, Fort Wayne, Ind.

**SHORE, DINAH**

Dinah Shore Program, CBS.

**SIMMS, GINNY**

Johnny Presents Ginny Simms,  
NBC.

**SINGLETON, PENNY**  
Blondie, CBS.

**SKELTON, RED**

Raleigh Program, NBC.

**SKINNER, CORNELIA OTIS**  
Dinah Shore Programs, CBS.

**SKULNIK, MENASHA**  
The Goldbergs, Abie's Irish  
Rose

**SKYLAR, SUNNY**  
WOR.

**SLATER, TOM**  
This is Fort Dix, WOR.

**SLOANE, EVERETT**  
Our Gal Sunday, Betty & Bob,  
Girl Interne.

**SMITH, ARCHIE L.**  
WFVA (Blue), Fredericks-  
burg, Va., WCHV, WOR.

**SMITH, CLAY W.**  
WGL, Fort Wayne, Ind.

**SMITH, CORA B.**  
Phillip Morris Playhouse, Aldrich  
Family, Joyce Jordan.

**SMITH, EARL**  
"The Four Eton Boys."

**SMITH, EVELYN**  
WJDX, Jackson, Miss.

**SMITH, HOWARD**  
Aldrich Family, Hit Parade,  
Kate Smith.

**SMITH, MARK**  
Witch's Tale, Eno Crime Clues,  
Mr. Meek.

**SMITH, SYDNEY.**  
Home Sweet Home, David  
Harum, The O'Neills.

**SMOLEN, VIVIAN**  
Stella Dallas, Martha Webster,  
Short, Short Story.

**SMYTHE J. ANTHONY**  
One Man's Family.

**SNERD, MORTIMER**  
NBC, Chase & Sanborn.

**SOBEL, THELMA RAY**  
Archie, Rainbow House.

**SOMERS, CAROLE**  
Bright Horizons, Bishop and  
the Gargoyle, Cavalcade of  
America.

**SORIN, LOUIS**  
Cisco Kid, The Goldbergs, Man-  
hattan at Midnight.

**SORRELL, DORIS**  
Poetry & Music WKBW, Buf-  
falo, N. Y., WWRL, L. I.

**SOTHERN, HARRY**  
Kitty Foyle, Counter Spy, True  
Story.

**SOUBIER, CLIFF**  
Lone Journey, CBS-NBC.

**SQUIRE, KATHARINE**  
Light of the World, Friend In-  
deed, School of the Air.

**STACK, MRS. BETTY**  
KYCA, Arizona.

**STACK, LEO**  
KYCA, Ariz.

**STAFFORD, HANLEY**  
Blondie, CBS, Maxwell House.

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. . . **RADIO ARTISTS** . . .

**STARK, CHARLES**  
Kate Smith Hour, Gabriel Heatter, Frank Singeiser.

**STARK, RICHARD S.**  
Hour of Charm, Cavalcade of America, Life Can Be Beautiful.

**STARKE, JOE**  
WJR, Detroit, Mich.

**STAVISKY, LOTTE**  
Against the Storm, Great Plays Radio Guild.

**STELI, EDGAR**  
Mr. Keen, The Goldbergs, Easy Aces, Aldrich Family.

**STEVENSON, ALLAN**  
Gangbusters, Salute to Youth, Mary Marlin.

**STEWART, BECKY ANN**  
WGL, Fort Wayne, Ind.

**STEWART, BETTY**  
Chase & Sanborn, Lux Radio Theater, Manhattan at Midnight.

**STEWART, LINCOLN**  
KEX, Portland, Ore., KGW, Portland, Ore.

**STEWART, PAUL**  
March of Time, Easy Aces, CBS Work-Shop, Crime Doctor.

**STONE, AL**  
KWTO, Springfield, Mo.

**STONE, ANNE**  
Bright Horizons, Joyce Jordan, Bulldog Drummond, Aldrich Family.

**STONE, SID**  
WOL, Ames, Iowa.

**STONE, SIDNEY**  
War Information Program, Joe & Ethel Turp.

**STOUT, HAROLD**  
WGL, Fort Wayne, Ind.

**STRONG, MICHAEL**  
Helpmates, Bright Horizons, Underground.

**STUART, SANDRA**  
Aunt Jenny, Valiant Lady, Alibi Club.

**SUBER, RAY**  
NBC Artists Service.

**SULLINS COLLEGE**  
WOPI, Bristol, Tenn.

**SUMMERS, ORRIE**  
WWL, New Orleans, La.

**SUTHERLAND, ELIZABETH**  
Counterspy, Amanda of Honey-moon Hill, Radio or Readers Digest.

**SWEENEY, BOB**  
KYA, San Francisco, Calif.

**SWEET, BEN**  
WMAS, Springfield, Mass.

**TANSELL, BERTRAM**  
Commandos, We Love and Learn, Suspense.

**TATE, RICHARD**  
KGO, San Francisco, Calif.

**TATE, BETH**  
Murder Clinic, Aunt Matilda WOR Playhouse.

**TAYLOR, LEE**  
KYCA, Prescott, Ariz.

**TAYLOR, REESE**  
Lone Journey, Mary Marlin, Romance of Helen Trent.

**TERRY, JOY**  
Hobby Lobby, Woman in Love, Young Dr. Malone.

**TERRY, RENEE**  
March of Time, Kate Smith, Henry Aldrich.

**TETLEY, WALTER**  
NBC, The Great Gildersleeve.

**TETZEL, JOAN**  
Woman of Courage, When a Girl Marries, Life Can Be Beautiful.

**THOMAS, ANN**  
CBS, Easy Aces; NBC, Able's Irish Rose; NBC, Cavalcade of America.

**THOMPSON, D. J.**  
Right to Happiness, Ma Perkins, Lonely Women.

**THOR, JEROME**  
The Avenger, Murder Clinic, Joe & Ethel Turp.

— T —

**TACHNA, EDITH**  
Great Plays, Hilltop House, Fleishman Yeast.

**TACKNER, STANLEY**  
Know Your Allies, WEVD, WBNX Fighting Men, WWRL, Fireside Hour, AAT.

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**THORNTON, WILLIAM**  
Kitty Foyle, The Goldbergs,  
Pepper Young's Family.

**TILLMAN, JOHN**  
Prince Matchabelli Perfumes,  
Frank Sinatra Show, Andre  
Kostalanetz Show.

**TILTON, MARTHA**  
CBS, Campana Serenade.

**TIPPETT, MARVILYN**  
WMAZ, Macon, Ga.

**TODD, JOHN**  
WXYZ, Detroit, Mich.

**TOTTER, AUDREY**  
Bright Horizons, Reader's Di-  
gest, Right to Happiness.

**TRAVIS, KAY**  
KMBC, Kansas City, Mo.

**TREMAYNE, LES**  
NBC, Bob Crosby & Co., Old  
Gold Show, Kraft Music Hall,  
Sound Off.

**TRIER, RYC**  
KDKA

**TUELL, GORDON**  
KIRO, Seattle, Wash.

**TURNER, WALTER**  
WVVA, Wheeling, W. Va.

**TUTTLE, LURENE**  
NBC, The Great Gildersleeve;  
CBS, Dr. Christian, Blondie.

**TWEDDELL, FRANK**  
Against the Storm, Valiant  
Lady, We the People.

**TYLER, BETTY JANE**  
Helpmate, Myrt and Marge,  
We Love and Learn.

— U —

**UNDERWOOD, IRENE**  
WSYR, Syracuse, N. Y.

— V —

**VALENTY, LILI**  
Texaco Star Theater, Radio  
Guild, Pursuit of Happiness.

**VAN PATTEN, DICKIE**  
The Aldrich Family, David  
Harum, Duffy's Tavern.

**VAN ROOTEN, LUIS**  
CBS Workshop, School of the  
Air, David Harum, Valiant  
Lady.

**VAN SICKLE, RAYMOND**  
David Harum, Dr. Malone,  
Julia Blake.

**VASS, VIRGINIA**  
My True Story, Death Valley  
Days, Eddie Cantor.

**VAUGHAN, BERYL**  
NBC, Helpmate.

**VESSEL, BOB**  
WVVA, Wheeling, W. Va.

**VICTOR, PAULA**  
Kate Smith, True Story, We  
the People.

**VIDAL, WILLIAM H.**  
WGH, Newport News, Va.

**VINTON, TESSA**  
Mr. Keen, Lorenzo Jones,  
We the People.

**VIRGINIA INTERMONT  
COLLEGE**  
WOPI, Bristol, Tenn.

**VITEZ, JOAN**  
Claudia, and David; The Gold-  
bergs, Aunt Jenny.

**VLEMINOCKX, GERARD**  
CKAC, Montreal, Canada.

— W —

**WADE, VIRGINIA**  
WCED, DuBois, Pa.

**WAINWRIGHT, JOHN**  
WGL, Ft. Wayne, Ind.

**WALKER, BETTY**  
**WALKER, JAMES J.**  
WOR

**WALKER, MARGUERITE**  
Big Sister, Lorenzo Jones,  
Worlds Greatest Plays.

**WALKER, VIRGINIA**  
WJDX, Jackson, Miss.

**WALLACE, LEE**  
Rainbow House, People's Play-  
house, Archie Andrews.

**WARD, COLLEEN**  
Radio Readers' Digest, Colum-  
bia Workshop, Manhattan at  
Midnight.

**WARD, GEORGE**  
Radio Readers' Digest, Kate  
Smith, Jack Benny Show.

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**WARD, PALMER**  
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**WAREN, HELEN**  
The Man I Married, Kate Hopkins, Big Town, True Story.

**WARREN, FLORENCE MAY**  
NBC, Sustaining Plays, True Story.

**WATSON, LIN**  
Boy's Town, Edith Adam's Future.

**WATTS, ELIZABETH**  
Our Secret World, Armstrong Theater of Today, We the People.

**WEBER, KARL**  
Helen Trent, Mary Marlin, Bachelors Children.

**WEBSTER, CHUCK**  
WJR, Detroit, Mich.

**WESTON, RUTH**  
Life Can Be Beautiful, Aldrich Family, Kate Smith.

**WEVER, NED**  
Young Widder Brown, Big Sister, Dick Tracy; WOR, Bulldog Drummond.

**WGY PLAYERS CLUB**  
WGY, Schenectady, N. Y.

**WHEELER, JOHN**  
When a Girl Marries, Parade of Progress, David Harum.

**WHIPPLE, CLARK (DOC)**  
The Man I Married, One of the Finest, Liberty Short Shcrt stories.

**WHITED, NORFLEY**  
WDNC, Durham, N. C.

**WIDENHOFER, NORMAN**  
WGL, Ft. Wayne, Ind.

**WIDOM, LIEUT. LEONARD**  
WCEI, Columbus, Miss.

**WILLIAMS, DALE**  
WOI, Ames, Iowa.

**WILLIAMS, FLORENCE**  
Ave Maria Hour, John's Other Wife, Young Widder Brown.

**WILLIAMS, TEX**  
KYA, San Francisco, Calif.

**WILLIAMSON, DUD**  
KFRC, San Francisco, Calif.

**WILLOCK, DAVE**  
CBS, Jack Carson Show.

**WILLS, SI**  
Sealtest Village Store.

**WILSON, EILEEN**  
Blue, Club Good Cheer.

**WILSON, ELEANOR**  
Denver: Dramatization of Pioneer History.

**WILSON, KENNETH**  
WMBS, Uniontown, Pa.

**WINCHELL, PAUL**  
WOR

**WINTER, VAL**  
WWL, New Orleans, La.

**WITHERSPOON, CORA**  
Against the Storm, The Andersons, Myrt & Marge.

**WOLFE, WINIFRED**  
One Man's Family.

**WOLFSON, MARTIN**  
Betty & Bob, The Goldbergs, CBS Workshop.

**WOOD, BERT**  
WJR, Detroit, Mich.

**WOODBURY, FRANCES**  
Myrt & Marge, The O'Neills, Radio Guild.

**WOODS, SIDNEY KING**  
Child Heroes, Your Boy Reporter, At Our House.

**WRAGGE, BETTY**  
Pepper Young's Family, Manhattan at Midnight, March of Time.

— Y —

**YARBOROUGH, BARTON**  
CBS, One Man's Family, I Love a Mystery.

**YORKE, RUTH**  
Life Can Be Beautiful, John's Other Wife, CBS Workshop.

**YOUNG, ROLAND**  
CBS, Dinah Shore Program.

— Z —

**ZALK, ANNETTE**  
WHKC, Columbus, Ohio.

**ZERBE, LAWSON**  
Against the Storm, Helen's Home, Aunt Jenny.

**ZUCKERT, BILL**  
Life Can Be Beautiful, Lorenzo Jones, March of Time, Kate Smith.

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# VOCAL ARTISTS



And Their Work During 1943



## — A —

**ADDY, CLYDE**  
KOIL, Omaha, Nebr.

**ALDRICH, GLORIA**  
WOWO, Ft. Wayne, Ind.

**ALKALI IKE**  
KVN, Logan Utah

**ALLEN, ELDA**  
WCAE, Pittsburgh, Pa.

**ALLISON, FRAN**  
CBS

**ALM, JEANNE**  
WDAY, Fargo, N. D.

**AMBROSE, EVELYN**  
WAGA, Atlanta, Ga.

**AMECHE, DON**  
Blue, What's New?

**ANDERSON, ANDY**  
KFBK, Sacramento, Calif.

**KXRO, Aberdeen, Wash.**

**ANDERSON, LOUISE**  
WCBI, Columbus, Miss.

**ANDREWS SISTERS**  
NBC, CBS.

**ARAUJO, ARMANDO RIOS**  
WBAP, Ponce, Puerto Rico

**ARIZONA, JOE**  
KOL, Seattle, Wash.

**ARMEN, KAY**  
WSM, Nashville, Tenn.

**ARTHUR, JACK**  
NBC, CBS.

**AYRES, MARLENE**  
KOY, Arizona

## — B —

**BABBITT, GERTRUDE**  
WJR, Detroit, Mich.

**BABBITT, HARRY**  
NBC, Kay Kyser's College of  
Musical Knowledge.

**BAILES BROTHERS, THE**  
WSAZ, Huntington, W. Va.

**BAKER, BETTY**  
WDAY, Fargo, N. D.

**BAKER, JERRY**  
WMCA, New York, N. Y.

**BALL, GEORGE**  
WXYZ, Detroit, Mich.

**BARBER, BETTE**  
KTUL, Tulsa, Okla.

**BARNES, ROY**  
KPOW, Powell, Wyo.

**BARRY SISTERS**  
WHN, Gloom Dodgers.

**BARTLETT, JANE**  
WFBC, Greenville, S. C.

**BATES, BETTY JEAN**  
WNAX, Yankton, S. D.

**BATES, LULU**  
NBC, All-Time Hit Parade.

**BAUER, ELAINE**  
WCKY, Cincinnati, Ohio; So-  
phisticates of Swing.

**BAUMAN, PATSY**  
KEX, Portland, Ore.: "Glenn  
Shelley Presents."

**KGW, Portland, Ore.**

**BAXTER, JEANNE**  
KDKA, Pittsburgh, Pa.

**BEASLEY, IRENE**  
CBS, "Neighbors."

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*Maxene*

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CARLOS  
RAMIREZ

Management

WILLIAM MORRIS AGENCY

. . . VOCALISTS . . .

**BEAUPARLANT, WILLIAM**  
WCOU, Lewiston, Me.  
**BENDON, FLORENCE**  
WFIL, Philadelphia, Pa.  
**BELLES, HAROLD**  
WJR, Detroit, Mich.

**BERENS, NORMAN**  
"The Smart Set," NBC, CBS.

**BLACKWOOD BROTHERS**  
KGB, San Diego, Calif.  
**BOBZIN, VERN**  
KXEL, Iowa  
**BOGUE, MERWYN**  
(Ish Kabibble)  
NBC, Kay Kyser's College of Musical Knowledge.  
**BOMBARDIERS, THE**  
NBC, Johnny Presents Ginny Simms.  
**BON BON**  
WCAU, Philadelphia, Pa.  
**BOND-BARDIERS, THE**  
CBS, California, Carry On.  
**BOWER, BETTY**  
WGY, Schenectady, N. Y.  
**BRINEY, MARY MARTHA**  
KDKA, Pittsburgh, Pa.

**PHIL BRITO**  
Blue.

**BROOKS, DOROTHA**  
WTAM, Cleveland, Ohio

**BROOKS, JOAN**  
CBS.

**BROWN, DICK**  
WNEW, New York  
**BROWN, RUSS**  
WBBM, Chicago, Ill.  
**BURNET, CHESTER**  
WMAZ, Macon, Ga.  
**BUSH, DON & HELEN**  
WOWO, Ft. Wayne, Ind.  
**BYRD, PAUL**  
WGBR, Goldsboro, N. C.

— C —

**CALLOWAY, GLENNA**  
WSIX, Nashville, Tenn.  
**CALVIN, ROSEMARY**  
WJR, Detroit, Mich.  
**CAMILLO, LUCY**  
WNAB, Bridgeport, Conn.

**CANOVA, JUDY**  
CBS, Judy Canova Show.

**CANTOR, EDDIE**  
NBC, Time to Smile.

**CAP, ANDY & MILT**  
WCHS, West Virginia  
**CARLISLE, KAY**  
WSM, Nashville, Tenn.  
**CARLISLE, SYLVIA**  
KOA, Denver, Colo.  
**CAROL, GEORGE**  
WJJD, Chicago, Ill.

**"CAROLINA"**  
KYA, San Francisco, Calif.  
**CARROLL, GENE**  
WTAM, Cleveland, Ohio  
**CARROLL, GLORIA**  
WEEL, Boston, Mass.  
**CARROLL, GEORGIA**  
NBC, Kay Kyser's College of Musical Knowledge.  
**CARROLL, JIM**  
KWYO, Sheridan, Wyo.  
**CARTER, BOB**  
KDKA, Pittsburgh, Pa.  
**CASE, JEAN**  
KOL, Seattle, Wash.  
**CASEY, CLAUDE**  
WBT, Charlotte, N. C.  
**CASH, JIMMY**  
NBC, Bob Burns the Arkansas Traveler.  
**CASWELL, BRENDA**  
WHEB, Portsmouth, N. H.  
**CHAMBERLAIN, CHARLES**  
CFCY, Charlottetown, P.E.I.  
**CHARIOTEERS, THE**  
NBC, Kraft Music Hall.  
**CHARLES, AUDREY**  
WWL, New Orleans, La.  
**CHIODO, ELMIRO**  
KLX, Oakland, Calif.  
**CHOLOMARIA, VICKI**  
WGY, Schenectady, N. Y.  
**CHUCK AND THE HILL-TOP GANG**  
WBRW, Welch, W. Va.  
**CLAPP, JOHN**  
WJR, Detroit, Mich.  
**CLARK, NEVA**  
KGW, Portland, Ore.

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SO  
SWELL!

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**DIANE COURTNEY**

Management  
PAUL KAPP



*Lucille Manners*

STARRING

*8th Year*

**CITIES SERVICE CONCERTS**

FRIDAY • 8 P.M. • NBC

**ANITA ELLIS**



VOCALISTS

**CLAYTON, BOB**  
WJLM, Lansing, Mich.  
**CLAYTON, PATTI**  
NBC, Carnation Hour.  
**CLEMENS, ADA JANE**  
WTOP, Washington, D. C.  
**COLEMAN, TINKY**  
WMAZ, Macon, Ga.  
**COLORADO, PETE**  
KMBC, Kansas City, Mo.  
**COOL, HARRY**  
CBS.

**COMO, PERRY**  
CBS.

**CONNOLLY, GENE**  
WCAU, Philadelphia, Pa.

**CONTE, JOHN**  
NBC, Maxwell House Coffee  
Time.

**CORDOVA**  
Saludos Amigos, Blue.  
**CORRIGAN, JACK**  
WOWO, Ft. Wayne, Ind.

**CORRIGAN, MIKE**  
Smart Set in Al Pearce Show;  
Network Guest Spots.

**CORRIGAN, PAT**  
Smart Set in Al Pearce Show;  
Network Guest Spots.

**COUNTRY COUSINS**  
WSAZ, Huntington, W. Va.

**COURTNEY, DIANE**  
Blue, "R & H Beer."

**COURY, ROSELE**  
WCOU, Lewiston, Me.  
**COWGIRLS, THE**  
WBIR, Knoxville, Tenn.  
**COX, R. E.**  
WXYZ, Detroit, Mich.  
**CROSBY, BING**  
NBC, Kraft Music Hall.

**CROSBY, BOB**  
"Bob Crosby & Co."

**CURRIER, THOMAS**  
WBZ-WBZA, Boston, Mass.

— D —

**DAIGNEAULT, SIMONE**  
CKAC, Montreal, Can.

**DALEY, CASS**  
Guest on Kraft Music Hall,  
NBC; Guest on Sammy Kaye's  
Show, CBS.

**DALTON, IRENE**  
KGB, San Diego, Calif.  
**DALY, FLORENCE**  
CKWS, Kingston, Ontario, Can.  
**DARLING, DENVER**  
WNEW, New York

**DARRIGIAN, ALICE**  
WJR, Detroit, Mich.  
**DAVIS, ANDY**  
WKNY, Kingston, N. Y.  
**DAVIS, MANNY**  
WSIX, Nashville, Tenn.  
**DAVIS SISTERS**  
WMBS, Uniontown, Pa.  
**DAY, DENNIS**  
NBC, Grape Nuts Flakes Pro-  
gram.  
**DAYS, BILL**  
CBS, Blue Ribbon Town.  
**DEAN, EDDIE**  
CBS, Judy Canova Show.  
**DELAQUERRIERE, JOSE**  
CKAC, Montreal, Can.  
**DINNING SISTERS, THE**  
NBC  
**DONALDSON, EARL**  
KLO, Ogden, Utah  
**DORR, RUSSELL A.**  
WGAN, Portland, Me.  
**DOSSETT, LORANCE**  
KGA, Spokane, Wash.; KHQ,  
Spokane, Wash.

**DOWNEY, MORTON**  
Blue, "Songs by Morton Dow-  
ney."

**DURAN, LARRY**  
KFBK, Sacramento, Calif.  
**DUTIEL, ULDENE**  
WPAY, Portsmouth, Ohio  
**DuVAL, JUSTINE BRYDEN**  
WAAT, Jersey City, N. J.  
**DUVAL, PHYLLIS**  
KFBK, Sacramento, Calif.



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"All Time Hit Parade" - N.B.C.

Personal Mgt.  
Frank Cooper



**BILL PERRY**

Tenor

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7th Year with Pet Milk

2nd Year with Esslinger Beer

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"Your All-Time Hit Parade"

N B C

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Gale, Inc.



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MON., WED., FRI.

AL PEARCE SHOW

1 P.M. SUNDAYS

# JOHN CONTE

MAXWELL HOUSE

COFFEE TIME

N B C

Thursday Nights

VOCALISTS

— E —

**EBERTS, DOROTHY**  
WCAO, Baltimore, Md.

**EDWARDS, JOAN**  
CBS, "Hit Parade."

**ELIOT, MARIAN**  
WNAC, Boston, Mass.

**ELLIOT, BILL**  
WEEL, Boston, Mass.

**ELLIS, ANITA**  
CBS.

**ERWIN, TRUDY**  
NBC, Kraft Music Hall.

**EVANS, CONNIE**  
WBEN, Buffalo, N. Y.

**EVANS, SARA**  
WDBJ, Roanoke, Va.

**EVANS, WILBUR**  
Blue.

**EVERHART, SLIM**  
WTAM, Cleveland, Ohio

— F —

**FAMOUS LASHUA**  
KDAL, Duluth, Minn.

**FANNING, EDGAR**  
CFOS, Owen Sound, Ont.

**FARRELL, EILEEN**  
CBS

**FAULKNER, KITTY**  
WSIX, Nashville, Tenn.

**FEE, JANET**  
WHAM, Rochester, N. Y.

**FINO, MARY CARLISI**  
WHAM, Rochester, N. Y.

**FITZGERALD, ELLA**  
Blue

**FLOYD, JOHN**  
WMVA, Martinsville, Va.

**FORREST, HELEN**  
NBC, CBS.

**FOSTER, CLARA**  
KTUL, Tulsa, Okla.

**FOUNTAINAIRES, THE**  
NBC, Sealtest Village Store.

**FOUR CLUBMEN, THE**  
CBS

**FOUR STARS**  
WGY, Schenectady, N. Y.

**FOYE, HOPE**  
WTIC, Hartford, Conn.

**FRIDAY, PAT**  
CBS, In Time to Come.

**FULTON, JACK**  
WBBM, Chicago, Ill.

— G —

**GAGNIER, CLAIRE**  
CKAC, Montreal, Can.

**GAGNON, THERESE**  
CKAC, Montreal, Can.

**GARY, LYNN**  
WXYZ, Detroit, Mich.

**GAYLE, AL**  
KFI-KECA, Los Angeles, Calif.

**GAYLORD, CHESTER**  
WBZ-WBZA, Boston, Mass.

**GILBERT, MRS. EUGENE**  
KFPW, Fort Smith, Ark.

**GILLETTE, MARGIE**  
KWTO, Springfield, Mo.

**GINGER, LOUISE**  
KRLD, Dallas, Tex.

**GOETTING, AGNES**  
CHAB, Sask, Can.

**GOLDEN GATE QUARTET**  
CBS

**GOULD, LESTER L.**  
WFTC, Kingston, N. C.

**GRAHAM, WILLADEEN**  
WCBI, Columbus, Miss.

**GRAVES, GENE**  
WSNY, Schenectady, N. Y.

**GRAVES, MABEL**  
CKWS, Kingston, Ontario, Can.

**GREEN VALLEY BOYS**  
WBBW, Welch, W. Va.

**GROSH, ELSWORTH**  
WDBJ, Roanoke, Va.

**GUNDRUM, EVELYN**  
WOC, Davenport, Iowa

— H —

**HADLEY, HELEN**  
WJR, Detroit, Mich.

**HAINES, CONNIE**  
NBC, Abbott & Costello Show.

**HALL, STERLING**  
WJOB, Hammond, Ind.

**HANK, THE YOPELLING**  
RANGER

**CKBI, P.E.I., Sask., Can.**  
"HARMONETTES"

**WGY, Schenectady, N. Y.**  
**HARRELL, JOHNNY**

**KGW, Portland, Ore.**  
**KEX, Portland, Ore.**

**HAVENS, HELEN**  
WBAP, Ft. Worth, Tex.

**HAWTHORNE, PEPPER**  
WMBD, Peoria, Ill.



**BARRY SISTERS**

"AMERICA'S NUMBER ONE  
SINGING DUO"

WHN "GLOOM DODGERS"  
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"Smiling"

**JERRY BAKER**

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New York's Favorite

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WMCA

. . . **V O C A L I S T S** . . .

**HAYES, CLANCY**  
KGO, San Francisco, Calif.

**HAYMES, DICK**  
CBS, Here's to Romance.

**HECKENDORN, GEORGE**  
WJR, Detroit, Mich.  
**HIGH STREET JUBILEE SINGERS**  
WMVA, Martinsville, Va.

**HILDEGARDE**  
NBC, "Beat the Band."

**HILL, ELIZABETH**  
WCAU, Philadelphia, Pa.  
**HILLIARD, HARRIET**  
NBC, Red Skelton Program.  
**HOCKING, FLORENCE**  
WRJN, Racine, Wisc.  
**HOLLEY, VERA**  
CBS, Fun With Dunn.  
**HOUSTON, JOSEPHINE**  
Blue, Stars from the Blue.  
**HUFFMAN, MARIE**  
WTOL, Toledo, Ohio  
**HUGHES, ALLEN**  
WJR, Detroit, Mich.  
**HUMPHREYS, DOROTHY**  
WBNS, Columbus, O.

— I —

**INK SPOTS**  
Blue  
**IVEY, HAYDEN**  
WGBR, Goldsboro, N. C.

**IVERS, KAY**  
WBZ-WBZA, Boston, Mass.

— J —

**JENSEN, FRANCES**  
KGNC, Amarillo, Tex.  
**JERICO QUARTET**  
WCAU, Philadelphia, Pa.  
**JO-ANNE**  
WGAR, Cleveland, Ohio  
**JOHNSON, ETHEL**  
KFBK, Sacramento, Calif.  
**JOHNSON, JAY**  
WNAB, Bridgeport, Conn.  
**JOHNSON, SYBIL**  
KFH, Wichita, Kans.  
**JOHNSTON, BOB**  
WSM, Nashville, Tenn.

— K —

**KARSON, MEL**  
KXEL, Iowa.

**KAUFMAN, IRVING**  
WSYR, Syracuse, N. Y.

**KAY, RAMONE**  
KMO, Tacoma, Wash.  
**KEAN, HAROLD**  
WJR, Detroit, Mich.  
**KELFORD, TREVOR**  
WJMA, Covington, Va.  
**KELLY, MARTY**  
WKNY, Kingston, N. Y.

**KING'S JESTERS**  
WBEM, Chicago, Ill.  
**KIRBY, JOHN**  
KDKA, Pittsburgh, Pa.  
**KNIGHT, EVE**  
WIP, Philadelphia, Pa.

— L —

**LACHANCE, LEON**  
CKCV, Quebec, Que.  
**LAMOUREUX, CARO**  
CKAC, Montreal, Can.  
**LANDT TRIO, THE**  
CBS  
**LANE, DAVE**  
KNX, Los Angeles, Calif.,  
Dave Lane, Songs.  
**LANE, DICK**  
KFBC, Cheyenne, Wyo.  
**LANE, FRANCES**  
WFBN, Indianapolis, Ind.  
**LANE, VERA**  
WBEM, Chicago, Ill.  
**LANG, JUNE**  
KDAL, Duluth, Minn.  
**LARGE, DON & MARION**  
WJR, Detroit, Mich.  
**LEE, MARY**  
CBS, The Jack Carson Show.  
**LEIB, EMMET**  
WJR, Detroit, Mich.  
**LEWIS, MONICA**  
WMCA, New York, N. Y.  
**LONG, BOB**  
KXEL, Iowa  
**LOUISIANA LOU**  
KMBC, Kansas City, Mo.



**"TEXAS" JIM ROBERTSON**

◆  
WJZ—BLUE Network  
Daily  
◆

Victor-Bluebird Recording Artist  
Mgt.: National Concert & Artist Corp.



**THE SMART SET**

Al Pearce Show  
and  
Network Guest Spots

Management  
**NORMAN BERENS**  
4839 Forman  
North Hollywood

# VOCALISTS

**LOYSEN, KENNETH**  
WHAM, Rochester, N. Y.

## — M —

**McCULLOUGH, ANNETTE**  
WGY, Schenectady, N. Y.  
**McKENZIE, FAY**  
CBS, Blue Ribbon Town.  
**McKENZIE, JOHN**  
WJR, Detroit, Mich.  
**MacPHERSON, JOSEPH**  
WSM, Nashville, Tenn.

**MANNERS, LUCILLE**  
NBC

**MARSHALL, BARBARA**  
WBBM, Chicago, Ill.  
**MARSHALL, MARIAN**  
KFBI, Wichita, Kans.  
**MARTIN, DUDE**  
KYA, San Francisco, Calif.

**MEARS, MARTHA**  
Blue, Al Pearce Show, 10-2-4-Ranch.

**MERRILL, ROBERT**  
NBC

**MERRY MACS**  
Network Guest Spots.

**MONROE, LUCY**  
NBC, CBS.

**MOORE, CONNIE**  
CBS, America-Ceiling Un-  
limited.

**MORINI, EDA**  
WPEN, Philadelphia, Pa.

**MORRIS, FRED**  
WGY, Schenectady, N. Y.

**MORRISS, CHARLOTTE**  
WJJD, Chicago, Ill.

**MUSIC MAIDS AND HAL, THE**  
NBC, Kraft Music Hall.

## — N —

**NELSON, OZZIE**  
NBC, Red Skelton Show.

**NOBLE, WENDELL**  
KOY, Arizona

**NOLL, PATSY**  
WIBA, Madison, Wisc.

**NORMAND, JACQUES**  
CKCV, Quebec, Que.

**NUGENT, HELEN**  
WKRC, Cincinnati, Ohio

## — O —

**O'HEREN, DICK**  
WHK, Cleveland, Ohio

**O'NEIL, DANNY**  
WBBM, Chicago, Ill.

**O'REILLY, ROYAL**  
KFAR, Fairbanks, Alaska

## — P —

**PARKE, HELEN**  
WFIL, Philadelphia, Pa.

**PARKER, DEL**  
WXYZ, Detroit, Mich.

**PERRY, ANN**  
WNEW, New York, N. Y.

**PERRY, BILL**  
CBS

**PIED PIPERS, THE**  
NBC, Chase & Sanborn Pro-  
gram.

**POWELL, ALAINE**  
WQAM, Miami, Fla.

## — R —

**RCA VICTOR CHORUS**  
NBC, What's New?  
**RAIMONT, LYDIA**  
WITH, WNEW  
**RALPH AND BOB**  
WKNY, Kingston, N. Y.

**RAMIREZ, CARLOS**  
CBS, "Grapevine Rancho,"  
Guest Spots.

**REESE, BOB**  
KDYL, Salt Lake City, Utah

**REGAL, JEANNE**  
KDKA, Pittsburgh, Pa.

**REGAN, KATHLEEN**  
WEW, St. Louis, Mo.

**REYNOLDS, BRAD**  
CBS, Fun with Dunn.

**RHODES, "BABE"**  
WCAE, Pittsburgh, Pa.

**RISLING, ROBERT**  
WTAG, Worcester, Mass.

**"TEXAS" JIM  
ROBERTSON**  
Blue Net

**RODENHAUSER, JEANNETTE**  
WTOL, Toledo, Ohio

**ROMA, JO**  
WIP, Philadelphia, Pa.

**ROMEOS, THE**  
Blue

**ROSEN, RAY**  
WBNS, Columbus, O.

**ROWELL, "PRISSY"**  
WBAP, Ft. Worth, Tex.

**RUSSELL, J. D.**  
WLAG, LaGrange, Ga.

**RYDELL, RUTH**  
WIP, Philadelphia, Pa.

## — S —

**SAHLIN, ALFRED**  
WDGY, Minneapolis, Minn.

**SALATHIEL, JERRY**  
Smart Set in Al Pearce Show;  
Network Guest Spots.

**SEWART, FRANKLYN**  
WCKY, Cincinnati, Ohio  
NBC, Bob Crosby & Co.

**SHAFER, JOE**  
WJR, Detroit, Mich.

**SHAW, SONIA**  
KGO, San Francisco, Calif.

**SHERMAN, LILLIAN**  
WHK, Cleveland, Ohio

**SHORE, DINAH**  
CBS, The Dinah Shore Pro-  
gram.

**SHOUGH, BILLY**  
KASA, Elk City, Okla.

**SIMMS, GINNY**  
NBC, Johnny Presents Ginny  
Simms.

**SINATRA, FRANK**  
CBS, The Frank Sinatra Show,  
Your Hit Parade

**SMITH, KATE**  
CBS, Kate Smith Hour.

**SMITH, JACK**  
CBS  
**SMITH, MARJORIE ALLEN**  
WOPI, Bristol, Tenn.  
**SPORTSMEN QUARTET, THE**  
CBS, In Time to Come.

**SULLAVAN, JERI**  
CBS

**SULLIVAN, ROSE MARY**  
WRR, Dallas, Tex.

**STREET, DAVID**  
NBC, Sealtest Village Store.

**STRIPLING, GENE**  
WMAZ, Macon, Ga.

## — T —

**TANNER, EARLE**  
NBC, Carnation Hour.

**THE JOHNSON FAMILY**  
WBT, Charlotte, N. C.

**THREE SISTERS**  
CBS

**THREE TREYS**  
WBEN, Buffalo, N. Y.

**TINGLEY, IRVING**  
KWNO, Winona, Minn.

**TORTORICH, MARY**  
WWL, New Orleans, La.

## — U —

**UTZMAN, SARAANE**  
WBLK, Clarksburg, W. Va.

## — V —

**VALLEE, RUDY**  
Lt. U. S. Coast Guard  
**VANDERWEKEN, JAMES**  
KEVE, Everett, Wash.

## — W —

**WAIN, BEA**  
NBC, CBS.

**WAYNE, JERRY**  
NBC

**WARREN, MARGE**  
WOWO, Ft. Wayne, Ind.

**WATERS, SMILIN' BILL**  
WHEB, Portsmouth, N. H.

**WEAVER, LINDA**  
KMBC, Kansas City, Mo.

**WELLING, FRANK**  
WCHS, West Virginia

**WHEAT, DAVID**  
WOAI, San Antonio, Tex.

**WILLIAMS, GENE**  
WSPD, Toledo, Ohio

**WILLSON, JIMMIE**  
WAPI, Birmingham, Ala.

**WOOD, ILENE**  
Blue

**WOODLEY, EVELYN**  
WOAI, San Antonio, Tex.

## — Y —

**YOUNG, MARIEANNE**  
WOWO, Ft. Wayne, Ind.

## — Z —

**ZIDES, MAX**  
WBZ-WBZA, Boston, Mass.

SWING

AND

SWAY



with

## **SAMMY KAYE**

**AND HIS ORCHESTRA**

**OLD GOLD PROGRAM**

Wednesdays, 8-8:30 P.M.

CBS

**SUNDAY SERENADE**

Sundays, 1:30-2 P.M.

Blue Network

Featured in United Artists' "Song of the Open Road"

Personal Management:

**JAMES V. PEPPE**

Direction:

**MUSIC CORP. OF AMERICA**



## **WOODY HERMAN**

**QUADRUPLE THREAT MAN**

1. Bandleader
2. Singer
3. Instrumentalist
4. Master of Ceremonies

*Star of*

**STAGE · SCREEN · RADIO · DECCA RECORDS**

*Management Counsel*

Herman Goldfarb—Michael L. Vallon

*Direction:*

**GENERAL AMUSEMENT CORP.**

# ORCHESTRA LEADERS AND MUSICAL CONDUCTORS



And Their Work During 1943



## — A —

**AGNEW, CHARLES**  
NBC  
**ALEXANDER, JEFF**  
CBS, Fun With Dunn.  
**ARMBRUSTER, ROBERT**  
CBS, Blue Ribbon Town.  
**ARTZT, WILLIAM**  
CBS, Blondie.  
**ASHMAN, EDDIE**  
WOR, New York, N. Y.  
**AULD, GEORGE**  
CBS, MBS.

## — B —

**BARGY, ROY**  
CBS, Moore-Durante Show.  
**BARLOW, HOWARD**  
NBC, Firestone Program.  
**BARRON, PAUL**  
CBS  
**BARRON, BLUE**  
WOR, New York, N. Y.

**BASIE, COUNT**  
Remote & Studio Broadcasts.  
**BAY, VICTOR**  
CBS  
**BECKNER, DENNY**  
WOR, New York, N. Y.  
**BENAVIE, SAM**  
WJR, Detroit, Mich.  
**BESTOR, DON**  
WHN, New York, N. Y.  
**BISHOP, BILLY**  
MBS-WFBR, Baltimore, Md.  
**BLACK, FRANK**  
NBC  
**BLADE, JIMMY**  
NBC  
**BLEYER, ARCHIE**  
CBS  
**BLOCH, RAY**  
CBS, Philip Morris Playhouse.  
**BRADLEY, OSCAR**  
CBS, We, the People.  
**BRING, LOU**  
CBS, Here's to Romance.  
NBC, What's New?

**BROWN, LES**  
Remote & Studio Broadcasts.  
**BROWN, MAURICE**  
CBS  
**BROWN, WALBURG**  
NBC

## — C —

**CARLE, FRANKIE**  
Remote & Studio Broadcasts.  
**CASTLE, LEE**  
MBS  
**CAVALLERO, CARMEN**  
CBS, NBC.  
**CATES, OPIE**  
Blue, Club Good Cheer.

**CHERNIAVSKY, JOSEF**  
WLW, Cincinnati, Ohio

**CROSBY, BOB**  
NBC, "Old Golds"

# BOB CROSBY

*Management:*

MUSIC CORPORATION OF AMERICA

# EDGAR "COOKIE" FAIRCHILD

Musical Director

*for*

**EDDIE CANTOR**  
"Time to Smile" Show

Johnny Presents  
**GINNY SIMMS**  
Philip Morris Show

**PHIL BAKER**  
"Take It or Leave It"  
(From Hollywood)

•  
**DEANNA DURBIN**

*in*  
Universal Pictures



# JOHNNY LONG

★

Patti Dugan - Gene Williams  
Dave Lambert

★

Decca Records

★

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NEW YORKER DURING 1944.

★

*Personal Representative:*  
JACK PHILBIN  
GENERAL AMUSEMENT CORP.



• • •      **ORCHESTRA LEADERS**      • • •

**CROSS, CHRIS**  
WOR, New York, N. Y.  
**CUGAT, XAVIER**  
WOR, New York, N. Y.  
Blue, Your Dubonnet Date.  
**CUMMINGS, BERNIE**  
MBS

— **D** —

**D'AMICO, NICK**  
MBS  
**DANT, CHARLES**  
CBS, Judy Canova Show, The  
Jack Carson Show.  
**D'ARTEGA**  
KECA, Los Angeles, Calif.  
Hollywood Spotlight.  
**DAVID, RUSS**  
NBC.

**DAVIES, LEW**  
Blue, Wheeling Steelmakers.

**DENNY, EARL**  
MBS.  
**DEUTSCH, EMORY**  
Lt. U. S. Navy.  
**DOLAN, ROBERT EMMETT**  
CBS, Dinah Shore Program.

**DORSEY, JIMMY**  
Remote and Studio Broadcasts

**DUCHIN, EDDY**  
Lt. U. S. Navy.  
**DUNHAM, SONNY**  
MBS

— **E** —

**ELLINGTON, DUKE**  
NBC, MBS.

— **F** —

**FAIRCHILD, EDGAR**  
("Cookie")  
NBC, Johnny Presents Ginny  
Simms, Time to Smile—Eddie  
Cantor; CBS, Take It Or Leave  
It.

**FAITH, PERCY**  
NBC, Contented Hour.  
**FIELDS, SHEP**  
WOR, New York, N. Y.  
**FELD, BEN**  
KMOX, St. Louis, Mo.  
**FRANKLIN, BUDDY**  
WOR, New York, N. Y.  
**FUHRMAN, CLARENCE**  
NBC

— **G** —

**GARBER, JAN**  
WOR, New York, N. Y.

**GART, JON**  
CBS, Blue.

**GASPARRE, DICK**  
WOR, New York, N. Y.  
**GLUSKIN, LUD**  
CBS, Campana Serenade, Open  
House, Amos 'n' Andy.  
**GOODMAN, AL**  
CBS, Prudential Family Hour,  
Fred Allen.

**GOODMAN, BENNY**  
Remote and Studio Broadcasts.

**GOULD, MORTON**  
CBS, Cresta Blanca Carnival.

**GRAY, DON**  
MBS  
**GRUPP, DAVE**  
Blue

— **H** —

**HAMILTON, GEORGE**  
WOR, New York, N. Y.  
**HARRIS, PHIL**  
NBC, Grape Nuts Flakes Pro-  
gram.



*The Man Who Plays  
The Sweetest Trumpet  
In The World*

*"A Modern Musical Institution"*

**CHARLIE SPIVAK**

and his Orchestra

*Personal Management:*  
**MAX SCHALL**

*Direction:*  
**GENERAL AMUSEMENT CORP.**

# FRANK TOURS

MAXWELL HOUSE COFFEE TIME

KFI — Thursdays

## DON VOORHEES

•

1943

Bell "Telephone Hour"

Du Pont "Cavalcade of  
America"

"March of Time"



## PAUL LAVALLE

"CHAMBER MUSIC SOCIETY OF  
LOWER BASIN STREET"

Blue Network

"STRADIVARI ORCHESTRA"

NBC

VICTOR RECORDS

• • •      **ORCHESTRA LEADERS**      • • •

**HATCH, WILBUR**  
CBS, Screen Guild Players,  
Mayor of the Town.  
KNX, Los Angeles, Calif., Pot  
Luck Party.

**HEIDT, HORACE**  
Blue, Heidt Time for Hires.

**HENDERSON, FLETCHER**  
NBC, All Time Hit Parade.  
MBS

**HERMAN, WOODY**  
Remote and Studio Broadcasts.

**HERMANN, BERNARD**  
CBS

**HERTH, MILT**  
WOR, New York, N. Y.

**HILL, TINY**  
Remote and Studio Broadcasts.

**HILLIARD, JIMMY**  
WBEM, Chicago, Ill.

**HIMBER, RICHARD**  
Remote and Studio Broadcasts.

**HUDSON, DEAN**  
MBS

**HOFF, CARL**  
CBS, In Time to Come  
KHJ, Los Angeles, Calif.,  
Gracie Fields Victory Show.

**HUTTON, INA RAY**  
CBS, WOR, New York, N. Y.

— **J** —

**JAMES, HARRY**  
CBS, Harry James & His Mu-  
sic Makers.

**JAMES, JIMMY**  
MBS

**JENKINS, GORDON**  
CBS, Mayor of the Town.

**JEROME, HENRY**  
WOR, New York, N. Y.

**JONES, SPIKE**  
NBC, Bob Burns Show, Gil-  
more Furlough Fun.

**JOY, JIMMY**  
MBS

— **K** —

**KASSEL, ART**  
Remote and Studio Broadcasts.

**KAYE, SAMMY**  
CBS, Old Gold Show.

**KELLER, STAN**  
MBS.

**KENTON, STAN**  
NBC, Bob Hope Show.

**KING, WAYNE**  
Lt. U. S. Navy.

**KORN KOBBLERS**  
NBC

**KOSTELANETZ, ANDRE**  
CBS, Pause That Refreshes  
on the Air.

**KRUMBINE, MURRAY**  
Blue

**KUHN, DICK**  
WOR, New York, N. Y.

**KYSER, KAY**  
NBC, Kay Kyser's College of  
Musical Knowledge.

— **L** —

**LaVALLE, PAUL**  
Blue

**LaVOIE, PAUL**  
WJR, Detroit, Mich.

**LEWIS, SABBY**  
Remote and Studio Broadcasts.

**LEWIS, TED**  
WOR, New York, N. Y.

**LOMBARDO, GUY**  
WOR, New York, N. Y.  
Blue

**LONG, JOHNNY**  
CBS

May 1944 be a  
HAPPY NEWS YEAR



**SPIKE JONES**  
and His CITY SLICKERS

**CARL HOFF**



## HENRY SYLVERN

*Musical Director*

**WINS**

*New York*

*"Heard 'round the World by  
Transcription"*



## MERLE PITT

MUSICAL DIRECTOR WNEW

★ **WALTER WINCHELL—MIRROR:**

"New Orchids to Merle Pitt's 'Five Shades of Blue'."

★ **BEN GROSS—NEWS:**

"Pitt rates a salute—a listening gem. If we had crown jewels, we'd bestow them on Pitt's Orchestra."

★ **BILLBOARD:**

"Merle Pitt's 'Five Shades of Blue' dish out a subtle, extremely listenable brand of rhythm, able to handle pops, standards, swing or sweet with equal finesse . . ."

Heard on transcriptions from coast to coast.

## JACK MILLER

Musical Director

•  
**THE KATE SMITH HOUR**

**CBS**

•  
**THE ALDRICH FAMILY**

**NBC**

•  
**MOLLE MYSTERY**

**THEATRE**

**NBC**

## JACQUES RENARD

Musical Director

• **"Take It Or Leave It"**

**CBS**

• **"Friday On Broadway"**

**CBS**

• **"Let Yourself Go"**

**BLUE Network**

**ORCHESTRA LEADERS**

**LOPEZ, VINCENT**  
WOR, New York, N. Y.  
**LUCAS, CLYDE**  
MBS

**LYTELL, JIMMY**  
Blue, Songs by Morton Downey.

— **M** —

**McINTIRE, LANI**  
WOR, New York, N. Y.

**McINTYRE, HAL**  
Remote and Studio Broadcasts.

**MALNECK, MATTY**  
NBC, Bob Crosby & Co.

**MAMORSKY, MORRIS**  
NBC

**MARTIN, FREDDIE**  
CBS, The Jack Carson Show.

**MASTERS, FRANNIE**  
Remote and Studio Broadcasts.

**MAUPIN, REX**  
NBC

**MAYHEW, WENDELL**  
NBC, People Are Funny.

**MILLER, GLENN, CAPT.**  
NBC, I Sustain the Wings.

**MILLER, IRVING**  
NBC

**MILLER, JACK**  
CBS, Kate Smith Program.

**MILLS, BILLY**  
NBC, Fibber McGee & Molly.

**MILLS, FELIX**  
CBS, Burns & Allen Show,  
Silver Theater.

**MOLINA, CARLOS**  
Blue

**MORAND, JOSE**  
WOR, New York, N. Y.

— **N** —

**NELSON, OZZIE**  
NBC, Red Skelton Show.

**NOBLE, RAY**  
NBC, Chase & Sanborn Program.

**NOSCO, HENRY**  
NBC

**NOVAK, FRANK**  
NBC, Hook 'N' Ladder Follies.

— **P** —

**PAIGE, RAYMOND**  
NBC, Salute to Youth.  
CBS, Stage Door Canteen.

**PALUSO, THOMAS**  
NBC

**PAUL, EDDIE**  
NBC, Sealtest Village Store.

**PETRILLO, CAESAR**  
WBBM, Chicago, Ill.

**PITT, MERLE**  
WNEW, New York, N. Y.  
Five Shades of Blue.

**POWELL, TEDDY**  
Remote and Studio Broadcasts.  
**PRAGER, MANNY**  
MBS

— **R** —

**RENARD, JACQUES**  
CBS, Blue.

**REYNOLDS, TOMMY**  
WOR  
CBS

**RICH, FREDDY**  
NBC, Abbott & Costello Show.

**RICHARDS, JIMMY**  
NBC

**ROGERS, EDDY**  
Blue

**ROTH, ALLEN**  
CBS

**RUSSOTTO, LEO**  
NBC

— **S** —

**SACK, AL**  
CBS, California Carry On.  
**SALTER, HARRY**  
Capt. U. S. Army.

# FRANK NOVAK

Musical Director

Goodyear's

**"Hook 'N' Ladder Follies"**

NBC

Saturday, 11:00 a.m., E.W.T.

**"Ripley's Believe It Or Not"**

for

Pall Mall Cigarettes

MBS, 9:15-9:30 p.m., E.W.T.

(Mon. Thru. Fri.)



**ORCHESTRA LEADERS**

**SCOTT, RAYMOND**

CBS

**SHIELDS, ROY**

NBC

**SILVERS, LOUIS**

CBS, Lux Radio Theater.

**SMITH, BEASLEY**

WSM, Nashville, Tenn.

**SPITALNY, H. LEOPOLD**

NBC

**SOSNICK, HARRY**

NBC

**SPITALNY, PHIL**

NBC, Hour of Charm.

**SPIVAK, CHARLIE**

Remote and Studio Broadcasts.

**STABLE, DICK**

Ensign, U. S. Coast Guard.

**STANLEY, ROBERT**

WOR, New York, N. Y.

**STERNEY, GEORGE**

Remote and Studio Broadcasts.

**STONE, JUSTIN**

WOR, New York, N. Y.

**STONE, LEW**

NBC

**STOPAK, JOSEF**

Blue

**STORDAHL, AXEL**

CBS, Frank Sinatra Show.

**SWEETEN, CLAUDE**

NBC, The Great Gildersleeve.

**SYLVERN, HENRY**

WINS, New York, N. Y.

— T —

**THOMAS, DICK**

WOR, New York, N. Y.

**TOURS, FRANK**

NBC, Maxwell House Coffee Time.

**TRACE, AL**

WOR, New York, N. Y.

**TRENDLER, BOB**

WGN, Chicago, Ill.

**TROTTER, JOHN SCOTT**

NBC, Kraft Music Hall.

**TUCKER, TOMMY**

WOR, New York, N. Y.

— V —

**VALLEE, RUDY**

Lt. U. S. Coast Guard.

**VAN STEEDEN, PETER**

CBS, Thanks to the Yanks.

**VELAZCO, EMIL**

Lt. U. S. Navy.

**VOORHEES, DONALD**

NBC, Telephone Hour.

— W —

**WALLENSTEIN, ALFRED**

WOR, New York, N. Y.

**WARING, FRED**

NBC, Pleasure Time.

**WARNOW, MARK**

CBS, Your Hit Parade.

NBC, All-Time Hit Parade.

Westinghouse Program.

**WARRINGTON, JOHNNY**

CBS

**WHITEMAN, PAUL**

Blue, Hall of Fame.

**WELK, LAWRENCE**

MBS.

— Y —

**YOUNG, VICTOR**

NBC, Westinghouse Program.



**JON GART**  
*Conductor—Composer*  
 Personal Mgt.: Bob Coe, RKO Bldg.

**RADIO'S OUTSTANDING  
 SHOWMAN-CONDUCTOR**



**JOSEF  
 CHERNIAVSKY**

*"Your accomplishments and contributions to our station as Musical Director have been too numerous to attempt enumeration."*

*J. D. Shouse*  
 Vice-President  
 WLW, Cincinnati  
 RESIDENCE: 610 West 110th Street  
 New York City

# NEWS COMMENTATORS



And Their Work During 1943



## — A —

**ABBE, JAMES**  
KEX-KGW, Portland, Ore.  
**ACEVEDO, FRANCISCO**  
WKAQ, San Juan, P. R.  
**ADAMS, CEDRIC**  
WCCO, Minneapolis, St. Paul,  
Minn.  
**AGRONSKY, MARTIN**  
Blue-WMAL, Washington, D.C.  
**ALBINGER, ALBERT R., JR.**  
WKWK, Wheeling, W. Va.  
**ALCOTT, CARROLL D.**  
WCKY, Cincinnati, Ohio  
**ALDERSON, JOHN**  
WFBR, Baltimore, Md.  
**ALLARD, T. JIM**  
CJCA, Alberta, Canada  
**ALLEN, GARY**  
WOC, Davenport, Iowa  
**ANDERSON, BOB**  
KNX, Los Angeles, Calif.  
**ANDERSON, DAVID M.**  
NBC  
**ARCHINARD, PAUL**  
NBC

**ARMSTEAD, GEORGE B.**  
WDRC, Hartford, Conn.  
**ATCHISON, CHARLES**  
WSGN, Birmingham, Ala.  
**ATHERTON, R. C.**  
KSAL, Salina, Kans.  
**AUSTIN, DON**  
KSAN, San Francisco, Calif.

## — B —

**BABCOCK, BILL**  
WMMN, Fairmont, W. Va.  
**BAIN, LESLIE B.**  
WIOD, Miami, Florida

### BAKER, ART

Art Baker's News, NBC Western Division; Art Baker's Commentaries, Blue Pacific Coast; Art Baker's Note Book, KFI, Los Angeles, Calif.

**BAKER, JEFF**  
WTAR, Norfolk, Va.  
**BAKER, NELSON**  
WIBC, Indianapolis, Ind.  
**BALCH, ALLEN**  
KGKB, Tyler, Texas  
**BALTER, SAM**  
**BARR, CLYDE**  
WCOL, Columbus, Ohio  
**BARLETT, JOHN**  
WSGN, Birmingham, Ala.  
**BARRY, JOHN**  
WBZ-WBZA, Boston, Mass.  
**BARTLETT, WILL**  
WSNJ, Bridgeton, N. J.  
**BAUER, FREDERIC**  
WINN, Louisville, Ky  
**BAUKHAGE, H. R.**  
Blue-WMAL, Washington, D. C.  
**BAXTER, LEO**  
WBOW, Terre Haute, Ind.  
**BEATTIE, BILL**  
CKNX, Wingham, Ont.  
**BEATY, MORGAN**  
NBC-WRC, Washington, D. C.  
**BELL, JACK**  
WTCN, Minneapolis, Minn.

# SIDNEY WALTON

## W H N

NEWS DIRECTOR—COMMENTATOR

*Films for Westinghouse for 5 Years*

NEWS COMMENTATORS

**BELL, KEN**  
WSAY, Rochester, N. Y.

**BELL, TED**  
KRSC., Seattle, Wash.

**BEMIS, ELIZABETH**  
CBS

**BENNETT, EDWARD**  
KEX-KGW, Portland, Ore.

**BENOIT, R. A.**  
CBF, Montreal, Canada

**BENTLEY, JULIAN**  
WLS, Chicago, Ill.

**BERKOWITZ, MILT**  
WNBC, Hartford, Conn.

**BERNSTEIN, JERRY**  
KOMA, Oklahoma City, Okla.

**BEZOFF, BEN**  
KMYE, Denver, Colo.

**BIDDLE, DICK**  
WWVA, Wheeling, W. Va.

**BIGNELL, FRANK**  
WIBA, Madison, Wisc.

**BIRKELAND, JORGEN M.**  
WOSU, Columbus, Ohio

**BJORNSON, BJORN**  
NBC

**BLACKWELL, G. C.**  
Clarksburg, W. Va.

**BLAIN, LEE**  
WBML, Macon, Georgia

**BLAIR, TED**  
WCLS, Joliet, Ill.

**BLAKISTON, T. B.**  
KMJ, Fresno, Calif.

**BLAZAK, JOSEPH**  
KGFJ, Los Angeles, Calif.

**BOBROW, NORMAN**  
KFQD, Anchorage, Alaska

**BONCOEUR, VADE**  
WSYR, Syracuse, N. Y.

**BOUCHEIR, ROBERT**  
WLOL, Minneapolis, Minn.

**BOURGEOIS, CLAUDE**  
CKAC, Montreal, Canada

**BOW, FRANK**  
WHBC, Canton, Ohio

**BOWEN, FRANK**  
KGFJ, Los Angeles, Calif.

**BOX, VES**  
KRLD, Dallas, Texas

**BRADLEY, TRUMAN**  
KNX, Los Angeles, Calif.

**BRENNAN, PETER**  
NBC

**BRINN, JOHN**  
WCBI, Columbus, Miss.

**BRISSON, GASTON**  
CJCL, Ontario, Canada

**BROOKS, WILLIAM F.**  
NBC

**BROWN, ANDERSON**  
WGBG, Greensboro, N. C.

**BROWN, JIM**  
KCRG, Enid, Okla.

**BROWN, MAX**  
KHAS, Hastings, Nebr.

**BROWN, WILLIAM**  
KYA, San Francisco, Calif.

**BROWNE, FRANK**  
KTHS, Hot Springs, Ark.

**BROWNING, BOB**  
WKNY, Kingston, N. Y.

**BRUNTLETT, GEORGE E.**  
KOBH, Rapid City, S. D.

**BRYAN, BILL**  
KOMA, Oklahoma City, Okla.

**BRYANT, CHARLES**  
KVI, Tacoma, Wash.

**BULLEN, REED**  
KVNU, Logan, Utah

**BUNN, NEAL**  
WTJS, Jackson, Tenn.

**BURKE, J. FRANK**  
KFVD, Los Angeles, Calif.

**BURR, FRED**  
KEYS, Corpus Christi, Texas

**BURRIL, SCOTT**  
WCAT, Rapid City, S. D.

**BURTON, RUTH**  
WHO, Des Moines, Iowa

**BUSFIELD, ROGER**  
KTBC, Austin, Texas

**BUTLER, JAMES W.**  
WGBR, Goldsboro, N. C.

**BUTLER, JOHN**  
WSAP, Norfolk, Va.

— C —

**CALHOUN, BRUCE**  
KIRO, Seattle, Wash.

**CALMER, NED**  
CBS

**CAMP, MEL**  
WIBA, Madison, Wisc.

**CAPPELLINI, E. R.**  
KALB, Alexandria, La.

**CARLSON, HUGO**  
KOIL, Omaha, Nebr.

**CARNE, BERT**  
KGFJ, Los Angeles, Calif.

**CARROLL, JIMMY**  
WSTP, Salisbury, N. C.

**CARTER, BOAKE**  
MBS-WOR, New York, N. Y.

**CAVITT, DON**  
WIBA, Madison, Wisc.

**CECKA, ARNOLD**  
WHO, Des Moines, Iowa.



ART  
BAKER



NEWS COMMENTATORS

**CANTER, RUSSELL E.**  
WBNS, Columbus, Ohio  
**CHAMBERS, GARDE**  
WHK, Cleveland, Ohio  
**CHAPEL, JOHN K.**  
KROW, Oakland, Calif.  
**CHAPLIN, WILLIAM W.**  
NBC  
**CHAPMAN, JIM**  
WHO, Des Moines, Iowa  
**CHASSE, EDMOND**  
CHRC, Quebec, Canada  
**CHERNE, LEO**  
WOR, New York, N. Y.  
**CHILDS, RALF**  
KMA, Shenandoah, Iowa  
**CHURCHILL, NELSON**  
WNAC, Boston, Mass.  
**CLANCY, RAY**  
WMFJ, Daytona Beach, Fla.  
**CLARK, DICK**  
KROX, Sacramento, Calif.  
**CLARK, KATHARINE**  
WCAU, Philadelphia, Pa.  
**CLARK, RAY**  
WOW, Omaha, Nebr.  
**CLARKE, PAUL J.**  
WMT, Cedar Rapids, Iowa  
KRNT-KSO, Des Moines, Iowa  
**CLAWSON, LEW**  
WWVA, Wheeling, W. Va.  
**CLEMENT, EARLE**  
WEIM, Fitchburg, Mass.

**CLOSE, UPTON**

NBC, World News Parade:  
KHJ, Los Angeles, Calif.  
Closeups

**CLOUGH, EDWIN M.**  
KOY, Phoenix, Arizona  
**COATES, FLETCHER**  
CHNS, Halifax, N. S.  
**COE, DONALD**  
Blue  
**COFFIN, TRIS**  
WTOP, Washington, D. C.  
**COLLINGWOOD, CHARLES**  
CBS  
**COLTON, LAVERN**  
WCOU, Lewiston, Me.

**COMBS, GEORGE  
HAMILTON, JR.**  
WHN

**CONDON, GLENN**  
KTUL, Tulsa, Okla.  
**COOK, OLLIE**  
KFYO, Lubbock, Texas  
**COOPER, JIM**  
WBNS, Columbus, Ohio  
**CORCORAN, JOHN**  
WFIL, Philadelphia, Pa.  
**CORCORAN, WILLIAM**  
KIRO, Seattle, Wash.  
**CORWIN, MARION**  
KWAT, Watertown, S. D.  
**COURY, ROSELLE**  
WCOU, Lewiston, Me.  
**COSTELLO, BILL**  
CBS  
**CRAM, RICHARD**  
WMAN, Mansfield, Ohio  
**CRAMER, TED**  
KCRC, Enid, Okla.


**CRAVENS, KATHERINE**  
WNEW, New York, N. Y.

**CREMEENS, GEORGE**  
KXEL, Waterloo, Iowa  
**CROCKETT, DAVID**  
KBST, Big Spring, Texas  
**CROWLEY, DICK**  
WIBA, Madison, Wis.  
**CULL, RICHARD**  
WHIO, Dayton, Ohio  
**CUMMINS, CHARLIE**  
KEEW, Brownsville, Texas  
**CUNNINGHAM, BOB**  
WBBM, Chicago, Ill.  
**CURTIS, ELMER**  
WIBW, Topeka, Kansas  
**CUTLAND, HENRY**  
KLZ, Denver, Colo.

— D —

**DAILY, PAUL**  
KOAM, Pittsburg, Kansas  
**DALEY, HARTWELL**  
WLAW, Lawrence, Mass.  
**DANIELS, GRANT**  
WSLB, Ogdensburg, N. Y. |  
**DANIELS, ELIZABETH**  
KDAL, Duluth, Minn.  
**DAVIES, BOB**  
KVAK, Atchison, Kansas  
**DAVIES, DOUGLAS**  
WDOD, Chattanooga, Tenn.  
**DAVIES, ROBERTSON**  
CHEX, Ontario, Canada

**RAYMOND GRAM SWING**



**JOHN B. KENNEDY**  
WJZ-BLUE Network  
MGM 'News Of the Day'  
(United States and Canada)  
400 Madison Ave. N. Y. C.

NEWS COMMENTATORS

**DAVIS, DON**  
KLS, Oakland, Calif.

**DAVIS, REX**  
WCKY, Cincinnati, Ohio

**DAVISON, RANDY**  
WAIM, Anderson, S. C.

**DAY, RICHARD**  
WDGY, Minneapolis, Minn.

**DEBNAM, W. E.**  
WPTP, Raleigh, N. C.

**DeLIMA, PETER**  
KFL, Los Angeles, Calif.

**DELMONT, JAMES**  
KATE, Albert Lea, Minn.

**DENISON, C. B.**  
WMRC, Greenville, S. C.

**DENNETT, JACK**  
CFRB, Ontario, Canada

**DENNIS, ALBERT**  
WTOP, Washington, D. C.

**DENTLER, WARREN**  
KEYS, Corpus Christi, Texas

**DESCH, JACK**  
KFRC, San Francisco, Calif.

**DESJARDINS, MARCELLE**  
CHGB, St. Anne de la Pocatiere, Canada

**De VAULT, CHARLES L.**  
WOWO, Ft. Wayne, Ind.

**DEWART, JAMES**  
WERC, Erie, Pa.

**DEWEESE, TEX**  
KPDN, Pampa, Texas

**DEXTER, ANNA**  
CHNS, Halifax, N. S.

**DICKSON, A. S.**  
CFCY, Charlottetown, P.E.I. Canada

**Diehl, BILL**  
WGH, Newport News, Va.

**DILLINGHAM, HARRY**  
WTAW, College Station, Texas

**DIXON, STANLEY**  
KRNST-KSO, Des Moines, Iowa

**DONALDSON, AL**  
KOMA, Oklahoma City, Okla.

**DONNELL, DARRELL**  
KFRC, San Francisco, Calif.

**DOUGLAS, JOHN**  
CKRC, Manitoba, Canada

**DRAKE, FRANCIS B.**  
Blue

**DRAKE, GALEN**  
KNX, Los Angeles, Calif.

**DREIER, ALEX**  
NBC

**DRYFOOS, L.**  
WLEU, Erie, Pa.

**DUBAR, DENISE**  
CHLP, Quebec, Canada

**DUHME, FRANK**  
WTSP, St. Petersburg, Fla.

**DULLES, FOSTER RHEA**  
WOSU, Columbus, Ohio

**DUNN, JACK**  
WDAY, Fargo, N. D.

**DUQUE, ERNEST**  
KTMS, Santa Barbara, Calif.

**DURHAM, MURRAY**  
KLBM, La Grande, Ore.

**DYER, HAROLD**  
WCOU, Lewiston, Me.

**EATON, RICHARD**  
WWDC, Washington, D. C.

**ECKLUND, VICTOR**  
KGM, Honolulu, Hawaii

**EDDY, ELMER NEWTON**  
WBZ-WBZA, Boston, Mass.

**WESX, Marblehead, Mass.**

**EDWARDS, DOUG**  
CBS

**EISENBEISZ, ALBERT**  
KWAT, Watertown, S. D.

**EKINS, H. R.**  
WSYR, Syracuse, N. Y.

**ELIOT, MAJOR GEORGE**  
FIELDING  
CBS

**ELLIOT, IRWIN**  
WFBR, Baltimore, Md.

**ELLIS, CAROLINE**  
KMBC, Kansas City, Mo.

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WOPI, Bristol, Tenn.

## — S —

**ST. JON, ROBERT**  
NBC

**SALVERSON, GEORGE**  
CJRC, Winnipeg, Manitoba

**SANDERS, WILLIAM L.**  
WHIO, Dayton, Ohio

**SAVARD, JACQUELINE**  
CKAC, Montreal, Quebec

**SAWYER, WILLIAM A.**  
KEVR, Seattle, Wash.

**SAXTON, LLOYD O.**  
KFQD, Anchorage, Alaska

**SCHACHER, DR. GERHARD**  
WIND, Gary, Ind.

**SCHENKER, PROF. ANDRE**  
WTIC, Hartford, Conn.

**SCHLEBER, RUTH G.**  
KGVO, Missoula, Mont.

**SCHNEIDER, ALBERT**  
WSPD, Toledo, Ohio

**SCHUBERT, PAUL**  
WOR, New York, N. Y.

**SCHUSS, AL**  
KEVR, Seattle, Wash.

**SCHWARTZ, JULIAN**  
WSRR, Stamford, Conn.

**SCOTT, GEORGE**  
KBKR, Baker, Ore.

**SCOTT, JOHN W.**  
KABC, San Antonio, Texas

**SCULLY, FRANCES**  
Blue

**SEBASTIAN, CHARLES**  
WHBF, Rock Island, Ill.

**SEITZ, FRANK A.**  
WFAS, White Plains, N. Y.

**SELAH, WILLIAM**  
WHBF, Rock Island, Ill.

**SERGIO, LISA**  
WQXR, New York, N. Y.

**SEVAREID, ERIC**  
CBS

**SEXTON, JESSE**  
KALB, Alexandria, Va.

**SHARPE, VIRGIL**  
KOIL, Omaha, Nebr.

**SHAW, BRUNO**  
Blue

**SHAW, GORDON**  
WJR, Detroit, Mich.

**SHELDON, WYNN**  
WWVA, Wheeling, W. Va.

**SHERMAN, BOB**  
WOWO, Ft. Wayne, Ind.

**SHERMAN, HARRY B.**  
WCAR, Pontiac, Mich.

**SHIPLEY, BILL**  
WDAF, Kansas City, Mo.

**SHIRER, WILLIAM L.**  
CBS

**SHORT, ROBERT E.**  
WHCU, Ithaca, N. Y.

**SIMON, GEORGE**  
WJAC, Johnstown, Pa.

**SIMPSON, CHUCK**  
WCSC, Charleston, S. C.

**SINGISER, FRANK**  
WOR, New York, N. Y.

**SIPES, LEON**  
KELD, El Dorado, Ark.

**SLOSBERG, MERVIN K.**  
NBC

**SMITH, B. A.**  
WSON, Henderson, Ky.

**SMITH, BECKLEY**  
WJAS, Pittsburgh, Pa.  
**SMITH, EDWIN**  
KGKB, Tyler, Texas  
**SMITH, ERLE**  
KMBC, Kansas City, Mo.  
**SMITH, JOHN T.**  
KYA, San Francisco, Calif.  
**SMITH, LARRY**  
KPO, San Francisco, Calif.  
**SMITH, STAN**  
WELS, Port Huron, Mich.  
**SMITH, WHEELER**  
KOL, Seattle, Wash.  
**SMITS, LEE**  
WXYZ, Detroit, Mich.  
**SOWARD, OLAF**  
WIBW, Topeka, Kansas  
**SPENCE, BOB**  
KIRO, Seattle, Wash.  
**SPENCER, NELSON P.**  
WTBO, Cumberland, Md.  
**SPENCER, S. T.**  
WPTF, Raleigh, N. C.  
**SPENGLER, H. S.**  
WAIM, Anderson, S. C.  
**STANLEY, JACK**  
WNAC, Boston, Mass.  
**STANSELL, CHARLES V.**  
WDAF, Kansas City, Mo.

**STEEL, JOHANNES**  
WMCA, New York, N. Y.

**STEIN, MRYL**  
KGKL, San Angelo, Texas  
**STEINKOPF, ALVIN J.**  
WBEM, Chicago, Ill.  
**STERLING, DR. WALLACE**  
KNX, Los Angeles, Calif.  
**STERNBERGER, ESTELLE M.**  
WQXR, New York, N. Y.  
**STIFF, JAMES H.**  
KBST, Big Spring, Texas  
**STINSON, JOHN**  
WKRC, Cincinnati, Ohio  
**STODDARD, LOTHROP**  
WMAL, Washington, D. C.  
**STOKES, RICHARD**  
WGTC, Greenville, N. C.  
**STONE, GWEN**  
KSRO, Santa Barbara, Calif.  
**STONE, SID**  
WOL, Ames, Iowa  
**STONE, WALTER**  
KBUR, Burlington, Iowa  
**STUBBS, MARION**  
KFNF, Shenandoah, Iowa  
**STRANDVOLD, GEORG**  
KWLC, Decorah, Iowa  
**SULLIVAN, FLOYD M.**  
KWTO, Springfield, Mo.  
**SULLIVAN, PAUL**  
WHN, New York, N. Y.  
**SUTHERLAND, JOHN**  
WMMN, Fairmont, W. Va.  
**SUTHERLAND, SIDNEY**  
Blue  
**SWAYZE, JOHN CAMERON**  
KMBC, Kansas City, Mo.  
**SWEENEY, B. J.**  
WHKC, Columbus, Ohio  
**SWEET, BEN**  
WMAS, Springfield, Mass.  
**SWENSON, HARVEY**  
KFAB-KFOR, Lincoln, Nebr.  
**SWIFT, JACK**  
KDKA, Pittsburgh, Pa.

**SWING, RAYMOND**  
**GRAM**  
Blue

**SWITZER, JO ANN**  
KBST, Big Spring, Texas  
**SWITZER, MACK**  
KFEL, Denver, Colo.

— T —

**TALBERT, HARRY I.**  
WFOY, St. Augustine, Fla.  
**TAYLOR, ALBERT**  
WCAU, Philadelphia, Pa.  
**TAYLOR, DON**  
KOAM, Pittsburgh, Kans.  
**TAYLOR, HENRY J.**  
Blue  
**TAYLOR, MARY LEE**  
CBS  
**TEAGUE, W. C.**  
WMC, Memphis, Tenn.  
**TEAS, CHARLES**  
KOB, Albuquerque, N. M.  
**TEMPLE, BROOKE**  
KSFO, San Francisco, Calif.  
**TERRY, BILL**  
WSN, Birmingham, Ala.  
**TERWEY, TYS**  
WNOX, Knoxville, Tenn.  
**THAYER, JACK**  
WL0L, Minneapolis, Minn.  
**THOMAS, ART**  
WJAG, Norfolk, Nebr.  
**THOMAS, BOB**  
KEX-KGW, Portland, Ore.  
**THOMAS, GENE**  
WOPJ, Bristol, Tenn.  
**THOMPSON, DOROTHY**  
Blue  
**THOMPSON, KAY**  
MVVA, Martinsville, Va.  
**THOMSON, VERL**  
KSOO-KELO, Sioux Falls, S. D.  
**THRASHER, LES**  
WJPF, Herrin, Ill.  
**TIDEMANN, WARNER C.**  
KATE, Albert Lea, Minn.  
**TOBIN, RICHARD**  
WOR, New York, N. Y.  
**TOMLINSON, EDWARD**  
Blue  
**TRAUM, WILLIAM R.**  
WROK, Rockford, Ill.  
**TRIBLEY, HANK**  
WGTC, Greenville, N. C.  
**TRIEST, BILL**  
KROX, Sacramento, Calif.  
**TROUT, BOB**  
CBS  
**TRUE, HAROLD**  
WWJ, Detroit, Mich.  
**TURNER, WALTER**  
WWVA, Wheeling, W. Va.

— U —

**UEBELHART, JIM**  
WSPD, Toledo, Ohio

— V —

**VAN, LYLE**  
NBC  
**VANDERCOOK, JOHN W.**  
NBC, Blue  
**VAN DEVENTER, FRED**  
WJR, Detroit, Mich.  
**VAN VOORHIS, WESTBROOK**  
Blue  
**VARES, GEORGE**  
WEDC, Chicago, Ill.  
**VOGEL, PHIL**  
WGKV, Charleston, W. Va.

— W —

**WADE, VIRGINIA**  
WCED, DuBois, Pa.  
**WAGNER, PAUL**  
WPAY, Portsmouth, Ohio  
**WAHL, JIM McDONALD**  
NBC  
**WALES, MRS. JAMES E.**  
SIDNEY  
KROW, Oakland, Calif.  
**WALLACE, EDWARD R.**  
NBC  
**WALLER, MAURICE**  
WDAY, Fargo, N. D.  
**WALRATH, WALTER W.**  
WICA, Ashtabula, Ohio

**WALTON, SID**  
WHN, New York, N. Y.

**WANN, PAUL**  
WDDO, Chattanooga, Tenn.  
**WARD, BILL**  
WJMA, Covington, Va.  
**WARNES, BOB**  
KWAT, Watertown, S. D.  
**WATTS, DUANE L.**  
KHAS, Hastings, Nebr.  
**WAYNE, BOB**  
WDGY, Minneapolis, Minn.  
**WELSH, PAUL**  
WHCU, Ithaca, N. Y.  
**WELTMER, FRANK**  
KTMS, Santa Barbara, Calif.  
**WESP, JOSEPH**  
WBEN, Buffalo, N. Y.  
**WESTOVER, JAMES**  
WOWO, Ft. Wayne, Ind.  
**WETZEL, EARLE H.**  
WCBA-WSAN, Allentown, Pa.  
**WHALEN, STORM**  
KVOA, Siloam Springs, Ark.  
**WHITE, DEREK**  
KYA, San Francisco, Calif.  
**WILLIAMS, BEN**  
WTOC, Savannah, Ga.  
**WILSON, MEREDITH**  
KDYL, Salt Lake City, Utah  
**WINCHELL, WALTER**  
Blue  
**WINTER, WILLIAM**  
KNX, Los Angeles, Calif.  
**WIRTH, DONALD C.**  
WMAN, Marinette, Wisc.  
**WITTON, BLOIS**  
CFOS, Owen Sound, Ont.  
**WOOD, HARRISON**  
KHJ, Los Angeles, Calif.  
**WOODSIDE, WILLSON**  
CBL, Toronto, Ont.  
**WOODYATT, PHIL**  
KQW, San Jose, Calif.  
**WOOLRIDGE, BILLY**  
WTAW, College Station, Texas  
**WOOLFRIES, ANDREW G.**  
WMT, Cedar Rapids, Iowa  
KRNT-KSO, Des Moines, Iowa  
**WORKHOVEN, MERRILL**  
KELO-KSOO, Sioux Falls, S. D.  
**WORLEY, DAVID R.**  
KGIU, Safford, Ariz.  
**WRIGHT, STERLING W.**  
WSPA, Spartanburg, S. C.

— Y —

**YOUNGBLOOD, WES.**  
KFYO, Lubbock, Texas

— Z —

**ZYBERG, ED**  
KROX, Sacramento, Calif.



# ANNOUNCERS



And Their Work During 1943



## — A —

**AARON, HERMAN**  
WNOX, Knoxville, Tenn.  
**ABBE, JAMES**  
KEX-KGW, Portland, Ore.  
**ABBOTT, BUD**  
WHAD, Louisville, Ky.  
**ABBOTT, CHARLES**  
WSOC, Charlotte, N. C.  
**ABERNATHY, JACK**  
WKNY, Kingston, N. Y.  
**ABERNATHY, WILLIAM**  
Blue  
**ADAMS, FELIX D.**  
WISH, Indianapolis, Ind.  
**ADAMS, FELIX**  
KFPX, Spokane, Wash.  
**ADAMS, GARRETT**  
WRJN, Racine, Wis.  
**ADAMS, GLENN**  
WIBG, Philadelphia, Pa.  
**ADAMS, ROBERT**  
WNEW, New York City.  
**ADAMS, WALDO**  
KSWO, Lawton, Okla.  
**ADAMSON, DOUGLAS**  
KFMB, San Diego, Calif.

**AGEE, BILL**  
KUTA, Salt Lake City, Utah.  
**ALAN, PAT**  
WCLO, Janesville, Wis.  
**AKER, RICHARD J.**  
WAOV, Vincennes, Ind.  
**ALBERTSON, DON**  
WCAL, Northfield, Minn.  
**ALBINGER, ALBERT R., JR.**  
WKWK, Wheeling, W. Va.  
**ALBROOK, ROBERT**  
KOBH, Rapid City, S. D.  
**ALDEN, JERRY**  
WSNJ, Bridgeton, N. J.  
**ALDERMAN, JAMES**  
WRD, Dallas, Tex.  
**ALDRICH, LESTER**  
KPDN, Pampa, Tex.  
**ALEXANDER, JOHN**  
CFRN, Edmonton, Alta.  
**ALLAN, FRANK**  
WWL, New Orleans, La.  
**ALLEN, BILL**  
WBRW, Welch, W. Va.  
**ALLEN, BOB**  
WKBZ, Muskegon, Mich.  
**ALLEN, DAVE**  
WJPA, Washington, Pa.

**ALLEN, EDWARD D., JR.**  
WMAQ, Chicago, Ill.  
**ALLEN, FRANK**  
KLZ, Denver, Colo.  
**ALLEN, GARY**  
WOC, Davenport, Iowa.  
**ALLEN, HERB**  
Dear John, CBS—Red Skelton.  
NBC; People are Funny, NBC.  
**ALLEN, JOAN**  
KPRC, Houston, Tex.  
**ALLEN, KAY**  
WHBQ, Memphis, Tenn.  
**ALLEN, CLARENCE L.**  
WEBR, Buffalo, N. Y.  
**ALLEN, PHIL**  
WISN, Milwaukee, Wis.  
**ALLEN, STEVE**  
KOY, Phoenix, Ariz.  
**ALLEN, VICTOR**  
WAAT, Jersey City, N. J.  
**ALLISON, ROBERT**  
WNEW, New York City.  
**ALSPAUGH, WM.**  
WAIR, Winston-Salem, N. C.  
**ALTER, BENNE**  
WMT, KRNT, KSO, Des Moines, Iowa.

# CARLTON KaDELL

*Announcing*

**JACK CARSON SHOW**  
(Campbell's Soups)

**POINT SUBLIME**  
(Union Oil Co.)

Host-Narrator

**IN TIME TO COME**  
(United Airlines)

Title Role  
**RED RYDER**



**BEN GRAUER**  
NBC

# ANNOUNCERS

## — B —

- ALTMAN, RICHARD**  
WKAT, Miami Beach, Fla.
- AMADON, ARTHUR**  
WBZ-WBZA, Boston, Mass.
- AMAULI, GIULIO**  
WHOM, Jersey City, N. J.
- AMECHE, DON**  
What's New?—Blue.
- AMES, DON**  
KXEL, Waterloo, Iowa.
- ANDRE, GEORGE**  
KOMA, Oklahoma City, Okla.
- ANDERSON, BOB**  
Dr. Christian—CBS.
- ANDERSON, HERBERT**  
WTSF, St. Petersburg, Fla.
- ANDERSON, R. C.**  
WILL, Unbana, Ill.
- ANDREW, JOHN**  
WCBS, Springfield, Ill.
- ANDREWS, RUSS**  
WFBR, Baltimore, Md.
- ANSBRO, GEORGE**  
Blue
- ANSPACH, ELDON**  
KOIL, Omaha, Nebr.
- ANTHONY, JACK**  
CKRS, Manitoba, Canada.
- ANTHONY, JACK**  
KCKN, Kansas City, Kans.
- ANTHONY, TED**  
WGST, Atlanta, Ga.
- ANTOINE, TEX**  
NBC
- APPLE, WILLIAM**  
KRSC, Seattle, Wash.
- ARLOW, HERB**  
CJKL, Ontario, Canada.
- ARIM, THOMAS**  
WSTV, Steubenville, Ohio
- ARLYNN, JIM**  
WWJ, Detroit, Mich.
- ARMSTRONG, ARLENE**  
WHBF, Rock Island, Ill.
- ARMSTRONG, BOB**  
WRRF, Washington, N. C.
- ARMSTRONG, F.**  
CJIC, Saulte Ste. Marie, Ont.
- ARMSTRONG, FRANK**  
WJPR, Greenville, Miss.
- ARNELL, PETER**  
WPEN, Philadelphia, Pa.
- ARNETT, BOB**  
KMYR, Denver, Colo.
- ARTHUR, FRANK**  
KMJ, Fresno, Calif.
- ARTHURS, CHARLES**  
WBNS, Columbus, Ohio
- ASHLEY, NORMA**  
WAAB, Worcester, Mass.
- ASCARELLI, GIULIO**  
WHOM, Jersey City, N. J.
- ASHLEY, WILLIAM**  
WCAO, Baltimore, Md.
- ASKEW, MILT**  
KELO, Sioux Falls, S. D.
- ATCHISON, CHARLES**  
WSGN, Birmingham, Ala.
- ATHEARN, BOB**  
WHEB, Portsmouth, N. H.
- ATKINS, GALES**  
WSTP, Salisbury, N. C.
- ASPINWALL, HUGH**  
KWTO, Springfield, Mo.
- AUSTIN, BETTY**  
WDAN, Danville, Ill.
- AUSTIN, FLETCHER**  
WSOC, Charlotte, N. C.
- AUSTIN, TED**  
WGY, Schenectady, N. Y.
- AVERY, MARTIN B.**  
WLNH, Laconia, N. H.
- AYARS, LOWELL**  
WSNJ, Bridgeton, N. J.
- BACH, ALWYN**  
KYW, Philadelphia, Pa.
- BACHMAN, DONALD**  
WHKC, Columbus, Ohio
- BACK, GUNNER**  
WTOP, Washington, D. C.
- BAILEY, BILL**  
KWTO, Springfield, Mo.
- BAILEY, JACK**  
KNX, Los Angeles, Calif.
- BAILEY, MEL**  
KGW, KEX, Portland, Ore.
- BAILEY, NORMAN**  
WTRY, Troy, N. Y.
- BAILEY, WILLIAM S.**  
KTHS, Hot Springs National Park, Ark.
- BAILLY, JEAN-MAURICE**  
CBF, Montreal, Canada
- BAKER, ART**  
Horace Heidt's Treasure Chest.
- BAKER, CY**  
WOAI, San Antonio, Tex.
- BAKER, DONALD**  
Mrs. Miniver, CBS, New York.
- BAKER, ELIZABETH**  
KFKU, Lawrence, Kans.
- BAKER, JANET**  
KALB, Alexandria, La.
- BAKER, SHIRLEY**  
GKGB, Tyler, Tex.
- BALCH, ALLEN**  
GKGB, Tyler, Tex.
- BALDWIN, BILL**  
KGO, San Francisco, Calif.
- BALDWIN, JAMES**  
KQW, San Jose, Calif.
- BALDWIN, MARIE**  
WCOL, Columbus, Ohio
- BALDWIN, MEL**  
KEX, KGW, Portland, Ore.
- BALES, JR., ELMER**  
KAST, Astoria, Ore.
- BALFE, KIERAN**  
WERC, Erie, Pa.
- BALL, NOEL**  
WJAG, Norfolk, Nebr.
- BALL, ROBERT**  
WWDC, Washington, D. C.
- BALLARD, DAVE**  
KOL, Seattle, Wash.
- BALLARD, GEORGE**  
WGBG, Greensboro, N. C.
- BALLOU, CHARLES**  
WDBJ, Roanoke, Va.
- BAMBRICK, GORDON**  
KEX, KGW, Portland, Ore.
- BANGHART, KENNETH**  
WRC, Washington, D. C.
- BANKS, TROY**  
KTRC, Visalia, Calif.
- BANNON, JIM**  
I Love a Mystery—CBS, Stars Over Hollywood—CBS.
- BARBER, GEORGE**  
WDEF, Chattanooga, Tenn.
- BARD, KING**  
WLA-V, Grand Rapids, Mich.
- BARLOW, CAL**  
KIDO, Boise, Idaho
- BARNES, TOM**  
WDAY, Fargo, N. D.
- BARRETT, TONY**  
WGAC, Augusta, Ga.
- BARRINGER, BOB**  
KADA, Ada, Okla.
- BARRON, CARL**  
KSRO, Santa Rosa, Calif.
- BARRON, LEE**  
KTUL, Tulsa, Okla.
- BARRY, JIM**  
WWL, New Orleans, La.
- BARRY, JIM**  
WGH, Norfolk, Va.
- BARTELL, PAUL**  
WEMP, Milwaukee, Wisc.
- BARTH, BERNIE**  
WFIL, Philadelphia, Pa.
- BARTLETT, ARTHUR**  
WBOW, Terre Haute, Ind.
- BARTLETT, GERALD**  
WSPR, Springfield, Mass.
- BARTON, HAL**  
WTAR, Norfolk, Va.
- BASEL, MARTIN**  
WCAU, Philadelphia, Pa.
- BASHARA, LESTER L.**  
WMT, Cedar Rapids, Ia.,  
KRNT, KSO, Des Moines, Ia.
- BASTIEN, MIREILLE**  
CBF, Montreal, Can.
- BASTIEN, M.**  
CBM, Montreal, Can.
- BATCHELDER, JOHN**  
WRC, Washington, D. C.
- BATEY, HUBERT**  
WSB, Atlanta, Ga.
- BATT, ROBERT**  
WMRO, Aurora, Ill.
- BATTERSEA, WESLEY**  
KLZ, Denver, Colo.
- BAULER, ARTHUR**  
WTRC, Elkhart, Ind.
- BAULU, M.**  
CKAC, Montreal, Can.
- BAUMGARTNER, BOB**  
KIUL, Garden City, Kans.
- BAXTER, RICHARD**  
WTAM, Cleveland, Ohio
- BAYLY, TRAVERS**  
WHIO, Dayton, Ohio
- BEAL, KING**  
KXEL, Waterloo, Iowa
- BEAN, ROBERT**  
WAIR, Winston-Salem, N. C.
- BEARDSLEY, LEONARD**  
KIRO, Seattle, Wash.
- BEATTIE, BILL**  
CKNX, Wingham, Can.
- BEATTY, HAROLD**  
WBML, Macon, Ga.
- BEAUPARLANT, WILLIAM**  
WCOU, Lewiston, Me.
- BECHTAL, EARL**  
WSNJ, Bridgeton, N. J.
- BECHTEL, HARRY**  
KFRC, San Francisco, Calif.
- BECK, JIMMY**  
KGNK, Amarillo, Tex.
- BECKER, SANFORD**  
This Life Is Mine; Sing Along.  
CBS, New York.
- BECKWORTH, LLOYD**  
KINY, Juneau, Alaska
- BEDFORD, PAUL**  
WERC, Erie, Pa.
- BEDFORD, RUPERT**  
CKNX, Wingham, Can.
- BEE, ALON W.**  
WJDX, Jackson, Miss.
- BEISSEAU, RAYMOND**  
CKCV, Quebec, Que., Can.
- BELANGER, L.**  
CKAC, Montreal, Can.
- BELL, JACK**  
WTCN, Minneapolis, Minn.
- BELL, KEN**  
WSAY, Rochester, N. Y.
- BENCE, BOB**  
KFRC, San Francisco, Calif.
- BENDT, JACK**  
WAVE, Louisville, Ky.
- BENNETT, BERN**  
WMAL, Washington, D. C.
- BENNETT, BERTON**  
KGO, San Francisco, Calif.
- BENNETT, DUN**  
KGY, Olympia, Wash.
- BENNETT, FRED**  
WCKY, Cincinnati, Ohio
- BENNETT, H.**  
CJIC, Sault Ste. Marie, Ont.
- BENNETT, KENYON**  
KLO, Orden, Utah

## ANNOUNCERS

**BENNETT, RAY**  
KBUR, Burlington, Iowa

**BENSON, NORMAN**  
WAAT, Jersey City, N. J.

**BENSON, RALPH**  
WMAQ, Chicago, Ill.

**BENSON, RALPH**  
KOL, Seattle, Wash.

**BENUM, ARNOLD**  
KMO, Tacoma, Wash.

**BERCOVICI, B. S.**  
WLV, Cincinnati, Ohio

**BERGERON, GEORGE**  
WSLB, Watertown, N. Y.

**BERGEVIN, FERNAND E.**  
CHLP, Quebec, Can.

**BERMAN, LEW**  
KEYS, Corpus Christi, Tex.

**BERMAN, SANFORD**  
WHLE, Virginia, Minn.

**BERNDT, IRVING A.**  
WRAK, Williamsport, Pa.

**BERNHARD, PAT**  
WFOY, St. Augustine, Fla.

**BERNSTEIN, JERRY**  
KOMA, Oklahoma City, Okla.

**BERRY, CHARLES**  
NBC

**BERRY, SIDNEY**  
WNEW, New York City.

**BESSIE, BILL**  
CBL, Toronto, Ont.

**BEST, MARVIN**  
KHJ, Los Angeles, Calif.

**BETTERS, MITCHELL**  
WHTF, Hartford, Conn.

**BETINSON, WINSLOW**  
WHEB, Portsmouth, N. H.

**BEUMGARTNER, BOB**  
KIUL, Garden City, Kans.

**BEYERS, DICK**  
WLLH, Lowell, Mass.

**BEZOFF, BEN**  
KMYR, Denver, Colo.

**BIDDLE, RICHARD**  
WWVA, Wheeling, W. Va.

**BIGHAM, BOB**  
WTAR, Norfolk, Va.

**BILL, EMIL**  
WMBD, Peoria, Ill.

**BILLINGS, HELEN**  
WFNC, Fayetteville, N. C.

**BINNS, WILLARD**  
KBIZ, Ottumwa, Iowa

**BIRD, JR., CHAS.**  
WKBZ, Muskegon, Mich.

**BIRDSELL, JOHN**  
WMIN, St. Paul, Minn.

**BISH, DON**  
KIDO, Boise, Idaho

**BISHOP, KENNETH**  
KGNC, Amarillo, Tex.

**BISSELL, ROBERT**  
KGGM, Albuquerque, N. M.

**BIVENS, BILL**  
Harry James and His Music  
Makers-CBS.

**BJORLIE, LEO**  
WCAL, Northfield, Minn.

**BLACK, HOWARD**  
WLS, Chicago, Ill.

**BLACK, EARL P.**  
WMAN, Mansfield, Ohio

**BLACK, SHIRL W.**  
KOVQ, Provo, Utah

**BLACKBURN, FREDERICK**  
KYCA, Prescott, Ariz.

**BLACKBURN, JOYCE**  
WMBI, Chicago, Ill.

**BLAGG, ROBERT**  
WAJR, Morgantown, W. Va.

**BLAIN, LEE**  
WBML, Macon, Ga.

**BLAIR, TED**  
WCLS, Joliet, Ill.

**BLAKE, JOHN**  
WSAU, Wausau, Wisc.

**BLAKE, RANDY**  
WJJD, Chicago, Ill.

**BLAKELY, CLINT**  
WAPT, Birmingham, Ala.

**BLANKS, VICTOR**  
KOA, Denver, Colo.

**BLAZAK, JOSEPH**  
KGFJ, Los Angeles, Calif.

**BLENDER, MORTON**  
WPRO, Providence, R. I.

**BLOCK, MARTIN**  
WNEW, New York, N. Y.

**BLONDEAU, ANDRE**  
CHRC, Quebec, Can.

**BOBROW, NORMAN**  
KFQD, Anchorage, Alaska

**BODDEN, ROBERT**  
WKBH, La Crosse, Wisc.

**BODINGTON, MAURICE**  
CFRB, Ontario, Can.

**BOGACH, JOHN VICTOR**  
KVEC, San Luis Obispo, Calif.

**BOGGS, MURRAY**  
KMO, Tacoma, Wash.

**BOHACK, WILLIAM**  
WPAI, Paterson, N. J.

**BOHANNAN, BILL**  
KROW, Oakland, Calif.

**BOISJOLI, J.**  
CKAC, Montreal, Can.

**BOKAN, JOHN**  
WCAR, Detroit, Mich.

**BOLIN, DICK**  
WTAW, College Station, Tex.

## HARRY VON ZELL

Eddie Cantor

Duffy's Tavern

Dinah Shore



## FRANK GALLOP

# ANNOUNCERS

**BOLLINGER, BOB**  
WJAC, Johnstown, Pa.

**BOLLINGER, GENE**  
WGNC, Gastonia, N. C.

**BOLTZ, ELLEN**  
KVOX, Moorhead, Minn.

**BOLTON, LESS**  
WMBI, Chicago, Ill.

**BOND, LYLE**  
WCAR, Pontiac, Mich.

**BONENFANT, JEAN CHARLES**  
CKCV, Quebec, Que.

**BOOTH, VIRGIL C.**  
WHDL, Olean, N. Y.

**BOSWELL, JR., MIMS**  
WCBI, Columbus, Miss.

**BOSWELL, TOM**  
WIL, St. Louis, Mo.

**BOSWORTH, BOB**  
WAPO, Chattanooga, Tenn.

**BOUCHER, ROB.**  
WLOL, Minneapolis, Minn.

**BOUDREAU, BOB**  
CHRC, Quebec, Can.

**BOUGHTER, PEGGY**  
WKST, New Castle, Pa.

**BOURNE, PORTER**  
WEXL, Royal Oak, Mich.

**BOUSLOG, WESLEY**  
WHIO, Dayton, Ohio

**BOVIN, JAY**  
WCSH, Portland, Me.

**BOWEN, FRANK**  
KGFJ, Los Angeles, Calif.

**BOWER, RICHARD**  
WRAC, Williamsport, Pa.

**BOWMAN, ROGER**  
NBC

**BOYER, JOHN F.**  
KDKA, Pittsburgh, Pa.

**BOWERS, DAN**  
KHJ, Los Angeles, Calif.

**BOWMAN, E.**  
CJAT, Trail, B. C.

**BOX, VES**  
KRLD, Dallas, Tex.

**BOYD, JACK**  
WMGR, High Point, N. C.

**BOYD, RONALD**  
WBTA, Batavia, N. Y.

**BOYD, HARVEY R.**  
KPLT, Paris, Tex.

**BOYD, TRENT**  
KTTS, Springfield, Mo.

**BOYDEN, MARC**  
WSBT, South Bend, Ind.

**BOYSEN, JIM**  
WTCN, Minneapolis, Minn.

**BRADBURY, BOB**  
KWKH, Shreveport, La.

**BRADLEY, RULON**  
KOVU, Provo, Utah

**BRADY, BILL**  
WEDC, Chicago, Ill.

**BRADY, TOM**  
WLS, Chicago, Ill.

**BRAMSTEDT, AL.**  
KFAR, Fairbanks, Alaska

**BRAND, CHARLES**  
WKWK, Wheeling, W. Va.

**BRANDL, MILTON**  
WISN, Milwaukee, Wis.

**BRANDT, JOE**  
WPAD, Paducah, Ky.

**BRANIN, PAT**  
KGB, San Diego, Calif.

**BRANTLEY, GEORGE**  
WTAR, Norfolk, Va.

**BRAWNER, PAUL**  
KMA, Shenandoah, Iowa

**BRAXTON, JACK**  
WGBR, Goldsboro, N. C.

**BREINING, PAUL M.**  
WMRF, Lewiston, Pa.

**BRECKNER, GARY**  
Blue, Luncheon With the Stars

**BREMSEY, LYELL R.**  
KFAB, Lincoln, Nebr.

**BRENEMAN, TOM**  
Blue, Breakfast at Sardi's

**BRENGEL, BILL**  
WWL, New Orleans, La.

**BRENNER, PAUL**  
WWAT, Jersey City, N. J.

**BRENTSON, PAUL**  
WBBM, Chicago, Ill.

**BRIGHT, BOB**  
WAAT, Jersey City, N. J.

**BRIGHT, HARRY**  
WGBR, Goldsboro, N. C.

**BRINCELL, NORVELL**  
KBTM, Jonesboro, Ark.

**BRINK, TED**  
WOOD, Grand Rapids, Mich.

**BRINKLEY, JACK**  
WLS, Chicago, Ill.

**BRINE, WALTER L.**  
WPRO, Providence, R. I.

**BRINN, JOHN**  
WCBI, Columbus, Miss.

**BRINNON, VIRGIL**  
KHQ, Spokane, Wash.

**BRISBANE, YVONNE**  
WCBI, Columbus, Miss.

**BRITT, JOHN**  
WGBR, Goldsboro, N. C.

**BRITT, WESTON**  
WCOV, Montgomery, Ala.

**BROCK, BUDDY**  
WHAS, Louisville, Ky.

**BROMELL, GLEN**  
KFEL, Denver, Colo.

**BRONSON, DICK**  
WNBC, Hartford, Conn.

**BROOK, BILL**  
WEMP, Milwaukee, Wis.

**BROOK, PHILIP S.**  
WTAG, Worcester, Mass.

**BROOKE, NED R.**  
WCMI, Ashland, Ky.

**BROOKS, GEORGE**  
KOVU, Valley City, N. D.

**BROOKS, J.**  
CFCF, Montreal, Que., Can.

**BROOKS, JOE**  
WLLH, Lowell, Mass.

**BROOKS, LYNN**  
WCOV, Montgomery, Ala.

**BROPHY, BILL**  
WKNY, Kingston, N. Y.

**BROWN, ANDERSON**  
WGBG, Greensboro, N. C.

**BROWN, BILL**  
KYA, San Francisco, Calif.

**BROWN, WARREN C.**  
KEVR, Seattle, Wash.

**BROWN, GREGG**  
WNBC, Hartford, Conn.

**BROWN, HOWARD**  
WFIL, Philadelphia, Pa.

**BROWN, ALLEN J.**  
WFOY, St. Augustine, Fla.

**BROWN, JIM**  
KCRC, Enid, Okla.

**BROWN, MAE**  
WHDL, Olean, N. Y.

**BROWN, MAX**  
KHAS, Hastings, Nebr.

**BROWN, RED**  
WDEF, Chattanooga, Tenn.

**BROWN, WALTER**  
KRSC, Seattle, Wash.

**BROWN, WINSOR**  
WMBD, Peoria, Ill.

**BROWNE, PHYLLIS BARD**  
WTBO, Cumberland, Md.

**BROWNE, ED**  
KMBC, Kansas City, Mo.

**BROWNE, FRANK**  
KTHS, Hot Springs National Park, Ark.

**BROWNING, DOUGLAS**  
Blue

**BRUCE, DWIGHT**  
WTOC, Savannah, Ga.

**BRUCE, IRENE**  
WSAZ, Huntington, W. Va.

**BRUMLEY, GEORGE**  
WJPF, Herrin, Ill.

**BRYAN, WILLIAM**  
WHAS, Louisville, Ky.

**BYERS, HALE**  
Minneapolis, Minn.

**BYERS, WAYNE**  
WTAM, Cleveland, Ohio

**BUDDLEY, BILL**  
WGY, Schenectady, N. Y.

**BUCK, LOUIE**  
WSM, Nashville, Tenn.

**BUEHLMAN, CLINT**  
WBEN, Buffalo, N. Y.

**BUELL, BRUCE**  
KHJ, Los Angeles, Calif.

**BUENNING, PAUL**  
KOMA, Oklahoma City, Okla.

**BULTA, TOM**  
WBBM, Chicago, Ill.

**BULLEN, REED**  
KVCN, Logan, Utah

**BUNING, JOHN A.**  
WSPB, Sarasota, Fla.

**BUNN, BILL**  
WGTM, Wilson, N. C.

**BURCHELL, MARGO**  
KTSM, El Paso, Tex.

**BURDICK, NEIL**  
KTFM, Temple, Tex.

**BURKE, JOE**  
KRLD, Dallas, Tex.

**BURGESS, PAT**  
WMBH, Joplin, Mo.

**BURICK, MARVIN**  
WIOD, Miami, Fla.

**BURKE, DONALD**  
KORE, Eugene, Ore.

**BURKE, GORDON**  
KHJ, Los Angeles, Calif.

**BURKE, JACKSON**  
KROW, Oakland, Calif.

**BURKE, STEPHEN**  
WBZ-WBZA, Boston, Mass

**BURLINGAME, BOB**  
WHO, Des Moines, Iowa

**BURLINGAME, PRICE**  
KEX, KGW, Portland, Ore.

**BURNETTE, WM.**  
WCPO, Cincinnati, Ohio

**BURNS, DAVE**  
KFJZ, Fort Worth, Tex.

**BURNS, REBECCA**  
WLAY, Muscle Shoals City, Ala.

**BURROUGHS, CADDELL**  
KNOW, Austin, Tex.

**BURROWS, DOUG.**  
CHEX, Ontario, Can.

**BURT, GARLAND**  
WLAY, Muscle Shoals City, Ala.

**BURTON, LINN**  
WAIT, Chicago, Ill.

**BUSH, DICK**  
KRLD, Dallas, Tex.

**BUTLER, CURTIS**  
KGMB, Honolulu, Hawaii

**BUTLER, JERRY**  
WBRE, Wilkes-Barre, Pa.

## ANNOUNCERS

**BUTTERFIELD, BILL**  
KMYR, Denver, Colo.  
**BYRUM, BUCK**  
WSIX, Nashville, Tenn.

### — C —

**CADDELL, RAYMOND**  
WOLS, Florence, S. C.  
**CADWELL, ROBERT**  
WORK, Fockford, Ill.  
**CAFFEY, ROBERT W.**  
WIOD, Miami, Fla.  
**CAJANO, P.**  
WHOM, Jersey City, N. J.  
**CALHOUN, JOHN C.**  
WASK, Lafayette, Ind.  
**CALL, DICK**  
KQD, Anchorage, Alaska  
**CALLAN, ROBERT L.**  
WBT, Charlotte, N. C.  
**CALVIN, JACK**  
KPAB, Laredo, Tex.  
**CAMPBELL, DAVE**  
WCOS, Columbia, S. C.  
**CAMPBELL, FRED**  
WHIO, Dayton, Ohio  
**CAMPBELL, KEN**  
CHEX, Ontario, Can.  
**CAMPBELL, MARTIN**  
KLX, Oakland, Calif.  
**CANADAY, EWING**  
KARK, Little Rock, Ark.  
**CANFIELD, GILBERT**  
WGKV, Charleston, W. Va.  
**CANNON, CURTIS**  
WFOY, St. Augustine, Fla.  
**CANTER, RUSSELL E.**  
WBNS, Columbus, Ohio  
**CANUP, CHARLES E.**  
KFPX, Spokane, Wash.

**CARAGO, DICK**  
WRUF, Gainesville, Fla.  
**CARBOUGH, ROBERT**  
WMBI, Chicago, Ill.  
**CARD, CLELLAN**  
WCCO, Minneapolis, Minn.  
**CAREY, STANLEY**  
WBRK, Pittsfield, Mass.  
**CARLILL, HUNTINGTON**  
WBNS, Columbus, Ohio  
**CARLSEN, VERNE**  
WOI, Ames, Iowa.  
**CARLSON, BOB**  
KBIZ, Ottumwa, Iowa  
**CARLSON, HARRY**  
WOR  
**CARLSON, HOWARD**  
WIBC, Indianapolis, Ind.  
**CARLTON, MICHAEL**  
CKWS, Kingston, Ont., Can.  
**CARMICHAEL, LES**  
WFOR, Hattiesburg, Miss.  
**CARNE, BERT**  
KGFJ, Los Angeles, Calif.  
**CARNEY, JOE**  
WCOL, Columbus, Ohio  
**CARPENTER, KEN**  
Kraft Music Hall-NBC; World  
News Parade, One Man's Family,  
The Great Gildersleeve.  
**CARROLL, BETTE**  
WSBT, South Bend, Ind.  
**CARBOLL, JIMMY**  
WSTP, Salisbury, N. C.  
**CARTER, BOB**  
WXYZ, Detroit, Mich.  
**CARTER, FRANCIS**  
WAPI, Birmingham, Ala.  
**CARTER, KEN**  
WELL, New Haven, Conn.

**CARTER, SHEELAH**  
WHK, Cleveland, Ohio  
**CARUSO, CARL**  
WBZ-WBZA, Boston, Mass.  
**CARY, HARVEY**  
WBBM, Chicago, Ill.  
**CASSELL, CLARENCE**  
KQW, San Jose, Calif.  
**CASSTEVENS, JOHN**  
KIDO, Boise, Idaho  
**CATON, EARL**  
WSTP, Salisbury, N. C.  
**CATUDAL, J.**  
CKAC, Montreal, Can.  
**CAVE, WALT**  
KMJ, Fresno, Calif.  
**CHADWICK, TONY**  
WAJR, Morgantown, W. Va.  
**CHALMERS, JAMES**  
WEIM, Fitchburg, Mass.  
**CHAMBERS, NANCY**  
WSLI, Jackson, Miss.  
**CHANCELLOR, GREGORY**  
KTUL, Tulsa, Okla.  
**CHAPAIS, THOMAS**  
CBF, Montreal, Can.  
**CHAPEAU, TED**  
WJHP, Jacksonville, Fla.  
**CHAPIN, LOUIS**  
WTAG, Worcester, Mass.  
**CHAPLEAN, NORMAN**  
WLLH, Lowell, Mass.  
**CHAPMAN, LLOYD**  
KDAL, Duluth, Minn.  
**CHAPMAN, REID**  
WISH, Indianapolis, Ind.  
**CHAPPELLE, ROY**  
CBL, Toronto, Ont.  
**CHARLES, ERNEST**  
KNX, Los Angeles, Calif.

## DICK JOY

KNX-CBS

*News-caster — Announcer*

Announcer on . . .

*Nelson Eddy—Old Gold Show  
Those We Love—General Foods Show  
Pabst Blue Ribbon—Groucho Marx Show  
Harry W. Flannery broadcasts for Bekin's  
and Planter's . . .*

*also*

*Hitch-Hiker on the Amos and Andy  
Campbell Soup Programs.*

News-casting for . . .

*Sweetheart Soap and Mennen's at 7:30 to  
7:45 A.M. daily, Mon.-Sats. over the Pacific  
Coast Network. 1:15 P.M. daily, Mon.-  
Fris., for Tbrifty Drug. . .*

*8:55 P.M. Mon., Wed., Thurs., Sat., 8:25  
P.M. Sundays, 9:25 Tuesdays, for Mc-  
Kesson-Robbins, Smith Bros., and California  
Prune and Apricot Growers.*



**PAT MCGEEHAN**

*Narrator*

*Actor*

*Announcer*

# ANNOUNCERS

- CHARLES, HENRY**  
KNX, Hollywood; Don't You Believe it-CPN; Campana Serenade-CBS.
- CHASE, TOM**  
WOW, Omaha, Nebr.
- CHASTAIN, TONY**  
WKY, Oklahoma City, Okla.
- CHEATHAM, FRANK**  
WTOC, Savannah, Ga.
- CHEATHAM, J. B., JR.**  
WRLC, Toccoa, Ga.
- CHEBNEY, CAROL**  
KUSD, Vermillion, S. D.
- CHESSER, ALEX, JR.**  
KABC, San Antonio 5, Tex.
- CHILDS, LELAND**  
WSFA, Montgomery, Ala.
- CHILDS, RALPH**  
KMA, Shenandoah, Iowa
- CHRISTIAN, RALPH**  
WSM, Nashville, Tenn.
- CHRISTOPHER, BOB**  
WHIZ, Zanesville, Ohio
- CHURCH, ERNEST**  
WRLC, Toccoa, Ga.
- CHURCHILL, NELSON**  
WNAC, Boston, Mass.
- CLAAME, ARTABAB L.**  
KINY, Juneau, Alaska
- CLAIBORNE, EVERETTE**  
KLX, Oakland, Calif.
- CLARK, ANN**  
KICA, Clovis, N. M.
- CLARK, ARLENE**  
KOVO, Provo, Utah
- CLARK, B. J.**  
WBT, Charlotte, N. C.
- CLARK, DICK**  
KROX, Sacramento, Calif.
- CLARK, DON**  
KGNC, Amarillo, Tex.
- CLARK, FAY**  
WBBY, Waterbury, Conn.
- CLARK, HAROLD**  
WEAN, Providence, R. I.
- CLARK, HARRY**  
The Colonel, Flashgun Casey, Report to the Nation-CBS, New York.
- CLARK, JESSIE**  
WHMA, Anniston, Ala.
- CLARK, LOWELL**  
KBIX, Muskogee, Okla.
- CLARK, NEVA**  
Personality Hour, KEX, Portland, Ore.
- CLARKE, EVERETT**  
WBBM, Chicago, Ill.
- CLARKE, H.**  
KUTA, Salt Lake City, Utah
- CLARKE, JOHN**  
WBNS, Columbus, Ohio
- CLARKE, LAURIE**  
WOLS, Florence, S. C.
- CLARKE, PAUL J.**  
WMT, Cedar Rapids, Iowa;  
KRNT, KSO, Des Moines, Ia.
- CLAYTON, BOB**  
WJIM, Lansing, Mich.
- CLAYTON, OLIVER**  
KDAL, Duluth, Minn.
- CLAYTON, TOM**  
WLLH, Lowell, Mass.
- CLEARY, JOHN**  
WHTT, Hartford, Conn.
- CLEARY, THOMAS J.**  
WCSH, Portland, Me.
- CLEMAN, GEORGE**  
CJKL, Ontario, Can.
- CLEVELAND, HIB**  
WHO, Des Moines, Iowa
- CLIFTON, JACK**  
WBRE, Wilkes-Barre, Pa.
- CLINARD, GORDON**  
WJTS, Jackson, Tenn.
- CLINE, CALDWELL**  
WBBM, Chicago, Ill.
- CLOS, JEAN**  
WEAS, Louisville, Ky.
- CLOSE, WM.**  
WERC, Erie, Pa.
- CLOSE, WILLIAM**  
KLS, Oakland, Calif.
- CLOW, KENNETH**  
WGBR, Goldsboro, N. C.
- CLOWES, EDWARD**  
KQW, San Jose, Calif.
- COATES, FLETCHER**  
CHNS, Halifax, N. S.
- COBB, DAVID**  
WSM, Nashville, Tenn.
- COBB, MARY**  
WBZ-WBZA, Boston, Mass.
- COE, CAMPBELL**  
KXA, Seattle, Wash.
- COFFEY, RICHARD**  
KORN, Fremont, Nebr.
- COFFMAN, JOECILE**  
KGKL, San Angelo, Tex.
- COLE, FRED**  
Blue
- COLE, GEORGE**  
KTBI, Tacoma, Wash.
- COLE, JONATHAN**  
WBBM, Chicago, Ill.
- COLLINS, ANNE**  
WWJ, Detroit, Mich.
- COLLINS, HUGH**  
WFMJ, Youngstown, Ohio
- COLLINS, ALBERT R.**  
WIOD, Miami, Fla.
- COLLINS, SUZANE**  
WFOY, St. Augustine, Fla.
- COLON, ROYCE**  
KRLD, Dallas, Tex.
- COLTON, LAVERN**  
WCOU, Lewiston, Me.
- COMBS, GEORGE, JR.**  
WHN, New York
- COMO, HUNTER C.**  
WHLB, Virginia, Minn.
- COMPTON, WALTER**  
WOL, Washington, D. C.
- CONDON, JOHN**  
KYA, San Francisco, Calif.
- CONN, MARVIN**  
WIND, Gary, Ind.
- CONNELL, BETTY**  
WTOL, Toledo, Ohio
- CONNELLY, JOHN**  
WHAS, Louisville, Ky.
- CONNOLLY, MRS. J.**  
CKPC, Ontario, Can.
- CONNOR, DAVID**  
WITH, Baltimore, Md.
- CONRAD, RICHARD W.**  
WXYZ, Detroit, Mich.
- CONRAD, STAN**  
WMFR, High Point, N. C.
- CONSTANT, AL.**  
WNAX, Yankton, S. D.
- COOK, ALICE**  
KFYO, Lubbock, Tex.
- COOK, BILL**  
KRIC, Beaumont, Tex.
- COOK, GORDON**  
CKCK, Regina, Sask.
- COOK, JAMES**  
WORD, Spartanburg, S. C.
- COOK, JOE**  
KFAB, Lincoln, Nebr.
- COOK, LOUIS**  
KGA, Chronicle Bldg., Spokane, Wash.
- COOK, VIRGINIA**  
KQVO, Missoula, Mont.
- COOKE, FOREST W.**  
WHRF, Rock Island, Ill.
- COOLEY, JOHN R.**  
KTPM, Minot, N. D.
- COOLING, MARION**  
WALB, Albany, Ga.
- COOPER, ED.**  
WMBD, Peoria, Ill.
- CORBETT, EARL**  
WCPO, Cincinnati, Ohio
- CORLEY, STAN.**  
WIBC, Indianapolis, Ind.
- CORNELL, JOHN**  
J. B. Williams; William L. Shirer News, CBS, New York.
- CORNEWELL, BOB**  
KFEL, Denver, Colo.
- CORNING, RALPH**  
KHSL, Chico, Calif.
- CORWIN, MARION**  
KWAT, Watertown, S. D.
- COSTA, ROBERT**  
KGMB, Honolulu, Hawaii
- COSTELLO, JACK**  
NBC
- COTE, ST. GEORGE**  
CKCV, Quebec, Que.
- COUMONT, FRANK J.**  
KUAN, Vancouver, Wash.
- COURTNEY, CLIFFORD**  
WISH, Indianapolis, Ind.
- COURTNEY, TONI**  
CJBC, CBY, Toronto, Ont.
- COURY, ROSELLE**  
WCOV, Lewiston, Me.
- COUTER, CHARLES**  
CKCV, Quebec, Que.
- COWAN, BERNARD**  
CJBC, CBY, Toronto, Ont.
- COWAN, JIM**  
WGPC, Albany, Ga.
- COWELL, EDDIE**  
WJHL, Johnson City, Tenn.
- COWL, DICK**  
KPLT, Paris, Tex.
- COX, EDWARD**  
WGTM, Wilson, N. C.
- COX, STANLEY A.**  
KONO, San Antonio, Tex.
- COX, ROBERT**  
WJHL, Johnson City, Tenn.
- COX, VIRGINIA COWAN**  
WSLI, Jackson, Miss.
- COY, JAMES**  
WNEW, New York City.
- COZAD, FLOYD**  
WLPM, Suffolk, Va.
- COZLOW, RUCK**  
WBEN, Buffalo, N. Y.
- CRARTREE, CHARLES S.**  
KTFF, Twin Falls, Iowa
- CRADDOCK, JACK**  
WKPA, New Kensington, Pa.
- CRAGER, BOB**  
WSNJ, Bridgeport, N. J.
- CRATGMILES, ED.**  
WRLJ, Dalton, Ga.
- CRAIN, OSCAR**  
KFPX, Spokane, Wash.
- CRAMER, TED**  
KCRG, Erid, Okla.
- CRARY, CLARENCE**  
KGRF, Long Beach, Calif.
- CRAVEN, BEA**  
WCMT, Ashland, Ky.
- CRAWFORD, BOB**  
KMRC, Kansas City, Mo.
- CRAWFORD, SAM**  
KGY, Olympia, Wash.
- CREFF, MALCOLM**  
WOMT, Owensboro, Ky.
- CREMENS, GEORGE**  
KXFL, Waterloo, Iowa
- CRIPPS, FRED**  
CKCK, Regina, Sask.
- CRIST, JAMES**  
WITH, Baltimore, Md.
- CRIST, VINCENT**  
WSVA, Harrisonburgh, Va.
- CROMWELL, REX**  
WBAP, Ft. Worth, Tex.

## ANNOUNCERS

**CRONANDER, ROBERT**  
WJHO, Opelika, Ala.  
**CRONIN, TONY**  
KHUB, Watsonville, Calif.  
**CROOKS, WILLIAM**  
WFMJ, Youngstown, Ohio  
**CROSBY, FRANK**  
KMBC, Kansas City, Mo.  
**CROSBIE, JOHN**  
CBL, Toronto, Ont.  
**CROSS, MILTON**  
Blue  
**CRUMRINE, G. A.**  
KVVU, Logan, Utah  
**CUBBERLY, DAN**  
WLS, Chicago, Ill.  
**CUMMINGS, ED.**  
WBEN, Buffalo, N. Y.  
**CUNNINGHAM, BILL**  
KXRO, Aberdeen, Wash.  
**CUNNINGHAM, BOB**  
WBBM, Chicago, Ill.  
**CUNNINGHAM, HOMER**  
WIBW, Topeka, Kans.  
**CUNNINGHAM, LES**  
KSNAN, San Francisco, Calif.  
**CURLEY, LENN**  
KYA, San Francisco, Calif.  
**CURRY, LONDON**  
KGKB, Tyler, Tex.  
**CURTIS, HANK**  
WDNC, Durham, N. C.  
**CURTIS, WILLIAM**  
WMIN, St. Paul, Minn.  
**CURTIS, FRED**  
KNX, Hollywood, Calif.  
**CUSENBERRY, DON**  
WNAD, Norman, Okla.  
**CUSTEAD, JACK**  
WEB, Kansas City, Mo.

**CUTRER, THOMAS**  
WJDX, Jackson, Miss.

### — D —

**DAILY, PAUL**  
KOAM, Pittsburg, Kans.  
**DAKIN, R. L.**  
CFCE, Montreal, Que.  
**DALE, JIM**  
WIND, Gary, Ind.  
**DAMBACH, ROBERT**  
WJTN, Jamestown, N. Y.  
**DANA, JOE**  
KOY, Phoenix, Ariz.  
**DANIELS, DAVID**  
WTMV, St. Louis, Mo.  
**DARBY, RICHARD**  
WMBG, Richmond, Va.  
**DAREIN, FRED**  
WPEN, Philadelphia, Pa.  
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**MILLER, HAL**  
 WNAC, Boston, Mass.  
**MILLER, JACK**  
 KQW, San Jose, Calif.  
**MILLER, ROSS**  
 WHAI, Greenfield, Mass.  
**MILLER, STANLEY**  
 KORE, Eugene, Ore.  
**MILLS, FRANK**  
 KGKO, WBAP, Ft. Worth, Tex.  
**MILLS, JAY**  
 WJPF, Herrin, Ill.

**MILLS, RICHARD**  
 WBRK, Pittsfield, Mass.  
**MILLS, ROBERT**  
 KEX, Portland, Ore., Personality Hour.  
**MILNER, GENE**  
 KHQ, Spokane, Wash.  
**MIRABELL, ELINOR**  
 WICA, Ashtabula, Ohio  
**MITCHELL, FRANK**  
 WAYX, Waycross, Ga.  
**MITCHELL, GORDON**  
 WSLs, Roanoke, Va.  
**MITCHELL, HARRY**  
 WJOB, Hammond, Ind.  
**MOBLEY, ERNEST**  
 WAPO, Chattanooga, Tenn.  
**MOCK, ROSEMARY**  
 WJPE, Greenville, Miss.  
**MOELLER, NORMAN**  
 KRLD, Dallas, Tex.  
**MONK, KARL**  
 CHEX, Ontario, Can.  
**MONROE, JIM**  
 KCMO, Kansas City, Mo.  
**MONROE, WILSON**  
 KTKC, Visalia, Calif.  
**MONTGOMERY, RALPH**  
 WDBO, Orlando, Fla.  
**MONTREUIL, CLAIRE**  
 KCKV, Quebec, Can.  
**MOON, GEORGE**  
 KGW, KEX, Portland, Ore.  
**MOON, VIRGINIA**  
 KRIC, Beaumont, Tex.  
**MOONEY, BOB**  
 WNBC, Hartford, Conn.  
**MOORE, DICK**  
 WSYR, Syracuse, N. Y.  
**MOORE, EDWARD**  
 KF EQ, St. Joseph, Mo.  
**MOORE, FRANK**  
 WMBS, Uniontown, Pa.  
**MOORE, FRED**  
 KOX, Long Beach, Calif.  
**MOORE, GEORGE**  
 WSPB, Sarasota, Fla.  
**MOORE, HARRY J.**  
 WCPO, Cincinnati, Ohio  
**MOORE, LONNIE**  
 WGAC, Augusta, Ga.  
**MOORE, MARVIN**  
 WBAP, KGKO, Ft. Worth, Tex.  
**MOORE, PAUL**  
 WJTS, Jackson, Tenn.  
**MOORE, TOM**  
 WAIT, Chicago, Ill.  
**MOORE, WALKER**  
 KFJZ, Fort Worth, Tex.  
**MORALES, GILBERTO**  
 WPAB, Ponce, Puerto Rico  
**MOREN, JOS.**  
 WMRF, Lewistown, Pa.  
**MOREY, ART.**  
 KWJJ, Portland, Ore.  
**MORGAN, DALE**  
 KRNT, Des Moines, Iowa  
**MORGAN, DALE**  
 KSO, Des Moines, Iowa  
**MORGAN, HAL**  
 WGAR, Cleveland, Ohio  
**MORGAN, LAMAR**  
 WJHP, Jacksonville, Fla.  
**MORGAN, RAY**  
 WF TL, Ft. Lauderdale, Fla.  
**MORGAN, WORTH**  
 WGAA, Cedartown, Ga.  
**MORLEY, BERNARD S.**  
 WHCU, Ithaca, N. Y.  
**MORRIS, DUDLEY**  
 KWTO, KGBX, Springfield, Ma.  
**MORRIS, HELEN**  
 WATR, Waterbury, Conn.  
**MORRIS, JACK**  
 KTUL, Tulsa, Okla.

**MORRIS, JIM**  
 WRAL, Raleigh, N. C.  
**MORRIS, TRUMAN**  
 WOMI, Owensboro, Ky.  
**MORROW, TOM**  
 WDSM, Superior, Wisc.  
**MORSE, TONY**  
 KGO, San Francisco, Calif.  
**MOSER, CLYDE**  
 WTAR, Norfolk, Va.  
**MOSENA, DICK**  
 KBUR, Burlington, Iowa  
**MOSES, BERNARD**  
 WCOS, Columbia, S. C.  
**MOSIER, DICK**  
 WTOL, Toledo, Ohio  
**MOTT, DEL**  
 CJBC, CBY, Toronto, Ont., Can.  
**MOUSSEAU, ROMEO**  
 CHLP, Quebec, Can.  
**MOWERS, ROBERT**  
 WTRY, Troy, N. Y.  
**MRDJENOVICH, JOHN**  
 WATW, Ashland, Wisc.  
**MULL, ANNA JANE**  
 WCED, DuBois, Pa.  
**MULLENGER, KEITH**  
 WOI, Ames, Iowa  
**MULLINAX, EDWIN**  
 WLAG, La Grange, Ga.  
**MULLINS, BERNARD**  
 W TIC, Hartford, Conn.  
**MULVIHILL, JOE**  
 WGAR, Cleveland, Ohio  
**MUNCY, HUGH**  
 KXEL, Waterloo, Iowa  
**MUNYON, HARRY**  
 WQAM, Miami, Fla.  
**MURCHIE, TED**  
 WGY, Schenectady, N. Y.  
**MURCHISON, COLIN**  
 WDBO, Orlando, Fla.  
**MURPHY, BOB**  
 WMAQ, Chicago, Ill.  
**MURPHY, JACK**  
 KOY, Phoenix, Ariz.  
**MURPHY, JOHN**  
 WHIO, Dayton, Ohio  
**MURRAY, CHARLES**  
 WSNJ, Bridgeton, N. J.  
**MURRAY, MAL**  
 WNAX, Yankton, S. D.  
**MURRAY, THOMAS**  
 WHAM, Rochester, N. Y.  
**MURRAY, JOHN TRENT**  
 WCAE, Pittsburgh, Pa.  
**MUZZY, JAMES**  
 WHBC, Canton, Ohio  
**MYERS, EUGENE**  
 KNET, Palestine, Tex.  
**MYERS, WILLIAM**  
 WSPD, Toledo, Ohio

## — N —

**NABLE, MARION**  
 WDBO, Orlando, Fla.  
**NACHTMANN, BERNICE**  
 WFOY, St. Augustine, Fla.  
**NASH, BARNES H.**  
 KTBC, Austin, Tex.  
**NAUGHTON, CLIFF**  
 KSF O, San Francisco, Calif.  
**NEAL, LEE**  
 WIP, Philadelphia, Pa.  
**NEAL, ROY**  
 WIBG, Philadelphia, Pa.  
**NEFF, ERNEST D.**  
 WGL, Fort Wayne, Ind.  
**NEHER, DICK**  
 WHO, Des Moines, Iowa  
**NEIL, JACK**  
 KRIC, Beaumont, Tex.

# ANNOUNCERS

**NEILSON, WALTER**  
WESX, Marblehead, Mass.

**NELSON, DeWAYNE**  
WBBM, Chicago, Ill.

**NELSON, L. M.**  
WHO, Des Moines, Iowa

**NELSON, ROBERT**  
WEAU, Eau Claire, Wisc.

**NELSON, R. A.**  
KAND, Corsicana, Tex.

**NELSON, R. H.**  
KWNQ, Winona, Minn.

**NELSON, STANLEY**  
WBNS, Columbus, Ohio

**NELSON, TOM**  
KHSL, Chico, Calif.

**NESSERROAD, PAUL**  
WDAF, Kansas City, Mo.

**NETT, ERNIE**  
WOWO, Ft. Wayne, Ind.

**NEWBY, LUTHER**  
KGFJ, Los Angeles, Calif.

**NEWKIRK, ALFRED B.**  
WICA, Ashtabula, Ohio

**NEWELL, HAL**  
WEEI, Boston, Mass.

**NEWLON, JACK**  
KORN, Fremont, Nebr.

**NEWMAN, BERNARD**  
WMBS, Uniontown, Pa.

**NEWSOME, JACK**  
WMBR, Jacksonville, Fla.

**NIETE, CHARLES**  
KTKC, Visalia, Calif.

**NILES, CHARLES**  
KFEQ, St. Joseph, Mo.

**NILES, KEN**  
Blue Ribbon Town, Judy  
Canova Show, CBS.

**NILES, WENDELL**  
Pepsodent, Bob Hope, NBC.

**NISSIM, RENZO**  
WBXX, New York City.

**NOBLE, RICHARD**  
WMAQ, Chicago, Ill.

**NOBLE, CODY**  
WDAN, Danville, Ill.

**NOBLE, WENDELL**  
KOY, Phoenix, Ariz.

**NOBLES, CHARLES**  
Blue

**NOBLES, GENE**  
WBLJ, Dalton, Ga.

**NOLAN, TOMMY**  
WFBC, Greenville, S. C.

**NORMAN, CHARLES**  
KBIZ, Ottumwa, Iowa

**NORMAN, GENE**  
KGO, San Francisco, Calif.

**NORMAN, ROBERT**  
WHDL, Olean, N. Y.

**NORTON, IVERS**  
WHDL, Olean, N. Y.

**NORTON, LEE**  
Go'd Seal Tavern, Highways to  
Victory.

**NOVELLI, SYLVESTER**  
WHAM, Rochester, N. Y.

**NUNO, AL**

**NAZUM, CHARLES**  
WWVA, Wheeling, W. Va.

— O —

**OAK, ALLAN**  
WOR

**O'BRIEN, DON**  
WSTV, Steubenville, Ohio

**O'BRIEN, PAT**  
WCKY, Cincinnati, Ohio

**O'DAY, BILL**  
WTOL, Toledo, Ohio

**O'CONNOR, JACK**  
WRBL, Columbus, Ga.

**ODBORNE, ROY**  
KRBC, Abilene, Tex.

**O'DELL, TERENCE**  
CBL, Toronto, Ont., Can.

**O'DONNELL, H.**  
CBM, Montreal, Can.

**O'DONNELL, HUGH**  
KCKN, Kansas City, Kans.

**O'DONNELL, WM. M.**  
KDON, Monterey, Calif.

**OFFICER, JIM**  
WREN, Lawrence, Kans.

**OGILVIE, BRUCE**  
CKPR, Ontario, Can.

**O'HALLORAN, HAL**  
WLS, Chicago, Ill.

**OHLSOON, ARTHUR**  
WCLQ, Janesville, Wisc.

**OLDS, ELANE**  
KSUB, Cedar City, Utah

**OLIPHANT, PAUL**  
WLAC, Nashville, Tenn.

**OLIVER, DOUG.**  
WLAW, Lawrence, Mass.

**OLSON, HARVEY**  
WDRQ, Hartford, Conn.

**OLSON, RAY**  
WOW, Omaha, Nebr.

**O'NEILL, JIMMY**  
KORN, Fremont, Nebr.

**O'NEILL, WILLIAM**  
WHAT, Greenfield, Mass.

**ORAM, RICHARD**  
WMAN, Mansfield, Ohio

**ORBACH, HENRY**  
KARK, Little Rock, Ark.

**O'REILLY, ROYAL**  
KFAR, Fairbanks, Alaska

**ORMSBY, BURKE**  
KTBI, Tacoma, Wash.

**ORPWOOD, TOM**  
WLPN, Suffolk, Va.

**ORR, JOHN**  
WHBQ, Msmphis, Tenn.

**ORR, LEE**  
KUSD, Vermillion, S. D.

**ORTIZ, CARLOS RUBEN**  
WPAB, Ponce, Puerto, Rico

**ORTON, G. W., 3rd**  
WLAY, Muscle Shoals City,  
Ala.

**ORUM, BILL**  
WIL, St. Louis, Mo.

**O'SHIELDS, C.**  
WMFD, Wilmington, N. C.

**OSWALD, ROBERT**  
WALB, Albany, Ga.

**OVINGTON, RAY**  
KDYL, Salt Lake City, Utah

**OSTROM, HELEN**  
WCSC, Charleston, S. C.

**OURSLEER, FULTON**  
WHN, New York

**OUTLAND, HENRY**  
KIZ, Denver, Colo.

**OWEN, HARRIS**  
KLRA, Little Rock, Ark.

**OWEN, JAY**  
WOL, Washington, D. C.

**OWENS, LOY**  
CFRB, Ontario, Can.

**OWENS, MOREY**  
WORK, Rockford, Ill.

**OWNBY, JAMES T.**  
WJHO, Opelika, Ala.

— P —

**PAGE, ESTON**  
K TSA, San Antonio, Tex.

**PAEVEY, DON**  
WCOL, Columbus, Ohio

**PAGE, BOB**  
KWTO, Springfield, Mo.

**PAGE, TOM**  
KFXX, Grand Junction, Colo.

**PAGET, JOSEPH**  
KATE, Albert Lea, Minn.

**PALMATIER, BERNIE**  
KUAN, Vancouver, Wash.

**PALMER, BILL**  
WATL, Atlanta, Ga.

**PALMER, HEWES**  
WJR, Detroit, Mich.

**PALMER, KEN**  
K TTS, Springfield, Mo.

**PANNELL, WM.**  
WHBF, Rock Island, Ill.

**PARDINGTON, D. C.**  
WAIR, Winston-Salem, N. C.

**PARE, MARCEL**  
CBF, Montreal, Can.

**PARENT, GERRY**  
WOLF, Syracuse, N. Y.

**PARK, CHARLES**  
WJR, Detroit, Mich.

**PARKER, BILL**  
KVAK, Atchison, Kans.

**PARKER, BYRON**  
WIS, Columbia, S. C.

**PARKER, DON**  
WLBC, Muncie, Ind.

**PARKER, GARRY**  
WKMO, Kokomo, Ind.

**PARKER, JIM**  
WJIM, Lansing, Mich.

**PARKER, JOHN**  
KUOA, Siloam Springs, Ark.

**PARKER, SAM**  
WKAT, Miami Beach, Fla.

**PARKS, CHARLES**  
WJR, Detroit, Mich.

**PARSON, DAVID**  
WKBB, Dubuque, Iowa

**PARSONS, BEN**  
WJHO, Opelika, Ala.

**PARSONS, GEORGE, JR.**  
WRRN, Warren, Ohio

**PARSONS, MARSHALL**  
WBRC, Birmingham, Ala.

**PARSONS, ROBERT**  
WMBI, Chicago, Ill.

**PARTRIDGE, GEORGE**  
WHAS, Louisville, Ky.

**PASS, LOWELL**  
WSGN, Birmingham, Ala.

**PATCH, CAMPBELL**  
WJAC, Johnstown, Pa.

**PATERSON, H.**  
CFCE, Montreal, Can.

**PATRICK, JAMES**  
KYW, Philadelphia, Pa.

**PATRICK, LAWRENCE**  
WAIR, Winston-Salem, N. C.

**PATRICK, ROBERT**  
WCBS, Springfield, Ill.

**PATTEN, BETTY**  
WGPC, Albany, N. Y.

**PATTERSON, HOWARD**  
WPAY, Portsmouth, Ohio

**PATTERSON, LYE**  
WHLS, Port Huron, Mich.

**PAUL, FRED**  
WGH, Norfolk, Va.

**PAUL, NORMAN**  
WORK, Rockford, Ill.

**PAUL, NORMAN**  
WKMO, Kokomo, Ind.

**PAULIN, ED.**  
WCMT, Ashland, Ky.

**PAULIN, PIERRE R.**  
KDKA, Pittsburgh, Pa.

**PAULSON, AL**  
WLOL, Minneapolis, Minn.

**PAULSON, ROBERT**  
KATE, Albert Lea, Minn.

**PAYNE, LARRY**  
WJR, Detroit, Mich.

**PECK, HARRY**  
KOIL, Omaha, Nebr.

# ANNOUNCERS

**PECK, JOSEPH**  
KVAK, Atchison, Kans.

**PEQUES, DONALD H.**  
KINY, Juneau, Alaska

**PELLE, FRED**  
WMMN, Fairmont, W. Va.

**PENBERTHY, JOE**  
KRNT, KSO, Des Moines, Ia.

**PENFIELD, ADD**  
WSB, Atlanta, Ga.

**PENNELL, BOB**  
Signal Round Table, CPN.

**PENNER, RAY**  
WLPN, Suffolk, Va.

**PENNHALLEGON, E. B.**  
WSOY, Decatur, Ill.

**PENROSE, BERNARD**  
WBAB, Atlantic City, N. J.

**PEPPER, VERNON**  
WSNJ, Bridgeton, N. J.

**PERIN, EARL**  
WFLA, Tampa, Fla.

**PERRAS, MARGARET SMITH**  
KFPX, Spokane, Wash.

**PERRIN, KELES**  
WOR

**PERRIN, LEA**  
WORD, Spartanburg, S. C.

**PERRY, RUSSELL**  
WTOL, Toledo, Ohio

**PETERS, ROBERT**  
WFAS, White Plains, N. Y.

**PETERSEN, PETE**  
WNAX, Yankton, S. D.

**PETERSON, DREXEL**  
KVFJ, Fort Dodge, Iowa

**PETERSON, EUGENE**  
WORK, Rockford, Ill.

**PETERSON, JACK**  
WIS, Columbia, S. C.

**PETERSON, KENNETH**  
KOBH, Rapid City, S. C.

**PETERSON, LAVERNE**  
WSAU, Wausaw, Wisc.

**PETERSON, WALTER**  
KGGM, Albuquerque, N. M.

**PETHICK, GEORGE**  
WATR, Waterbury, Conn.

**PETRE, ROBERT**  
KLZ, Denver, Colo.

**PETRIE, HOWARD**  
Jimmy Durante-Garry Moore, CBS.

**PETTY, NORMAN**  
KICA, Clovis, N. M.

**PEVORA, JACK**  
WJLS, Beckley, W. Va.

**PEYSER, JOHN**  
WNEW, New York City

**PFAHLER, FRED**  
WROL, Knoxville, Tenn.

**PFISTER, ROBERTA**  
KYCA, Prescott, Ariz.

**PHILIP, DANIEL**  
KFVE, Everett, Wash.

**PHILLIPS, BILLY**  
KIDO, Boise, Idaho

**PHILLIPS, DON**  
WMCA, N. Y. Times News.

**PHILLIPS, PAUL**  
WBRY, Waterbury, Conn.

**PHILLIPS, OREL**  
KDON, Monterey, Calif.

**PHILLIPS, ROBERT W.**  
KIRO, Seattle, Wash.

**PHILLIPS, TOM**  
KGBS, Harlingen, Tex.

**PHINNEY, JEAN**  
CHNS, Halifax, N. S.

**PIATT, GENE**  
KROS, Clinton, Iowa

**PICKENS, GRANT**  
KPAB, Laredo, Tex.

**PIERCE, CHARLES**  
WWNY, Watertown, N. Y.

**PIERCE, DONALD**  
WPAR, Parkersburg, W. Va.

**PIERCE, HAROLD**  
WIGM, Medford, Wisc.

**PIERCE, JOE**  
WJHP, Jacksonville, Fla.

**PIERCE, JOE**  
WTMC, Ocala, Fla.

**PIERCE, LEWIS**  
KFOR, Lincoln, Nebr.

**PIERSON, JOE**  
WFBN, Indianapolis, Ind.

**PLAMBECK, HERB**  
WHO, Des Moines, Iowa

**PIEZ, AL**  
KWNO, Winona, Minn.

**POHL, JANE**  
WFNC, Fayetteville, N. C.

**POINTEL, CHARLES H.**  
KARK, Little Rock, Ark.

**POLLAND, JIM**  
WEEL, Boston, Mass.

**POLLARD, ROBERT**  
WWDC, Washington, D. C.

**POLLOCK, REED**  
KDON, Monterey, Calif.

**POMEROY, CLAY**  
KORE, Eugene, Ore.

**PORCH, RALPH**  
WJAS, Pittsburgh, Pa.

**POICHER, HASKELL**  
WAYS, Charlotte, N. C.

**PORTER, RUSSELL R.**  
KTSW, Emporia, Kans.

**POSNER, SIDNEY**  
WOLF, Syracuse, N. Y.

**POST, ALLEN**  
WIND, Gary, Ind.

**POSTLETHWAITE, DEAN**  
KFKU, Lawrence, Kans.

**POTTER, NATALIE**  
WAVE, Louisville, Ky.

**POTTER, WM.**  
WFOR, Hattiesburg, Miss.

**POUCHER, WAYNE**  
WLSL, Roanoke, Va.

**POWELL, ALAINE**  
WOAM, Miami, Fla.

**POWELL, JIMMY**  
KTAR, Phoenix, Ariz.

**POWELL, KEN**  
WOR

**POWERS, TOM**  
WNAC, Boston, Mass.

**POWERS, RALPH**  
WFBR, Baltimore, Md.

**PREDBY, GEO.**  
KPO, San Francisco, Calif.

**PREMONT, ROBERT CHARLES**  
KABC, San Antonio 5, Tex.

**PREMONT, ROBERT**  
KVIC, Victoria, Tex.

**PREST, G. M.**  
CKBI, Prince Edward Island, Sask., Can.

**PREUSCH, ROLAND D.**  
KDAL, Salina, Kans.

**PRICE, GORDON**  
WMAZ, Macon, Ga.

**PRICE, PAUL J.**  
WAOV, Vincennes, Ind.

**PRICE, WALT**  
KFAR, Fairbanks, Alaska

**PRIDDY, A.**  
KOL, Seattle, Wash.

**PRYOR, AINSLIE**  
WELI, New Haven, Conn.

**PRYOR, DON**  
WTOP, Washington, D. C.

**PULWERS, JACK**  
KRMD, Shreveport, La.

**PURCELL, RICHARD**  
WAAB, Worcester, Mass.

**PUSTAY, NICHOLAS**  
WMBI, Chicago, Ill.

**PUTNAM, CLAUDE**  
WOLS, Florence, S. C.

**PUTNAM, GEORGE**  
NBC

**PYATT, AL.**  
KIUL, Garden City, Kans.

**PYLE, HOWARD**  
KTAR, Phoenix, Ariz.

— Q —

**QUAMMENN, BERNICE**  
KWAT, Watertown, S. D.

**QUICK, BEN**  
WTOC, Savannah, Ga.

**QUILLAN, JEAN**  
KGFF, Shawnee, Okla.

**QUINCE, LOUIS V.**  
WRR, Dallas, Tex.

— R —

**RABAN, HERBERT**  
WITH, Baltimore, Md.

**RAMSAY, D.**  
CJJC, Saulte Ste. Marie, Ont.

**RAMSEY, DUANE**  
KRBC, Abilene, Tex.

**RAND, DICK**  
KEX-KGW, Portland, Ore.

**RAND, ED**  
KALB, Alexandria, La.

**RANDOM, DONN**  
KROW, Oakland, Calif.

**RAPIEFF, KEN**  
WICC, Bridgeport, Conn.

**RAPP, GENE**  
WMBH, Joplin, Mo.

**RAST, MALCOLM**  
WCOS, Columbia, S. C.

**RAWSON, BOB**  
WIL, St. Louis, Mo.

**RAYMOND, ARTHUR**  
WPAT, Paterson, N. J.

**RAYMOND, JACK**  
WISN, Milwaukee, Wisc.

**RAYNER, E. W.**  
CKUA, Edmonton, Can.

**READ, HOWARD EUGENE**  
WBBM, Chicago, Ill.

**READY, MURIEL**  
CFOS, Owen Sound, Ont.

**RECTOR, BOB**  
KTTS, Springfield, Mo.

**REDDY, TOM**  
Fitch's Bandwagon.

**REEB, LYLE**  
WINN, Louisville, Ky.

**REED, CARL**  
WHBB, Portsmouth, N. H.

**REED, GEORGE**  
KFMB, San Diego, Calif.

**REED, NORMAN**  
WWDC, Washington, D. C.

**REED, VERNON E.**  
KFH, Wichita, Kans.

**REES, BOB**  
KMJ, Fresno, Calif.

**REED, EDWARD R.**  
WMAN, Marinette, Wisc.

**REEVE, RAY**  
WRAL, Raleigh, N. C.

**REGAN, DENNIS**  
WSOY, Decatur, Ill.

**REID, DUKE**  
KGKY, Scotts Bluff, Nebr.

**REILLY, ARTHUR**  
WLW, Cincinnati, Ohio

# ANNOUNCERS

- REPAID, BILLY**  
 WOL, Washington, D. C.  
**RETZLAFF, ART**  
 WIGM, Medford, Wisc.  
**REUSCH, AL**  
 CJCA, Alberta, Can.  
**REYNOLDS, CARROLL**  
 WIBC, Indianapolis, Ind.  
**REYNOLDS, CONGER**  
 WMAM, Marinette, Wisc.  
**REYNOLDS, MARY JO**  
 WROK, Rockford, Ill.  
**RHOADS, HOWARD**  
 KIJ, Walla Walla, Wash.  
**RHODES, DAVID**  
 WFTL, Ft. Lauderdale, Fla.  
**RICAU, LIONEL**  
 WSM, Nashville, Tenn.  
**RICCA, ANTHONY**  
 KVEC, San Luis Obispo, Calif.  
**RICE, CONRAD**  
 WEMP, Milwaukee, Wisc.  
**RICH, DOROTHY**  
 WESX, Marblehead, Mass.  
**RICHARD, WARREN**  
 KGNC, Amarillo, Tex.  
**RICHARDS, BILL**  
 KMBC, Kansas City, Mo.  
**RICHARDS, FLOYD**  
 WTIC, Hartford, Conn.  
**RICHARDS, JIM**  
 WMBR, Jacksonville, Fla.  
**RICHARDS, KEN**  
 WKPA, New Kensington, Pa.  
**RICHARDSON, BOB**  
 KGGY, Scotts Bluff, Nebr.  
**RICHARDSON, CHARLES**  
 KGER, Long Beach, Calif.  
**RICHARDSON, EARL**  
 WASK, Lafayette, Ind.  
**RICHARDSON, L. H.**  
 WISH, Indianapolis, Ind.  
**RICHARDSON, ROBERT**  
 WSAM, Saginaw, Mich.  
**RICHARDSON, WING**  
 WFOY, St. Augustine, Fla.  
**RICHBOURG, JOHN D.**  
 WLAC, Nashville, Tenn.  
**RICHINS, KAY**  
 KDYL, Salt Lake City, Utah  
**RICHMAN, ED**  
 KGW, KEX, Portland, Ore.  
**RICKETTS, R. J.**  
 CJFX, Nova Scotia, Can.  
**RIDDELL, CORWIN**  
 WOAI, San Antonio, Tex.  
**RIDDELL, FRED**  
 WDSM, Superior, Wisc.  
**RIGGS, CHARLES**  
 KVNU, Logan, Utah  
**RIGGS, GLENN**  
 Blue  
**RIGSBEE, LOUIS**  
 WLS, Beckley, W. Va.  
**RILEY, EARL**  
 KXA, Seattle, Wash.  
**RILEY, SUE**  
 WSBT, South Bend, Ind.  
**RING, BILL**  
 KWTO, Springfield, Mo.  
**RIPLEY, JOE**  
 WOR  
**RIPPE, WILLIAM**  
 WRC, Washington, D. C.  
**RISS, DANIEL**  
 WTAM, Cleveland, Ohio  
**RISSLING, ROBERT**  
 WTAG, Worcester, Mass.  
**RITCHIE, BUCK**  
 KVI, Tacoma, Wash.  
**RIVERA, MANUEL GUMA**  
 WKAQ, San Juan, Puerto Rico  
**ROBATOR, HARRY**  
 WMAS, Springfield, Mass.
- ROBBINS, CLAUDE C.**  
 KVNU, Logan, Utah  
**ROBERTS, CHARLES C.**  
 KLZ, Denver, Colo.  
**ROBERTS, CHAS. S.**  
 WLAC, Nashville, Tenn.  
**ROBERTS, DON**  
 KTMS, Santa Barbara, Calif.  
**ROBERTS, "JACK" THAYER**  
 WIBW, Topeka, Kans.  
**ROBERTS, JERRY**  
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 KWLC, Decorah, Iowa  
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 WOWO, Ft. Wayne, Ind.  
**ROBERTS, PAUL K.**  
 WGL, Fort Wayne, Ind.  
**ROBERTS, PETER**  
 KYW, Philadelphia, Pa.  
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 KLS, Oakland, Calif.  
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 WBNP, Binghamton, N. Y.  
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 WJAC, Johnstown, Pa.  
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 KOA, Denver, Colo.  
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 CJFX, Nova Scotia, Can.  
**ROBERTSON, TRAFTON**  
 WOL, Washington, D. C.  
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 WCAT, Rapid City, S. D.  
**ROBINSON, FELIX, JR.**  
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**ROBINSON, WELDON**  
 KNOW, Austin, Tex.  
**ROBY, VICTOR**  
 KOA, Denver, Colo.  
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 KTBC, Austin, Tex.  
**ROCKE, LOUIS J.**  
 WGAN, Portland, Me.  
**ROCKHOLD, JOE**  
 WLS, Chicago, Ill.  
**ROE, CHARLES W.**  
 WNOX, Knoxville, Tenn.  
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 WOWO, Ft. Wayne, Ind.  
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 WMAQ, Chicago, Ill.  
**ROGER, NORMA**  
 WMFD, Wilmington, N. C.  
**ROGER, PATRICK**  
 WCBS, Springfield, Ill.  
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 WFLL, Philadelphia, Pa.  
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 WAPI, Birmingham, Ala.  
**ROGERS, RALPH**  
 NBS, What's New?  
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 KROS, Clinton, Iowa  
**ROMINE, DOUG.**  
 KTSA, San Antonio, Tex.  
**RONAN, HONORE**  
 WDAN, Danville, Ill.  
**ROPER, PRES**  
 WCED, DuBois, Pa.  
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 KFJX, Grand Junction, Colo.  
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 WHAM, Rochester, N. Y.  
**ROSE, JOHN**  
 WROL, Knoxville, Tenn.
- ROSE, JOHN L.**  
 WRRN, Warren, Ohio  
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 KSWO, Lawton, Okla.  
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 WMRC, Greenville, S. C.  
**ROSS, HOKE**  
 KSWO, Lawton, Okla.  
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 WTOP, Washington, D. C.  
**ROSS, WINIFRED**  
 KSWO, Lawton, Okla.  
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 WTRY, Troy, N. Y.  
**ROSS, HAROLD**  
 KHJ, Los Angeles, Calif.  
**ROTHRUM, BILL**  
 WSYR, Syracuse, N. Y.  
**ROULSTONE, MERL**  
 KICD, Spencer, Iowa  
**ROUSH, OTTIS**  
 WJTS, Jackson, Tenn.  
**ROUSH, SIGEL**  
 WISH, Indianapolis, Ind.  
**ROUSSEAU, ALINE**  
 CKBI, Prince Edward Island, Sask., Can.  
**ROUTH, GEORGE D.**  
 KIRO, Seattle, Wash.  
**ROWE, FLO BEACH**  
 WSLB, Watertown, N. Y.  
**ROWE, RALPH J.**  
 WMT, Cedar Rapids; KRNT, KSO, Des Moines, Iowa  
**ROWELL, TOMMY**  
 WFBC, Greenville, S. C.  
**ROWLEY, BOB**  
 WSYR, Syracuse, N. Y.  
**ROWLINGS, FRED**  
 WFMJ, Youngstown, Ohio  
**ROY, MICHAEL**  
 Blue  
**ROYSTER, N. L.**  
 WRRF, Washington, D. C.  
**RODRIGUEZ, RUBEN**  
 WKAQ, San Juan, Puerto Rico  
**RUCKER, ROBERT**  
 WATL, Atlanta, Ga.  
**RUGEN, TONY**  
 WPAT, Paterson, N. J.  
**RUHLE, PAUL**  
 WMBL, Peoria, Ill.  
**RUMORE, JOE**  
 WAPI, Birmingham, Ala.  
**RUNNER, JOHN**  
 WASK, Lafayette, Ind.  
**RUNNION, BOB**  
 WOWO, Ft. Wayne, Ind.  
**RUNYON, ROBERT**  
 WGL, Fort Wayne, Ind.  
**RUSK, CLAY**  
 WHO, Des Moines, Iowa  
**RUSSELL, DON**  
 WLCB, Muncie, Ind.  
**RUSSELL, EARL**  
 KFBB, Sacramento, Calif.  
**RUSSELL, ROY L.**  
 WOPI, Bristol, Va.  
**RUSSELL, RUSS**  
 WSYR, Syracuse, N. Y.  
**RUST, TED**  
 CJBC, CBY, Toronto, Ont.  
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 KAND, Corsicana, Tex.  
**RUTLEDGE, ED.**  
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**RUWE, G. C.**  
 KICD, Spencer, Iowa  
**RYAN, JACK**  
 WNLC, New London, Conn.  
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 KVOO, Tulsa, Okla.  
**RYEL, FLOYD**  
 WCAO, Baltimore, Md.

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WCAE, Pittsburgh, Pa.
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WNAB, Bridgeport, Conn.
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WKL, Fort Wayne, Ind.
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WKWK, Wheeling, W. Va.
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- SAWYER, TOM**  
WDBO, Orlando, Fla.
- SAWYER, VERNE E.**  
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WSM, Nashville, Tenn.
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- SHERWOOD, DON**  
WCPO, Cincinnati, Ohio
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WSAZ, Huntington, W. Va.
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- SHOAF, PAUL**  
WMFR, High Point, N. C.
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WHCU, Ithaca, N. Y.
- SHORT, LLOYD**  
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- SHORT, ROBERT E.**  
WHCU, Ithaca, N. Y.
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- SILER, WENDELL**  
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- SIMMONS, BILL**  
WIS, Columbia, S. C.
- SIMMONS, RAE**  
CFCY, Amherst, N. S.
- SIMMS, RAYMOND C.**  
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- SIMPSON, CHUCK**  
WCSC, Charleston, S. C.
- SIMPSON, JIMMY**  
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KLO, Ogden, Utah
- SIPES, LEON**  
KELD, El Dorado, Ark.
- SKELDING, CHARLES**  
CKRC, Manitoba, Can.
- SLAGLE, JOHN**  
WXYZ, Detroit, Mich.
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WMVA, Martinsville, Va.
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Pot Luck Party; Jack Slattery News, KNX; Hellow from Hollywood, CPN.
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WMRF, Lewistown, Pa.
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- SMITH, LEE**  
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- STANLEY, REX**  
KHUB, Watsonville, Calif.
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NBC
- STANTON, PETE**  
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KFPW, Fort Smith, Ark.
- STAPLES, LOYD**  
WNBC, Hartford, Conn.
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KMA, Shenandoah, Iowa
- STARKOVICH, MARY**  
KCRJ, Jerome, Ariz.
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WFPG, Atlantic City, N. J.
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- STEBBINS, JOHN**  
WJR, Detroit, Mich.
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KSRO, Santa Rosa, Calif.
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KRGV, Weslaco, Tex.
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- STEVENS, ED**  
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- STEVENS, LAWRENCE**  
KGMB, Honolulu, Hawaii
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KOL, Seattle, Wash.
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CBS, New York.
- STEWART, BILL**  
WOWO, Ft. Wayne, Ind.
- STEWART, CRAIG**  
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- STEWART, LEE**  
KMBC, Kansas City, Mo.
- STEWART, MILTON**  
KNET, Palestine, Tex.
- ST. GEORGE, DORIAN**  
Blue
- STIER, BERNICE**  
KUSD, Vermillion, S. D.
- STIFF, JAMES H.**  
KBST, Big Springs, Tex.
- STILLE, BERT**  
WOSU, Columbus, Ohio
- STOCKS, RICHARD**  
WGTC, Greenville, N. C.
- STOLAR, PHILIP C.**  
WCAX, Burlington, Vt.
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- STONE, LEILA**  
WJDX, Jackson, Miss.
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- STONER, PETE**  
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WFHR, Wisconsin Rapids, Wisc.
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Curtiss Candy News; Pet Milk-Saturday Night Serenade; Continental Radio-World News Today—CBS, New York.
- SWEET, BEN**  
WMAS, Springfield, Mass.
- SWEET, EDGAR ALLAN**  
WFPG, Atlantic City, N. J.
- SWIDENSKY, JEAN**  
KOMA, Oklahoma City, Okla.
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## — T —

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WIBC, Indianapolis, Ind.  
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**TERRY, H. M.**  
KTBC, Austin, Tex.  
**TERWEY, TYS**  
WNOX, Knoxville, Tenn.  
**TERWILLIGER, EARL**  
WKNY, Kingston, N. Y.  
**TESH, JOHN**  
WSAY, Rochester, N. Y.  
**THAIN, JIM**  
KFVE, Everett, Wash.  
**THAYER, JACK**  
WLWL, Minneapolis, Minn.  
**THERIOT, ALLISON**  
KVOL, Lafayette, La.  
**THIBEAULT, JOSEPH**  
WEAN, Providence, R. I.  
**THIBODEAUX, MRS. J. T.**  
KVOL, Lafayette, La.  
**THOMAS, FRANK**  
KFBC, Cheyenne, Wyo.  
**THOMAS, GENE**  
WOPI, Bristol, Va.  
**THOMAS, GIL**  
WWL, New Orleans, La.  
**THOMAS, LLOYD C.**  
KGFV, Kearney, Nebr.  
**THOMPSON, GEORGE**  
WELI, New Haven, Conn.

**THOMPSON, HELEN**  
WFHR, Wisconsin Rapids, Wisc.  
**THOMPSON, MARK**  
WEW, St. Louis, Mo.  
**THOMPSON, NANCY**  
WDBJ, Roanoke, Va.  
**THOMSON, REO**  
CJCA, Alberta, Can.  
**THOMPSON, TRYMAN**  
KFRC, San Francisco, Calif.  
**THORNTON, JOHN**  
WTHT, Hartford, Conn.  
**THRASHER, LES**  
WJPF, Herrin, Ill.  
**THURSTON, FRANK**  
WMBH, Joplin, Mo.  
**TICE, OLIN**  
U. S. Rubber Co.-New York Philharmonic, CBS, New York.  
**TIGHE, AL**  
WJMC, Rice Lake, Wisc.  
**TILDEN, LAMONT**  
CBM, Montreal, Can.  
**TILLMAN, JOHN**  
Joan Brooks, Jeri Sullavan, CBS, New York.  
**TILSON, MARIAN**  
WESX, Marblehead, Mass.  
**TINGLEY, IRVING**  
KWNO, Winona, Minn.  
**TITUS, JAMES M.**  
KAST, Astoria, Ore.  
**TOBIN, IRWIN M.**  
WPRO, Providence, R. I.  
**TOBOLA, JOHN J.**  
WAYX, Waycross, Ga.  
**TODD, GEORGE**  
WHK, Cleveland, Ohio  
**TODD, HOMER**  
WCBM, Baltimore, Md.  
**TODD, JIMMY**  
KVOO, Tulsa, Okla.  
**TOMLINSON, HAZEL**  
KCKN, Kansas City, Kans.  
**TORRENCE, ED.**  
KNOW, Austin, Tex.  
**TOWNE, EPH**  
KFJXJ, Grand Junction, Colo.  
**TOWNSEND, EDWARD**  
CJCJ, Calgary, Alta.  
**TOWTHER, JOHN**  
WKRC, Cincinnati, Ohio  
**TOZIER, HAL**  
WJR, Detroit, Mich.  
**TRACY, NEIL**  
CKPR, Ontario, Can.  
**TRANter, CHARLES**  
WJTN, Jamestown, N. Y.  
**TRAVIS, EDWARD**  
WGH, Norfolk, Va.  
**TRELL, GORDON**  
KIRO, Seattle, Wash.  
**TREMAXNE, LES**  
Bob Crosby & Co., Co-host, NBC.  
**TREXLER, LAWRENCE**  
WMPS, Memphis, Tenn.  
**TRIBLEY, HANK**  
WGTC, Greenville, N. C.  
**TRIEST, BILL**  
KROX, Sacramento, Calif.  
**TRIESTER, LYMAN**  
KTKC, Visalia, Calif.

**TRILHUS, HELEN**  
KWLC, Decorah, Iowa  
**TROTTER, HILDA**  
WSLB, Watertown, N. Y.  
**TRUE, PHIL**  
KXRO, Aberdeen, Wash.  
**TRUERE, BOB**  
WPDQ, Jacksonville, Fla.  
**TRUVERSON, JAMES**  
WHIO, Dayton, Ohio  
**TUCHOLKA, EDWARD L.**  
WEBR, Buffalo, N. Y.  
**TUEVSKY, NICK**  
KVEC, San Luis, Obispo, Calif.  
**TUFELD, DICK**  
KWKW, Pasadena, Calif.  
**TURNER, DEAN**  
KFJZ, Fort Worth, Tex.  
**TURNER, HOWARD**  
WBT, Charlotte, N. C.  
**TURNER, J. G.**  
WBIR, Knoxville, Tenn.  
**TURNER, ROBERT**  
WHAM, Rochester, N. Y.  
**TURNER, RUTH**  
WQAM, Miami, Fla.  
**TURNER, WALTER**  
WVVA, Wheeling, W. Va.  
**TUSIN, JACK**  
WCLS, Joliet, Ill.  
**TUTTLE, DON**  
WHYN, Holyoke, Mass.  
**TWISS, HERBERT**  
KIRO, Seattle, Wash.  
**TWYFORD, WARNER**  
WGH, Norfolk, Va.  
**TYLER, WAYNE**  
WLVA, Lynchburg, Va.  
**TYLER, WILLIAM**  
KGHF, Pueblo, Colo.  
**TYNER, BARBARA J.**  
WFEN, Findlay, Ohio

## — U —

**UTLEY, CLIFTON**  
WBBM, Chicago, Ill.

## — V —

**VAILE, DAVE**  
In Time to Come; I Was There; Saturday Ten O'Clock Wire—CPN, Hollywood; Park Concert, Merolies America Loves; Dr. Wallace Sterling, KNX.  
**VALENTINE, RANCE**  
WTAM, Cleveland, Ohio  
**VAN ALSYNE, A.**  
WKBZ, Muskegon, Mich.  
**VAN DEVENTER, FRED**  
WJR, Detroit, Mich.  
**VAN DYKE, RUSS**  
WNAX, Yankton, S. D.  
**VAN HOOSER, RAYMOND**  
WEXL, Royal Oak, Mich.  
**VAN IDERSTINE, AL.**  
CHAB, Sask., Can.  
**VAN KEEL, GLEN**  
WIBC, Indianapolis, Ind.  
**VAN OSCH, JOHN**  
KPAC, Port Arthur, Tex.



# ANNOUNCERS

**VASSEY, DICK**  
WGAC, Augusta, Ga.

**VESEL, ROBERT**  
WVVA, Wheeling, W. Va.

**VELAZQUEZ, OSVALDO TORRES**  
WKAQ, San Juan, Puerto Rico

**VERBA, GILBERT**  
KOA, Denver, Colo.

**VERNON, WILLIAMS**  
KWTO, Springfield, Mo.

**VEST, DON**  
KQVD, Denver, Colo.

**VICKERS, LEE**  
WTOP, Washington, D. C.

**VICTOR, LEE**  
WTOP, Washington, D. C.

**VICTOR, MILDRED**  
KTBI, Tacoma, Wash.

**VIGMAN, SAMUEL**  
WHOM, Jersey City, N. J.

**VILLANI, JOHN**  
WBRW, Welch, W. Va.

**VINSON, JIM**  
WBML, Macon, Ga.

**VOGEL, BOB**  
WJAG, Norfolk, Nebr.

**VOLLERS, KAY**  
WBY, Waterbury, Conn.

**VON LINDER, L.**  
WMT, Cedar Rapids; KRNT, KSO, Des Moines, Iowa

**VONNE, NOEL**  
WHUB, Watsonville, Calif.

## VON ZELL, HARRY

Time to Smile, NBC; Duffy's Tavern, Blue, Dinah Shore Program, CBS.

## — W —

**WAFFORD, JOE**  
KFQD, Anchorage, Alaska

**WAGNER, ELEANOR**  
KRMD, Shreveport, La.

**WAHLBERG, JOEL F.**  
WGH, Norfolk, Va.

**WALDECKER, FRANK**  
WBZ-WBZA, Boston, Mass.

**WALDEN, HENRY**  
WNEW, New York City.

## WALDROP, JIM

NBC

**WALKER, FRANKIE COLLYER**  
WFOY, St. Augustine, Fla.

**WALKER, PELLON**  
KTFM, Temple, Tex.

**WALLACE, BILL**  
KELO, Sioux Falls, S. D.

**WALLACE, BOB**  
WSNY, Schenectady, N. Y.

**WALLACE, CURT**  
KTMV, St. Louis, Mo.

**WALLACE, GUY**  
WBBM, Chicago, Ill.

**WALLACE, RAY**  
WKST, New Castle, Pa.

**WALRATH, WALTER W.**  
WICA, Ashtabula, Ohio

**WALROD, TRUMAN**  
KHAS, Hastings, Nebr.

**WALTER, BILL**  
KGKY, Scotts Bluff, Nebr.

**WALTER, ROBERT G.**  
WWNY, Watertown, N. Y.

**WALTERS, CHARLES**  
WBT, Charlotte, N. C.

**WALTERS, JACK**  
WSGA, Montgomery, Ala.

**WALTERS, JOE**  
Eleanor King Beauty Talks, CPN; Joe Burton, Opportunity PDQ, KNX.

**WALTON, GILBERTA**  
KVOA, Siloam Springs, Ark.

**WALTON, HUGH**  
WCAU, Philadelphia, Pa.

**WANN, PAUL**  
WDDO, Chattanooga, Tenn.

**WARD, BILL**  
WJMA, Covington, Va.

**WARD, PERRY**  
Hollywood Showcase, CPN; Scramby Amby, NBC.

**WARD, TOM (GUY)**  
Free Lance, N.Y.C.

**WARLAND, GEORGE**  
KMMJ, Grand Island, Nebr.

**WARNER, NEWELL**  
WCBM, Baltimore, Md.

**WARNES, BOB**  
KWAT, Watertown, S. D.

**WARREN, BAILY**  
KGS, San Diego, Calif.

**WARREN, C. J.**  
KFFA, Helena, Ark.

**WARREN, JOE**  
KROD, El Paso, Tex.

**WARREN, O. W.**  
KARK, Little Rock, Ark.

**WARRINGTON, FRANK**  
WJR, Detroit, Mich.

**WATKINS, JOHN**  
WCKY, Cincinnati, Ohio

**WATSON, GEORGE**  
WBBM, Chicago, Ill.

**WATTERS, BILL**  
KADA, Ada, Okla.

**WATTERS, JOE**  
KNX, Hollywood

**WATTS, DUANE L.**  
KHAS, Hastings, Nebr.

**WAYNE, BOB**  
WDGY, Minneapolis, Minn.

**WAYNE, CARTER**  
WHK, Cleveland, Ohio

**WAYNE, STUART**  
KYW, Philadelphia, Pa.

**WEAKLEY, SCOTT**  
KROW, Oakland, Calif.

**WEATHERWAX, JACK**  
CJKL, Ontario, Can.

**WEAVER, BEN**  
KPO, San Francisco, Calif.

**WEAVER, FRANK**  
KSRO, Santa Rosa, Calif.

**WEAVER, JACKSON**  
WMAL, Washington, D. C.

**WEBB, GENE**  
WSNY, Schenectady, N. Y.

**WEBB, HUGH**  
WJHO, Opelika, Ala.

**WEBBER, FRED**  
WFIL, Philadelphia, Pa.

**WEBBER, GRANT**  
CFRN, Edmonton, Alta.

**WEBER, FRED**  
WSOY, Decatur, Ill.

**WEBSTER, CURT**  
WNOX, Knoxville, Tenn.

**WEEKS, JOSEPH**  
CBS, New York

**WEEKS, FRANCIS**  
WILL, Urbane, Ill.

**WEEKS, WARREN**  
KEX, KGW, Portland, Ore.

**WEIGLE, FRANN**  
WLAV, Grand Rapids, Mich.

**WELCH, CPL. WALTER**  
WVCX, Sitka, Alaska

**WELDON, PAUL E.**  
KWRC, Fendleton, Ore.

**WEIR, BOB**  
CKCK, Regina, Sask.

**WELLING, FRANK**  
WCHS, Charleston, W. Va.

**WELLS, EARL**  
KFPW, Fort Smith, Ark.

**WELTMER, FRANK**  
KTMS, Santa Barbara, Calif.

**WENZINGER, MAURICE**  
KGFV, Yearney, Nebr.

**WEST, BOB**  
WMAL, Washington, D. C.

**WESNER, LeROY**  
WEJN, Racine, Wisc.

**WESTBY, SELMER**  
KGB, San Diego, Calif.

**WESTERKAMP, DICK**  
WTIC, Hartford, Conn.

**WESTOVER, JAMES**  
WGL, Fort Wayne, Ind.

**WHEAT, RAY**  
WJOB, Hammond, Ind.

**WHEATLEY, DAVID**  
WJAC, Johnstown, Pa.

**WHEDBEE, CHARLES**  
WGTC, Greenville, N. C.

**WHEELER, TONY**  
WFIL, Philadelphia, Pa.

**WHITAKER, M. E.**  
CFLC, Brackville, Ont., Can.

**WHITE, ELIZABETH**  
WGTM, Wilson, N. C.

**WHITE, KATHRYN**  
WNOX, Knoxville, Tenn.

**WHITE, LARRY**  
WOLF, Syracuse, N. Y.

**WHITE, MORGAN**  
KSUB, Cedar City, Utah

**WHITE, PAT**  
KTBS, Shreveport, La.

**WHITE, VERNON**  
KSFO, San Francisco, Calif.

# ANNOUNCERS

**WHITE, WORTH W.**  
WPTF, Raleigh, N. C.

**WHITELEATHER, MELVIN**  
KYW, Philadelphia, Pa.

**WHITESIDES, F. C., JR.**  
KTFM, Temple, Tex.

**WHITEFIELD, ROWENA**  
WGAA, Cedartown, Ga.

**WHITLEY, JAMES**  
WGBR, Goldsboro, N. C.

**WHITLEY, WHIT**  
WRR, Dallas, Tex.

**WHITLOCK, FRANCES**  
WMBI, Chicago, Ill.

**WHITMAN, GAYNE**  
General Westinghouse.

**WHITNEY, DENMAN**  
KQW, San Jose, Calif.

**WHITNEY, EDMUND**  
KQW, San Jose, Calif.

**WICHMANN, WM. P.**  
WLBL, Stevens Point, Wis.

**WICKS, JOHN W.**  
WATW, Ashland, Wis.

**WIDDER, DAVID**  
KCKN, Kansas City, Kans.

**WIDMARK, HERB**  
WDSM, Superior, Wis.

**WIDOE, RUSS**  
WIND, Gary, Ind.

**WIEDNER, JEANNE**  
WKBB, Dubuque, Iowa

**WIETHUCHTER, PFC. FRED**  
WVCX, Sitka, Alaska

**WILBANKS, ALLEN**  
KGKL, San Angelo, Tex.

**WILCOX, HARLOW**  
Fibber McGee & Molly, Amos  
'N' Andy, Mayor of the Town,  
Blondie, Maxwell House.

**WILCOX, PAUL**  
KGMB, Honolulu, Hawaii

**WILCURT, ARLEN**  
WMBI, Chicago, Ill.

**WILLARD, DICK**  
WOR

**WILLARD, GEORGE**  
WOR

**WILLIAMS, PVT. EARL**  
WVCX, Sitka, Alaska

**WILLNITE, HOWARD**  
WSOY, Decatur, Ill.

**WILLIAMS, BARBARA ANNE**  
WAJR, Morgantown, W. Va.

**WILLIAMS, BEN.**  
WTOC, Savannah, Ga.

**WILLIAMS, CLIFFORD**  
KPO, San Francisco, Calif.

**WILLIAMS, DICK**  
WCPO, Cincinnati, Ohio

**WILLIAMS, EARL**  
KOB, Albuquerque, N. M.

**WILLIAMS, KEN**  
WPBR, Baltimore, Md.

**WILLIAMS, RUSS**  
WCOL, Columbus, Ohio

**WILLIAMS, VERNE**  
WESX, Marblehead, Mass.

**WILLIAMS, VERNON**  
KGBX, Springfield, Mo.

**WILLIAMS, WELCH**  
WCED, DuBois, Pa.

**WILLIS, GORDON**  
KQW, San Jose, Calif.

**WILLS, ANN**  
WATW, Ashland, Wis.

**WILLS, HARRY**  
WATW, Ashland, Wis.

**WILLSE, WM.**  
WITH, Baltimore, Md.

**WILLSON, JIMMIE**  
WAPI, Birmingham, Ala.

**WILMART, ALBERT E.**  
KTKC, Visalia, Calif.

**WILSON, DAVE**  
KFH, Wichita, Kans.

**WILSON, DON**  
Grape Nuts Flakes Program,  
NBC.

**WILSON, BERT**  
WJJD, Chicago, Ill.

**WILSON, DONALD**  
WSAU, Wausau, Wis.

**WILSON, F. R.**  
KEEW, Brownsville, Tex.

**WILSON, FRANCES**  
KTUL, Tulsa, Okla.

**WILSON, GEORGE**  
WSTV, Steubenville, Ohio

**WILSON, HERMAN**  
KUTA, Salt Lake, City, Utah

**WILSON, JACK, JR.**  
KEEW, Brownsville, Tex.

**WILSON, KENNETH**  
WMBS, Uniontown, Pa.

**WILSON, PAT**  
WSAZ, Huntington, W. Va.

**WILSON, STUART**  
WHAM, Rochester, N. Y.

**WILSON, W. W.**  
KEEW, Brownsville, Tex.

**WILTON, ROBERT**  
KVEC, San Luis Obispo, Calif.

**WING, EARL**  
KSAN, San Francisco, Calif.

**WINN, WILLIAMS**  
WJTN, Jamestown, N. Y.

**WINTERS, DON**  
KLX, Oakland, Calif.

**WITTON, BLOIS H.**  
CFOS, Owen Sound, Ont.

**WOLD, JOHN ALLEN**  
Coca Cola "The Pause That  
Refreshes," Cream of Wheat,  
"Let's Pretend," "School of  
the Air," CBS, New York.

**WOLF, ROSEMARY**  
WWNY, Watertown, N. Y.

**WOOD, BOB**  
WTOP, Washington, D. C.

**WOODARD, RAY**  
WFNC, Fayetteville, N. C.

**WOODWARD, DUTCH**  
KMMJ, Grand Island, Nebr.

**WOOLF, JOHN**  
KDYL, Salt Lake City, Utah

**WOOLFRIES, ANDREW G.**  
WMT, Cedar Rapids; KRNT,  
KSO, Des Moines, Iowa.

**WOOLEY, HARRISON**  
KFRC, San Francisco, Calif.

**WORKHOVEN, MERRILL**  
KELO, Sioux Falls, S. D.

**WORLEY, DAVID R.**  
KGLU, Safford, Ariz.

**WORTENDYKE, ROBERT**  
WTRY, Troy, N. Y.

**WRAY, HALL**  
WGAA, Cedartown, Ga.

**WRIGHT, BLOYCE**  
WKY, Oklahoma City, Okla.

**WRIGHT, BURTON**  
WKY, Oklahoma City, Okla.

**WRIGHT, HOLLIS**  
WRC, Washington, D. C.

**WRIGHT, ROGERS**  
KBTM, Jonesboro, Ark.

**WRIGHT, STERLING W.**  
WSPA, Spartanburg, S. C.

**WRIGHT, WILL**  
KDYL, Salt Lake City, Utah

**WYATT, BILL**  
NBC

**WYATT, DEWITT**  
WMMN, Fairmont, W. Va.

**WYLY, RUSSELL**  
WLAC, Nashville, Tenn.

## — Y —

**YEAROUT, BILL**  
KWTO, Springfield, Mo.

**YELLUM, ELLMORE**  
WKNY, Kingston, N. Y.

**YERKA, HAROLD**  
CJCA, Alberta, Can.

**YOUNG, EDWARD P.**  
KDKA, Pittsburgh, Pa.

**YOUNG, JOHN**  
WREN, Lawrence, Kans.

**YOUNG, MARIETTA**  
WSAZ, Huntington, W. Va.

**YOUNG, MURRAY**  
WHK, Cleveland, Ohio

**YOUNG, NORMAN**  
WGNC, Gastonia, N. C.

**YOUNG, ROBERT**  
WAOV, Vincennes, Ind.

**YOUNGBLOOD, WESLEY**  
KFYO, Lubbock, Tex.

**YULL, D.**  
CJIC, Saulte Ste. Marie, Ont.

## — Z —

**ZABLETOVICH, ELEANOR**  
WHOM, Jersey City, N. J.

**ZANCKER, NORMAN D.**  
KSAL, Salina, Kans.

**ZAPEL, ARTHUR, JR.**  
WGL, Fort Wayne, Ind.

**ZIEGLER, AL**  
KOBH, Rapid City, S. C.

**ZIEMER, GREGOR**  
WLW, Cincinnati, Ohio

**ZIMMON, HAROLD**  
WPRO, Providence, R. I.

**ZYBERG, ED**  
KROX, Sacramento, Calif.

# SPORTS COMMENTATORS



And Their Work During 1943



## — A —

**ALBURY, BOB**  
WBQ, Memphis, Tenn.

**ALDEN, JERRY**  
WSNJ, Bridgeton, N. J.

**ALLEN, DR. F. C. "PHOG"**  
KFKU, Lawrence, Kans.

**ALTMAN, RICHARD**  
WKAT, Miami Beach, Fla.

**AMES, DON**  
KXEL, Waterloo, Iowa

**ARLOW, HERB**  
CJKL, Ontario, Can.

**ARMSTRONG, FRANK**  
WJPR, Greenville, Miss.

**ARMSTRONG, STAN**  
CJCA, Alberta, Can.

**ARNELL, PETER**  
WPEN, Philadelphia, Pa.

**ARTHUR, FRANK**  
KMJ, Fresno, Calif.

## — B —

**BABCOCK, BILL**  
WMMN, Fairmont, W. Va.

**BAKER, C. W.**  
KLPM, Minot, N. D.

**BAKER, CY**  
WOAI, San Antonio, Tex.

**BALCH, ALLEN**  
KGKB, Tyler, Tex.

**BALLARD, GEORGE**  
WGBG, Greensboro, N. C.

**BARBER, RED**  
WHN, New York, N. Y.

**BARRY, JIM**  
WGH, Newport News, Va.

**BATEY, DICK**  
CJVI, Victoria, B. C., Can.

**BAUER, GEORGE**  
WMBD, Peoria, Ill.

**BELL, TED**  
KRSC, Seattle, Wash.

**BENNETT, RAY**  
KBUR, Burlington, Iowa

**BENSON, RALPH**  
KOL, Seattle, Wash.

**BERKOWITZ, MILT**  
WNBC, Hartford, Conn.

**BERMAN, SANFORD**  
WHLB, Virginia, Minn.

**BISHOP, BURTON**  
KTEM, Temple, Tex.

**BLAIN, JIM**  
WPAR, Parkersburg, W. Va.

**BLAIN, LEE**  
WBML, Macon, Ga.

**BLUE, IRA**  
KQW, San Jose, Calif.  
KLX, Oakland, Calif.

**BOCHMAN, BILL**  
WCOS, Columbia, S. C.

**BOLICH, R. T.**  
WJMS, Ironwood, Mich.

**BOX, VES**  
KRLD, Dallas, Tex.

**BOYD, HARVEY R.**  
KPLT, Paris, Tex.

**BOYDEN, WM.**  
WKBZ, Muskegon, Mich.

**BOYER, JOHN F.**  
KDKA, Pittsburgh, Pa.

**BRADLEY, BILL**  
WGY, Schenectady, N. Y.

**BRADSHAW, F. HERMAN**  
KGLU, Safford, Ariz.

**BRANDY, JOSEPH R.**  
WSLB, Ogdensburg, N. Y.

**BRATTON, RUSSELL**  
WKMO, Kokomo, Ind.

**BREINING, PAUL M.**  
WMRF, Lewistown, Pa.

**BRENGEL, BILL**  
WWL, New Orleans, La.

**BRITT, JOHN**  
WGBR, Goldsboro, N. C.

**BROWN, J. ALLEN**  
WFOY, St. Augustine, Fla.

**BROWN, BILL**  
KYA, San Francisco, Calif.

**BROWN, MAX**  
KHAS, Hastings, Nebr.

**BROWNE, FRANK**  
KTHS, Ark.

**BURICK, MARVIN**  
WIOD, Miami, Fla.

**BURICK, SI.**  
WHIO, Dayton, Ohio

**BURRIL, SCOTT**  
WCAT, Rapid City, S. D.

**BUXBAUM, PHIL, JR.**  
WELI, New Haven, Conn.

**BYRUM, BUCK**  
WSIX, Nashville, Tenn.

## — C —

**CAIN, DOYLE**  
KFXD, Nampa, Idaho

**CALHOUN, BRUCE**  
KIRO, Seattle, Wash.

**CAMPAGNA, TED**  
WDAY, Fargo, N. D.

**CARMICHAEL, LES.**  
WFOR, Hattiesburg, Miss.

**CARNE, BERT**  
KGFJ, Los Angeles, Calif.

**CARNEGIE, TOM**  
WOWO, Ft. Wayne, Ind.

**CARPENTER, JAMES D.**  
WKBB, Dubuque, Iowa

**CARR, TOM**  
WTIC, Hartford, Conn.

**CARBOLL, JIM**  
KWYO, Sheridan, Wyo.

**CASE, JOHN G.**  
WVNY, Watertown, N. Y.

**CATON, EARL**  
WSTP, Salisbury, N. C.

**CHAMBERLAIN, CARL**  
WSAY, Rochester, N. Y.

**CHARVAT, JACK**  
KTUL, Tulsa, Okla.

**CHIOZZA, LOU**  
WBQ, Memphis, Tenn.

**CHURCHILL, NELSON**  
WNAC, Boston, Mass.

**CLANCY, ROY**  
WMFJ, Daytona Beach, Fla.

**CLAWSON, LEW**  
WVVA, Wheeling, W. Va.

**CLUNEY, JOHN**  
WATR, Waterbury, Conn.

**COHEN, LESTER**  
WMBS, Uniontown, Pa.

**CONRAD, STAN**  
WMFR, High Point, N. C.

**COOK, BOB**  
WGBR, Goldsboro, N. C.  
WPAR, Parkersburg, W. Va.

**COOK, JAMES**  
WORD, Spartanburg, S. C.

**CORNISH, WORTHEN**  
WGAN, Portland, Me.

**CORRAY, FRED**  
WILL, Urbana, Ill.

**CORSON, BARNEY**  
KMA, Shenandoah, Iowa

**COSTIN, JAMES**  
WSBT, South Bend, Ind.

**COUGHLIN, ROUNDY**  
WIBA, Madison, Wis.

**COUMONT, FRANK J.**  
KVAN, Vancouver, Wash.

**COWEL, DICK**  
KPLT, Paris, Tex.

**COZAD, FLOYD V.**  
WLPM, Suffolk, Va.

**CRADDOCK, JACK**  
WKPA, New Kensington, Pa.

**CRAGO, DICK**  
WRUF, Gainesville, Fla.

**CRAIN, OSCAR**  
KFPY, Spokane, Wash.

**CRUICKSHANK, GERALD**  
CKNX, Wingham, Can.

**CRUMRINE, G. A.**  
KVNU, Logan, Utah

**CUMMINS, CHARLIE**  
KEEW, Brownsville, Tex.

## — D —

**DAILEY, TOM**  
WKAT, Miami Beach, Fla.

**DAILEY, TOM**  
WOW, Omaha, Nebr.

**DAVIES, BOB**  
KVAK, Atchison, Kans.

**DAVER, ROBERT**  
WFAS, White Plains, N. Y.

**DAVIS, CHARLIE**  
WFBC, Greenville, S. C.

**DAVIS, DON**  
KEVE, Everett, Wash.

**DAVIS, EDIE**  
WTOC, Savannah, Ga.

**DAVIS, JACK**  
WALL, Middletown, N. Y.

**DAVISON, RANDALL**  
WAIM, Anderson, S. C.

**DAWSON, BUD**  
KBIZ, Ottumwa, Iowa

**DENNIS, DINTY**  
WQAM, Miami, Fla.

**DENTLER, WARREN**  
KEYS, Corpus Christi, Tex.

**DESCARREAU, MAURICE**  
CHRC, Quebec, Que.

**DESMOND, CONNIE**  
WHN, New York, N. Y.

**DILL, GLEN**  
WTSP, St. Petersburg, Fla.

**DILWORTH, ROY**  
CBL, Toronto, Ont.  
CJBC, Toronto, Ont.

**DOLAN, JIMMY**  
CBS  
**DORWEILER, PHIL**  
KVFD, Fort Dodge, Ia.  
**DUNCAN, EDDIE**  
WSN, Henderson, Ky.  
**DUNPHY, DON**  
WINS, New York City  
**DURBIN, DON**  
WEW, St. Louis, Mo.  
**DWYER, DAN**  
WOLF, Syracuse, N. Y.  
**DYER, BILL**  
WITH, Baltimore, Md.

— E —

**EBEL, JIM**  
WILL, Urbana, Ill.  
**EDWARDS, WEBER**  
KGMB, Honolulu, Hawaii  
**EGENROAD, CHARLES**  
WSBT, South Bend, Ind.  
**ELKINS, LISTON**  
WAXX, Waycross, Ga.  
**ELLIOTT, DOYCE**  
KXOX, Sweetwater, Tex.  
**ELSTAD, STANLEY**  
KFPY, Spokane, Wash.  
**ELVIN, RALPH**  
WLOK, Lima, Ohio  
**ERIN, BILL**  
WIZE, Springfield, Ohio  
**EUBANKS, BLAIR**  
WTAR, Norfolk, Va.  
**EVANS, ROBERT**  
WSPD, Toledo, Ohio

— F —

**FARIS, CLINTON**  
WGTM, Wilson, N. C.  
**FAULKNER, WM.**  
WISH, Indianapolis, Ind.  
**FAY, JOSEPH A.**  
WPRO, Providence, R. I.  
**FELDMAN, BOB**  
WMAS, Springfield, Mass.  
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WCBM, Baltimore, Md.  
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WSIX, Nashville, Tenn.  
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WSLS, Roanoke, Va.  
**FISHER, JERRY**  
KVIC, Victoria, Tex.  
**FISHER, RALPH**  
KVAN, Vancouver, Wash.  
**FITZGERALD, BILL**  
WCLS, Joliet, Ill.  
**FLANAGAN, EUGENE L.**  
WPTY, Raleigh, N. C.  
**FLANNAGAN, PAT**  
WBBM, Chicago, Ill.  
**FLYNN, ARTHUR**  
WLaw, Lawrence, Mass.  
**FOSTER, "BUD"**  
KFAA, Fairbanks, Alaska  
**FOSTER, FRANK**  
WHDL, Olean, N. Y.  
**FOSTER, HARRY ("Red")**  
CFRB, Toronto, Ont.  
**FOSTER, JACK**  
WCKY, Cincinnati, Ohio  
**FOX, CARL**  
KGBX, Springfield, Mo.  
KWTO, Springfield, Mo.

**FRECH, EDWARD**  
WMAN, Mansfield, Ohio  
**FREDERICK, CALVIN**  
KVOR, Colorado Springs, Colo.  
**FRENCK, PETE**  
WHAS, Louisville, Ky.  
**FRINK, BILL**  
WTRC, Elkhart, Ind.

— G —

**GALLIVAN, D. L.**  
CJFX, Nova Scotia, Can.  
**GARCIA, PEDRO JUAN**  
WPAB, Ponce, Puerto Rico  
**GARCIA, RAY**  
KFMB, San Diego, Calif.  
**GARDNER, CARROLL "PINK"**  
WSNY, Schenectady, N. Y.  
**GARNES, CLARENCE**  
KFBI, Wichita, Kans.  
**GEEHAN, JERRY**  
KMO, Tacoma, Wash.  
**GIBBINS, JAMES**  
WMAL, Washington, D. C.  
**GILLIN, WILLIAM P.**  
KLZ, Denver, Colo.  
**GILLUNG, BILL**  
WCED, DuBois, Pa.  
**GIVEN, KEN**  
WLBj, Bowling Green, Ky.  
**GLICKMAN, MARTY**  
WHN, New York, N. Y.  
**GOLIGHTLY, GROVER**  
WSPA, Spartanburg, S. C.  
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**GREGORY, LLOYD**  
KPRC, Houston, Tex.  
**GWYNN, Z. V.**  
WDNC, Durham, N. C.

— H —

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WCAU, Philadelphia, Pa.  
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**HEILMAN, HARRY**  
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**HENDERSON, ART**  
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WNAD, Norman, Okla.  
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WRBL, Columbus, Ga.  
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WTCN, Minneapolis, Minn.  
**HILL, BILL**  
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**HILL, DON**  
WAVE, Louisville, Ky.  
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KINY, Juneau, Alaska  
**HILTON, CHARLES**  
KORE, Eugene, Ore.  
**HITCHCOCK, JACK**  
KOA, Denver, Colo.  
**HOBGOOD, BOB**  
WMPS, Memphis, Tenn.  
**HODGE, THEODORE**  
WTBO, Cumberland, Md.  
**HODGES, RUSS**  
WOL, Washington, D. C.  
**HOGAN, T. G.**  
WATW, Ashland, Wis.  
**HOGBIN, FINLEY**  
WDAN, Danville, Ill.  
**HOLLAND, LEONARD**  
KFJZ, Fort Worth, Tex.  
**HOLT, RUSS**  
WOLS, Florence, S. C.

**HOOPER, JACK**  
WMBG, Richmond, Va.  
**HOURIGAN, FRANCIS**  
WDAN, Danville, Ill.  
**HOYT, WAITE**  
WKRC, Cincinnati, Ohio  
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WCOL, Columbus, Ohio  
**HUNTER, JAMES**  
WSVA, Harrisonburg, Va.  
**HUNTER, RIG.**  
KHUB, Watsonville, Calif.  
**HUNTINGTON, CLAY**  
KTBI, Tacoma, Wash.  
**HURST, WILSON**  
KWFC, Hot Springs, Ark.  
**HUSING, TED**  
CBS  
**HUSS, J. W.**  
WJMS, Ironwood, Mich.  
**HUSSEY, TOM**  
WNAC, Boston, Mass.

— I —

**INGALLS, WALLY**  
WSTU, Steubenville, Ohio  
**INGSTAD, BOB**  
KOVV, Valley City, N. D.

— J —

**JACKSON, BUD**  
KVOO, Tulsa, Okla.  
**JASEN, PHILIP**  
WTAG, Worcester, Mass.  
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WKMO, Kokomo, Ind.

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 WPDQ, Jacksonville, Fla.  
**JOHNSEN, CLIF**  
 KLX, Oakland, Calif.  
**JOHNSON, ROLLIE**  
 WCCO, Minneapolis, Minn.  
**JOHNSTONE, FRED**  
 CKWS, Kingston, Ont., Can.  
**JORDAN, CHARLIE**  
 WRR, Dallas, Tex.  
**JOYNER, FRED**  
 WFMJ, Youngstown, Ohio

— K —

**KANE, JACK**  
 WHEB, Portsmouth, N. H.  
**KELLEY, BOB**  
 WGAR, Cleveland, Ohio  
 WJR, Detroit, Mich.  
**KELLOGG, ROBERT**  
 KGFV, Kearney, Nebr.  
**KELLY, SPEED**  
 KLX, Oakland, Calif.  
**KENNARD, STEWART**  
 WFBR, Baltimore, Md.  
**KENDRICK, PHIL**  
 KRBC, Abilene, Tex.  
**KENLO, JOHNNY**  
 KALB, Alexandria, La.  
**KENT, GEORGE**  
 WCPO, Cincinnati, Ohio  
**KIELLEY, SAM**  
 WDSM, Superior, Wisc.  
**KINNAIRD, HARRY**  
 WBLK, Clarksburg, W. Va.  
**KIRBY, BILL**  
 WEAU, Eau Claire, Wisc.  
**KIRBY, LEE**  
 WBT, Charlotte, N. C.  
**KLEM, RED**  
 KPAC, Port Arthur, Tex.  
**KLEY, HERBERT A.**  
 WMAM, Marinette, Wisc.  
**KLIMENT, BOB**  
 WEBR, Buffalo, N. Y.  
**KLISE, RODERIC**  
 KHQ, Spokane, Wash.  
 KGA, Spokane, Wash.  
**KNUTSEN, MILO**  
 KROC, Rochester, Minn.  
**KOBERNAT, RALPH**  
 KGGM, Albuquerque, N. M.  
**KOEGLER, JOE**  
 KPAB, Laredo, Tex.  
**KOESTER, TONY**  
 KFBX, Sacramento, Calif.  
**KOTHE, DICK**  
 KDAL, Du'uth, Minn.  
**KRITZER, CY**  
 WEBR, Buffalo, N. Y.  
**KROECK, LOUIS F.**  
 KTMS, Santa Barbara, Calif.

— L —

**LAIRD, BEN A.**  
 WOSH, Oshkosh, Wisc.  
**LAKE, BARRY**  
 WHO, Des Moines, Iowa  
**LANDIS, DeWITT**  
 KFYO, Lubbock, Tex.  
**LASSEN, LEO**  
 KRSC, Seattle, Wash.  
**LAWRENCE, JAMES**  
 KOVO, Provo, Utah  
**LEAR, ELI (King)**  
 WBRY, Waterbury, Conn.

**LEE, BERT**  
 WHN, New York, N. Y.

**LEE, FRANK**  
 WMMN, Fairmont, W. Va.  
**LEE, JOE**  
 KGFF, Shawnee, Okla.  
**LENTZ, ART**  
 WIBA, Madison, Wisc.  
**LEO, FRED**  
 WMBD, Peoria, Ill.  
**LESPEANCE, ZOTIQUE**  
 CKAC, Montreal, Que.  
**LEWIS, ART**  
 WOWO, Ft. Wayne, Ind.  
**LIBBY, JOHN C.**  
 WCOU, Lewiston, Me.  
**LINDSAY, ART**  
 KXRO, Aberdeen, Wash.  
**LOCHMAN, WALT**  
 KMBC, Kansas City, Mo.  
**LOWE, JACKSON**  
 WWDC, Washington, D. C.  
**LOWERY, BILL**  
 KTHS, Hot Springs, Ark.  
**LUCE, DEAN**  
 WCHV, Charlottesville, Va.  
**LUND, VICTOR H.**  
 WAOV, Vincennes, Ind.  
**LUNDQUIST, ELDON**  
 WTRC, Elkhart, Ind.

— M —

**McALISTER, R. B.**  
 KICA, Clovis, N. M.  
**McCARTHY, RICHARD**  
 WTHT, Hartford, Conn.  
**McDEVITT, JEROME**  
 WBLK, Clarksburg, W. Va.  
**McDONALD, ARCH**  
 WTOP, Washington, D. C.  
**McDONALD, JACK**  
 KLX, Oakland, Calif.  
**McDONALD, L. A.**  
 CFXY, Charlottetown, P.E.I.,  
 Can.  
**McDONALD, SANDY**  
 WDSM, Superior, Wisc.  
**McGOWAN, GEORGE L.**  
 KINY, Juneau, Alaska  
**McINTIRE, RUSSELL**  
 WSTP, Salisbury, N. C.  
**McKEE, BURTT**  
 WAPI, Birmingham, Ala.  
**McKNIGHT, MES**  
 CFRB, Ontario, Can.  
**McLEAN, CECIL**  
 CJFX, Nova Scotia, Can.  
**McLEAN, NORMAN**  
 WRRN, Warren, Ohio  
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 WIP, Philadelphia, Pa.  
**McNEILLIS, TOM**  
 WKNY, Kingston, N. Y.  
**McRANEY, BOB**  
 WCBI, Columbus, Miss.  
**McTIGUE, HARRY**  
 WINN, Louisville, Ky.  
**MacDONALD, JACK**  
 KCA, San Francisco, Calif.  
**MACK, BILL**  
 WEDC, Chicago, Ill.  
**MacLEAN, JOHN**  
 WGKV, Charleston, W. Va.  
**MANN, JOSEPH**  
 WKWK, Wheeling, W. Va.  
**MANN, STU**  
 WDGC, Minneapolis, Minn.  
**MANNING, TOM**  
 WTAM, Cleveland, Ohio  
**MARGET, MANNY**  
 KVOX, Moorhead, Minn.  
**MARKEL, ARTHUR**  
 WJAR, Providence, R. I.  
**MARSHALL, NORMAN**  
 CKPC, Ontario, Can.

**MARTIN, DAVE**  
 WRUF, Gainesville, Fla.  
**MARTIN, JACK**  
 WKBH, LaCrosse, Wisc.  
**MASON, MAURICE BABE**  
 KVAK, Atchison, Kans.  
**MATHEWS, TOM**  
 WFLA, Tampa, Florida  
**MAYHEW, F. E. ("Tiny")**  
 KASA, Elk City, Okla.  
**MACNARD, BILL**  
 KTTS, Springfield, Mo.  
**MERKER, CLARENCE**  
 KVEC, San Luis Obispo, Calif.  
**MEYER, AL**  
 KPOW, Powell, Wyo.  
**MICHAELS, BILL**  
 KABC, San Antonio, Tex.  
**MILLER, PAUL J.**  
 WWVA, Wheeling, W. Va.  
**MILLER, OMER ("Pokie")**  
 WPAY, Portsmouth, Ohio  
**MILNER, GENE**  
 KHQ, Spokane, Wash.  
**MITCHELL, FRANK**  
 WAXX, Wavercross, Ga.  
**MOBLEY, ERNEST**  
 WAPO, Chattanooga, Tenn.  
**MOLEN, SAM**  
 WCHS, Charleston, W. Va.  
**MOOREHEAD, TOM**  
 WFIL, Philadelphia, Pa.  
**MORGAN, RAY**  
 WFTL, Ft. Lauderdale, Fla.  
**MORGAN, WORTH**  
 WGAA, Cedartown, Ga.  
**MORLEY, BERNARD**  
 WHCU, Ithaca, N. Y.  
**MORLEY, EDWARD S.**  
 WHCU, Ithaca, N. Y.  
**MORRIS, TRUMAN**  
 WOMI, Owensboro, Ky.  
**MORRISON, ARTHUR**  
 CKRC, Manitoba, Can.  
**MORRISON, G. W.**  
 WPTF, Raleigh, N. C.  
**MORTON, EARL**  
 CHNS, Halifax, N. S.  
**MULLINAX, EDWIN**  
 WLAG, LaGrange, Ga.  
**MURPHY, WILLIAM**  
 KFYR, Bismark, N. Dak.  
**MURRAY, FRANNY**  
 WIBG, Philadelphia, Pa.  
**MUZZY, JAMES**  
 WHBC, Canton, Ohio

— N —

**NESBITT, DICK**  
 WKRC, Cincinnati, Ohio  
**NEWKIRK, ALFRED B.**  
 WICA, Ashtabula, Ohio  
**NOBLE, CARL**  
 WDAN, Danville, Ill.  
**NOLAN, TOMMY**  
 WFBC, Greenville, S. C.  
**NOLL, HERMAN**  
 WKOK, Sunbury, Pa.  
**NORMANDIN, MIKE**  
 CKAC, Montreal, Que.  
**NOYES, CURT**  
 WESX, Marblehead, Mass.

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**OBERTEUFFER, DELBERT**  
 WOSU, Columbus, Ohio  
**O'BRIEN, JOE**  
 WMCA, New York, N. Y.  
**OFFICER, JIM**  
 WREN, Lawrence, Kans.  
**O'HAIRE, GENE**  
 WGY, Schenectady, N. Y.

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WMIN, St. Pauls, Minn.  
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WIL, St. Louis, Mo.  
**OVINGTON, RAY**  
KDYL, Salt Lake City, Utah  
**OWENS, MOREY**  
WROK, Rockford, Ill.

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KATE, Albert Lea, Minn.  
**PARKER, JACK**  
WJIM, Lansing, Mich.  
**PARKES, HAL**  
KROW, Oakland, Calif.  
**PASTERNAK, DAVE**  
WIL, St. Louis, Mo.  
**PATRICK, VAN**  
WBEN, Buffalo, N. Y.  
**PENGR, MARSHALL**  
KRNR, Roseburg, Ore.  
**PETERSON, JACK**  
WIS, Columbia, S. C.  
**PETTEGREW, WIB**  
WOSU, Columbus, Ohio  
**PHILLIPS, BILLY**  
KIDO, Boise, Idaho  
**PIERCE, HAROLD**  
WIGN, Medford, Wisc.  
**PLOWMAN, M. W.**  
KWAT, Watertown, S. Dak.  
**PLUMMER, BILL**  
KWKW, Pasadena, Calif.  
**PORCHER, HASKELL**  
WAYS, Charlotte, N. C.

**POWERS, PERCY**  
WSLI, Jackson, Miss.  
**PRINCE, BOB**  
WJAS, Pittsburgh, Pa.

— Q —

**QUIGLEY, E. C. ("Ernie")**  
WIBW, Topeka, Kans.

— R —

**RAPEIFF, KEN**  
WICC, Bridgeport, Conn.  
**RATHBUN, JACK**  
WCOA, Pensacola, Fla.  
**REED, CARL**  
WHEB, Portsmouth, N. H.  
**REEF, WALLY**  
KFEL, Denver, Colo.  
**REEVE, RAY**  
WRAL, Raleigh, N. C.  
**REID, DUKE**  
KGGY, Scottsbluff, Nebr.  
**REILLY, JACK**  
KYW, Philadelphia, Pa.  
**REYNOLDS, BOB**  
WEIM, Fitchburg, Mass.  
**RHODES, DUSTY**  
KPAC, Port Arthur, Tex.  
**RICHARDSON, BOB**  
CHEX, Ontario, Can.  
**RILEY, DON**  
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KGBS, Harlingen, Tex.  
**ROBERTSON, STEVE**  
KOA, Denver, Colo.

**RODGERS, DAVE**  
WFBB, Indianapolis, Ind.  
**ROHWER, JOHN**  
KROS, Clinton, Ia.  
**ROSS, HOKE**  
KSWO, Lawton, Okla.  
**ROTHRUM, BILL**  
WSYR, Syracuse, N. Y.  
**ROUCH, OTTIS**  
WTJS, Jackson, Tenn.  
**RYKARD, BRIM**  
WIS, Columbia, S. C.

— S —

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**SAWYER, TOM**  
WDBO, Orlando, Fla.  
**SCHREIBER, MARK**  
KMYR, Denver, Colo.  
**SCHROTT, BOB**  
KHSL, Chico, Calif.  
**SCHUSS, AL**  
KEVR, Seattle, Wash.  
**SCOTT, CHARLES P.**  
KTCC, Visalia, Calif.  
**SEARLES, NEIL K.**  
WEMP, Milwaukee, Wisc.  
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CBL, Toronto, Ont.  
CJBC, Toronto, Ont.  
**SEXTON, MORGAN**  
KROS, Clinton, Ia.  
**SHEFFER, MAX**  
WHBU, Anderson, Ind.  
**SHELBOURNE, MANLON**  
WPAD, Paducah, Ky.

HARRY  
WISMER



Blue Network  
Sports Director



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WBBM, Chicago, Ill.

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WTRY, Troy, N. Y.

**SHUGRUE, E.**  
WNAB, Bridgeport, Conn.

**SILVA, FRANK**  
WSAY, Rochester, N. Y.

**SIMMS, RAYMOND C.**  
WCAX, Burlington, Vt.

**SIMPSON, CHUCK**  
WCSC, Charleston, S. C.

**SMALLWOOD, STONEY**  
WOPI, Bristol, Tenn.

**SMITH, ROBERT**  
WOOD-WASH, Grand Rapids, Mich.

**SMITH, DOUG.**  
KMMJ, Grand Island, Neb.

**SMITH, LEE**  
WSRR, Stamford, Conn.

**SONDERGAARD, JIGGS**  
KICD, Spencer, Iowa

**SORENSEN, FRITZ**  
WFIN, Findlay, Ohio

**SPILLER, BILL**  
KPDN, Pampa, Tex.

**SPOKES, AL**  
WJTN, Jamestown, N. Y.

**STAFFORD, DALE**  
WJR, Detroit, Mich.

**STAHL, GEORGE**  
WKOK, Sunbury, Pa.

**STALLARD, DAL**  
KCMO, Kansas City, Mo.

**STANLEY, LARRY**  
KFH, Wichita, Kans.

**STANTON, PETE**  
WJPA, Washington, Pa.

**STAPLETON, W. S.**  
KFPW, Fort Smith, Ark.

**STEELE, BOB**  
WTIC, Hartford, Conn.

**STEFFES, ART**  
KWNO, Winona, Minn.

**STERN, BILL**  
NBC

**STEWART, MILTON**  
KNET, Palestine, Tex.

**STIFF, JAMES H.**  
KBST, Big Spring, Tex.

**STOKES, RICHARD**  
WGTC, Greenville, N. C.

**STUMP, GEORGE**  
KCKN, Kansas City, Kans.

**SULLIVAN, GENE**  
KFEQ, St. Joseph, Mo.

**SUTHERLAND, GEORGE**  
WFCL, Pawtucket, R. I.

**SUTHERLAND, W. C.**  
KDKA, Pittsburgh, Pa.

**SWEENEY, B. J.**  
WHKC, Columbus, Ohio

— T —

**TANKERSLEY, BILL**  
KWJB, Globe, Ariz.

**TATE, H. E.**  
CHPS, Parry Sound, Ont., Can.

**TAUB, SAM**  
Blue

**TEAR, SID**  
WMRC, Greenville, S. C.

**TEAS, CHARLES**  
KOB, Albuquerque, N. M.

**TERRY, BILL**  
WSGN, Birmingham, Ala.

**TERWEYS, TYS**  
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REED, VICTOR P.  
REES, EDWARD R.  
REGER, MURIEL  
REID, PHYLLIS  
REINMAN, VIRGINIA  
REZNICK, SIDNEY  
RICE, LORRAINE  
RICHARDS, ROBERT  
RIDGWAY, AGNES  
ROBB, JOHN C.  
ROBERTS, CURTIS  
ROBERTSON, MILTON  
ROBINSON, JACK  
ROEMER, MADGE  
ROGERS, ROXWELL  
ROMAN, LARRY  
ROSENTHAL, FAY  
ROSHKIND, MICHAEL  
ROSS, EARLE  
ROSS, SAM  
ROTHER, ROSEMARY  
RUHFEL, AL  
RYDER, LES

— S —

SAKS, SOL  
SANJEK, RUSSELL LOUIS  
SCHALANSKY, HENRY  
SCHOENFELD, BERNARD  
SCHOFIELD, PAUL  
SCHURR, CATHLEEN  
SCHWARTZ, AL  
SCOFIELD, LOUIS L.  
SCOTT, ASHMEAD  
SCOTT, CREIGHTON  
SHAFFER, ROGER A.  
SHAYKIN, LEE  
SHERDEMAN, TED E.  
SHERIN, LEO  
SHERWOOD, R. H.  
SHEVIN, FRED

SHIRER, WM. L.  
SHOEMAKER, WAYNE  
SHORT, VIOLET  
SIMON, ROBERT  
SINGER, RAYMOND  
SKELTON, MRS. EDNA  
SMITH, ABBIE H.  
SMITH, MARSHALL, JR.  
SPRAGER, HARVA KAAREN  
STANDER, ARTHUR  
STANLEY, PHIL  
STEIN, MORRIS  
STENENS, CARLYLE  
STIER, BERNICE  
STONE, WALTER  
STREET, JULIAN, JR.  
STEEN, AL  
STONE, LYNN  
STRIKER, FRAN  
SULLIVAN, JOHN  
SULLIVAN, NORMAN  
SWART, HOWARD C.  
SWIGER, WADE  
SWING, FRANCES  
SZINKUNAS, JOSEPHINE

— T —

TACKABERRY, JOHN  
TATE, NIKKI KAYE  
TAYLOR, PAT  
TERKEL, LOUIS  
THOMA, MARJORIE  
THOMAS, FRANK  
THOMAS, ROBIN  
THOMPSON, JOHN  
THURMAN, BEVERLY  
TOMLINSON, EVERETT P.  
TURNER, WALTER  
TUTHILL, DOROTHY

— U —

ULTMANN, JOHN E.

— V —

VANCE, HENRY  
VARES, GEORGE  
VITTES, LOUIS  
VOLLERS, KAY

— W —

WADE, VIRGINIA  
WAKELEE, ARTHUR H.  
WALKS, JUNE  
WALL, GILBERT  
WALLACE, BRUCE  
WALLACE, ELEANOR  
WALLISER, RUTH  
WATSON, CARL MAXWELL  
WATTS, DUANE L.  
WEBB, KEN  
WEIR, BETTY  
WELLS, GEORGE  
WERLING, RUPE  
WHEATON, GLENN  
WHEDON, JOHN  
WHITE, STELLA  
WHITNEY, MARION  
WILLIAM, HELEN  
WILLEFORD, MILDRED  
WINN, MARTHA  
WISHENGRAD, MORTON  
WITHROW, EARL  
WOEHRMEYER, HILDA C.

**WOLF, STANLEY J.**

WOLFE, CHARLES

— Y —

YANOFSKY, MARI

— Z —

ZELINKA, SIDNEY R.  
ZOUSNER, JESSE  
ZUFALL, BESS



# BACKSTAGE



## Those Engaged in Radio Production During 1943

### — A —

**ADAMS, WENDELL**  
CBS, Viva America, Sing Along, Fun With Dunn, The Colonel.

**ADAMS, WYLIE**  
Blue

**ADKINS, P. S.**  
CBF-CBM, Montreal. Que.

**AGEE, BILL**  
KUTA, Salt Lake City, Utah

**ALBINGER, ALBERT R., JR.**  
WKWK, Wheeling, W. Va.

**ALDRICH, LESTER**  
KPDN, Pampa, Texas

**ALEXIEVE, HELEN**  
KFPY, Spokane, Wash.

**ALSOB, CARLTON**  
CBS, Judy Canova Show. z

**ALTER, BENNE**  
WMT, Cedar Rapids, Ia.  
KRNT-KSO, Des Moines, Ia.

**AMBRUSTER, RUSS**

**AMES, DON**  
KXEL, Waterloo, Ia.

**AMOR, ADDISON**  
Blue

**ANDERSON, HERBERT**  
WTSP, St. Petersburg. Fla.

**ANSPACH, ELDON**  
KOIL, Omaha, Nebr.

**ARMBRISTER, CYRIL**  
Blue

**ARMOND, WILLIAM**  
WBLU, Dalton, Ga.

**ARTHUR, FRANK**  
KMJ, Fresno, Calif.

**ASH, MERRILL**  
KTAR, Phoenix, Ariz.

**ASPINWALL, HUGH M.**  
KWTO, Springfield, Mo.

**ATHEARN, BOB**  
WHEB, Portsmouth, N. H.

**AXTON, BAILEY**  
WTOP, Washington, D. C.

**AYARS, LOWELL**  
WSNJ, Bridgeton, N. J.

### — B —

#### BAKER, ART

KNX, Los Angeles, Calif.  
Meet Joe Public.

#### BAKER, JEFF

WTAR, Norfolk, Va.

#### BARBER, JAMES ALDEN

KGVO, Missoula, Mont.

#### BARCLAY, IRENE

KLX, Oakland, Calif.

#### BARTLETT, JOHN

WSGN, Birmingham. Ala.

#### BARNES, BETH

WSB, Atlanta, Ga.

#### BARNHART, LYLE D.

WBBM, Chicago, Ill.

#### BARRETT, MARTY

CBS, Harry James and His Music Makers.

#### BARRETT, BILL

WHN, New York, N. Y.

#### BARRON, KARL

KSRO, Santa Barbara, Calif.

#### BARTHE, MARCELLE

CBF, Montreal, Que.

#### BASHARA, LESTER L.

WMT, Cedar Rapids, Ia.  
KRNT-KSO, Des Moines, Ia.

#### BAUMANN, N.

CBM, Montreal, Que.

#### BEAN, HAROLD E.

WMAQ, Chicago, Ill.

#### BEASLEY, IRENE

CBS

#### BEATTY, HAROLD

WBML, Macon, Ga.

#### BELANGER, PAUL

WMAL, Washington, D. C.

#### BELL, AL

WHO, Des Moines, Ia.

#### BELL, JOSEPH

Blue

#### BENNETT, BILL

WKBZ, Muskegon, Mich.

#### BENNETT, KENYON

KLO, Ogden, Utah

#### BERGUSEN, L.

CJCA, Edmonton, Alberta

#### BERLIN, BERNARD

CHNS, Halifax, N. S.

#### BERNARD, DON

CBS, Blondie.

#### BERNS, LARRY

CBS

#### BERTRAND, F.

CKAC, Montreal, Que.

#### BIEBL, LESLIE F.

WHK, Cleveland, Ohio

#### BIONDI, F.

CKAC, Montreal, Que.

#### BLACKBURN, FREDERICK

KYCA, Prescott, Ariz.

#### BLACKETT, PATRICIA

WBBM, Chicago, Ill.

#### BLAIN, LEE

WBML, Macon, Ga.

#### BLAKE, HOWARD

NBC, Scramby Amby.

#### BLAKE, WALKER

CJCA, Edmonton, Alberta

#### BLANCHARD, LOWELL

WNOX, Knoxville, Tenn.

#### BLISS, TED

CBS, Dr. Christian.  
KNX, Los Angeles, Calif.  
Don't You Believe It.

#### BLOCKI, FRITZ

#### BLOODWORTH, JIM

CBS, Campana Serenade.

#### BLOOMFIELD, ROBERT H.

WPEN, Philadelphia, Pa.

#### BOLEN, MURRAY

NBC, Amos 'n' Andy.

#### BOSWELL, MIMS

WCBI, Columbus, Miss.

#### BOWE, GEORGE

WTIC, Hartford, Conn.

#### BOWEN, REX

KHUB, Watsonville, Calif.

#### BOWER, ROGER

WOR, New York, N. Y.

#### BOYDEN, MARC

WSBT, South Bend, Ind.

#### BOYER, BETTE

KXRO, Aberdeen, Wash.

#### BRAMSTEDT, AL

KFAR, Fairbanks, Alaska

#### BRATSBURG, HAROLD

KFPY, Spokane, Wash.

#### BRAUN, EDMUND

WCAR, Pontiac, Mich.

#### BRAUTIGAM, EDNA

WLOL, Minneapolis, Minn.

#### BRAXTON, JACK

WGBR, Goldsboro, N. C.

#### BRENEMAN, TOM

Breakfast at Sardi's, Blue

#### BRENNAN, WILLIAM

CBS, Perry Como, Joan Brooks, Raymond Scott, Music in the Air.

#### BRESCIA, PIETRO

WSM, Nashville, Tenn.

#### BREWSTER, ROBERT

NBC, Kraft Music Hall, Bob Crosby & Co.

#### BRINNON, VIRGIL

KHQ, Spokane, Wash.

#### BRITE, JAMES R.

WIOD, Miami, Fla.

#### BRITT, JOHN

WGBR, Goldsboro, N. C.

#### BROUILLET, J.

CKAC, Montreal, Que.

#### BROOKS, JACK

WHAS, Louisville, Ky.

#### BROWN, J. ALLEN

WFOY, St. Augustine, Fla.

#### BROWN, ANDY

WGBG, Greensboro, N. C.

#### BROWN, ART

WOL, Washington, D. C.

#### BROWNE, BRADFORD

NBC, Gilmore Furlough Fun. Blue. Red Ryder.



• • • PRODUCTION • • •

**BROWNE, FRANK A.**  
KTHS, Hot Springs, Ark.  
**BROWNE, G. PAUL**  
WAIM, Anderson, S. C.  
**BROWNER, PAUL**  
KMA, Shenandoah, Iowa  
**BRUCE, DWIGHT**  
WTOC, Savannah, Ga.  
**BRUNSVOLD, CONNIE**  
KMMJ, Grand Island, Neb.  
**BUBECK, HARRY H., JR.**  
WMAQ, Chicago, Ill.  
**BULLEN, REED**  
KVNU, Logan, Utah  
**BUNKER, WALTER**  
NBC Jack Benny Program.  
**BUNN, M.**  
CJRC, Winnipeg, Manitoba  
**BURRIS, DICK**  
KRNT-KSO, Des Moines, Ia.  
**BUSBYM, E. STANLEY**  
WSAP, Norfolk, Va.  
**BYRON, WARD**  
NBC

— C —

**CALDWELL, JAY**  
WOL, Washington, D. C.  
**CAMPBELL, DAVE**  
WCOS, Columbia, S. C.  
**CAMPBELL, GEORGE**  
WBAP, Fort Worth, Texas  
**CAMPBELL, KEN**  
CHEX, Petersborough, Ont.

**CANFIELD, GILBERT**  
WGKV, Charleston, W. Va.  
**CAPLAN, RUPERT**  
CBM, Montreal, Que.  
**CARLSON, C. A.**  
KIT, Yakima, Wash.  
**CARLSON, J. RALPH**  
WJTN, Jamestown, N. Y.  
**CARNEY, JOHN**  
CBS, Fun With Dunn.  
**CARPENTER, WILLIAM**  
KYW, Philadelphia, Pa.  
**CARR, HAROLD**  
WOAI, San Antonio, Texas  
**CARRAWAY, HOWARD**  
Blue  
**CARTER, MARY L.**  
WIOD, Miami, Fla.  
**CARTER, WOODBURY**  
WTRY, Troy, N. Y.  
**CARUSO, CARL**  
WBZ-WBZA, Boston, Mass.  
**CASON, FRANK**  
WSB, Atlanta, Ga.  
**CASTILLO, DEL**  
KNX, Los Angeles, Calif.  
Opportunity PDQ.  
**CATON, EARL**  
WSTP, Salisbury, N. C.  
**CAVALLO, PETER A., JR.**  
WMAQ, Chicago, Ill.  
**CAVE, WALT**  
KMJ, Fresno, Calif.  
**CHAMBERLAND, A.**  
CBF, Montreal, Que.

**CHANCE, AL**  
WBBM, Chicago, Ill.  
**CHAPMAN, ROBERT**  
KGGM, Albuquerque, N. M.  
**CHAUDOIN, R. L.**  
WSIX, Nashville, Tenn.  
**CLARE, GEORGE**  
WBBM, Chicago, Ill.  
**CLARK, DON**  
CBS, Mayor of the Town.  
**CLARKE, PAUL J.**  
WMT, Cedar Rapids, Ia.  
KRNT-KSO, Des Moines, Ia.  
**CLAWSON, LEW**  
WWVA, Wheeling, W. Va.  
**CLAYTON, BOB**  
WJIM, Lansing, Mich.  
**CLEARY, JOHN**  
Blue  
**COBB, RICHARD**  
WNAC, Boston, Mass.  
**COE, BOB**  
Blue  
**COHAN, PHIL**  
CBS, Moore-Durante Show.  
**COLEMAN, GREGORY**  
NBC

Charles Martin

● ● ● PRODUCTION ● ● ●

**COLESON, ROBERT**  
KNX, Los Angeles, Calif.  
In Time to Come.

**COLTON, LAVERN**  
WCOU, Lewiston, Me.

**CONNOR, MIKE**  
WBBM, Chicago, Ill.

**CONRAD, STAN**  
WMFR, High Point, N. C.

**CONSTANTINEAU, RENE**  
CKCV, Quebec, Que.

**COOKE, BILL**  
WCOS, Columbia, S. C.

**COOPER, KAY**  
WIBG, Philadelphia, Pa.

**CORBELL, P.**  
CKAC, Montreal, Que.

**CORNING, RALPH**  
KHSL, Chico, Calif.

**CORNING, WALTER**  
WNOX, Knoxville, Tenn.

**CORNWELL, BOB**  
KFEL, Denver, Colo.

**CORSON, BARNEY**  
KMA, Shenandoah, Ia.

**CORWIN, NORMAN**  
CBS, Columbia Presents Corwin.

**COTT, TED**

WNEW, New York, N. Y.

**COX, STANLEY A.**  
KONO, San Antonio, Texas

**CRABTREE, C. S.**  
KTPI, Twin Falls, Idaho

**CRAFTON, ALLEN**  
KFKU, Lawrence, Kans.

**CRAIG, KEN**  
KQW, San Jose, Calif.

**CRAM, RICHARD**  
WMAN, Mansfield, Ohio

**CREWS, ALBERT R.**  
WMAQ, Chicago, Ill.

**CRIST, PHIL**  
WFBF, Baltimore, Md.

**CULVER, CAL**  
KFYR, Bismark, N. D.

**CUNNINGHAM, LESLIE**  
KGMB, Honolulu, Hawaii

**CUNNINGHAM, OWEN**  
KGMB, Honolulu, Hawaii

**CUPP, ROD**  
WLS, Chicago, Ill.

**CUSHING, KERBY**  
WNEW, New York, N. Y.

— D —

**DALE, YVONNE**  
KLX, Oakland, Calif.

**DANA, JOE**  
KOY, Phoenix, Ariz.

**DANIEL, OLIVER**  
CBS, Invitation to Music, New Voices in Song, E. Power Biggs, School of the Air.

**DART, VELMA**  
WKST, New Castle, Pa.

**DAVELUY, A.**  
CKAC, Montreal, Que.

**DAVELUY, ROGER**  
CBF, Montreal, Que.

**DAVER, ROBERT**  
WFAS, White Plains, N. Y.

**DAVIS, DON**  
KLS, Oakland, Calif.

**DAVIS, RUSTY**  
CBF-CBM, Montreal, Que.

**DAVIS, WALTER L.**  
WHK, Cleveland, Ohio

**DAVISON, RANDALL**  
WAIM, Anderson, S. C.

**DAWSON, RONALD**  
WIP, Philadelphia, Pa.

**DEAL, JOHN H.**  
WHCU, Ithaca, N. Y.

**DEAN, BEV**  
WLS, Chicago, Ill.

**DEHAVEN, ROBERT**  
WTCN, Minneapolis, Minn.

**DEL TORO, GONZALO**  
WPAB, Ponce, Puerto Rico

**DeMILLE, CECIL B.**  
CBS, Lux Radio Theater.

**DeMOSS, LYLE**  
WOW, Omaha, Nebr.

**DERBYSHIRE, JOSEPH**  
KYW, Philadelphia, Pa.

**DEVANEY, FRANK M.**  
WMIN, St. Paul, Minn.

**DeVORE, TOM**  
WBNS, Columbus, Ohio

**DeWALD, DON**  
KHUB, Watsonville, Calif.

**DeYOUNG, ELAINE**  
WKBZ, Muskegon, Mich.

**DICKEN, NORMAN**  
Blue

**DICKSON, BRICE**  
KTBS-KWKH, Shreveport, La.

**DICKSON, SAMUEL B.**  
KPO, San Francisco, Calif.

**DIERKES, SHIELDS**  
WWJ, Detroit, Mich.

**DIETZ, JOHN**  
CBS, Mrs. Miniver, Flashgun Casey.

**DIRLAM, C. F.**  
KFYR, Bismark, N. D.

**DIXON, DON**  
WCAP, Pittsburgh, Pa.

**DODGE, VIRGINIA**  
KGO, San Francisco, Calif.

**DOYLE, ISABEL**  
CFOS, Owen Sound, Ont.

**DREYFUS, WOODS O.**  
WISN, Milwaukee, Wisc.

**DRUM, DEWEY L.**  
WSOC, Charlotte, N. C.

**DRUMMOND, DAVE**  
Blue, Jimmy Fidler, Your Dubonnet Date With Xavier Cugat.

**DUERSON, J. R.**  
KELD, El Dorado, Ark.

**DUFFIE, EARL**  
KGKB, Tyler, Texas

**DUFFY, ROY**  
KFJZ, Fort Worth, Tex.

**DUFRESNE, GEORGES**  
CBF, Montreal, Que.

**DUNIGAN, JACK**  
KMBC, Kansas City, Mo.

**DUNN, JOHN W.**  
WNAD, Norman, Okla.

**DUNN, RON**  
CKWS, Kingston, Ont.

**DUNNAGAN, CLAUDE**  
WAYS, Charlotte, N. C.

**DUNNING, HARLAN J.**  
KSFO, San Francisco, Calif.

**DUTTON, MYRON**  
NBC, Johnny Presents Ginny Simms.

**DWYER, BOB**  
Blue, Lum and Abner.

**DYER, HAROLD**  
WCOU, Lewiston, Me.

— E —

**EATON, MARY**  
WHEB, Portsmouth, N. H.

**EBI, EARL**  
NBC, Chase & Sanborn Program.

**ECKLAND, VICTOR**  
KGMB, Honolulu, Hawaii

**EDDY, ROBERT**  
KHSL, Chicago, Calif.

**EHRMAN, ROBERT**  
WTOP, Washington, D. C.

**EID, LAIF**  
WRC, Washington, D. C.

**EITREM, MARILYN**  
KWLC, Decorah, Ia.

**EITREM, OLIVER M.**  
KWLC, Decorah, Ia.

**ELIAS, BUFF**  
WITH, Baltimore, Md.

**ELLIOTT, DOYCE**  
KXOX, Sweetwater, Texas

**ELLIOTT, WALLACE**  
KROW, Oakland, Calif.

**ELTON, DAVE**  
NBC, Time to Smile.

**EMMERSON, VERNON**  
KUJ, Walla Walla, Wash.

**ENGELS, ROBERT T.**  
WFCL, Pawtucket, R. I.

**ERWIN, GARRY**  
KTRC, Visalia, Calif.

**ERWIN, NAT H.**  
WILL, Urbana, Ill.

**EVANS, JEAN**  
KLX, Oakland, Calif.

— F —

**FARIS, CLINTON**  
WGTM, Wilson, N. C.

**FAUST, GIL**  
WBBM, Chicago, Ill.

**FERRIS, RAY**  
WLS, Chicago, Ill.

**FEYHL, HORACE**  
WCAU, Philadelphia, Pa.

**FILION, ROSE**  
WRC, Washington, D. C.

**FINLAY, JAMES**  
CBL-GJCB, Toronto, Ont.

**FIRST MATE BOB**  
Haven of Rest

**FISHBURN, ALAN M.**  
FISHER, JERRY  
KVIC, Victoria, Texas

**FISHER, MARJORIE**

**FITZGERALD, FRANCIS M.**  
WSOC, Charlotte, N. C.

**FLYNN, JACK**  
CHNS, Halifax, N. S.

**FLYNN, ROY**  
WAPI, Birmingham, Ala.

**FORTIER, ALINE**  
CHRC, Quebec, Que.

**FOSTER, BILL**  
CHNS, Halifax, N. S.

**FRAMER, WALT**  
FRANCIS, NOEL  
KPO, San Francisco, Calif.

**FRANK, HAROLD J.**  
WSLB, Ogdensburg, N. Y.

**FRANKLIN, PAUL**  
Blue, Red Ryder.

**FREELAND, FRED**  
WOWO, Ft. Wayne, Ind.

**FREEMAN, CLAUDE**  
WORD, Spartanburg, S. C.

— G —

**GAMBS, SHIELA**  
KMMJ, Grand Island, Nebr.

**GARNER, PAT**  
KFPW, Fort Smith, Ark.

**GEORGE, HOWARD**  
WKPA, New Kensington, Pa.

**GEORGE, ROY**  
KRLD, Dallas, Texas

**GEORGE, TIM**  
KMA, Shenandoah, Ia.

● ● ● PRODUCTION ● ● ●

**GIBBS, PARKER**  
WMAQ, Chicago, Ill.

**GIBSON, RICHARD**  
NBC, Bob Burns Show.

**GIERLACH, CHET**  
CBS

**GIFFORD, ARDEN**  
WVW, Akron, Ohio

**GILES, BOB**  
CHAB, Moose Jaw, Sask.

**GILLIS, DON**  
WBAP, Fort Worth, Texas

**GIVEN, KEN**  
WLBJ, Bowling Green, Ky.

**GOFF, WILL E.**  
WFTL, Ft. Lauderdale, Fla.

**GOSCH, MARTIN**  
NC, Abbott & Costello Show.

**GOTTLIEB, JOSEPH**  
WCAU, Philadelphia, Pa.

**GOULET, B.**  
CKAC, Montreal, Que.

**GRAHAM, MARION**  
Blue, Hero of the Week.

**GRAHAM, VANCE**  
NBC, One Man's Family.

**GRAVES, SHEILA**  
CJVI, Victoria, B. C.

**GROGER, JOE**  
WMRC, Greenville, S. C.

**GUEDEL, JOHN**  
NBC, Red Skelton Show.  
People Are Funny.

— H —

**HAASE, WALTER**  
WDRG, Hartford, Conn.

**HAKTER, ROBERT**  
KNX, Los Angeles, Calif.  
Hollywood Showcase, I Was  
There, Signal Round Table.

**HAHN, THEODORE**  
WCKY, Cincinnati, Ohio

**HALTEMAN, CHARLES**  
WTOL, Toledo, Ohio

**HAMILTON, J.**  
WLEU, Erie, Pa.

**HAMMOND, FRED**  
KPRO, Riverside, Calif.

**HANKEN, MARGARET**  
WIL, St. Louis, Mo.

**HANLON, TOM**  
KNX, Los Angeles, Calif.

**HARDT, TONY**  
NBC, Those We Love.  
KHJ, Los Angeles, Calif. Sher-  
lock Holmes.

**HARRELL, DICK**  
WGH, Newport News, Va.

**HARRINGTON, NORMAN B.**  
KGLU, Safford, Ariz.

**HARRIS, DAVID H.**  
WTAG, Worcester, Mass.

**HASKELL, BETTY**  
WNAD, Norman, Okla.

**HAVENS, DORIS**  
WCAU, Philadelphia, Pa.

**HAWKINS, BILL**  
CFOS, Owen Sound, Ont.

**HAWTHORNE, JIM**  
KMYR, Denver, Colo.

**HECK, HOMER R.**  
WMAQ, Chicago, Ill.

**HEDIGER, TED**  
Blue, Your Dubonnet Date  
With Xavier Cugat.

**HEIBECK, FRANK**  
WLOK, Lima, Ohio

**HELLER, ROBERT**  
CBS.

**HELPS, N.**  
CFRN, Edmonton, Alberta

**HENIN, ETHEL**  
WMAS, Springfield, Mass.

**HENLEY, DAVE**  
WDAY, Fargo, N. D.

**HENRY, E. C.**  
CJFX, Antigonish, Nova Scotia

**HERBERT, CHARLES**  
CBS, Fun With Dunn.

**HERBERT, R. D.**  
KIDO, Boise, Idaho

**HERNDON, RAY**  
KPRC, Houston, Texas

**HERSHEY, GLEN**  
KYSM, Mankato, Minn.

**HEWETSON, H. H.**  
CFCK, Montreal, Que.

**HEYSER, FRAN**  
KMBC, Kansas City, Mo.

**HICKS, JOHN**  
KTBC, Austin, Texas

**HILL, JOE**  
Blue, Duffy's Tavern.

**HILLEARY, PERRY E.**  
KINY, Juneau, Alaska

**HINMAN, CORP. BUCK**  
WCBI, Columbus, Miss.

**HODGE, AL**  
WXYZ, Detroit, Mich.

**HOERNER, ED**  
WVL, New Orleans, La.

**HOLMAN, CLIF**  
WEEL, Boston, Mass.

**HOMERSHAM, DOUG**  
CJCA, Edmonton, Alberta

**HOOD, MARGERY**  
KYA, San Francisco, Calif.

**HOOPER, DON**  
WJMS, Ironwood, Mich.

**HORLEY, RALPH**  
CHAB, Moose Jaw, Sask.

**HORN, ROBERT**  
WMAN, Mansfield, Ohio

**HOWARD, HERB**  
WLS, Chicago, Ill.

**HOWLETT, ERIC**  
WJR, Detroit, Mich.

**HUBBEL, GORDON**  
WMAL, Washington, D. C.

**HUBBELL, MARIAN**  
WTOP, Washington, D. C.

**HUBERT, ANN**  
WHAS, Louisville, Ky.

**HUGHES, GORDON**  
CBS, Dear John.

**HUGHES, HAROLD**  
KOLL, Omaha, Nebr.

**HUGHES, PAUL**  
KTAR, Phoenix, Ariz.

**HULL, BILL**  
WOLF, Syracuse, N. Y.

**HULWI, JAMES**  
WEAU, Eau Claire, Wisc.

**HUMPHREYS, WATT**  
Blue, What's Doing, Ladies?

**HUNT, RAY**  
KONO, San Antonio, Texas

**HYLES, VERNON**  
WBT, Charlotte, N. C.

— I —

**INNES, D.**  
CJCA, Edmonton, Alberta

**INSLEY, DON**  
CHEX, Peterborough, Ont.

— J —

**JACKSON, EMMITT M.**  
WAOV, Vincennes, Ind.

**JACOBSON, FREDERICK A.**  
WMAQ, Chicago, Ill.

**JARVIS, AL**  
KNX, Los Angeles, Calif.,  
Hollywood Inn.  
KFWB, Los Angeles, Calif., Al  
Jarvis Original Make Believe  
Ball Room.

**JEFFERIES, DAVID W.**  
KINY, Juneau, Alaska

**JENKINS, RON**  
WSOC, Charlotte, N. C.

**JENKINS, WILLIAM**  
WTOP, Washington, D. C.

**JEWELL, JIM**  
WBBM, Chicago, Ill.

**JOHNSON, FRANK**  
CKNX, Wingham, Ont.

**JOHNSON, BILL**  
Blue, Al Pearce, Breakfast at  
Sardi's, Duffy's Tavern.

**JONES, PAUL M.**  
WFLA, Tampa, Florida

**JOURNEAY, TOM**  
WTAW, College Station, Texas

— K —

**KALER, RAL**  
WFAS, White Plains, N. Y.

**KAPEL, GEORGE**  
KMJ, Fresno, Calif.

**KARL, MAX**  
WCCO, Minneapolis-St. Paul,  
Minn.

**KARNS, AD**  
WIZE, Springfield, Ohio

**KASDORF, GEORGE**  
WTRC, Elkhart, Ind.

**KELLY, PAT**  
KPRC, San Francisco, Calif.

**KEMP, J. D.**  
CJRC, Winnipeg, Manitoba

**KENNEDY, KEN**  
WDAY, Fargo, N. D.

**KENT, J.**  
CKCK, Regina, Sask.

KERR, BOB  
CBS

**KERRIGAN, JACK**  
WHO, Des Moines, Ia.

**KEY, EARL M.**  
WJMA, Covington, Va.

**KIBBEY, HUGH L.**  
WFBM, Indianapolis, Ind.

**KILIAN, FRED**  
WBBM, Chicago, Ill.

**KIRRELL, J. F.**  
WMBG, Richmond, Va.

**KLISE, RODERIC**  
KHQ, Spokane, Wash.

**KNAPP, JAMES**  
WOLF, Syracuse, N. Y.

**KNIGHT, CY**  
CHAB, Moose Jaw, Sask.

**KNIGHT, RAY**  
WJZ, New York, N. Y.

**KNORR, W. ARTHUR**  
WKNY, Kingston, N. Y.

**KOPLAN, HARRY**  
KGFJ, Los Angeles, Calif.

**KRSHNA, FRANK E.**  
KWRC, Pendleton, Ore.

**KURTZE, LARRY**  
WBBM, Chicago, Ill.

— L —

**LADD, ANN**  
WKBZ, Muskegon, Mich.

**LADIN, HAROLD**  
WJMS, Ironwood, Mich.

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## PRODUCTION

● ● ●

**LAFRANO, TONY**  
KHJ, Los Angeles, Calif.

**LAKE, HARRY N**  
WHO, Des Moines, Ia.

**LANFEAR, THURLOW D.**  
WMT, Cedar Rapids, Ia.  
KRNT-KSO, Des Moines, Ia.

**LANE, EUGENE**  
WHAM, Rochester, N. Y.

**LARGE, R. F.**  
CFCY, Charlottetown, P.E.I.

**LATEAU, HERBERT W. S.**  
WMAQ, Chicago, Ill.

**LAURIE, B. A.**  
KNET, Palestine, Texas

**LAVALLE, GENE**  
WTAM, Cleveland, Ohio

**LAWRENCE, BILL**  
CBS, Jack Carson Show.  
Screen Guild Players.

**LAWRENCE, DICK**  
KDAL, Duluth, Minn.

**LEEFERS, ROBERT**  
WMT, Cedar Rapids, Ia.  
KRNT-KSO, Des Moines, Ia.

**LEFTWICH, ALEXANDER, JR.**  
Blue

**LENIHAN, WINNIFRED**  
Blue

**LEONARD, JESSE**  
KXL, Portland, Ore.

**LEVESQUE, GERARD**  
CKCV, Quebec, Que.

**LEVINSON, LEONE**  
KCMO, Kansas City, Mo.

**LEWIS, GORDON J.**  
WHAI, Greenfield, Mass.

**LIBBY, JOHN C.**  
WCOU, Lewiston, Me.

**LINDSAY, ART**  
KXRO, Aberdeen, Wash.

**LIVERANCE, R. E.**  
WAIM, Anderson, S. C.

**LIVINGSTONE, CHARLES**  
WXYZ, Detroit, Mich.

**LIVINGSTONE, WILLIAM**  
Blue

**LOEB, MARX**  
CBS, This Life Is Mine. Romance.

**LONDON, LEW**  
WPEN, Philadelphia, Pa.

**LONG, DEANE S.**  
KXEL, Waterloo, Iowa

**LONG, RUSSELL**  
WCSC, Charleston, S. C.

**LOVE, ANDY**  
Blue, Horace Heidt's Treasure Chest.  
NBC, Chase & Sanborn Show.

**LOVELESS, WENDELL P.**  
WMBI, Chicago, Ill.

**LOWDER, COL**  
KLO, Ogden, Utah

**LOWREY, AL**  
KHQ, Spokane, Wash.

**LUCAS, PAUL**  
WTIC, Hartford, Conn.

**LUCAS, RUPERT**  
CBS, Silver Theater.

**LUMMIS, GEORGE D.**  
WHIO, Dayton, Ohio

**LUND, VICTOR H.**  
WAOV, Vincennes, Ind.

**LURYE, JAY A.**  
WDSM, Superior, Wis.

**LYON, DAN**  
WSYR, Syracuse, N. Y.

— M —

**McALLISTER, H. J.**  
KHQ, Spokane, Wash.

**McAVITY, TOM**  
NBC, Sealtest Village Store.  
CBS, Corliss Archer.

**McCLAREN, JACK**  
KTMS, Santa Barbara, Calif.

**McCLATCHEY, MERRILL**  
WWJ, Detroit, Mich.

**McGILL, EARLE**  
CBS

**McGRATH, JAMES**  
WWDC, Washington, D. C.

**McGRATH, WM. B.**  
WNEW, New York, N. Y.

**McGUIRE, ARNOLD**  
CBS, Here's to Romance.

**McINTIRE, RUSSELL**  
WSTP, Salisbury, N. C.

**McINTIRE, FRANK**  
KUTA, Salt Lake City, Utah

**McKEE, BURTT**  
WAPI, Birmingham, Ala.

**McLEOD, KEITH**  
NBC, Red Skelton Show.

**McMILLIN, CHARLIE**  
WTJS, Jackson, Tenn.

**MacNAMEE, DOUGLAS**  
WCCO, Minneapolis-St. Paul, Minn.

**McRAE, J. B.**  
CJRC, Winnipeg, Manitoba

**McRAE, ROSS**  
CKCK, Regina, Sask.

**McTIGUE, HARRY**  
WINN, Louisville, Ky.

**McWHORTER, DON**  
WBLK, Clarksburg, W. Va.

**MacDONALD, W. E., "BILL"**  
KFAB, Lincoln, Nebr.

**MacGREGOR, C. P.**  
Blue, Hollywood Radio Theater.

**MacGREGOR, SHERMAN**  
"JOCK"  
WOR, New York, N. Y.

**MACK, DICK**  
CBS, Blue Ribbon Town.

**MACK, NILA**  
CBS, Now and Forever, Let's Pretend.

**MACK, WAYNE**  
WGAR, Cleveland, Ohio

**MAGNER, MARTIN**  
WMAQ, Chicago, Ill.

**MALCOLM, HOWARD**  
KHQ, Spokane, Wash.

**MALLEN, EDNA**  
KLX, Oakland, Calif.

**MALLOY, JACK**  
WEEL, Boston, Mass.

**MANGOLD, MARY**  
WBUR, Burlington, Ia.

**MANN, JOSEPH**  
WKWK, Wheeling, W. Va.

**MARBLE, EVELYN**  
KIRO, Seattle, Wash.

**MARKS, GEORGE**  
WBBM, Chicago, Ill.

**MARQUIS, ARNOLD**  
NBC, Cavalcade of America.

**MARSHALL, JOHN**  
WLAV, Grand Rapids, Mich.

**MARSHALL, WILLIAM**  
Blue.

— N —

**MARTIN, CHARLES**  
Blue, Revlon Review.

**MARTIN, DON**  
WFIL, Philadelphia, Pa.

**MATHIS, CHARLES**  
KELD, El Dorado, Ark.

**MAUFFETTE, GUY**  
CBF, Montreal, Que.

**MAXFIELD, JEAN**  
KYA, San Francisco, Calif.

**MAYER, STANLEY**  
WSON, Henderson, Ky.

**MAYORAL, RADAMES**  
WPAB, Ponce, Puerto Rico

**MERCIER, ANTONIO**  
CHRC, Quebec, Que.

**MERDIAN, JOHN L.**  
WSTU, Steubenville, Ohio

**MERKER, CLARENCE**  
KVEC, San Luis Obispo, Calif.

**MERRIDEW, REGINALD**  
WGAR, Cleveland, Ohio

**MICHAELIS, ARNOLD**  
Blue

**MILLAR, CHARLES**  
CKWS, Kingston, Ont.

**MILLER, CHUCK**  
WHO, Des Moines, Ohio

**MILNAR, GENE**  
KHQ, Spokane, Wash.

**MITCHELL, BUD**  
WJR, Detroit, Mich.

**MITCHELL, J. BERTRAND**  
KOA, Denver, Colo.

**MORGEL, FRED**  
KARK, Little Rock, Ark.

**MONETT, NEG.**  
KQW, San Jose, Calif.

**MONK, KARL**  
CHEX, Peterborough, Ont.

**MOORE, ARTHUR**  
CBS, Dinah Shore Program.

**MOORE, HEYWARD**  
WCSC, Charleston, S. C.

**MOREY, AL**  
WBBM, Chicago, Ill.

**MORGAN, HELEN**  
KSO, San Francisco, Calif.

**MORRIS, JERRY**  
KOL, Seattle, Wash.

**MORSE, CARLTON E.**  
NBC, One Man's Family.  
CBS, I Love a Mystery.

**MORSE, F. W.**  
KLS, Oakland, Calif.

**MOSES, JOHN**  
WHKC, Columbus, Ohio

**MOSS, ROBERT**  
Blue.

**MULLEN, BOB**  
KSFO, San Francisco, Calif.

**MUNYON, HARRY**  
WQAM, Miami, Fla.

**MURPHY, WILLIAM**  
WMAQ, Chicago, Ill.

**MURRAY, THOMAS**  
WHAM, Rochester, N. Y.

**MYERS, MARVIN**  
KGBS, Harlingen, Texas

— N —

**NELSON, HOWARD**  
WDAY, Fargo, N. D.

— O —

**NICHOLS, ANNE**  
"Able's Irish Rose"

**NOBLE, CARL**  
WDAN, Danville, Ill.

**NORTH, PAUL**  
WOLF, Syracuse, N. Y.

**NUSBAUM, MORT**  
WSAY, Rochester, N. Y.

— O —

**OBOLER, ARCH**  
Blue, Holiday 194X.  
NBC, Everything for the Boys.

**OLMSTEAD, CLARE**  
NBC, Westinghouse Program.

# PRODUCTION

**OLSON, D.**  
WJR, Detroit, Mich.  
**OLSON, HARVEY**  
WDRG, Hartford, Conn.  
**OLSON, RAY**  
WOW, Omaha, Nebr.  
**O'MEARA, CARROLL**  
CBS, Burns & Allen Show.  
**OSBORNE, ROY**  
KRBC, Abilene, Texas  
**OSGOOD, NANCY**  
WRC, Washington  
**OWENS, MOREY**  
WROK, Rockford, Ill.

## — P —

**PACK, ALVIN**  
KDYL, Salt Lake City, Utah  
**PAGE, ALLAN**  
KVOO, Tulsa, Okla.  
**PAGE-WILSON, R.**  
CJVI, Victoria, B. C.  
**PAIGE, JACK**  
WNAX, Yankton, S. D.  
**PAINTON, KEITH**  
KMBC, Kansas City, Mo.  
**PALES, ESTHER**  
WFAB, Ponce, Puerto Rico  
**PARCHER, OLIVER**  
WSBT, South Bend, Ind.  
**PARKER, BYRON**  
WIS, Columbia, S. C.  
**PARKER, JACK**  
WJIM, Lansing, Mich.  
**PARKER, SAM**  
WKAT, Miami Beach, Fla.  
**PARSONS, ROBERT**  
WMBI, Chicago, Ill.  
**PAUL, NORMAN**  
WROK, Rockford, Ill.  
**PAYNE, LARRY**  
WJR, Detroit, Mich.  
**PECHT, JERRY LEE**  
KGB, San Diego, Calif.  
**PENNER, NANCY**  
WLPM, Suffolk, Va.  
**PEREZ, ELMO TORRES**  
WKAQ, San Juan, Puerto Rico  
**PETERSON, JACK**  
WIS, Columbia, S. C.  
**PETERSON, WALTER**  
KGGM, Albuquerque, N. M.  
**PFISTER, ROBERTA**  
KYCA, Prescott, Ariz.  
**PICKITTS, JAMES**  
WMRF, Lewiston, Pa.  
**PIERCE, PAUL**  
CBS, Stars Over Hollywood.  
**PIERCE, SAM**  
KHJ, Los Angeles, Calif.,  
Gracie Fields' Victory Parade.  
**PLAMADORE, RAY**  
WKBH, La Crosse, Wisc.  
**POINDEXER, RUTH**  
KXRO, Aberdeen, Wash.  
**POLA, EDDIE**  
Blue  
**POLESIE, HERBERT**  
CBS, The Colonel.  
**PRICE, JACK**  
WBNS, Columbus, Ohio  
**PUDNEY, EARLE**  
WGY, Schenectady, N. Y.

## — Q —

**QUINN, LOUIS**  
Blue, Breakfast at Sardi's,  
What's Doin' Ladies?  
NBC, Fitch Bandwagon.

## — R —

**RACEY, EARLE**  
Blue, Al Pearce Show.  
**RAMSEY, DUANE**  
KKBC, Abilene, Texas  
**RAMSEY, H.**  
CFRN, Edmonton, Alberta  
**RAYNER, E. W.**  
CKUA, Edmonton, Alberta  
**READY, MURIEL**  
CFOS, Owen Sound, Ont.  
**REEG, LEONARD**  
Blue, Lum and Abner, Red  
Ryder.  
**REYES, STANLEY**  
WWL, New Orleans, La.  
**REYNOLDS, GENE**  
WBAP, Fort Worth, Texas.  
**RICE, LORRAINE**  
WGY, Schenectady, N. Y.  
**RICHARDSON, WING**  
WFOY, St. Augustine, Fla.  
**RICKENBACKER, ACE**  
WORD, Spartanburg, S. C.  
**RIDER, MAURY**  
Blue, Sam Hayes—Spectator.  
**RIEHL, OLIVER**  
WCAE, Pittsburgh, Pa.  
**RILEY, LOWELL**  
WBNS, Columbus, Ohio  
**RIPPETOE, FERRELL**  
WBOW, Terre Haute, Ind.  
**RISK, SYDNEY**  
CKUA, Edmonton, Alberta  
**RIVARD, FRED**  
WXYZ, Detroit, Mich.  
**ROBERTS, DON**  
KTMS, Santa Barbara, Calif.  
**ROBERTSON, B. G.**  
KWKH, Shreveport, La.  
**ROBERTSON, BRUCE**  
WB, Kansas City, Mo.  
**ROBERTSON, JACK**  
WHAS, Louisville, Ky.  
**ROBERTSON, LARRY**  
Blue, What's New?, Hero of  
the Week.  
**ROBERTSON, TED**  
WBBM, Chicago, Ill.  
**ROBSON, BILL**  
CBS, Man Behind the Gun.  
**ROPER, PRES**  
WCED, DuBois, Pa.  
**ROSS, L. A.**  
KOBH, Rapid City, S. D.  
**ROSSELL, ERNEST**  
WTRY, Troy, N. Y.  
**ROWE, RALPH J.**  
WMT, Cedar Rapids, Ia.  
KRNT-KSO, Des Moines. Ia.  
**RUEGG, FRED**  
KQW, San Jose, Calif.  
**RUNIONS, NORMAN**  
KIRO, Seattle, Wash.

## — S —

**SANFORD, TONY**  
Blue, What's New?  
**SANVILLE, RICHARD**  
CBS, New Horizons.  
**SAULPAUGH, EDWIN**  
Blue.  
**SAWYER, TOM**  
NBC, Bob Hope Program.  
**SAWYER, VERNE E.**  
KMO, Tacoma, Wash.  
**SAXTON, LLOYD O.**  
KFQD, Anchorage, Alaska  
**SAZ, HARRY**  
NBC, Ginny Simms Program.  
**SCHALANSKY, HENRY**  
KFJZ, Fort Worth, Texas

**SCHRAMM, JOHN**  
Blue.  
**SCHWARTZ, JULIAN**  
WSRR, Stamford, Conn.  
**SCHWEIKHER, FRED**  
WRC, Washington, D. C.  
**SCOGIN, J. L., JR.**  
KEYS, Corpus Christi, Texas  
**SCOTT, ARCHIE**  
NBC, Westinghouse Program.  
**SCOTT, LESLIE**  
KTUL, Tulsa, Okla.  
**SCOURBY, NICK**  
WSRR, Stamford, Conn.  
**SEAL, BOB**  
NBC, Bob Hope Show, Those  
We Love, Jack Benny Pro-  
gram.  
**SEARS, FRED**  
KVN, Logan, Utah  
**SEAVEY, CECIL**  
KFEL, Denver, Colo.  
**SEITZ, F. A.**  
WFAS, White Plains, N. Y.  
**SEYDEL, VICTOR**  
Blue  
**SHARP, IRVING**  
WDBJ, Roanoke, Va.  
**SHARPE, JACK**  
KEYS, Corpus Christi, Texas  
**SHAYON, BOB**  
CBS, Science at Work, This  
Living World.  
**SHEA, WILLIAM E., JR.**  
KPO, San Francisco, Calif.  
**SHORT, JOSEPH A.**  
WHCU, Ithaca, N. Y.  
**SILVA, FRANK**  
WSAY, Rochester, N. Y.  
**SILVER, SAM**  
KFAR, Fairbanks, Alaska  
**SIMPSON, JACK**  
WMAQ, Chicago, Ill.  
**SINGLETON, LUCILE**  
CBS, Chapel Singers.  
**SKOTCH, EDWARD D.**  
WSLS, Roanoke, Va.  
KYW, Philadelphia, Pa.  
**SLATER, TOM**  
MBS  
**SMALL, LEON**  
WSAP, Norfolk, Va.  
**SMALLEY, JACK**  
CBS, Fashions in Rations.  
**SMALLWOOD, EV**  
CHAB, Moose Jaw, Sask.  
**SMITH, ART**  
WNAX, Yankton, S. D.  
**SMITH, B. A.**  
WSON, Henderson, Ky.  
**SMITH, BEASLEY**  
WSM, Nashville, Tenn.  
**SMITH, BURELL**  
WKIP, Poughkeepsie, N. Y.  
**SMITH, DICK**  
WB, Kansas City, Mo.  
**SMITH, THOMAS FREEBAIRN**  
CBS, America—Ceiling  
Unlimited.  
**SNELL, GEORGE**  
KDYL, Salt Lake City, Utah  
**SONDERGAARD, JIGGS**  
KICD, Spencer, Iowa  
**SPENCER, STEWART T.**  
WPTF, Raleigh, N. C.  
**SPIEGLE, STANLEY**  
KXRO, Aberdeen, Wash.  
**SPIER, WILLIAM**  
CBS, Suspense.  
**SPRAGUE, EDGAR**  
WOSU, Columbus, Ohio  
**STALLARD, DAL**  
KCMO, Kansas City, Mo.

PRODUCTION

STANFORD, ANTONY
Blue. What's New?
CBS. California Carry On.
STANLEY, HOWARD
WTOP, Washington, D. C.
STANLEY, LARRY
KFH, Wichita, Kans.

STARK, RICHARD
Blue

STEPP, T. ELLSWORTH
KOA, Denver, Colo.
STEVENS, ROBERT
Blue.
STIFF, JAMES H.
KBST, Big Spring, Texas
STIFLER, CHARLES
WMRF, Lewiston, Pa.
STONE, WALTER
KBUR, Burlington, Ia.
SUDEMANN, GEORGE
KSO, Des Moines, Ia.
SULLIVAN, JOHN
KFJZ, Fort Worth, Texas
SURIS, DOMINGO COLON
WPAB, Ponce, Puerto Rico
SUTTON, PARKER
KTAR, Phoenix, Ariz
SVEHLA, WALT
WQAM, Miami, Fla.
SWEENEY, BOB
KYA, San Francisco, Calif.
SWEENEY, JOHN G.
WCPO, Cincinnati, Ohio

T

TALBERT, HARRY I.
WFOY, St. Augustine, Fla.
TATE, RICHARD
KGO, San Francisco, Calif.
TAYLOR, GLENHALL
CBS, Dixie Shore Program.
TAYLOR, PAT
WMFR, High Point, N. C.
TEEL, ALICE
WJIM, Lansing, Mich.
TERVIT, JEAN
CKNX, Wingham, Ont.
TERWEY, TYS
WNOX, Knoxville, Tenn.
THAD, FRED
WIL, St. Louis, Mo.
THERIAULT, LUCIEN
CBF, Montreal, Que.
THOMPSON, DON
KPO, San Francisco, Calif.
THOMPSON, MARK
WEW, St. Louis, Mo.
THOMPSON, R. W.
WJMC, Rice Lake, Wisc.
THOMSON, REO
CJCA, Edmonton, Alberta
TIES, WAYNE
CBS, Fashions in Rations.
TIMMER, JOHN
WTRC, Elkhart, Ind.
TINGLEY, H. I.
KWNO, Winona, Minn.
TITUS, DAVE
KNX, Los Angeles, Calif. Mel-
odies America Loves, Hello
from Hollywood.
CBS, Open House.
TOLL, TED
Blue.
TOZIER, H.
WJR, Detroit, Mich.
TRIBBLE, THOMAS
WSAP, Norfolk, Va.
TUCKER, DICK
WEIM, Fitchburg, Mass.
FUELL, GORDON
KIRO, Seattle, Wash.

U

ULMER, MRS. JAMES G.
KGKB, Tyler, Texas
UNDERWOOD, CECIL
NBC, The Great Gildersleeve.
Fibber McGee and Molly.
URIE, HURSCHELL
KSUB, Cedar City, Utah

V

VANCE, BILL
WLS, Chicago, Ill.
VANDAGRIFT, CARL
WOWO, Ft. Wayne, Ind.
VAN IDERSTINE, AL
CHAB, Moose Jaw, Sask.
VESSEL, BOB
WVVA, Wheeling, W. Va.
VICTOR, DON
KLX, Oakland, Calif.
VINCENT, CHICK
NBC, Pepper Young's Family
VON LINDER, L.
WMT, Cedar Rapids, Ia.
KRNT-KSO, Des Moines, Ia.
VOSS, WILLIAM
Blue.

W

WADE, RED
WTIC, Hartford, Conn.
WAGNER, MARY
WBBM, Chicago, Ill.
WALDEN, PAUL E.
KWRC, Pendleton, Ore.
WALKER, LARRY
WBT, Charlotte, N. C.
WALL, GILBERT
WBEW, Buffalo, N. Y.
WALRATH, WALTER W.
WICA, Ashtabula, Ohio
WALSTON, GEORGE
WRRF, Washington, D. C.
WALTER, ROBERT G.
WVNY, Watertown, N. Y.
WANN, PAUL
WDDO, Chattanooga, Tenn.
WARBURTON, CHARLES
Blue.
WARD, ALBERT
CBS, Tales from Far and
Near.
WARREN, W. O.
KARK, Little Rock, Ark.
WASSENBERG, BOB
KROW, Oakland, Calif.
WATKINS, DICK
KRGU, Weslaco, Texas
WEAVER, DICK
KROD, El Paso, Texas
WEBBER, BOB
KFAR, Fairbanks, Alaska
WEGENER, EDWARD
WOI, Ames, Ia.
WEGMAN, EDWARD
WEBR, Buffalo, N. Y.
WEIGLE, FRAN
WLAV, Grand Rapids, Mich.
WIEST, GEORGE
Blue
WELLINGTON, JOHN
Blue
WELTMER, FRANK
KTMS, Santa Barbara, Calif.
WERLING, RUPE
WIBG, Philadelphia, Pa.

WHEELER, KEN
WNAC, Boston, Mass.
WHITBY, T. C.
CFLC, Brockville, Ont.
WHITE, DAVE
CBS
WHITE, NORMAN
WJR, Detroit, Mich.
WHITE, ROBERT
Blue
WHITE, ROGEE
CBS
WHITNEY, EDWIN
Blue
WICKETT, MARTIN D.
WTOP, Washington, D. C.
WIDNEY, STAN
WHO, Des Moines, Ia.
WIDOM, LT. LEONARD
WCBI, Columbus, Miss.
WILEY, HOWARD
WMAQ, Chicago, Ill.
WILKEY, EUGENE B., JR.
WDDO, Chattanooga, Tenn.
WILLEN, DICK
NBC, Horace Heidt's Treasure
Chest.
WILLIAMS, KEN
WFBR, Baltimore, Md.
WILLS, HARRY
WATW, Ashland, Wisc.
WILMARTH, ALBERT E.
KTCK, Visalia, Calif.
WILSON, FRED
WTAM, Cleveland, Ohio
WILSON, J. DONALD
CBS, The Whistler.
WILSON, STU
KHJ, Los Angeles, Calif.
WISOTT, MORRIS
KWAT, Watertown, S. D.
WITTON, H. BLOIS
CFOS, Owen Sound, Ont.

WOLF, ED
Blue, MBS.

WOLFE, CHARLES
WSRR, Stamford, Conn.

WOLF, STANLEY J.
New York, N. Y.

WOODFIELD, W.
CJRC, Winnipeg, Manitoba
WOODWARD, DUTCH
KMMJ, Grand Island, Nebr.
WOOLFRIES, ANDREW G.
WMT, Cedar Rapids, Ia.
KRNT-KSO, Des Moines, Ia.
WORLEY, DAVID R.
KGLU, Safford, Ariz.
WORTH, PEDE
KQW, San Jose, Calif.
WRIGHT, JOHN H.
WBZ-WBZA, Boston, Mass.
WYANT, DAL
WHEB, Portsmouth, N. H.

Y

YOUNG, DAVID
NBC, Fitch Bandwagon.
Blue
YOUNG, FRANK
WOL, Washington, D. C.
YOUNG, J. J.
WERC, Erie, Pa.

# MUSICAL DIRECTORS Of Stations In The UNITED STATES and CANADA



*When the story of radio's contribution to the winning of the war becomes recorded history the chapter concerning station musical directors will be an impressive one. For it is on the home front that this department is doing an all-out job providing morale-building musical entertainment for war plant workers. That war plant labor-management committees are cognizant of the important job musical directors are doing is indicated by the fact that many plants "pipe in" musical programs throughout the day and night shifts.*

## Alabama

Anniston, WHMA.....Mrs. Ruby Meigs  
Birmingham,  
WAPI.....Clo McAlpin  
Decatur, WMSL.....John L. Slatton  
Mobile,  
WALA.....Agnes Pirtle  
Montgomery,  
WCOV.....Weston Britt  
WSFA.....Caldwell Stewart  
Muscle Shoals, WLAY.....Sarah Smith  
Opelika, WJHO.....Robert Cronander

## Arizona

Globe, KWJB.....Willard Shoecraft  
Phoenix,  
KOY.....Alfred Becker  
KPHO.....M. C. Reese, Jr.

## Arkansas

Blytheville, KLCN.....Bob Berryman  
Fort Smith, KFPW.....Dorothy Smith  
Helena, KFFA.....Doris Trainer  
Little Rock, KLRA.....Tom Scott

## California

Berkeley, KRE.....Harrold Hawley  
Beverly Hills, KMPC.....Marie Hodson  
Chico, KHSL.....Mabel Swift  
Eureka, KIEM.....Jack Andrews  
Fresno, KMJ.....Andy Patterson  
Long Beach, KGER.....Helene Smith  
Los Angeles,  
KECA.....Claude Sweeten  
KFAC.....Don Otis  
KFI.....Claude Sweeten  
KFSG.....Esther Stuart  
KFWB.....Leon Leonardi

KHJ.....Frank DeVol  
KMTR.....Salvatore Santaella  
KNX.....Lud Gluskin, Wilbur Hatch  
Marysville, KMYC.....Lois Carroll  
Oakland, KLX.....Mardelle Peterson  
Riverside, KPRO.....Leon F. Drews  
Sacramento,  
KFBK.....Emil Martin  
KROY.....Evangeline Baker  
San Diego, KGB.....James Dillon  
San Francisco,  
KFRC.....Cy Trobbe  
KGO.....Phil Bovero  
KSFO.....Louise Winter  
KYA.....Alfred Frankenstein  
San Jose, KQW.....Ernest Gill  
San Luis Obispo.....Anthony Ricca  
Santa Barbara, KDB.....Kay B. Summers  
KTMS.....Carol Lee

## Colorado

Denver,  
KLZ.....Lester Weelans  
KMYR.....Vickie Rusletvedt  
KOA.....Milton Shrednick  
KPOF.....Ruth Staats  
Grand Junction, KFXJ.....Toni Mueller

## Connecticut

Bridgeport,  
WICC.....Carl Larson  
Hartford,  
WDRG.....Sterling V. Couch  
New Britain, WNBC.....Maurice Sechtman  
WHTT.....Charlotte Anderson  
W TIC.....Moshe Paranov  
New Haven, WELI.....Clair H. Shadwell  
Stamford, WSRR.....Warren Saunders  
Waterbury,  
WATR.....Edith Sacco  
WBRY.....Waldo S. Newberry

• • • **MUSICAL DIRECTORS** • • •

**District of Columbia**

Washington,  
 WINX.....Tommy Johnson  
 WMAL.....Sidney  
 WOL.....Helen Yort  
 WRC.....Fritz Balzer  
 WTOP.....Paul Kain  
 WWDC.....Leonard Friendly

**Florida**

Ft. Lauderdale, WFTL.....Jane Butler  
 Gainesville, WRUF.....Helen Edwards  
 Jacksonville,  
 Lakeland, WLAK.....William P. Lee  
 Miami, WIOD.....Earle Barr Hanson  
 WQAM.....Alaine Powell  
 Miami Beach, WKAT.....Bettye Lee Taylor  
 Orlando,  
 WDBO.....Dorothy Morton Parks  
 St. Augustine, WFOY.....Frankie Collyer Walker  
 St. Petersburg, WSUN.....Edith Sexton  
 St. Petersburg, WTSP.....Merwin Houk  
 Tallahassee, WTAL.....Judson Chapman  
 Tampa,  
 WFLA.....Frank Grasso  
 West Palm Beach, WJNO.....Ruth Shockley

**Georgia**

Atlanta,  
 WAGA.....Frances Wallace  
 WATL.....Cliff Cameron  
 WSB.....Perry Bechtel, Earl Landis  
 Augusta, WRDW.....Paul Reed  
 WGST.....Lola Allen Wallace  
 Columbus, WRBL.....Gertrude Handley  
 Cordele, WMJM.....Robert C. Lay  
 Macon, WBML.....Jim Vinson  
 Savannah,  
 WSAV.....George Upchurch  
 WTOC.....Jean Wallace  
 Waycross, WAYX.....Frank Mitchell

**Idaho**

Boise, KIDO.....Billy Phillips  
 Twin Falls, KTFL.....Eleanor Kline  
 Wallace, KWAL.....Glen Whitney

**Illinois**

Aurora, WMRO.....Mary Louise Brown  
 Chicago,  
 WAAF.....Helen Compton  
 WAIT.....E. M. Hinzman  
 WBBM.....Caesar Petrillo  
 WBDC.....William P. Brady  
 WGES.....Erma Gareri  
 WGN.....Henry Weber  
 WJJD.....Lee Gillette  
 WLS.....Phil Kalar  
 WMAQ.....Roy Shield  
 Danville, WDAN.....Levin Cummins  
 East St. Louis, WTMAY.....William Hart  
 Harrisburg, WEBQ.....Virginia Crane  
 Peoria, WMBD.....Harould Osborne  
 Quincy, WTAD.....Edythe Raye  
 Rockford, WROK.....Lorna Lane  
 Rock Island, WBBF.....John Gilbert  
 Springfield, WCBS.....John Geil  
 WTA-X.....Betty Cole  
 Urbana, WILL.....Lanson F. Demming

**Indiana**

Elkhart, WTRC.....Margaret Ward  
 Fort Wayne, WGL-WOWO.....Guy Fitzsimmons  
 Gary, WIND.....Reba Jane Chapman  
 Hammond, WJOB.....J. Gibbs Spring

Indianapolis,

WFBM.....Walter Reuleaux  
 WIBC.....Lester Huff  
 WIRE.....Harry Bason  
 WISH.....Margaret Pryce  
 Muncie, WLBC.....June Johnson  
 South Bend, WSBT.....Harlan Hogan  
 Terre Haute, WBOW.....Leo Baxter

**Iowa**

Ames, WOI.....Edward Wegener  
 Boone, KFGQ.....Opal Hartung  
 Burlington, KBUR.....Mary Mangold  
 Cedar Rapids, WMT.....Maureen Canavan  
 Clinton, KROS.....Margery Meinert  
 Davenport, WOC.....George Sontag  
 Decorah, KWLC.....Helen Trilhus  
 Des Moines, WHO.....Don Hovey  
 KRNT-KSO.....Frank Voeker,  
 Phyllis Raftery, Eddie Truman  
 Dubuque, WKBB.....Ethel Carpenter  
 Fort Dodge, KVF.....Betty Condon  
 Marshalltown, KFJB.....Thelma La Valley  
 Ottumwa, KBIZ.....Robert Carlson  
 Shenandoah,  
 KFNF.....Perry Douthit  
 KMA.....Mabel McFarland  
 Sioux City,  
 KSCJ.....Miriam Corkhill  
 KTRI.....Bernice Mahr  
 Waterloo, KXEL.....George Timm

**Kansas**

Coffeyville, KGGF.....Ozzie Osborne  
 Dodge City, KGNO.....Herschell Holland  
 Emporia, KPSW.....Rosalee Askew  
 Hutchinson, KWBW.....Geraldine Brack  
 Kansas City, KCKN.....Milan Mahale  
 Lawrence, KFKU.....Mildred I. Seaman  
 Manhattan, KSAC.....William Lindquist  
 Pittsburg, KDAM.....Leota Taylor  
 Topeka, WIBW.....Maude Shreffler  
 Wichita,  
 KANS.....Raymond Shelley  
 KFH.....Gus Snyder

**Kentucky**

Ashland, WCMI.....Jean Thompson  
 Bowling Green, WLBJ.....Ann Hamilton  
 Henderson, WSON.....Stanley Mayer  
 Hopkinsville, WHOP.....Hellen Carter  
 Louisville,  
 WAVE.....Earle Keller  
 WHAS.....Robert Huttsell  
 New Albany, WGR.....Jack Currance

**Louisiana**

New Orleans,  
 WDSU.....Joseph Schram  
 WWL.....Irving Vidacovich  
 Shreveport, KRMD.....Elizabeth Alford

**Maine**

Bangor, WABI.....Harold Dorr  
 Lewiston, WCOU.....Marion Payne Louissell  
 Lewiston, WCOU.....Bertrand Cote

**Maryland**

Baltimore,  
 WBAL.....Phil Fine  
 WCAO.....Robert P. Iula  
 WCBM.....Jack B. Rohr  
 WFBR.....Joseph Imbrigullo  
 WITH.....Wallace W. Ashley  
 Hagerstown, WJEJ.....Earl Mentzer  
 Salisbury, WBOC.....Russell Yohn



• • • **MUSICAL DIRECTORS** • • •

**Massachusetts**

Boston,  
 WBZ-WBZA ..... Avner Rakov  
 WEEI ..... Francis E. Bellizia  
 WNAC ..... Francis J. Cronin  
 WORL ..... Bob Perry  
 Greenfield, WHAI ..... Gordon J. Lewis  
 Holyoke, WHYN ..... Jay Heitin  
 Worcester, WAAB ..... Francis J. Cronin  
 Worcester, WTAG ..... Dol Brissette

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**Michigan**

Bay City, WBCM ..... Lionel H. DeRemer  
 Detroit,  
 WJBK ..... Pete Angel  
 WJLB ..... Herbert Mertz  
 WJR ..... Samuel Benavie  
 WWJ ..... Mischa Kottler  
 WXYZ ..... Benny Kyte  
 Flint, WFDF ..... William Geyer  
 Grand Rapids, WLAV ..... Frann Weigle  
 WOOD ..... Sandy Meek  
 Ironwood, WJMS ..... Laura Johnson  
 Lansing, WJIM ..... Bob Clayton  
 Lapeer, WMPC ..... Arthur O. Voorheis  
 Pontiac, WCAR ..... Howard Donahoe  
 Port Huron, WHLS ..... Lyle Patterson  
 Traverse City, WTCM ..... Don Mullen

•  
**Minnesota**

Duluth, WEEC ..... John Kleire  
 KDAL ..... Dick Lawrence  
 Mankato, KYSM ..... Maurice Piche  
 Minneapolis,  
 WCCO ..... Wallace Olson  
 WDGY ..... Walter Rudd  
 WLOL ..... Venne Rooney  
 WTCN ..... Michael Coscio  
 Northfield, WCAL ..... Oscar R. Overby  
 St. Paul,  
 KSTP ..... Leonard Leigh  
 WMN ..... Adele Belair  
 Winona, KWNO ..... Mary Leu

•  
**Mississippi**

Greenville, WJFR ..... Rosie Mock  
 McComb, WSKB ..... Mrs. B. L. Mathis  
 Meridian, WCOG ..... Mrs. D. W. Gavin  
 Natchez, WMIS ..... Harry King Barth

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**Missouri**

Joplin, WMBH ..... Stella Lukens  
 Kansas City,  
 KCMO ..... Jack Wendover  
 KMBC ..... P. Hans Flath  
 WHB ..... Bob McGrew  
 St. Joseph, KFEQ ..... Dward Moore  
 St. Louis,  
 KFUP ..... Gerhardt Schroth  
 KWK ..... Carl Hohengarten  
 KKOK ..... Allister Wylie  
 WEW ..... Ralph Stein  
 Springfield, KTTS ..... Ray Tad  
 KWTO ..... Hugh M. Aspinwall

•  
**Montana**

Billings, KGHL ..... Harry Turner  
 Kalispell, KGEZ ..... Don Treloar

•  
**Nebraska**

Fremont, KORN ..... Jack Newlon  
 Grand Island, KMMJ ..... Connie Brunsvold  
 Kearney, KGFV ..... Peg Biber  
 Norfolk, WJAG ..... Harold Kline  
 Omaha,  
 KOIL ..... Teresa Peter  
 WOW ..... Morton Wells

**New Hampshire**

Manchester,  
 WFEA ..... Roger Barrett  
 WMUR ..... Bert Colter  
 Portsmouth, WHEB ..... Katherine Gunther

•  
**New Jersey**

Asbury Park, WCAP ..... G. H. Scott  
 Bridgeton, WSNJ ..... Lowell Ayars  
 Jersey City,  
 WHOM ..... J. DeLuca  
 Newark, WAAT ..... Gus Steck

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**New Mexico**

Clovis, KICA ..... R. B. McAlister

•  
**New York**

Albany, WABY-WOKO ..... Carl Miller  
 Auburn, WMBO ..... Dorothy Bolin  
 Binghamton, WNBC ..... Donald Grey  
 Brooklyn,  
 WLIB ..... Eddy Brown  
 Buffalo,  
 WBEN ..... James Freiling  
 WBNY ..... Art Crosson  
 WBER ..... Americo Bono  
 WGR-WGBW ..... David Cheskin  
 Elmira, WENY ..... Harry Springer  
 Freeport, WGBR ..... Al Cheesman  
 Ithaca, WHCU ..... Harry J. Hennessy  
 Middletown, WALL ..... Robert E. Lee  
 Newburgh, WGNV ..... Jane Welch  
 New York,  
 WBNX ..... Fred Mendelsohn  
 WEAJ ..... Frank Black  
 WEVD ..... Nicholas Saslavsky  
 WHN ..... Don Albert  
 WINS ..... Henry Sylvern  
 WJZ ..... Joe Rines  
 WMCA ..... William Wirges  
 WMCA ..... Jerry Sears  
 WNEW ..... Merle Pitt  
 WNYC ..... Herman Neuman  
 WOR ..... Alfred Wallenstein  
 WOV ..... Paul Romeo  
 WQXR ..... Leon Barzin  
 Niagara Falls, WHLD ..... Ernie Whistler  
 Ogdensburg, WSLB ..... Flo Beach Rowe  
 Rochester,  
 WHAM ..... Eugene Zacher  
 WHEC ..... Ken Sparnon  
 WSAY ..... Viola Brown  
 Schenectady, WGY ..... E. A. Rice, Frank Glenn  
 Syracuse,  
 WAGE ..... Thelma Jean McNeil  
 WFBL ..... Raymond Gantter  
 WSYR ..... Murray Bernthal  
 Troy, WTRY ..... Ernest Rossell  
 WHAZ ..... A. Olin Niles  
 Utica, WIBX ..... Walter Griswold  
 Watertown,  
 WWNV ..... Rosemary Wolf  
 White Plains, WFAS ..... Randall Kaler  
 Woodside, WWRL ..... Adolph Gobel

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**North Carolina**

Asheville, WISE ..... Kenneth Beachboard  
 Charlotte, WSOC ..... Fletcher Austin  
 Durham, WDNC ..... Mildred Alexander  
 Goldsboro, WGBR ..... John Britt  
 Greensboro, WBIG ..... Margaret Banks  
 Hickory, WHKY ..... Louise Miller  
 Kinston, WFTC ..... Francis Van Houten  
 Raleigh, WPTF ..... Leo F. de Sola  
 Salisbury, WSTP ..... Russell McIntire

# MUSICAL DIRECTORS

Winston-Salem,  
 WAIR ..... Charles Keaton  
 WSJS ..... Isabel Shaffer

## North Dakota

Bismarck, KFYZ ..... Curt Dirlam  
 Fargo, WDAY ..... Mounty Williams  
 Grand Forks, KILQ ..... Blanche Warnken

## Ohio

Akron,  
 WADC ..... Charles Herr  
 Ashtabula, WICA ..... Mary Pavolino  
 Canton, WHBC ..... Martin Alexander  
 Cincinnati,  
   WCKY ..... Charles Mauthe  
   WCPO ..... Gene Hoctor  
   WLW ..... Gladys Lee  
   WLW ..... Milton Weiner  
   WSAI ..... Milton Wiener  
 Cleveland,  
   WCLE ..... Willard Pott  
   WGAR ..... Walberg Brown  
   WHK ..... Willard Pott  
   WJW ..... Donald Kayler  
   WTAM ..... Lee Gordon  
 Columbus,  
   WBNS ..... Lowell Riley  
   WCOL ..... Janice Hagerty  
   WHKC ..... Abram Ruvinsky  
   WOSU ..... Ann Charles  
 Dayton,  
   WHIO ..... Henry Lange  
   WING ..... Charles Reeder  
 Findlay, WFIN ..... Barbara J. Tyner  
 Mansfield, WMAN ..... Earl Black  
 Marion, WMRN ..... Anna Mae Spano  
 Portsmouth, WPAY ..... Dorothy Page  
 Springfield, WIZE ..... Martha Fox  
 Steubenville, WSTV ..... John L. Merdian  
   WFMJ ..... Col. L. R. Boals  
 Youngstown, WKBN ..... Dwight Merriam

## Oklahoma

Ardmore, KVSO ..... Dolly Dutton  
 Bartlesville, KWON ..... Martha Boucher  
 Lawton, KSWO ..... Winifred Ross  
 Muskogee, KRIX ..... Sally Miller  
 Norman, WNAD ..... Roger Goeb  
 Oklahoma City, KOMA ..... Mickey Reynolds  
   KTOK ..... Harold Shreve  
   WKY ..... Allan Clark  
 Tulsa,  
   KOME ..... Alene Campbell  
   KTUL ..... Lillian Smithline  
   KVOO ..... Joseph A. O'Neill

## Oregon

Albany, KWIL ..... Joyce Den Herder  
 Corvallis, KOAC ..... Richard E. Fuson  
 Portland,  
   KALE-KOIN ..... Joseph Sampletro  
   KBPS-KEX-KGW ..... Abe Bercovitz

## Pennsylvania

DuBois, WCED ..... Les Ryder  
 Easton, WEST ..... Eugene Bethman  
 Erie, WLEU ..... Anthony Conti  
   WERC ..... Milton Munn  
 Grove City, WSAJ ..... Stanley Seiple  
 Harrisburg, WHP ..... David Shoop  
 Lewistown, WMRF ..... Mary McCoy  
 Philadelphia,  
   KYW ..... Clarence Fuhrman  
   WCAU ..... Johnny Warrington

WDAS ..... Joseph Schreiber  
 WFIL ..... Norman Black  
 WIBG ..... Eric Wilkinson  
 WIP ..... Joe Frassetto  
 WPEN ..... Joseph Franzosa  
 Pittsburgh,  
   KDKA ..... Bernie Armstrong, Aneurin Bodycombe  
   WCAE ..... "Babe" Rhodes  
   WWSW ..... John Mitchell  
 Reading, WBEU ..... E. Lester Hoffmaster  
 Scranton, WARM ..... Frank Keller  
 Uniontown, WMBS ..... J. Sullivan Sages  
 Wilkes-Barre,  
   WBAX ..... Phil Cusick  
   WBRE ..... Louis Savitt  
 York, WSBA ..... Harold Shutz

## Rhode Island

Pawtucket, WFCL ..... Arthur Paquette  
 Providence, WPRO ..... Edwin F. Drew  
   WJAR ..... Earl Shean

## South Carolina

Charleston, WCSC ..... Betty Sturcken  
 Columbia,  
   WCOS ..... Moody McElueen  
   WIS ..... Mary Elizabeth Shealy  
 Florence, WOLS ..... Claude Putnam  
 Greenville, WFBC ..... Marcia Wyche  
   WMRC ..... Jimmy Simpson  
 Spartanburg, WORD ..... Lea Perrin  
   WSPA ..... Corinne Kearse

## South Dakota

Rapid City, KOBH ..... George Bruntlett  
 Yankton, WNAX ..... Rex Hayes

## Tennessee

Chattanooga,  
   WAPO ..... William Krug  
   WDEF ..... Jean Van Arsdale  
 WOOD ..... John Tassetore  
 Jackson, WTJS ..... James Allen  
 Johnson City, WJHL ..... Henry Frick  
 Knoxville,  
   WNOX ..... Jerry Collins  
   WRQL ..... Harry Nides  
 Memphis,  
   WMPS ..... Kay Benander  
   WREC ..... Jesalyn Payne  
 Nashville,  
   WLAC ..... Charles Nagy  
   WSIX ..... Frank Bobo  
   W8M ..... Beasley Smith, Pietro Brescia

## Texas

Amarillo,  
   KFDA ..... Bonnie Bennett  
   KGNC ..... Frances Jensen  
 Austin, KNOW ..... Allan Ezell  
 Beaumont, KRIC ..... Mary Bond Campbell  
 Brownsville, KEEW ..... Jack Wilson, Jr.  
 Corpus Christi, KEYS ..... J. L. Scogin, Jr.  
 Dallas,  
   KRLD ..... Lawrence H. Morrell  
   WFAA ..... Karl Lambertz  
   WRE ..... Ted Parrino  
 El Paso, KROD ..... H. Arthur Brown  
 Fort Worth,  
   KFJZ ..... Frances Kay  
   KGKO ..... Gene Baugh  
   WBAP ..... Gene Baugh  
 Houston,  
   KPRC ..... K. B. Sloan  
   KTRH ..... Albino Torres  
 Lubbock, KFYO ..... Ollie Cook  
 Midland, KRLH ..... Roy De Wolfe  
 Pampa, KPDN ..... Lester Aldrich  
 Port Arthur, KPAC ..... Cliff Bruner



# HOME ECONOMICS DIRECTORS OF STATIONS IN UNITED STATES AND CANADA

*Winning the war on the home front has been an all-out activity of station home economists ever since the war's inception. With rationing and shortages of taken-for-granted items, housewives have received a much-needed helping-hand to tailor the family menu to wartime conditions.*

*Another much-needed service provided by this department concerned wartime lunches for defense plant workers. The many suggestions and programs built around this one project alone was an educational campaign of tremendous magnitude.*

## Alabama

Anniston, WHMA..... Anne Snoddy  
Bessemer, WJLD..... Grace Tutwiler  
Earline Tully  
Birmingham, WAPI..... Delmar Bradley,  
Earline Tully  
Decatur, WMSL..... Mrs. Reid Sherard  
Momile, WMOB..... Eleanor Boyd Whitelaw  
Montgomery,  
WCOV..... Eve Lynn  
WSFA..... Camille Brown

## Arizona

Phoenix, KOY..... Maude Longwell  
KTAR..... Betty Ericson  
Prescott, KYCA..... Roberta Pfister  
Safford, KGLU..... Alberta Hunt  
Tucson, KTUC..... Leigh Price

## Arkansas

El Dorado, KELD..... Jacqueline Click  
Fort Smith, KFPW..... Mrs. Jack Floyd  
Hot Springs, KTHS..... Hazel Jacobs  
Little Rock, KLRA..... Mina Madden  
Texarkana, KCMC..... Hazel Craig

## California

Bakersfield, KERN..... Carolyn Kern  
Beverly Hills, KMPC..... Virginia Mansfield  
Chico, KHSL..... Laurette Fields  
Eureka, KXO..... Jean Jordan  
Fresno,  
KFRE..... Francis Quinn  
KMJ..... Pauline Edwards  
Long Beach, KFOX..... Mrs. Vera Morris  
Los Angeles  
KFI..... Agnes White  
KFVD..... Violet Schram  
KFWB..... Chef Milani  
KGFJ..... Carolyn Caro  
KHJ..... Norma Young  
KMTR..... Marion Lee, Eugenia Claire  
Oakland,  
KLX..... Ruthelie McConnell  
KROW..... Susan Little  
Pasadena, KWKW..... Jean Sterling  
Riverside, KPRO..... H. R. Rutan

Sacramento,

KFBK..... Katharine Kitchen  
KROY..... Martha Morton  
San Diego, KGB..... Molly Morse  
KFMB..... Shirley Bradley  
San Francisco  
KFRC..... Mrs. Josephine Martin  
KGO..... Ann Holden  
KJBS..... Ruth Thompson  
KPO..... Dorothy Rankin  
KSAN..... Ruth Franklin  
KSFO..... Marjorie Trumbull  
KYA..... Ruth Thompson  
San Jose, KQW..... Katherine Kerry  
San Luis Obispo, KVEC..... Helen Fisher  
Santa Barbara, KTMS..... Mary Baci  
Santa Rosa, KSRO..... Elaine Swain  
Stockton, KWG..... Marjorie Lee  
Watsonville, KHUB..... Martha Norton

## Colorado

Denver  
KFEL..... Salome Hansen  
KLZ..... Velma Michener  
KMYR..... Hazel Heaver  
KOA..... Evadna Hammersley  
Grand Junction, KFKJ..... Mildred Fuller  
Greeley, KFKA..... Dorothy Baldwin MacClary  
La Junta, KOKO..... Frances Robinson

## Connecticut

Hartford  
WNBC..... Jan Miner  
WTHT..... Una King  
WTIC..... Ruth Provan  
New Haven, WELI..... Janet Slayton  
Stanford, WSRR..... N. Dougherty  
Waterbury, WBRY..... Fay Clark

## Delaware

Wilmington, WDEL..... Mary McCauley  
WILM..... Barbara Wright

• • • HOME ECONOMICS DIRECTORS • • •

**District of Columbia**

Washington  
WTOP.....Elinor Lee  
WOL.....Eleanor Howard  
WRC.....Mary Mason  
WWDC.....Mary Dorr

**Florida**

Gainesville, WRUF.....Mary Eliza Kephart  
Jacksonville, WPDQ.....Anne Daily  
WJHP.....Alice Withee  
Miami  
WIOD.....Jane Butler  
WQAM.....Alaine Powell, Lynn Fox  
Ocala, WTMC.....Joyce Dice  
Orlando  
WDBO.....Myrtle Carry  
WLOF.....Barbara Brown  
Panama City, WDLF.....Dorothy Story  
Pensacola, WCOA.....Vera Lawbaugh  
St. Augustine, WFOY.....Frankie Collyer Walker  
Sarasota, WSPB.....Katherine Blackshear  
Tampa, WFLA.....Barbara San

**Georgia**

Albany, WALB..... Mildred Huie  
Atlanta, WAGA..... Mary Lucille Augusta,  
WGAC.....Melba Sparks  
WRDW.....Eileen Stulb  
Cedartown, WGAA.....Rowena Whitfield  
Columbus, WRBL.....Anice Wismer  
Gainesville, WGGG.....Nancy Thompson  
Macon, WBML.....Rosemary Jones  
Savannah, WTOG.....Martha Miller  
Waycross, WAYX.....Robbie Lee Chastain

**Idaho**

Boise, KIDO..... Ann Herbert  
Nampa, KFXX..... Barbara Dick  
Twin Falls, KTFI..... Eleanor Kline  
Wallace, KWAL..... Lillian Samms

**Illinois**

Aurora, WMRO.....Dorothy O'Brien  
Bloomington, WJBC.....Peggy Payne  
Champaign, WDWS.....Katherine Sherrick  
Chicago  
WAAF.....Halloween Martin  
WAIT.....Helen Dean  
WEDC.....Sophie V. Brady  
WGN.....June Baker  
WLS.....June Merrill  
WMAQ.....Elizabeth Hart  
Decatur, WSOY.....Easter Straker  
East St. Louis, WTMV.....Jane Foster  
Harrisburg, WEBQ.....Virginia Sidell  
Herrin, WJPF.....June Janess  
Jacksonville, WLDS.....Eureath Freyermuth  
Joliet, WCLS.....Marcia Mitchell  
Quincy, WTAD.....Marian Sexton  
Rockford, WROK.....Olga Johannes  
Rock Island, WBBF.....Kay Davis  
Springfield, WCBS.....Mary L. Dilley  
Urbana, WILL.....Jesse Heathman

**Indiana**

Elkhart, WTRC.....Mary Thompson  
Fort Wayne  
WGL.....Sue Gibson  
WOWO.....Jane Weston  
Hammond, WJOB.....Margaret Frye  
Indianapolis  
WFBM.....Rose Lee Farrell  
WIBC.....Jane Day  
Lafayette, WASK.....Vianna Bramlett  
New Albany, WGRG.....Charlotte Falkner  
South Bend, WSBT.....Mrs. J. B. Riley  
Vincennes, WAOV.....Aline Arnold

**Iowa**

Ames, WOI.....Martha Duncan  
Boone, KFGQ.....Nellie Workman  
Burlington, KBUR.....Mary Mangold  
Cedar Rapids, WMT.....Libbie Vaughan  
Clinton, KRCS.....Darlene Gordon  
Davenport, WOC.....Mary Louise Marshall  
Des Moines  
KSO.....Helen Watts Schreiber  
WHO.....Dorothy Dale  
Dubuque, WKBB.....Sister Mary St. Clara, B.V.M.  
Fort Dodge, KFVD.....Norma Shearer  
Ottumwa, KBIZ.....Phyllis Pelletier  
Shenandoah, KMA.....Leanna Driftmier,  
Edith Hansen  
Spencer, KICD.....Zelda Anderson  
Waterloo, KXEL.....Jane Foster

**Kansas**

Atchison, KVAK.....June Lee  
Dodge City, KGNO.....Mrs. Florence Carrier  
Emporia, KTSW.....Miriam Porter  
Garden City, KIUL.....Marion Lee Ball  
Hutchinson, KWBW.....Frances Everitt  
Kansas City, KCKN.....Olive Osborn  
Lawrence, KFKU.....Viola Anderson  
Salina, KSAL.....Helen Geis  
Wichita, KFSI.....Bette Clarke

**Kentucky**

Harlan, WHLN.....Eula Jones  
Henderson, WSON.....Rebecca Leigh  
Hopkinsville, WHOP.....Bonnie Bessire  
Louisville, WHAS.....Cissy Gregg  
Paducah, WPAD.....Betty Ann Clement

**Louisiana**

Alexandria, KALB.....Dorothy Alden  
New Orleans,  
WDSU.....A. Arthur  
WWL.....Penny Hill, Suzanne Javeau

**Maine**

Lewiston, WCOU.....Roselle Coury  
Portland, WCSH.....Nancy King  
WGAN.....Dorothy Wadman  
Presque Isle, WAGM.....Duska Glidden

**Maryland**

Baltimore  
WCAO.....Bettie McCall  
WCBM.....Helen Hall  
WFBR.....Martha R. Temple  
WITH.....Eva Ve Verke  
Cumberland, WTBO.....Margaret Lynch

**HOME ECONOMICS DIRECTORS**

**Massachusetts**

Boston  
 WBZ-WBZA..... Mildred W. Carlson,  
 Marjorie Mills, Imogene Wolcott  
 WEEI..... Heloise Parker Broeg  
 Fitchburg, WEIM..... Dorothy McKittrick,  
 Madeline Wolfe  
 Greenfield, WHAI..... Ann Erickson  
 Holyoke, WHYN..... Helen Hope  
 Hyannis, WOCB..... Marion Crowell  
 Lawrence, WLAW..... Irene F. Morgan  
 Lowell, WLLH..... Ann Bradford  
 Springfield, WMAS..... Ethel Henin  
 Worcester, WTAG..... Mildred Bailey.

**Michigan**

Bay City, WBCM..... Frances Patterson  
 Detroit, WKAR..... Jeanette Lee  
 East Lansing, WKAR..... Jeanette Lee  
 Ironwood, WJMS..... Rose Isaac  
 Kalamazoo, WKZO..... Evelyn Courtney  
 Lansing, WJIM..... Judy Holiday  
 Muskegon, WKBZ..... Elsie Buttrick  
 Port Huron, WMLS..... Anne B. Coushaine  
 Saginaw, WSAM..... Lou Sherry

**Minnesota**

Albert Lea, KATE..... Kay Bonner  
 Duluth, WEBC..... Elinor Barney  
 KDAL..... June Lange  
 Mankato, KYSM..... Irene Michael  
 Minneapolis-St. Paul,  
 WCCO..... Madge Brown  
 WDCY..... Ruth Sherman  
 WLB..... Ralph T. Backstrom  
 WTCN..... Ann Ginn  
 St. Paul, KSTP..... Bee Baxter  
 Virginia, WHLB..... Jewell Parsons  
 Winona, KWNO..... Marjorie Mitchell

**Mississippi**

Columbus, WCBI..... Ruth Etheridge  
 Greenville, WJPR..... Sallie Kellner  
 Hattiesburg, WFOR..... Betty Baker  
 Jackson, WSLI..... Nancy Chambers

**Missouri**

Hannibal, KHMO..... Betty Huston  
 Joplin, WMBE..... June Darby  
 Kansas City  
 KCMO..... Anne Hayes  
 KMBC..... Nancy Goode  
 WDAF..... Dorothy Crew  
 Poplar Bluff, KWOC..... Helen Peterson  
 St. Louis  
 WEW..... Louise Munch  
 WIL..... Kay Morton  
 Sedalia, KDRO..... Betty Page  
 Springfield, KTTS..... Kathleen Peters  
 KWTO..... Dorothy Martin

**Montana**

Missoula, KGVO..... Erin Day

**Nebraska**

Fremont, KORN..... Esther Hosterman  
 Grand Island, KMMJ..... Jane Anderson  
 Kearney, KGFW..... Marjorie Davis  
 Lincoln, KFAB..... Jessie Young  
 Norfolk, WJAG..... Mary Moore  
 Omaha  
 KOIL..... Belle West  
 KOWE-WOW..... Martha Bohlsen  
 Scottsbluff, KGKY..... Arline Johnson

**New Hampshire**

Laconia, WLNH..... Marie Forsberg  
 Manchester, WMUR..... Betty Leary  
 Portsmouth, WHEB..... Lee Spencer

**New Jersey**

Asbury Park, WCAP..... Georgianne Burley  
 Atlantic City,  
 WBAB..... Peggy Johnson  
 WFPG..... Hazel Hartman  
 Jersey City, WHOM..... Martha Ley,  
 Eleanor Zabeltovich

**New Mexico**

Albuquerque, KGGM..... Isabel Kern  
 KOB..... Mary McConnell  
 Clovis, KICA..... Bonnie Cook  
 Las Vegas, KFUN..... Dorothy G. Thwaites

**New York**

Albany,  
 WABY..... Judy James  
 WOKO..... Louise Benay  
 Batavia, WBTA..... Harriette J. Taylor  
 Binghamton, WNEF..... Sarah Burbank  
 Buffalo, WEBR..... Elinor Fahrenholz, Esther Huff  
 Ithaca, WHCU..... Eileen Winchell  
 Jamestown, WJTN..... Helen Carr  
 Kingston, WKNY..... Everice Parsons  
 Newburgh, WGNV..... Genevieve Judy  
 New York  
 WABC..... Margaret Arlen  
 WEAF..... Mary M. McBride  
 WHN..... Adrienne Ames  
 WINS..... Dorothy Day  
 WMCA..... Isabella Beach  
 WJZ..... Alice Maslin  
 WOR..... Bessie Beatty, Pegoen Fitzgerald,  
 Martha Deane, Alfred McCann,  
 Dr. Walter Eddy, Imogene Woolcott  
 WQXR..... Charlotte Adams  
 Niagara Falls, WHLD..... Clarice Johnston  
 Olean, WHDL..... Mae Brown  
 Rochester  
 WHAM..... Hazel Cowles  
 WHEC..... Marian Karasick  
 WSAY..... Marian Karasick  
 Saranac Lake, WNBZ..... Ruth O'Connell  
 Schenectady, WGY..... Martha Brooks,  
 Syracuse  
 WOLF..... Gertrude Buckland  
 WSYR..... Barbara Blake  
 Troy, WTRY..... Mary Gaynor  
 Utica, WIBX..... Elizabeth Odames  
 Watertown,  
 WATN..... Mrs. Clara Bell  
 WWNV..... Joy Cole  
 White Plains, WFAS..... Mary Anna Logan  
 Woodside, WWRL..... Marion Steine

• • • **HOME ECONOMICS DIRECTORS** • • •

**North Carolina**

Asheville, WISE.....Leahman Fair Wall  
 Burlington, WBBB.....Johney Wagner  
 Charlotte, WSOC.....Margaret Walker  
 WAYS.....Estelle Cuddy  
 Durham, WDNC.....Doris Brommage  
 Greenville,  
 WGTC.....Frances Simpson  
 WMRC.....Frances Meyers  
 Goldsboro, WGBR.....Martie Swanson  
 Greensboro, WGBG.....Marie Craven  
 High Point, WMFR.....Eleanor Powell  
 New Berne, WHIT.....Jacquelyn Melton  
 Roanoke Rapids, WCBT.....Mamie Nash  
 Washington, WRRE.....Ruth Frank  
 Wilson, WGTM.....Mina Ray Williams  
 Winston-Salem, WAIR.....Marvel Carter Campbell

**North Dakota**

Grand Forks, KFJM.....Fay Lufkin  
 Minot, KLFM.....E. H. Cooley  
 Valley City, KOVC.....Lois Laine

**Ohio**

Akron  
 WADC.....Glad Henri  
 WAKR.....Ann Parker  
 WWV.....Jean Law  
 Ashtabula, WICA.....Elinor Mirabell  
 Cincinnati  
 WCPO.....Evelyn Evans, Betsey Dennis  
 WKRC.....Georgia Gray  
 WSAI.....Ruth Lyons  
 Cleveland  
 WHK-WCLE.....Eleanor Hanson  
 WGAR.....Ruth Merriam Wells  
 WTAM.....Jean Colbert  
 Columbus  
 WBNS.....Fern Sharp  
 WCOL.....Rhea McCarty  
 WHKC.....June Rosen  
 Lima, WLOK.....Katherine Goeke  
 Marion, WMRN.....Madge L. Cooper  
 Portsmouth, WPAY.....Lucille Graham  
 Springfield, WIZE.....Francis Williamson  
 Steubenville, WSTV.....Jane McHugh  
 Toledo  
 WSPD.....Mrs. Norma Lane  
 WTOL.....Dorothy Peterson  
 Warren, WRRN.....Keren Friedman  
 Zanesville, WHIZ.....M. Weber

**Oklahoma**

Elk City, KASA.....Betty Adams  
 Enid, KCRC.....Margie Kaye  
 Muskogee, KBIX.....Irene Doan  
 Norman, WNAD.....Helen Cullins  
 Oklahoma City  
 Koma.....Helen B. Schuyler  
 WKY.....Mart Adams  
 Ponca City, WBBZ.....Kay Kollins  
 Shawnee, KGFF.....Maxine Eddy  
 Tulsa, KVOO.....Jane Austin  
 KTUL.....Mildred Gillespie

**Oregon**

Albany, KWIL.....Betty Lou Wilbanks  
 Astoria, KAST.....Abbie Smith  
 Baker, KBBR.....Grace Baer  
 Corvallis, KOAC.....Mrs. Zelta Rodenwold  
 Eugene, KORE.....Evelyn Pohl  
 Grant's Pass, KUIN.....Ruth E. Crawford  
 La Grande, KLBW.....Jayne Moss

Pendleton, KWRC.....Rondi O'Gara  
 Portland  
 KEX-KGW.....Ruth Forbes, Barbara Hathaway  
 KWJJ.....Althee Renwick, Rita Othus  
 KXL.....Peggy Williams  
 Roseburg, KRNR.....Iris Helliwell  
 Salem, KSLM.....Maxine Buren

**Pennsylvania**

Butler, WISR.....Gladys Borne  
 Du Bois, WCED.....Virginia Wade  
 Easton, WEST.....Pauline A. Davis  
 Erie, WLEU.....Joan Clark  
 WERC.....Carol Mason  
 Johnstown, WJAC.....Jane Simmons  
 New Castle, WKST.....Peggy Boughter  
 New Kensington, WKPA.....Toni Lee  
 Philadelphia  
 KYW.....Ruth Welles, Betty Jordan  
 WCAU.....Ruth Chilton  
 WFIL.....Anice Ives, Jessie Young  
 WHAT.....Betty Newbold  
 WIBG.....Zella Harper  
 Pittsburgh  
 KDKA.....Evelyn Gardiner  
 WCAE.....Lillian Malone  
 Uniontown, WMBS.....Mary E. Anderson  
 Wilkes-Barre, WBAX.....Susan Smith

**South Carolina**

Anderson, WAIM.....Francis Johnson  
 Columbia, WCOS.....Pricilla Dunn  
 Charleston  
 WCSC.....Gladys Sage  
 WTMA.....Alicia Rhett  
 Florence, WOLS.....Laurie Clark  
 Greenville, WFBC.....Alice Wyman  
 Spartanburg, WSPA.....Jane Dalton  
 WORD.....Mary Moritz  
 Sumter, WFIG.....Sally Pierce

**South Dakota**

Yankton, WNAX.....Wynn Hubler

**Tennessee**

Bristol, WOPI.....Marjorie Freels  
 Chattanooga, WDOD.....Billie Ansel  
 Johnson City, WJHL.....Alice Friberg  
 Knoxville, WNOX.....Martha Ross  
 Memphis, WHBQ.....Kay Allen  
 Nashville, WSIX.....Sibyl Harris

**Texas**

Abilene, KRBC.....Anne O. Smart  
 Brownsville, KEEW.....Ethel Cummins  
 College Station, WTAW.....Evelyn Branigan  
 Big Spring, KBST.....Jo Ann Switzer  
 Dallas, WRR.....Alta Faye Lackland  
 KRLD.....Albertine Berry  
 El Paso, KTSM.....Mrs. J. F. Kemendo  
 Fort Worth, KFJZ.....Mary Louise Ware  
 Galveston, KLUF.....Mrs. Helen D. Clough  
 Harlingen, KGBS.....Frances George  
 Houston  
 KPRC.....Alfred Daniel  
 KTRH.....Clara Fiquet  
 Huntsville, KSAM.....Ann Curry  
 Lubbock, KFYO.....Jimmie Hopson  
 Palestine, KNET.....M. Stevens  
 Paris, KPLT.....Ladelle McDowra  
 San Antonio, KTSA.....Violet Short  
 WOAL.....Jane Rowley

• • • HOME ECONOMICS DIRECTORS • • •

**Utah**

Cedar City, KSUB.....Jean Gronnert  
 Provo, KOVO.....Gertrude Wiseman  
 Salt Lake City  
 KDYL.....Mildred Baker  
 KUTA.....June Lee

**Vermont**

Burlington, WCAAX...|.....Janet Hackwell  
 Danville, WBTM.....Dale Carter  
 St. Albans, WWSR.....Cecile Crandall

**Virginia**

Harrisonburg, WSVB.....Mary Dixon  
 Martinsville, WMVA.....Priscilla Lambeth  
 Newport News, WGH.....Lee Bailey  
 Roanoke, WSLB.....Virginia Krebs  
 Suffolk, WLPB.....Elizabeth Beale  
 Winchester, WINC.....Marion Park

**Washington**

Aberdeen, KXRU.....Ruth Poindexter  
 Centralia-Chehalis, KELE.....Ruth Evers  
 Everett, KEVE.....Mrs. J. L. Fritsche  
 Olympia, KGY.....Therese Olsen  
 Pullman, KWSC.....Inez Arquist  
 Seattle,  
 KIRO.....Charlotte Musgrave, Marion Guinn  
 KJR-KOHO.....Ann Sterling  
 KOL.....Ann Bowden, Florence Clements  
 KXA.....Helen Brennan  
 Spokane,  
 KFIO.....Ruby Rand  
 KFPY.....Edna Storms Moody  
 KHQ.....Lucile Eddy  
 KGA.....Lucile Eddy  
 Tacoma, KVI.....Maurine Tuttle  
 KMO.....Gail Clark, Ruth Reisner  
 Walla Walla, KUJ.....Virginia Van Hoy Lyon

**West Virginia**

Beckley, WJLS.....Jean Law  
 Charleston,  
 WCHS.....Melva Graham  
 WGV.....Nancy Flournoy  
 Clarksburg, WBMK.....Jane B. Matthews  
 Fairmont, WMMN.....Betty May  
 Huntington, WSAZ.....Pat Wilson  
 Logan, WLOG.....Dorothy Armstrong  
 Morgantown, WAJR.....Connie Osborne  
 Welch, WBRW.....Ashton Light, Mary Del Signor

**Wisconsin**

Ashland, WATW.....Anne Wills  
 Eau Claire, WEAU.....Betty Moskewitz  
 La Crosse, WKBH.....Cora Hauser  
 Madison, WHA.....Aline Hazard  
 Medford, WIGM.....Sigrid Enstad  
 Milwaukee, WISN.....Mary Ann LeMay  
 WEMP.....Frieda Krieg  
 Rice Lake, WJMC.....I. O. Hembre, Lois Strahm  
 Superior, WDSM.....Myrna McCauley  
 Wausau, WSAU.....Lenore DeVries  
 Wisconsin Rapids, WFHH.....Helen Thompson

**Wyoming**

Cheyenne, KFBC.....Helene Wentzel  
 Powell, KPOW.....Rosemary C. Meyer  
 Rock Springs, KQRS.....Ann Cook  
 Sheridan, KWYO.....Nova Spracklin

**Alaska**

Fairbanks, KFAR.....Miriam Dickey

**HAWAII**

Lihue, KTOH.....Esther Ruggland,  
 Mrs. Florence Ferenandez

**CANADA  
 Alberta**

Edmonton, CFRN.....Betty Stewart  
 CKJA.....Grace Duggan  
 CJCA.....June Sutherland  
 Grand Prairie, CFGP.....Betty Stewart  
 Lethbridge, CJOC.....Helen Anderson

**British Columbia**

Victoria, CJVI.....June Bevin

**New Brunswick**

Campbellton, CKNB.....Margaret Taylor  
 St. John, CHSJ.....Mrs. Maud C. Esty

**Nova Scotia**

Antigonish, CJFX.....Zita O'Hearn Cameron

**Ontario**

Fort William, CKPR.....Betty Copley  
 Brantford, CKPC.....Mrs. J. Gallant  
 Brockville, CFLC.....H. M. Everetts  
 Chatham, CFCC.....Gwen Nicholls  
 Kirkland Lake, CJKL.....Mirna Sturgess  
 Kingston, CKWS.....Anne Wiasi  
 Kitchener, CKCR.....Jean Whiteside  
 North Bay, CFCH.....Ray Doherty  
 Owen Sound, CFOS.....Isabel Doyle, Muriel Ready  
 Peterborough, CHEX.....Ruth Panter  
 Prescott, CFLC.....Helen Everetts  
 Windsor, CKLW.....Myrtle Labbitt  
 Wingham, CKNX.....Marg Brophy

**Prince Edward Island**

Charlottetown, CFCY.....Mrs. R. F. Large  
 Summerside, CHGS.....Mrs. Irene Dickie

**Quebec**

Montreal  
 CFAC.....Roberta Beatty  
 CFCF.....Roberta Beatty  
 CKAC.....Odette Oligny  
 CHLP.....Nita d'Arcy, Denise Dubar  
 Quebec, CHRC.....Claire Gagne  
 CKCV.....Elaine Montreuil  
 Rouyn-Noranda, CKRN.....Pat Sowerby

**Saskatchewan**

Moose Jaw, CHAB.....Barbara Wells  
 Prince Albert, CKBI.....Aline Rousseau  
 Regina  
 CJRM.....Mrs. H. Martenson  
 CKCK.....Audrey Counsell





# MOTION PICTURE COMMENTATORS OF STATIONS IN THE UNITED STATES

(Courtesy of the 1944 FILM DAILY YEAR BOOK)

## Alabama

**Anniston:**  
WHMA—Raymond Watson.  
**Birmingham:**  
WAPI—Lionel F. Baxter.  
WBRC—Margaret Cotton.  
**Montgomery:**  
WSFA—John B. Demotte.  
**Muscle Shoals:**  
WIAV—Becky Burns.  
**Selma:**  
WHBB—Marshall Parsons, Jr.  
**Opelika:**  
WJHO—Hugh Webb.

## Arizona

**Phoenix:**  
KOY—Dale M. Riley.  
KTAR—Virginia Ricks.  
**Prescott:**  
KYCA—Roberta M. Pfister.  
**Safford:**  
KGLU—Lester McBride.  
KGLU—Norman B. Harrington  
KGLU—Willard Shoecraft.  
**Tucson:**  
KTUC—Eileen Floreen.

## Arkansas

**El Dorado:**  
KELD—J. R. Duerson.  
**Helena:**  
KFFA—Rosalind Mundt.  
**Fort Smith:**  
KFPW—Louise Sewell.  
**Hot Springs:**  
KTHS—Frank A. Browne.

## California

**Berkeley:**  
KRE—Dick Brill.  
**Beverly Hills:**  
KMPC—Joe Tonner.  
KMPC—Frank Robinson  
Brown.  
KMPC—Sam McKay.  
**Chico:**  
KHSL—"Woody" Woodling.  
**Fresno:**  
KFRE—Francis Quinn.  
**Hollywood:**  
KMTR—Irwin Allen.  
KMTR—Eugenia Claire Smith.  
KMTR—Kenneth O. Tikham.  
KNX—George Fisher.  
KNX—Hedda Hopper.  
**Los Angeles:**  
KECA—Erskine Johnson.  
KMTR—Irwin Allen.  
KRKD—Glad Hall.  
**Merced:**  
KYOS—Jo Ann Evans.  
**Oakland:**  
KLX—Harry Koplan.  
**Riverside:**  
KPRO—Grant, Holcomb, Jr.  
**San Diego:**  
KFMB—Marion Whitney.  
KGB—Molly Morss.  
**San Francisco:**  
KQW—Eddie Tabor.  
KQW—Ira Blue.

KSFO—"Monica"  
KYA—Jack Temple.  
Santa Barbara:  
KTMS—Stell Hollowell.

## Colorado

**Denver:**  
KFEL—Bob Cornwell.  
KMYR—Jim Hawthorne.  
KMYR—Bill Butterfield.  
**Durango:**  
KIUP—Raymond M. Beckner.

## Connecticut

**Bridgeport:**  
WICC—Denise Keller.  
**Stamford:**  
WSRR—Aime Gauvin.

## District of Columbia

**Washington:**  
WOL—Charlie Zurhorst.  
WOL—Walter Compton.  
WOL—Russ Hodges.  
WOL—Eleanor Howard.  
WTOP—Martha Baker.  
WWDC—Vera Ash.

## Florida

**Fort Myers:**  
WFTM—June Warner.  
**Jacksonville:**  
WMBR—Ann Evans.  
WPDQ—Anne Daily.  
**Miami:**  
WQAM—Leslie T. Harris.  
WQAM—Alaine Powell.  
**Ocala:**  
WTMC—Flavius J. Yandle.  
**Orlando:**  
WDBO—W. G. McBride.  
WDBO—Sally Martin.  
WDBO—Myrtle Carry.  
WOLF—Barbara Brown.  
**Panama City:**  
WDLF—Edward J. Couture.  
WDLF—Eddie Pierce.  
**Pensacola:**  
WCOA—Vera K! Lawbaugh.  
**St. Augustine:**  
WFOY—Anne Bernice Nachtmann.  
**Sarasota:**  
WSPB—Jayne Taylor.  
**Tallahassee:**  
WTAL—Mary Charles Fendley.  
**Tampa:**  
WFLA—Paul M. Jones.  
WFLA—Barbara San.  
WFLA—Patsy Kent.  
**West Palm Beach:**  
WJNO—Josephine McQuillin.

## Georgia

**Albany:**  
WALB—Mrs. Mildred Cann.  
**Augusta:**  
WRDW—Ben Lucas.  
WRDW—Sara Twiggs.  
**Cedartown:**  
WGAA—Jean Brooks.

WGAA—Bob Wesley.  
WGAA—Rowena Whitfield.  
**Columbus:**  
WRBL—Miss Billie Wismer.  
WRBL—Jack Gibney.  
**Cordele:**  
WWMJ—Elwela Powers.  
**Gainesville:**  
WRUF—Marion Morris.  
**Macon:**  
WMAZ—Mrs. Piercy Chestney.  
WBML—Rosemary Lyons Jones.  
**Rome:**  
WRGA—Kitty Alford.

## Illinois

**Aurora:**  
WMRO—Miss Lee Isom.  
**Bloomington:**  
WJBC—Frank Strand.  
**Chicago:**  
WBBM—Nate Gross.  
WEDC—Marian Whitney.  
WEDC—Elinor Ainsworth.  
WJJD—Ruth Shannein.  
WLS—Wilma Gwilliam.  
**Decatur:**  
WSOY—Dorothy Masterson.  
**Galesburg:**  
WGIL—Bob Gibson.  
**Herrin:**  
WJPF—June Janess.  
**East St. Louis:**  
WTMV—Donna Lee.  
**Harrisburg:**  
WEBQ—Harold Cook.  
WEBQ—Virginia Crane.  
**Herrin:**  
WJPF—June Janess.  
**Jacksonville:**  
WLDS—Becky Vaughan.  
WLDS—Edgar Parsons.  
**Joliet:**  
WCLS—Marcia Mitchell.  
**Tuscola:**  
WDZ—Fran Booton.

## Indiana

**Gary:**  
WIND—Bob Diller.  
**Indianapolis:**  
WIBC—Jane Day.  
WIRE—Martha Meadows.  
**Lafayette:**  
WBAA—Gilbert D. Williams.  
**Vincennes:**  
WAOV—Aline Arnold.

## Iowa

**Burlington:**  
KBUR—Mary Weaver.  
KBUR—Ray Bennett.  
**Cedar Rapids:**  
WMT—Wanda Montz.  
**Davenport:**  
WOC—Margaret Sebastian  
**Des Moines:**  
KSO—Betty Wells.  
**Dubuque:**  
KDTH—Jane Thomas.  
WKBB—Gleason E. Kistler.

Mason City:  
KGLO—Bob Lewis.  
Ottumwa:  
KBIZ—Harry Colman.  
KBIZ—Winn Colman.  
Sioux City:  
KTRI—Maxine Dierking.  
Spencer:  
KICD—Leo G. Rasmussen.

## Kansas

Hutchinson:  
KWBW—Vern Minor.  
Kansas City:  
KCKN—Dorothy Quinan.  
KCKN—Ruth Royal.  
KCKN—Marie Louise Schrod-  
er.  
Pittsburg:  
KOAM—Don M. Taylor.  
Wichita:  
KANS—Josephine Wright.  
KFBI—Bette Clarke.

## Kentucky

Bowling Green:  
WLBT—Ann Hamilton.  
WLBT—Helen Given.  
Harlan:  
WHLN—Vernan Nunn.  
Paducah:  
WPAD—Gene Peak.

## Louisiana

Baton Rouge:  
WJBO—Mary deVane.  
WJBO—Ralph Sims.  
WJBO—Eleanor Tatum.  
Lafayette:  
KVOL—Allison J. Theriot.  
New Orleans:  
WJBW—C. Carlson.  
WWL—Jill Jackson.

## Maine

Bangor:  
WLZ—Lorraine DesIsles.  
Lewiston:  
WCOU—Roselle Coury.

## Maryland

Baltimore:  
WCAO—Frank Fan.  
WITF—George Browning.  
Cumberland:  
WTBO—Phillis Bord Brown.  
Frederick:  
WFMD—Bill McDonald.  
WFMD—James F. Crist.  
Salisbury:  
WBOC—Lonny Starr.

## Massachusetts

Boston:  
WBZ—George W. Slade.  
WCOP—Russell E. Offhaus.  
WEEI—Frisella Fortescue.  
WORL—Mary Ruth.  
Fitchburg:  
WEIM—Joan Shirlee.  
Greenfield:  
WHAT—Arthur Jones.  
Lowell:  
WLLH—Betty Chalmers.  
Springfield:  
WMAS—Ethel B. Henin.  
West Yarmouth:  
WOCB—Frances B. Blake.  
Worcester:  
WTAG—Jimmy Lee.

## Michigan

Port Huron:  
WHL—Harmon L. Stevens.  
WHL—Mrs. George Owen.  
Saginaw:  
WSAM—Janice Widmoyer.  
Sault Ste Marie:  
WOOO—Frank F. Firmschild.

## Minnesota

Mankato:  
KFYSM—Audrey Holmes.  
KYSM—Patricia O'Brien.  
Minneapolis:  
WDGY—Barbara Flanagan.  
St. Cloud:  
KFAM—Hubert Hugo Warner.  
St. Paul:  
WMIN—Bruce G. Hayward.  
Willmar:  
KWLM—Herb Hengstler.

## Mississippi

Columbus:  
WCBI—Yvonne Brisbane.  
Greenville:  
WJPR—Sallie Kellner.  
McComb:  
WSKB—John Cunningham.  
WSKB—Paul Simpkins.  
Natchez:  
WMIS—Myra Boudreau.

## Missouri

Hannibal:  
KEMO—Betty Huston.  
Kansas City:  
KCMO—Margaret Hillias.  
WHB—Jetta Carleton.  
Poplar Bluff:  
KWOC—Joe Roman.  
St. Charles:  
KMOX—Katherine Darst.  
KMOX—Frances Casement.  
St. Louis:  
WEW—Ann Vinson.  
WEW—Louise Munsch.  
Springfield:  
KTO—Miss Jerry Thraillkill.

## Montana

Kallispeil:  
KGEB—Don Treloar.

## Nebraska

Grand Island:  
KMMJ—Dick Yarnall.  
KMMJ—George C. Kister.

## Nevada

Reno:  
KOH—Robert Regent.  
New Hampshire  
Laconia:  
WLNH—Sherwin Greenlaw.  
WLNH—Margery Webster.  
Portsmouth:  
WHEB—Winslow Bettinson.  
WHEB—Mrs. Lee Spencer.

## New Jersey

Atlantic City:  
WFPG—Edgar A. Sweet.  
WFPG—Ethel Rattay.  
Bridgeton:  
WSNJ—Donald C. Hart.  
Camden:  
WCAM—Dayton Lummlis.  
WCAM—Walter A. Maguire.

## New Mexico

Albuquerque:  
KOB—Mary McConnell.  
Clovis:  
KICA—Grady Maples.  
Hobbs:  
KWEW—Chet L. Gonce.  
Roswell:  
KGFL—Frank W. Joyce.  
KGFL—Howard Brown.

## New York

Albany:  
WABY—Louise Benay.  
Batavia:  
WBTA—Dick Driscoll.  
WBTA—Jean Switendick.  
Binghamton:  
WNEF—Dottie Baker.

WNBF—Wally Buman.  
WNBF—Henry Sawtelle.  
Buffalo:  
WBEN—Jack Paar.  
WEBR—Edward J. Wegman.  
Ithaca:  
WHCU—Eileen Winchell.  
Jamestown:  
WJTN—Mrs. Helen Carr.  
Middletown:  
WALL—Bob Lee.  
New York:  
WBXN—Jack Mitchell.  
WEVD—Mark Toby.  
WEVD—Allan Black.  
WHN—Adrienne Ames.  
WINS—Stephen Garrett.  
WINS—Judith Allen.  
WJZ—Nancy Booth Craig.  
WJZ—Ed East.  
WLJB—Clifford Evans.  
WMCA—Julius Colby.  
WMCA—Ethel Colby.  
WNEW—Paula Stone.  
WOV—Diana Baldi.

Newburgh:  
WAGNY—Dick Crans.  
Niagara Falls:  
WHLD—Alice White.  
Ogdensburg:  
WSLB—Flo Beach Rowe.  
Poughkeepsie:  
WKIP—Jean Bart.  
Rochester:  
WHEC—Marian Karasick.  
WSAY—Frank Silva.  
WSAY—Mort Nusbaum.  
Syracuse:  
WAGE—Jan Costly.  
WOLF—Hamilton M. Woodie.  
Watertown:  
WATN—Lillian Miles.  
WWNY—Charles Pierce.

## North Carolina

Asheville:  
WISE—Ken Beachboard.  
WISE—Charles A. Bachman.  
WWNC—Norine Lowe.  
Burlington:  
WBBS—William Shepherd.  
Charlotte:  
WAYS—Estelle Cuddy.  
WSOC—Francis M. Fitzgerald.  
Goldshoro:  
WGBR—Elizabeth Rosenthal.  
Greenville:  
WGTC—Frances Simpson.  
WGTC—Jimmy Simpson.  
WGTC—Charles Whedbee.  
High Point:  
WMFR—Stan Conrad.  
Kinston:  
WFTC—Mrs. D. J. Dougan.  
Roanoke Rapids:  
WCBT—Philip Cooke.  
Salisbury:  
WSTP—Miss Winn Jones.  
Washington:  
WRRF—Charles Whidbie.  
WRRF—Bob Brisingdine.  
WRRF—Mrs. George Martin.  
Winston-Salem:  
WAIR—Lawrence Patrick.  
North Dakota  
Valley City:  
KOVG—Bob Ingstad.

## Ohio

Ashtabula:  
WICA—Elinor Mirabell.  
WICA—Walter Walrath.  
Cincinnati:  
WCKY—Carol King.  
WCKY—Olive Kackley.  
WCPO—Georgia Brune.  
WCPO—Edna Sherwood.  
WCPO—Betsey Dennis.

WLW—Bill McClusky.  
**Cleveland:**  
 WGAR—Joe Wilson.  
 WGAR—Sidney Andorn.  
**Columbus:**  
 COL—Wilma Kibler.  
**Dayton:**  
 WING—Jo Andrews.  
**Findlay:**  
 WFIN—Evelyn Hart.  
**Marion:**  
 WMRN—Louis T. Marsh.  
 WMRN—Madge L. Cooper.  
**Portsmouth:**  
 WPAV—Patricia Hooley.  
**Springfield:**  
 WIZE—Alice Bahman.  
**Toledo:**  
 WTOL—Russell Perry.  
**Zanesville:**  
 WHIZ—Virginia Woodward.

## Oklahoma

**Bartlesville:**  
 KWON—Ann Emery.  
**Muskogee:**  
 KBIX—Lowell Clark.  
**Oklahoma City:**  
 KOCY—Miss Lou Maystrick.  
 KTOK—Russell V. Miller.  
 KTOK—Minnie Jo Curtis.  
**Tulsa:**  
 KTUL—Glenn Condon.  
 KTUL—Frances Wilson.

## Oregon

**Albany:**  
 KWIL—Hal Byer.  
**Astoria:**  
 KAST—Abbie H. Smith.  
**Grants Pass:**  
 KUIN—Ralph Hanson.  
**La Grande:**  
 KIFM—Jayne Moss.  
**Pendleton:**  
 KWRC—Frank Krshka.  
**Portland:**  
 KGW.KEX—Grace Elliott.  
 KWJJ—Art Morey.  
 KWJJ—Thea Craig.  
 KXL—Betty Todd.  
 KXL—George Helmsich.

## Pennsylvania

**Butler:**  
 WISR—Gladys Borne.  
 WISR—Kieran Balfe.  
**Dubois:**  
 WCED—Anna Jane Mull.  
**Erle:**  
 WERC—J. Jacob Young.  
 WLEU—Joan Clark.  
**Lancaster:**  
 WGAL—Clair R. McCollough.  
**Lewistown:**  
 WMRF—Preston Rittenhouse.  
 WMRF—Paul M. Breining.  
**New Castle:**  
 WKST—Velma Dart.  
**Philadelphia:**  
 KYW—Franklin Evans.  
 KYW—Jack O'Reilly.  
 KYW—Ruth Wells.  
 WCAU—Betty Hurd.  
 WCAU—Powers Gouraud.  
 WDAS—P. J. Stanton.  
 WIBG—Kay Cooper.  
 WIBG—Rube Werling.  
**Pittsburgh:**  
 KDKA—Robert E. White.  
 WWSW—Walter E. Sickles.  
**Seranton:**  
 WARM—William M. Dawson, Jr.  
**Sharon:**  
 WPIC—Paul Gamble.  
**Wilkes-Barre:**  
 WBRE—Jimmy McCarthy.

## Rhode Island

**Pawtucket:**  
 WFCI—George Sutherland.  
**South Carolina**  
**Charleston:**  
 WTMA—Alicia Rhett.  
 WCSC—Hilda Edwards.  
**Columbia:**  
 WCOS—Howard Hamrick.  
**Florence:**  
 WOLS—L. M. Hawley.  
**Spartanburg:**  
 WORD—G. O. Shepherd.  
 WORD—Jane Smith.  
 WSPA—Sterling W. Wright.  
 WSPA—Jane Dalton.

## South Dakota

**Rap'd City:**  
 KOBH—Judy Rosenblith.

## Tennessee

**Chattanooga:**  
 WAPO—Bob Bosworth.  
 WDEF—Dolly Madison.  
 WDOD—Juanita W. Kemp.  
**Clarksville:**  
 WJZM—George Stump, Jr.  
**Jackson:**  
 WTJS—Denny McClain.  
 WTJS—James Hoppers.  
**Johnson City:**  
 WJHL—Alice Friberg.  
**Memphis:**  
 WHBQ—Frances Kieran.  
 WMPS—Mrs. Michael Maher.

## Texas

**Amarillo:**  
 KGNC—Wes Izzard.  
**Austin:**  
 KNOW—Ruth Lewis.  
 KTBC—Ann Durrum.  
 KTBC—Harfield Weedin.  
 KTBC—John Hicks.  
**Beaumont:**  
 KFDM—Clyn Ellis.  
 KRIC—Lorraine Kelley.  
**Big Springs:**  
 KBST—Jo Ann Switzer.  
**Brownsville:**  
 KEEW—Ethel Cummins.  
**Brownwood:**  
 KBWD—Rodger Batton.  
 KBWD—Dorothea Dunlap.  
**College Station:**  
 WTAW—Barbara Peters.  
**Dallas:**  
 WFAA-KGKO—John Rosenfield.  
 WRR—Alta Faye.  
**Denton:**  
 KDNT—Mary Grace Smith.  
 KDNT—Eloise Johnson.  
**El Paso:**  
 KISM—Lillian Caldwell.  
**Fort Worth:**  
 KFJZ—George Erwin.  
 WFJZ—Edward Martin.  
 WBAP—Ken McClure.  
 WBAP—Idabelle Hicks.  
**Houston:**  
 KXYZ—Miss Glenn Horton.  
**Kilgore:**  
 KOCA—Dorothy Baker.  
**Laredo:**  
 KPAB—George Day.  
**Longview:**  
 KFRO—James R. Curtis.  
**Midland:**  
 KRLH—Grace De Le Mater.  
**Pampa:**  
 KPND—Harry Wahlberg.  
**Paris:**  
 KPLT—Harvey R. Boyd.  
**San Antonio:**  
 KTSB—Violet Short.

**Sherman:**  
 KRRV—Jo Ann Korieth.

## Utah

**Cedar City:**  
 KSUB—Herschell Urie.  
 KSUB—Jean Gronert.  
**Logan:**  
 KVVU—Jack Braunagel.  
 KVVU—Reed Bullen.  
**Provo:**  
 KOVO—Shirl Black.  
 KOVA—John Krier.  
**Salt Lake City:**  
 KDYL—Merrill Bennion.

## Vermont

**St. Albans:**  
 WWSR—Mal Weaver.  
 WWSR—Tom Colton.  
 KWYO—Herb Siebert.

## Virginia

**Danville:**  
 WBTM—Miss Dale Carter.  
**Lynchburg:**  
 WLVA—Claude E. Taylor.  
**Suffolk:**  
 WLPM—Mrs. Anne Brunk.

## Washington

**Everett:**  
 KEVE—Evelyn Michaelson.  
 KRKO—Elaine Bradford.  
**Seattle:**  
 KEVR—Don Klein.  
 KOL—Elizabeth Leonard.  
**Spokane:**  
 KFIO—R. G. McBrown.  
**Walla Walla:**  
 KUJ—Danny Deaver.

## West Virginia

**Beekley:**  
 WJLS—Peter Arnell.  
**Bluefield:**  
 WHIS—Mrs. Elsie Thomas.  
**Charleston:**  
 WCHS—Berton Sonis.  
 WGKV—C. P. Vogel, Jr.  
 WGKY—Julius Glass.  
**Huntington:**  
 WCMI—Ned R. Brooke.  
**Welch:**  
 WBRW—Raymond A. Walker.  
**Williamson:**  
 WBTH—Alice Stein.

## Wisconsin

**Appleton:**  
 WHBY—Rodger Mueller.  
**Duluth-Superior:**  
 WDSM—Jay A. Lurye.  
**Eau Claire:**  
 WEAU—Leonard G. Anderson.  
**Janesville:**  
 WCLO—Dorothy Alan.  
**La Crosse:**  
 WKBH—Russ Huber.  
**Manitowoc:**  
 WOMT—Francis M. Kadow.  
**Marinette:**  
 WMAM—Mary Kay.  
**Medford:**  
 WIGM—Harold Pierce.  
**Oshkosh:**  
 WOSH—Lorraine Kuehn.  
**Sheboygan:**  
 WHBL—Mona J. Pape.  
**Superior:**  
 WOSM—Jay A. Lorye.  
**Wisconsin Rapids:**  
 WFHR—Bruce Beichl.

## Wyoming

**Cheyenne:**  
 KFBC—Helene Wentzel.  
**Powell:**  
 KPOW—Rosemary.  
**Sheridan:**  
 KWYO—Mel Hallack.



# RADIO DIRECTORS



PROGRAMS DIRECTED BY

MEMBERS OF THE RADIO DIRECTORS' GUILD (1943-1944)

<i>Director</i>	<i>Program</i>	<i>Network</i>
Wendell Adams	"Sing Along" "Mother and Dad" "Captivators" "Sophisticators"	CBS CBS CBS CBS
Oliver Barbour	"Life Can Be Beautiful" "Parker Family" "Victory Is Our Business"	CBS WJZ WOR
John Becker	"Transatlantic Call"	CBS
Gertrude Berg	"The Goldbergs"	CBS
Don Bernard	"Blondie" "Life of Riley"	CBS WJZ
Frederick Bethel	"The Bourjois Show"	CBS
Roger Bower	"Can You Top This?" "Music for an Hour" "Treasury Hour of Song" "Sentimental Music"	WOR WOR WOR WOR
Stuart Buchanan	"Out of the Shadows"	WJZ
Philip Cohan	"Durante-Moore"	CBS
Norman Corwin	"Columbia Presents Corwin"	CBS
Carlo De Angelo	"Perry Mason"	CBS
Jerry Devine	"Mr. District Attorney" "Army Service Forces Present"	WEAF WJZ
Mitchell Grayson	"New World A-Coming"	WMCA
Jack Johnstone	"Orson Welles Almanac"	CBS
Ray Kremer	"Grand Central Station"	CBS
Anton Leader	"Grantland Rice" "Words at War"	WEAF WEAF
Richard Leonard	"Stella Dallas" "Front Page Farrell" "Mr. Keene, Trader of Lost Persons" "Chaplain Jim"	WEAF WEAF CBS WJZ
Mark Loeb	"Romance" "Date Line" "This Life Is Mine"	CBS CBS CBS

<i>Director</i>	<i>Program</i>	<i>Network</i>
Basil Loughrane	"Light of the World" "Lighted Windows"	WEAF WEAF
John Macdonell	"United Nations Compare Notes"	WMCA
Nila Mack	"Let's Pretend" "Mrs. Miniver"	CBS CBS
Joseph Mansfield	"Colgate's Sportsreel" "Atlantic Spotlight" 'Lands of the Free" "Western Star" (Stephen Vincent Benet)	WEAF WEAF WEAF WEAF
Sherman MacGregor	"Mysterious Traveler" "Return of Nick Carter" "Cisco Kid"	WOR WOR WOR
Earle L. McGill	"Report to the Nation" "The American Scriptures" (Intermission Feature of The New York Philharmonic Symphony) "Now and Forever"	CBS CBS  CBS
Arnold Michaelis	"Off the Record"	WJZ
Herbert Moss	"Truth or Consequences"	NBC
Arch Oboler	"Everything for the Boys"	WEAF
Lester O'Keefe	"RCA—Music America Lovest Best"	WJZ
Edward Pola	"Deadline Dramas"	WJZ
Herbert Polesie	"It Pays to Be Ignorant"	CBS
Alton Rinker	"Sammy Kaye"	CBS
Jack Roche	"Guess Who?" "Hook and Ladder Follies"	WOR NBC
William Rousseau	"Prudential Family Hour"	CBS
Richard Sanville	"School of the Air"	CBS
Victor Seydel	"Ladies Be Seated" "The Girl Back Home"	WJZ WJZ
Robert Lewis Shayon	"School of the Air"	CBS
William Sweets	"Counterspy" "Gangbusters"	WJZ WJZ
Frank Telford	"Valiant Lady"	CBS
Lester Vail	"March of Time"	WEAF
Chick Vincent	"Pepper Young's Family"	WEAF
Albert Ward	"School of the Air" "The Colonel"	CBS CBS
Kenneth Webb	"Armstrong Theater of Today"	CBS
Theodora Yates	"Young Dr. Malone" "When a Girl Marries"	CBS WEAF

# MUSIC PUBLISHERS

## A NATION-WIDE LISTING

### — A —

A-1 Music Publishers of America, 580 Fifth Ave., New York City.  
 ABC Music Corp., 799 Seventh Avenue, New York City.  
 Abingdon-Cokesbury Press, 150 Fifth Avenue, New York City.  
 Abrahams (Maurice) Music Co., Inc., 522 West End Ave., New York City.  
 Accordion Music Publishing Co., 46 Greenwich Street, New York City.  
 Acme Music Co., 1674 Broadway, New York City.  
 Acme Music Corp., 562 Fifth Avenue, New York City.  
 Advanced Music Corp., 1250 Sixth Avenue, New York City.  
 Affiliated Music Corp., 23 West 47th Street, New York City.  
 Ahlert & Lewis Music Publishers, 10 West 96th Street, New York City.  
 Albin Tunes Publishers, 2349 Honolulu Avenue, Montrose, Calif.  
 Alfred Music Co., Inc., 145 West 45th Street, New York City.  
 Alford, Harry L., 190 North State Street, Chicago, Ill.  
 Alkire Publications, Eddie, Easton, Pa.  
 Allen Intercollegiate Music, Inc., 67 West 44th Street, New York City.  
 Allen, Thornton W., Co., 67 West 44th St., New York City.  
 Allied Music Corp., 204 East 4th St., Cincinnati, Ohio.  
 Allied Music Corp., 1270 Sixth Ave., New York City.  
 Alpha Music Corp., 110 West 42nd Street, New York City.  
 Alvin Music Corp., 1650 Broadway, New York City.  
 Ambassador Music, Inc., 1619 Broadway, New York City.  
 American Academy of Music, Inc., 1619 Broadway, New York City.  
 American Melodies, 4848 Michigan Avenue, Chicago, Ill.  
 American Music, Inc., Studio Bldg., Portland, Ore.  
 American Music Publishing Co., 1695 Broadway, New York City.  
 Am-Rus Music Corporation, 37 West 57th Street, New York City.  
 Amsco Music Publishing Co., Inc., 1600 Broadway, New York City.  
 Antony (Frank) Music Publisher, 145 West 45th Street, New York City.  
 Apex Music, Inc., 113 West 48th Street, New York City.  
 Apollo Music Co., 301 West 41st Street, New York City.  
 Appleton, D., Century Co., 35 West 32nd Street, New York City.  
 Arberne Music Co., 1587 Broadway, New York City.  
 Art Music Co., 1658 Broadway, New York City.  
 Art-I-So Music, 1270 Sixth Avenue, New York City.  
 Artists Music Corp., 8 West 49th Street, New York City.  
 Ascher, Emil, Inc., 315 Fourth Avenue, New York City.  
 Ascot Publishing House, 1674 Broadway, New York City.  
 Associated Music Publishers, Inc., 25 West 45th Street, New York City.

Astor Music Corp., 340 Main Street, Worcester, Mass.  
 Atlas Music Corp., 1250 Sixth Avenue, New York City.  
 Augsburg Publishing House, 425 South 4th Street, Minneapolis, Minn.  
 Augustana Book Concern, Rock Island, Illinois.  
 Axelrod Publications, Inc., 51 Snow Street, Providence, R. I.

### — B —

Bach Music Co., 8 Irvington Street, Boston, Mass.  
 Bach Music Publishers, 40 Peach Tree Arcade, Atlanta, Ga.  
 Back Bay Music Co., 168 Tremont St., Boston, Mass.  
 Ball Music Pub. Co., 6912 Hollywood Blvd., Hollywood, Calif.  
 Barnes, A. S., and Company, Inc., 67 West 44th Street, New York City.  
 Barnhouse Co., C. L., Oskaloosa, Ia.  
 Baron, M., Inc., 8 West 45th St., New York City.  
 Barres Publications, 545 Fifth Avenue, New York City.  
 Barton Music Corp., 1619 Broadway, New York City.  
 Beacon Music Co., 1619 Broadway, New York City.  
 Beacon Press, 25 Beacon Street, Boston, Mass.  
 Bell Music Co., 20 East Jackson Blvd., Chicago, Ill.  
 Bell Tone Music Publishing Co., 75 Hamilton Terrace, New York City.  
 Belwin, Inc., 43 West 23rd Street, New York City.  
 Berger Pub. Co., 1729 East 14th Street, Brooklyn, N. Y.  
 Bergstrom Music Co. Ltd., 1010 Fort Ave., Honolulu, T. H.  
 Berklay Music Co., 615 East 33rd Street, Baltimore, Md.  
 Berlin, Irving, Inc., 799 Seventh Avenue, New York City.  
 Best Music, Inc., 1619 Broadway, New York City.  
 Beverly Music Co., 300 North Oakhurst Drive, Beverly Hills, Calif.  
 Big Three Music Corp., 799 Seventh Ave., New York City.  
 Birchard, C. C., & Co., 221 Columbus Avenue, Boston, Mass.  
 Bishop, Walter, 1650 Broadway, New York City.  
 Blake, Whitney, Music Publisher, 1585 Broadway, New York City.  
 Blank, S., 190 East Second Street, New York City.  
 Blau (Larry) Music Co., 711 Eighth Avenue, New York City.  
 Bloch Publishing Co., 31 W. 31st Street, New York City.  
 Block, Martin, Publishing Co., 501 Madison Ave., New York City.  
 Blue Circle Music Publications, 515 Edgcomb Avenue, New York City.  
 Bluestone-Bernard Music Publishers, 7107 Hillside Avenue, Hollywood, Calif.  
 Bomart Pub. Co., 1619 Broadway, New York City.  
 Bond (Carrie Jacobs) & Son, 3 East 43rd Street, New York City.  
 Boone Publishing Co., Box 200, Des Moines, Ia.  
 Boosey-Hawkes-Belwin, Inc., 43 West 23rd Street, New York City.  
 Boston Music Co., 3 East 43rd Street, New York City and 116 Baylston Street, Boston, Mass.  
 Brainard's (S.) Sons Co., R. F. D. No. 4, Pottstown, Pa.

## MUSIC PUBLISHERS

Brashear Music Co., Trinity Court, Boston, Mass.  
 Braun Music Co., 609 South Paulina Street, Chicago, Ill.  
 Bregman, Vocco & Conn, Inc., 1619 Broadway, New York City.  
 Brehne Associates, 4708 - 31st Avenue, Astoria, L. I., N. Y.  
 Briegel, George F., Inc., 1270 Sixth Avenue, New York City.  
 Brill, D. Dudley, 61 Broadway, New York City.  
 Broadcast Music, Inc., 580 Fifth Ave., New York City.  
 Broadway Music Corp., 1619 Broadway, New York City.  
 Brokel Studios, 64 East Jackson Blvd., Chicago, Ill.  
 Bronson Music Sales Corp., 3785 Gratiot Avenue, Detroit, Mich.  
 Brown & Edwards, Wilmington, Dela.  
 Brown & Henderson, Inc., 1619 Broadway, New York City.  
 Bryant Music Co., 1585 Broadway, New York City.  
 Bucher, Roland C., 215 Montague St., Brooklyn, N. Y.

### — C —

C. & M. Music Co., Conrad Bldg., Providence, R. I.  
 Caesar, Irving, 1619 Broadway, New York City.  
 California Music Publishers, 1313 North Highland, Hollywood, Calif.  
 Cameron Music Co., 48 West 48th Street, New York City.  
 Campbell (Jimmy) Publications, Inc., 799 Seventh Avenue, New York City.  
 Campbell, Loft & Porgie, Inc., 1619 Broadway, New York City.  
 Candell-Ford Music Co., 1674 Broadway, New York City.  
 Cantara Music Pub. Co., 1509 North Vine Street, Hollywood, Calif.  
 Cantrell Music Publications, 2190 W. Adams Blvd., Los Angeles, Calif.  
 Capitol Music Co., Terminal Sales Bldg., Seattle, Wash.  
 Capitol Songs, Inc., 1270 Sixth Avenue, New York City.  
 Carlton & Dixon, Walter P. Storey Bldg., Los Angeles, Calif.  
 Carlton, Joseph, 313 West 51st Street, New York City.  
 Carr-Hildy Music Co., 2659 Connecticut Avenue N. W., Washington, D. C.  
 Casivant, Eugene, 58 Canal Street, Waterbury, Conn.  
 Cason Music Corp., 163-18 Jamaica Avenue, Jamaica, L. I., N. Y.  
 Century Music Publishing Co., 235 West 40th Street, New York City.  
 Champion Music Co., 1587 Broadway, New York City.  
 Charm Music Co., 35 West 64th Street, New York City.  
 Chappell & Co., Inc., 1270 Sixth Avenue, New York City.  
 Chart Music Publishing House, Inc., 506 S. Wabash, Chicago, Ill.  
 Chase Music Co., 410 North Michigan Blvd., Chicago, Ill.  
 Chateau Publications, 2733 Kensington Ave., Philadelphia, Pa.  
 Cheatham, Frederick C., 1108 North 27th Street, Richmond, Va.  
 Cherio Music Publishers, 1585 Broadway, New York City.  
 Christian Publications, Inc., 260 W. 44th Street, New York City.  
 Church and Sunday School Music Publishers Association, Winona Lake, Ind.  
 Church, John Co., 1712 Chestnut Street, Philadelphia, Pa.  
 Cinema Songs, Inc., 1270 Sixth Ave., New York City.

Cine-Mart Publishing Co., 6912 Hollywood Blvd., Hollywood, Calif.  
 Cinema Songs, Inc., 1270 Sixth Avenue, New York City.  
 Circle Music Publications, Inc., 1250 Sixth Avenue, New York City.  
 Clef Music Co., 1619 Broadway and 152 West 42nd Street, New York City.  
 Clow, O. B., 319 N. Eye Street, Tacoma, Wash.  
 Coast to Coast Music Corp., 8 West 49th Street, New York City.  
 Cole, M. M. Publishing House, 823 S. Wabash Avenue, Chicago, Ill.  
 Coleman, Robert H., Burt Bldg., Dallas, Texas.  
 Collins, Francis Joseph, 433 West Washington Avenue, Elmira, N. Y.  
 Collwill Corp., 1819 Broadway, New York City.  
 Colombo, Alberto, 530 North Cahuenga Blvd., Hollywood, Calif.  
 Colonial Music Publishing Co., 168 West 23rd St., New York City.  
 Composers Music Corp., 120 Broadway, New York City.  
 Composers Press, Inc., 853 Seventh Avenue, New York City.  
 Concord Music Publishing Co., Inc., 20 West 47th Street, New York City.  
 Concordia Publishing House, Jefferson Ave. & Miami St., St. Louis, Mo.  
 Connors-Wilkins, 720 North Pearl St., Albany, N. Y.  
 Cooper Music, Inc., 1650 Broadway, New York City.  
 Cornell Music Co., 6425 Hollywood Blvd., Hollywood, Calif.  
 Coronet Music Corp., 1619 Broadway, New York City.  
 Coronet Songs, 742 North June St., Hollywood, Calif.  
 Coslow Music Co., 6912 Hollywood Blvd., Hollywood, Calif.  
 Country Music, 830 South Michigan Ave., Chicago, Ill.  
 Courtney (Alan) Music Co., 1619 Broadway, New York City.  
 Crawford Music Corp., 1270 Sixth Ave., New York City.  
 Crescent Music Co., 1585 Broadway, New York City.  
 Crestwood Publications, 1585 Broadway, New York City.  
 Cross Music Co., 9153 Sunset Blvd., Hollywood, Calif.  
 Curtis, L. B., Music Publisher, 1595 Broadway, New York City.

### — D —

D. S. Publishing Co., 30 Rockefeller Plaza, New York City.  
 Dash Connelly, Inc., 2 W. 86th Street, New York City.  
 Davidson & Maxon Music Publishers, 1313 North Highland Ave., Hollywood, Calif.  
 Davis, Joe, Music Co., Inc., 1619 Broadway, New York City.  
 Davis & Ostergard, 2090 West Jefferson Blvd., Los Angeles, Calif.  
 Dawson Music Co., Inc., 1650 Broadway, New York City.  
 Deas (Edward C.), 5718 Wabash Avenue, Chicago, Ill.  
 Deaton Music Co., Montgomery, Alabama.  
 Debin Music Co., 1619 Broadway, New York City.  
 DeCimber Music Publishers, P. O. Box 1778, Milwaukee, Wisc.  
 Del Cal Theatres, Inc., 651 South Dunsuir, Los Angeles, Calif.  
 Dellon, Harold, Music Co., 3711 Euclid Ave., Cleveland, Ohio.  
 Denison, T. S., & Co., 203 N. Wabash, Chicago, Ill.  
 Denton & Haskins Corp., 1658 Broadway, New York City.

## MUSIC PUBLISHERS

Deseret Book Co., 44 East South Temple, Salt Lake City, Utah.  
 Desmoni, Martin J., 1501 Broadway, New York City.  
 Devoe (Jack), 14955 State Fair East, Detroit, Mich.  
 Di Bella, O., 162 East 116th Street, New York City.  
 Ditson, Oliver, Co., Inc., 1712 Chestnut Street, Philadelphia, Pa.  
 Dixie Music Pub. Co., 1674 Broadway, New York City.  
 Donaldson, Douglas & Gumble, Inc., 1619 Broadway, New York City.  
 Don Santos Pub. Co., 55 Orleans St., Rochester, N. Y.  
 Dorset Publications, 345 W. 55th St., New York City.  
 Dorsey (Thomas A.), 755 Oakwood Blvd., Chicago, Ill.  
 Dorsey Brothers Music, Inc., 1619 Broadway, New York City.  
 Dunlop, Merrill, 825 Barry Avenue, Chicago, Ill.  
 Dynamic Music Co., 2136 Laurel Canyon Blvd., Hollywood, Calif.

### — E —

E and R Music Co., 1619 Broadway, New York City.  
 Eastern Music Publications, 725 Riverside Drive, New York City.  
 Ecema Music Co., 1522 North Detroit St., Hollywood, Calif.  
 Edition, Adler, 113 West 42nd Street, New York City.  
 Edition Musicus—New York, 23 West 47th Street, New York City.  
 Edwards Music Co., 1619 Broadway, New York City.  
 Elkan-Vogel Co., Inc., 1716 Sansom Street, Philadelphia, Pa.  
 Embassy Music Corp., 1619 Broadway, New York City.  
 Embee Music, Inc., 501 Madison Avenue, New York City.  
 Emcee Pub. Co., 360 South Doheny, Beverly Hills, Calif.  
 Empire Music Publishing Co., 1587 Broadway, New York City.  
 Encore Music Publications, Inc., 1674 Broadway, New York City.  
 Englewood Music House, 516 Englewood Avenue, Chicago, Ill.  
 Ensemble Music Press, Drawer K, East Northport, N. Y.  
 Enterprise Publications, 430 South Broadway, Los Angeles, Calif.  
 Esquire Music Co., 1619 Broadway, New York City.  
 Essex Publishing Co., Dover, N. J.  
 Evans Music Co., 86 Essex Street, Boston, Mass.  
 Excelsior Music Publishing Co., 1650 Broadway, New York City.

### — F —

Famous Music Corp., 1619 Broadway, New York City.  
 Feist, Leo, Inc., 799 Seventh Ave., New York City.  
 Fillerdelphia Music Co., 721 South Street, Philadelphia, Pa.  
 Fillmore Music House, 528 Elm Street, Cincinnati, Ohio.  
 Fine Songs, 40 West 84th Street, New York City.  
 Fischer, Carl, Inc., 56 Cooper Square, New York City.  
 Fischer, J., & Bro., 119 West 40th Street, New York City.  
 Fisher, Fred, Music Co., Inc., 1619 Broadway, New York City.  
 Fitzsimmons, H. T., Co., Inc., 23 East Jackson Blvd., Chicago, Ill.  
 Flammer, Harold, Inc., 10 East 43rd Street, New York City.

Flaschner, O., Music Co., 47 West 43rd Street, New York City.  
 Foley, Charles, 4 East 46th Street, New York City.  
 Ford Music, Inc., 1619 Broadway, New York City.  
 Forest Glen Music Publishers, 424 Diversey Parkway, Chicago, Ill.  
 Fore-gn & Domestic Music Corp., 126 West 46th Street, New York City.  
 Forster Music Publisher, Inc., 216 South Wabash, Chicago, Ill.  
 Fountain Music Co., 36 East 5th Street, Cincinnati, Ohio.  
 "440" Music Pub. Co., 529 East Potter Avenue, Milwaukee, Wis.  
 Fowler Music Co., 1587 Broadway, New York City.  
 Fox, Sam, Publishing Co., 1250 Sixth Avenue, New York City.  
 Frederic (Will) Music Publishers, Minneapolis, Minn.  
 Freed & Hall Music Publishers, 1537 North Vine St., Hollywood, Calif.  
 Freeman Music Co., 114 Madison Street, Cortland, N. Y.  
 Freeman Associates, 140 Roseville Avenue, Newark, N. J.  
 Free Methodist Publishing House, Winona Lake, Ind.  
 Frey (Fran) & Co., 5507 Hollywood Blvd., Hollywood, Calif.

### — G —

G. M. S. Music Pub. Co., 2818 Montebello Terrace, Baltimore, Md.  
 Gaal & Fillie Music Pub. Co., 1587 Broadway, New York City.  
 Gabler (C. J.), 1310 South 12th Street, Omaha, Neb.  
 Gabor (Donald H.), 250 West 57th Street, New York City.  
 Galaxy Music Corp., 17 West 46th Street, New York City.  
 Gale (Bill), 5024 61st Street, Woodside, L. I., N. Y.  
 Gamble Hinged Music Co., 228 S. Wabash Avenue, Chicago, Ill.  
 Gamma Music, Inc., 527 Fifth Avenue, New York City.  
 Garrick Music Publications, 2157 North Avers Ave., Chicago, Ill.  
 Gem Music Corp., 1658 Broadway, New York City.  
 Georgeoff, Evan, Music Publishing Co., 1650 Broadway, New York City.  
 Gerard Music Co., 1619 Broadway, New York City.  
 Gershwin Publishing Corp., 1270 Sixth Avenue, New York City.  
 Glenmore Music, Inc., 540 North Michigan Avenue, Chicago.  
 Goodman Music Co., Inc., 42 Thayer St., Rochester, N. Y.  
 Gordon, Hamilton S., Inc., 1250 Sixth Avenue, New York City.  
 Gordon, Kaufman & Real, Inc., 1650 Broadway, New York City.  
 Gornston, David, 117 West 48th Street, New York City.  
 Gotham Music Service, Inc., 1619 Broadway, New York City.  
 Graham & Kihorny, 2131 Bonita Drive, Glendale, Calif.  
 Graham Music Co., 2012 Jefferson St., Bluefield, W. Va.  
 Graham, Harold L., 6033 S. E. Stark Street, Portland, Ore.  
 Grand Music Corp., 1619 Broadway, New York City.  
 Gray, H. W., Co., Inc., 159 East 48th Street, New York City.  
 Great Songs Press, Baxter Station, Louisville, Ky.  
 Greater New York Music Corp., 1619 Broadway, New York City.  
 Green (J.) Publications, 1175 East 21st Street, Los Angeles, Calif.



• • • **MUSIC PUBLISHERS** • • •

Greene-Revel, Inc., 1537 North Vine Street, Hollywood, Calif.  
 Greenwood (Livingston), 217 Pine Street, Seattle, Wash.  
 G. Y. C. Music Publishing Co., 152 West 42nd Street, New York City.

— H —

Hall & McCreary Co., 434 S. Wabash, Chicago, Ill.  
 Hall-Mack Co., Winona Lake, Ind.  
 Hall Music Co., Maryville, Tenn.  
 Hampton Publications, Inc., 400 Madison Avenue, New York City.  
 Handy Bros. Music Co., Inc., 1650 Broadway, New York City.  
 Hargail Recorder Music Publishers, 72 Fifth Avenue, New York City.  
 Harman Music, Inc., 1619 Broadway, New York City.  
 Harmonia Edition Publishing Co., 202 West 83rd Street, New York City.  
 Harmony House, 1595 Broadway, New York City.  
 Harmony Music Publishers, 64 East Jackson Blvd., Chicago, Ill.  
 Harmony Publishers, 830 Lyon & Healy Bldg., Chicago, Ill.  
 Harms, Inc., 1250 Sixth Avenue, New York City.  
 Harms, T. B., Co., 1270 Sixth Avenue, New York City.  
 Harrington, Clare, 120 Cabrini Blvd., New York City.  
 Harris, Charles K., Music Pub. Co., Inc., 1619 Broadway, New York City.  
 Harris (Thoro), Eureka Springs, Ark.  
 Hartford Music Co., Hartford, Ark.  
 Harvest Songs Co., 1657 Broadway, New York City.  
 Hathaway, Franklin Earl, 7814 Bennett Ave., Chicago, Ill.  
 Haviland, F. B., Publishing Co., 114 W. 44th Street, New York City.  
 Hawaii Conservatory Pub. Co., 741 South Western Ave., Los Angeles, Calif.  
 Hay (Bob), 17 Curry Avenue, Newport, R. I.  
 Hayes, Billy, Publications, 309 W. 55th Street, New York City.  
 Hellman (Fred) Co., 414 Prospect Avenue, Cleveland, O.  
 Henson Music Co., J. M., 120 Hunter Street, S. E., Atlanta, Ga.  
 Herald Publishing House, 103 South Osage Street, Independence, Mo.  
 Herbert Publications, 1619 Broadway, New York City.  
 Herder (B.) Book Co., 15-17 South Broadway, St. Louis, Mo.  
 Herrick (Lyman S.), R.F.D. No. 2, Norway, Maine.  
 Hill, James F., & Co., 8 West 45th Street, New York City.  
 Hills (Johnny), 7607 West 62nd Place, Argo, Illinois.  
 Hill Music Publishing Co., 101 E. Leigh Street, Richmond, Va.  
 Hinds, Hayden & Eldridge, Inc., 580 Fifth Avenue, New York City.  
 Hitchcock Pub. Co., 38 John Street, New York City.  
 Hoffman (Carrie), 910 Alberta Street, Ferndale, Mich.  
 Hoffman Co., Raymond A., 509 S. Wabash, Chicago, Ill.  
 Holdsworth & Leopold, 2131 Ivar Avenue, Hollywood, Calif.  
 Hollywood Hit Publishers, 715 Citizens Bldg., Cleveland, Ohio.  
 Hollywood Music Sales, Box 247, Hollywood, Calif.  
 Hollywood Songs, Inc., 1250 Sixth Avenue, New York City.  
 Hope Publishing Co., 5707 W. Lake Street, Chicago, Ill.

Horoscopes In Song, 3518 West 110th Street, Inglewood, Calif.  
 Horvath (Joseph), 1 Laurel Street, Farmingdale, L. I., N. Y.  
 Howard (Jack) Publications, 2733 Kensington Avenue, Philadelphia, Pa.  
 Hub Publishing Co., 133 Essex Street, Boston, Mass.  
 Hummel Publishing Company (E.), Cincinnati, New York.  
 Huntzinger, Inc., R. L., 137 West 4th Street, Cincinnati, Ohio, and 3 East 43rd Street, New York City.

— I —

Immortal Music Pub. Co., 52 West 76th Street, New York City.  
 Imperial Music Publishing Co., 1587 Broadway, New York City.  
 Independent Music Publishers, 205 East 42nd Street, New York City.  
 Independent Music Publishers, Hachita, New Mexico.  
 Independent Music Publishers, 149 Boardman Avenue, Melrose, Mass.  
 Indigo Music, Inc., 1501 Broadway, New York City.  
 International Music Co., 509 Fifth Avenue, New York City.  
 International Publications, 2030 East 7th Street, Los Angeles, Calif.  
 International Songwriter Club, 2820 Lincoln Avenue, Chicago, Ill.  
 Isenberg (Emil F.) Music Pub. Co., Troy, Ill.

— J —

J. P. Music Co., 1619 Broadway, New York City.  
 Jacobs (Al) Publications, 101 West 55th Street, New York City.  
 Jacobs, Walter, Inc., 120 Boylston Street, Boston.  
 Jenkins Music Co., 1217 Walnut St., Kansas City, Mo.  
 Jewel Music Publishing Co., Inc., 1674 Broadway, New York City.  
 Jewell (Fred) Music Co., Worthington, Ind.  
 Jill Music Co., 4212 Teesdale Avenue, North Hollywood, Calif.  
 Jo-Ann Music Co., 67 West 44th Street, New York City.  
 Johnson (Elizabeth), 1801 Pine Street, Philadelphia, Pa.  
 Johnson (Harry H.), 170-A Tremont Street, Boston, Mass.  
 Judson Press, 1701 Chestnut Street, Philadelphia, Pa.  
 Jungnickel, Inc., Ross, 1585 Broadway, New York City.

— K —

Kammen, J. & J., Music Co., 1619 Broadway, New York City.  
 Kanes Music Publishers, 1650 Broadway, New York City.  
 Kanner Music Publishing Co., 343 West 87th Street, New York City.  
 Karch (Hank), 121 East 4th Street, Cincinnati, O.  
 Karczag Publishing Co., 62 West 45th Street, New York City.  
 Kay & Kay Music Publishing Corp., 1658 Broadway, New York City.  
 Kaymusic Publishers, 778 McDonough Street, Brooklyn, N. Y.  
 Keane, Michael, Inc., 113 West 57th Street, New York City.  
 Keene, Inc., Hank, South Coventry, Conn.  
 Keller (Con), 850 Cragmont Avenue, Berkeley, Calif.  
 Keller (Leo D.), 17 Maryland Street, Rochester, N. Y.

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**MUSIC PUBLISHERS**  
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Kelly Music Publications, 19 Pennell Street, Franklin, Pa.  
 Kelman Music Corp., 1674 Broadway, New York City.  
 Kelton-Romm Music Co., 250 West 49th Street, New York City.  
 Kendis Music Corp., 1587 Broadway, New York City.  
 Kennedy (P. J.) & Sons, 12 Barclay Street, New York City.  
 Keystone Music Co., 1619 Broadway, New York City.  
 King (Charles E.), Honolulu, T. H.  
 King Music House, Inc., K. L., Fort Dodge, Iowa.  
 Kjos, Neil A., Music Co., 14 West Lake Street, Chicago, Ill.  
 Knickerbocker Music Publishing Co., 1619 Broadway, New York City.  
 Kolbert (Marguerite) Productions, 600 Michigan Theatre Bldg., Detroit, Mich.  
 Krachtus, John, 1574 North Halsted Street, Chicago, Ill.  
 Krygier (Joseph), 3132 Richmond Street, Philadelphia, Pa.

— L —

Lacinte (Joseph), 1595 Broadway, New York City.  
 Lambert (Jimmy) and Harry Glick, 1527 Mohawk Street, Los Angeles, Calif.  
 Lang-Worth Publications, Inc., 420 Madison Avenue, New York City.  
 Lapham, Claude, Music Corp., 1674 Broadway, New York City.  
 LaSalle Music Publishers, 1619 Broadway, New York City.  
 Latin-American Music Pub. Corp., 1776 Broadway, New York City.  
 Latino Music Corp., 799 Seventh Avenue, New York City.  
 Leal, Felipe Valdi, 408 N. Main St., Los Angeles, Calif.  
 Leeds Music Corp., 1270 Sixth Avenue, New York City.  
 Lehman (L. P.) & Staff, Downtown Church, Washington, Pa.  
 Leslie, Inc., Edgar, 59 West 46th Street, New York City.  
 Levison-Evans Music Corp., 336 West 24th Street, New York City.  
 Lewis Music Publishing Co., Inc., 1619 Broadway, New York City.  
 Lexington Music Co., Inc., 9 Rockefeller Plaza, New York City.  
 Liberty Music Publishers, P. O. Box 2206, Hollywood Sta., Hollywood, Calif.  
 Lillenas Pub. Co., 2923 Troost Avenue, Kansas, City, Mo.  
 Lincoln Music Corp., 1619 Broadway, New York City.  
 Lindenschmidt, William, 103 Maple St., Salina, Mich.  
 Lind Music Company, 304 Cac Building, Cleveland, Ohio.  
 Lin-Gale Music, 5024 61st Street, Woodside, L. I., N. Y.  
 Loeb Lissauer, Inc., 1619 Broadway, New York City.  
 London Music Corp., 1619 Broadway, New York City.  
 Long (J. Baxter), Elon College, North Carolina.  
 Lorenz Publishing Co., 501 East 3rd St., Dayton, Ohio.  
 Lowden (C. Harold), Box 266, Camden, N. J.  
 Lucky Music Publishers, 347 East 61st Street, New York City.  
 Lucky Music Publishers, 347 East 61st Street, New York City.  
 Ludwig Music Publishing Co., 414 W. Superior Ave., Cleveland, Ohio.  
 Lutheran Book Co., 55 Main Street, Columbus, Ohio.

Luz Bros., Music Publishers, Inc., 1674 Broadway, New York City.  
 Lyon & Healy, Inc., Wabash Ave., and Jackson Blvd., Chicago, Ill.

— M —

Mac Angelo, 1770 East 172nd Street, Bronx, N. Y.  
 MacGregor, Grant, 5079 Lemon Grove Ave., Hollywood, Calif.  
 Mackley Music Publishing Co., 3165 Grand River Ave., Detroit, Mich.  
 McClaren (Everett F.), 401 Florence Avenue, New Castle, Pa.  
 McClure Music Co., 6047½ Hollywood Blvd., Hollywood, Calif.  
 McDaniel (Joe) Music Co., Box 169, Elizabeth City, No. Car.  
 Madison Music Co., 1674 Broadway, New York City.  
 Maestro Music Co., 6425 Hollywood Blvd., Hollywood, Calif.  
 Magna Music Publications, 1674 Broadway, New York City.  
 Magnolia Music Corp., 1619 Broadway, New York City.  
 M & F Music Publishers 40 East Oak St., Chicago, Ill.  
 Majestic Music Co., 48 West 48th St., New York City.  
 Major Music, Inc., 2085 Valentine Avenue, New York City.  
 Mammoth Music Corp., 1658 Broadway, New York City.  
 Manhattan Publications, 799 Seventh Avenue, New York City.  
 Mann Music Publishing Co., Inc., 1585 Broadway, New York City.  
 Mansfield (Frank) Music Pub. Co., 1585 Broadway, New York City.  
 Marchant (J. C.) Co., 416 West 33rd Street, New York City.  
 Marks, Edward B., Music Corp., 1250 Sixth Avenue, New York City.  
 Marlo Music Corp., 1270 Sixth Ave., New York City.  
 Marsales (Frank), 1204 West 22nd Street, Los Angeles, Calif.  
 Martin's Studio of Gospel Music, 69 East 43rd Street, Chicago, Ill.  
 Master Music Publishers, 1674 Broadway, New York City.  
 Mathews (James), 700 East Broadway, Hopewell, Virginia.  
 Mathieson (Hugh), 454 Court Street, Brooklyn, N. Y.  
 Maurice, Inc., Peter, 1270 Sixth Avenue, New York City.  
 Mayfair Music Corp., 1619 Broadway, New York City.  
 Mayo Music Corp., 1619 Broadway, New York City.  
 Maytone Music Publishers, 1585 Broadway, New York City.  
 McFarlane, Thomas H., 40 Court Street, Boston, Mass.  
 McLaughlin & Reilly Co., 100 Boylston Street, Boston, Mass.  
 McLean Music Co. (Gene), Dayton, Ohio.  
 Med-Rik Music Pub. Co., 156 West 44th Street, New York City.  
 Mellow Music Pub. Co., 1695 Broadway, New York City.  
 Melo-Art Music Publishers, 1674 Broadway, New York City.  
 Melody Lane Publications, Inc., 1619 Broadway, New York City.  
 Melody Moderne, Inc., 1345 Francisco Street, Berkeley, Calif.  
 Melody Music Co., 1467 North Vine Street, Hollywood, Calif.  
 Melody Publishing Co., 36 East 23rd Street, New York City.

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Melrose Music Corp., 1619 Broadway, New York City.  
 Mendelsohn, Jack, 1333 Fifth-first Street, Brooklyn, N. Y.  
 Menges Music Pub. Co., 10115 Flora Avenue, Cleveland, Ohio.  
 Mercury Music Corp., 231 West 40th Street, New York City.  
 Merit Music, Inc., 701 Seventh Avenue, New York City.  
 Merrell-Schwarz, 36 East 5th Street, Cincinnati, O.  
 Merrywood Publishers, 6425 Hollywood Blvd., Hollywood, Calif.  
 Metro Music Co., 64 Second Avenue, New York City.  
 Metropolitan Music Co., 222 Fourth Ave., New York City.  
 Metropolitan Music Publishers, The Strathmore, West Alexandrine, Detroit, Mich.  
 Metropolitan Music Co., 207 East 23rd Street, Houston, Texas.  
 Metropolitan Music Publishers, The Strathmore, W. Alexandrine, Detroit, Mich.  
 Mike-Tunes, 4041 Ellis Avenue, Chicago, Ill.  
 Milburn Music Publishers, 70 West 50th Street, New York City.  
 Miller, Bob, Inc., 1619 Broadway, New York City.  
 Miller-Grau, 402 South Oakland Ave., Pasadena, Calif.  
 Miller Music Corp., 799 Seventh Avenue, New York City.  
 Mills Music, Inc., 1619 Broadway, New York City.  
 Miracle Music Co., 1011 Chestnut Street, Philadelphia, Pa.  
 Missud, Jean M., 580 Fifth Avenue, New York City.  
 Modern Melodies Publishing Co., 1587 Broadway, New York City.  
 Modern Standard Music Co., 54 West Randolph Street, Chicago, Ill.  
 Monarch Music Co., 1270 Sixth Avenue, New York City.  
 Monarch Music Pub. Co., P. O. Box 414, North Hollywood, Calif.  
 Monroe Publications, 937 H Street, N. W., Washington, D. C.  
 Moon Ray Publishers, 2368 First Avenue, New York City.  
 Moore (William H.) Jr., 75 Hamilton Terrace, New York City.  
 Morris (Edwin H.) & Co., Inc., 1619 Broadway, New York City.  
 Morris Music Pub. Co., 1023 Arch Street, Philadelphia, Pa.  
 Motley-Bryson-Johnson, 6569 Stanford Street, Detroit, Mich.  
 Motor City Music Publishers, 6915 Mack Avenue, Detroit, Mich.  
 Mountain Music Co., 1776 Broadway, New York City.  
 Movietone Music Corp., 1250 Sixth Avenue, New York City.  
 Mumil Publishers Co., 1140 Broadway, New York City.  
 Murray (Grace M.), 4118 Fernhill Avenue, Baltimore, Md.  
 Murray Music Co., 1585 Broadway, New York City.  
 Musette Publishers, 113 W. 57th Street, New York City.  
 Music City Copyrights, 729 S. Western Avenue, Hollywood, Calif.  
 Music Makers, 603 Amsterdam Ave., New York City.  
 Music Mart, 532 Sixteenth Street, Oakland, Calif.  
 Music Press, Inc., 113 West 57th Street, New York City.  
 Musicana, Inc., 25 West 54th Street, New York City.  
 Musicnote Music Co., 225 West 46th Street, New York City.  
 Musico, 1811 North Whitley Avenue, Hollywood, Calif.  
 Music Products Corporation, 28 East Jackson Street, Chicago, Ill.  
 Music Publishers Holding Corp., 1250 Sixth Avenue, New York City.

Music Service Co., 170-A Tremont Street, Boston, Mass.  
 Mutual Music Society, Inc., 1270 Sixth Ave., New York City.

— N —

N. K. Music Company, Box 1803, Hollywood, Calif.  
 Nankivell (Louise), 900 North Karlov Avenue, Chicago, Ill.  
 National Association For Blind Composers, Inc., Winnebago, Ill.  
 National Grange Monthly, Springfield, Mass.  
 National Music Co., Fort Worth, Tex.  
 National Music Co., Inc., 306 South Wabash Avenue, Chicago, Ill.  
 The Nationwide Songs, Inc., 366 Madison Ave., New York City.  
 Natrass-Schenck, Inc., 145 West 45th Street, New York City.  
 Nazarene Publishing House, 2923 Troost Avenue, Kansas City, Mo.  
 Nelrod-Music Publishers, 1376 Pearl Street, Denver, Colo.  
 Newart Song Publications, 1207 Carbon Street, Syracuse, N. Y.  
 New Era Music Corp., 17 East 49th Street, New York City.  
 New World Music Corp., 1250 Sixth Avenue, New York City.  
 New York Music Publishing Co., 366 Madison Avenue, New York City.  
 Nicomede Music Co., Altoona, Pa.  
 Niehoff (Mrs. Dolorosa), R. R. No. 8, Greensburg, Ind.  
 Niksch (Donald E.), Lincoln Highway, Hobart, Ind.  
 Noble Music Co., Inc., 1619 Broadway, New York City.  
 Noel (M.), 1547 Broadway, New York City.  
 Nola Music Publications, 1619 Broadway, New York City.

— O —

Oahu Publishing Co., 2108 Payne Avenue, Cleveland, Ohio.  
 O'Flynn (Charles) Publications, 113 West 57th Street, New York City.  
 Okay Music Co., 69 W. Washington St., Chicago, Ill.  
 Utman Music Corp., 1619 Broadway, New York City.  
 Orange Music Publishers, 1619 Broadway, New York City.  
 Orpheum Music Co., 1587 Broadway, New York City.  
 Otten & Kemp, 847 Whitelock Street, Baltimore, Md.  
 Owens-Kemp, 6425 Hollywood Blvd., Hollywood, Calif.

— P —

Pacific Music Sales Corp., 6425 Hollywood Blvd., Hollywood, Calif.  
 O. Pagani & Bro., 289 Bleecker Street, New York City.  
 Pallma (Frank) Music Publisher, 509 South Wabash Avenue, Chicago, Ill.  
 Palmer Music Co., 2000 North Highland Avenue, Hollywood, Calif.  
 Palomar Music Co., 1674 Broadway, New York City.  
 Pampa Music Publishing Assn., Inc., 1619 Broadway, New York City.  
 Pan-American Music Co., Inc., 1270 Sixth Avenue, New York City.  
 Panella, Frank A., 273 Clearview Avenue, Pittsburgh, Pa.  
 Paragon Music Pub. Co., 1674 Broadway, New York City.  
 Paramount Music Corp., 1619 Broadway, New York City.

## MUSIC PUBLISHERS

Parks Company, J. A., City National Bldg., York, Nebr.  
 Paull-Pioneer Music Corp., 1657 Broadway, New York City.  
 Peer International Corp., 1619 Broadway, New York City.  
 Peer, Ralph S., 1619 Broadway, New York City.  
 Penn (Richard T.), Danville, Va.  
 Pennino (Frank), 1595 Broadway, New York City.  
 Petrie (Eddie), 54 West Randolph Street, Chicago, Ill.  
 Perry's Sons, A. W., Sedalia, Mo.  
 Photo Play Music Co., Inc., 1674 Broadway, New York City.  
 Picadilly Music Co., 1472 Broadway, New York City.  
 Piedmont Music Co., Inc., 1250 Sixth Avenue, New York City.  
 Pilgrim Music Co., 383 Madison Avenue, New York City.  
 Pilgrim Press, 14 Beacon Street, Boston, Mass.  
 Pinkard Publications, 1674 Broadway, New York City.  
 Plamor Music Co., 540 North Michigan, Avenue, Chicago, Ill.  
 Plymouth Music Co., Inc., 1619 Broadway, New York City.  
 Pond & Co., William, A. 15 Euclid Avenue, Ridgefield, N. J.  
 Pond (Frank) Music Co., Mountain View, N. Y.  
 Porgie, Debin & Friedman, Inc., 1619 Broadway, New York City.  
 Portland Music Co., 353 Stevens Avenue, Portland, Maine.  
 Presser, Theodore, Co., 1712 Chestnut Street, Philadelphia, Pa.  
 Pro-Art Publications, 36 West 24th Street, New York City.  
 Pro Musica Publishing Co., 6351 Selma Avenue, Hollywood, Calif.  
 Prosser Music Publishing Co., 1587 Broadway, New York City.  
 Process Music Publications, 30 West Washington St., Chicago, Ill.

### — R —

Radio City Guitar Studio, 4403 Queens Blvd., Sunnyside, L. I., N. Y.  
 Radio Music Publishers, 117 W. Harrison Street, Chicago, Ill.  
 Radiotunes, Inc., 1 West 47th Street, New York City.  
 Rainbow Melodies, 1658 Broadway, New York City.  
 Rainbow Music Publishers, 17 West 60th Street, New York City.  
 Ramsey, Will M., Little Rock, Ark.  
 Ray Music Publishing Co., 1467 First Avenue, New York City.  
 Record Music Publishing Co., 1674 Broadway, New York City.  
 Redskin Publishing Co., 113 West 57th Street, New York City.  
 Reed-Singer Corp., 1674 Broadway, New York City.  
 Rees Music Publishers (H. E.), 1658 Broadway, New York City.  
 Regent Music Corp., 1619 Broadway, New York City.  
 Reid & Singer Music Pub. Co., 223 W. 23rd St., New York City.  
 Reis & Taylor Co., 1619 Broadway, New York City.  
 Remarque Music Publishing Co., 580 Fifth Avenue, New York City.  
 Remick Music Corp., 1250 Sixth Avenue, New York City.

Republic Music Corp., 607 Fifth Ave., New York City.  
 Rex Music Publishers, 315 Seneca Street, Seattle, Wash.  
 Reynolds-Bickel, P. O. Box 563, South Bend, Ind.  
 Rhodes (David W.), Box 697 Wausau, Wisconsin.  
 Rialto Music Publishing Corp., 1674 Broadway, New York City.  
 Rich Publications, 40 North Garfield Avenue, Alhambra, Calif.  
 Ricardi, G. & Co., Inc., 12 West 45th Street, New York City.  
 Ringle, Dave, 1607 Broadway, New York City.  
 Rinker (Charles) Music Pub. Co., 1619 Broadway, New York City.  
 Robbins Music Corp., 799 Seventh Avenue, New York City.  
 Robison (Carson J.), 175 West 72nd Street, New York City.  
 Rocky (Albert) Co., 166 West 48th Street, New York City.  
 Rodeheaver Co., The, Winona Lake, Ind.  
 Rork (Ernest A.) & Son, Memphis, Tenn.  
 Rosche (George F.) & Company, 337 West Madison Street, Chicago, Ill.  
 Ross Music Pub. Co., 2606 Burbank Bldg., Burbank, Calif.  
 Rosetti, Joseph, 14 Viets St., New London, Conn.  
 Roslyn Music Co., 190 N. State Street, Chicago, Ill.  
 Rossi, Edward & Louis, 127 Mulberry Street, New York City.  
 Rossiter, Will, 173 West Madison Street, Chicago.  
 Rousseau Publishing Co., 250 West 24th Street, New York City.  
 Row, R. D., Music Co., 725 Boylston Street, Boston, Mass.  
 Roy Music Co., 1619 Broadway, New York City.  
 Royal Hawaiian Music Co., 6425 Hollywood Blvd., Hollywood, Calif.  
 Royal Music Pub. Co., 370 West 52nd Street, New York City.  
 Royal Music Publisher, 1515 N. Vine St., Hollywood, Calif.  
 Rubank, Inc., Campbell Avenue and Lexington Street, Chicago, Ill.  
 Ruby Music Co., 1587 Broadway, New York City.  
 Ruebush-Keiffer Co., Dayton, Va.  
 Russell, Willard, 2321 Merced Street, Fresno, Calif.  
 Russian Music Co., Inc., 121 Lexington Ave, New York City.  
 Rusthai, Reverend Howard & Esther, P. O. Box 26, Long Beach, Calif.  
 Rytvoc, Inc., 1585 Broadway, New York City.

### — S —

S. T. A. Music Publishing Co., P. O. Box 443, Friend, Nebraska.  
 Saint Gregory Guild, 1705 Rittenhouse Sq., Philadelphia, Pa.  
 Saunders Music Co., 1619 Broadway, New York, N. Y.  
 St. John (Stephen) Pub. Co., 638 Hamilton Street, Schenectady, N. Y.  
 Sajewski, W. H., 1017 Milwaukee Ave., Chicago, Ill.  
 Salamanca Music Publishers, Salamanca, N. Y.  
 Santly-Joy, Inc., 1619 Broadway, New York City.  
 Saunders Publications, 1515 North Vine St., Hollywood, Calif.  
 Scheurle Bros. Music Publishers, Box 444, Manor, Pa.  
 Scholl Publishing Co., 3503 Crittendon Street, St. Louis, Mo.  
 Schirmer, E. C., Music Co., 221 Columbus Avenue, Boston, Mass.  
 Schirmer, G., Inc., 3 East 43rd Street, New York City.

## MUSIC PUBLISHERS

- Schmidt Co., The Arthur P., 120 Boylston Street, Boston, Mass.
- Schmitt Music Company, Paul A., 88 S. 10th Street, Minneapolis, Minn.
- Scholin, C. Albert, 2124 Hatton Lane, Brentwood, St. Louis, Mo.
- Schroeder (D. L.), 155-01 Sanford Avenue, Flushing, L. I., N. Y.
- Schroeder & Gunther, Inc., Inc., 6 East 45th Street, New York City.
- Schuberth, Edward, & Co., 11 East 22nd Street, New York City.
- Schuler (George S.), 843 North Wells Street, Chicago, Ill.
- Schumann Music Co., 1911 N. Serrano, Hollywood, Calif.
- Schwarz Music Co., Merrill, 3 East Fifth Street, Cincinnati, Ohio.
- Sesac, Inc., 475 Fifth Ave., New York City.
- Shapiro, Bernstein & Co., Inc., 1270 Sixth Avenue, New York City.
- Shelby Music Pub. Co., 1205 Griswold Street, Detroit, Mich.
- Sheldon-Mitchell Publishing Corp., 200 West 34th Street, New York City.
- Shelhamer (Ben) Jr., 1704 Hanover Acres, Allentown, Pa.
- Shilkret (Nathaniel) Music Co., Inc., 48 West 48th Street, New York City.
- Shisler-Benkhardt Publications, 4233 Osage Avenue, Philadelphia, Pa.
- Showalter (J. A.) Co., The, Dalton, Ga.
- Shubert Music Publishing Corp., 1250 Sixth Avenue, New York City.
- Sildac Music Co., 145 West 45th Street, New York City.
- Silver (Frank), 145 West 45th Street, New York City.
- Simon, Frank, Box 368, Middletown, Ohio.
- Singer Music Pub. Co., Murray, 1674 Broadway, New York City.
- Sisk Music Co., The, Toccoa, Ga.
- Skidmore Music Co., Inc., 1270 Sixth Avenue, New York City.
- Skokie Music Co., 3322 Merchandise Mart, Chicago, Ill.
- Skylark Songs, 518 East 22nd Street, Brooklyn, N. Y.
- Slater, Arthur, 1100 Glendale Blvd., Los Angeles, Calif.
- Slater (Will W.), Henryetta, Oklahoma.
- Smith (Robert Elmer), 1725 46th Ave., S. W., Seattle, Wash.
- Smith, William J., Music Co., 254 West 31st Street, New York City.
- Sobeck, Rosina, Bank of America Bldg., Huntington Park, Calif.
- Sobie (Carl), 1509 Broadway, Detroit, Mich.
- Society of Jewish Composers, Publishers & Songwriters, 80 Broad Street, New York City.
- Song of the Month Associates, 1619 Broadway, New York City.
- Song Shop, The, 173 W. Madison Street, Chicago, Ill.
- Songtex Music Co., 1943 West 73rd Avenue, Oak Lane, Philadelphia, Pa.
- Sorkin Music Co., 251 Fourth Avenue, New York City.
- Southern California Music Co., 806 South Broadway, Los Angeles, Calif.
- Southern Music Publishing Co., Inc., 1619 Broadway, New York City.
- Spencer, Norman & Son, 145 West 45th Street, New York City.
- Spier, Larry, Inc., 1270 Sixth Avenue, New York City.
- Sprague-Coleman, Inc., 62 West 45th Street, New York City.
- Stahl, William C., 617 N. Second Street, Milwaukee, Wis.
- Stamps-Baxter Music Co., Dallas, Texas.
- Stan-Host Melodies, 301 Wyona Street, Brooklyn, N. Y.
- Stark Music Printing Co., 3802 Laclede Avenue, St. Louis, Mo.
- State Street Music Co., 22-24 West Hubbard St., Chicago, Ill.
- Stasny Music Corp., 1619 Broadway, New York City.
- Steele (Ted) Publishing Co., 25 East 83rd Street, New York City.
- Stevens Music Co., 54 West Randolph Street, Chicago, Ill.
- Stewart (Larry), 6500 Yucca, Hollywood, Calif.
- Stirling Music Pub. Co., 117 West 48th Street, New York City.
- Stover Music Co., 6238 De Longpre, Hollywood, Calif.
- Stratton, A. D., Music Co., 4430 Canal Street, Houston, Texas.
- Stromire (Anne), Clay Center, Kansas.
- Sudlik & Siegel, 1650 Broadway, New York City.
- Summy, Clayton F., Co., 321 South Wabash Avenue, Chicago, Ill.
- Sun Music Co., 50 West 57th Street, New York City.
- Sun Ray Music Publishers, 1650 Broadway, New York City.
- Sunshine Music Co., 6351 Selma Avenue, Hollywood, Calif.
- Superior Music, Inc., 42 Broadway, New York City.
- Sweet Music Publications, 119 West 57th Street, New York City.
- Swing and Tempo Music Co., 545 Fifth Ave., New York City.
- Symbolic Music Publishing Co., 240 East 175th Street, Bronx, N. Y.
- Syndicate Music Publishers, Inc., 6560 Hollywood Blvd., Hollywood, Calif.

— T —

- Tele-Mus Publishing Co., Inc., 6425 Hollywood Blvd., Hollywood, Calif.
- Televise Music Co., 54 W. Randolph Street, Chicago, Ill.
- Tempo Music, Inc., 1775 Broadway, New York City.
- Tennessee Music and Printing Co., Cleveland, Tenn.
- Tesio, P., & Sons, 353 Eighth Avenue, New York City.
- This Is The Army, Inc., 799 Seventh Avenue, New York City.
- Thomas (Houston L.), Box 75, Northport, Alabama.
- Thompson (Gordon V.) Ltd., 193 Yonge Street, Toronto, Canada.
- Three Boys Music Co., The, 1008 East Passyunk Ave., Philadelphia, Pa.
- Tidd (G. M.), 645 East Pine Street, Altadena, Calif.
- Timberland Publishing Co., Forest City, Ia.
- Tin Pan Alley Publications, Inc., 1011 Chestnut Street, Philadelphia, Pa.
- Toben Music, Inc., 11 West 42nd Street, New York City.
- Tobias & Lewis Music Publishers, 1250 Sixth Avenue, New York City.
- Tomerlin, Lysle, 1509 N. Vine Street, Hollywood, Calif.
- Top Music Publishers, 343 W. 87th Street, New York City.
- Trans-America Music Publishers, 6425 Hollywood Blvd., Hollywood, Calif.
- Transcontinental Music Co., 113 West 57th Street, New York City.
- Treasure Chest Publications, Inc., 1600 Broadway, New York City.
- Triangle Music Corp., 1619 Broadway, New York City.

• • •      **MUSIC PUBLISHERS**      • • •

Tullar (Grant C.) (Tullar Studios), 134 Morris Avenue, Orange, N. J.  
 Tullar-Meredith Co., Inc., 91 Seventh Avenue, New York City.  
 Tune-Towne-Tunes, 4451 Ben Avenue, Studio City, Calif.  
 Twentieth-Century Music Corp., 799 Seventh Avenue, New York City.

— U —

United States Music, Inc., 5414 Thirty-Second Avenue, Woodside, L. I., N. Y.  
 Universal Music Sales, 177 North State Street, Chicago, Ill.  
 University Music Co., University City, Mo.  
 Urban Publications, 201 West 89th Street, New York City.

— V —

Valliant Music Co., 46 West 72nd Street, New York City.  
 Van Brunt Publishing Co., 904 North Hoover, Hollywood, Calif.  
 Vance Music Company, 1619 Broadway, New York City.  
 Vanguard Songs, 1509 N. Vine St., Hollywood, Calif.  
 Van Reese, Yolande, 7 Washington Square, New York City.  
 Van Russ Music, 17 West 60th St., New York City.  
 Variety Music Co., 1650 Broadway, New York City.  
 Variety Music, Inc., 6425 Hollywood Blvd., Hollywood, Calif.  
 Vaughn, James D., Lawrenceburg, Tenn.  
 Vavrin & King, 5239 South Wood Street, Chicago, Ill.  
 Vernon Music Publishers, Danbury, Conn.  
 Victory Music Co., 1585 Broadway, New York City.  
 Victoria Publishing Co., 1250 Sixth Avenue, New York City.  
 Villa Moret, Inc., 1008 Central Tower, San Francisco, Calif.  
 Vitak-Elsnic Co., 4815 South Ashland Avenue, Chicago, Ill.  
 Vogel, Jerry, Music Co., Inc., 112 West 44th Street, New York City.  
 Volkwein Bros., Inc., 632 Liberty Avenue, Pittsburgh, Pa.  
 Von Tilzer, Harry, Music Publishing Co., 1587 Broadway, New York City.

— W —

Wabash Music Co., 9258 Trumbull Avenue, Evergreen Park, Ill.  
 Wald Music, Inc., 70 West 40th St., New York City.  
 Waldorf Music Company, 1270 Sixth Avenue, New York City.  
 Walton Goldman, Inc., 6425 Hollywood Blvd., Hollywood, Calif.  
 Warner Studio, 210 Manilla Street, Jefferson City, Mo.

Warock Music Co., 1697 Broadway, New York City.  
 Warren Publications, 349 East 49th Street, New York City.  
 Washington Music Bazaar, Box 13, Ben Franklin Station, Washington, D. C.  
 Waverly (Jack), 1587 Broadway, New York City.  
 Weaner, Levant Publications, 117 West 48th Street, New York City.  
 Webster Music Co., 1201 N. Orange Grove Ave., Hollywood, Calif.  
 Weigle (Charles F.), Sebring, Fla.  
 Wesley Music Corp., 1270 Sixth Avenue, New York City.  
 Wells, Maurice O., 54 West Randolph Street, Chicago, Ill.  
 Wemar Music Corp., 1619 Broadway, New York City.  
 Western Music Publishing Co., 1651 Cosmo St., Hollywood, Calif.  
 Westmore Music Corp., 919 S. W. Taylor, Portland, Ore.  
 Whitfield (Fred A.), 4000 21st Avenue West, Seattle, Wash.  
 White-Smith Music Publishing Co., 1619 Broadway, New York City.  
 Wick Music Publishing Co., 84 Spruce Place, Minneapolis, Minn.  
 Williams, Clarence, Music Publishing Co., Inc., 50 W. 57th St., New York City.  
 Williams & Williams, Yemassee, S. Carolina.  
 Willis Music Co., 3 East 43rd Street, New York City.  
 Wilson (Meredith), 799 Seventh Avenue, New York City.  
 Wilson Music Publishing Co., 444 Madison Avenue, New York City.  
 Winn Studios of Popular Music, Inc., 44 West 34th Street, New York City.  
 Winsett, R. E., Dayton, Tenn.  
 Witmark, M., & Sons, 1250 Sixth Avenue, New York City.  
 Witt (Claude H.), R. F. D. No. 4, Everett, Washington.  
 Wixell (Murray) Music Co., 1619 Broadway, New York City.  
 Wood, B. F., & Co., 88 St. Stephens Street, Boston, Mass.  
 Woodland Music Co., 4348 Bruner Avenue, New York City.  
 Words and Music, Inc., 1697 Broadway, New York City.  
 World Music, Inc., 607 Fifth Avenue, New York City.  
 World Melodies, Inc., 1509 North Vine Street, Hollywood, Calif.  
 Wright Publishing Co., 255 South Bunker Hill Ave., Los Angeles, Calif.  
 Wrightman (Neale) Publishers, 30 West Washington St., Chicago, Ill.

— Y —

Yankee Music Pub. Co., 1619 Broadway, New York City.  
 York Music Corp., 67 West 44th Street, New York City.

— Z —

Zalawski, B. J., 1505 W. Thomas, Chicago, Ill.  
 Zoeller Music Co., 124 S. Wetherly Drive, Beverly Hills, Calif.

# SHOWMAN'S CALENDAR

FOR 1944

## January

- 1: New Year's Day (In all the States, Territories, District of Columbia and possessions). Paul Revere Born (1735). Proclamation of Emancipation (1863).
- 2: Georgia Admitted (1788).
- 4: Utah Admitted (1896).
- 6: New Mexico Admitted (1912).
- 8: Anniversary of the Battle of New Orleans (Louisiana).
- 9: Connecticut Admitted (1788).
- 14: First Written Constitution Adopted at Hartford, Conn., (1639).
- 17: Benjamin Franklin Born (1706).
- 19: Robert E. Lee's Birthday (Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia).
- 21: Stonewall Jackson Born (1824).
- 26: Michigan Admitted to the Union (1837). Gen. Douglas MacArthur's Birthday. First A.E.F. Landed in Ireland (1942).
- 29: McKinley Born (1843). Kansas Admitted (1861).
- 30: Franklin D. Roosevelt's Birthday.
- 31: Franz Schubert Born (1797).

## February

- 1: Victor Herbert Born (1859).
- 3: Horace Greeley Born (1811).
- 6: Massachusetts Admitted (1788).
- 7: Charles Dickens Born (1812).
- 9: Nebraska Admitted (1867).
- 11: Thomas A. Edison's Birthday. Daniel Boone Born (1734).
- 12: Lincoln's Birthday (Alaska, California, Connecticut, Delaware, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Montana, Nevada, New Jersey, New York, North Dakota, Ohio, Oregon, Pennsylvania, South Dakota, Tennessee, Utah, Virgin Islands, Washington, West Virginia, Wyoming). Georgia Day.
- 14: Valentine's Day. Admission Day (Arizona). Oregon Admitted (1859).
- 15: Destruction of the Maine (1898).
- 19: Ohio Admitted (1803).
- 22: Washington's Birthday (All the States, Territories, District of Columbia and Colonial Possessions).
- 23: Ash Wednesday (Lent Starts).
- 27: Henry Wadsworth Longfellow's Birthday. First Railroad Charter (1827).

## March

- 1: Nebraska Admitted (1867).
- 2: Texas Independence Day.
- 3: Florida Admitted (1845). First Postage Stamp used in U. S. (1847).
- 4: Pennsylvania Day. Vermont Admitted (1791).
- 5: Boston Massacre (1770).

- 7: Luther Burbank's Birthday (California).
- 15: Maine Admitted (1820). Andrew Jackson Born (1767).
- 17: St. Patrick's Day.
- 18: Fast of Esther. Grover Cleveland's Birthday.
- 21: First Day of Spring.
- 22: Emancipation Day (Puerto Rico).
- 25: Maryland Day.
- 30: Seward Day (Alaska).

## April

- 1: All Fools' Day.
- 2: Palm Sunday.
- 6: War Declared with Germany (1917).
- 7: Peary Discovered North Pole (1909). Good Friday. Metropolitan Opera House Opened in New York City (1830). Louisiana Admitted (1812).
- 9: Surrender of General Lee (1865). Easter Sunday.
- 12: Halifax Independence Resolution (North Carolina).
- 13: Thomas Jefferson's Birthday (Alabama).
- 14: Assassination of Abraham Lincoln. Pan-American Day.
- 19: Patriot's Day (Maine, Massachusetts).
- 20: First Day of Passover.
- 21: Anniversary of Battle of San Jacinto (Texas).
- 22: Morton's Birthday (Nebraska). Arbor Day (Nebraska). William Shakespeare Born (1564).
- 24: First Newspaper Issued in America (1704). U. S.-Mexico War (1846).
- 25: War Declared with Spain (1898).
- 26: Confederate Memorial Day (Alabama, Florida, Georgia, Mississippi). Slavery Abolished in U. S. (1865). First Shot of War with Germany (1917).
- 27: General U. S. Grant Born (1822).
- 28: President Monroe Born (1758). Maryland Admitted (1788).
- 30: Louisiana Purchased. Washington Became First President (1789). Rhode Island Settled (1636).

## May

- 1: May Day. Child Health Day. Labor Day (Philippines). Dewey's Victory in Manila (1898).
- 2: Stonewall Jackson Shot (1863). National Music Week.
- 5: Napoleon's Death (1821).
- 6: Corregidor Surrendered (1942).
- 7: Lusitania Torpedoed (1915). Johannes Brahms Born (1833).
- 9: Mother's Day (2nd Sunday).
- 10: Confederate Memorial Day (Kentucky, North Carolina).

(Please Turn to Page 864)

# Employment Data Summary—Networks—Stations

This summary of functional employment data of 10 networks and 815 standard broadcast stations by districts covers full-time employees reported to the FCC, as a typical week—beginning October 17, 1943.

Particulars	Total		Northern District			Southern District			Western District											
	10 Networks and 815 Stations		9 Key Stations of Major Networks			Compen- sation			Compen- sation			Compen- sation								
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	(17)	(18)	(19)	
Number of stations.....									806		410		244					152		
Executives:																				
General managerial.....	969	1,411	856	1,466	39	146	346	923	1,222	510	1,327	502	275	556	1,105	55	158	17,879	113,16	
Technical.....	554	38,409	69,33	69,33	18	2,414	134,11	536	35,995	67,15	294	21,177	72,03	156	9,122	58,49	86	5,693	66,20	
Program.....	518	38,814	74,93	74,93	35	6,312	180,34	483	32,502	67,29	273	20,103	73,64	130	7,222	55,35	80	5,177	64,71	
Commercial.....	400	44,281	110,70	110,70	45	7,897	175,49	355	36,384	102,49	194	23,417	120,71	96	7,721	80,43	65	5,246	80,71	
Publicity.....	119	9,474	79,61	79,61	27	3,465	128,33	92	6,009	65,32	62	4,355	70,24	17	851	50,06	13	803	61,77	
Other.....	216	17,737	82,12	82,12	30	3,558	118,60	186	14,179	76,23	111	9,337	84,12	47	2,936	62,47	82	1,906	68,07	
Total, executives.....	2,776	290,571	104,67	104,67	201	42,992	213,89	2,575	247,579	96,15	1,436	153,945	107,20	709	56,930	80,30	430	36,704	85,36	
Employees (other than executives):																				
Research and development.....	92	6,996	76,04	76,04	45	4,329	96,20	47	2,667	56,74	40	2,396	59,65	6	264	44,00	1	17	17,00	
Operating.....	4,383	227,617	51,93	51,93	809	54,154	66,94	3,574	173,463	48,53	2,268	116,509	51,37	794	30,813	38,81	512	26,141	51,06	
Other.....	324	11,856	36,59	36,59	66	2,669	40,44	258	9,187	35,61	189	7,034	39,08	58	1,462	25,21	20	691	34,55	
Program:																				
Production.....	1,022	55,730	54,53	54,53	384	24,884	64,80	638	30,846	48,35	409	21,405	52,33	132	4,901	37,13	97	4,540	46,80	
Writers.....	802	33,096	41,27	41,27	120	7,453	62,11	662	25,643	37,60	407	16,713	41,06	163	4,961	30,44	112	3,969	35,44	
Announcers.....	3,072	144,786	47,13	47,13	1,624	11,702	7,35	2,908	133,084	45,76	1,758	86,761	49,35	761	28,535	37,50	389	17,788	45,73	
Staff musicians.....	2,150	150,569	70,03	70,03	517	62,659	121,20	1,633	87,910	55,83	1,228	69,980	36,66	235	8,616	36,66	170	9,314	54,79	
Other artists.....	1,386	88,553	63,89	63,89	704	48,817	69,34	682	39,736	58,26	531	32,237	60,71	104	4,577	44,01	47	2,922	62,17	
Other.....	1,197	55,151	44,40	44,40	557	27,515	51,24	600	25,656	36,84	498	19,940	40,04	71	2,054	28,95	91	3,642	40,02	
Commercial.....	1,448	110,540	82,00	82,00	152	18,625	122,53	1,196	91,915	76,85	702	58,941	83,96	291	18,663	64,13	203	14,311	70,50	
Promotion and merchandising.....	592	30,636	51,75	51,75	361	19,895	55,11	231	10,741	46,50	168	7,967	47,42	36	1,616	44,89	27	1,158	42,89	
Other.....	488	19,549	40,06	40,06	307	13,350	43,19	181	6,199	34,25	142	5,131	36,13	23	559	24,30	16	1,500	31,81	
General and administrative:																				
Accounting.....	937	34,342	36,65	36,65	266	10,366	38,97	671	23,976	35,73	414	15,011	36,26	155	5,478	35,34	102	3,487	34,19	
Clerical.....	1,120	28,190	25,17	25,17	247	6,850	26,38	873	21,673	24,83	582	14,444	24,82	176	4,386	24,82	115	2,843	24,72	
Stenographic.....	1,172	33,214	28,34	28,34	218	6,890	31,41	954	26,364	27,64	578	16,129	27,90	217	5,628	25,94	159	4,607	28,97	
Other.....	1,248	35,765	28,66	28,66	584	18,515	31,17	654	17,250	25,38	431	11,714	25,38	136	2,867	21,08	87	2,669	30,68	
Miscellaneous.....	406	11,326	28,39	28,39	51	2,674	32,43	355	8,852	24,94	239	5,994	25,08	80	1,675	20,94	36	1,183	32,86	
Total, employees.....	21,739	1,076,116	49,50	49,50	5,542	340,974	61,53	16,197	735,142	45,39	10,575	508,296	48,07	3,438	127,055	36,96	2,184	99,791	45,69	
Total, executives and employees.....	24,515	1,366,687	55,75	55,75	5,743	383,966	66,86	18,772	982,721	52,35	12,011	682,241	55,14	4,147	183,985	44,37	2,614	136,495	52,22	

NOTE: Data in this release, with the exception of columns (2), (3), (4), (14), (15) and (16) are not exactly comparable with similar releases for prior years, because the network reports include the employees of 50 kw stations and one 5 kw station. In prior years, an apportionment of these employees and their compensation had been made by the Commission between the networks and stations.



# ☆ ☆ ☆ Standard Station Employment Data ☆ ☆ ☆

*Following employment data covers 806 standard broadcast stations by districts and regions as reported to the FCC for the week beginning October 17, 1943.*

Particulars	Northern District					Southern District					Western District				
	No. (2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	
<b>Number of stations</b> .....	165		151	64	64	175	69	60	92						
<b>Executives:</b>															
General managerial.....	205	\$164.87	175	\$154.86	122	\$120.13	182	\$113.14	81	\$104.74	60	\$99.40	98	\$121.58	
Technical.....	117	78.97	116	67.98	61	66.41	109	59.04	47	57.23	31	61.84	35	68.65	
Program.....	122	78.92	101	70.90	50	66.28	96	55.74	34	55.03	27	57.81	53	68.23	
Commercial.....	84	137.31	71	120.46	39	85.38	65	82.32	31	76.45	22	70.77	43	85.79	
Publicity.....	34	68.98	18	71.89	10	71.90	9	49.56	8	50.63	3	75.67	10	57.60	
Other.....	46	94.43	37	89.57	28	59.96	33	65.27	14	60.57	9	85.00	19	60.05	
<b>Total, executives</b> .....	608	116.99	518	106.77	310	89.51	494	61.50	215	77.53	152	78.89	278	88.90	
<b>Employees (other than executives):</b>															
Technical.....	26	56.54	10	72.30	4	48.25	2	51.00	4	40.50	1	17.00			
Research and development.....	1,044	53.27	773	51.29	451	47.10	558	39.05	236	38.22	156	46.09	356	53.23	
Operating.....	98	40.95	60	40.35	22	27.27	48	24.54	10	28.40	10	38.20	10	30.90	
Other.....															
Program:															
Production.....	189	52.35	122	57.60	98	45.76	87	36.31	45	37.71	18	42.28	79	47.84	
Writers.....	117	41.86	175	46.40	115	32.13	105	29.68	58	31.81	40	33.70	72	36.40	
Announcers.....	768	52.02	646	49.14	344	43.79	531	38.13	230	36.03	128	39.75	261	48.66	
Star musicians.....	463	53.23	469	69.36	296	43.26	177	37.85	98	33.03	39	42.77	131	56.37	
Other artists.....	187	57.58	186	74.29	158	48.42	75	43.83	29	44.48	2	215.00	45	55.38	
Commercial.....	257	38.94	144	45.14	97	35.39	42	26.40	29	32.59	44	31.14	47	48.34	
Other.....	311	88.94	276	85.75	115	66.21	194	66.56	97	59.29	50	61.82	153	73.33	
Outside salesmen.....	56	47.11	71	51.32	41	41.10	23	51.61	13	33.00	6	32.67	21	45.81	
Promotion and merchandising.....	81	35.73	39	40.03	22	30.73	18	25.78	5	19.00	4	27.75	12	33.17	
Other.....	180	35.17	154	36.27	142	22.97	135	24.70	41	25.66	27	22.00	88	25.56	
General and administrative:															
Accounting.....	265	25.09	175	25.91	126	25.23	154	24.75	63	24.70	41	25.66	27	22.00	
Clerical.....	190	28.97	262	28.42	49	22.31	106	21.19	20	20.70	24	24.08	63	33.19	
Stenographic.....	199	25.53	183	30.28	34	20.26	53	19.28	27	24.19	9	21.89	27	36.52	
Other.....															
Miscellaneous:															
Total, employees.....	4,563	48.49	3,818	51.57	2,194	41.09	2,417	37.13	1,021	36.56	645	39.66	1,539	48.22	
<b>Total, executives and employees</b> .....	5,171	56.49	4,336	56.17	2,504	47.08	2,911	44.66	1,236	43.67	797	47.14	1,817	54.44	

NOTE: Data for Northeastern, Great Lakes and Pacific Regions are not exactly comparable with similar releases for prior years, because the network reports include the employees of eight 50 kw stations and one 5 kw station. In prior years, an apportionment of these employees and their compensation had been made by the Commission between the networks and stations and included in the appropriate regions.

# Employment Data Summary—Networks—Stations

This summary of functional employment data of 10 networks and 815 standard broadcast stations by districts covers part-time employees reported to the FCC, as a typical week beginning October 17, 1943.

Particulars	Total			Northern District			Southern District			Western District									
	No. (1)	Compensation Ave. (2)	Compensation No. (3)	Ave. (4)	No. (5)	Compensation Ave. (6)	Compensation No. (7)	Ave. (8)	No. (9)	Compensation Ave. (10)	Compensation No. (11)	Ave. (12)	No. (13)	Compensation Ave. (14)	Compensation No. (15)	Ave. (16)	No. (17)	Compensation Ave. (18)	
<b>Number of Stations</b> .....																			
									806	410	244				152				
<b>Executives:</b>																			
General managerial .....	149	\$11,568		\$77.64				149	\$11,568	\$77.64	78	\$7,617	\$97.65	47	\$2,828	\$60.17	24	\$1,123	\$46.79
Technical .....	24	633		26.38				24	633	26.38	19	520	27.37	5	113	22.60			
Program .....	4	117		29.25				4	117	29.25	3	96	28.67					31	31.00
Noncommercial .....	4	195		48.75				4	195	48.75	3	137	39.00						
Other .....	46	2,989		64.98				46	2,989	64.98	29	2,212	76.28	11	519	47.16	6	256	43.00
<b>Total, executives</b> .....	232	15,645		67.44				232	15,645	67.44	136	10,625	78.13	64	3,598	56.22	32	1,422	44.44
<b>Employees (other than executives):</b>																			
Technical:																			
Research and development .....	2	29		14.50				2	29	14.50	2	29	14.50						
Operating .....	235	2,683		11.42	7	140	20.00	235	2,683	11.42	128	1,408	11.00	63	656	10.41	37	479	12.95
Other .....	42	322		12.43	3	182	60.67	39	340	8.72	24	180	6.67	10	129	12.90	5	51	10.20
Program:																			
Production .....	25	427		17.08	1	30	33.00	24	397	16.54	22	377	17.14				2	20	10.00
Writers .....	34	564		16.59	1	23	20.00	33	541	16.39	19	302	15.89				8	128	21.33
Announcers .....	348	4,571		13.14				348	4,571	13.14	221	2,982	13.49	72	804	11.17	55	785	14.27
Staff musicians .....	752	21,257		28.27	94	3,411	36.29	658	17,846	27.12	463	14,643	31.63	379	1,509	17.34	108	1,694	15.69
Other artists .....	2,411	119,110		49.40	920	74,004	80.44	1,491	45,106	30.25	905	33,422	39.14	379	6,320	16.68	207	3,384	16.23
Other .....	225	2,931		13.03	20	429	21.45	205	2,502	12.20	94	1,074	11.43	44	377	8.57	67	1,051	15.69
Commercial:																			
Outside salesmen .....	41	1,005		24.51				41	1,005	24.51	34	938	27.59	6	64	10.67	1	3	3.00
Production and merchandising .....	13	333		25.62				13	333	25.62	12	323	26.92	1	10	10.00			
Other .....	59	2,220		37.63	2	43	21.50	57	2,177	38.19	10	114	11.40	44	1,988	45.18	3	75	25.00
General and administrative:																			
Accounting .....	96	1,368		14.25				96	1,368	14.25	62	944	15.23	19	322	11.10	5	102	20.40
Clerical .....	77	860		11.17	1	8	8.00	76	852	11.21	52	683	13.13	24	89	6.36	10	80	8.00
Stenographic .....	44	316		7.18				44	316	7.18	31	213	6.87	10	80	8.00	3	23	6.67
Other .....	144	1,324		9.19	7	178	25.43	173	1,146	6.36	83	725	8.73	37	275	7.43	17	146	8.59
Miscellaneous: .....	82	654		7.98				82	654	7.98	46	342	7.43	12	77	6.42	24	235	9.79
<b>Total, employees</b> .....	4,630	160,174		34.59	1,056	78,448	74.29	3,574	81,726	22.87	2,208	60,679	27.48	816	12,811	15.70	550	8,236	14.97
<b>Total, executives and employees</b> .....	4,862	175,819		36.16	1,056	78,448	74.29	3,806	97,371	25.58	2,344	71,304	30.42	880	16,409	18.65	582	9,658	16.59

NOTE: Data in this release, with the exception of columns (2), (3), (4), (14), (15) and (16) are not exactly comparable with similar releases for prior years, because the net work reports include the employees of eight 50 kw stations and one 5 kw station. In prior years, an apportionment of these employees and their compensation had been made by the Commission between the networks and station.

# Standard Station Employment Data

Following employment data covers 806 standard broadcast stations by districts and regions as reported to the FCC for the week beginning October 17, 1943.

Particulars	Northern District			Southern District			Western District								
	Northeastern Region	Great Lakes Region	Midwest Region	Southeastern Region	South Central Region	Mountain Region	Pacific Region								
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	
Number of stations	165			94			175			60			92		
	Average No. Compens-ation	No. Compens-ation	Average No. Compens-ation	Average No. Compens-ation	No. Compens-ation	Average No. Compens-ation	No. Compens-ation	Average No. Compens-ation	No. Compens-ation	Average No. Compens-ation	No. Compens-ation	Average No. Compens-ation	No. Compens-ation	Average No. Compens-ation	
<b>Executives:</b>	34	\$121.74	19	\$95.42	25	\$66.60	36	\$60.44	11	\$59.27	8	\$33.88	16	\$53.25	
General managerial	11	38.73	5	10.00	3	14.67	3	29.33	2	12.50	1	31.00	..	..	
Technical	..	..	2	36.50	1	13.00	..	..	..	..	..	..	..	..	
Program	3	22.67	1	65.00	1	17.00	1	136.00	..	..	..	..	..	..	
Commercial	19	82.64	7	32.14	3	139.00	9	48.00	2	43.50	1	4.00	5	50.80	
Other	67	92.56	35	62.89	34	65.32	49	57.84	15	50.93	10	30.60	22	50.73	
<b>Total, executives</b>	1	4.00	1	25.00	27	9.67	42	11.38	21	8.48	12	14.83	25	12.04	
<b>Employees (Other than executives):</b>	46	10.46	55	12.11	6	7.17	7	7.00	3	26.67	..	..	3	10.20	
Research and development	14	6.37	4	6.25	..	..	..	..	..	..	..	..	..	..	
Operating	11	14.73	9	19.11	2	21.50	..	..	..	..	..	..	..	..	
Program	6	15.17	7	20.86	6	10.83	5	15.20	..	..	..	..	..	..	
Production	96	11.16	80	12.74	45	10.93	48	11.50	24	10.50	30	11.90	25	17.12	
Writers	215	38.27	137	34.67	111	15.00	51	12.53	36	24.17	15	10.27	93	16.56	
Announcers	460	47.01	301	33.62	144	25.51	280	15.73	99	19.36	76	17.82	131	15.34	
Staff musicians	47	12.00	36	10.22	11	12.91	40	7.40	4	20.25	2	8.50	65	15.91	
Other artists	22	27.18	9	33.33	3	13.33	4	9.00	2	14.00	..	..	1	3.00	
Commercial:	1	10.00	6	26.00	3	35.00	1	10.00	..	..	..	..	1	50.00	
Outside salesmen	2	26.30	4	4.75	4	10.30	..	..	44	45.18	2	12.50	1	..	
Promotion and merchandising	28	7.86	18	22.50	16	19.94	20	9.50	9	14.67	1	9.00	4	23.25	
General and administrative:	13	7.31	24	16.21	15	6.18	11	6.18	3	7.00	4	8.50	6	7.67	
Accounting	22	4.27	4	14.25	5	12.40	6	7.33	4	9.00	2	9.00	1	5.00	
Clerical	27	9.63	40	9.25	16	5.94	24	8.50	13	5.46	4	9.75	13	8.23	
Stenographic	24	7.75	15	8.07	7	5.00	10	5.80	2	9.50	7	10.14	17	9.65	
Other	1,035	32.69	752	26.01	421	17.35	549	12.94	267	21.38	157	14.51	393	15.16	
<b>Total, employees</b>	1,102	36.33	787	27.65	455	20.89	598	16.62	282	22.95	167	15.47	415	17.05	
<b>Total, executives and employees</b>															

NOTE: Data for Northeastern, Great Lakes and Pacific Regions are not exactly comparable with similar releases for prior years, because the network reports include the employees of eight 50 kw stations and one 5 kw station. In prior years, an apportionment of these employees and their compensation had been made by the Commission between the networks and stations and included in the appropriate regions.

(Continued from Page 859)

- 11: Minnesota Admitted (1858).
- 12: Florence Nightingale Born (1820).
- 20: Anniversary of the Signing of the Mecklenburg Declaration of Independence (North Carolina).
- 21: Lindbergh's Flight to Paris (1927).
- 23: South Carolina Admitted (1788).
- 24: First Telegraph Message Sent (1844).  
Empire Day (Canada).
- 28: Archduke Ferdinand of Austria and His Wife Assassinated in Serjevo (1914).
- 29: Wisconsin Admitted (1848).  
Rhode Island Admitted (1790).  
Patrick Henry Born (1736).
- 30: Memorial Day (In all the States, Territories, District of Columbia and Colonial Possessions, except Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, South Carolina, Virginia and Tennessee).

## June

- 1: Kentucky Admitted (1792).  
Tennessee Admitted (1796).
- 3: Confederate Memorial Day (Louisiana, Tennessee).  
King's birthday (Canada).  
Jefferson Davis' Birthday (1808).
- 6: Nathan Hale's Birthday (1756).
- 8: Battle of New Orleans (1815).
- 10: Franklin Drew Lightning From Sky (1752).
- 14: Harriet Beecher Stowe's Birthday.  
Flag Day.
- 15: St. Swithin's Day.  
Arkansas Admitted (1836).  
Pioneer Day (Idaho).
- 17: Bunker Hill Day.
- 18: Battle of Waterloo (1815).
- 19: Beginning of War of 1812.  
King John of England Granted Magna Carta (1215).
- 20: West Virginia Day.
- 21: Longest Day in Year.  
New Hampshire Joined the Union (1788).
- 23: Penn Signs Treaty of Peace with Indians.
- 25: Virginia Admitted (1788).
- 26: First American Troops Land in France (1917).

## July

- 1: Battle of San Juan Hill.  
Dominion Day (Canada).  
Battle of Gettysburg (1863).
- 2: Garfield's Assassination (1881).
- 3: Idaho Admitted (1890).
- 4: Independence Day.  
U. S. Military Academy West Point Opened (1802).
- 6: John Paul Jones, Founder of U. S. Navy, Born (1802).
- 10: Wyoming Admitted (1890).
- 11: John Quincy Adams Born (1767).
- 13: Forrest's Day (Tennessee).
- 14: Stars and Stripes Adopted (1777).  
Bastille Day—First Celebrated in U. S. (1914).  
St. Swithin's Day.
- 16: Santiago Surrendered.
- 24: Pioneer Day (Utah).
- 25: Occupation Day (Puerto Rico).
- 28: Austria Declared War on Serbia (1914).

## August

- 1: Colorado Day.  
Beginning of World War (1914).
- 3: Civic Holiday (Canada).  
Germany Declared War on England and France (1914).
- 4: Freedom of the Press Established by the Acquittal by Jury at New York City of John Peter Zenge of Charge of Libel for Having Criticized the Administration of Gov. Crosby; Trial Began Aug. 4, 1735.  
Origin of U. S. Coast Guard (1790).
- 10: Missouri Admitted (1821).
- 13: Occupation Day (Phillipines).
- 14: Atlantic Charter Signed by President F. D. Roosevelt and Prime Minister Winston Churchill.
- 15: Panama Canal Opened (1914).

- 16: Bennington Battle Day (Vermont).
- 20: Benjamin Harrison Born (1833).
- 26: Suffrage for Women—19th Amendment (1920).
- 30: Germany Declared War on Poland (1939).  
Start of Second World War.

## September

- 1: Germany Invaded Poland.
- 6: Lafayette Day.  
President McKinley Assassinated (1901).  
First Battle of the Marne.  
Labor Day.
- 9: Admission Day (California).
- 12: Defender's Day (Maryland).
- 17: Constitution Day.
- 18: Rosh Hashanah.
- 22: Nathan Hale Executed (1776).  
First Day of Autumn.
- 26: American Indian Day (4th Friday).
- 27: Yom Kippur.

## October

- 1: Missouri Day.
- 5: Wright Brothers Took First Long Distance Flight in Airplane (1905).
- 8: Chicago Fire (1871).  
Farmer's Day (2nd Friday) (Florida).
- 9: Fraternal Day (Alabama).  
Canadian Thanksgiving Day.
- 12: Columbus Day.
- 18: Alaska Day.
- 19: Surrender of Cornwallis (1781).
- 27: Navy Day.  
Theodore Roosevelt Born (1858).
- 31: Hallowe'en.  
Admission Day, Nevada (1864).

## November

- 1: All Saints' Day (Louisiana).
- 2: General Election Day.  
North and South Dakota Admitted (1889).
- 4: John Philip Sousa Born (1854).
- 8: Montana Admitted (1889).
- 11: Armistice Day.  
Washington Admitted (1889).
- 16: Oklahoma Admitted (1907).
- 17: Suez Canal Opened (1869).
- 21: North Carolina Admitted (1789).
- 25: Thanksgiving Day.

## December

- 3: Illinois Admitted (1818).
- 7: Delaware Day.  
Pearl Harbor Attacked (1941)
- 8: Eli Whitney Born (1765).  
U. S. Declared War on Japan (1941).
- 9: Germany-Italy Declare War on U. S. (1941).
- 10: U. S. Declares War on Germany-Italy (1941).  
Mississippi Admitted (1817).
- 11: Alfred Nobel Born (1833).  
Indiana Admitted (1816).
- 12: First Marconi Wireless Across Atlantic (1901).  
Pennsylvania Admitted (1787).
- 14: Alabama Admitted (1819).
- 15: Bill of Rights Day.
- 16: Boston Tea Party (1773).
- 18: New Jersey Admitted (1787).
- 21: Shortest Day of Year.  
Pilgrims Landed at Plymouth Rock (1620).  
Woodrow Wilson's Birthday (South Carolina).
- 25: Christmas Day.
- 28: Iowa Admitted (1848).
- 29: Texas Admitted (1845).
- 31: New Year's Eve.

ARBOR DAY is observed in states on different days, usually in the Spring. The dates in the same states often vary from year to year by proclamation.

# CODE OF WARTIME PRACTICES FOR AMERICAN BROADCASTERS OFFICE OF CENSORSHIP

— EDITION OF DECEMBER 1, 1943 —

**T**HIS is the third revision of the Code of Wartime Practices for American Broadcasters.

The principle of censorship remains the same. It is voluntary and broadcast management is responsible for fulfilling the function in its own medium. The broadcasting industry, to this end, should be constantly aware of the dangers inherent in (1) news broadcasts; (2) routine programming; and (3) commercial copy.

To combat these dangers effectively, broadcast management must be in complete control of all programming every minute of every day of operation. This responsibility should not be delegated to anyone over whom the management does not exercise control.

The facilities of the Office of Censorship are at the disposal of broadcasters 24 hours a day, to assist them with consultation and advice when any doubt arises as to the application of this Code. The following are the principal advisory guideposts (as revised) which are intended to aid in discharging censorship responsibilities:

## I. NEWS BROADCASTS AND COMMENTARIES

Broadcasters should edit all news in the light of this Code's suggestions and of their own specialized knowledge, regardless of the medium or means through which such news is obtained.

Special attention is directed to the fact that all of the requests in this Code are modified by a proviso that the information listed may properly be broadcast when authorized by *appropriate authority*. News on all of these subjects will become available usually from Government sources; but in war, timeliness is an important factor and the Government unquestionably is in the best position to decide when disclosure is timely.

Caution is advised against reporting,

under the guise of opinion, speculation, or prediction, any fact which has not been released by appropriate authority.

*It is requested that news in any of the following classifications be kept off the air unless made available for broadcast by appropriate authority or specifically cleared by the Office of Censorship.*

(a) **WEATHER.** — Weather forecasts other than those officially released by the Weather Bureau. Mention of wind direction or barometric pressure in current or past weather (including summaries and recapitulations) except when contained in **EMERGENCY** warnings released specifically for broadcast by the Weather Bureau authorities.

NOTE: Special events reporters, covering sports or any outdoor assignments (fires, flood, storms, etc.), are cautioned especially against mention of wind directions.

(b) **ARMED FORCES.**—Type and movement of United States Army, Navy and Marine Corps units, within or without continental United States including information concerning—

Location.  
Identity.  
Exact Composition.  
Equipment.  
Strength.  
Destination.  
Routes.  
Schedules.  
Assembly for Embarkation.  
Prospective Embarkation.  
Actual Embarkation.

Such information regarding troops of friendly nations on American soil.

Revelation of possible future military operations by identifying an individual known for a specialized activity.

*Exceptions:* (1) **ARMED FORCES IN THE UNITED STATES:** Those in training camps and units assigned to domestic police duty, as regards names, addresses, location and general character.

(2) **ARMED FORCES OUTSIDE THE UNITED STATES:**

Names and locations (without unit identification) if presence of United States forces in area has been announced officially.

Names of Naval personnel without mention of their ships, unless said ships have been announced by the Navy as lost or damaged.

(c) **SHIPS (CONVOYS, ETC.)**—Type and movements of United States Navy, or merchant vessels, or transports, of convoys, of neutral vessels, or vessels of nations opposing the Axis powers in any waters, including information concerning—

Identity.  
Location.  
Port of Arrival.  
Time of Arrival.  
Prospect of Arrival.  
Port of Departure.  
Ports of Call.  
Nature of Cargoes.  
Assembly.  
Personnel.

Enemy naval or merchant vessels in any waters, their

Type.  
Identity.

Location.  
Movements.

Secret information or instructions about sea defenses, such as—

Buoys, lights and other guides to navigators.

Mine fields and other harbor defenses.

Ship in construction—

Type.  
Number.  
Size.  
Location.

Advance information on dates of launchings, commissionings.

Physical description, technical details of shipyards.

Movement of diplomatic exchange ships under the direction of the State Department.

*Exceptions:* Movements of merchant vessels on Great Lakes or other sheltered inland waterways unless specific instances require special ruling.

(d) **DAMAGE BY ENEMY LAND OR SEA ATTACKS.**—Information on damage to military objectives in continental United States or possessions, including—

Docks.  
Railroads.  
Airfields.  
Public utilities.

Industrial plants engaged in war work.

Counter-measures or plans of defense.

Appropriate authority: for information about damage from enemy attacks to military objectives on land within continental United States or possessions is the commanding officer in the zone of combat, or the Army Bureau of Public Relations, Washington. (For the Hawaiian Islands, the Navy).

(e) **ACTION AT SEA.**—Information about the sinking or damaging from war causes of war or merchant vessels in any waters.

*Appropriate authority:* Appropriate authority for the release of news about the sinking or damaging of naval or merchant vessels in or near American waters is the commanding officer of the district in which the action occurs, or Naval Office of Public Relations, Washington.

(f) **ENEMY AIR ATTACK.**—Estimates of number of planes involved; number of bombs dropped; damage to—

**Fortifications.**

Docks.

Railroads.

Ships.

Airfields.

Public utilities.

Industrial plants engaged in war work.

All other military objectives.

Warnings or reports of impending air raids; remote ad lib broadcasts dealing with raids, during or after action.

Mention of any raid in the continental United States during its course, except on appropriate authority of the designated representatives of the Defense Commander in whose area the raid occurs or the War Department in Washington.

News which plays up horror or sensationalism; deals with or refers to unconfirmed reports or versions; refers to exact routes taken by enemy planes, or describes countermeasures of defense, such as troop mobilization or movements, or the number and location of anti-aircraft guns or searchlights in action.

*Exceptions:* After an air raid, general descriptions of action after all-clear has been given. Nothing in this request is intended to prevent or curtail constructive reporting or programming of such matters as feats of heroism, incidents of personal courage, or response to duty by the military or by civilian defense workers.

(g) **ACCREDITED MILITARY AND NAVAL CORRESPONDENTS.**—No provisions in this Code of Wartime Practices for American Broadcasters modify obligations assumed by accredited correspondents who accompany Army or Navy forces or are given special accrediting by the War or Navy departments to visit restricted areas in the United States.

These commitments, under War and Navy department practice, pledge such correspondents to submit to censorship anything they write in zones of combat or restriction, or what they may write at a later date as result of their observation in these zones. The military department concerned is the censorship agency for all such material.

In case of a protracted enemy attack on the continental United States, necessitating military declaration of a combat zone, censorship within such an area would, of necessity, be by military authority. Accrediting of news gatherers

for such a zone will be as in any other combat area. In the case of such an attack and declaration of a military zone of combat, the requests in this Code remain applicable to broadcast operations outside the declared area.

(h) **PLANES—**

*Air Units.*—Military air units of the United States and the United Nations as to—

Disposition.

Missions.

Movements.

New characteristics.

Strength.

Information concerning new military aircraft and related items of equipment or detailed information on performance, construction and armament of current military aircraft or related items; military activities of commercial air lines or the Civil Air Patrol.

(i) **FORTIFICATIONS AND AIR INSTALLATIONS.**—Location and description of fortifications, including—

Coast Defense Emplacements.

Anti-aircraft guns and other air defense installations.

Defense Installation details of public airports used for military purposes.

Camouflaged objects.

Location of specially constructed bomb shelters.

Information concerning installations for military purposes outside the U. S.

(j) **SABOTAGE.**—Specifications (including information on bottlenecks) which saboteurs could use to damage military objectives. No mention of sabotage should be made except on appropriate authority of the military agency concerned or the Department of Justice.

(k) **PRODUCTION.** (see also **SABOTAGE**)—New or secret Allied military weapons, identity and location of plants making them, designs or rate of production or consumption of any specific type of war materiel, formulas or experiments connected with war production.

Information on imports, exports or Government stock piles of critical or strategic materials such as tin, natural rubber, uranium, chromium, tantalum, manganese, quinine, tungsten and high-octane gasoline.

Transportation—Movement or transportation of war materiel.

NOTE: Progress of production for general categories of war materiel such as planes, tanks, guns, vehicles and munitions may be reported, but statistical information on specific weapons such as bombers, fighter planes, 155 mm. guns, medium tanks, etc., should be avoided without appropriate authority.

(l) **COMBAT ZONE INTERVIEWS AND LETTERS.**—Interviews with service men or civilians from combat zones (including accounts of escapes from foreign territory) should be submitted for review before broadcast, either to the Office of Censorship or to the appropriate Army or Navy Public Relations Officer. Letters from combat zones are censored at the source, for home and family consumption only. When used on the air, broadcasters should measure the contents of such letters in the light of the provisions of this Code. In case of any doubt, consult the Office of Censorship. (See clause on Armed Forces, regarding unit identifications).

(m) **WAR PRISONERS, INTERNEES, CIVILIAN PRISONERS.**—Information as to arrival, movements, confinement, escape or identity of military prisoners from war zones; identity of persons arrested or interned as enemy aliens; locations or operations of alien internment camps; place of confinement of civilians convicted of treason, espionage or sabotage.

NOTE: The appropriate authority for information as to war prisoners or their camps is the War Department; for information as to resettled persons, the project official in charge; for information as to enemy aliens or their camps, or civilian prisoners described above, the Department of Justice. In any inquiry, please make certain whether the individuals involved are military prisoners of war, enemy aliens or resettled citizens or aliens.

(n) **MILITARY INTELLIGENCE.**—Information concerning war intelligence, or the operations, methods, or equipment of counter-intelligence of the United States or its allies or the enemy.

Information concerning secret detection devices.

Information concerning secret United States or Allied means or systems of military communication, including the establishment of new International points of communication.

(o) **WAR NEWS COMING INTO THE UNITED STATES.**—War information originating outside United States territory may be broadcast if its origin is made plain.

Any recordings or information for broadcast gathered in any form that is sent across the United States-Canadian border should contain nothing that will conflict with the censorship of the country in which the information originates.

(p) **GENERAL.**—*Casualties.* Identification of combat casualties until made available for publication by the War or Navy Departments or the next of kin.

*Strategy.*—Secret war plans or diplomatic negotiations or conversations which concern military operations.

*Art Objects, Historical Data.*—Information disclosing the new location of national archives, or of public or private art treasures.

*Diplomatic Information.*—Information about the movements of the President of the United States (including advance notice of the place from which he will broadcast); information of official military, or diplomatic missions of the United States or of any other nation opposing the Axis powers—routes, schedules, destinations within or without continental United States; movements of ranking Army or Naval officers and staffs on official missions; movements of other individuals or units on military or diplomatic missions.

## II. PROGRAMS

These suggestions are made in order that broadcasters will have a pattern to follow in accomplishing the most important censorship function of program operation: keeping the microphone under



the complete control of the station management, or its representatives.

(a) REQUEST PROGRAMS.—*Music*.—No telephoned or telegraphed requests for musical selections should be accepted. No requests for musical selections made by word-of-mouth at the origin of broadcast, whether studio or remote, should be honored.

*Talk*.—No telephoned or telegraphed requests for service announcements should be honored, except as hereinafter qualified. Such service announcements would include information relating to—

- Lost pets.
- “Swap” ads.
- Mass meetings.
- Personal messages.
- Club meetings.
- Club programs, etc.
- Vital statistics.

The same precaution should be observed in accepting “classified advertisements” for broadcasting.

No telephoned, telegraphed or word-of-mouth dedications of program features or segments thereof should be broadcast.

No telephoned, telegraphed or word-of-mouth auction bids, contributions or similar acknowledgments from listeners, should be broadcast.

*Exceptions*: Emergency announcements (such as those seeking blood donors, doctors, lost persons, lost property, etc.) may be handled in conventional manner if the broadcaster confirms their origin. They should emanate from the police, the Red Cross, or similar recognized governmental or civilian agency.

Service announcements may be honored when source is checked and material is submitted in writing, subject to rewriting by station continuity staff. Requests for the broadcast of greetings or other programs to commemorate personal anniversaries may be honored if the actual broadcast is not made on the anniversary date or at the time or on the date designated in the request.

ALL requests, subject to the above qualifications, may be honored when submitted via mail, or otherwise in writing if they are held for an unspecified length of time and if the broadcaster staggers the order in which such requests are honored, rewriting any text which may be broadcast.

(b) QUIZ PROGRAMS.—It is requested that all audience-participation type quiz programs originating from remote points, either by wire, transcription or short wave, should not be broadcast, except as qualified hereinafter. Any program which permits the public accessibility to an open microphone is dangerous and should be carefully supervised. Because of the nature of quiz programs, in which the public is not only permitted access to the microphone but encouraged to speak into it, the danger of usurpation by the enemy is enhanced. The greatest danger here lies in the informal interview conducted in a small group—10 to 25 people. In larger groups, where participants are selected from a theater audience, for example, the danger is not so great.

Generally speaking, any quiz program originating remotely, wherein the group is small, wherein no arrangement exists for investigating the background of participants, and wherein extraneous background noises cannot be eliminated at the discretion of the broadcaster, should not be broadcast. Included in this classification are all such productions as man-in-the-street interviews, airport interviews, train terminal interviews, and so forth.

In all studio-audience type quiz shows, where the audience from which interviewees are to be selected numbers less than 50 people, program conductors are asked to exercise special care. They should devise a method whereby no individual seeking participation can be *guaranteed* participation.

(c) FORUMS AND INTERVIEWS.—During forums in which the general public is permitted extemporaneous comment, panel discussions in which more than two persons participate, and interviews conducted by authorized employees of the broadcasting company, broadcasters should devise methods guaranteeing against the release of any information which might aid the enemy as described in Section I of the Code. If there is doubt concerning the acceptability of material to be used in interviews, complete scripts should be submitted to the Office of Censorship for review. (See paragraph (L) of Section 1.)

(d) SPECIAL EVENT REPORTING (ad lib).—Special events reporters should study carefully the restrictions suggested in Section I of the Code, especially those referring to interviews and descriptions following enemy offensive action. Reporters and commentators should guard against use of descriptive material which might be employed by the enemy in plotting an area for attack.

If special programs which might be considered doubtful enterprises in view of our effort to keep information of value from the enemy are planned, outlines should be submitted to the Office of Censorship for review.

(See also Paragraph (a), Section I.)

(e) **SIMULATED AIR RAIDS, BLACKOUTS.**—In view of the provisions contained in Paragraph (f) Section I of this Code, which prescribe radio silence at the scene of an air raid until the "all clear" is sounded, it is the belief of this office, in which the Office of Civilian Defense concurs, that broadcasting stations should not employ their facilities during a simulated air raid in any way which would encourage listeners to rely upon the medium for advice and assistance should an actual raid occur. This is intended to place no proscription on the legitimate broadcast of descriptions and commentaries dealing with simulated air raids and blackouts after the events have been conducted.

(f) **COMMERCIAL CONTINUITY.**—Broadcasters should be alert to prevent the transmission of subversive or restricted information through the use of commercial continuity in program or announcement broadcasts. In this connection, the continuity editor should regard his responsibility as equal to that of the news editor.

### III. FOREIGN LANGUAGE BROADCASTS

(a) **PERSONNEL.**—The Office of Censorship, by direction of the President, is charged with the responsibility of removing from the air all those engaged in foreign language broadcasting who, in the judgment of appointed authorities in the Office of Censorship, endanger the war effort of the United Nations by their connection, direct or indirect, with the medium. Bases of judgment in exercising this function will be twofold: (1) current material written for broadcast or broadcast over American facilities; (2) past and/or present conduct of the individual, including evidence substantiating his sympathy with the regimes of our enemies. This function of the Office of Censorship is not intended to relieve in any measure the full responsibility resting with the management of the foreign language broadcasting station to employ only those whose loyalty he does not question. There extends to such broadcast management the additional responsibility to report to the Office of Censorship the names of any personnel in this field who might be suspected for any reason.

(b) **SCRIPTS.**—Station managements

are requested to require all persons who broadcast in a foreign language to submit to the management in advance of broadcast complete scripts or transcriptions of such material. (This procedure does not apply to programs originated and produced by the Office of War Information and distributed to foreign language stations). It is further requested that this material be checked "on the air" against the approved script and that no deviations therefrom be permitted. These scripts or transcriptions should be kept on file at the station.

(c) **CENSORS AND MONITORS.**—In order that these functions can be performed in a manner consistent with the demands of security, station managers are reminded that their staffs should include capable linguists as censors and monitors whose duty it will be to review all scripts in advance of broadcast and check them during broadcast against deviation.

(d) **SUBMISSION OF SCRIPTS.**—From time to time, the Office of Censorship will ask foreign language broadcasters to submit specified scripts to this office for review. If a station obtains its foreign language program from another originating point via network, these requirements do not apply; in such event the originating station will be held responsible for fulfilling the requests contained herein.

(e) Station managements are reminded that all provisions of this code, as outlined in Section I and II, apply equally to foreign language broadcasting.

Broadcasters should ask themselves, "Is this information of value to the enemy?" If the answer is "Yes," they should not use it. If doubtful they should measure the material against the Code.

From time to time the Office of Censorship may find it necessary to issue further communications either to interpret certain existing requests, amend or delete them, or otherwise to cover special emergency conditions. Such communications will be addressed to managers of radio stations and networks and should receive preferential attention.

If information concerning any phase of the war effort should be made available anywhere, which seems to come from doubtful authority, or to be in conflict with the general aims of these requests; or if special restrictions requested locally or otherwise by various authorities seem unreasonable or out of harmony with this summary, it is recommended that the question be submitted at once to the Office of Censorship, Washington. Telephone Executive 3800; Teletype WA-434.

THE OFFICE OF CENSORSHIP,  
BYRON PRICE, *Director*.

December 1, 1943.



# COMMERCIAL NETWORK PROGRAMS



*Sponsor*



*Product*



*Program*



*Network*



*Advertising Agency*



# A COMPLETE LISTING OF MAJOR NETWORK — COMMERCIAL PROGRAMS OF 1943 —

*Following is a complete listing of all national network commercial programs heard during the twelve-month period ending Dec. 1, 1943. Listing includes in addition to the program title, network, sponsor, product and agency handling the account. Compiled through the cooperation of the Blue Network, CBS, MBS and NBC. Abbreviations: PC, Pacific Coast; Pedlar & Ryan & Lusk, Inc., is listed as Pedlar & Ryan, Inc., and Dancer-Fitzgerald-Sample is listed as Blackett-Sample-Hummert. Changes in agency names were effective January 1, 1944.*

## A

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Adam Hat Stores, Inc. Hats	Boxing Bouts That's A Good One	Blue Blue	Glicksman Advertising Co., Inc.
Alaska Pacific Salmon Co. Minute Man Soup	Breakfast At Sardi's Breakfast At Sardi's	Blue Blue—PC	J. William Sheets— (Compton Advertising, Inc.) J. William Sheets
Allis-Chalmers Mfg. Co. Institutional	Boston Symphony	Blue	Compton Advertising, Inc.
Allegheny-Ludlum Steel Corp. Institutional	Mother and Dad	CBS	Walker & Downing
Alum. Co. of America Institutional	Lighted Windows	NBC	Fuller & Smith & Ross, Inc.
American Bird Products Bird Food	American Radio Warblers	MBS	Weston-Barnett, Inc.
American Chiclet Co. Gum	By the Way	NBC—PC	Badger, Browning & Hershey
American Cigarette & Cigar Co. Pall Mall Cigarettes	Gracie Fields' Victory Show Gracie Fields' Victory Show	MBS Blue	Ruthrauff & Ryan, Inc. Ruthrauff & Ryan, Inc.
American Dairy Assoc. Institutional	Voice of the Dairy Farmer Voice of the Dairy Farmer	NBC Blue	Campbell-Mithun, Inc. Campbell-Mithun, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
<b>American Home Products Corp.</b> Anacin, Benefax, Bisodol, Kolydos	Our Gal Sunday Romance of Helen Trent Easy Aces Mr. Keen, Tracer of Lost Persons	CBS CBS CBS CBS	Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert
<b>American Oil Company</b> Gas & Oil	CBS World News Edward R. Murrow	CBS CBS	Joseph Katz Co. Joseph Katz Co.
<b>American Tobacco Company</b> Lucky Strike Cigarettes	Your Hit Parade Kay Kyser's College of Musical Knowledge Your Alltime Hit Parade Information, Please	NBC NBC NBC NBC	Foote, Cone & Belding Foote, Cone & Belding Foote, Cone & Belding Foote, Cone & Belding
<b>Anacin Co.</b> Anacin & Benefax	Just Plain Bill Front Page Farrell Inspector Hawkes & Son John B. Hughes	NBC NBC—PC Blue—PC MBS	Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert
<b>Armstrong Cork Company</b> Quaker Rugs	Armstrong Theater of Today	CBS	Batten, Barton, Durstine & Osborn, Inc.
<b>Austin Studios</b> Photographs	Hero of the Week	Blue—PC	Glasser-Gailey & Co.
<b>B. T. Babbitt, Inc.</b> Bab-O Cleanser	David Harum David Harum Lora Lawton	CBS NBC NBC	Duane Jones Co. Duane Jones Co. Duane Jones Co.
<b>P. Ballantine &amp; Sons</b> Ballantine Beer & Ale	Three Ring Time	CBS	J. Walter Thompson Co.
<b>Ballard &amp; Ballard Co.</b> Ballard's Obelisk Flour	Renfro Valley Folks	CBS	Henri, Hurst & McDonald, Inc.
<b>Bank of America National Trust &amp; Savings Assoc.</b> (Banking Service)	California Carry On	CBS—PC	J. Walter Thompson Co.
<b>Barron-Gray Packing Co.</b> Vegetable Cocktail	Breakfast at Sardi's	Blue—PC	Long Advertising Service
<b>Barbasol Co.</b> Shaving Cream	John B. Kennedy Nelson Pringle Gabriel Heatter	CBS CBS—PC MBS	Erwin Wasey & Co., Inc. Erwin Wasey & Co., Inc. Erwin Wasey & Co., Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
<b>Bayak Cigars</b> Phillies	Sizing Up The News Sam Balter	MBS	Ivey & Ellington Inc.
<b>Bayer Company</b> Aspirin	American Album Lorenzo Jones	NBC NBC	Blackett-Sample-Hummert Blackett-Sample-Hummert
<b>Bekins Van &amp; Storage Co.</b> Storage	Harry W. Flannery	CBS—PC	Brooks Advertising Agency
<b>Bell Telephone Co.</b> Institutional	Telephone Hour	NBC	N. W. Ayer & Son, Inc.
<b>Best Foods Inc.</b> H-O Oats	Moylan Sisters	Blue	Arthur Kudner, Inc.
<b>Ben-Hur Products, Inc.</b> Ben-Hur Coffee	Hollywood Showcase With Mary Astor	CBS—PC	Barton A. Stebbins Advertising Agency
<b>Benson &amp; Hedges</b> Virginia Rounds Cigarettes	Paul Schubert	MBS	Arthur Kudner, Inc.
<b>Bourjois, Inc.</b> (Evening In Paris) Cosmetics	Here's To Romance Here's To Romance	Blue CBS	Foote, Cone & Belding
<b>Bowey's Inc.</b> Dari-Rich Products	Stars Over Hollywood	CBS	Sorensen & Co.
<b>A. S. Boyle Co.</b> Old English Wax	Breakfast At Sardi's Fleetwood Lawton Larry Smith	Blue—PC NBC—PC NBC—PC	J. Walter Thompson Co. J. Walter Thompson Co. J. Walter Thompson Co.
<b>Bristol Myers Co.</b> Ipana, Sal Hepatica	Time To Smile A Date With Judy	NBC NBC	Young & Rubicam, Inc. Young & Rubicam, Inc.
<b>Bristol Myers Co.</b> Vitalis, Ingraham Shaving Cream	Mr. District Attorney	NBC	Pedlar & Ryan, Inc.
<b>Bristol Myers Co.</b> Mum	In Person, Dinah Shore	Blue	Pedlar & Ryan, Inc.
<b>Bristol Myers Co.</b> Minit-Rub	Duffy's	Blue	Young & Rubicam, Inc.
<b>Bristol Myers Co.</b> Sal Hepatica & Minit-Rub	Noah Webster Says	Blue	Young & Rubicam, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
<b>Bristol Myers Co.</b> Mum	Parker Family	Blue	Pedlar & Ryan, Inc.
<b>Brown &amp; Williamson Tobacco Corp.</b> Raleigh's Wings Bugler Tobacco Avalon Cigarettes	Red Skelton & Co. Beat the Band Tommy Dorsey People Are Funny Plantation Party Floyd Farr Harry Flannery, News World Front	NBC NBC NBC NBC NBC NBC CBS—PC NBC	Russel M. Seeds Co., Inc. Russel M. Seeds Co., Inc. Russel M. Seeds Co., Inc. Russel M. Seeds Co., Inc. Russel M. Seeds Co., Inc. Russel M. Seeds Co., Inc. Russel M. Seeds Co., Inc. Presba, Fellers & Presba, Inc.
<b>Bunte Bros.</b> Candy			
<b>California Fruit Growers Exchange</b> Sunkist Fruits	Today at the Duncans	CBS	Foote, Cone & Belding
<b>California Prune &amp; Apricot Growers Assn.</b> Sunsweet Prunes	Dick Joy, News Dave Vaile, News Breakfast At Sardi's	CBS—PC CBS—PC Blue	Long Advertising Service J. Walter Thompson Co.
<b>Calavo Growers of California</b> Calavos	Campana Serenade Campana Serenade First Nighter 10 O'clock Wire With William Winter Radio Reader's Digest Amos and Andy Milton Berle Show The Jack Carson Show Carnation Contented Hour	NBC CBS MBS CBS—PC CBS CBS CBS CBS NBC	Aubrey, Moore & Wallace, Inc. Wallace-Ferry-Hanly Co. Wallace-Ferry-Hanly Co. H. W. Kastor & Sons Adv. Co., Inc. Ward Wheelock Co. Ward Wheelock Co. Ward Wheelock Co. Foote, Cone & Belding Erwin Wasey & Co., Inc.
<b>Campana Sales Corp.</b> Campana Balm, DDD, Dreskin, Coolies, Solitaire Cake Make-up, Hand Cream			
<b>Campbell Cereal Co.</b> Malt-O-Meal			
<b>Campbell Soup Co.</b> Soups, Tomato Juice, Beans			
<b>Carnation Co.</b> Carnation Milk	Keepsakes Inner Sanctum Mystery Jimmie Fidler—Hollywood Gossip Great Moments In Music	Blue Blue Blue CBS	Ted Bates, Inc. Ted Bates, Inc. Small & Seiffer, Inc. Young & Rubicam, Inc.
<b>Carter Products, Inc.</b> Little Liver Pills & Arrid			
<b>Celanese Corp. of America</b> Celanese Products			

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Chief Bay-Ar-Dee Quality Foods, Inc. Spaghetti Dinner	Boake Carter	MBS	McJunkin Advertising Co.
Chemicals, Inc. Vano Household Chemicals	Deane Dickason Stories For Husbands And Wives	CBS—PC NBC—PC	Garfield & Guild, Adv. Garfield & Guild, Adv.
Chesebrough Mfg. Co. Vaseline Products	Dr. Christian	CBS	McCann-Erickson, Inc.
Chevrolet Dealers Institutional	John B. Kennedy	CBS	Campbell-Ewald Co.
Chlorine Solutions, Inc. Hy-Pro	Breakfast at Sardi's	Blue—PC	Barton A. Stebbins, Advtg. Agency
Chrysler Corp. Institutional	Major Bowes' Amateur Hour	CBS	Ruthrauff & Ryan
Cities Service Co. Institutional	Cities Service Concert	NBC	Foote, Cone & Belding
D. L. Clark Company Candies & Teaberry Gum	Where Do We Stand Good Will Hour	Blue MBS	Walker & Downing Walker & Downing
Coca-Cola Co. Coca-Cola	Pause That Refreshes On The Air Victory Parade of Spotlight Bands Songs By Morton Downey	CBS Blue Blue	D'Arcy Advertising Co., Inc. D'Arcy Advertising Co., Inc. D'Arcy Advertising Co., Inc.
Colgate-Palmolive-Peet Co. Palmolive Shave Cream Colgate Tooth Paste Palmolive Soap	Can You Top This? Sports Newsreel Million Dollar Band Hobby Lobby Al Jolson—Monty Woolley	NBC NBC NBC CBS CBS	Ted Bates, Inc. Sherman & Marquette, Inc. Ted Bates, Inc. Ted Bates, Inc. Sherman & Marquette, Inc.
Colonial Dames, Inc. Cosmetics	Find The Woman The Quiz Quotient Bob Greene Dick Joy—News	CBS—PC CBS—PC CBS—PC CBS—PC	Glasser-Gailey & Co. Glasser-Gailey & Co. Glasser-Gailey & Co. Glasser-Gailey & Co.
Council On Candy In Wartime Institutional	Washington Reports on Rationing	NBC	Batten, Barton, Durstine & Osborn Inc.
Consolidated Razor Co. Berkeley Razor Blades	The Better Half	MBS	Grey Adv. Agency, Inc.



ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
<b>Conti Products</b> Conti Shampoo & Soap	Memo For Tomorrow—Charles Hodges Treasure Hour of Song	MBS MBS	Bermingham, Castleman & Pierce, Inc. Bermingham, Castleman & Pierce, Inc.
<b>Continental Baking Co.</b> Wonder Bread	Bachelor's Children	CBS	Ted Bates, Inc.
<b>Continental Radio &amp; Television Corp.</b> Admiral Radios	World News Today	CBS	Cruttenden & Eger
<b>Corn Products Refining Co.</b> All Products	Stage Door Canteen	CBS	C. L. Miller Company
<b>Coronet Magazine</b> Coronet Magazine	Coronet Little Show	MBS	Schwimmer & Scott
<b>Cream of Wheat Corp.</b> Cream of Wheat	Breakfast Club Let's Pretend	Blue CBS	Batten, Barton, Durstine & Osborn, Inc. Batten, Barton, Durstine & Osborn, Inc.
<b>Cudahy Packing Co.</b> Delrich Old Dutch Cleanser	Something To Talk About helpmate	CBS NBC	Grant Advertising, Inc. Grant Advertising, Inc.
<b>Curtiss-Wright Corp.</b> Aircraft	He Does Not Fly Alone	MBS	Landsheft, Inc.
<b>Curtiss Candy Co.</b> Candy	Warren Sweeney—News	CBS	C. L. Miller Company
<b>Summer Products Co.</b> Energine	Manhattan At Midnight Battle Of The Sexes	Blue Blue	Young & Rubicam, Inc. Young & Rubicam, Inc.
<b>D</b>			
<b>Delaware, Lackawanna, Western Coal Co.</b> Blue Coal	The Shadow	MBS	Ruthrauff & Ryan, Inc.
<b>Dictagraph Corp.</b> Acousticon Div. (Hearing Aids)	Hear America	Blue	Ruthrauff & Ryan, Inc.
<b>Doctor Pepper Co.</b> Beverages	Fun Valley With Al Pearce	Blue	Tracy-Locke-Dawson, Inc.
<b>Douglas Shoes</b> Shoes	Today's World News—John Stanley	MBS	Harold Cabot & Co., Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Dubonnet Corp. of Lodi Dubonnet Wine, Vermont	Xavier Cugat's Orchestra Alec Templeton Time Your Dubonnet Time	MBS Blue Blue	William H. Weintraub & Co., Inc. William H. Weintraub & Co., Inc. William H. Weintraub & Co., Inc.
Duff & Sons, Inc. Duff's Ready to Bake Mixes	Galen Drake	CBS—PC	W. Earl Bothwell Adv. Agency
Duffy-Mott Company Mott Products	What's Your Idea?	MBS	Al Paul Lefton Company, Inc.
E. I. Du Pont de Nemours & Co. Institutional	Cavalcade of America	NBC	Batten, Barton, Durstine & Osborn, Inc.
Dwight Edwards Co. Dwight Edwards Coffee	World Today Chet Huntley	CBS—PC CBS—PC	McCann-Erickson, Inc. McCann-Erickson, Inc.
Electric Companies Advertising Program Institutional	Report To The Nation	CBS	N. W. Ayer & Son, Inc.
Elgin National Watch Co. Watches	The Man Behind The Gun	CBS	J. Walter Thompson Company
Employees Group Insurance	Cedric Foster—News	MBS	H. B. Humphrey Company
Emerson Drug Company Bromo-Seltzer	Ellery Queen Vox Pcp	NBC CBS	Ruthrauff & Ryan, Inc. Ruthrauff & Ryan, Inc.
Eversharp, Inc. Pens & Pencils	Take It Or Leave It	CBS	The Biow Co., Inc.
Firestone Tire & Rubber Co. Institutional	Voice Of Firestone	NBC	Sweeney & James Co.
Fisher Flouring Mills, Inc. Wheat Cereals	Bill Henry Louis P. Lochner Breakfast At Sardi's James Abbe Observes	NBC—PC NBC—PC Blue—PC Blue—PC	Pacific National Adv. Agency Pacific National Adv. Agency Pacific National Adv. Agency Pacific National Adv. Agency
F. W. Fitch Co. Fitch Hair Products	Fitch Bandwagon News Of The World	Blue—NBC NBC	L. W. Ramsey Co. L. W. Ramsey Co.
J. A. Folger & Co. Coffee	Harry W. Flannery	CBS—PC	Raymond R. Morgan Co.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
<b>J. A. Folger &amp; Co.</b> Ford Motor Company Ford Cars	Breakfast At Sardi's Watch The World Go By	Blue—PC Blue	Raymond R. Morgan Co. Maxon, Inc.
<b>General Cigar Co.</b> White Owl Cigars Van Dyke Cigars	William Winter Pacific Theater Of War Raymond Clapper	CBS—PC CBS—PC MBS	Federal Advertising Agency, Inc. Federal Advertising Agency, Inc. J. Walter Thompson Co.
<b>General Electric Co.</b> Radio & Television, Institutional	Hour Of Charm Frazier Hunt The World Today Jack Benny	NBC CBS CBS NBC	Batten, Barton, Durstine & Osborn, Inc., and Foster & Davies, Inc. Maxon, Inc. Maxon, Inc. Young & Rubicam, Inc.
<b>General Foods Corp.</b> Grape-Nuts Flakes	Those We Love	NBC	Young & Rubicam, Inc.
<b>General Foods Corp.</b> Wheatmeal & Grape-Nuts Flakes	Night Editor	NBC	Benton & Bowles, Inc.
<b>General Foods Corp.</b> Post Toasties	When A Girl Marries	NBC	Benton & Bowles, Inc.
<b>General Foods Corp.</b> Diamond Crystal Salt, Bakers Chocolate	Portia Faces Life	NBC	Benton & Bowles, Inc.
<b>General Foods Corp.</b> Post's 40% Bran Flakes	Maxwell House Coffee Time	NBC	Benton & Bowles, Inc.
<b>General Foods Corp.</b> Maxwell House Coffee	Aldrich Family	NBC	Young & Rubicam, Inc.
<b>General Foods Corp.</b> Postum	Blind Date	NBC	Benton & Bowles, Inc.
<b>General Foods Corp.</b> Maxwell House Coffee	Kate Smith Speaks	CBS	Young & Rubicam, Inc.
<b>General Foods Corp.</b> Swansdown, Calumet	Young Dr. Malone	CBS	Benton & Bowles, Inc.
<b>General Foods Corp.</b> Post Toasties, Post's 40% Bran Flakes			

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
<b>General Foods Corp.</b> Post Toasties, Sanka Post-Tens	Adventures of the Thin Man	CBS	Benton & Bowles, Inc. Young & Rubicam, Inc.
<b>General Foods Corp.</b> Jello, Sanka Coffee	Kate Smith Hour	CBS	Young & Rubicam, Inc.
<b>General Foods Corp.</b> Wheatmeal, Grape-Nuts Flakes	Those We Love We Love & Learn William L. Shirer	CBS CBS CBS	Young & Rubicam, Inc. Young & Rubicam, Inc. Young & Rubicam, Inc.
<b>General Foods Corp.</b> La France, Sanka, Post-Raisin Bran	Joyce Jordan, M.D.	CBS	Young & Rubicam, Inc.
<b>General Foods Corp.</b> Bird's Eye Frosted Foods	Dinah Shore Program	CBS	Young & Rubicam, Inc.
<b>General Mills, Inc.</b> Cheerios Kitchen-tested Flour	Light of the World Lonely Women	NBC NBC	Blackett-Sample-Hummert Blackett-Sample-Hummert
<b>General Mills, Inc.</b> Betty Crocker's Soup, Wheaties	Guiding Light	NBC	Blackett-Sample-Hummert
<b>General Mills, Inc.</b> Soft-As-Silk Cake Flour and Soup	Hymns of All Churches Betty Crocker Melodies of Home	NBC NBC NBC	Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert
<b>General Mills, Inc.</b> Bisquick	Valiant Lady	CBS	Knox Reeves Advertising, Inc.
<b>General Mills, Inc.</b> Wheaties	Kitty Foyle Nelson Pringle	CBS CBS—PC	Knox Reeves Advertising, Inc. Knox Reeves Advertising, Inc.
<b>General Mills, Inc.</b> Sperry Flour	Sam Hayes, News	CBS—PC	Westco Advertising Agency
<b>General Motors Corp.</b> Institutional	General Motors Symphony of the Air Presenting NBC Symphony	NBC	Arthur Kudner, Inc.
<b>Gerber Products Co.</b> Baby Foods	Baby Food Rationing	CBS	Federal Advertising Agency, Inc.
<b>Gillette Safety Razor Co.</b> Razor Blades	Sports Broadcasts— Boxing—Baseball World Series Football, Orange Bowl, Sugar Bowl All-Star Baseball Game, Kentucky Derby	MBS  CBS	Maxon, Inc.  Maxon, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
<b>Gilmore Oil Co.</b> Gas and Oil	Furlough Fun	NBC—PC	Ruthrauff & Ryan, Inc.
<b>B. F. Goodrich Co.</b> Institutional	Joseph C. Harsch, News	CBS	Batten, Barton, Durstine & Osborn, Inc.
<b>Goodyear Tire &amp; Rubber Co.</b> Institutional	Salute to Youth	NBC	Arthur Kudner, Inc.
<b>Goodyear Tire &amp; Rubber Co.</b> Heels and Soles	Hook'n Ladder Follies	NBC	N. W. Ayer & Son, Inc.
<b>Gospel Broadcasting Ass'n</b> Religious	Old Fashioned Revival Hour Pilgrim Hour	MBS MBS	R. H. Alber Co. R. H. Alber Co.
<b>Gotham Silk Hosiery</b>	Strictly Personal— Pegeen Fitzgerald	MBS	Sterling Adv. Agency, Inc.
<b>Great Atlantic &amp; Pacific Tea Co.</b> A & P Store Services	Food News Roundup— Gunnar Back and Ruth Hadley	CBS	Paris & Peart, Inc.
<b>Grays'n Shops of California</b> Women's Apparel	Stnp & Go—Ken Murray	CBS—PC NBC—PC	Milton Weinberg Adv. Co. Milton Weinberg Adv. Co.
<b>Grove Laboratories, Inc.</b> Cold Tablets	Roy Dady 10 o'Clock Wire—Bob Greene Reveille Roundup	MBS CBS—PC NBC	Russel M. Seeds, Inc. Russel M. Seeds, Inc. Russel M. Seeds, Inc.
<b>Gulf Oil Corp.</b> Gas and Oil	We, the People	CBS	Young & Rubicam, Inc.
<b>Hall Brothers, Inc.</b> Greeting Cards	Meet Your Navy	Blue	Henry, Hurst & McDonald, Inc.
<b>Harvel Watch Company</b> Watches	John B. Kennedy John B. Hughes	Blue MBS	A. W. Lewin Co., Inc. A. W. Lewin Co., Inc.
<b>Hecker Products, Inc.</b> Force	Moylan Sisters	Blue	Clements Co.
<b>H. J. Heinz Co.</b> Food Products	Baby Institute Information, Please Vacation Serenade	Blue NBC NBC	Maxon, Inc. Maxon, Inc. Maxon, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
<b>Holland Furnace Co.</b> Heating and Air Conditioning	Smilin' Ed McConnell	CBS	Roche, Williams & Cunningham, Inc.
<b>Hudson Coal Co.</b> D & H Anthracite	CBS News of the World	CBS	Clements Company, Inc.

**I**

<b>International Silver Co.</b> Sterling and 1847 Rogers Bros. Silver	Edward R. Murrow Silver Theater	CBS CBS	Young & Rubicam, Inc. Young & Rubicam, Inc.
<b>Ironized Yeast Co.</b> Yeast	Good Will Hour	Blue	Ruthrauff & Ryan, Inc.

**J**

<b>Andrew Jergens Co.</b> Jergens Lotion	Jergens Journal— Walter Winchell	Blue	Lennen & Mitchell, Inc.
<b>Andrew Jergens Co.</b> Woodbury Soap and Cosmetics	Parker Family Chamber Music Society of Lower Basin Street	Blue Blue	Lennen & Mitchell, Inc. Lennen & Mitchell, Inc.
<b>Andrew Jergens Co.</b> Woodbury Face Cream and Powder	Mr. and Mrs. North	NBC	Lennen & Mitchell, Inc.
<b>S. C. Johnson &amp; Son</b> Floor Wax and Polish	Fibber McGee & Molly Passing Parade	NBC NBC	Needham, Louis & Brorby, Inc. Needham, Louis & Brorby, Inc.
<b>Johns-Manville Corp.</b> Insulation	Cecil Brown and Bill Henry—News	CBS	J. Walter Thompson Co.

**K**

<b>Johnson &amp; Johnson</b> Band-Aid	Edwin C. Hill	CBS	Young & Rubicam, Inc.
<b>Jones &amp; Laughlin Steel Corp.</b> Steel Products	March of Fighting Steels	MBS	Calkins & Holden, Inc.
<b>Kay Jewelry Co.</b> Jewelry	Bob Anderson—News	CBS—PC	Garfield & Guild, Adv.
<b>Kelrite Products, Inc.</b> Kleen Cleanser	Agent V Sam Hayes—Spectator	CBS—PC Blue—PC	Little & Co. Little & Co.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
<b>Kellogg Company</b> Pep	Breakfast at Sardi's	Blue—PC	Kenyon & Eckhardt, Inc.
<b>Kellogg Company</b> Kellogg Products	Breakfast Club	Blue	Kenyon & Eckhardt, Inc.
<b>Kellogg Company</b> Gro-Pup	Kellogg News	Blue	Kenyon & Eckhardt, Inc.
<b>Kellogg Company</b> All-Bran	Jack Berch and His Boys	MBS	Kenyon & Eckhardt, Inc.
<b>Kellogg Company</b> Pep	Superman	MBS	Kenyon & Eckhardt, Inc.
<b>Kendall Foods, Inc.</b> Dog Food	Andy and Virginia	Blue—PC	Mayers Company
<b>Kerr Glass Mfg. Co.</b> Mason Jars and Caps	Breakfast at Sardi's	Blue—PC	Raymond R. Morgan Co.
<b>Kolynos Company</b> Toothpaste	Front Page Farrell	NBC	Blackett-Sample-Hummert
<b>Kraft Cheese Co.</b> Cheese and Food Products	Kraft Music Hall—Bing Crosby The Great Gildersleeve	NBC NBC	J. Walter Thompson Company Needham, Louis & Broby, Inc.
<b>L. B. Laboratories</b> Hair Oil and Shampoo	Breakfast at Sardi's	Blue	Glasser-Gailey & Company
<b>Lady Esther, Ltd.</b> Cosmetics	Screen Guild Players	CBS	Pedlar & Ryan, Inc.
<b>Land O' Lakes Creameries, Inc.</b> Butter and Dairy Products	Boake Carter—News	MBS	Wm. Estey & Co., Inc.
<b>Langendorf United Bakeries</b> Bakery Products	Red Ryder	Blue—PC	Ruthrauff & Ryan, Inc.
<b>Lehn &amp; Fink Products</b> Hinds Cream	Blind Date Take a Card	Blue MBS	William Esty & Co., Inc. William Esty & Co., Inc.
<b>Frank W. Lee Co.</b> Hats	Dale Carnegie	MBS	Bermingham, Castleman & Pierce, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
<b>Lever Brothers Co.</b> Rinso	Amos n' Andy The Mayor of the Town	NBC CBS	Ruthrauff & Ryan, Inc. Ruthrauff & Ryan, Inc.
<b>Lever Brothers Co.</b> Lifebuoy Soap	Bob Burns, Arkansas Traveler Life with Fred Brady Big Sister	NBC NBC CBS	Ruthrauff & Ryan, Inc. Ruthrauff & Ryan, Inc. Ruthrauff & Ryan, Inc.
<b>Lever Bros. Co.</b> Lux Toilet Soap	Lux Radio Theater	CBS	J. Walter Thompson Co.
<b>Lever Bros. Co.</b> Swan Soap	Tommy Riggs & Betty Lou Bright Horizon Burns & Allen	NBC CBS CBS	Young & Rubicam, Inc. Young & Rubicam, Inc. Young & Rubicam, Inc.
<b>Lever Bros. Co.</b> Spry, Lifebuoy	Aunt Jenny	CBS	Ruthrauff & Ryan, Inc.
<b>Lewis-Howe Company</b> Tums and N.R.	Let's Be Charming Horace Heidt Orchestra Treasure Chest	MBS CBS NBC	Roche, Williams & Cunnyngham, Inc. Roche, Williams & Cunnyngham, Inc. Roche, Williams & Cunnyngham, Inc.
<b>Liggitt &amp; Myers Tobacco Co.</b> Chesterfields	Harry James and His Music Makers Fred Waring	CBS NBC	Newell-Emmett Co. Newell-Emmett Co.
<b>Local Cooperative Program</b> Various	Adventures of Bulldog Drummond	MBS	Various
<b>Local Cooperative Program</b> Various	Background for News—Walter Compton	MBS	Various
<b>Local Cooperative Program</b> Various	Bill Hay Reads the Bible	MBS	Various
<b>Local Cooperative Program</b> Various	Boake Carter	MBS	Various
<b>Local Cooperative Program</b> Various	Sheelah Carter	MBS	Various
<b>Local Cooperative Program</b> Various	Cedric Foster	MBS	Various
<b>Local Cooperative Program</b> Various	Arthur Gaeth	MBS	Various



ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Local Cooperative Program Various	Phillip Keyne-Gordon	MBS	Various
Local Cooperative Program Various	Johnson Family	MBS	Various
Local Cooperative Program Various	Karl Zomar's Scrapbook	MBS	Various
Local Cooperative Program Various	Fulton Lewis, Jr.	MBS	Various
Local Cooperative Program Various	Ian Ross MacFarlane	MBS	Various
Local Cooperative Program Various	Sydney Moseley	MBS	Various
Local Cooperative Program Various	The Shadow	MBS	Various
Local Cooperative Program Various	World's Front Page	MBS	Various
Lockheed Aircraft Corp. Institutional	Ceiling Unlimited	CBS	Foote, Cone & Belding
Loew's, Inc. M-G-M Pictures	M-G-M Presents Victor Borge	Blue	Donahue & Coe, Inc.
P. L'illard Co. Old Golds	Nelson Eddy, Sammy Kaye and Orchestra B:b Crosby and Company	CBS NBC	J. Walter Thompson Co. J. Walter Thompson Co.
Los Angeles Soap Co. White King Soap	Bob Anderson Art Baker—News	CBS—PC NBC—PC	Raymond R. Morgan Co. Raymond R. Morgan Co.
Loyal Order of Moose Insurance	Moose Fireside Party	MBS	L. W. Ramsey Co.
Lumberman's Mutual Casualty Co. Insurance	Upton Close—News	MBS	Leo Burnett Co., Inc.
Lutheran's Laymen's League Religious	Lutheran Hour	MBS	Gotham Advertising Co.

# M

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
<b>MacMillan Petroleum Corp.</b> Institutional	H. V. Kaltenborn	NBC	Logan & Arnold
<b>MacFadden Publications, Inc.</b> Liberty Magazine	The Ghost Shift	CBS	Warwick & Legler, Inc.
<b>McKesson &amp; Robbins, Inc.</b> Bexel and Sweetheart Soap	Wm. Winter—Chet Huntley— Dick Joy—News Counterspy	CBS—PC Blue	J. D. Tarcher & Co. Walker & Downing
<b>Mail Pouch Tobacco Co.</b> Melo Crown Stogies and Mail Pouch Tobacco	Scramby Andy Dick Joy—Bob Greene—News	NBC CBS—PC	Franklin Bruck Adv. Corp. Franklin Bruck Adv. Corp.
<b>Manhattan Soap Company</b> Sweetheart Soap	Dick Joy—Bob Greene—News Ed Sullivan Entertains	CBS—PC CBS	Russel M. Seeds Co., Inc. Russel M. Seeds Co., Inc.
<b>Mennen Company</b> Shaving and Toilet Articles	Phil Stearns—Wm. Winter—News	CBS—PC	J. Walter Thompson Co.
<b>The Mentholatum Co.</b> Salve	Fulton Ourster	MBS	Donahue & Coe, Inc.
<b>Metro-Goldwyn-Mayer</b> Pictures	Quiz Kids Lum and Abner News of the World National Barn Dance	Blue Blue NBC NBC	Wade Advertising Agency Wade Advertising Agency Wade Advertising Agency Wade Advertising Agency
<b>Miles Laboratories, Inc.</b> Alka-Seltzer and One-A-Day Vitamins	Blue Jacket Choir with Danny O'Neil Alias John Freedom	CBS Blue	Addison Lewis & Associates Addison Lewis & Associates
<b>Minneapolis-Honeywell Regulator Company</b> Air Conditioning, Aircraft Controls	Olivio Santoro Little Betsy Ross Girl	NBC NBC	The Clements Company, Inc. The Clements Company, Inc.
<b>Modern Food Process Co.</b> Thrivo Vogt's Philadelphia Scrapple	Mystery Theater Battle of the Sexes	NBC NBC	Young & Rubicam, Inc. Young & Rubicam, Inc.
<b>The Molle Co.</b> Shaving Cream	Betty Moore	Blue	Direct
<b>Benjamin Moore &amp; Co.</b> Paints and Varnishes			

**ADVERTISER AND PRODUCT**

**PROGRAM**

**NETWORK**

**ADVERTISING AGENCY**

**John Morrell & Co.**  
Red Heart Dog Food

**Philip Morris & Co., Ltd.**  
Cigarettes and Tobacco

**C. F. Mueller Co.**  
Macaroni

Bob Becker Chats About Dogs  
Bob Becker's Pet Party

Johnn'e Presents—Ginny Simms  
Crime Doctor  
Philip Morris Playhouse

Morning Market Basket

CBS  
NBC

NBC  
CBS  
CBS

Blue—CBS

Henri, Hurst & McDonald, Inc.  
Henri, Hurst & McDonald, Inc.  
Biow Company, Inc.  
Biow Company, Inc.  
Biow Company, Inc.  
Duane Jones Co.

**N**

**National Small Business Men's Assoc.**

Let Freedom Ring  
Grandpappy and His Pals

MBS  
Blue—PC

Schwimmer & Scott  
Showalter-Lynch Adv. Agency

**Nestle's Milk Products**  
Nestle's Products

**Northwestern Yeast Co.**  
Yeast Foam

Breakfast at Sardi's  
Songs of a Dreamer

Blue—PC  
Blue

Leon Livingston Adv. Agency  
MacFarland, Aveyard & Co.

**Northern Pump Co.**  
Institutional

Upton Close—News

NBC

Batten, Barton, Durstine & Osborn, Inc.

**O**

**O'Cedar Corp.**  
Mops and Floor Polishes

**O'Sullivan Rubber Co.**  
Rubber Heels

**Owens-Illinois Glass Co.**  
Institutional

Hot Copy  
Leon Henderson  
Home Front Matinee

Blue  
Blue  
CBS

Aubrey, Moore & Wallace, Inc.  
Advtg. & Sales Council, Inc.  
D'Arcy Adv. Co., Inc., and  
J. Walter Thompson Co.

**P**

**Pabst Sales Co.**  
Blue Ribbon Beer

**Pacific Coast Borax Co.**  
Borax Products

Blue Ribbon Town  
Death Valley Days

CBS  
CBS

Warwick & Legler, Inc.  
McCann-Erickson, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
<b>Packard Bell Co.</b> Radios, Phonocards	<b>News Makers</b>	NBC—PC	Barton A. Stebbins, Adv. Agency
<b>Parker Pen Co.</b> Quink	<b>Eric Sevareid—Ned Calmer, News</b>	CBS	J. Walter Thompson Co.
<b>Pepsodent Co.</b> Toothpaste & Toothbrushes	<b>Bob Hope</b>	NBC	Foote, Cone & Belding
<b>Peter Paul, Inc.</b> Candy Bars	<b>Johnny Mercer's Music Box</b>	NBC	Foote, Cone & Belding
<b>Pet Milk Sales Co.</b> Pet Milk	<b>Truman Bradley—Bob Anderson</b>	CBS—PC	Brisacher, Davis & Staff
<b>Petri Wine Co.</b> Wine	<b>Saturday Night Serenade</b> Mary Lee Taylor	CBS CBS	Gardner Adv. Co. Gardner Adv. Co.
<b>Pharmaco Co.</b> Feen-a-mint, Chooz	<b>Adventures of Sherlock Holmes</b>	MBS—PC	Young & Rubicam, Inc.
<b>Chas. H. Phillips Co.</b> Milk of Magnesia, Toothpaste and Powder, Creams, Haley's MO	<b>Double or Nothing</b> Bobby Hooley	MBS MBS	Wm. Estey & Co., Inc. Clements Adv. Agency
<b>Philco Corp.</b> Institutional	<b>Backstage Wife</b>	NBC	Blackett-Sample-Hummert
<b>Planters Nut &amp; Chocolate Co.</b> Peanuts and Peanut Oil	<b>Stella Dallas</b>	NBC	Blackett-Sample-Hummert
	<b>Young Widder Brown</b>	NBC	Blackett-Sample-Hummert
	<b>Waltz Time</b>	NBC	Blackett-Sample-Hummert
	<b>Lorenzo Jones</b>	NBC	Blackett-Sample-Hummert
	<b>Radio Hall of Fame</b>	Blue	Sayre M. Ramsdell Assoc., Inc.
	<b>Our Secret Weapon</b>	CBS	Sayre M. Ramsdell Assoc., Inc.
	<b>Harry W. Flannery—Wm. Winter, News</b>	CBS—PC	Raymond R. Morgan Co.
	<b>Louis P. Lochner</b>	NBC—PC	Raymond R. Morgan Co.
	<b>Don't You Believe It</b>	CBS	Lake-Spiro-Shurman, Inc.
<b>Plough, Inc.</b> St. Joseph's Aspirin	<b>Stradivari Orchestra Under Direction of Paul Lavalle</b>	NBC	Morse International, Inc.
<b>Prince Matchabelli Perfumery, Inc.</b> Perfumes	<b>Brave Tomorrow</b>	NBC	Compton Adv., Inc.
<b>Procter &amp; Gamble Co.</b> Ivory Flakes	<b>Lone Journey</b>	NBC	Blackett-Sample-Hummert
<b>Procter &amp; Gamble Co.</b> Dreft	<b>Dreft Star Playhouse</b>	NBC	Blackett-Sample-Hummert

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Procter & Gamble Co. Camay Soap	Pepper Young's Family	NBC—CBS	Pedlar & Ryan, Inc.
Procter & Gamble Co. Crisco	Vic and Sade Bernardine Flynn—News	NBC—CBS CBS	Compton Adv., Inc. Compton Adv., Inc.
Procter & Gamble Co. Duz Ivory Soap	Read of Life Truth or Consequences The Goldbergs	NBC NBC CBS	Compton Adv., Inc. Compton Adv., Inc. Compton Adv., Inc.
Procter & Gamble Co. Ivory Soap & Duz	Right to Happiness Life Can Be Beautiful	NBC CBS	Compton Adv., Inc. Compton Adv., Inc.
Procter & Gamble Co. Ivory Snow	Woman of America Mary Marlin	NBC NBC	Benton & Bowles, Inc. Benton & Bowles, Inc.
Procter & Gamble Co. Drene	Abie's Irish Rose	NBC	H. W. Kastor & Sons Adv. Co., Inc.
Procter & Gamble Co. Dash	Truman Bradley—News	CBS—PC	Pedlar & Ryan, Inc.
Procter & Gamble Co. Oxydol	Ma Perkins	NBC—CBS	Blackett-Sample-Hummert
Procter & Gamble Co. White Laundry Soap	Snow Village	NBC	Compton Adv., Inc.
Procter & Gamble Co. Ivory and Oxydol	I Love a Mystery	CBS	Compton Adv., Inc.
Prudential Insurance Co. of America Insurance Services	Prudential Family Hour	CBS	Benton & Bowles, Inc.
Pure Oil Co. Puroil Gas & Oil	H. V. Kaltenborn	NBC	Leo Burnett Co., Inc.
Purina Mills Purina Foods	Grand Ol' Opry	NBC	Gardner Adv. Co.
Quaker Oats Co. Puffed Rice and Wheat Sparkies	Terry and the Pirates	Blue	Sherman and Marquette, Inc.

**ADVERTISER AND PRODUCT**

**Quaker Oats Co.**  
Food Products

**Quaker Oats Co.**  
Aunt Jemima Pancake Flour, Muffets

**PROGRAM**

That Brewster Boy

Aunt Jemima Program

**NETWORK**

CBS

CBS

**ADVERTISING AGENCY**

Ruthrauff & Ryan, Inc.

Sherman K. Ellis and Co., Inc.

**R**

**Radio Bible Class**

Religious

**Radio Corp. of America**

Institutional

**Reader's Digest Assn., Inc.**

Institutional

**Revlon Products Corp.**

Nail Polish and Lipstick

**R. J. Reynolds Tobacco Co.**

Camels and Prince Albert  
Smoking Tobacco

Radio Bible Class

What's New

Victory Book Campaign

Revlon Program

Grand Ol' Opry

Moore, Durante and Cugat

Abbott and Costello

Thanks to the Yanks

Blondie

Confidentially Yours

Richfield Reporter

Suspense, Roma Show

Grapevine Rancho

MBS

Blue

CBS

Blue

NBC

NBC—CBS

NBC

CBS

CBS

MBS

NBC—PC

CBS

Aircasters, Inc.

J. Walter Thompson Co.

Batten, Barton, Durstine & Osborn, Inc.

Wm. H. Weintraub & Co., Inc.

Wm. Esty & Co., Inc.

Wm. Esty & Co., Inc.

Wm. Esty & Co., Inc.

Wm. Esty & Co., Inc.

Hixson-O'Donnell Adv., Inc.

Hixson-O'Donnell Adv., Inc.

McCann-Erickson, Inc.

**Sales Builders, Inc.**

Max Factor Cosmetics

**Safeway Stores, Inc.**

Grocery Products

**San Nap Pak Co.**

Paper Tissues

**Schenley Import Corp.**

Cresta Blanca Wine

Breakfast at Sardi's

Breakfast at Sardi's

What's Doing, Ladies

What's My Name

Cresta Blanca Carnival

Blue—PC

Blue—PC

Blue—PC

NBC

CBS

Smith & Drum, Inc.

J. Walter Thompson Co.

J. Walter Thompson Co.

The Biow Co., Inc.

Wm. H. Weintraub & Co., Inc.

**S**

**ADVERTISER AND PRODUCT**

**PROGRAM**

**NETWORK**

**ADVERTISING AGENCY**

**Schuckl & Co.**

Soups

Rancho News

NBC—PC

Erwin, Wasey & Co., Inc.

**Schutter Candy Co.**

Candies

Col. Stoopnagle's Stooperoos, Coronet  
Little Show, Curt Massey  
Curt Massey & Co.

CBS

Schwimmer & Scott  
Roche, Williams & Cunnyngham, Inc.  
Schwimmer & Scott

**Seaboard Finance Co.**

Personal Loans

Blue—PC

Smith & Bull

**Sealrest, Inc.**

Milk and Ice Cream

Rudy Vallee

NBC

McKee & Ablrigh, Inc.

Joan Davis, Jack Haley

NBC

McKee & Ablrigh, Inc.

**Sealy, Inc.**

Mattress

A Layman's View of the News

NBC

Alvin Wilder Adv.

**R. B. Semler, Inc.**

Kreml Hair Tonic and Shampoo

Gabriel Heatter

MBS

Erwin, Wasey & Co., Inc.

**Serutan Co.**

Serutan Products

A. L. Alexander's Mediation Board  
Drew Pearson

MBS

Raymond Spector Co., Inc.  
Raymond Spector Co., Inc.

**Servel, Inc.**

Institutional

Fashions in Rations

CBS

Batten, Barton, Durstine & Osborn, Inc.

**W. A. Sheaffer Pen Co.**

Pens and Pencils

World News Parade

NBC

Russel M. Seeds Co., Inc.

**Sherwin-Williams Co.**

Paints

Metropolitan Auditions of the Air

Blue

Warwick & Legler, Inc.

**Sherwood Bros.**

Richfield Oil and Gasoline

Confidentially Yours—Arthur Hale

MBS

Van Sant Dugdale & Co., Inc.

**Signal Oil Co.**

Gas and Oil

Signal's Question of the Week  
Signal Round Ttable

CBS—PC

Barton A. Stebbins Adv. Agency

CBS—PC

Barton A. Stebbins Adv. Agency

**Sinclair Refining Co.**

Gas and Oil

Confidentially Yours

MBS

Hixson-O'Donnell Adv., Inc.

**Skelly Oil Co.**

Petroleum Products

Alex Dreier

NBC

Henri, Hurst & McDonald, Inc.

**Skinner & Eddy Corp.**

Minute-Man Soups

Breakfast at Sardi's

Blue—PC

J. William Sheets

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
<b>Dr. Earl S. Sloan</b> Sloan's Liniment	Gangbusters	Blue	Warwick & Legler, Inc.
<b>Smith Bros.</b> Cough Drops	Dick Joy, Nelson Pringle—News	CBS—PC	J. D. Tarcher & Co.
<b>Socony-Vacuum Oil Co.</b> Petroleum Products	Raymond Gram Swing	Blue	Compton Adv., Inc.
<b>Soil-Off Mfg. Co.</b> Cleaning Fluid	Truman Bradley—News Galen Drake	CBS—PC CBS—PC	Buchanan & Co., Inc. Buchanan & Co., Inc.
<b>Southern Cotton Oil Co.</b> Wesson Oil and Snowdrift	Crumit and Sanderson, Irene Beasley	CBS	Kenyon & Eckhardt, Inc.
<b>So. Spring Bed Co.</b> Beds and Bedding	Robert St. John	NBC	Tucker Wayne & Co., Inc.
<b>A. G. Spaulding &amp; Bros., Inc.</b> Institutional	Babe Ruth in Person	NBC	Ferry-Hanly Co., Inc.
<b>Sperry Flour Co.</b> Drifted Snow Flour Cereals	Sam Hayes Dr. Kate	NBC—PC NBC—PC	Knox Reeves Adv., Inc. Knox Reeves Adv., Inc.
<b>E. R. Squibb &amp; Sons</b> Pharmaceuticals	Keep Working, Keep Singing, America Calling America To Your Good Health The O'Neills	CBS CBS CBS NBC	Geyer, Cornell & Newell, Inc. Geyer, Cornell & Newell, Inc. Batten, Barton, Durstine & Osborn, Inc. Ted Bates, Inc.
<b>Standard Brands, Inc.</b> Royal Baking Powder Desserts	Charlie McCarthy—Edgar Bergen Dinah Shore—Paul Whiteman Orch.	NBC NBC	J. Walter Thompson Co. J. Walter Thompson Co.
<b>Standard Brands, Inc.</b> Chase and Sanborn Coffee Stamps	One Man's Family	NBC	Kenyon & Eckhardt, Inc.
<b>Standard Brands, Inc.</b> Fleischmann's Yeast Tenderleaf Tea	Mary Marlin	CBS	J. Walter Thompson Co.



ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
<b>Standard Brands, Inc.</b> Chase and Sanborn Coffee	The Open Door	NBC	Ted Bates, Inc.
<b>Standard Oil of Calif.</b> Petroleum Products	Lowell Thomas Standard School Broadcast Standard Symphony Hour	Blue—PC NBC—PC NBC—PC	Batten, Barton, Durstine & Osborn, Inc. Batten, Barton, Durstine & Osborn, Inc. Batten, Barton, Durstine & Osborn, Inc.
<b>Sterling Products, Inc.</b> Dr. Lyons Toothpowder Bayer Aspirin	Second Husband American Melody Hour	CBS CBS	Blackett-Sample-Hummert Blackett-Sample-Hummert
<b>Sterling Products, Inc.</b> Mulsified Oil Shampoo Phillips Dentifrice and Tablets	Amanda of Honeymoon Hill	CBS	Blackett-Sample-Hummert
<b>Stokely Bros. &amp; Co.</b> Van Camp Tenderoni	Breakfast at Sardi's	Blue—PC	Calkins & Holden, Inc.
<b>Sun Maid Raisin Growers</b> Institutional	David Gilmore	NBC	Foote, Cone & Belding
<b>Sunnyvale Packing Co.</b> Rancho Soups	Galen Drake	CBS—PC	Foote, Cone & Belding
<b>Sun Oil Co.</b> Petroleum Products	Lowell Thomas	Blue	Roche, Williams & Cunyngham, Inc.
<b>Sweets Co. of America</b> Tootsie Roll Tootsie V-M	Dick Tracy	Blue	Duane Jones Co.
<b>Swift &amp; Co.</b> Swift's Products	Breakfast Club Breakfast at Sardi's	Blue—PC Blue—PC	J. Walter Thompson Co. J. Walter Thompson Co.
<b>Joseph Tetley &amp; Co.</b> Tea Dehydrated Soups	Isabel Manning Hewson Morning Market Basket	CBS Blue	Duane Jones Co. Duane Jones Co.
<b>Texas Co.</b> Texaco Products	Fred Allen, Texaco Star Theater Metropolitan Opera	CBS Blue	Buchanan & Co., Inc. Buchanan & Co., Inc.
<b>Time, Inc.</b> Institutional	March of Time	NBC	Yung & Rubicam, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
<b>Tillamook County Creamery</b> Creamery Products	Tillamook Kitchen	NBC—PC	Botsford, Constantine & Gardner
<b>Trimcut Clothing Co.</b> Clipper Craft Clothes	Topics of Today—Dorothy Thompson	Blue	Emil Mogul Co., Inc.
<b>U</b>			
<b>Union Oil Co.</b> Oils and Gas	Point Sublime	NBC CBS—PC	Foote, Cone & Belding Foote, Cone & Belding
<b>United Airlines Transport Corp.</b> Air Travel	In Time to Come	CBS	N. W. Ayer & Son, Inc.
<b>United States Rubber Co.</b> Rubber Products	New York Philharmonic Symphony	CBS	Campbell-Ewald Co., Inc.
<b>United States Tobacco Co.</b> Dill's Best and Model Tobacco	Gay Nineties Revue	CBS	Arthur Kudner, Inc.
<b>V</b>			
<b>Vick Chemical Co.</b> Vick Products	Hello From Hollywood	CBS—PC	Mcrcse International, Inc.
<b>Vick Chemical Co.</b> Vitamins Plus Capsules	Dr. I. Q.	NBC	Grant Adv., Inc.
<b>Voice of Prophecy</b> Religious	Voice of Prophecy	MBS	O. C. Hoskins & Assoc.
<b>W</b>			
<b>Wander Co.</b> Ovaltine	Captain Midnight	Blue	Blackett-Sample-Hummert
<b>Washington State Apple Adv. Comm.</b> Apples	The World Today Breakfast at Sardi's	CBS—PC Blue—PC	J. Walter Thompson Co. J. Walter Thompson Co.
<b>Washington Cooperative Egg &amp; Poultry Assn.</b> Institutional and Lyndon Chickens	Chet Huntley—News Breakfast at Sardi's	CBS—PC Blue—PC	Pacific National Adv. Agency Pacific National Adv. Agency
<b>R. L. Watkins Co.</b> Dr. Lyons' Toothpowder	Manhattan Merry-Go-Round Backstage Wiffy Lorenzo Jones	NBC NBC NBC NBC	Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert
<b>Welch Grape Juice Co.</b> Welch Products	Irene Rich	CBS	H. W. Kastor & Sons Adv., Co., Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Wesson Oil & Snowdrift Sales Co. Salad Oil	Hawthorne House	NBC	Fitzgerald Adv. Agency, Inc.
Wesley Radio League Religious	Rev. J. E. Zoller	MBS	Aircasters, Inc.
Western Sugar Refinery Sea Island Sugar	I Was There	CBS—PC	J. Walter Thompson Co.
Westinghouse Elec. & Mfg. Co. Institutional	Westinghouse Program	NBC	Young & Rubicam, Inc.
Wheeling Steel Corp. Steel Products	Musical Steelmakers	Blue	Critchfield & Co.
J. B. Williams Co. Shaving Cream	True or False Adventures of Nero Wolfe	Blue Blue	J. Walter Thompson Co. J. Walter Thompson Co.
Williamson Candy Co. Candy	Famous Jury Trials	Blue	Aubrey, Moore & Wallace, Inc.
Wilson Milk Co. Evaporated Milk	Smile Awhile	Blue	Keeling & Co., Inc.
Wilson Sporting Goods Co. Sports Equipment	Arch Ward's Sports Preview	MBS	U. S. Adv. Corp.
Wm. Wrigley, Jr., Co. Chewing Gum	Sgt. Gene Autry America in the Air The First Line Ben Bernie Keep the Home Fires Burning American Women	CBS CBS CBS CBS CBS CBS	J. Walter Thompson Co. J. Walter Thompson Co. Arthur Meyerhoff & Co. Arthur Meyerhoff & Co. Arthur Meyerhoff & Co. Arthur Meyerhoff & Co.
Wyeth Chemical Co. Hill's Cold Tablets	Front Page Farrell	NBC	Blackett-Sample-Hummert
Young People's Church of the Air Religious	Young People's Church of the Air	MBS	Ivey & Ellington, Inc.
Zonite Products Corp. Forhan's Toothpaste	Gabriel Heater	MBS	Erwin, Wassey & Co., Inc.

AP

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# ORGANIZATIONS



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*Unions*



*Guilds*



*National Association of  
Educational Broadcasters*



# NATIONAL ASSOCIATION OF BROADCASTERS



**Headquarters: 1760 N—Street, N. W., Washington 6, D. C.**

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## BOARD OF DIRECTORS

Director	District	States Comprising District
Paul W. Morency WTIC, Hartford, Conn.	1	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont.
Kolin Hager WGY, Schenectady, N. Y.	2	New York, New Jersey.
Roy F. Thompson WFBG, Altoona, Pa.	3	Delaware, Pennsylvania, Maryland.
G. Richard Shafto WIS, Columbia, S. C.	4	District of Columbia, North Carolina, South Carolina, Virginia, West Virginia.
James W. Woodruff, Jr. WRBL, Columbus, Ga.	5	Alabama, Florida, Georgia, Puerto Rico.
Hoyt B. Wooten WREC, Memphis, Tenn.	6	Arkansas, Louisiana, Mississippi, Tennessee.
Nathan Lord WAVE, Louisville, Ky.	7	Kentucky, Ohio.
John E. Fetzner WKZO, Kalamazoo, Mich.	8	Indiana, Michigan, excluding the counties of Ontonagon and Gogebic.
Leslie C. Johnson WHBF, Rock Island, Ill.	9	Illinois; Wisconsin, excluding the counties of LaCrosse, Monroe, Juneau, Adams, Marquette, Waushara, Portage, Wood, Jackson, Trempealeau, Buffalo, Pepin, Pierce, St. Croix, Dunn, Chippewa, Eau Claire, Clark, Marathon, Lincoln, Taylor, Rusk, Barron, Polk, Burnett, Washburn, Sawyer, Price Oneida, Vilas, Iron, Ashland, Bayfield and Douglas.
John J. Gillin, Jr. WOW, Omaha, Neb.	10	Iowa, Missouri, Nebraska.

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Director	District	States Comprising District
E. L. Hayek KATE, Albert Lea, Minn.	11	Minnesota; North Dakota; South Dakota, excluding the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson; Wisconsin, including the counties of LaCrosse, Monroe, Juneau, Adams, Marquette, Waushara, Portage, Wood, Jackson, Trempealeau, Buffalo, Pepin, Pierce, St. Croix, Dunn, Chipewa, Eau Claire, Clark, Marathon, Lincoln, Taylor, Rusk, Barron, Polk, Burnett, Washburn, Sawyer, Price, Oneida, Vilas, Iron, Ashland, Bayfield and Douglas; Michigan, including the counties of Ontonagon and Gogebic.
Wililam B. Way KVOO, Tulsa, Okla.	12	Kansas, Oklahoma.
Hugh A. L. Half WOAI, San Antonio, Texas	13	Texas.
Ed Yocum KGHL, Billings, Mont.	14	Colorado, Idaho, Utah, Wyoming, Montana, South Dakota, including the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.
Arthur Westlund KRE, Berkeley, Calif.	15	California, excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial; Nevada and Hawaii.
Calvin J. Smith KFAC, Los Angeles, Calif.	16	Arizona; California, including the counties excepted in District 15; New Mexico.
Harry R. Spence KXRO, Aberdeen, Wash.	17	Alaska, Oregon, Washington.

**DIRECTORS-AT-LARGE**

**Large Stations**

James D. Shouse  
WLW, Cincinnati, Ohio

J. O. Maland  
WHO, Des Moines

**Medium Stations**

Barney Lavin  
WDAY, Fargo, N. D.

Don S. Elias  
WWNC, Asheville, N. C.

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KANS, Wichita, Kan.

Frank King  
WMBR, Jacksonville, Fla.

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CBS, New York, N. Y.

Frank M. Russell  
NBC, Washington, D. C.

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Jess Swicegood, WKPT, Kingsport, Tennessee.

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## CODE

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Jan Schimek, CBS, New York, N. Y.

Lee B. Wailes, KYW, Philadelphia, Pennsylvania.

## ENGINEERING

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Harold Thomas, WATR, Waterbury, Conn.

### District 2

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### District 3

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### District 4

Clyde M. Hunt, WTOP, Washington, D. C.

### District 5

J. C. Bell, WBRC, Birmingham, Ala.

### District 6

David Binns, WLAC, Nashville, Tenn.

### District 7

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### District 8

A. Friedenthal, WJR, Detroit, Mich.

### District 9

Oscar C. Hirsch, WKRO, Cairo, Ill.

### District 10

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### District 11

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### District 12

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### District 13

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### District 14

John M. Baldwin, KDYL, Salt Lake City, Utah.

### District 15

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### District 16

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### District 17

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Robert Enoch, KTOR, Oklahoma City, Okla.

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#### District 3

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#### District 4

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#### District 5

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#### District 6

W. H. Summerville, WWL, New Orleans, La.

#### District 7

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#### District 11

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#### District 12

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#### District 13

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**District 16**

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Barry T. Rumble, NBC, New York.

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Dietrich Dirks, KTRI, Sioux City, Ia.

James V. McConnell, NBC, New York.

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Walter Johnson, WTIC, Hartford, Conn.

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Clarence Menser, NBC, New York.

George Sutherland, WFCI, Pawtucket, Rhode Island.

Ray Shannon, KMBC, Kansas City, Missouri.

Glenn Jackson, WSPD, Toledo, Ohio.

# THE N A B CODE

ADOPTED BY THE 17th ANNUAL CONVENTION OF THE NAB

JULY 11, 1939

(Amended April 28, 1943)

**R**ECOGNIZING the importance of radio broadcasting in the national life and believing that broadcasters have sufficient experience with the social side of the industry to formulate basic standards for the guidance of all, the National Association of Broadcasters hereby formulates the following revised Code:

## **Children's Programs**

Programs designed specifically for children reach impressionable minds and influence social attitudes, aptitudes and approaches and, therefore, they require the closest supervision of broadcasters in the selection and control of material, characterization and plot.

This does not mean that the vigor and vitality common to a child's imagination and love of adventure should be removed. It does mean that programs should be based upon sound social concepts and presented with a superior degree of craftsmanship; that these programs should reflect respect for parents, adult authority, law and order, clean living, high morals, fair play and honorable behavior. Such programs must not contain sequences involving horror or torture or use of the supernatural or superstitious or any other material which might reasonably be regarded as likely to overstimulate the child listener, or be prejudicial to sound character development. No advertising appeal which would encourage activities of a dangerous social nature will be permitted.

To establish acceptable and improving standards for children's programs, the National Association of Broadcasters will continuously engage in studies and consultations with parent and child study groups. The results of these studies will be made available for application to all children's programs.

## **Controversial Public Issues**

As part of their public service, networks and stations shall provide time for the presentation of public questions including those of controversial nature. Such time shall be allotted with due regard to all the other elements of balanced program schedules and to the degree of public interest in the questions to be presented. Broadcasters shall use their best efforts to allot such time with fairness to all elements in a given controversy.

Time for the presentation of controversial issues shall not be sold, except for political broadcasts. There are three fundamental reasons for this refusal to sell time for public discussion and, in its stead, providing time for it without charge. First, it is a public duty of broadcasters to bring such discussion to the radio audience regardless of the willingness of others to

pay for it. Second, should time be sold for the discussion of controversial issues, it would have to be sold, in fairness, to all with the ability and desire to buy at any given time. Consequently, all possibility of regulating the amount of discussion on the air in proportion to other elements of properly balanced programming or of allotting the available periods with due regard to listener interest in the topics to be discussed would be surrendered. Third, and by far the most important, should time be sold for the discussion of controversial public issues and for the propagation of the views of individuals or groups, a powerful public forum would inevitably gravitate almost wholly into the hands of those with the greater means to buy it.

The political broadcasts excepted above are any broadcasts in connection with a political campaign in behalf of or against the candidacy of a legally qualified candidate for nomination or election to public office, or in behalf of or against a public proposal which is subject to ballot. This exception is made because at certain times the contending parties want to use and are entitled to use more time than broadcasters could possibly afford to give away.

Nothing in the prohibition against selling time for the presentation of controversial public issues shall be interpreted as barring sponsorship of the public forum type of program when such a program is regularly presented as a series of fair-sided discussions of public issues and when control of the fairness of the program rests wholly with the broadcasting station or network.

#### **Educational Broadcasting**

While all radio programs possess some educative values, broadcasters nevertheless desire to be of assistance in helping toward more specific educational efforts, and will continue to use their time and facilities to that end and, in cooperation with appropriate groups, will continue their search for improving applications of radio as an educational adjunct.

#### **News**

News shall be presented with fairness and accuracy and the broadcasting station or network shall satisfy itself that the arrangements made for obtaining news insure this result. Since the number of broadcasting channels is limited, news broadcasts shall not be editorial. This means that news shall not be selected for the purpose of furthering or hindering either side of any controversial public issue nor shall it be colored by the opinions or desires of the station or network management, the editor or others engaged in its preparation or the person actually delivering it over the air, or, in the case of sponsored news broadcasts, the advertiser.

The fundamental purpose of news dissemination in a democracy is to enable people to know what is happening and to understand the meaning of events so that they may form their own conclusions and, therefore, nothing in the foregoing shall be understood as preventing news broadcasters from analyzing and elucidating news so long as such analysis and elucidation are free of bias.

News commentators as well as all other newscasters shall be governed by these provisions.

#### **Religious Broadcasts**

Radio, which reaches men of all creeds and races simultaneously, may not be used to convey attacks upon another's race or religion. Rather it

should be the purpose of the religious broadcast to promote the spiritual harmony and understanding of mankind and to administer broadly to the varied religious needs of the community.

### Solicitation of Memberships

Solicitations of memberships in organizations, except where such memberships are incidental to the rendering of commercial services such as an insurance plan either in respect to casualty to life or property, or for membership in the American Red Cross or like organizations engaged in charitable work, are deemed to be unacceptable under the basic theory of the Code and therefore time should be neither given nor sold for this purpose.

### Commercial Programs and Length of Commercial Copy

Acceptance of programs and announcements shall be limited to products and services offered by individuals and firms engaged in legitimate commerce; whose products, services, radio advertising, testimonials and other statements, comply with pertinent legal requirements, fair trade practices and acceptable standards of good taste.

Brief handling of commercial copy is recommended procedure.

Member stations shall hold the length of commercial copy, including that devoted to contests and offers, to the following number of minutes and seconds:

#### *Daytime*

Five-minute programs .....	2:00
*Five-minute news programs.....	1:45
Ten-minute programs .....	2:30
Fifteen-minute programs .....	3:15
Twenty-five-minute programs .....	4:15
Thirty-minute programs .....	4:30
Sixty-minute programs .....	9:00

#### *Night-time*

Five-minute programs .....	1:45
*Five-minute news programs.....	1:30
Ten-minute programs .....	2:00
Fifteen-minute programs .....	2:30
Twenty-five-minute programs .....	2:45
Thirty-minute programs .....	3:00
Sixty-minute programs .....	6:00

#### *Exceptions:*

The above limitations do not apply to participation programs, announcement programs, "musical clocks," shoppers' guides and local programs falling within these general classifications.

Because of the varying economic and social conditions throughout the United States, members of the NAB shall have the right to present to the NAB for special ruling local situations which in the opinion of the member may justify exceptions to the above prescribed limitations.

\* Further restriction by individual stations is recommended.

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# ***Resolution***



**Adopted by the 17th Annual Convention  
National Association of Broadcasters**



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To clarify the phrase "Accepted Standards of Good Taste," and the canons of good practice set forth in the NAB Code, therefore be it **RESOLVED:**

That member stations shall not accept for advertising:

1. Any spirituous or "hard" liquor.
2. Any remedy or other product the sale of which or the method of sale of which constitutes a violation of law.
3. Any fortune-telling, mind-reading, or character-reading, by hand-writing, numerology, palm-reading, or astrology, or advertising related thereto.
4. Schools that offer questionable or untrue promises of employment as inducements for enrollment.
5. Matrimonial agencies.
6. Offers of "homework" except by firms of unquestioned responsibility.
7. Any "dopester," tip-sheet or race track publications.
8. All forms of speculative finance. Before member stations may accept any financial advertising, it shall be fully ascertained that such advertising and such advertised services comply with all pertinent federal, state and local laws.
9. Cures and products claiming to cure.
10. Advertising statements or claims member stations know to be false, deceptive or grossly exaggerated.
11. Continuity which describes, repellently, any functions or symptomatic results of disturbances, or relief granted such disturbances through use of any product.
12. Unfair attacks upon competitors, competing products, or upon other industries, professions or institutions.
13. Misleading statements of price or value, or misleading comparisons of price or value.

# ORGANIZATIONS

## PERSONNEL—ADDRESSES

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120 S. LaSalle St., Chicago 3, Ill.  
Randolph 8460

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Davis, Harvard University, Cambridge 38, Mass.;  
Frank Massa, Brush Development Company, Cleveland,  
Ohio.

#### FUNCTIONS

The purpose of the society is to increase and diffuse  
the knowledge of acoustics and promote its practical  
applications.

### Actors' Equity Association

45 W. 47th St., New York, N. Y.  
BRyant 9-3550

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Los Angeles: I. B. Kornblum, 6331 Hollywood Blvd.,  
Hollywood, Calif.

San Francisco: Theodore Hale, 26 O'Farrell Street.  
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### Advertising Federation of America

330 West 42nd St., New York, N. Y.  
BRyant 9-0430

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#### FUNCTIONS

To provide a common forum and a central medium  
for cooperative effort on behalf of all individuals and  
groups interested in advertising.

To elevate the standards of advertising practice  
and to combat any unfair competitive methods in  
its sale.

To help increase the effectiveness of advertising as  
an instrument of distribution, with its resulting bene-  
fits to business and the general public.

To determine and disseminate more accurate knowl-  
edge of the functions of advertising in business, and  
its social and economic values.

To aid in raising the standards of education and  
training for advertising practitioners.



## Advertising Research Foundation

330 West 42nd St., New York, N. Y.  
 Longacre 3-1454

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Washington 25, D. C.  
 Republic 4142—Extension 6737, 5707

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 Chief, Radio Unit.....Bernard W. Molohon

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ATLANTA: Western Union Bldg., W. V. Wyatt, Regional Chief.

NEW YORK: 150 Broadway; F. E. Robinson, Regional Chief; Donald G. Lerch, Chief, Radio & Market News.

SAN FRANCISCO: 821 Market St., J. D. Walsh, Regional Chief.

DENVER: Room 420, 1536 Walton St.; A. M. Trachman, Regional Chief.

DALLAS: 425 Wilson Bldg.; Meno Schoenbach, Regional Chief.

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This Section is responsible for all radio dissemination through national, regional and local programs of information from the Food Distribution Administration on Food Orders, Nutrition, Conservation, School Lunch, all phases of Lend-Lease activities concerning food, and farm market reports. It issues "Radio Round-Up On Food" for Women's Program Directors, and in 20 cities issues War-time Food Bulletins for use over local stations. Also prepares daily or weekly material for U. P., P. A. and I. N. S. radio wires. Writes and co-produces "Consumer Time," weekly broadcast over NBC now in its 11th year.

## American Assn. of Adv. Agencies (AAAA)

420 Lexington Ave., New York, N. Y.  
 Lexington 2-7980

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### FUNCTIONS

The American Association of Advertising Agencies was formed in 1917 by the amalgamation of the New England, New York, Philadelphia, Southern and Western Advertising Agency Associations—to promote the interests and raise the standards of advertising and of the advertising agency business.

It welcomes to membership any advertising agency qualified to aid in this purpose by reason of its ability to serve the cause of advertising, its financial soundness and its demonstrated desire to adhere to sound and ethical business practices.

The aims of the Association are partly ethical and partly economic. It is a professional body and also a trade association. It aims to raise standards, to improve technique, to ascertain values, to safeguard relations, and to cooperate with other organized effort in related fields.

One of the major aims of the Association is to keep advertising agency practice on a high level, in order that it may be most useful to the advertiser, most helpful to the publisher and respected by business men.

Early in its career the Association adopted for the guidance of its members two official statements. One is entitled "Agency Service Standards," in which agency service is defined, so that advertisers and publishers may know what to expect and agencies may know what should be required of them, thus discouraging the incompetent and encouraging those equipped to render effective service.

The other statement, entitled "Standards of Practice," deals with agency relations with media, clients and the public, with fair and ethical agency competition, and other professional ethics.

## American Bar Association (Standing Committee on Communications)

Office of the Chairman: 921 Tower Bldg.  
 Washington, D. C.  
 Phone District 2141

### COMMITTEE

Chairman.....Herbert M. Bingham  
 Committeeman.....Edwin M. Borchard  
 Committeeman.....Kenneth F. Burgess  
 Committeeman.....Howard L. Kern  
 Committeeman.....David H. Cannon

### FUNCTIONS

The Committee is authorized to consider and report on all questions pertaining to laws and treaties governing the transmission of intelligence through the application of electrical energy or other use of electricity, whether by wire or wireless.

## American Communications Association (C. I. O.)

5 Beekman St., New York, N. Y.  
 Cortlandt 7-1374

### OFFICERS

President.....James P. Selly  
 Vice-President.....Dominick Panza  
 Vice-President.....Harry A. Morgan  
 Vice-President.....Harold C. Taylor  
 Vice-President.....Austin Brumley  
 Secretary-Treasurer.....Josephine Timms

## American Council on Education

744 Jackson Place, Washington, D. C.

National 5691

### EXECUTIVE OFFICERS

President.....George F. Zook  
 Assistant to President.....Donald J. Shank  
 Chief Accountant.....Grace R. Ontrich

### FUNCTIONS

This Council's purpose is to advance American education through comprehensive voluntary, cooperative action on the part of educational associations, organizations and institutions, through the promotion, initiation and administration of systematic studies, cooperative experiments, and conferences.

## American Federation of Musicians

570 Lexington Ave., New York 22, N. Y.  
 Plaza 8-0600

### OFFICERS

President.....James C. Petrillo  
 Vice-President.....Charles L. Bagley  
 Financial Secretary-Treasurer.....Thomas F. Gamble  
 Secretary.....Leo Cluesman

### EXECUTIVE COMMITTEE

H. D. Kenin, Chauncey A. Weaver, J. W. Parks,  
 Walter M. Murdoch, Oscar F. Hild.

## American Federation of Radio Artists (AFRA)

2 West 45th St., New York, N. Y.  
 Vanderbilt 6-1810

### NATIONAL OFFICERS

President.....Lawrence Tibbett  
 Vice-President.....Virginia Payne  
 Vice-President.....Jean Hersholt  
 Vice-President.....Anne Seymour  
 Vice-President.....William P. Adams  
 Vice-President.....Kenneth Carpenter  
 Recording Secretary.....Alex McKee  
 National Executive Secretary.....Emily Holt

# ORGANIZATIONS

Associate Secretary and Treasurer.....George Heller  
 Counsel.....Jaffe & Jaffe  
 Associate Counsel.....Beilenson & Berger

## BOARD OF DIRECTORS

Wm. P. Adams, Edward Arnold, Gunnar Back, Hal Berger, Theodore B.iss, Nellie Booth, John Brown, Alan Bunce, Eddie Cantor, Andre Carlon, Kenneth Carpenter, Clayton Collyer, Ted De Corsia, William T. Days, Jr., Shields Dierkes, Robert Donley, Verna Felton, Norman Field, Thomas Freebairn-Smith, Mel Galliard, Ben Grauer, George Heller, Jean Hersholt, Fred Howard, John B. Hughes, Raymond Jones, Felix Knight, Lucille La'ointe, Frederic MacKaye, Herbert Mann, Knox Manning, Ted Maxwell, Edward L. Merritt, Alex McKee, Arnold Moss, John Neher, Paul Nettinga, Virginia Payne, Vincent Peletier, Minerva Pious, Alan Reed, Kenneth Roberts, Anne Seymour, Del Sharbutt, Wayne Short, Margaret Speaks, Lee Sweetland, Lawrence Tibbett, Lucille Wall, Ned Wever.

## BRANCH OFFICES

Chicago Local—540 North Michigan Avenue, Chicago, Ill.; Hy Faine, Executive Secretary; Phone, Superior 6517.  
 Los Angeles Local—6331 Hollywood Boulevard, Hollywood, Calif.; Claude McCue, Executive Secretary; Phone, Hillside, 5121.  
 San Francisco Local—26 O'Farrell Street, San Francisco, California; Phone, Sutter 3196, San Francisco, California.  
 Cincinnati Local—Box 14, Cincinnati, Ohio.  
 Montreal Local—1126 St. Catherine St., West Montreal, Canada.  
 Detroit Local—717 Penobscott Bldg., Detroit, Mich.  
 St. Louis Local—4317 Lindell Blvd., St. Louis, Mo.  
 Miami Local—Box 85, Miami, Fla.  
 Denver Local—4231 West 32nd St., Denver, Colo.  
 Racine Local—804 Hamilton St., Racine, Wisc.  
 Cleveland Local—224 Chester-12th Bldg., Cleveland, Ohio.  
 Washington Local—P. O. Box No. 269, Washington, D. C.  
 Pittsburgh Local—720 Grant Bldg.  
 Portland Local—P. O. Box No. 263, Portland, Ore.  
 Dallas Local—P. O. Box 2181, Dallas, Texas.  
 Other locals located in Des Moines, Ia.; Philadelphia, Pa.; Schenectady, N. Y.; Boston, Mass.; Birmingham, Ala.; Shreveport, La.; Charlotte, N. C.; Rochester, N. Y.; Baltimore, Md.; San Diego, Calif.; Fresno, Calif.; Lawrence, Mass.; Grand Rapids, Mich.

## American Guild of Musical Artists, Inc. (A. F. L.)

2 West 45th St., New York, N. Y.  
 Murray Hill 2-5644

### OFFICERS

President.....Lawrence Tibbett  
 First Vice-President.....Richard Bonelli  
 Second Vice-President.....Walter Golde  
 Third Vice-President.....Jose Iturbi  
 Fourth Vice-President.....Eugene Conley  
 Fifth Vice-President.....Helen Jepson  
 Recording Secretary.....Elizabeth Hoepfel  
 Treasurer.....Frederick Jagel  
 Executive Secretary.....Blanche Witherspoon  
 Counsel.....Jaffe & Jaffe

## BOARD OF GOVERNORS

Paul Althouse, Zlatko Balokovic, Michael Bartlett, Ruthanna Boris, Ruth Breton, John Brownlee, George Cehanovsky, Norman Cordon, Muriel Dickson, Ralph Erroie, Claudio Frigerio, Coe Glade, Herbert Graf, Roland Guerard, Edward Harris, Jascha Heifetz, Julius Huehn, Alexander Kipnis, Charles Kullman, James Melton, Helen Olheim, Alexander Smallens, Georgia Standing, Anthony Stivanello, Gladys Swarthcut, Conrad Thibault, Kerstin Thorborg.

## BRANCH OFFICES

Hollywood: 7046 Hollywood Blvd.—Phone, Hollywood 7311. Chicago: 540 N. Michigan Blvd.—Phone, Superior 6517.

## FUNCTIONS

AGMA is a union whose purpose is to bargain collectively on behalf of its members and to deal with employers, contractors, managers, impresarios, agents and others whose activities affect its members. AGMA is a branch of the AAAA and is a sister union of the American Federation of Radio Artists.

## American Marketing Association

Address individual officers

### OFFICERS

President.....Albert Haring  
 (Indiana University)  
 1st Vice-President.....Wroe Alderson  
 (Curtis Publishing Co.)  
 2nd Vice-President.....Philip Salisbury  
 (Sales Management)  
 Treasurer.....Howard Whipple Green  
 (Real Property Inv. of Metro Cleveland)  
 Secretary.....Ross M. Cunningham  
 (Massachusetts Institute of Technology)  
 Editor-in-Chief, Journal of Marketing.....Reavis Cox  
 (War Production Board)  
 Business Manager, Journal of Marketing, Robert N. King  
 (Batten, Barton, Durstine & Osborn)

### DIRECTORS

Everett R. Smith, Macfadden Publications, Inc.; Lyman Hill, Servel Corp.; Henry E. Erdman; Virgil Reed, War Production Board.

### FUNCTIONS

American Marketing Association is an organization for the study of marketing research.

## American Newspaper Publishers Association

370 Lexington Ave., New York 17, N. Y.  
 CA'edonia 5-2000

### OFFICERS

President.....Linwood I. Noyes  
 Vice-President.....W. G. Chandler  
 Secretary.....Norman Chandler  
 Treasurer.....Edwin S. Friendly  
 General Manager.....Cranston Williams

### FUNCTIONS

To foster and protect the business and business interests of daily newspapers.

## American Radio Relay League, Inc.

38 LaSalle Road, West Hartford, Conn.  
 Hartford 3-6269

### OFFICERS

President.....George W. Bailey  
 Vice-President.....Charles E. Blalack  
 Managing Secretary.....Kenneth B. Warner  
 Treasurer.....David H. Houghton  
 Acting Communications Manager.....George Hart

### FUNCTIONS

The American Radio Relay League is a non-commercial association of radio amateurs, bonded for the promotion of interest in amateur radio communication and experimentation, for the relaying of messages by radio, for the advancement of the radio art and of the public welfare, for the representation of the amateur in legislative matters, and for the maintenance of fraternalism and a high standard of conduct. The League publishes QST, a publication devoted solely to amateur radio, issued monthly. It also publishes The Radio Amateur's Handbook annually and other publications.

## American Society of Composers, Authors and Publishers

30 Rockefeller Plaza, New York, N. Y.  
Columbus 5-7464

### OFFICERS

President.....	Deems Taylor
Vice-President.....	Gustave Schirmer
Vice-President.....	Oscar Hammerstein
Secretary.....	George W. Meyer
Treasurer.....	Max Dreyfus
Assistant Secretary.....	J. J. Bregman
Assistant Treasurer.....	Irving Caesar
General Manager.....	John C. Paine

### BOARD OF DIRECTORS

Fred E. Ahlert, Louis Bernstein, J. J. Bregman, Saul Bornstein, Gene Buck, Irving Caesar, J. J. Robbins, John O'Connor, Max Dreyfus, L. Wolfe Gilbert, Donald Gray, Ray Henderson, A. W. Kramer, R. F. Murray, Geoffrey O'Hara, Richard Rodgers, Walter Fischer, Oscar Hammerstein II, Otto A. Harbach, Geo. W. Meyer, Jack Mills, Gustave Schirmer, Oley Speaks, Herman Starr, Deems Taylor.

### ADMINISTRATIVE OFFICERS

General Manager.....	John C. Paine
Assistant General Manager.....	Herman Greenberg
Comptroller.....	George A. Hoffman
Director of Public & Customer Relations.....	Robert L. Murray

### DIVISION SUPERVISORS

Western District	
6331 Hollywood Blvd., Hollywood, Calif.	
Supervisor.....	Richard J. Powers
Mid-Western District	
7 South Dearborn St., Chicago, Ill.	
Supervisor.....	John C. Wooden
Southern District	
607-11 First National Bldg., Atlanta, Ga.	
Supervisor.....	I. T. Cohen
Eastern District	
30 Rockefeller Plaza, New York, N. Y.	
Supervisor.....	F. C. Erdman

### DISTRICT MANAGERS

Western	
Larry Shea, 414 Guaranty Bldg., 6331 Hollywood Blvd., Hollywood, Calif.	
Herman Kenin, 911 Public Service Bldg., Portland, Ore.	
Harry G. Ferguson, 1101-2 Security Bldg., Denver, Colo.	
H. A. Levinson, Room 422, 111 Sutter Bldg., San Francisco, Calif.	
Mid-Western	
ASCAP, 730 Des Moines Bldg., Des Moines, Ia.	
Martin Meltzer, 1907 Continental Bldg., 3615 Olive St., St. Louis, Mo.	
E. A. Sherwood, 1515 Midland Bldg., 101 Prospect Ave., N. W., Cleveland, Ohio.	
E. W. Peterson, 912 Northwestern Bank Bldg., Minneapolis, Minn.	
Messrs. Grosner & Burak, 782-4 Penobscot Bldg., Detroit, Mich.	
Southern	
Stanley Shepard, 603 Hibernia Bank Bldg., New Orleans, La.	
Samuel Feldman, 3910-11 Carew Tower, Cincinnati, Ohio.	
Chas. McDowell, 1613-14 Tower Petroleum Bldg., 1903 Elm St., Dallas, Texas.	
Eastern	
Samuel Berkett, 44 School St., Boston, Mass.	
Arthur L. Rothkranz, 1616 Baltimore Trust Bldg., Baltimore, Md.	
H. A. Brown, 1638 Lincoln Liberty Bldg., Philadelphia, Pa.	
William J. O'Brien, 509 Grant Bldg., Pittsburgh Pa.	
Lawrence B. Schlums, 1140 Lincoln Alliance Bldg., Rochester, N. Y.	
Aaron Kane, National Newark Bldg., 744 Broad St., Newark, N. J.	
F. C. Erdman, 30 Rockefeller Pl., New York, N. Y.	

### FUNCTIONS

ASCAP licenses public performance for profit of music copyrighted by its members and the members of many similar societies located in foreign countries.

## American Standards Association's War Committee on Replacement Parts for Civilian Radio

29 West 39th St., New York, N. Y.  
Phone, Pennsylvania 6-7284

### MEMBERS

S. K. Wolf, War Production Board, Chairman; H. P. Westman, American Standards Association, Secretary; H. C. Bonfig, Radio Corporation of America; D. F. Schmit, Radio Corporation of America, Alt.; Dr. L. A. DuBridge, Massachusetts Institute of Technology; M. D. McFarlane, Massachusetts Institute of Technology, Alt.; J. J. Farrell, General Electric Co.; R. J. Biele, General Electric Co., Alt.; C. H. Crawford, General Electric Co., Alt.; Dr. Alfred N. Goldsmith, Inst. of Radio Engineers; Colonel G. C. Irwin, Signal Corps Standards Agency; Major A. J. Garson, Signal Corps Standards Agency; Alt.; Lt. Comdr. Paul M. Lion, Navy Dept., Bureau of Ships; D. G. Little, Westinghouse Electric & Mfg. Co.; H. L. Spencer, Bendix Aviation Corp.; H. N. Willets, Western Electric Co.; H. L. Hamilton, Western Electric Co., Inc., Alt.

### FUNCTIONS

This committee was organized at the request of the Office of Price Administration and War Production Board to undertake a program of standardization and simplification of radio replacement parts.

## American Television Society

Headquarters: 1140 Broadway, New York 1, N. Y.  
CA'edonia 5-7430  
Meeting Place: Hotel Capitol, New York, N. Y.

### INTERIM COMMITTEE

This group was named late in January to incorporate the Society as a membership body under the New York State laws. Certificate of incorporation was pending at press time. Members of the interim committee consist of:

Dan D. Halpin, J. Raymond Hutchinson, Charles Kleinman, Samuel Markle, Raymond E. Nelson, Kay Reynolds, Norman D. Waters.

### FUNCTIONS

American Television Society is a non-profit group organized to foster the study, understanding and appreciation of television as a cultural, educational, entertainment and advertising medium. It provides its members with an intelligence center and clearing house for information pertaining to television and its development; a forum for the exchange of ideas and discussion of mutual problems relating to or affecting television; a television library; special meetings for the dissemination of television information; the opportunity to view and study television technique.

## Associated Actors and Artistes of America

45 West 47th St., New York, N. Y.  
Phone: BRyant 9-3550

### OFFICERS

President and Exec. Secy. Pro Tem.....	Paul Dullzell
1st Vice-President.....	Jean Greenfield
2nd Vice-President.....	Kenneth Thomson
Treasurer.....	Ruth Richmond
Counsel.....	Paul N. Turner

### FUNCTIONS

Associated Actors and Artistes of America, generally known as the Four A's, holds the international charter from American Federation of Labor covering theatrical entertainers. Actors' Equity, American Federation of Radio Artistes, Screen Actors Guild, Chorus Equity, American Guild of Variety Artists, American Guild of Musical Artists, etc., are granted charters via Four A's.

# • • • ORGANIZATIONS • • •

## Association for Education By Radio

Builders Bldg., Chicago 1, Ill.

### OFFICERS

President.....Major Harold W. Kent  
 First Vice-President.....William D. Boutwell  
 Second Vice-President.....Luke Roberts  
 Treasurer.....Geo. F. Jennings  
 Secretary.....Elizabeth Goudy

### MEMBERS

Office of War Information, Washington, D. C.—Philip H. Cohen—Vice-President Region No. I  
 University of Alabama, Alabama—John S. Carlile—Vice-President Region No. II  
 University of Wisconsin, Madison, Wisconsin—Harold B. McCarty—Vice-President Region No. III  
 University of Wichita, Wichita, Kansas—F. L. Whan—Vice-President Region No. IV  
 University of Texas, Austin, Texas—John Gunstream—Vice-President Region No. V  
 Public Schools, Redwood City, California—Donald L. Cherry—Vice-President Region No. VI

### FUNCTIONS

Promotion of Education by radio and the publication of a journal (Journal of the AER) monthly except May, June, July, and August; Managing Editor—James G. Hanlon; Supervising Editor—Elizabeth Goudy.

## Assn. of Canadian Advertisers, Inc.

85 Richmond St., West, Toronto 1, Ont.  
 Adelaide 9774

### OFFICERS

President.....R. L. Sperber  
 (Sales & Advertising Manager, Sterling Products Limited, Windsor, Ontario)  
 Vice-President.....H. J. G. Jackson  
 (Acting Advertising Manager, Chrysler Corporation of Canada Limited, Windsor, Ontario)  
 Vice-President.....L. E. Phenner  
 (President, Canadian Cellulose Products Co., Limited, Toronto, Ontario)  
 Vice-President.....N. B. Power  
 (Sales Promotion Manager, Howard Smith Paper Mills Limited, Montreal, Que.)  
 Vice-President.....Harold E. Stephenson  
 (Advertising Manager, Canada Starch Co., Limited, Montreal, Que.)  
 Treasurer.....J. P. Lyons  
 (Advertising Manager, Manufacturers Life Insurance Company, Toronto, Ont.)  
 Managing Director.....Athal McQuarrie  
 (Association of Canadian Advertisers Inc., Toronto, Ontario)

### DIRECTORS

George Bertram, Advertising Manager, Swift Canadian Co. Limited, Toronto, Ont.; C. W. Chamberlin, Advertising Manager, Shell Oil Co. of Canada Limited, Toronto, Ont.; W. O. H. James, Advertising Manager, The Dominion Bank, Toronto, Ont.; J. W. Moore, Sales Promotion Manager, Maple Leaf Milling Co. Limited, Toronto, Ont.; Lee Trenholm, Director of Public Relations, Underwood Elliott Fisher Limited, Toronto, Ont.; D. E. Bankart, Advertising Manager, Northern Electric Co. Limited, Montreal, Que.; R. Harold Smyth, Advertising Manager, Dominion Rubber Co. Limited, Montreal, Que.; A. Usher, Advertising Manager, RCA Victor Co. Limited, Montreal, Que.; Muriel Whitlock, Advertising Manager, Courtaulds (Canada) Limited, Montreal, Que.

### FUNCTIONS

This association was incorporated in March 1917. For 29 years the Association of Canadian Advertisers has functioned as an organization of Canadian companies devoted to the interests and promotion of good advertising.

## Assn. of National Advertisers, Inc.

285 Madison Ave., New York 17, N. Y.  
 MU 5-9167

### OFFICERS

Chairman of Board.....Carleton Healy  
 (Hiram Walker, Inc.)  
 Vice-Chairman.....C. C. Carr  
 (Aluminum Co. of America)  
 Vice-Chairman.....J. P. Miller  
 (Pet Milk Sales Corp.)  
 President.....Paul B. West  
 Treasurer.....Robert B. Brown  
 (Bristol-Myers Co.)  
 Secretary.....G. S. McMillan

### DIRECTORS

J. F. Apsey, Jr., The Black & Decker Mfg. Co.; Vernon D. Beatty, Swift & Company; R. V. Beucus, The Andrew Jergens Co.; Paul S. Ellison, Sylvania Electric Products Inc.; Hugh Hitchcock, Packard Motor Car Company; M. H. Leister, Sun Oil Company; Charles G. Mortimer, Jr., General Foods Sales Co., Inc.; H. W. Roden, Harold H. Clapp, Incorporated; A. C. Seyfarth, International Harvester Company; H. H. Simmons, Crane Co.; D. B. Stetler, Standard Brands Incorporated; Thomas H. Young, United States Rubber Company.

### FUNCTIONS

The Association of National Advertisers is composed of the leading companies of the United States who use advertising. Its function is to represent them and further their interests as buyers of advertising.

## Association of Radio News Analysts

308 E. 51st St., New York 22, N. Y.  
 Plaza 5-6577

President.....Geo. Fielding Eliot  
 Vice-President.....H. V. Kaltenborn  
 Vice-President.....Wm. S. Hillman  
 Treasurer.....Quincy Howe  
 Secretary.....Cesar Saerchinger  
 Assoc. Secretary.....Waverly Root

### FUNCTIONS

Membership consists of experienced news analysts devoting a major part of their time to radio work and not voicing their own commercials. The Association's function is to improve quality and standards of radio news analysts.

## Association of Radio Transcription Producers of Hollywood, Inc.

Hollywood Blvd. at Cosmo, Hollywood, Calif.  
 HOlywood 3545

### OFFICERS

President.....Gerald King  
 Secretary.....C. P. MacGregor  
 Treasurer.....J. Messer  
 General Counsel.....John J. Wilson

### DIRECTORS

Gerald King, C. P. MacGregor, A. Schrade.

### FUNCTIONS

This organization is a cooperative trade association of companies active in the transcription business in Hollywood. Membership is composed of: Allied Phonograph & Record Co.; Radio Transcription Co. of America, Ltd.; C. P. MacGregor Sound Studios; Ray Morgan & Co.; Standard Radio; Field Bros.; Edward Soman Productions, Ltd. Note: Association is inactive at the present time.

## Australian Broadcasting Commission

264 Pitt St., Sydney, N. S. W., Australia  
 Phone M6991

Chairman.....William J. Cleary  
 Vice-Chairman.....P. J. C. Foley  
 General Manager.....Charles Moses

## FUNCTIONS

The Australian Broadcasting Commission provides the programs of the Australian National Broadcasting service which emanate from the National stations in each state. The transmitters are linked in a National network and a National Alternative network. The Commission is also responsible for Australian Short-Wave services and also publishes a journal. (Editor's Note: Inasmuch as wartime conditions make rapid communication impossible, changes may have taken place since this listing was received.)

### Authors' Guild

6 E. 39th St., New York, N. Y.  
Murray Hill 5-6930

#### OFFICERS

President ..... Rex Stout  
Vice-President ..... Christopher La Farge  
Secretary ..... Kurt Steel

#### COUNCIL

Louis Adamic, Franklin P. Adams, Frederick Lewis Allen, E. S. A'ling, Faith Baldwin, Helen Christine Bennett, Van Wyck Brooks, Ben Lucien Burman, Carl Carver, Elmer Davis, Bernard DeVoto, Walter D. Edmonds, Clifton Fadiman, Henry Pratt Fairchild, C. S. Forester, Paul Gallico, Maurice Hindus, Christopher La Farge, Margaret Leech, Martha Ostenso, Henry F. Pringle, Carl Sandburg, Oscar Schisgall, Rex T. Stout, James Thurber, Margaret Widdemer, Thyra Samter Winslow, I. R. Wylie, Arthur Leo Zagat.

### Authors' League

6 E. 39th St., New York, N. Y.  
Murray Hill 5-6930

#### OFFICERS

President ..... Russel Crouse  
Vice-President ..... Fannie Hurst  
Secretary ..... Katherine Seymour  
Treasurer ..... Arthur Schwartz

#### COUNCIL

Franklin P. Adams, Frederick Lewis Allen, Erik Bar-nouw, Carl Carmer, Mignon G. Eberhart, J. C. Furnas, Paul Gallico, Sidney Gerson, Oscar Hammerstein II, Stuart Hawkins, Lillian Hellman, Pauline Hopkins, Gladys Hurlbut, Fannie Hurst, Nikki Kaye, Manuel Komroff, Howard Lindsay, Richard McDonagh, Arch Obo'er, S. J. Ferelman, Kenneth Pettus, Henry F. Pringle, Elmer Rice, Rex T. Stout, Kenneth Webb.

#### FUNCTIONS

The Authors' League of America, Inc., is the national organization of authors, dramatists, screen writers and radio writers. It was organized in 1912 in order to procure adequate copyright legislation, both international and domestic; to protect the rights and property of all those who create copy-rightable material of whatever kind or nature; to advise and assist all such in business matters relating to the disposal of their productions and to obtain for them prompt remuneration therefor; to disseminate information among them as to their just rights and remedies. Its membership is approximately 4,200.

### BMI Canada, Ltd.

2100 Victory Bldg., Toronto, Ont.  
Elgin 5623

#### OFFICERS

President ..... Neville Miller\*  
Vice-President ..... Sydney Kaye  
Vice-President ..... Harry Sedgwick  
Vice-President ..... Joseph Sedgwick  
Vice-President ..... Glen Bannerman  
Secretary-Treasurer ..... T. Arthur Evans

#### FUNCTIONS

BMI Canada, Ltd., was organized to buy and publish original music, to coordinate and license performing rights of music published under its own imprint and of music in the catalogs of affiliated publishers and performing right societies and to provide equal opportunity of recognition for all writers and composers.

## Board of War Communications

Chairman's Office: c-o Federal Communications Commission, Washington, D. C.

#### PERSONNEL

James Lawrence Fly, Chairman, Federal Communications Commission; Major General Dawson Olmstead, Chief Signal Officer, of U. S. Army; Captain Carl F. Holden, Director of Naval Communications; Breckenridge Long, Assistant Secretary of State in charge of the Division of International Communications; Herbert E. Gaston, Assistant Secretary of Treasury in charge of rearmament Enforcement Activities; Commander R. J. Mauerma, U. S. Coast Guard

#### COMMITTEES

Alternates: E. K. Jett, Federal Communications Commission; Brigadier General Frank E. Stoner, Chief, Army Communications Branch; Captain Thomas B. Inglis, Assistant Director of Naval Communications; Francis C. de Wolf, Principal Divisional Assistant of the Division of International Communications; Captain E. M. Webster, Chief of Communications of the U. S. Coast Guard.

Coordinating: E. K. Jett, Federal Communication Commission, Chairman; Francis C. De Wolf, Department of State; Major W. T. Guest, Department of War; Lt. Commander Franz O. Willenbacher, Department of Navy; Captain E. M. Webster, Chief of Communications, U. S. Coast Guard.

Law: Charles R. Denny, General Counsel of Federal Communications Commission, Chairman; Colonel Conrad E. Snow, Chief, Legal Branch, Office of the Chief Signal Officer, Department of War; John E. Shea, Department of Treasury; Commander Franz O. Willenbacher, Department of Navy; Raymond T. Yingling, Department of State.

Labor Advisory: Robert J. Watt, Chairman; Paul E. Giffith, Secretary.

Industry Advisory: Walter S. Gifford, Chairman; Dr. C. B. Jelliffe, Secretary.

Priorities Planning: Lt. Colonel Lyle D. Wise, Chairman; George J. Dempsey, Secretary.

Amateur Radio: George W. Bailey, Chairman; E. M. Webster, Secretary.

Aviation Communications: R. O. Smith, Chairman; Ford Studebaker, Secretary.

Cable: C. Mills, Chairman; Benedict P. Cottone, Secretary.

Domestic Broadcasting: Neville Miller,\* Chairman; A. D. Ring, Secretary.

Interdepartment Radio Advisory: Dr. P. H. Dellinger, Chairman; Commissioner T. A. M. Craven, Vice Chairman; P. F. Siling, Secretary; L. R. Brady, Assistant Secretary.

International Broadcasting: Walter C. Evans, Chairman; P. F. Siling, Secretary.

Radiocommunications: E. M. Webster, Chairman; F. M. Ryan, Secretary.

Communications Liaison for Civilian Defense: Wm. N. Krebs, Chairman; Herbert A. Friede, Secretary.

Priorities Liaison: Lt. Commander R. H. Griffin, Chairman; Gerald C. Gross, Secretary.

Te'legraph: E. R. Shute, Chairman; Wm. J. Norfleet, Secretary.

Te'lephone: Z. Z. Hugus, Chairman; Clyde S. Bailey, Secretary.

State and Municipal Facilities: Captain Donald S. Leonard, Chairman; G. E. Nielson, Secretary.

### Broadcast Music, Inc. (BMI)

580 Fifth Ave., New York, N. Y.  
PEnnsylvania 6-5466

#### OFFICERS

President ..... Neville Miller\*  
Vice-President-General Manager ..... M. E. Tompkins  
Vice-President-General Counsel ..... Sydney M. Kaye  
Vice-President ..... Carl Lawrence  
Treasurer ..... C. E. Haverlin

#### DIRECTORS

Neville Miller,\* National Association of Broadcasters; Walter Damm, WTMJ; John Elmer, WCBM; Frank K. White, Columbia Broadcasting System; William Hedges, National Broadcasting Co.; Paul Morency, WTIC; Leonard Kapner, WCAE.

\* Has since resigned as President of NAB.

# ORGANIZATIONS

## BRANCH OFFICES

1549 North Vine St., Hollywood, Calif.  
Executive-in-Charge ..... Harry Engel

54 West Randolph St., Chicago, Ill.  
Executive-in-Charge ..... James Cairns

## FUNCTIONS

The functions of BMI are: (1) To buy and publish original music; (2) to coordinate and license the performing rights to music published under its own imprint and of music in the catalogs of affiliated publishers and performing rights societies; (3) to provide equal opportunity of recognition for all writers and composers.

## Canadian Assn. of Broadcasters

2100 Victoria Bldg., Toronto, Ont.  
Canada  
Elgin 5623

### OFFICERS

President-General Manager ..... Glen Bannerman  
Chairman of the Board ..... Harry Sedgwick  
Vice-Chairman of the Board ..... G. R. A. Rice  
General Counsel ..... Joseph Sedgwick  
Secretary-Treasurer ..... T. Arthur Evans

### DIRECTORS

Harry Sedgwick, Chairman, New York City; G. R. A. Rice, Vice Chairman, Radio Station CFRN; Gerry Gaetz, CKRC; A. A. Murphy, CFQC; Ralph White, CFJC; J. E. Campeau, CKLW; J. K. Cooke, Toronto; Phil Lalonde, CKAC; J. N. Thivierge, CHRC; Lieut.-Col. K. S. Rogers, CFCY; N. Nathanson, CJC.B.

### FUNCTIONS

The Canadian Association of Broadcasters is a trade association comprising 62 privately owned radio stations.

## Canadian Performing Right Soc., Ltd.

1003 Royal Bank Bldg., Toronto 2, Canada

### OFFICERS

President-Managing Director... H. T. Jamieson, F.C.A.

### BOARD OF DIRECTORS

Deems Taylor, Louis Bernstein, John G. Paine, Ralph Hawkes, Holmes Maddock, H. T. Jamieson.

### FUNCTIONS

This organization was formed for the protection of Canadian performing rights and the licensing of public performance of music.

## Catholic Actors Guild of America, Inc.

Hotel Astor, New York 19, N. Y.  
Circle 6-5566

### OFFICERS

President ..... Gene Buck  
Vice-President ..... Pat O'Brien  
Honorary Vice-Presidents:  
Bing Crosby, Dan Healy, Pat O'Brien, Donald Brian  
Chaplain-Treasurer ..... Rev. John F. White  
Recording Secretary ..... Donat Gautier  
Counsel ..... Hon. Alfred J. Talley  
Historian ..... Lida Kane  
Executive Secretary ..... George Buck  
Chairman of Executive Board ..... John A. Bado  
Social Secretary (Theatrical) ..... Jane Hoy  
Social Secretary (Non-Theatrical) ..... Mrs. Cornelius J. Gallagher

### FUNCTIONS

The Catholic Actors Guild is a charitable, benevolent and social organization for the people of the theatre, screen and radio, non-sectarian in scope.

## Catholic Writers Guild of America

128 W. 71st St., New York, N. Y.  
ENdicott 2-0412

### OFFICERS

Honorary President,  
His Excellency, Most Rev. Francis J. Spellman, D. D.  
Spiritual Director ..... Rev. John B. Kelly  
President ..... Edwin P. Kilroe, Ph.D.  
Vice-President ..... Richard Reid  
Treasurer ..... Clarence E. Heller  
Executive Secretary ..... Eleanor M. Tucker  
Corresponding Secretary ..... Bernadette A. Forrest

### BOARD OF GOVERNORS

Thomas E. Woodlock, Very Rev. Fulton J. Sheen, Eugene A. Colligan, Victor Ridder, Elizabeth Jordan, James O'Shaughnessy, Kathleen Norris, Rev. Hugh Morley, Katherine Edgerly, Margaret Marshall, Jos. J. Reilly, Mrs. Philip Brennan, Nicholas Farley, Kenton Kilmer.

## Clear Channel Broadcasting Service

919 Shoreman Bldg., Washington, D. C.  
REpublic 3306

### OFFICERS

Chairman ..... Edwin W. Craig  
Director ..... Allan B. Miller  
Treasurer ..... Harold Hough  
Counsel ..... Louis G. Caldwell

### FUNCTIONS

The function of the Clear Channel Broadcasting Service is to foster the interests of independently-owned clear channel standard broadcast stations in matters of engineering allocation, national and international, to the end of preserving and improving radio reception to rural and sparsely settled areas and to cities and towns having no stations of their own.

## Committee on Consumer Relations In Advertising, Inc.

420 Lexington Ave., New York, N. Y.  
Murray Hill 5-7367

### OFFICERS

Chairman ..... John Benson  
Executive Director ..... Kenneth Dameron

### FUNCTIONS

This committee engages in research in the economics of advertising and the economics of consumption; provides a meeting place where consumers and advertisers can discuss mutual problems; provides consultation service for advertising agencies and others interested in management problems arising from consumer movements.

## The Dramatists' Guild

6 E. 39th St., New York, N. Y.  
Murray Hill 5-6930

### OFFICERS

President ..... Richard Rodgers  
Vice-President ..... Phillip Barry  
Secretary ..... Victor Wolfson

### COUNCIL

George Abbott, Robert Ardrey, Philip Barry, Edward Childs Carpenter, Patricia Collin, Marc Connelly, Russel Crouse, Owen Davis, Howard Dietz, Philip Dunning, Nancy Hamilton, Otto Harbach, Lillian Hellman, Gladys Herbert, G. S. Kaufman, Arthur Kober, Howard Lindsay, Elliot Nugent, Eugene O'Neill, Paul Osborn, Sam Raphaelson, Arthur Schwartz, George Sklar, Lulu Vollmer, Kurt Weill, Victor Wolfson.

### FUNCTIONS

The Dramatists' Guild is one of the guilds of the Authors' League of America, Inc. The guild is primarily a protective organization for playwrights.

## Federal Radio Education Committee (FREC)

Room 3355 South Interior Bldg., Washington, D. C.  
 Republic 1820, Extension 2280

### OFFICERS

Chairman..... J. W. Studebaker  
 Vice-Chairman..... C. F. Klinefelter  
 Secretary-Editor..... Geitrude G. Broderick  
 Assistant to the Chairman..... W. D. Boutwell  
 Director, Script & Transcription Exchange,  
 R. R. Lowdermilk

### EXECUTIVE COMMITTEE

John W. Studebaker, U. S. Commissioner of Education; eGerge P. Adair, Federal Communications Commission; Lyman Bryson, Columbia Broadcasting System; John Elmer, Baltimore Broadcasting Corp.; Willard E. Givens, National Education Assn.; Rev. George Johnson, National Catholic Welfare Conference; Harold B. McCarty, Station WHA; Neville Miller, National Association of Broadcasters; Levering Tyson, Muhlenberg College; Judith C. Waller, National Broadcasting Co.

### FUNCTIONS

The Federal Radio Education Committee was appointed in 1935 by the Federal Communications Commission with the recommendation at that time that the broadcasters, on one hand, and the educators, on the other, would combine forces which would: (1) eliminate controversy and misunderstanding between groups of educators and between the industry and educators; (2) promote actual cooperative arrangements between educators and broadcasters on national, regional and local bases. Publications to date include Script Exchange Catalog, Forums on the Air, College Radio Workshop, The School Radio Sound System, Glossary of Radio Terms, "Americans All—Immigrants A1," a supplementary teaching aid in the use of recordings of program series of the same name, the FREC Service Bulletin, and many others.

## Federal Trade Commission

Pennsylvania Ave. at 6th St., N.W., Washington, D.C.  
 Executive 6800

### PERSONNEL

Chairman..... Robert E. Freer  
 Commissioner..... Garland S. Ferguson  
 Commissioner..... Charles H. March  
 Commissioner..... Ewin L. Davis  
 Commissioner..... William A. Ayres  
 Secretary..... Otis B. Johnson  
 Chief Counsel..... Wm. T. Kelley  
 Chief Examiner..... James A. Horton  
 Chief Economist..... Col. William H. England  
 Dir. Trade Practice Conferences..... Henry Miller  
 Director, Radio & Periodical Division..... P. B. Morehouse  
 Assistant Director, Radio & Periodical Division  
 William F. Davidson

### FUNCTIONS

The Federal Trade Commission is a Governmental agency whose object is to prevent unfair methods of competition and unfair and deceptive acts and practices in commerce. For a description of the actual procedure and work of this body see articles appearing in other sections of this volume.

## Federal Communications Bar Assn.

Munsey Bldg., Washington, D. C.

### OFFICERS

President..... Horace L. Lohnes  
 First Vice-President..... Ben S. Fisher  
 Second Vice-President..... John F. Gibbons  
 Secretary..... Lester Cohen  
 Treasurer..... Kenneth L. Yourd

### FUNCTIONS

To promote the proper administration of the Communications Act of 1934 and related acts, to uphold the honor of practice before the Federal Communications Commission, and to encourage cordial intercourse among the practitioners. It issues a monthly publication, the Federal Communications Bar Journal, which is devoted to matters of interest pertaining to communications law.

## Federal Council of the Churches of Christ in America, Department of National Religious Radio

297 Fourth Ave., New York, N. Y.  
 GRamercy 5-3475

### OFFICERS

Executive Secretary..... Frank C. Goodman  
 Assistant Executive..... Ethel A. Rich  
 Secretary..... Wesley B. Goodman

### FUNCTIONS

The Department of National Religious Radio was organized in 1923 to promote the effective use of broadcasting in the field of religion. With a membership including representatives of the major protestant groups, the organization arranges and produces eight non-sectarian religious radio programs each week, as well as special programs, over national networks.

## First Advertising Agency Group

734 Union Commerce Bldg., Cleveland, Ohio  
 Main 5194

### OFFICERS

President..... Lee E. Donnelley  
 Vice-President..... Norman Lewis  
 Secretary-Treasurer..... Melvin F. Hall

### BRANCH OFFICES

Membership in this organization includes advertising agencies in the following cities: Albany, N. Y.; Buffalo, N. Y.; Cincinnati, Ohio; Cleveland, Ohio; Des Moines, Iowa; Detroit, Mich.; Jacksonville, Fla.; Los Angeles, Calif.; Nashville, Tenn.; New York, N. Y.; Oakland, Calif.; Philadelphia, Pa.; Pittsburgh, Pa.; Richmond, Va.; San Francisco, Calif.; Salt Lake City, Utah; St. Louis, Mo.

### FUNCTIONS

This organization is a cooperative group of independently owned advertising agencies using identical standards of agency procedure and acting as branch offices in the interest of each member.

## F M Broadcasters, Inc. (FMBI)

Office of the President and Secretary-Treasurer,  
 333 W. State St., Milwaukee 1, Wis.

Marquette 6000  
 Washington Office:  
 711 Colorado Bldg.

### OFFICERS

President..... Walter J. Damm  
 Vice-President..... Theodore C. Streibert  
 Secretary-Treasurer..... L. W. Herzog

### DIRECTORS

John Shepard, 3rd, John V. L. Hogan, Arthur Church, Geo. Lang, Lee B. Wailes, Ray H. Manson, Franklin M. Doolittle, Walter J. Damm, Theodore C. Streibert.

### FUNCTIONS

FMBI is a non-profit association of FM boosters founded to see that frequency modulation advances in a coordinated logical manner: to guarantee that its interests are furthered and protected and to represent the FM industry in Washington; to provide an advisory service for its membership stations; to offer liaison between broadcasters and manufacturers interpreting the problems of each; to conduct a program of promotion and publicity aimed at stimulating public interest, and to provide a competent and accurate service for the truthful dissemination of information concerning FM. Membership includes individuals and companies who have an FM station, a construction permit or an application on file with the FCC for one.

## Foreign Language Radio

### Wartime Control

Munsey Bldg., Washington, D. C.  
 Metropolitan 3535

### COMMITTEE

Arthur Simon, Chairman, Philadelphia, Pa.—Penny-packer 9490; James F. Hookins, Vice-Chairman, Detroit, Mich.—Trinity 2-2000; Gene T. Dyer, Secretary, Chicago, Ill.—Seeley 8066; Joseph Lang, Treasurer, New York, N. Y.—PLaza 3-4204.

Howard W. Davis—KMAC, San Antonio, Texas; S. H. Patterson—KSAN, San Francisco, Calif.; William Welch—WSAR, Fall River, Mass.; Marie Clifford—WHFC, Cicero, Ill.; Lee Little—KTUC, Tucson, Arizona.





Department of Commerce ..... Dr. J. H. Dellinger  
 Federal Communications Commission ..... T. A. M. Craven  
 Department of Interior ..... S. L. Windes  
 Department of Justice ..... E. P. Coffey  
 Maritime Commission ..... D. S. Brierly  
 Department of Navy ..... Lt. Comdr. Paul D. Miles  
 Post Office Department ..... Roy M. Martin  
 Department of State ..... Thomas Burke  
 Department of Treasury ..... Capt. E. M. Webster  
 Department of War ..... Lt. Col. A. G. Simson

**ALTERNATE MEMBERS**

Department of Agriculture ..... E. C. Wagner  
 Department of Commerce ..... L. H. Simson  
 Federal Communications Commission ..... P. F. Siling  
 Department of Interior ..... Howard F. Carl  
 Department of Justice ..... H. J. Walls  
 Navy Department ..... Lt. W. R. Foley  
 Department of State ..... Francis C. de Wolf  
 Department of Treasury ..... Lt. A. L. Budlong  
 Department of War ..... Lt. Col. William E. Plummer

**FUNCTIONS**

This committee, composed of representative officials from the various government departments and agencies is charged with advising the President in regard to the assignment of frequencies to government station or classes of station. Little of the committee's work is divulged for public information because of its nature (e.g. National Defense), which is confidential.

**International Brotherhood of Electrical Workers**

1200 Fifteenth St., N.W., Washington 5, D. C.  
 District 3764

**OFFICERS**

International President ..... Ed J. Brown  
 International Secretary ..... G. M. Bugniazet  
 International Rep. for Radio Broadcasting, Lawson Wimberly

**FUNCTIONS**

The International Brotherhood of Electrical Workers is an affiliate of the American Federation of Labor having jurisdiction over technicians, and engineers in radio broadcasting. Sixty IBEW unions of radio broadcast technicians and engineers are now established in the United States, and approximately 350 standard commercial broadcast stations have collective bargaining agreements with IBEW.

**International Short Wave Club**

923 Vine Street, East Liverpool, Ohio  
 Phone, 3546-W

**OFFICERS**

President & Editor ..... Arthur J. Green  
 Board of Advisors ..... Joseph B. Sessions  
 Board of Advisors ..... Jacob N. Kleimans  
 Board of Advisors ..... Charles H. Schroeder  
 European Representative ..... Arthur E. Bear

**BRANCH OFFICES**

New York Chapter: Jacob N. Kleimans, Sec.; London (England) Chapter: Arthur E. Bear, Sec.; Manchester (England) Chapter: Officers to be elected monthly; Brighton (England) Chapter: John Bennett, Sec.; Guernsey (England) Chapter: F. S. LaPavoux, Sec. (Note: The English Chapters have temporarily suspended operations.)

**FUNCTIONS**

The purpose of the organization is to gather information, helpful hints, station schedules, etc., and send this to members of the organization. The club has members in 141 countries and possessions that act as news reporters.

(Editor's Note: The International Short Wave Club has suspended activity for the duration.)

**The Lambs**

130 W. 44th St., New York 18, N. Y.  
 BRyant 9-8020

**OFFICERS**

Shepherd ..... John Golden  
 Boy ..... Raymond Gek  
 Corresponding Secretary ..... Bobby Clark  
 Recording Secretary ..... Jack Whiting

Treasurer ..... James E. Meighan  
 Librarian ..... John S. (Ole) Olson  
 Assistant Secretary ..... T. H. Druitt

**DIRECTORS**

Kenneth Webb, Earl Benham, John McManus, Percy Moore, Edwin Burke, William P. Adams, Walter N. Greaza, Sam Forrest, Richard Taber, Otto Harbach Elliott Nugent, Joseph S. Buhler, Ward Wilson, Emil Friedlander, Bruce Evans.  
 LIFE DIRECTORS: R. H. Burnside, A. O. Brown, William Gaxton, Fred Waring.

**Market Research Council**

630 Fifth Ave., New York 20, N. Y.  
 (Sixteenth Floor)

**OFFICERS**

President ..... D. B. Lucas  
 Vice-President ..... Ray Robinson  
 Secretary-Treasurer ..... Edw. Batty, Jr

**EXECUTIVE COMMITTEE**

Elmo Roper, D. B. Lucas, Ray Robinson, Frank Stanton, Edw. Batty, Jr.

**FUNCTIONS**

This organization is a small informal group (limited membership) of leading market research men interested in general market research who meet monthly for a discussion of mutual problems.

**Minnesota Radio Council**

1001 Hennepin Ave., Minneapolis, Minn.  
 Phone, MA 2571

**OFFICERS**

President ..... Miss Ruth Rosholt  
 First Vice-President ..... Dr. Raymond J. Chadwick  
 Second Vice-President ..... Miss Katharine Kohler  
 Recording Secretary ..... Mrs. Arthur P. Peterson  
 Corresponding Secretary ..... Mrs. W. H. MacNeil  
 Treasurer ..... Miss Marguerite Breen

BRANCH OFFICES: Duluth, St. Cloud, Winona, Albert Lea.

**FUNCTIONS**

The Minnesota Radio Council aims to coordinate and cooperate with women's organizations, schools, religious groups and other educational institutions with radio programs. The Council plans to establish standards for the guidance of those concerned with the planning and production of radio programs; publicize approved radio shows; collect and distribute information concerning the reaction of listeners to all types of radio programs.

**Music Publishers' Protective Association, Inc.**

45 Rockefeller Plaza, New York, N. Y.  
 Circle 6-3084

**OFFICERS**

Chairman of the Board ..... Walter G. Douglas  
 President ..... Lester Santly  
 Vice-President ..... Jack Mills  
 Secretary ..... J. J. Bregman  
 Treasurer ..... Richard F. Murray  
 Agent and Trustee ..... Harry Fox

**Nat'l Assn. of Broadcast Engineers and Technicians**

1509 N. Vine St., Hollywood 28, Calif.  
 GRanite 7273

**OFFICERS**

President ..... James H. Brown  
 Vice-President ..... Allen T. Powley  
 Secretary-Treasurer ..... Thor E. LaCroix  
 National Representatives ..... F. R. Rojar, R. A. Schlagel

**FUNCTIONS**

The NABE is an independent national labor organization representing radio and television broadcast engineers and technicians exclusively. Chapters are located throughout the country.

# ORGANIZATIONS

## National Association of Broadcasters

1760 "N" Street, N.W., Washington 6, D. C.  
National 2080

### OFFICERS

President ..... J. Harold Ryan  
 Assistant to President ..... Willard D. Egolf  
 Secretary-Treasurer ..... C. E. Arnerly, Jr.  
 Director of War Activities ..... Robt. T. Bartley  
 Director of Broadcast Advertising ..... Lewis H. Avery  
 Director of Research ..... Paul F. Peter  
 Director of Engineering ..... Howard S. Frazier  
 Director of Promotion ..... Arthur C. Stringer  
 Coordinator of Listener Activities ..... Mrs. Dorothy Lewis

### BOARD OF DIRECTORS

Chairman, J. Harold Ryan, NAB, Washington, D. C.  
 District

- 1—Paul Morency, WTIC, Hartford, Conn.
- 2—Kolin Hager, WGY, Schenectady, N. Y.  
 Paul W. Kesten, CBS, New York, N. Y. (network director.)
- 3—Roy F. Thompson, WFBG, Altoona, Pa.
- 4—G. Richard Shafto, WIS, Columbia, S. C.  
 Frank M. Russell, NBC, Washington, D. C. (network director.)  
 Don S. Elias, WWNC, Asheville, N. C. (director-at-large)  
 James W. Woodruff, Jr., WRBL, Columbus, Ga.
- 5—Frank King, WMBR, Jacksonville, Fla. (director-at-large)
- 6—Hoyt B. Wooten, WREC, Memphis, Tenn.
- 7—Nathan Lord, WAVE, Louisville, Ky.  
 James D. Shouse, WLW, Cincinnati, Ohio (director-at-large)
- 8—John E. Feltzer, WKZO, Kalamazoo, Mich.
- 9—Leslie C. Johnson, WHBF, Rock Island, Ill.
- 10—John J. Gillin, Jr., WOW, Omaha, Nebr.  
 J. O. Maland, WHO, Des Moines, Ia. (director-at-large)
- 11—E. L. Hayek, KATE, Albert Lea, Minn.  
 Barney Lavin, WDAY, Fargo, N. D. (director-at-large)
- 12—William B. Way, KVOO, Tulsa, Okla.  
 Herbert Hollister, KANS, Wichita, Kans. (director-at-large)
- 13—Hugh A. L. Halff, WOAI, San Antonio, Texas
- 14—Ed Yocum, KGHL, Billings, Mont.
- 15—Arthur Westlund, KRE, Berkeley, Calif.
- 16—Calvin J. Smith, KFAC, Los Angeles, Calif.
- 17—Harry R. Spence, KXRO, Aberdeen, Wash.

### FUNCTIONS

The object of this Association shall be to foster and promote the development of the art of radio broadcasting; to protect its members in every lawful and proper manner from injustices and unjust exactions; to foster, encourage and promote laws, rules, regulations, customs and practices which will be for the best interest of the public and the radio industry.

## National Assn. of Performing Artists

630 Fifth Ave., New York, N. Y.  
 Circle 7-8194

### OFFICERS

Honorary President ..... Josef Hofmann  
 President ..... James J. Walker  
 Vice-President ..... Fred Waring  
 Vice-President ..... Meyer Davis  
 Vice-President ..... Paul Whiteman  
 Vice-President ..... Al Jolson  
 Treasurer ..... Don Voorhees  
 General Counsel ..... Maurice J. Speiser

### BOARD OF DIRECTORS

Fred Waring, Chairman; Connie Boswell, Noel Coward, Bing Crosby, Meyer Davis, Mary Garden, Benny Goodman, Jascha Heifetz, Lewis James, Al Jolson, Arthur W. Levy, Guy Lombardo, John McCormack, Grace Moore, Ray Noble, Walter O'Keefe, Dick Powell,

Fritz Reiner, Fabien Sevitsky, Nathaniel Shilkret, Lawrence Tibbett, Rudy Vallee, Don Voorhees, James J. Walker, Paul Whiteman, Victor Young, Efrem Zimbalist.

### FUNCTIONS

The object of the Association is to protect the recordings of its members and the prevention of their unauthorized use primarily by broadcast stations, coin-operated machines, etc.

## National Better Business Bureau, Inc.

405 Lexington Ave., New York 17, N. Y.  
 MUrray Hill 6-3535

### OFFICERS

President ..... R. P. Clayberger  
 Vice-President ..... Phillips Wyman  
 Secretary ..... Warren C. Agry  
 Treasurer ..... John L. Anderson  
 General Manager ..... Edward L. Greene

### FUNCTIONS

This organization assists the public, advertisers and publishers to avoid false and deceptive advertising. It cooperate with law enforcement agencies in this work.

## Nat'l Assn. Educational Broadcasters

Exec. Secy., Radio Station WILL, Univ. of Illinois,  
 Urbana, Illinois  
 Urbana 7-2616.

### OFFICERS

President ..... Gilbert D. Williams  
 (WBAA, West Lafayette, Ind.)  
 Treasurer ..... W. I. Griffith  
 (WOI, Ames, Iowa)  
 Executive Secretary ..... Frank Schooley  
 (WILL, Urbana, Illinois)

### FUNCTIONS

To further the interests of educational broadcasting stations and educators broadcasting over commercial stations.

## National Independent Broadcasters

### (NIB)

President's Office: 501 Madison Ave., New York, N. Y.  
 Washington Office: Edmonds Bldg., 917 Fifteenth St., N.W., Washington, D. C.  
 Phone, Republic 3607

### OFFICERS

President ..... Harold A. Lafount  
 General Counsel ..... Andrew W. Bennett

### FUNCTIONS

This association was organized and is operated by independently owned and operated stations, as distinguished from national networks and stations owned or managed by national networks, to meet the need of special representation for such independently owned stations in handling the problems and activities peculiar to them as a group. All broadcast stations are eligible for membership except stations owned or managed by national networks.

## National Industrial Advertisers Association, Inc.

100 E. Ohio St., Chicago, Ill.  
 Superior 8140

### OFFICERS

President—Frederic I. Lackens, The Hays Corporation, Michigan City, Indiana.  
 Vice-President—Alan A. Ballantyne, Electric Auto-Lite Co., Champlain and Mulberry, Toledo, Ohio.  
 Vice-President—Walter A. Bowe, Carrier Corporation, Syracuse, New York.  
 Vice-President—Wilmer H. Cordes, American Steel & Wire Co., Rockefeller Bldg., Cleveland 1, Ohio.  
 Vice-President—Edward V. Creagh, American Chain & Cable Co., Inc., Bridgeport 2, Conn.

Vice-President—John A. M. Galilee, Canadian Westinghouse Co., Ltd., Hamilton, Ont.  
 Vice-President—John H. Kunkel, The Fluor Corp., Box 7030, East L.A. Sta., Los Angeles, Cal.  
 Vice-President—J. M. McKibbin, Westinghouse Elec. & Mfg. Co., East Pittsburgh, Pa.  
 Vice-President—Graham Rohrer, Baldwin-Hill Company 501 Klagg Ave., Trenton 2, N. J.  
 Secy-Treasurer—Arnold Andrews, Bucyrus-Erie Company, South Milwaukee, Wis.  
 Past-President—Herbert V. Mercready, Magnus Chemical Company, Garwood, N. J.

#### DIRECTORS

Baltimore, M. J. Donahue, Anchor Post Fence Company, 6500 Eastern Avenue, H. C. Schuckle, Emery Advertising Co., Inc., Baltimore Life Building, Boston, James H. Watson, S. D. Warren Company, 89 Eroad Street, Ross M. Cunningham Massachusetts Institute of Technology Cambridge; Buffalo, Gerald N Abt, Barcalo Manufacturing Company, 225 Louisiana Street, Howard M. Robins, J. H. Williams & Company, 400 Vulcan Street Chicago, Heward W. Rose, The Buchen Company, 400 West Madison Street, C. N. Kirchner, Independent Pneumatic Tool Co., 600 W. Jackson Blvd.; Cincinnati, Theodore Brown, Perry-Brown, Inc., 15 East Eighth Street, Walter H. Spindler, Armo Drainage Products Association, Middletown; Cleveland, C. B. Cook, The Elwell-Parker Electric Company, 4205 St. Clair Ave., Ernest C. Roberts, The Clark Controller Co., 1146 East 152nd Street; Columbus, L. H. McReynolds, Jeffrey Manufacturing Company, Post Office Box 1397, W. T. Buigass, Denison Engineering Company, 1160 Dublin Road; Detroit, John A. Marshall, Wolverine Tube Company, 1411 Central Avenue, E. R. Dunn, Bull Dog Electric Products Co., 7610 Joseph Campay Ave.; Houston, A. B. Penny, Humble Oil & Refining Company, Humble Building, H. O. Heller, Reed Roller Bit Company; Indianapolis, J. A. DeLo, Continental Steel Corporation, Kokomo, Indiana, Howard C. Caldwell, The Caldwell-Baker Co., 1204 Merchants Bank Bldg.; Los Angeles, Wentworth W. Mann, The McCarty Company, 1206 Maple Avenue, Richard F. O'Mara, Western Precipitation Corporation, 1016 W. 9th St.; Mason-Dixon, Terry Mitchell, Frick Company, Waynesboro, Pa.; J. Donald Smith, York Corp., Roosevelt Ave., York, Pa.; Milwaukee, E. J. Goes, Koehring Co., 3026 W. Concordia Avenue (10), Francis M Higgins, Four Wheel Drive Auto Company, 12th St., Clintonville, Wis.; Minnesota, Roy H. Smallwood, Wm. H. Ziegler Co., 2331 University Ave., S.E., Minneapolis, Alfred Colle, Alfred Colle Co., 510 New York Life Bldg., Minneapolis; Montreal, W. A. Bates, Steel Company of Canada, Ltd., Post Office Box 460, Gordon L. Hale, Canadian Tube & Steel Products Ltd., 5765 Hamilton St.; New Jersey, Samuel E. Gold, Lignum-Vitae Corp., 96-100 Boyd Ave., Jersey City, N. J., C. E. Gischel, Walter Kidde & Co., 140 Cedar St., New York, N. Y.; New York, E. Scott Pattison, C. M. Basford Company, 60 East 42nd Street, Gordon Tuthill, Crucible Steel Company of America, 405 Lexington Ave; Philadelphia, J. S. McCullough, Yale & Towne Manufacturing Co., 4530 Tacony Street, A. O. Witt, Schram, Inc., West Chester, Pennsylvania; Pittsburgh, Harold S. Downing, Walker and Downing, Oliver Building, J. A. Burgess, Gulf Oil Corporation, Gulf Building; Rochester, Wallace W. Lockwood, Taylor Instrument Companies, 95 Ames St., A. G. Moore, General Railway Signal Company, 801 West Avenue; Rockford, Walter Hagstrom, Mattison Machine Works, 514 Blackhawk Park Avenue, W. C. Galloway, Barber-Colman Company, 215 South Loomis Street; St. Louis, Oakleigh R. French, Oakleigh R. French & Associates, 4238 Lindell Blvd., T. W. Broesel, White Rodgers Electric Company, 1209 Cass Avenue; San Francisco, H. A. Sawin, Yuba Manufacturing Company, 351 California Street, H. S. Schuler, Westinghouse Electric & Mfg. Co., 1 Montgomery Street; Toledo, Ben C. Gardner, De-Vilbiss Company, 300 Phillips Street, H. M. Wertz, Toledo Steel Products Company, Toledo Trust Building; Toronto, Donald McCrimmon, C. A. Dunham Company, Ltd., 1523 Davenport Road, T. H. Dowsett, Trane Company of Canada, Ltd., 4 Mowat Avenue; West, New Eng., H. E. Merrill, General Electric Co., Boston Ave., Bridgeport, Conn., Fred Emerson, Spartan Saw Works, Inc., Springfield, Massachusetts; Youngstown, A. M. Wearstler, Wearstler Advertising, Inc., 20 West Front Street, Ira Thomas, Meek and Thomas, Inc., 724 Wick Avenue; At-Large, John N. Cronk, Commercial Solvents Co., Terre Haute, Ind., Howard K. Kenyon, LaPlant-Choate Manufacturing Co., Cedar Rapids, Ia.

#### FUNCTIONS

This organization is a trade association devoting its efforts exclusively to the advancement of industrial advertising and marketing technique and practice.

### National Variety Artists, Inc.

225 W. 46th St., New York, N. Y.  
 COlumbus 5-2638

#### OFFICERS

President ..... Louis Handin  
 First Vice-President ..... Jack Boyle  
 Second Vice-President ..... Harry Ferguson  
 Treasurer ..... Frank O'Connell  
 Recording Secretary ..... Rosa Crouch

#### DIRECTORS

Charles Preston, Juliet Heath, George Crowley, Leon E. Bendon, Vic Christie, Bert Spencer, Joe Woods, Wilbur Held, Jim Mooney, John K. Hawley.

#### FUNCTIONS

The function of National Variety Artists, Inc., is to promote Americanism and fraternal and welfare activities among the members of the theatrical profession. Open house for Boys in Service.

### Nebraska Broadcasters Association

Secretary's Office: c/o WJAG, Norfolk, Nebr.  
 Phone: 432

#### OFFICERS

President ..... E. A. Thomas  
 (KGFV, Kearney)  
 Vice-President ..... Jud Woods  
 (KFAB, Lincoln)  
 Secretary-Treasurer ..... Art Thomas  
 (WJAG, Norfolk)

#### DIRECTORS

John J. Gillin, Jr., & Harry Burke, WOW, Omaha; Bill Martin, KMMJ, Grand Island.

#### MEMBER STATIONS

KFAB, Lincoln; KFOR, Lincoln; KGFV, Kearney; KGKY, Scottsbluff; KGNF, North Platte; KHAS, Hastings; KMMJ, Grand Island; KORN, Fremont; KOWH, Omaha; KOIL, Omaha; WJAG, Norfolk; WOW, Omaha; KBON, Omaha.

### Network Affiliates, Inc.

Munsey Bldg., Washington, D. C.

#### OFFICERS

President ..... Eugene C. Pulliam  
 (WIRE, Indianapolis, Ind.)  
 Vice-President ..... Hulbert Taft, Jr.  
 (WKRC, Cincinnati, O.)  
 Secretary-Treasurer ..... William J. Scripps  
 (WWJ, Detroit, Mich.)

#### DIRECTORS

Ed Craney, KGIR, Butte, Mont.; W. J. Scripps, WWJ, Detroit, Mich.; Eugene C. Pulliam, WIRE, Indianapolis, Ind.; Ronald Woodyard, WING, Dayton, O.; Luther L. Hill, KRNT, Des Moines, Ia.; H. J. Brennen, KQV, Pittsburgh, Pa.; Hoyt Wooten, WREC, Memphis, Tenn.; John A. Kennedy, WCHS, Charleston, W. Va.; Edgar Bill, WMBD, Peoria, Ill.; Donald Davis, WHB, Kansas City, Mo.; Hulbert Taft, Jr., WKRC, Cincinnati, O.; Leonard H. Kapner, WCAE, Pittsburgh, Pa.

#### BRANCH OFFICES

Indianapolis: Claypool Hotel; Phone, Riley 1541; Eugene C. Pulliam, President.  
 Detroit: 626 West Lafayette Blvd., Phone Randolph 2000; William J. Scripps, Secretary-Treasurer.

#### FUNCTIONS

All independently owned network affiliates are eligible to membership in Network Affiliates, Inc. Clear channel stations and purely local stations are not eligible for membership. The principal object of the association is to promote and protect the American system of broadcasting as it now functions and to oppose the establishment of super-power stations in the United States. It also serves as a mutual clearing house for network affiliate stations in their relations with the network company, ASCAP, BMI and with the FCC.

# • • • ORGANIZATIONS • • •

## New Jersey Broadcasters' Association

c/o John C. Bird  
WCAP, Asbury Park, N. J.  
Phone: Asbury Park 1911

### OFFICERS

President..... A. Harry Zoog  
(WTTM, Trenton)  
Vice-President..... I. R. Rosenhaus  
(WAAT, Newark)  
Vice-President..... O. L. Maxey  
(WSNJ, Bridgeton)  
Secretary-Treasurer..... John C. Bird  
(WCAP, Asbury Park)

### EXECUTIVE BOARD

A. Harry Zoog, O. L. Maxey, John C. Bird, WCAP,  
Asbury Park, George S. McGinley, WTTM, Trenton;  
A. B. Schilkin, WAAT, Jersey City.

## Newspaper Radio Committee

370 Lexington Ave., New York, N. Y.  
LExington 2-8497

### OFFICERS

Chairman..... Harold V. Hough  
Vice-Chairman..... Walter J. Damm  
Treasurer..... Dean Fitzner

### FUNCTIONS

Newspaper Radio Committee was organized by publishers of newspapers owning broadcast stations to present before the FCC their defense against FCC Order No. 79 issued March 20, 1941.

## North Carolina Assn. of Broadcasters

President's Office: c/o WSTP, Salisbury, N. C.

### OFFICERS

President..... Bryce P. Beard  
(WSTP, Salisbury)  
Vice-President..... F. C. Todd  
(WGNC, Gastonia)  
Treasurer..... A. D. Willard  
(WBT, Charlotte)  
Secretary..... Nathan Frank  
(WCBT, Roanoke Rapids)

### FUNCTIONS

This association coordinates the activities of all member stations in connection with problems in which they have a mutual interest.

## Northern California Broadcasters Association

c/o C. L. McCarthy, Secretary  
KQW San Francisco Studios  
140 Jessie St., San Francisco, Calif.

### OFFICERS

President..... Arthur Westlund  
(KRE, Berkeley)  
Secretary-Treasurer..... C. L. McCarthy  
(KQW, San Jose)

### FUNCTIONS

The Northern California Broadcasters Assn. is an informal organization established to discuss and work out problems common to the broadcasting stations in the territory.

## Ohio Association of Broadcasters

33 N. High St., Columbus, Ohio  
Phone, MA 4581

### OFFICERS

President..... Carl Everson  
(WHKC, Columbus)  
Vice-President..... Robert T. Mason  
(WMRN, Marion)  
Secretary-Treasurer..... Laben T. Smith  
(WCOL, Columbus)

## Oregon State Broadcasters' Assn.

c/o Lee Bishop, President  
KMED, Medford, Ore.

### OFFICERS

President..... Lee Bishop  
(KMED, Medford)  
Vice-President..... Arden Pangborn  
(KGW-KEX, Portland)  
Secretary-Treasurer..... Henry Swartwood, Jr.  
(KOIN-KALE, Portland)  
Board Members..... Frank H. Loggan, Q. Cox

### FUNCTIONS

Membership roster of this organization includes all broadcasting stations in Oregon, including state and municipal stations. Purpose is to be of mutual assistance in commercial, management and technical problems by exchange of information and group action if needed.

## Pacific Advertising Association

337 Monadnock Building  
San Francisco, Calif.  
Phone: GARfield 6368

### OFFICERS & DIRECTORS

President—Maurice W. Heaton, Vice Pres. & Manager L.A. Office, Williams, Lawrence & Cresmer Co. (Publishers Representatives), 815 South Hill Street, Los Angeles, Calif.  
Senior Vice President—George Weber, Manager Seattle Office, Mac Wilkins, Cole & Weber, Advertising Agency, Republic Bldg., Seattle, Wash.  
Secretary-Treasurer—Vernon Churchill, Assistant Publisher, The Oregon Journal, Portland, Oregon.  
Vice Pres. at Large—Mrs. Lucrezia Kemper, Manager, Albert Frank-Guenther Law, Advertising Agency, 155 Sansome St., San Francisco, Cal.  
Vice Pres. Dist. No. 1—Joseph Cornelius, Assistant Cashier The First National Bank in Spokane, Spokane, Wash.  
Vice Pres. Dist. No. 2—Walter Wagstaff, Sales Manager, Radio Station KDYL, Salt Lake City, Utah.  
Vice Pres. Dist. No. 3—John W. Davis, Secy.-Treas., Ramsay Signs, Inc., 223 S. W. Stark St., Portland, Oregon.  
Vice Pres. Dist. No. 4—Robert S. Hunter, President, Hunter Advertising Co., 1924 Franklin St., Oakland, Cal.  
Vice Pres. Dist. No. 5—Charles A. Storke, Assistant Publisher, News-Press, de la Guerra Plaza, Santa Barbara, Calif.  
Past President—Laurence W. Lane, Publisher, Sunset Magazine, 576 Sacramento St., San Francisco, Calif.  
Chairman Finance Committee—Howard Willoughby, Vice Pres. in Charge of Sales, Foster & Kleiser Co., 1675 Eddy St., San Francisco, Cal.  
Chairman, Club Service Committee—Elliott C. Hensel, Business Counselor, Arcady Apts., Los Angeles, Cal.  
Chairman, Advancement of Business Committee—Don Belding, Chairman of the Board, Foote, Cone & Belding, 601 West Fifth St., Los Angeles, Calif.  
Chairman, Pacific Adv. Commission—George W. Kleiser, St., President, Foster & Kleiser Co., 1675 Eddy Street, San Francisco, Calif.

Chairman, Senior Advisory Committee, Junior Division—Robert L. Philippi, Biow Adv. Agency, 300 Montgomery St., San Francisco.  
 Chairman, Junior Executive Committee—Edith Grundig, Philip J. Meany Co., Advertising, 816 West Fifth St., Los Angeles, Calif.  
 Headquarters Staff—Charles W. Collier, Managing Director, Lela M. Huey, Executive Secretary, 337 Mcnaddock Building, San Francisco, Cal. Telephone GARfield 6868.

**FUNCTIONS**

This Association is composed of 22 advertising clubs in 11 western states and of contributing members to the association's advancement of business and "Advertisers for Victory" program.

**Pennsylvania Broadcasters Assn.**

P. O. Box 11, Harrisburg, Pa.

**OFFICERS**

President.....Clair R. McCollough  
 (WGAL, Lancaster)  
 Vice-President.....Clifford Chafey  
 (WEEU, Reading)  
 Secretary.....C. G. Moss  
 (WKBO, Harrisburg)  
 Treasurer.....Dr. Leon Levy  
 (WCAU, Philadelphia)

**DIRECTORS**

H. Kenneth Brennen, WJAS, Pittsburgh; George E. Joy, WRAC, Williamsport; Arthur Simon, WPEN, Philadelphia.

**FUNCTIONS**

This organization is a mutual association of the broadcasting stations of Pennsylvania, formed for the purpose of conducting business negotiations concerning matters of interest to the radio broadcasting stations of the state. Its membership is active on the part of practically every station in the state.

**Professional Music Men, Inc.**

1270 Sixth Ave., New York, N. Y.  
 Columbus 5-7362

**OFFICERS**

President.....Rocco Vocco  
 First Vice-President.....Joseph Santly  
 Second Vice-President.....Charles Warren  
 Third Vice-President.....Phil Kornheiser  
 Treasurer.....Irving Tanz  
 Financial Secretary.....Michael L. Schloss  
 Recording Secretary.....Louis E. Schwartz  
 Sergeant-at-Arms.....David Kent  
 Executive Director.....Bob Miller

**BRANCH OFFICES**

19 S. La Salle St., Chicago, Ill.  
 Regional Director.....Morton Schaefer  
 1549 N. Vine Street, Hollywood, Calif.  
 Regional Director.....Nat Winecoff  
 36 East Fifth Street, Cincinnati, Ohio  
 Regional Director.....Danny Engel  
 433 Little Building, Boston, Mass.

**FUNCTIONS**

Charitable and Benevolent Organization.

**The Radio Club of America, Inc.**

11 W. 42nd St., New York, N. Y.  
 Longacre 5-6622

**OFFICERS**

President.....F. L. Klingenschmitt  
 Vice-President.....O. James Morelock  
 Treasurer.....J. J. Stanley  
 Corresponding Secretary.....M. B. Sleeper  
 Recording Secretary.....J. H. Bose

**FUNCTIONS**

Object of the club is the promotion of cooperation among those interested in scientific investigation and amateur operation in the art of radio communication. Meetings are held monthly from September through June at Columbia University. Proceedings are published approximately six times a year (see listing under publications in this volume).

**DIRECTORS**

Ernest V. Amy, E. H. Armstrong, H. H. Beveridge, J. H. Bose, G. E. Burghard, J. L. Callahan, E. P. Felch, L. C. F. Horle, H. W. Houck, F. A. Klingenschmitt, Frank King, H. Pratt, M. B. Sleeper.

**Radio Correspondents' Association**

United States Capitol, Washington, D. C.  
 NAional 3120, Extension 1263

**OFFICERS**

President.....Eric Sevareid  
 (Foreign Service)  
 Acting Vice-President.....Earl Godwin  
 Secretary.....Richard Harkness  
 Treasurer.....Rex Good  
 Ex-Officio Member, Executive Committee  
 Fred W. Morrison  
 Gallery Mgt.....D. Harold McGrath  
 Supt. Senate & House Gallery.....Rcibt. M. Menaugh  
 (Military Service)  
 Acting Supt. House Gallery.....Wm. Vaughan

**FUNCTIONS**

This is an organization of radio news reporters and correspondents in the National Capitol, gathering daily news for dissemination through the medium of radio. It controls the membership of the Senate and House radio galleries and is vested with complete responsibility for any radio representatives who attend news conferences at the White House as well as providing facilities for radio news men at national political conventions.

**Radio Council—WBEZ**

Chicago Public Schools  
 228 N. La Salle St., Chicago, Ill.  
 Dearborn 7801

**OFFICERS**

Superintendent of Schools.....Dr. William H. Johnson  
 Acting Director.....George Jennings  
 Engineer.....E. H. Andreson

**EXECUTIVE COMMITTEE OF SCHOOL BROADCAST CONFERENCE**

Maj. Harold W. Kent, Chairman; Judith Waller, National Broadcasting Co.; George Jennings, Director of Conference; David Heffernan, Cook County Schools.

**FUNCTIONS**

The Radio Council operates a non-commercial educational FM station and is producing group, primarily interested in in-school broadcasts for Chicago schools. It also produces many out-of-school programs over local stations and publishes literature in this connection. It also conducts the annual School Broadcast Conference which is primarily interested in showing ways in which to use radio programs in the classroom; public service programs for community organizations; adult education.

**Radio Directors Guild**

The Gladstone  
 114 E. 52nd St., New York, N. Y.  
 PLaza 3-4300.

**OFFICERS**

President.....Earle L. McGill  
 Vice-President and Chairman, Membership Committee.....Jerry Devine  
 Treasurer.....Robert L. Shayon  
 Secretary.....John Macdonell  
 Chairman, War Activities Committee.....Phil Cohan  
 Past President.....George J. Zachary  
 Past Vice-President.....Maj. Edward A. Byron

**COUNCIL**

Earle L. McGill, Jerry Devine, Robert L. Shayon, John Macdonnell, Phil Cohan, William M. Sweets, Roger Bowser, Theodora Yates, Harold McGee, John W. Loveton.

**MEMBERS**

Harry Ackerman, Wendell Adams, Private Ira Ashley, Oliver Barbour, John Becker, Lieut. Heward G. Barnes, Joseph Bell, Leonardo Bercovici, Gertrude Berg, Don Bernard, Lawrence Berns, Frederick Bethel, Roger Bowser, Stuart Buchanan, Major Edward A. Byron, Edmund L. Cashman, Philip Cohan, Leland F. Cooley, Lieut. Ted Corday, Norman Corwin, Walter Craig, Carlo De Angelo, Guy della-Cioppa, Jerry Devine, John Dietz, Mitchell Grayson, Axel Gruenberg, Harry Holcombe, Private Clinton Johnston, Jack Johnstone, Bruce Kamman, Ray Kremer, G. Bennett Larson, Anton M. Leader, Richard Leonard, Marx Loeb, Joseph Losey, Basil Loughrane, John W. Loveton, John Henry Macdonell, Lindsay MacHarrie, Nila Mack, Joseph

# ORGANIZATIONS

Mansfield, Sherman A. (Jock) MacGregor, Harold McGee, Earle L. McGill, Arnold Michaelis, Brewster Morgan, Herbert Moss, Arch Oboler, Lester O'Keefe, Herbert S. Polesie, William S. Rainey, Lieut. Irving K. Reis, Thomas L. Riley, Alton Rinker, William N. Robson, Jack Roche, William Rousseau, Herb Sanford, Robert Lewis Shayon, William M. Sweets, Frank Telford, Willson M. Tuttle, Lester Vail, Chick Vincent, Albert Ward, Kenneth Webb, Private Robert Welch, Orson Welles, Theodora Yates, Lieut. George Zachary.

## Radio Executives Club of New York

403 Madison Ave., New York, N. Y.

### OFFICERS

President ..... M. B. Grabhorn  
 Vice-President ..... Beth Black  
 Secretary ..... Warren Jennings  
 Treasurer ..... Ninette Joseph

### FUNCTIONS

The major functions of the Radio Executives Club are: (1) to promote and encourage the use of radio broadcasting as an advertising medium; (2) to create a lasting fraternity of persons engaged in the business of radio; (3) to promote a better understanding of radio broadcasting and its attending problems; (4) to maintain a central bureau of employment for members of the club; (5) to provide a common meeting place for all persons engaged in the business of radio. Meetings are held twice monthly from October to May and membership is open to anyone engaged in the business of radio, subject to approval of the membership committee.

## Radio Manufacturers Association

1317 F Street, N. W., Washington, D. C.  
 National 4901

### OFFICERS

President ..... Paul V. Galvin  
 (Galvin Manufacturing Corp.)  
 Executive Vice-President-General Manager-Secy.  
 Bond Geddes  
 Vice-President ..... R. C. Cosgrove  
 (Crosley Corp.)  
 Vice-President ..... M. F. Balcom  
 (Sylvania Electric Products, Inc.)  
 Vice-President ..... W. P. Hilliard  
 (Bendix Radio)  
 Vice-President ..... J. T. White  
 (Jensen Radio Mfg. Co.)  
 Vice-President ..... Ray E. Sparrow  
 (P. R. Mallory & Co., Inc.)  
 Treasurer ..... Leslie Muter  
 (The Muter Co.)  
 General Counsel ..... John W. Van Allen  
 (Buffalo, N. Y.)

### DIRECTORS

Term Expiring 1944

E. Alschuler, Electrical Research Laboratories, Inc.; W. R. C. Baker, General Electric Company; Floyd C. Best, Chicago Telephone Supply Co.; George R. Blackburn, Chicago Transformer Corporation; A. Blumenkrantz, General Instrument Corporation; Roy Burlew, Ken-Rad Tube & Lamp Corporation; Walter Evans, Westinghouse Electric & Manufacturing Co.; A. H. Gardner, Colonial Radio Corporation; W. P. Hilliard, Bendix Radio; J. J. Kahn, Standard Transformer Corporation; Ray H. Manson, Stromberg-Carlson Co.; Ray F. Sparrow, P. R. Mallory & Co., Inc.; R. C. Sprague, Sprague Specialties Company; A. S. Wells, Wells-Gardner & Co.; T. A. White, Jensen Radio Manufacturing Co.

Term Expiring 1945

Ben Abrams, Emerson Radio & Phonograph Corp.; M. F. Balcom, Sylvania Electric Products, Inc.; R. C. Cosgrove, The Crosley Corporation; L. L. Kelsey, Stewart-Warner Corporation; J. J. Nance, Zenith Radio Corporation; Glenn W. Thompson, Noblitt-Sparks Industries, Inc.

Term Expiring 1946

John Ballantyne, Philco Corp.; P. S. Billings, Belmont

Radio Corp.; C. B. Jolliffe, RCA; Paul V. Galvin, Galvin Mfg. Corp.; E. A. Nicholas, Farnworth Television & Radio Corp.; David T. Schultz, Raytheon Prod. Corp.

## Radio Manufacturers Assn. of Canada

159 Bay St., Toronto, Ont., Canada  
 Adelaide 1531

### OFFICERS

President ..... L. A. Young  
 Vice-President ..... R. M. Brophy  
 Executive Secretary ..... W. W. Richardson  
 Chairman of Parts Division ..... R. Randa!  
 Chairman of Engineering Committee ..... C. J. Irwin

### FUNCTIONS

This association is a non-profit and co-operative organization founded in 1926 to promote the interests of the radio manufacturing industry in Canada.

## Radio Script & Transcription Exchange, Federal Radio Education Committee

U. S. Office of Education, Washington, D. C.  
 Republic 1820, Extension 2225

### OFFICERS

Director ..... R. R. Lowdermilk

### FUNCTIONS

The exchange is designed to promote more effective local broadcasting by educational and civic organizations and radio stations by serving as a clearing house for selected educational radio scripts, transcriptions and production aids, and as a source of all kinds of information pertaining to the field of educational radio.

## Radio Technical Planning Board

### OFFICERS

Chairman ..... Dr. Walter R. G. Baker  
 Vice-chairman ..... Dr. Alfred N. Goldsmith  
 Treasurer ..... Bond Geddes  
 Coordinator ..... L. C. F. Horle  
 Secretary ..... W. B. Cowlich  
 Asst. Secretary ..... Mrs. Martha Kinzie  
 Spectrum Utilization: A. N. Goldsmith, chairman;  
 R. H. Manson, vice-chairman.  
 Frequency Allocation: C. B. Jolliffe, chairman; F. M. Ryan, vice-chairman.

H. F. Generation: R. M. Wise, chairman; H. F. Argento, vice-chairman.

Standard Broadcasting: Howard Frazier, chairman; Burgess Dempster, vice-chairman.

V. H. F. Broadcasting: G. E. Gustafson, chairman; C. M. Jansky, vice-chairman.

Television: D. B. Smith, chairman; I. J. Kaar, vice-chairman.

Facsimile: J. V. L. Hogan, chairman; C. J. Young, vice-chairman.

Radio Communication: Haraden Pratt, chairman; H. H. Beverage, vice-chairman.

Relay Systems: E. W. Engstrom, chairman; Ralph Bown, vice-chairman.

Radio Range, Direction & Recognition: W. P. Hilliard, chairman; C. G. Fick, vice chairman.

Aeronautical Radio: D. W. Rentzel, chairman; D. K. Martin, vice-chairman.

Ind., Scientific & Medical Equipment: C. V. Aggers, chairman; H. B. Marvin, vice-chairman.

Police, Emergency Services: D. E. Noble, chairman; Frank Walker, vice-chairman.

### FUNCTIONS

The RTPB formulates plans for the technical future of the radio industry and services, including frequency allocations and systems standardization, in accordance with the public interest and the technical facts. The Planning Board advises government, industry and the public of its recommendations. Such planning is restricted to engineering considerations.

## The Radio Writers' Guild of the Authors' League of America, Inc.

6 E. 39th Street, New York, N. Y.  
Murray Hill 5-6930

### OFFICERS

National President ..... Louis Scofield  
Vice Presidents: Eastern Region ..... Peter Lyon  
Middle Western Region ..... Kenneth Pettus  
Western Region ..... Sam Moore

### Offices:

New York City: 6 East 39th Street.  
Hollywood: 1655 North Cherokee.  
Chicago: Room 1116, 350 N. Michigan.

### NATIONAL COUNCIL

Georgia Backus, Erik Barnouw, Sylvia Berger, John Boylan, Norman Corwin, David De Koven, John Dunkel, Leslie Edgley, Julian Funt, Sidney Gerson, Neal Hopkins, Pauline Hopkins, Chester Huntley, Nikki Kaye, Jerome Lawrence, Robert H. Lochner, John T. Madigan, Carlton E. Morse, Arch Oboler, David Feitz, Don Quinn, George Roosen, Ashmead Scott, William L. Shirer, Lynn Stone, Louis Terkel, John Thompson, Everett Tomlinson, Ruth Walliser, Kenneth Webb.

## Rocky Mountain Radio Council, Inc.

21 East 18th Ave., Denver 2, Colo.  
Keystone 5306

### OFFICERS

President ..... C. B. Hershey  
Secretary ..... William M. Spackman  
Treasurer ..... E. A. Conway, S. J.  
Director ..... Robert B. Hudson

### EXECUTIVE COMMITTEE

Glenn Kinghorn, Ben M. Cherrington, W. D. Armstrong, Malcolm G. Wyer.

### FUNCTIONS

The Rocky Mountain Radio Council is a non-profit corporation of 29 organizations formed to give professional aid to educational organizations in planning, preparing and producing their radio broadcasts. In 1943 it produced 351 programs for 22 organizations, which were re-broadcast 1,936 times from 21 commercial radio stations in the Rocky Mountain region. Recording studio facilities available for commercial work.

## SESAC, Inc.

475 Fifth Ave., New York 17, N. Y.  
Murray Hill 5-5365.

### OFFICERS

President ..... Paul Heinecke  
Treasurer ..... R. C. Heinecke

### FUNCTIONS

Licensing use of copyrighted music.

## Society of Jewish Composers, Publishers and Song Writers

152 W. 42nd St., New York, N. Y.  
Longacre 5-9124

### OFFICERS

President ..... Sholom Secunda  
Vice-President ..... Rev. Pinchus Jassinowsky  
Treasurer ..... Alexander Olshanetsky  
Secretary ..... Henry Lefkowitz  
General Manager ..... Salom J. Perlmutter  
Counsel ..... A. Edward Masters

### FUNCTIONS

This association licenses public performance rights of music copyrighted by its members and on which they collect royalties. Association owns approximately 95 percent of the Jewish compositions.

## Society of Motion Picture Engineers

Hotel Pennsylvania, New York, N. Y.  
Pennsylvania 6-0620

### OFFICERS

President ..... Herbert Griffin  
Past President ..... Emery Huse  
Executive Vice-President ..... Loren L. Ryder  
Engineering Vice-President ..... D. E. Hyndman  
Editorial Vice-President ..... A. C. Downes  
Financial Vice-President ..... A. S. Dickinson  
Convention Vice-President ..... W. C. Kunzmann  
Secretary ..... E. Allan Williford  
Treasurer ..... M. R. Boyer

## GOVERNORS

C. R. Keith, C. W. Handley, W. A. Mueller, H. W. Remerschied, W. V. Wolfe, E. J. Sponable, R. O. Strock, J. H. Spray, H. W. Moyses, F. E. Carlson, E. M. Honan, J. A. Maurer.

## FUNCTIONS

In addition to its motion picture activities, this association is actively interested in television. It publishes a monthly organ in which various subjects are discussed by men in the industry.

## Song Writers' Protective Association (SPA)

1250 Sixth Ave., New York 20, N. Y.  
COlumbus 5-3758

### OFFICERS

President ..... Sigmund Romberg  
Vice-President ..... Stanley Adams  
Second Vice-President ..... Ira Gershwin  
Secretary ..... Charles Tobias  
Treasurer ..... Abel Baer  
Counsel ..... John Schulman  
Executive Secretary ..... Sayre Marder  
West Coast Representative ..... L. Wolfe Gilbert

### FUNCTIONS

Song Writers' Protective Association aims to foster the interests of all persons engaged in writing musical compositions. By cooperative effort it seeks to eliminate inequitable conditions and harmful practices and to assist members when disputes arise over enforcement of contracts or the collection of royalties.

## Southern California Broadcasters' Association, Inc.

542 S. Broadway, Los Angeles 13, Calif.  
Michigan 8654

### OFFICERS

President ..... Lawrence W. McDowell  
(KFOX, Long Beach)  
Secretary-Treasurer ..... Harry Maizlish  
(KFWB, Los Angeles)  
Chairman, Exec. Comm. .... Van C. Newkirk  
(KHI, Hollywood)  
Dir. Radio Coordination ..... Ethel M. Bell

### FUNCTIONS

Membership of the Southern California Broadcasters' Association is composed of 30 southern California stations and 4 networks, represented in each case by its manager or senior executive. Meetings are devoted to discussion of industry problems, such as ASCAP, BMI, labor, engineering, code of ethics, agency recognition, coordination with governmental agencies, civic activities, etc.

## Sports Broadcasters Association (New York Chapter)

c/o Tom Slater, 1440 Broadway, New York, N. Y.  
Pennsylvania 6-8600

### OFFICERS

President ..... Stan Lomax  
Vice-President ..... Ted Husing  
Vice-President ..... Bert Lee  
Treasurer ..... Marty Glickman  
Secretary ..... Tom Slater

### FUNCTIONS

It is the object of the Sports Broadcasters Association to promote the standard of the profession of sports broadcasting among its members and to disseminate sports information to its members through a regular weekly luncheon. Membership is restricted to any male person who is actively engaged in the profession of sports broadcasting whether as an announcer, commentator or writer.

## Television Press Club

Temporary Address:  
Office of the Organizational Chairman: Richard W. Hubbell, 30 Rockefeller Plaza, 11th floor, New York 20, N. Y.  
Circle 6-0200

### ORGANIZATIONAL COMMITTEE

A. W. Bernsohn, "Click"; Joseph Guilfoyle, "Wall Street Journal"; Richard W. Hubbell, television author

# ORGANIZATIONS

and consultant; Hermine Isaacs, "Theatre Arts"; Ben Kaufman, **RADIO DAILY**; Stanley Kampner, "Retailing Home Furnishings"; T. R. Kennedy, Jr., "The New York Times"; Wanda Marvin, "The Billboard"; Mike Wear, "Variety," R. Bruce Lee, "The Christian Science Monitor," and Lewis Winner, "Communications."

### FUNCTIONS

A non-profit, unsponsored organization, this informal group was formed in 1944. Membership is limited to the professional television press—writers covering tele for newspapers, magazines, the trade press, books, films and radio. Purpose is to foster the sound development of television by serving as a focal point for members of the tele press to meet regularly and discuss current trends. Prominent figures in television are invited as guest speakers for the monthly luncheon meetings.

## Twenty Year Club

167 East 64th St., New York, N. Y.  
 Regent 4-3344  
 Founder ..... H. V. Kaltenborn

### FUNCTIONS

The Twenty Year Club is an Honor Roll of men and women who have been associated with radio for twenty years. There are no dues, fees, officers, regular meetings or other obligations. A year-book is published annually.

## United States Department of Interior— Radio & Television Section

Interior Department Radio Studios, Washington, D. C.  
 Republic 1820

### PERSONNEL

Director ..... Shannon Allen  
 Chief Script Writer ..... Louis J. Hazam  
 Chief Engineer ..... Henry P. Meisinger

### FUNCTIONS

The Radio & Television Section of the Interior Department reports the functions and services of the offices and bureaus of the Department using all forms of radio and transcription production; serves all agencies of the Federal government through its studios and transcription production facilities.

## Radio Sub-Committee, War Activities Committee, Motion Picture Industry— Hollywood Branch

5504 Hollywood Blvd., Hollywood, Calif.  
 Phone, GL 6111.

### MEMBERS

Daniel Danker, J. Walter Thompson Co.; William Forbes, Columbia Broadcasting System; Don Gilman, National Broadcasting Co.; Donald W. Thornburgh, Columbia Broadcasting System.

### FUNCTIONS

This sub-committee assists the War Activities Committee-Motion Picture Industry-Hollywood Branch in radio matters in coordinating production. The main committee is the official production body to whom all requests for governmental and private agencies should go.

## Washington State Association of Broadcasters

207 East Market St., Aberdeen, Wash.  
 Aberdeen 4098

### OFFICERS

President ..... Harry R. Spence  
 (KXRO, Aberdeen)  
 Vice-President ..... Regan Jones  
 (KVOS, Bellingham)  
 Secretary-Treasurer ..... Robert Priebe  
 (KRSC, Seattle)

### FUNCTIONS

The Washington State Association of Broadcasters is an organization formed for the mutual protection, the exchange of commercial ideas and the education of its members in matters pertaining to radio.

## Western Association of Broadcasters

C/o Radio Station CFRN, 109 C.P.R. Bldg.,  
 Edmonton, Alberta, Canada  
 Telephone 22101

### OFFICERS

President ..... G. R. A. Rice  
 (CFRN, Edmonton, Alberta)

### DIRECTORS

Alberta: Bert Cairns, CFAC, Calgary; Manitoba: Roy Wright, CFAZ, Flin Flon; Saskatchewan; Lloyd Moffatt, CKBI, Prince Albert.

### CANADIAN ASSOCIATION OF BROADCASTERS

#### DELEGATES

G. R. A. Rice, CFRN, Edmonton, Alberta; A. A. Murphy, CFQC, Saskatoon, Saskatchewan; G. Gaetz, CJRC, Winnipeg, Manitoba; R. White, CFJC, Kamloops, British Columbia.

### FUNCTIONS

Western Association of Broadcasters is a regional trade association of broadcasting stations west of the Great Lakes, closely affiliated with the Canadian Association of Broadcasters. It is virtually a western division of the latter organization, as majority of members are in both associations.

## Woman's National Radio Committee

113 West 57th St., New York 19, N. Y.  
 Circle 7-4110

### OFFICERS

Chairman ..... Mme. Yolanda Mero-Irion  
 Vice-Chairman ..... Mrs. D. Leigh Colvin  
 Second Vice-Chairman ..... Mrs. Marion M. Miller  
 Secretary ..... Miss Helen Havener  
 Treasurer ..... Mrs. M. D. Jackson  
 Executive Secretary ..... Mrs. Rosalie Wolf  
 Members-At-Large ..... Mrs. Sidonie M. Gruenberg,  
 Mrs. Samuel Kubie, Mrs. Mary F. Larkin, Mrs.  
 Marion M. Miller, Mrs. Emory Ross, Mrs. Stanley  
 Woodward, Mrs. Jesse M. Bader.

### FUNCTIONS

This committee has for its purpose to raise the standard of radio programs for adults, young people and children by: (1) retaining on the air the finer type of program; (2) removing objectionable features; (3) improving advertising content of broadcasts; (4) encouraging the production and presentation of more fine programs, worthwhile from the educational, cultural and entertainment viewpoint.

## Writers' War Board

122 E. 42nd St., New York 17, N. Y.  
 Murray Hill 3-6800

### OFFICERS

Chairman ..... Rex Stout

### EXECUTIVE BOARD

Franklin P. Adams, Carl Carmer, Robt. T. Calwell, Russel Crouse, Clifton Fadiman, Paul Gallico, Jack Goodman, Samuel Grafton, Oscar Hammerstein II, Rita Halle Kleeman, Robert J. Landry, Margaret Leech, John P. Marquand, Katherine Seymour, William L. Shirer, Luise Sillcox.

### FUNCTIONS

The Writers' War Board serves as liaison between the writers of America and government agencies wishing to obtain written work that will directly, or indirectly, help to win the war; and to place with the proper government department ideas or pieces of writing which have been submitted by writers to the Board and approved by them.



# NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

*As of January 1, 1944*

<i>Call Letters</i>	<i>Institutions</i>	<i>Address</i>	<i>Director</i>
KFJM	Univ. of N. Dakota	Grand Forks, N. D.	D. R. Jenkins
KFKU	Univ. of Kansas	Lawrence, Kansas	Harold G. Ingham
KOAC	Oregon State College	Corvallis, Oregon	Allen Miller
KWLC	Luther College	Decorah, Ia.	Karl Hanson
KWSC	State College of Wash.	Pullman, Wash.	
WBAA	Purdue University	Lafayette, Ind.	Gilbert D. Williams
WBEZ	Chicago Radio Council	Chicago, Ill.	George Jennings
WCAL	St. Olaf College	Northfield, Minn.	David Johnson
WCAT	S. Dakota School of Mines	Rapid City, S. D.	C. M. Rowe
WHCU	Cornell University	Ithaca, N. Y.	Michael R. Hanna
WHA	Univ. of Wisconsin	Madison, Wis.	H. B. McCarty
WHAZ	Rensselaer Poly.	Troy, New York	W. J. Williams
WILL	Univ. of Illinois	Urbana, Ill.	Jos. F. Wright
WNAD	Oklahoma University	Norman, Okla.	Virginia Hawk
WNYC	City of New York, Municipal Broadcasting System	New York, N. Y.	M. S. Novik
WOI	Iowa State College	Ames, Iowa	W. I. Griffith
WOSU	Ohio State University	Columbus, Ohio	R. C. Higgy
WRUF	Univ. of Florida	Gainesville, Fla.	Garland Powell
WSAJ	Grove City College	Grove City, Pa.	H. W. Harmon
WSUI	State Univ. of Iowa	Iowa City, Iowa	Carl Menzer
WRUL & WRUW	World Wide Broadcasting Foundation	Boston, Mass.	Walter S. Lemmon
WTAW	Texas A. & M.	College Station	J. J. Woolket

## *Associate Members*

University of Kentucky	Lexington, Ky.	Elmer G. Sulzer
University of Michigan	Ann Arbor, Mich.	Waldo Abbot
Syracuse University	Syracuse, N. Y.	Kenneth G. Bartlett
Western State Teachers College	Kalamazoo, Mich.	Wallace L. Garneau
Indiana University	Bloomington, Ind.	Lee Norvelle
		H. J. Skornia
Detroit Public Schools	Detroit, Mich.	Kathleen Lardie
University of Minnesota	Minneapolis, Minn.	Burton Paulu
University of Minnesota	Minneapolis, Minn.	E. W. Ziebarth
KIRO	Seattle, Wash.	Kenneth Yeend



# — FCC LIST OF NON-COMMERCIAL — EDUCATIONAL BROADCAST STATIONS

<i>Licensee and Location</i>	<i>Call Letters</i>	<i>Frequency (Kc)</i>	<i>Power</i>
Board of Education of Buffalo, Buffalo, N. Y. ....	WCAH	42900	1000 w
Board of Education of San Francisco, Unified School District, San Fran- cisco, Calif. ....	KALW	42100	1000 w
Board of Education, City of Chicago, Chicago, Ill. ....	WBEZ	42500	1000 w
University of Illinois Urbana, Ill. ....	WIUC	42900	250 w
University of Kentucky, Beattyville, Ky. ....	WBKY	42900	100 w
Board of Education, City of New York, Brooklyn, N. Y. ....	WNYE	42100	1000 w
Cleveland City Board of Education, (Charles H. Lake, Superintendent) Cleveland, Ohio ....	WBOE	42500	1000 w

## FCC REGULATIONS

The term "non-commercial educational broadcast station" means a station licensed to an organized non-profit educational agency for the advancement of its educational work and for the transmission of educational and entertainment programs to the general public.

### Operation and Service

The operation of, and the service furnished by, non-commercial educational broadcast stations shall be governed by the following regulations:

(a) A non-commercial educational broadcast station will be licensed only to an organized non-profit educational agency and upon a showing that the station will be used for the advancement of the agency's educational program particularly with regard to use in an educational system consisting of several units.

(b) Each station may transmit programs directed to specific schools in the system for use in connection with the regular courses as well as routine and administrative material pertaining to the school system and may transmit educational and entertainment programs to the general public.

(c) Each station shall furnish a non-profit and non-commercial broadcast service. No sponsored or commercial program shall be transmitted nor shall commercial announcements of any character be made. A station shall not transmit the programs of other classes of broadcast stations unless all commercial announcements and commercial references in the continuity are eliminated.

### Power Requirements

The operating power of non-commercial educational broadcast stations shall be not less than 100 watts or greater than 1000 watts unless a definite need for greater power is shown.

The transmitter of each non-commercial educational broadcast station shall be equipped with automatic frequency control apparatus so designed and constructed that it is capable of maintaining the operating frequency within plus or minus 0.01 percent of the assigned frequency.

Non-commercial educational broadcast stations are not required to operate on any definite schedule or minimum hours.

The transmitting equipment, installation, and operation as well as the location of the transmitter shall be in conformity with the requirements of good engineering practice as released from time to time by the Commission.

### Frequencies Allotted

The following frequencies are allotted for assignment to non-commercial educational broadcast stations:

42,100 kc.	42,300 kc.
42,500	42,700
42,900	

Stations serving the same area will not be assigned adjacent frequencies.

Frequency modulation shall be employed exclusively unless it is shown that there is a special need for the use of amplitude modulation.

Only one frequency will be assigned to a station.



# TELEVISION



*A Look at What  
Has Gone Before and  
a Preview of the  
Developments to Come*



Television  
Is Important  
In The War Effort

---

Its Coming  
Possibilities  
Are Tremendous

---

For Television  
Developments

Read  
Radio Daily  
Regularly

# TELEVISION TODAY AND TOMORROW

By Ben Kaufman

Staff Writer, RADIO DAILY

TOTAL war has failed to blot television from the horizon. In fact, technological improvements by the armed forces have opened up shining post-war vistas for the 15-year-old electronic prodigy. Coupled with growing demand, the new medium awaits only the peace to swell the quota of employment and entertainment in our time.

Progress of post-war television was generally interpreted in March, 1944, as dependent on the precocious fledgling's eventual place in the spectrum. Allocation problems were then being mulled by the Radio Technical Planning Board, whose recommendations were expected to be signposts for future action by the Federal Communications Commission.

## Frequency Problems

Opinion was divided as to whether television would benefit from being moved to the higher frequencies. Many telecasters indicated that such a change would delay the development of the new art. Another problem for the tele broadcaster was posed by the demands of commercial frequency-modulation interests for a greater number of channels. Granting of the FM requests by the FCC, the tele group largely believed, would drive television farther up in the spectrum to frequencies, which tele engineers were unable to use for sight-and-sound broadcasting.

Forerunner of the RTPB was the National Television Systems Committee. This independent organization was formed in 1940 under the sponsorship of the Radio Manufacturers Association with the blessing of the FCC. Purpose of the Committee was to settle the chaotic condition of independent television systems and resolve them into a universal set of standards. Adoption of the NTSC's recommendations for commercial

standards by the FCC gave television the green light. The Committee's work, which was overcast by U. S. entry into the war, planted the thought that resulted in the formation of the RTPB.

Intensive preparations for almost a year preceded the launching of the Planning Board in September, 1943. Originally sponsored by the Institute of Radio Engineers and the Radio Manufacturers Association, the RTPB in March, 1944, consisted of representatives from 16 sponsoring non-profit organizations. Acting in the same manner as a board of directors, the Planning Board supervised the work of 13 panels to which engineers were nominated by top companies in the radio industry. At that time the work of the RTPB involved more than 125 companies and a personnel of about 450. Of the Board's panels, the television panel then had six subcommittees. Recommendations of the tele unit were scheduled to be submitted to the RTPB, which was to report its findings, on request, to the FCC, other governmental agencies and industrial and professional organizations.

## Television Organizes

Significant, too, was the formation in January, 1944, of the Television Broadcasters Association, Inc. After several months of organizational preliminaries, telecasters, advertising agencies and equipment companies banded together at a meeting in Chicago's Palmer House to promote the development of television broadcasting.

Establishment of TBAI was envisioned as a prelude to the post-war growth of large-scale television. Eligibility for voting memberships was restricted to tele broadcasters, construction-permit holders and active applicants for licenses. Non-voting members were to consist of all others interested in television.



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NEW YORK CITY

# TELEVISION HIGHLIGHTS—1943

(From the Files of RADIO DAILY)

*A review of the past year's television events indicates the tremendous post-war possibilities of the sight-and-sound medium. Increasing momentum is evident from the upward surge of activity reported in the columns of RADIO DAILY, especially during the last six months. The following pages contain the recorded highlights of the year in television.*

## JANUARY

- Jan. 10—Philco's Philadelphia tele outlet, WPTZ, resumed broadcasts after a seven-week absence from the spectrum since the closing of the football remotes from Franklin Field.
- Jan. 14—Dr. Walter R. G. Baker, vice-president of General Electric in charge of electronics, told a luncheon session of the American Marketing Association in New York that it would take about ten years after the war for television to digest current developments.
- Jan. 19—Robert B. Stone was reported new program manager of WRGB, GE tele unit in Schenectady, N. Y., succeeding John G. T. Gilmour, who resigned to accept a commission in the Army.

## FEBRUARY

- Feb. 9—Western Defense Area was reported to have instituted semi-weekly tele broadcasts over W6XYZ, Paramount-owned studio on the film-company lot, for the training of civilian-defense personnel. . . Listing of stockholders of Scopphony Corp. of America revealed that two major film companies had bought into the new equipment firm—Paramount, through its subsidiary, Television Productions, Inc., and Twentieth Century-Fox, through General Precision Equipment Corp. . . Irvin Ray Baker, tele pioneer and head of RCA's broadcast transmitter sales, died at work in Camden, N. J.
- Feb. 24—Arthur Levey, founder, director and major stockholder in Scopphony, Ltd., was signed to a five-year contract as president of Scopphony Corp. of America. . . FCC ruled that holders of construction permits for tele outlets might obtain licenses during the war to operate existing facilities on either an experimental or commercial basis, provided construction had reached a point where the station was capable of rendering a substantial service.

## MARCH

- Mar. 8—FCC Chairman James L. Fly forecast chain operation for tele by radio relay.

## APRIL

- Apr. 19—Government control over some of the more valuable tele patents, which had resulted from wartime experimentation, was predicted by FCC chief James L. Fly.
- Apr. 20—Tele images in color and three dimensions were reported to have been produced in England since the war, according to John L. Baird, inventor.

## MAY

- May 5—Major part of televising will be spot-news broadcasting from scenes of action, even if broadcasters have to promote a sports event or two, stated Noran E. Kersta, manager of NBC's tele department. . . Experimental tele series for production staffs of ad agencies at W2XWV, Du Mont's New York studio, teed off before a large agency attendance.
- May 13—Television must adequately develop a unique capacity in presenting something better than what exists today before it can establish the selling point of television, stated Worthington C. Miner, CBS tele official, in a published interview. . . Post-war tele expansion and the establishment of hundreds of television theaters were forecast by Will Baltin, program director of W2XWV, in an address before the American Television Society.

## JUNE

- June 2—Automatic radio-relay outlets were described as the key to network tele by Ralph R. Beal, research director of RCA Laboratories, in a speech before the Institute of Finance at the New York Stock Exchange.

June 4—Stockholders of Allen B. Du Mont Laboratories, Inc., voted to split up each share of Class-A common stock into ten shares of Class-A common, and each share of Class-B common stock into ten shares of Class-B common.

June 22—WOR, Mutual's New York outlet, arranged a production tie-up with Du Mont for a weekly one-hour telecast.

June 24—American Television Society notified General Electric that it will be presented with the Society's plaque for "the greatest contribution to television of the year," and similarly informed NBC that it will receive the award for "the greatest contribution to the use of television as a public service."

## JULY

July 8—Local 802 of the American Federation of Musicians began an investigation of rates and working arrangements at W2XWV, New York, with a union exec. stating that the regular Class-A standard broadcast rates for single engagements applied to tele.

July 13—WOR, New York, inaugurated a regular one-hour weekly tele program over W2XWV, the Du Mont outlet, in lieu of its own facilities, application for which has been pending before the FCC since August, 1939.

July 21—New York afternoon papers played up the statement by Ralph R. Beal, RCA Lab.'s research director, that tele for family use would be ready immediately after the war.

July 29—Royal Crown Cola sponsored its first tele flyer, running about three minutes, on WRGB, Schenectady, General Electric's news bureau announced. . . Advertisers and ad agencies were seen as setting the rules for commercial presentation of tele after the war, Sam Cuff, of W2XWV, New York, told a meeting of the American Television Society.

## AUGUST

Aug. 2—BBD&O scheduled three accounts to take part in a one-hour weekly telecast over WRGB, Schenectady. Clients were B. F. Goodrich Rubber Co., Lever Bros. (for Vimms) and Hamilton Watch Co.

Aug. 10—Seven new tele outlets would be built on the Coast in the post-war period, it was reported in a speech by William M. Bland, manager of General Electric's western-region electronics department, before the San Francisco Advertising Club. Plans, he said, called for three transmitters in San Francisco and four in the Los Angeles area.

Aug. 17—Lower-priced tele receivers after the war were predicted by Paul L. Chamberlain, of General Electric, due to manufacturing experience gained in wartime production of electronic equipment.



TOM  
BREANMAN  
•  
BREAKFAST  
AT  
SARDI'S  
over  
THE BLUE NETWORK



Aug. 19—Arthur Levey, president of Scophony Corp. of America, said that the skiatron method of tele would be developed in this country by his company in addition to the supersonic method controlled by Scophony.

Aug. 23—Post-war expansion of NBC tele was announced by Niles Trammell, the network's president, with the appointment of a special committee to keep abreast of such activities. Committee consisted of: John Royal, vice-president in charge of the international, shortwave and tele divisions, chairman; William S. Hedges, vice-president in charge of stations; O. B. Hanson, vice-president and chief engineer, and Clarence L. Menser, vice-president and manager of the program department. John T. Williams, assistant to Noran Kersta, now in the Marines, was named secretary.

Aug. 30—Cheaper tele receivers covering greater distances, and including color, were forecast for the post-war period by Gilbert Seldes, CBS tele program chief, in a recent interview at Montreal before he sailed on a vacation cruise.

## SEPTEMBER

Sept. 7—New musicians' scale for tele was reported in effect by the AFM on orders of James C. Petrillo, international president. Rates were announced as \$18 per man for broadcasts of one hour or fraction thereof, and \$6 for similar rehearsal periods, with the leader's fee double these amounts—all services figured on a single-engagement scale.

Sept. 13—Nat Wolff, West Coast chief of the OWI Radio Bureau, was reported to have resigned to join M-G-M as head of the film company's new tele department.

Sept. 14—Post-war planning committee was established by the American Television Society to work with the Radio Technical Planning Board and to make recommendations to the FCC, tele manufacturers and operators.

Sept. 16—Columbia Concerts, Inc., announced the appointment of Walter Preston as director of the agency's radio-television department.

Sept. 21—Farnsworth Television and Radio Corp. was reported to have received WPB authorization for expanding its engineering, laboratory and manufacturing facilities at a cost of about \$250,000.

Sept. 21—Two basic patents involving large-scale tele, both in black-and-white and natural color, were granted to Scophony Corp. of America, according to Arthur Levey, president of SCA.

Sept. 24—Botany Worsted Mills, one of NBC's pioneer tele commercials, was reported to have resumed on WNBT, New York, after having been off the outlet for a year and a half due to the station's cut in time schedule from 15 to four hours weekly.

## OCTOBER

Oct. 3—Practical use of tele as an aid to police detection was demonstrated for the first time when the Missing Persons Bureau of the New York City Police Department flashed pictures of missing people over W2XWV, the Du Mont tele outlet in Gotham.

Oct. 12—Arrangements were completed by NBC to pick up major sports events and other spectacles from Madison Square Garden for the enjoyment of hospitalized servicemen in the metropolitan area. Receivers were installed by the web in service hospitals.

Oct. 14—Tele set survey was reported under way by NBC within the range of WNBT, New York.

Oct. 18—RKO Corp. appointed Ralph B. Austrian, a former assistant vice-president of RCA Manufacturing Co., Inc., to make a survey of the tele and radio fields.

Oct. 22—Klaus Landsberg, tele director of W6XYZ, subsidiary of Paramount Pictures in Hollywood, Calif., was reported urging post-war tele planning at the convention of the Society of Motion Picture Engineers in the film capital. Television would encounter difficulties in moving to higher frequencies, he emphasized.

Oct. 25—NBC televised the eighteenth annual world-championship rodeo from Madison Square Garden, New York.

## NOVEMBER

Nov. 4—Theater tele was forecast as a post-war certainty by Ewell K. Jett, chief engineer of the FCC. Its main function, he added, would be to report special events, such as football games or other spectacles, rather than replace the motion picture. . . . Telecast of a special ten-page edition of the Albany (N. Y.) "Times-Union" was presented by General Electric over WRGB, Schenectady, before a jury of 50 press representatives. Show alternately reproduced printed page and tele enactment.

Nov. 9—Three-color tele process was patented by Dr. E. F. W. Alexanderson, veteran consulting engineer for General Electric and inventor of the Alexanderson alternator, which put the voice in radio.

Nov. 10—Tele was given trade impetus at the joint meeting of the American Television Society and the New York Advertising Club in the latter's headquarters. Advertisers, agency executives, tele broadcasters, equipment and film company representatives heard speeches by key figures and witnessed a demonstration of the art.

Nov. 15—American Television Society declined an invitation of membership in the Radio Technical Planning Board. Major reason given by ATS in a letter to Dr. Walter R. G. Baker, RTPB chairman, was that the primary obstacles which tele must surmount

were not of a technical nature at this time, inasmuch as technical development was far ahead of programming knowledge and experience.

- Nov. 16—Blue Network affiliates in major cities were advised to file for tele licenses at the web's Chicago meeting of station owners and managers. The network, it was announced, would shortly apply for tele and FM licenses in New York, Chicago, Los Angeles and San Francisco. . . Publication of a survey by RADIO DAILY indicated a high commercial potential in the post-war period for both tele and FM. Censensus chose tele as the important factor for long-range development, gave sponsored FM airings the edge for the period directly following the war.
- Nov. 17—Operating condition of more than 80 per cent of 1,434 tele receivers, which were tabulated by NBC out of a total of about 5,000 in the New York area, was revealed as fair or better in the net's set survey made public by John T. Williams, manager of the tele department.
- Nov. 19—Application for an experimental tele outlet in Salt Lake City was announced as filed with the FCC by KDYL, which was said to have been experimenting with RCA demonstration equipment for several years.
- Nov. 29—Tele film was produced and televised in eight hours for the premiere of "The Voice of Firestone Televues," a half-hour commercial series over NBC's WNBT, New York. . . Dr. Palmer H. Craig, head of the University of Florida's electrical engineering department, announced his invention of a new system of tele broadcasting via standard radio channels.

## DECEMBER

- Dec. 1—Replacement of "B" film theater fare by tele was forecast by Gilbert Seldes, director of CBS tele programs, in a speech before the Dayton Kiwanis Club. The Columbia executive also stated that it might take between five and 15 years following the war until tele could be put into every home. . . Television, like radio, would find its great fulfillment in the home, Clarence L. Menser, NBC vice-president in charge of programs, told the Public Relations Clinics of the United States Savings and Loan League in Chicago.
- Dec. 7—Present FCC regulations imposed a strait jacket on the creation of tele networks by prohibiting ownership of more than three tele stations by any one company, Niles Trammell, NBC president, told the Senate Interstate Commerce Committee. NBC plans for post-war tele development, he disclosed, were to begin network operations in the East, with stations in Boston, New York, Philadelphia, Baltimore and Washington, then open a similar web on the Pacific Coast and others centering
- around Denver, Cleveland and other large cities. In order to carry out this plan, however, it would be necessary for NBC to own more than three tele outlets, since Trammell felt it essential that the network own the key station in each of these projected networks. . . Film, transcription of one-reel serial installments for future tele use was revealed as a feasible project in an interview with Ralph B. Austrian, RKO tele and radio consultant.
- Dec. 9—Classroom tele for Chicago schools was announced to have been planned on a weekly schedule over W9XBK, the Balaban & Katz outlet, by the Radio Council of Public Schools in the Windy City.
- Dec. 10—Operation of 1,000 tele outlets and 25,000,000 receiving sets within the next ten years was predicted by O. B. Hanson, NBC v.-p. and chief engineer, in testimony before the Senate Interstate Commerce Committee. Theater tele was forecast by Hanson for early projection in black and white as a new medium for picking up events of great national interest at the source, and transmitting them through tele networks to theaters throughout the country. . . Modification of the FCC's three-station limitation on network tele ownership was urged by the American Television Society in a wire reported sent to Burton K. Wheeler, chairman of the Senate Interstate Commerce Committee.
- Dec. 13—Official Marine Corps newsreel of the battle of Tarawa was televised over NBC. On the same program was the Army Signal Corps film of the historic Cairo Conference.
- Dec. 15—Nationwide advertising campaign in behalf of NBC's telecast of the Tehran Conference film got under way in the New York press, with full-page layouts by RCA, the parent company. Prediction was made, in the copy, that great events of future years would be televised while they were happening.
- Dec. 27—Tele receivers in the post-war period would sell from \$200 to \$300, according to the reported review of the year by David Sarnoff, RCA president. It might require a year after approval of standards, he said, and full authorization of commercialization of tele broadcasting by the FCC before tele sets were available within the \$200-to-\$300 range. However, he indicated, that the erection of transmitters, planning of interesting programs and construction of relay links were more than a one-year job.
- Dec. 28—Plans were reported for the erection of powerful tele and FM stations on Cucamonga Peak, 9,000 feet above San Bernardino, Calif. Construction permits for the twin project to service more than five million people in California, Southern Nevada and Western Arizona were sought by the Broadcasting Corp. of America, operator of KPRO, Blue net outlet in Riverside.

# THE PROBLEMS OF TELEVISION

By Paul Raibourn

Chairman, Postwar Planning Committee of Television Broadcasters Association, Inc.

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THERE seems to be almost universal agreement on the prediction that 20 years from now use of television will have materially modified the way of life of all of us, particularly as to our amusements; perhaps as to our methods of education and probably as to those sources, such as newspapers, magazines, and radio broadcasting from which we form our impressions of what is going on in those portions of the world with which we are not in immediate contact. Even those who see little present possibility in television, speak glowingly on the fact that it will ultimately add another rich and useful medium to our existing forms of entertainment and education.

When one starts to put dates and places on the plan by which this television millennium is to be reached, one finds considerable difference of opinion among the experts as to when, how, and what with. These differences of opinion cover almost every phase of television. They do, however, fall into two classifications which are: 1, What standards and wave lengths should be used for broadcast television transmission? and 2, What commercial interests should be the ones to carry them out. Even these two are more or less inter-related.

## Basic Problem

The real basic problem of broadcast television is, of course, the old one of which will come first, the chicken or the egg. This is the one about the public being unwilling to purchase large numbers of television sets at present prices until there is an ample and continuous supply of good programs, while on the other hand commercial interests will not sponsor and pay for good and expensive

television programs until they are sure they will be listened to by an audience which will buy enough products to have made the effort worth while. It is the real problem of broadcast television and planning will not overcome it. Only action can hope to do so.

The argument about standards and wave lengths can best be exemplified by paraphrasing the arguments which have lately appeared in the public press.

## FM or Television

The first important debate appears to be one as to whether frequency modulation or television shall have the wave lengths, roughly between 40 to 60 megacycles in frequency. The present ability to produce large amounts of power at these frequencies and the long distance transmitting ability which these waves encompass make them particularly valuable to those who have the right to use them for their own commercial purposes.

It also appears that as one goes up in frequency to about 100 megacycles that reflections from objects do play an important part in radio transmission at frequencies above this level of broadcast. Visual images have ghosts in them and broadcast sound transmissions often are either fuzzy or subject to echoes and resonance. These are caused by reflections from buildings and many other objects.

## Distribution of Channels

The distribution of channels to various interested parties in the past has been largely determined by the apparatus and knowledge available at the time the allocation was made. Having made a con-



siderable investment in apparatus for a certain channel, commercial interests naturally oppose any changes.

The present state of our knowledge seems to indicate that from the technical standpoint there are a great many reasons why frequencies below one hundred megacycles should first be made available for broadcast use and that point to point communication should be above one hundred megacycles, because of present holders of various channels hopes that this engineers' Nirvana can be realized seem small.

On the other hand, there are interests claiming to represent the interests of the show business, and to be interested primarily in show values, that state the time has come when, television being fairly successful technically at present standards, we should put considerable improvement into the picture. They suggest that finally such improvement in quality, including color, will be made so why have the public buy sets on any basis but the most perfect? The public will know it, so goes the argument, and television will be chopping off its own head by premature selling of an inferior type of result. After the public has bought because of the novelty, interest will lag and television will be back in the doldrums. They say wide bands for television should be provided above the 300 megacycles range.

### Public Interest

This public interest theory is simple in that it says that John Q. Public deserves the best and that until it is available, nothing should be sold to him. Such an attitude has considerable altruistic merit but it takes only a moment of careful thought to realize that we would still be talking about having automobiles and electric refrigerators and even radios under such a theory. Another and paramount objection is that no one has been

as yet able to produce sufficient power for satisfactory broadcast at these frequencies.

It would seem, out of all this discussion, a fair prediction that engineering groups, the majority of whose members are associated with interests connected with the radio industry, will recommend standards closely approximating those now in use for commercial broadcast television. What the requirements of public and international interest will do to these recommendations are very difficult to determine until discussion has taken place with those representing such interests.

### Commercial Interest

The second question, i.e., that of what commercial interests should work with broadcast television, seems even more complicated.

There is probably one basis on which some intelligent guesses can be made. Present knowledge and actual active interest in television beyond the conversational stage is limited to the radio industry and one motion picture company. The additional logical candidates for activity are other motion picture companies, newspapers, magazines, legitimate stage groups, and educational institutions. The part that these groups will play depends on how rapidly the present radio industry makes broadcast television a commercial success and develops a satisfactory pattern of operation. The longer such developments are delayed the more likely is it that these sources of programs will have absorbed possible physical facilities and radio spectrum.

No matter how broadcast television starts it is going to have plenty of ups and downs, but unless it is started on the road, and the first use is attained, it is doubtful if enough of the way will be clear to warrant the economic venture of trying to attain the next farther objective.



*Television On To Victory*



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# TELEVISION BROADCASTERS ASSOCIATION, INC.

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*Executive Office*

500 Fifth Avenue, New York 18, N. Y.  
Lackawanna 4-4788

*Office of the Vice-President*

Don Lee Broadcasting System  
5515 Melrose Avenue, Hollywood, Calif.; Hollywood 8111

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**Officers**

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Vice-President..... Lewis Allen Weiss  
Secretary-Treasurer..... Will Baltin  
Assistant Secretary-Treasurer (Provisional)..... J. R. Poppele

**Directors**

F. J. Bingley, Philco Corp.; Allen B. Du Mont, Allen B. Du Mont Laboratories, Inc.; Robert L. Gibson, General Electric Co.; O. B. Hanson, NBC; E. A. Hayes, Hughes Tool Co.; C. W. Mason, Earle C. Anthony, Inc.; Worthington Miner, CBS; Paul Raibourn, Television Productions, Inc.; Lewis Allen Weiss.

**Functions**

Founded Jan. 1944, as a non-profit organization of television broadcasters and others engaged in any business directly connected with television broadcasting. Objects, as stated in the by-laws, are "to foster and promote the development of the art of television broadcasting; to protect its members in every lawful and proper manner; to foster, encourage and promote laws, rules, regulations, customs and practices which will be in the best interest of the public; to protect the interests of the members of the Association by opposing the enactment or adoption of any laws, rules, regulations, customs or practices which would discriminate against or in any way injure the members of this Association."



# TELEVISION BROADCASTING STATIONS

As of January 1, 1944

*The term "television broadcast station" means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public.*

## Commercial

Licensee and Location	Call Letters	Frequency (kc)	ESR (Effective Signal Radiated)	
Balaban & Katz Corp. Chicago, Ill. ....	WBKB	60000-66000 Ch. 2	550	Condl. Cl.
Columbia Broadcasting System, Inc. New York, N. Y. ....	WCBW	60000-66000 Ch. 2	1000	
Don Lee Broadcasting System Hollywood, Calif. ....	KTSL	50000-56000 Ch. 1	5600	(CP only)
General Electric Co. Schenectady, N. Y. .... Transmitter: New Scotland, N. Y.	WRGB	66000-72000 Ch. 3	3100	S.A. rebroadcast WNB T aural and location announcements
The Journal Co. Milwaukee, Wisc. ....	WMJT	66000-72000 Ch. 3	1200	(CP only)
National Broadcasting Co. New York, N. Y. ....	WNBT	50000-56000 Ch. 1	1800	
Philco Radio & Television Corp. Philadelphia, Pa. .... Transmitter: Springfield Twp., Pa. ....	WPTZ	66000-72000 Ch. 3	500	
Zenith Radio Corp. Chicago, Ill. ....	WTZR	50000-56000 Ch. 1	1270	(CP only)

## Pending Commercial Applications

Licensee and Location	Call Letters	Frequency (kc)	POWER	
			Visual	Aural
Hughes Production Division of Hughes Tool Co. San Francisco, Calif. ....	—	60000-66000	740	
Hughes Productions Division of Hughes Tool Co. Los Angeles, Calif. ....	—	60000-66000	500	
WCAU Broadcasting Co. Philadelphia, Pa. ....	—	84000-90000	1128	

**TELEVISION STATIONS**

**Experimental**

<i>Licensee and Location</i>	<i>Call Letters</i>	<i>Frequency (kc)</i>	<i>POWER</i>	
			<i>Visual</i>	<i>Aural</i>
Balaban & Katz Corp. Chicago, Ill. ....	W9XBK	60000-66000 Ch. 2	4 kw	2 kw
Balaban & Katz Corp. Portable—Area of Chicago, Ill....	W9XBT	204000-216000 Ch. 11 & 12 (Television Relay Station with W9XBK)	40 w	
Balaban & Katz Corp. Portable—Area of Chicago, Ill....	W9XBB	384000-396000 (Television relay station with W9XBK)	10 w	
Balaban & Katz Corp. Chicago, Ill. ....	W9XPR	384000-396000	10 w	
Columbia Broadcasting System, Inc. Portable—Area of New York, N. Y. ....	W2XCB	346000-358000 (Television relay station with WCBW)	25 w (peak) (CP only)	
The Crosley Corp. Cincinnati, Ohio .....	W8XCT	50000-56000 Ch. 1	1000 w	1000 w (CP only)
Allen B. DuMont Laboratories, Inc. Passaic, N. J.....	W2XVT	78000-84000 Ch. 4	50 w	50 w
Allen B. DuMont Laboratories, Inc. New York, N. Y.....	W2XWV	78000-84000 Ch. 4	1000 w	1000 w
Allen B. DuMont Laboratories, Inc. Portable—Area of New York, N. Y. ....	W10XKT	258000-270000 Ch. 15, 16 (Television relay station with W2XVT)	50 w	
Allen B. DuMont Laboratories, Inc. Washington, D. C.....	W3XWT	50000-56000 Ch. 1	1000 w	1000 w (CP only)
General Electric Co. New Scotland, N. Y..... S.A. Relay to WRGB	W2XI	162000-168000 Ch. 8 (Television relay station with WRGB)	50 w Peak	
General Electric Co. Schenectady, N. Y.....	W2XGE	162000-168000 Ch. 8 (Television relay station with WRGB)	60 w Peak	50 w
Don Lee Broadcasting System Los Angeles, Calif.....	W6XAO	50000-56000 Ch. 1	1000 w	150 w
Don Lee Broadcasting System Portable—Area of Los Angeles, Calif. ....	W6XDU	318000-330000 (Television relay station with W6XAO)	6.5 w	50 w
Metropolitan Television, Inc. New York, N. Y.....	W2XMT	162000-168000 Ch. 8	50 w Peak	50 w (CP only)

• • • **TELEVISION STATIONS** • • •

<i>Licensee and Location</i>	<i>Call Letters</i>	<i>Frequency (kc)</i>	<i>POWER</i>	
			<i>Visual</i>	<i>Aural</i>
National Broadcasting Co., Inc. Portable—Area of New York, N. Y. ....	W2XBT	162000-168000 Ch. 8	400 w	
			(Television relay station with WNBT)	
National Broadcasting Co., Inc. Portable—Area of New York, N. Y. ....	W2XBU	282000-294000 Ch. 17 & 18	15 w	
			(Television relay station with WNBT)	
Philco Radio & Television Corp. Springfield Twp., Penna. S.A. Rebroadcast Program of WNBT .....	W3XE	66000-72000 Ch. 3	10000 w Peak	11000 w
Philco Radio & Television Corp. Portable—Area of Philadelphia, Pa. ....	W3XP	230000-242000 Ch. 13 & 14	15 w	
			(Television relay station with W3XE)	
Philco Radio & Television Corp. Portable—Area of Philadelphia, Pa. ....	W3XPR	230000-242000 Ch. 13 & 14	60 w (peak)	
			(Television relay station with WPTZ)	
Philco Radio & Television Corp. Portable—Mobile Area of Phila- delphia, Pa. ....	W3XPA	230000-242000 Ch. 13 & 14	15 w	
			(Television relay station with WPTZ and W3XE)	
Philco Radio & Television Corp. Philadelphia, Pa. ....	W3XPC	230000-242000 Ch. 13 & 14	15 w	
			(Television relay station with WPTZ and W3XE)	
Purdue University West Lafayette, Ind. ....	W9XG	66000-72000 Ch. 3	750 w	750 w (CP only)
State University of Iowa Iowa City, Iowa .....	W9XUI	50000-56000 Ch. 1 & 12 210000-216000	100 w	
Television Productions, Inc., Portable-Mobile Area of Los Angeles, Calif .....	W6XLA	204000-216000 Ch. 11 & 12	100 w Peak	
			(CP only, television relay station with W6XYZ)	
Television Productions, Inc. Los Angeles, Calif. ....	W6XYZ	78000-84000 Ch. 4	4 kw Peak	1000 w
Zenith Radio Corp. Chicago, Ill. ....	W9XZV	50000-56000 Ch. 1	1000 w	1000 w



# COMMERCIAL TELEVISION STATIONS

PERSONNEL • FACILITIES • ACTIVITIES

## W B K B

CHICAGO

CHANNEL 2

Frequency.....60000-66000 Kc.  
Power.....4 Kw.; 2 Kw.  
Effective Signal Radiated.....796  
Owned-Operated By....Balaban & Katz Corp.  
Business Address.....190 N. State St.  
Phone Number.....Franklin 5025  
Transmitter & Antenna Location.190 N. State St.  
Time on the Air: Monday and Wednesday,  
3:00 to 4:00 p.m.; Tuesday, Thursday and  
Friday, 7:15 to 9:00 p.m.

### Personnel

Chief Engineer.....A. H. Brolly  
Four Technicians  
Program Director.....Helen Carson  
Ten Girls in the Program Department Who  
Operate Cameras and All Equipment.

### FACILITIES

One studio, three camera chains (two for live talent and one for film), one mobile unit for outdoor pickups (not being used for the duration).

### ACTIVITIES

News, fashion shows, sports (indoor) such as judo, fencing, boxing; dramatic shows; musical comedies; operettas; music and variety acts such as ventriloquists, puppets, marionettes, magicians, etc.; quiz shows; educational; lessons in dancing, Spanish, exercises for health and beauty.

## W T Z R

CHICAGO

CHANNEL 1

Frequency: 50000-56000 Kc.; Power: Sight and Sound, 4500 Watts  
Effective Radiated Signal.....1270  
Owned-Operated By.....Zenith Radio Corp.

Business-Studio Address....6001 Dickens Ave.  
Phone Number.....Berkshire 7500  
Transmitter & Antenna Location....135 S. La Salle St.  
Time on the Air.....Unlimited license

### Personnel

President.....E. F. McDonald, Jr.  
Asst. Vice-President.....J. E. Brown

## KTSL

LOS ANGELES (HOLLYWOOD)—

EST. 1931

CHANNEL 1

Frequency.....50000-56000 Kc.  
Power: Sight, 4000 Watts; Sound, 2000 Watts  
Effective Signal Radiated.....5600  
Owned-Operated By.....Don Lee Broadcasting System  
Business-Studio Address.....3800 Mount Lee Drive  
Phone Number.....Hollywood 8255  
Transmitter & Antenna Location....3800 Mount Lee Drive  
Time on the Air: Alternate Mondays, 7 to 10 p.m.

### Personnel

President.....Thomas S. Lee  
Vice-President and General Manager,  
Lewis Allen Weiss  
Director of Television.....Harry R. Lubcke  
Assistant Director of Television,  
Harold W. Jury  
Television Engineer.....William S. Klein  
Television Engineer.....Gilbert P. Wyland  
Television Engineer.....Joseph N. Dean  
Television Engineer.....Fred W. Mueller  
Television Producer.....Jack Stewart  
Film Director.....Marjorie Campbell  
Building Superintendent.....Paul Marshall

## FACILITIES

SYSTEM IN USE: 525 line 30-60 frame F.C.C., Standard, all electronic cathode-ray. Horizontal Polarization. Three Studio Cameras and film equipment. Two cameras of Orhicon type. Complete 100 ft. square two story television building housing one 100 ft. x 60 ft. x 30 ft. television stage, one 46 ft. x 26 ft. x 16 ft., stage, monitor, film, transmitter, makeup, and lounge rooms, offices, shop, transformer vaults, etc. Three hundred foot tower, antenna elevation 2000 ft.

K6XDU (experimental television relay station operating with KTSL) operates on 324 megacycles and is a beam relay type television transmitter used for outside pickups.

DEVELOPMENTS of 1943: W6XAO (experimental call letters of KTSL).

An uninterrupted schedule of television programs has been maintained during 1943, largely directed to bolster public morale in the War Effort. Specially written and produced dramas have been televised with living actors in the interests of the Red Cross Blood Donor appeals, War Bonds, USO entertainment and many others. Vaudeville shows have also been televised in which well-known Hollywood talent has appeared.

The Pasadena Community Playhouse and other organizations have presented plays such as Ibsen's "Master Builder," "Alice in Wonderland" and others.

Film subjects have included cartoons from Walt Disney and others, OWI war films, shorts, musicals, and occasionally a feature.

RECEIVERS: There are some 400 television receivers in the service area of W6XAO, some as far as Pomona at 35 miles away, a number in Long Beach at 25 miles away and many in cities at lesser distances. The predominant commercially manufactured television receiver is the TRK12 or 120 of RCA. There are some RCA TRK9, and approximately 50 TT5 RCA television receivers. A number of the latter are operating satisfactorily in Long Beach at 25 miles from W6XAO. Other commercially manufactured television receivers are the local Gilfillan G12 which is an equivalent to the RCA TRK12 and utilizes a 12-inch cathode ray tube, some Dumont 12 and 20-inch tube television receivers, the General Electric 12's and 9-inch receivers, and the Stromberg-Carlson and Stewart-Warner 12 and 9-inch receivers.

## W M J T MILWAUKEE

CHANNEL 3  
(C. P. Only)

Frequency: 66000-72000 Kc.; Power: Sight, 418J Watts; Sound, 3350 Watts  
Effective Radiated Signal.....1200  
Owned-Operated By.....The Journal Co.  
Business-Studio Address.....720 East Capitol Drive  
Phone Number.....Marquette 6000  
Transmitter & Antenna Location.....720 East Capitol Drive

## W C B W NEW YORK CITY

CHANNEL 2

Frequency: 63000-66000 Kc.; Sight, 61250; Sound, 65700  
Owned-Operated By...Columbia Broadcasting System  
Business Address.....485 Madison Ave.  
Phone Number.....Wickersham 2-2000  
Studio Address.....15 Vanderbilt Ave.  
Transmitter & Antenna Location.....Chrysler Building  
Time on the Air: 4 hours (or more) weekly

### Personnel

Manager.....Worthington Miner  
Program Director.....Gilbert Seldes  
Chief Engineer.....Dr. Peter C. Goldmark

### ACTIVITIES

With production of equipment halted during the National Emergency, the development of Television was suspended, pending the freeing of production facilities. Station WCBW reduced its broadcasting periods to a total of four hours a week. The studio and equipment which were previously used for full scale broadcasts of 15 hours a week were maintained and further improvements made. Technical experiments continued, though a major part of the CBS Television engineering staff devoted its time to Government work.

Now that more channels can be made available to Television in the higher frequencies, Columbia Broadcasting states that it looks forward with optimism to the time when reallocation of band widths and frequencies will offer Television the sound and healthy surroundings necessary for its full development.

# WNBT

## NEW YORK CITY

CHANNEL 1

Frequency: 50000-56000 Kc. (Sight, 51250; Sound, 55750); Power: Sight, 5000 Watts; Sound, 3250 Watts  
Effective Signal Radiated.....1800  
Owned-Operated By.....National Broadcasting Co.  
Business Address.....30 Rockefeller Plaza  
Phone Number.....Circle 7-8300  
Studio Address.....30 Rockefeller Plaza  
Transmitter and Antenna Location....Empire State Bldg.  
Time on the Air: Full time commercial license

### Personnel

Manager of Television Department  
John T. Williams  
Chief Television Engineer....Robert E. Shelby

### ACTIVITIES

Limited in its activities by the shortage of engineering talent and the necessity to conserve existing equipment, NBC operated its television station throughout most of 1943 at the minimum of 4 hours weekly permitted by the FCC. This time was filled entirely by films. During the year, several advertisers continued to use television cartoons to promote their products.

Beginning in November, NBC expanded its program service by adding occasional pickups from Madison Square Garden. About fifty television sets, contributed by RCA, NBC, and General Electric were installed in hospital recreation rooms to permit the veterans to witness events that otherwise would have been denied them because of their hospitalization. Many of the programs have been re-telecast by WRGB, Schenectady, by direct overland pickup from the Empire State Building transmitter.

Early in 1944, NBC's television service was scheduled for further expansion by reopening studio 3-H for live productions. In a statement to affiliates outlining the Company's postwar television plans, President Niles Trammell revealed that network television will be a reality. Actual operation of the network, he said, will depend on the ability of the American Telephone & Telegraph Company to obtain necessary materials and labor for the installation of coaxial cables connecting major cities or on the erection of radio relay stations.

# WPTZ

## PHILADELPHIA

CHANNEL 3

Frequency: 66,000-72,000 Kc.; Sight, Approximately 2½ Kw.; Sound, Approximately 3 Kw.  
Effective Signal Radiated..Approximately 335

Owned-Operated By.....Philco Radio & Television Corp.  
Business Address.....Tioga and C Sts.  
Phone Number.....Nebraska 5100  
Transmitter & Antenna Location..Wyndmoor, Pa.  
Time on the Air: Wednesday and Friday Evenings

### Personnel

Chief Television Engineer.....F. J. Bingley  
Station Manager.....Walter Merkle  
Program Director.....Paul Knight

# WRGB

## SCHENECTADY, N. Y.

CHANNEL 3

Frequency: 66000-72000 Kc.; Power: Visual, 40,000 Watts, Oral, 20,000 Watts  
Owned-Operated By.....General Electric Co.  
Effective Signal Radiated.....3100  
Business Address.....1 River Road  
Phone Number.....4-2211  
Transmitter & Antenna Location....New Scotland, N. Y.  
Time on the Air.....Nine Hours Weekly

### Personnel

Manager of Broadcasting.....Robert S. Pearce  
Assistant to the Manager....Robert L. Gibson  
Assistant to the Manager.....B. J. Rowan  
Program Manager.....Robert B. Stone  
Chief Engineer.....W. J. Purcell

### FACILITIES

Technical facilities of Station WRGB include a direct pickup studio for live talent productions, located at 60 Washington Ave., Schenectady. It is fitted with five camera channels. A film scanning room has two cameras and three motion picture projectors—two for 35 mm. and one for 16 mm. films. Film slide, lantern slide and projectors of small opaque pictures and objects are also available.

Signals from the WRGB transmitter, located in the Helderberg mountains, New Scotland, N. Y., near Schenectady, are received over a service area with a radius of approximately 50 miles, which includes the Troy-Albany-Schenectady area.

WRGB claims the first television relay station, picking up programs from NBC in New York City, 129 miles away, and relaying them to the Capitol district area. A minimum weekly program service of nine hours is offered viewers in the area.

### ACTIVITIES

During 1943 WRGB's program activities have been varied. Among the programs various types have been tried, including a bridge game by champions, dog shows, boxing and wrest-

• • • **COMMERCIAL-EXPERIMENTAL TELEVISION STATIONS** • • •

ing matches, barn dances, Shakespearean plays, Gilbert and Sullivan operettas, modern comedies, news reporters and analysts. Several commercials have also been presented by the station during the past year. On November 5, WRGB presented a demonstration of how television might cover the news by televising a ten-page special edition of the Albany Times-Union.

**ACTIVE EXPERIMENTAL STATIONS**

**W 6 X Y Z  
HOLLYWOOD**

(Paramount Studio Lot)  
CHANNEL 4

Frequency: 78,000-84,000 Kc; Power, Visual, 1,000 W; Oral, 1,000 W.  
Owned-Operated By.... Television Productions, Inc.  
Business Address..... 5451 Marathon St., Hollywood 38  
Phone Number..... HOLLYWOOD 2411  
Transmitter and Antenna Location,  
5451 Marathon St., Hollywood 38  
Time on the Air..... Six Hours Per Week

**Personnel**

President..... Paul Raibourn  
Vice-President..... Bernard Goodwin  
Vice-President..... Y. Frank Freeman  
Station Director..... Klaus Landsberg

**FACILITIES**

Equipment includes complete apparatus for studio as well as field operation. Cameras and transmitters were built by Allen B. DuMont Laboratories, Inc. and many additional units, including electronic special-effect equipment, were designed and built by Television Productions, Inc. A relay transmitter, W6XLA, to operate in conjunction with W6XYZ, was also developed and constructed by the company. A special antenna system combining a double-cone type of antenna for video and a special four di-pole antenna for audio of its own design and construction are used. Studio facilities also include a flexible lighting arrangement, slide and background projection apparatus and screens.

**ACTIVITIES**

W6XYZ has operated regularly since February 1 each Wednesday and Friday night and has been producing a weekly total of four to six hours of live-talent programs. These

programs were entirely dedicated to the training of Civilian Defense volunteers until the summer of 1943, since which time entertainment as well as educational programs have been aired. These programs include gymnastic courses, museum visits, variety shows, dramatic skits and one-act plays. Technical development has been directed toward improvement and simplification in the operation of present equipment as well as to the design and construction of special effects and relay equipment.

**W 2 X W V  
NEW YORK CITY**

CHANNEL 4

Frequency: ..... 78000-84000 Kc.  
Power: Sight, 5000 Watts; Sound, 1500 Watts  
Owned-Operated By..... Allen B. Du Mont Laboratories, Inc.  
Business-Studio Address.. 515 Madison Ave., N. Y. C.  
Transmitter and Antenna Location..... Same  
Time on the Air.... 6 Hours Weekly, Tuesday, Wednesday and Sunday evenings.

**Personnel**

President..... Allen B. Du Mont  
General Manager ..... Sam Cuff  
Technical Director..... Walter E. Swenson  
Chief Operating Engineer..... Sol Patreimo  
Assistant Operating Engineer... Morris Barton  
Audio Control Engineer..... Charles Lewis  
Studio Managers... Ed Woodruff, Bob Jameson

**FACILITIES**

The 160-foot tower of W2XWV atop a 42-story building raises the antenna to 650 feet above sea level. Covering a service range of 35 to 50 miles, the station has regular viewers as distant as 75 miles. It is completely equipped by Du Mont Laboratories. W2XWV has a studio for live-talent shows as well as film-projection facilities. It operates on an experimental license pending the granting of application for a commercial license.

**ACTIVITIES**

This outlet serves not only as a telecast service soon to go commercial, but also as a laboratory for practical experience. Engineering, programming and advertising sponsorship aspects of television broadcasting are being worked out in actual practice. Broadcasters, engineers, producers, performers, advertisers, advertising men and others interested in television are granted the facilities of the station.

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# FCC REGULATIONS REGARDING ★ BROADCAST STATIONS FOR ★ TELEVISION AND FACSIMILE

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As of January 1, 1944

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*The term "visual broadcast service" means a service rendered by stations broadcasting images for general public reception. There are two classes of stations recognized in the visual broadcast service, namely: Television broadcast stations and Facsimile broadcast stations.*

## COMMERCIAL TELEVISION BROADCAST STATIONS

### Definitions

"*Television broadcast station*" means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public<sup>1</sup>.

"*Television broadcast band*" means the bands of frequencies allocated for television broadcast stations.

"*Television channel*" means a band of frequencies 6,000 kilocycles wide and which may be designated by channel numbers as in section on channel assignments in these rules or by the extreme lower and upper frequencies.

"*Television transmission standards*" means the standards which determine the characteristics of the television signal as radiated by a television broadcast station.

"*Standard television signal*" means a television signal conforming with the television transmission standards set forth in the Standards of Good Engineering Practice for television stations.

"*Television transmitter*" means the radio transmitter or transmitters for the transmission of both visual and aural signals.

"*Visual transmitter*" means the radio equipment for the transmission of the visual signal only.

"*Aural transmitter*" means the radio equipment for the transmission of the aural signal only.

"*Visual transmitter power*" means the peak power output when transmitting a standard television signal.

"*Service area*" means the area in which the signal is not subject to objectionable interference or objectionable fading. (Television broadcast stations are considered to have only one service

area; for determination of such area see *Standards of Good Engineering Practice for Television Broadcast Stations.*)

"*Main studio*" as to any television broadcast station means the studio from which the majority of the local programs originate, or from which a majority of the station identification announcements are made.

### Allocation of Facilities

*Basis for license.*—Television broadcast stations will be licensed on the basis of the effective signal radiated (ESR) from the visual transmitter in accordance with the following:

ESR is equal to the square root of the power times the antenna field gain times the height of the antenna above the surrounding area. The power is measured in kilowatts, the gain in voltage ratio, the antenna height in feet above surrounding area.

*Time of operation.*—Television broadcast stations will be licensed only for unlimited time operation.

*Showing required.*—Authorization for a new television broadcast station or increase in facilities of an existing station will be issued only after a satisfactory showing has been made in regard to the following matters:

(a) That the service area and population which the applicant proposes to serve are computed in accordance with the Standards of Good Engineering Practice for Television Broadcast Stations. (The service area shall be consistent with and serve adequately the city or community proposed to serve in keeping with technical feasibility of coverage. The application shall be accomplished by an analysis of the computation of the service area as set forth in the application. No application for construction permit for a new station or change in service area of an existing station will be

<sup>1</sup> The transmission of synchronized sound (aural broadcast) is considered to be an essential phase of television broadcast and one license will authorize both visual and aural broadcasts.

accepted unless a definite site, details of proposed antenna and other data required by the application form are supplied.)

(b) That objectionable interference will not be caused to existing stations or that if interference will be caused the need for the proposed service outweighs the need for the service which will be lost by reason of such interference.

(c) That the proposed station will not suffer interference to such an extent that its service would be reduced to an unsatisfactory degree. (For determining objectionable interference, see *Standards of Good Engineering Practice for Television Broadcast Stations.*)

(d) That the technical equipment proposed, the location of the transmitter, and other technical phases of operation comply with the regulations governing the same, and the requirements of good engineering practice. (See technical regulations herein and *Standards of Good Engineering Practice for Television Broadcast Stations.*)

(e) That the applicant is financially qualified to construct and operate the proposed station.

(f) That the applicant has available adequate sources of program material for the rendition of satisfactory television broadcast service.

(g) That the proposed assignment will tend to effect a fair, efficient, and equitable distribution of radio service among the several states and communities.

(h) That the applicant is legally qualified, is of good character, and possesses other qualifications sufficient to provide a satisfactory public service.

(i) That the facilities sought are subject to assignment as requested under existing international agreements and the Rules and Regulations of the Commission.

(j) That the public interest, convenience, and necessity will be served through the operation under the proposed assignment.

*Channel assignments.*—The channels or frequency bands set forth below are available for assignment to television broadcast stations.

(a) Channel

No.	
1	50,000- 56,000 kc
2	60,000- 66,000 kc
3	66,000- 72,000 kc
4	78,000- 84,000 kc
5	84,000- 90,000 kc
6	96,000-102,000 kc
7	102,000-108,000 kc
8	162,000-168,000 kc
9	180,000-186,000 kc
10	186,000-192,000 kc
11	204,000-210,000 kc

12	210,000-216,000 kc
13	230,000-236,000 kc
14	236,000-242,000 kc
15	258,000-264,000 kc
16	264,000-270,000 kc
17	282,000-288,000 kc
18	288,000-294,000 kc

(b) Stations serving the same area will not be assigned channels adjacent in frequency.

(c) One channel only will be assigned to a television broadcast station.

*Experimental operation.*—Television broadcast stations may conduct technical experimentation directed to the improvement of technical phases of operation and for such purposes may utilize a signal other than the standard television signal subject to the following conditions:

(a) That the licensee complies with the provisions of these rules with regard to the minimum number of hours of transmission with a standard television signal.

(b) That no transmissions are radiated outside of the authorized channel and subject to the condition that no interference is caused to the transmissions of a standard television signal by other television broadcast stations.

(c) If objectionable interference would result from the simultaneous operation of a television broadcast station operating experimentally and an experimental broadcast station, the licensees shall make arrangements for operation to avoid interference.

(d) No charges either direct or indirect shall be made by the licensee of a television broadcast station for the production or transmission of programs when conducting technical experimentation.

*Multiple ownership.*—No person (including all persons under common control)<sup>2</sup> shall, directly or indirectly, own, operate, or control more than one television broadcast station, except upon a showing (1) that such ownership, operation, or control would foster competition among television broadcast stations or provide a television broadcast service distinct and separate from existing services, and (2) that such ownership, operation or control would not result in the concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity; *Provided, however,* That no person (including all persons under common control), shall directly or indirectly, own, operate, or control more than one television broadcast station that would serve substantially the same service area; *and provided, further,* That the Commission will regard the owner-

<sup>2</sup> The word "control," as used herein, is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.

ship, operation, or control of more than three television broadcast stations as constituting a concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity.

**Normal license period.**—All television broadcast station licenses shall be issued so as to expire at the hour of 3 a.m., Eastern Standard Time, and will be issued for a normal license period of one year, expiring February 1.

### Equipment

**Maximum rated power; how determined.**—(a) The maximum rated carrier power of standard television transmitters shall be the same as the manufacturer's rating of the equipment.

(b) The maximum rated carrier power of composite television transmitters shall be the sum of the applicable commercial ratings of the vacuum tubes employed in the last radio stage.

**Maximum power rating and operating power.**—The Commission will authorize the installation of a television transmitter having maximum power rating equal to the operating output power in accordance with the table set out in the section of these rules titled "Basis for License."

**Monitors.**—The licensee of each television broadcast station shall operate at the transmitter:

(a) A frequency monitor independent of the frequency control of the transmitter. The monitor shall meet the requirements set forth in the Standards of Good Engineering Practice for Television Broadcast Stations;

(b) A modulation monitor to determine that the radiated television signal complies with the television transmission standards set forth in the Standards of Good Engineering Practice for Television Broadcast Stations.

**Required transmitter performance.**—The external performance of television broadcast transmitters shall be capable of radiating a standard television signal meeting the minimum requirements prescribed by the Commission contained in the Standards of Good Engineering Practice. The transmitters shall be wired and shielded in accordance with the good engineering practice and shall be provided with safety features in accordance with the specifications of Article 810 of the current National Electrical Code as approved by the American Standards Association.

**Indicating instruments.**—The operating output power of television broadcast stations shall be measured by instruments having an acceptable accuracy.

**Auxiliary and duplicate transmitters.**—The provisions of the rules governing standard and high frequency broadcast stations shall also govern the use of aux-

iliary and duplicate transmitters for television broadcast stations

**Changes in equipment and antenna system.**—(a) No changes in equipment shall be made.

(1) That would result in emission of signals outside of the authorized television channel.

(2) That would result in the external performance of the transmitter being in disagreement with that prescribed by the Commission in the Standards of Good Engineering Practice provided that for experimental transmissions equipment changes may be made which would not render the transmitters incapable of radiating a standard television signal for the required minimum number of hours. (See section titled "Minimum Operating Schedule.")

(b) Specific authority<sup>3</sup> is required for a change in any of the following:

(1) Increase in the maximum power rating of the transmitter.

(2) Replacement of the transmitter as a whole.

(3) Location of the transmitter antenna.

(4) Antenna system, including transmission line, which would result in a measurable change in service area or which would affect the determination of the operating power by the direct method. If any change is made in the antenna system or any change made which may affect the antenna system, the method of determining operating power shall be changed immediately to the indirect method.

(5) Relocation of main studio if new location is outside of the borders of the city, state, District of Columbia, territory, or possession.

(6) Operating output power delivered to the antenna.

(c) Specific authority,<sup>4</sup> upon filing informal request therefor, is required for the following change in equipment and antenna:

(1) Indicating instruments installed to measure the antenna current or transmission line, except by an instrument of the same type, maximum scale reading and accuracy.

(2) Minor changes in the antenna system or transmission line which would not result in an increase of service area.

(3) Changes in the location of the main studio except as provided for in subsection (b) (5).

(d) Other changes, except as above provided for in this section or in Standards of Good Engineering Practice for Television Broadcast Stations prescribed

<sup>3</sup> Formal application required. See Standards of Good Engineering practice for Television Broadcast Stations for specific application form.

<sup>4</sup> Informal application by letter may be made.

by the Commission may be made at any time without the authority of the Commission, provided that the Commission shall be promptly notified thereof, and such changes shall be shown in the next application for renewal of license.

*Operating output power; how determined.*—The operating output power, and the requirements for maintenance thereof, of each television broadcast station shall be determined by the Standards of Good Engineering Practice for Television Broadcast Stations.

### Operation

*Minimum operating schedule.*—(a) The licensee of each television broadcast station shall maintain a regular program operating schedule transmitting a standard television signal for a total of 4 hours per week.

(b) The aural transmitter of a television broadcast station shall not be operated separately from the visual transmitter except for experimental or test purposes, and for purposes incidental to or connected with the operation of the visual transmitter.

*Station identification.*—(a) A licensee of a television broadcast station shall make station identification announcement, aurally and visually, (call letters and location), at the beginning and ending of each time of operation and during operation on the hour.

(b) Identification announcements during operation need not be made when to make such announcement would interrupt a single consecutive speech, play, or any type of production. In such cases the identification announcement shall be made at the first interruption of the entertainment continuity and at the conclusion thereof.

*Motion picture film.*—All motion picture film employed in the broadcasts of a television broadcast station must be briefly described as such either at the beginning of the program in which such film is used, or immediately prior to the broadcast of the film. Where the film broadcast is of more than 15 minutes duration, it shall also be briefly described as such either at the end of the program or immediately following the broadcast of the film.

*Logs.*—The licensee of each television broadcast station shall maintain program and operating logs and shall require entries to be made as follows:

(a) Program log.

(1) Entry of the time each station identification is made.

(2) Entry briefly describing each program broadcast under the heading 'outside pickup,' 'studio production,' and motion picture film,' or combination thereof.

(3) Entry showing that each sponsored program has been announced as sponsored, paid for or furnished by the sponsor.

(4) Entry showing name of each sponsor and commodity advertised.

(b) Operating log (when transmitting a standard television signal).

(1) Entry of the time the station begins to supply power to the antenna and the time it stops.

(2) Entry of the time the program begins and ends.

(3) Entry of each interruption to the carrier waves, cause and duration.

(4) Entry of the following each thirty minutes:

i) Operating constants of the last radio stages.

ii) Frequency monitor readings.

(c) Log of experimental operation when transmitting other than a standard television signal.

(1) Entry of the time the station begins to supply power to the antenna and the time it stops.

(2) Short description of the broadcast made and its technical purpose.

(d) Where an antenna or antenna supporting structure(s) is required to be illuminated the licensee shall make entries in the radio station log appropriate to the requirements of Section 2.82(a), (b), and (c) as follows:

(1) The time the tower lights are turned on and off if manually controlled.

(2) The time the daily visual observation of the tower lights was made.

(3) In the event of any observed failure of a tower light.

i) Nature of such failure.

ii) Time the failure was observed.

iii) Time and nature of the adjustments, repairs or replacements made.

iv) Airways Communication Station (C.A.A.) notified of the failure of any tower light not corrected within thirty minutes and the time such notice was given.

v) Time notice was given to the Airways Communication Station (C.A.A.) that the required illumination was resumed.

(4) Upon completion of the periodic inspection required at least once each three months.

i) The date of the inspection and the condition of all tower lights and associated tower lighting control devices.

ii) Any adjustments, replacements or repairs made to insure compliance with the lighting requirements.

*Logs; retention of.*—Logs of a television broadcast station shall be retained



by the licensee for a period of 2 years, except when required to be retained for a longer period in accordance with the provisions of section 2.54 (FCC General Rules and Regulations; in this volume see Rules and Regulations regarding production by Radio Broadcast stations).

## Broadcasts by Candidates for Public Office

The provisions of sections on political broadcasts of the Rules and Regulations Governing Standard and High Frequency Broadcast Stations shall also govern television broadcast stations.

## EXPERIMENTAL TELEVISION BROADCAST STATIONS

The term "experimental television broadcast station" means a station licensed for experimental transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public. The transmission of the synchronized sound (aural broadcast) is considered an essential phase of television broadcasting and one license will authorize both visual and aural broadcast as herein set forth.

Under these rules for experimental television broadcast stations, the Commission will authorize experimental television relay broadcast stations for transmitting from points where suitable wire facilities are not available, programs for broadcast by one or more television broadcast stations. Such authorization will be granted only to the licensee of a television broadcast station.

A license for an experimental television broadcast station will be issued for the purpose of carrying on research and experimentation for the advancement of television broadcasting which may include tests of equipment, training of personnel, and experimental programs as are necessary for the experimentation.

### Licensing Requirements

A license for a television broadcast station will be issued only after a satisfactory showing has been made in regard to the following:

1. That the applicant has a definite program of research and experimentation in the technical phases of television broadcasting, which indicates reasonable promise of substantial contributions to the developments of the television art.

2. That upon the authorization of the proposed station the applicant can and will proceed immediately with its program of research and experimentation.

3. That the transmission of signals by radio is essential to the proposed program of research and experimentation.

4. That the program of research and experimentation will be conducted by qualified personnel.

5. That the applicant is legally, financially, technically, and otherwise qualified to carry forward the program.

6. That the public interest, convenience or necessity will be served through the operation of the proposed station.

### Charges

No charges either direct or indirect shall be made by the licensee of an experimental television station for the production or transmission of either aural or visual programs transmitted by such station except that this section shall not apply to the transmission of commercial programs by an experimental television relay broadcast station for retransmission by a television broadcast station.

### Announcements

A licensee of a television broadcast station shall make station identification announcement aurally and visually (call letters and location) at the beginning and ending of each time of operation and during operation on the hour.

At the time station identification announcements are made, there shall be added the following:

*'This is a special television broadcast made by authority of the Federal Communications Commission for experimental purposes.'*

### Operating Requirements

Each licensee of a television broadcast station shall diligently prosecute its program of research from the time its station is authorized.

Each licensee of a television station will from time to time make such changes in its operation as may be directed by the Commission for the purpose of promoting worthwhile experimentation and improvement in the art of television broadcasting.

### Frequency Assignment

(a) The following groups of channels are available for assignment to television broadcast stations licensed experimentally:

Group A		Group B	
Channel		Channel	
No. 1	50,000-56,000 kc	No. 8	162,000-168,000 kc
2	60,000-66,000	9	180,000-186,000
3	66,000-72,000	10	186,000-192,000
4	78,000-84,000	11	204,000-210,000
5	84,000-90,000	12	210,000-216,000
6	96,000-102,000	13	230,000-236,000
7	102,000-108,000	14	236,000-242,000
Group C		15	258,000-264,000
Any 6000 kc band		16	264,000-270,000
above 300,000 kc		17	282,000-288,000
excluding band		18	288,000-294,000
400,000-401,000 kc.			

No experimental television broadcast station will be authorized to use more than one channel in Group A except for good cause shown. Both aural and visual carriers with side bands for modulation are authorized but no emission shall result outside the authorized channel.

No persons (including all persons under common control) shall control directly or indirectly, two or more experimental television broadcast stations (other than television relay broadcast stations) unless a showing is made that the character of the programs of research require a licensing of two or more separate stations.

A license for an experimental television broadcast station will be issued only on the condition that no objectionable interference will result from the transmissions of the station to the regular program transmissions of television broadcast stations. It shall at all times be the duty of the licensee of an experimental television broadcast station to ascertain that no interference will result from the transmissions of its station. With regard to interference with the transmissions of an experimental television broadcast station or the experimental or test transmissions of a television broadcast station, the licensees shall make arrangements for operations to avoid interference.

Channels in Groups B and C may be assigned to experimental television stations to serve auxiliary purposes such as television relay stations. No mobile or portable station will be licensed for the purpose of transmitting television programs to the public directly.

## Power

The operating power of a television station shall be adequate for but not in excess of that necessary to carry forward the program of research and in no case in excess of the power specified in its license.

## Reports

A report shall be filed with each application for renewal of station license which shall include a statement of each of the following:

1. Number of hours operated.
  2. Full data on research and experimentation conducted including the type of transmitting and studio equipment used and their mode of operation.
  3. Data on expense of research and operation during the period covered.
  4. Power employed, field intensity measurements and visual and aural observations and the types of instruments and receivers utilized to determine the service area of the station and the efficiency of respective types of transmissions.
  5. Estimated degree of public participation in reception, and the results of public observation as to the effectiveness of types of transmission.
  6. Conclusions, tentative and final.
  7. Program for further developments in television broadcasting.
  8. All developments and major changes in equipment.
  9. Any other pertinent developments.
- Special or progress reports shall be submitted from time to time as the Commission shall direct.

# — FACSIMILE BROADCAST STATIONS —

The term "facsimile broadcast station" means a station licensed to transmit images of still objects for record reception by the general public.

## License Qualifications

1. That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of the facsimile broadcast service.
2. That sufficient facsimile recorders will be distributed to accomplish the experimental program proposed.
3. That the program of research and experimentation will be conducted by qualified engineers.
4. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.

5. That the public interest, convenience and/or necessity will be served through the operation of the proposed station.

## Conditions of Licensing

(a) A licensee of a facsimile broadcast station shall not make any charge, directly or indirectly, for the transmission of programs.

(b) No licensee of any standard broadcast station or network shall make any additional charge, directly or indirectly, for the transmission of some phase of the programs by a facsimile broadcast station, nor shall commercial accounts be solicited by any licensee of a standard broadcast station or network, or others acting in their behalf, upon representation that images concerning that commercial program will be transmitted by a facsimile station.



• FM •

# FREQUENCY MODULATION



**F M B I**



**Status of FM, A Survey**



**High Frequency  
Broadcast Stations**

*Due to the paper shortage, the FCC regulations regarding high frequency broadcast stations were omitted. These regulations will be found starting on page 946 in the 1943 Radio Annual.*



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# FM BROADCASTERS, INC. (FMBI)

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*Office of the President and Secretary-Treasurer*

333 W. State Street, Milwaukee 1, Wisconsin  
Marquette 6000

•  
*Washington, D. C.*

711 Colorado Building  
Myles Loucks in Charge  
National 1199

## **Officers**

President ..... Walter J. Damm  
Vice-President ..... Theodore C. Streibert  
Secretary-Treasurer ..... L. W. Herzog

## **Directors**

John Shepard, 3rd, John V. L. Hogan, Arthur Church, George Lang, Lee B. Wailes, Ray H. Manson,  
Franklin M. Doolittle, Walter J. Damm, Theodore C. Streibert.

## **Functions**

FMBI is a non-profit association of FM boosters founded to see that frequency modulation advances in a coordinated logical manner; to guarantee that its interests are furthered and protected and to represent the FM industry in Washington; to provide an advisory service for its membership stations; to offer liaison between broadcasters and manufacturers interpreting the problems of each; to conduct a program of promotion and publicity aimed at stimulating public interest, and to provide a competent and accurate service for the truthful dissemination of information concerning FM. Membership includes individuals and companies who have an FM station, a construction permit or an application on file with the FCC for one.



# STATUS OF FM—1943-1944

By *M. H. Shapiro*

Managing Editor, RADIO DAILY

THAT broadcasters throughout the country are thoroughly FM conscious was plainly indicated by the remarkable attendance at the FMBI convention in New York early this year. This annual meeting was the climax to a consistent promotional campaign, characterized in some quarters as the greatest in radio history, and drew more than 800 attendees from radio and allied industries, all desirous of furthering their knowledge of FM and intent upon keeping up with new developments.

During 1943, despite inability to build new outlets due to wartime restrictions, FM proceeded to make itself felt as a coming force in radio. Many applications for FM licenses desired by newspapers and newspaper-owned stations, were held in abeyance because of the FCC Order No. 79 designed to delve into the matter of publisher ownership of radio stations. When the FCC on Jan. 13, 1944, unanimously decided against any general rule regarding newspaper ownership of broadcast facilities, there naturally followed numerous applications for FM licenses by newspapers and others in and out of the industry.

When the FCC took FM out of the experimental license category and permitted it to go commercial, networks which fed their regular programs to FM outlets, decided to withdraw this carte blanche pickup. However, early this year and almost coincidental with the FM Broadcasters, Inc., annual meeting, NBC and CBS again made available its programs for such affiliates as had FM facilities. Thus many fine symphony programs and the best of commercials may be heard via this medium. Some provisos in the network permission to use their programs, have been made and the AFM is also now looking over the field for possible revenue.

While Chairman James L. Fly of the FCC has pledged that the Commission would give the broadcasters encouragement in their FM activities, he warned against the dangers of hurried postwar production on a large scale, unless on a very firm foundation. At the same


time, spokesmen for the leading manufacturing organizations revealed plans for extensive production after the war and they believed that a possible 5,000,000 FM receiving sets would be built during the first full year of postwar production. At this rate, approximately 15,000,000 such sets would be in the hands of the public during the first five years of full-scale production, all based on the invention of Major Edwin H. Armstrong.

Apart from the manufacturing and merchandising of FM sets, the leading companies equipped to put them out, announced plans to build FM transmitters on a scale to fulfill new orders and those on the backlog.

Another important development on the FM front was the appointment of William B. Lewis as executive vice-president of the American Network, Inc. This FM web has been in existence for some time, has been experimental, and active of late. Appointment of Lewis, formerly vice-president in charge of programs for CBS and more recently an official of the OWI Domestic Bureau, indicates that the FM network means business and is going ahead in the future.

Broadcasters are fully aware of both the advantages and some disadvantages of FM broadcasting, as compared to AM or standard broadcasting. Many of the problems were discussed at the annual meeting in January of this year when a panel made up of competent people from engineering, manufacturer and practical FM broadcaster fields sought to answer the questions as fairly as possible. Some of the difficulties for instance may lie with the FCC's method of issuing licenses by certain market areas, in the opinion of some FM broadcasters. Again there remains the dispute between FM and television proponents as to which shall have the higher frequencies in the spectrum.

The Radio Technical Planning Board has panels devoted to television and FM in its agenda and it is possible some conclusion may be reached through this board. Five channels in the FM have been earmarked by the FCC for non-commercial educational broadcasting.



*Pioneering FM in Kansas City*

**KOZY**

## **FM Radio Station KOZY**

Everett L. Dillard, General Manager • 1013 Porter Bldg., Kansas City, Mo.

*Radio Card 1 from Recordgram, Inc. of the Three Offices of*

**COMMERCIAL RADIO EQUIPMENT COMPANY**

- 1584 Crossroads of the World, Hollywood, California
- 321 East Gregory Blvd., Kansas City, Missouri
- Evening Star Building, Washington, D. C.

# HIGH FREQUENCY—FREQUENCY MODULATION BROADCAST STATIONS

*The term "high frequency broadcast station" means a station licensed primarily for the transmission of radiotelephone emissions, intended to be received by the general public and operated on a channel in the high frequency broadcast band. Commercial high frequency broadcast stations must use frequency modulation.*

LOCATION	Call Letters	Licensee	Frequency Kilocycles	Service Area Sq. Mi
<b>COMMERCIAL*</b>				
Alpine, N. J.	WFMN	Edwin H. Armstrong	43100	
Baton Rouge, La.	WBRL	Baton Rouge Broadcasting Co.	44500	8100
Binghamton, N. Y.	WBNF-FM	Wylie B. Jones Advertising Agency	44900	6500
Boston, Mass.	WBZ-FM	Westinghouse Radio Stations, Inc.	46700	
Boston, Mass.	WMTW	The Yankee Network, Inc.	43900	3100
Chicago, Ill.	WBBM-FM	Columbia Broadcasting System, Inc.	46700	
Chicago, Ill.	WDLM	Moody Bible Institute of Chicago	47500	
*Chicago, Ill.	WEHS	WHFC, Inc.	48300	10800
Chicago, Ill.	WGNB	WGN, Inc.	45900	
Chicago, Ill.	WWZR	Zenith Radio Corp.	45100	10800
Columbus, Ohio	WELD	WBNS, Inc.	44500	
Detroit, Mich.	WLOU	John Lord Booth	44900	
Detroit, Mich.	WENA	The Evening News Association	44500	6800
Evansville, Ind.	WMLL	Evansville On the Air, Inc.	44500	8400
Fort Wayne, Ind.	WOWO-FM	Westinghouse Radio Stations, Inc.	44900	
Hartford, Conn.	WTIC-FM	Travelers Broadcasting Service Corp.	45300	6100
Hartford, Conn.	WDRC-FM	WDRC, Inc.	46500	6100
*Indianapolis, Ind.	WABW	Associated Broadcasters, Inc.	47300	8400
*Jersey City, N. J.	WAAW	Bremer B/C Corp.	49500	6200
Kansas City, Mo.	KOZY	Everett L. Dillard, d/b as Commercial Radio Equipment Co.	44900	
Los Angeles, Calif.	KHJ-FM	Don Lee Broadcasting System	44500	
*Los Angeles, Calif.	KTLO	Metro-Goldwyn-Mayer Studios, Inc.	46100	7000
Milwaukee, Wisc.	WMFM	The Journal Co.	44500	8500
Nashville, Tenn.	WSM-FM	National Life & Accident Insurance Co.	44700	16000
New York, N. Y.	WBAM	Bamberger Broadcasting Service, Inc.	47100	
New York, N. Y.	WNYC	City of New York Municipal Broadcasting System	43900	3900
New York, N. Y.	WABC-FM	Columbia Broadcasting System, Inc.	46700	

## HIGH FREQUENCY MODULATION BROADCAST STATIONS . . .

LOCATION	Letters Call	Licensee	Frequency Kilocycles	Service Area Sq. Mi.
*New York, N. Y.....	WFGG	William G. H. Finch.....	45500	8500
New York, N. Y.....	WQXQ	Interstate Broadcasting Co.....	45900	
New York, N. Y.....	WHNF	Marcus Loew Booking Agency.....	46300	
New York, N. Y.....	WABF	Metropolitan Television, Inc.....	47500	
New York, N. Y.....	WGYN	Muzak Radio Broadcasting Station..	44700	
*Paxton, Mass. ....	WGTR	The Yankee Network, Inc.....	44300	19000
Boston, Mass.				
Philadelphia, Pa. ....	WIP-FM	Pennsylvania Broadcasting Co.....	44900	
*Philadelphia, Pa. ....	WLBG	Seaboard Radio Broadcasting Corp..	46500	9300
Philadelphia, Pa. ....	WCAU-FM	WCAU Broadcasting Co.....	46900	9300
Philadelphia, Pa. ....	WFIL-FM	WFIL Broadcasting Co.....	45300	9300
Philadelphia, Pa. ....	KYW-FM	Westinghouse Radio Stations, Inc...	45700	
Philadelphia, Pa. ....	WPEN-FM	William Penn Broadcasting Co.....	47300	
Pittsburgh, Pa. ....	WTNT	WWSW, Inc. ....	44700	8400
Pittsburgh, Pa. ....	KDKA-FM	Westinghouse Radio Stations, Inc...	47500	
Rochester, N. Y. ....	WHFM	Stromberg Carlson Co.....	45100	3200
Rochester, N. Y.....	WHEC	WHEC, Inc. ....	44700	3200
*Salt Lake City, Utah.....	KSL-FM	Radio Service Corp. of Utah.....	44700	700
Schenectady, N. Y.....	WBCA	Capitol Broadcasting Co.....	44700	
Schenectady, N. Y.....	WGFM	General Electric Co.....	48500	6600
South Bend, Ind.....	WSBF	South Bend Tribune.....	47100	
Springfield, Mass. ....	WBZA-FM	Westinghouse Radio Stations, Inc...	48100	
Superior, Wisc. ....		Head of Lakes Broadcasting Co.....	44500	2754
Winston-Salem, N. C.....	WMIT	Gordon Gray ....	44100	69400
*Worcester, Mass. ....	WTAG-FM	Worcester Telegram Publishing Co..	46100	

All so licensed except those with asterisk (\*).

### PENDING APPLICATIONS FOR FM—APPROXIMATELY 60

There are five temporary Class 2 Experimental High Frequency B/C Stations licensed.

Four are listed under experimental and indicated them by an asterisk under Commercial FM.

The fifth one is—Cincinnati, Ohio—The Crosley Corp., W8XFM—43200—1 kw.

### EXPERIMENTAL

Licensee and Location	Call Letters	Frequency Kilocycles	Power Watts
Edwin H. Armstrong, Alpine, N. J.....	*W2XMN	42800	40000
KLZ Broadcasting Co., Denver, Colo.....	W9XLA	25400	100
WKY Radiophone Co., Oklahoma City, Okla.....	W5XAU	26125	100

\* Operating under Special Temporary Authorization only.





# THE TECHNICAL SIDE



*Engineering Developments*



*Equipment in War and Peace*



*Electronics of the Future*



*Radio Manufacturers Assn.*



*Chief Engineers of Stations  
In United States and Canada*



*Radio Equipment Manufacturers*





**Cutting Another  
RECORD  
is the biggest job  
of our lifetime**

Not in all Presto history have we ever produced so much of such importance . . .

As leading manufacturers of sound recording equipment, Presto has been an ever-increasing source of highly important electronic equipment for military uses.

Our facilities have been expanded—our knowledge and experience greatly broadened—our manufacturing and technical know-how daily widened.

The result will be evident in Presto post-war production and products. In the interim we are all set to cut another record in 1944—to make it an even greater year in Presto production for victory!

★ ★ ★

P.S. Invest in invasion in 1944! Not all can fight, but we all can work, sweat and save for our future. Use every dollar and dime you can spare to back the attack with War Bonds.

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NEW YORK 19, N. Y., U. S. A.

*World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs*

# EQUIPMENT IN WAR AND PEACE

By J. P. Taylor

*RCA Victor Division of Radio Corporation of America*

WHAT will broadcast equipment be like in the period immediately following the war? There is a widespread impression that "electronics" has taken tremendous steps forward as a result of wartime developments. If this is true, the enthusiastic reason, then radio communications and broadcasting—the oldest and still by far the most important applications of electronic power—should benefit tremendously, and equipment should be new and wondrous indeed. But this viewpoint is not universally shared. It is not, in fact, unusual to hear expressed the opinion that post-war broadcast equipment will differ not one iota from immediate pre-war models. At the present time no one can say with any certainty which viewpoint is right. Not only the duration of the war but also the manner of termination—in particular, whether reconversion comes abruptly or is gradual—will have a decided bearing. It is obvious, for instance, that should civilian production be resumed suddenly in the very near future, then pre-war models would be the only ones that could be manufactured immediately. On the other hand, if the war continues for some time and reconversion is a gradual process, then there will be more time for planning and possibly for the design and drafting of new models.

## Postwar Ideas

In spite of these big question marks it is, nevertheless, possible to formulate certain ideas on post-war equipment which may be of value in a general way to station planners. In doing this we have some fairly definite things to go on. We know, for instance, that some types of pre-war equipment had reached an advanced state of development, at least as regards quality of performance. Certain audio units, line amplifiers, for instance, which were produced before the war, were capable of performance equal to any likely standards of the future. Post-war units of the same type may be different as to circuit details or mechanical construction, but they certainly will not represent revolutionary improvements. Another thing that we know is that there have been many war developments in the high frequency ranges. Thus, we can

add to the fact that standard broadcast transmitting equipment pre-war was already highly developed the additional fact that wartime work has been concentrated in other fields, and come out with the obvious answer that standard-band equipment will not be greatly different after the war. On the other hand, we are probably safe in assuming that the general advance in high frequency technique will result in further development of television and related equipment. Finally, we have still a third basis to go on in predicting post-war equipment; namely, the knowledge to be gained by a study of design trends during the decade preceding the war. Such trends can be projected forward to provide some fairly good ideas on future developments.

Since our store of knowledge of the four types of broadcasting—viz., AM, FM, Television and Facsimile—is not equivalent and the degree of development to be expected in each of the four fields also varies considerably, it seems best to analyze each separately.

## AM Broadcasting Equipment

"Standard Band" or "AM" broadcasting is, for the time being at least, the biggest and most important of the four types of broadcasting. It is also the oldest and most highly developed, not only as to technique but also as to equipment. Thanks to the efforts of the FCC, transmitting equipment for AM broadcasting has been of consistently high quality for the past ten years or more. Because of this control and a strongly competitive situation—among stations as well as manufacturers—AM equipment has reached a high state of development. Moreover, there have been no inklings of any wartime developments which would greatly influence AM transmitter design.

Judging from the trend in pre-war designs we can expect changes in some transmitter models. One of these trends was toward the use of circuits of higher efficiency. Actually this trend had already approached the ultimate. All of the RCA broadcast transmitters built just before the war employed high-level-modulated circuits which are inherently of

# A "3rd Front" Victory...

## in Johnny's front room!

"Berlin aflame!" "Huge convoy safe!"  
"Japs driven into the sea!"

... such battle-front news by radio  
brings heart-lift a-plenty for  
the mother and dad of Johnny  
who is fighting somewhere overseas.

The high morale of the folks at home  
... sustained by good tidings  
via the family radio ... within  
minutes of happening ... is testimony  
of another "3rd Front" victory  
for America's radio broadcasters.

Radio serves on the vital "3rd Front"  
where the minds of an entire people  
—not their bodies—is the target;  
where "sparking" 130,000,000 minds  
to work together ... and win together  
*as one*—is the mission.

☆ ☆ ☆

On the vital "3rd Front" ...  
transmitters and communications  
equipment engineered by Westinghouse  
play an indispensable role ... offer  
tangible proof of Westinghouse  
versatility and pioneering.

New advancements  
in television ... FM ... electronics  
secrets today ... will tomorrow  
enable radio broadcasters to render  
even greater service to our country.

J-08071-A



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high efficiency. In terms of "plate efficiency of the final stage," the usual criterion of transmitter efficiency, these transmitters had efficiencies of 85 per cent or better. This figure is not likely to be exceeded by any post-war designs.

Another trend was to the use of air-cooling (instead of water-cooling) for all tubes. In 1936 RCA introduced the first air-cooled 5 KW transmitter and in 1941 an air-cooled 50 KW. After the war the transmitters of all manufacturers will probably use air-cooled tubes.

Use of fewer and fewer tubes, with corresponding circuit simplification, has been another long time trend in broadcast transmitters. A 250 watt transmitter of 1932 vintage used a total of 20 tubes (plus a motor generator). In 1941 RCA produced a 250 watt transmitter using only 10 tubes total. These simplifications were due in most part to improvement in available tubes or to design of new tubes. Although few new low frequency tubes have been developed during the war, the further eventual improvement of tubes is a certainty.

Early broadcast transmitters had component parts mounted on horizontal shelves so that checking or replacing a defective component was difficult because of the poor accessibility. In 1936 RCA introduced "vertical-chassis" construction which by eliminating shelves and spreading out components greatly improved accessibility. The same transmitter introduced a new concept of "streamlined" styling based purely on functional design. These innovations started a trend which continued up to the beginning of the war. The most recent advance in this respect is marked by the RCA 5-E transmitter in which "front-access" to all parts is provided along with the ultimate in component accessibility.

In audio equipment for AM broadcasting—and the same equipment will be used for FM—there will undoubtedly be model changes. Here again, however, radical changes are unlikely. Microphones were pretty good before the war. The high-quality ribbon mikes, the "velocity" and the "uni-directional," which were developed and pioneered by RCA have been extensively used in the field of high-quality broadcasting. Turntables, following the trend of recent years, will continue to improve in quality. Just before the war RCA added a universal pick-up head (plays vertical or lateral cut records) to its de luxe turntable, thereby simplifying operating problems. Recording equipments, too, will improve in quality as broadcasters become educated to desirability of having the best that money could buy. In studio audio equipments

packaged units such as the RCA Consollette will undoubtedly become more and more popular. Custom-built RCA installations were also increasing rapidly in number just before the war. Made up from standard units, they provide a means of meeting individual station requirements at a minimum cost.

## FM Broadcasting Equipment

The place of FM broadcasting is one of the biggest questions facing the industry today. Any early doubts as to the value and future of FM seem to have been well dispelled. FM has a future—and a big one! The question is: Where does it fit in with AM broadcasting? Many a present broadcaster would like to know whether to expand his AM facilities or save his money for FM—or for Television! Despite these questions it is obvious that FM will expand rapidly—and that a lot of FM equipment will be installed.

While FM transmitters operate in a different frequency band and employ circuits at variance with AM equipment, the design of FM transmitters resembles that of the more conventional models and will undoubtedly follow even more closely as time goes on.

Taking a quick look at the pre-war trends in FM transmitters, we note that the most outstanding was that toward simplification of circuits and reduction in number of tubes used. Early models used as many as 20 tubes in the modulator unit alone—a 1 KW transmitter employed more than 40 tubes. The RCA 1 KW FM transmitter introduced in 1940 used only five tubes in the modulator, 20 in the whole transmitter. Prior to the war RCA had developed and was ready to put into application some novel FM circuits. These will be incorporated in apparatus produced in the post-war period.

Another trend which developed as the older and larger transmitter manufacturers entered the field was a movement toward building "FM transmitters like de luxe AM transmitters." The high-quality of construction standards (as well as performance), the streamlined styling and the features of accessibility developed in many years of AM experience were thus made available in FM transmitters. The very last FM transmitters produced before the war—such as the RCA 10 KW—were outstanding in this respect. They foretold an era in which FM transmitters would take on the appearance of professionalism typical of present-day AM installations.

That post-war FM equipment will comprise a complete line is fairly certain.

(Please Turn to Page 964)

# Voice communications on every front.

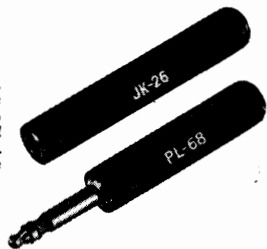
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*U. S. Army Signal Corps and U. S. Navy plugs and jacks are offered as voice communication components to manufacturers of transmitters and sound equipment for the Armed Forces. Catalog No. 830 contains complete details.*



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# ELECTRONICS OF THE FUTURE

By *Dr. Walter R. G. Baker*

*Vice-President in Charge of Electronics, General Electric Co.*

**E**LECTRONICS is a serious science. Already it is an important business. It is going to affect the lives and fortunes of every one of us in the years ahead and I believe the fundamentals of that science and that business deserve consideration.

Man has always been curious about the composition of his environment and for this reason people are interested in electronics. Until the 17th century the reasoning of Aristotle, that everything was made of earth, air, fire and water, was generally accepted. The alchemists—opportunists of their time—thought this a fine idea, since by changing the proportions of these four “substances” it should be possible to obtain gold and silver, cheap. They were closer to the truth as we know it today than they had any right to be.

## Role of Electrons

Scientists began to talk about electrons 40 years ago and since then we have learned that all the manifestations of what we call electricity are due to electrons. We know that electric current is the harnessing, the channeling, the coordinated flow of electrons.

We know that to light a 40-watt, 110-volt lamp there must pass through the filament, each second, 2,300,000 electrons. But this is not electronics. In the sense we use the term today we mean this raw material, these electrons freed from the bondage of wires, freed from the attractive force operating within the atom. Electrons are electricity in the raw.

Electronics is not a product such as an airplane, or a turbine, or a locomotive. It is a branch of science like chemistry and, as chemistry, is not limited to the manufacture of synthetic rubber or plastics; neither is electronics limited to radio, or television, or communication, or locator systems.

In order to free electrons from the atom, there are three things that can be done: electrons may be knocked out of atoms by violent impact from high-speed

particles; they may be liberated by some form of wave energy such as light rays; they may be freed by heat. The heat method is presently the most important. It is used in millions of electronic tubes such as those in your radio. Actually the hot filament wire boils out electrons in much the way steam comes out of a kettle.

The electronic tube is the most important tool for developing the business end of electronics. The reason why seemingly magical things can be accomplished with electronic tubes is this: during the split second when the electric current is a flow of free electrons in the tube, it can be controlled with a degree of ease, speed and precision that is impossible when the electrons are imprisoned in the wire. With an electronic tube, the current can be stopped, started again, increased or decreased—instantaneously, smoothly and accurately; and without mechanical movement, noise or vibration.

Shortly after World War I, the electronic tube gave birth to its first major business—radio broadcasting.

## Frequency Modulation

Shortly before World War II, a new method of radio broadcasting—Frequency Modulation—was started. FM is a new kind of radio wave. It reduces static to the vanishing point and provides a high-fidelity “natural-color” reproduction of sound impossible with present day radio. FM also makes it possible to have not 90 but several thousand radio stations in the United States—all broadcasting without interfering with one another—contrasted with the limited number possible with the present system.

There is little question but that the advantages offered to the consumer by frequency modulation will obsolete the 60,000,000 radio receivers now in American homes.

Radio broadcasting, a \$300,000,000 a year industry, giving employment to thousands and enjoyment to millions, would not exist had we not learned how

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to control the electron with a device called the electronic tube.

### Television Progress

Certainly television will come after the war, but how soon cannot be definitely stated. It will not be at once, since a large investment must be made in television transmitters and some system of connecting transmitters into a network. Whether the inter-connection will be by means of radio, coaxial cable, or wave guides depends upon many factors. The problem certainly can be resolved, but it will take time to work out—not only the technical solution, but what is perhaps of more importance, the economics.

The technical progress due to the war will have a more direct effect on television than on radio broadcasting. This is equally true as applied to some portion of the economics of television equipment. For example, the productive capacity available for cathode ray or picture tubes will be greater than before the war.

### Things to Come

The influence of television on our lives from both a national and international viewpoint is a most interesting and fascinating question. What little we know about the electron has, among other things, brought forth the electronic tube. This tube has made possible worldwide wire and wireless communication and sound broadcasting which has brought not merely a more compact world, but a social awakening, an integration of the masses, and a new intellectual activity, the full effect of which we do not as yet realize. To this statement, if we add the old Chinese proverb that "A picture is worth 10,000 words," we begin to see the enormous potentialities of television.

Electronics is reaching into every branch of industry. There are many industrial applications where electronics can do the work better than other types of equipment; in others, electronics is the only possible way of accomplishing the result.

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## EQUIPMENT IN WAR AND PEACE . . . By J. P. Taylor

(Continued from Page 961)

Before the war RCA had offered (and, in fact, installed) station equipments complete "from microphone to antenna." The audio equipments for these installations were obtained by slight modifications of some of the AM units which sufficed to bring these up to FM standards. After the war all RCA audio units will be capable of FM quality transmission and thereby suitable for use interchangeably in either AM or FM systems. RCA also had a complete line of FM monitoring equipment—including the only standard field intensity meter suitable for use in this range. After the war RCA will have improved models of these.

So-called S-T-L (studio-transmitter-link) transmitters have played considerable part in FM discussions. They insure "FM quality" lines where otherwise unobtainable and provide probably the only satisfactory means of feeding programs to remote stations such as those on mountain tops.

### Television Broadcasting Equipment

Television is an art which, while backed up by many years of research and development work, is still subject to important advances. In the past television transmitters have been limited to operation on the lower frequency channels assigned by the FCC. It is obvious that when television service is established it will be necessary to have equipment capable of operation on any of the assigned channels. It may be expected, therefore, that

television transmitters will become available for operation on higher frequencies than at present.

In connection with television studio and remote pickup equipment, changes appear to be less radical. Satisfactory equipments of high quality have been developed and were in use prior to the war. New camera pickup tubes of improved sensitivity were made available by RCA shortly before the war. Since improvement in camera sensitivity will go far to solve the lighting problem and may make large and complicated lighting setups unnecessary, it may be expected that development of more sensitive cameras will continue. Remote equipments will be very important because of the part such pickups will play in producing a source of local programs.

### Facsimile Broadcasting Equipment

A discussion of broadcasting equipment is not complete without some mention of facsimile. The pre-war experiments with facsimile broadcasting were inconclusive. Some of this may be attributed to the need for a more definite knowledge of the public's requirement for facsimile service. Speed of reproduction, paper size, etc., are factors which manufacturers can control by proper design of equipment. Certainly with additional experience and recent technical progress, facsimile equipment can be supplied to meet the needs of broadcast service.



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## OF STATIONS IN UNITED STATES AND CANADA

AS OF JANUARY 1st, 1944

Through a radio manpower survey conducted by RADIO DAILY, it was proved that networks and independent stations alike are doing a most commendable job in keeping the forces on the home front in contact with the ever-occurring incidents on the fighting fronts via the indispensable efforts of the engineering departments. Despite the heavy drainage on manpower in this particular department, no more than six very small stations were forced to discontinue operations for the duration.

### Alabama

Anniston, WHMA.....James Hudson  
 Bessemer, WJLD.....Calaway M. Callicott  
 Birmingham, WAPI.....Norman S. Hurley  
 WBRG.....G. P. Hamann  
 WSGN.....Gordon Bishop  
 Dothan, WAGF.....John T. Hubbard  
 Decatur, WMSL.....Calloway M. Callicott  
 Gadsden, WJBY.....L. O. Bruner  
 Huntsville, WBHP.....John Garrison  
 Mobile, WALA.....Raymond Hurley  
 Montgomery, WCOV.....W. D. Weatherly  
 WSFA.....Cliff Shelkofsky  
 Muscle Shoals, WLAY.....John W. Smith  
 Opelika, WJHO.....F. Marion Hyatt  
 Selma, WHBB.....T. F. Kelley, Jr.

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 Jerome, KCRJ.....Wayne Fernyhough  
 Lowell, KSUN.....Earl Hickman  
 Phoenix, KOY.....Francis A. Higgins  
 KPHO.....Louis Sublett  
 KTAR.....Harold Haughawout  
 Prescott, KYCA.....Frederick R. Blackburn  
 Safford, KGLU.....Herbert Hartman  
 Tucson, KTUC.....Cliff Livingston  
 Yuma, KYUM.....Leavenworth Wheeler

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 El Dorado, KELD.....A. W. Hearin  
 Fort Smith, KFPW.....John M. Van Horn  
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 Little Rock, KWFC.....Melvin P. Spann  
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 KGH.....K. F. Tracy  
 KLRA.....K. F. Tracy  
 Siloam Springs, KUOA.....Kenneth Maxwell  
 Texarkana, KCMC.....Charles Mathis

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 Beverly Hills, KMPC.....James LaShaum  
 Chico, KHSL.....Emory P. Milburn  
 Eureka, KIEM.....Alvor Olson

El Centro, KXO.....James Coin  
 Fresno, KARM.....John F. Scales  
 KFRE.....Sheldon Anderson  
 KMJ.....William N. Wallace  
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 KFOX.....L. W. McDowell  
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 KRKD.....Willis O. Freitag  
 Marysville, KMYC.....B. B. Ballard  
 Merced, KYOS.....Malcolm R. Beavers  
 Monterey, KDON.....Edward C. Duty  
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 KLX.....Ros Smith  
 KROW.....C. E. Downey  
 Pasadena, KPAS.....John A. Smithson  
 KWKW.....Paul Spargo  
 Redding, KVCV.....Charles Castor, Jr.  
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 Sacramento, KFBK.....Stam Sronce  
 KROY.....Howard Martinean  
 San Bernardino, KFXM.....Richard T. Sampson  
 San Diego, KFMB.....Charles A. Cooper  
 KGB.....William G. Collins  
 San Francisco, KFRC.....Jim McArdle  
 KGO.....R. B. Palmer  
 KPO.....George Greaves  
 KSN.....N. J. Patterson  
 KSFO.....Royal V. Howard  
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 Iowa City, WSUL..... S. J. Ebert  
 Marshalltown, KFJB..... W. Cole Tillotson  
 Mason City, KGLO..... Roger Sawyer  
 Ottumwa, KBIZ..... Alvin Johnson  
 Shenandoah, KFNF..... Earl Blakesley  
 KMA..... Ray Schroeder  
 Sioux City, KSCJ..... Alvin H. Smith  
 KTRI..... Earl Huss  
 Spencer, KICD..... L. W. Nolan  
 Waterloo, KXEL..... Don Kassner

### Kansas

Atchison, KVAK..... Emil Hunnicutt  
 Coffeyville, KGGF..... Sarto Jaminet  
 Dodge City, KGNO..... Ralph Hickman  
 Emporia, KTSW..... Harold E. Davis  
 Garden City, KIUL..... Robert Wheeler Snyder  
 Great Bend, KVGB..... Leo Legleiter  
 Hutchinson, KWBW..... Millard Clary  
 Kansas City, KCKN..... Bernard Maltby  
 Lawrence, WREN..... Carl Biesnei  
 KFKU..... R. P. Stringham  
 Kansas City, KCKN..... Maren Cardwell  
 Manhattan, KSAC..... R. C. Dennison  
 Pittsburg, KOAM..... Leo Stafford  
 Salina, KSAL..... N. E. Vance, Jr.  
 Topeka, WIBW..... Karlton G. Marquardt  
 Wichita, KANS..... Carl Hall  
 KFBI..... K. W. Pyle  
 KFH..... Amos C. Dadisman

### Kentucky

Ashland, WCMI..... Clarence Weaver  
 Bowling Green, WLBJ..... James Hight  
 Harlan, WHLN..... J. Franke Fox  
 Henderson, WSON..... Floyd Hubbard  
 Hopkinsville, WHOP..... James C. Miller  
 Lexington, WLAP..... Sanford Helt  
 Louisville, WAVE..... Wilbur Hudson  
 WHAS..... D. C. Summerford  
 WINN..... Vernon Nunn  
 New Albany (Louisville)..... Perry Esten  
 Owensboro, WOMI..... Leslie Goodaker  
 Paducah, WPAD..... U. C. Morris

### Louisiana

Alexandria, KALB..... Jesse Sexton  
 Lafayette, KVOL..... Raymond E. Wheeler  
 Lake Charles, KPCL..... B. Hillman Bailey, Jr.  
 Monroe, KMLB..... O. L. Morgan  
 New Orleans, WDSU..... C. L. Whitney  
 WNOE..... Ellis Trepoginer  
 WWL..... J. D. Bloom, Jr.  
 Shreveport, KTBS..... C. H. Maddox  
 KWKH..... W. E. Antony

### Maine

Augusta, WRDO..... Harold Dinsmore  
 Bangor, WABI..... Walter Dickson  
 Lewiston, WCOU..... John T. Duty  
 Portland, WCSH..... G. Fred Crandon  
 WGAN..... Roger W. Hodgkins  
 Presque Isle, WAGM..... Lester E. Hughes

### Maryland

Baltimore, WBAL..... Gerald W. Cooke  
 WCBM..... A. E. Eckels  
 WCAO..... Martin L. Jones  
 WFBR..... William Q. Ranft  
 WITH..... James Duff

Frederick, WFMD..... A. V. Tidmore  
 Hagerstown, WJEJ..... George W. McIntire  
 Salisbury, WBOC..... Peter A. Alfonsi

### Massachusetts

WBZ..... W. H. Hauser  
 WBZA..... H. E. Randol  
 WCOB..... Roland C. Hale  
 WEEI..... W. J. Stiles  
 WHDH..... R. G. Matheson  
 WNAC..... Paul A. DeMars, Irving Robinson  
 WORL..... John Parker  
 Fall River, WSAR..... John C. Pavao  
 Fitchburg, KEIM..... Theodore Kalin  
 Greenfield, WHAI..... Leland F. Wheeler  
 Holyoke, WHYN..... Thomas Humphrey  
 Hyannis-West Yarmouth, WOCB..... L. D. Trefry  
 Hyannis, WOCB..... Rodney A. Merrill  
 Lawrence, WLAW..... George A. Hinckley  
 Lowell, WLLH..... Ralph Newton  
 New Bedford, WNBH..... Irving Vermilya  
 Pittsfield, WBRK..... Leonard Lavendol  
 Springfield, WMAS..... Earle G. Hewinson  
 WSPR..... Lawrence A. Reilly  
 Worcester, WAAB..... Joseph Grahn  
 WTAG..... Elliot A. Browning

### Michigan

Battle Creek, WELL..... Earl J. Stone  
 Bay City, WBCM..... Ralph H. Carpenter  
 Calumet, WHDF..... George L. Burgan  
 Detroit, WJBK..... E. McKenzie  
 WJLB..... Edward H. Clark  
 WJR..... Merrill Mitchell  
 WWJ..... Herbert F. Tank  
 WXYZ..... Verne C. Alston  
 East Lansing, WKAR..... Norris E. Grover  
 Flint, WFDF..... Frank D. Fallain  
 Grand Rapids, WOOD..... Fred W. Russell  
 WLAJ..... Raymond Plank  
 Ironwood, WJMS..... Arne Dahlbacka  
 Jackson, WIBM..... Charles Wirtanen  
 Kalamazoo, WKZO..... Carl E. Lee  
 Lansing, WJIM..... Melvin Wirth  
 Lapeer, WMPC..... Hollis F. Hayes  
 Muskegon, WKBZ..... George Krivitzky  
 Pontiac, WCAR..... Wayne N. Cook  
 Port Huron, WHLS..... Leslie Conant  
 Royal Oak, WEXL..... Jerome Steadley  
 Saginaw, WSAM..... Ted Seaman  
 Sault Ste. Marie, WSOO..... Eugene Kaari  
 Traverse City, WTCM..... Drew McClay

### Minnesota

Albert Lea, KATE..... Lawrence Lawson  
 Duluth, KDAL..... Robert A. Dettman  
 WEBC..... William Lounsberry  
 Hibbing, WMPG..... Wm. Lounsberry  
 Mankato, KYSM..... James Houts  
 Minneapolis, WCCO..... Hugh S. McCartney  
 WDGY..... Dr. George W. Young  
 WJMN..... Burton Holmberg  
 WLOL..... Gene Brautigam, Ogden Prestholdt  
 WTCN..... Myron Fleming  
 Moorhead, KVOX..... Richard Hanson  
 Northfield, WCAL..... O. W. Halderson  
 Rochester, KROC..... Fred C. Clarke  
 St. Cloud, KFAM..... Robert B. Witschen  
 St. Paul, WMIN..... Warren Fritze  
 Virginia, WHLB..... William E. Lounsberry  
 Willmar, KWLM..... Lloyd Stenberg  
 Winona, KWNW..... L. L. McCurnin

### Mississippi

Columbus, WCBI..... Jack V. Jones  
 Greenville, WJPR..... George W. Wilson  
 Greenwood, WGRM..... Gordon Clark  
 Gulfport, WGCM..... Donovan Murphy  
 Hattiesburg, WFOR..... James N. Glore  
 Jackson, WSLI..... C. A. Perkins  
 WJDX..... P. G. Root  
 Laurel, WAML..... Bruce Dennis  
 McComb, WSKB..... Robert Louis Sanders  
 Meridian, WOOC..... D. W. Gavin

# CHIEF ENGINEERS

Natchez, WMIS.....Thomas Patterson  
 Vicksburg, WQBC.....C. E. Drake

## Missouri

Cape Girardeau, KFVS.....Oscar Hirsch  
 Columbia, KFRR.....Robert Haigh  
 Hannibal, KHMO.....Raymon Schildknecht  
 Joplin, WMBH.....Richard Meek  
 Jefferson City, KWOS.....Harold E. White  
 Kansas City,  
     KCMO.....Jack Stewart  
     KMBC.....A. R. Moler  
     WDAF.....Joseph A. Flaherty  
     WHB.....Henry Goldenberg  
 Poplar Bluff, KWOC.....Don Lidenton  
 St. Joseph, KFEQ.....Fred H. Damm  
 St. Louis,  
     KFUO.....Carl H. Meyer  
     KWK.....N. J. Zehr  
     KKOK.....Arthur Rekart  
     WEW.....George E. Rueppel  
     WLL.....Chal C. Stoup  
 Sedalia, KDRO.....Bing G. Wong  
 Springfield,  
     KGBX-KWTO.....Fritz Bauer  
     KTTO.....Frank L. Barker

## Montana

Billings, KGHL.....Jeff Kiichli  
 Bozeman, KRBM.....Jack Provis  
 Great Falls, KFBB.....Wilbur Myhre  
 Helena, KPFA.....R. D. Martin  
 Kalispell, KGEZ.....W. H. Patterson  
 Miles City, KRJF.....H. W. Panchot  
 Missoula, KGVO.....Fred Wamble  
 Sidney, KGCX.....Frank A. Toomey

## Nebraska

Fremont, KORN.....James Wirka  
 Grand Island, KMMJ.....D. Swanson  
 Hastings, KHAS.....Lloyd Jones  
 Kearney, KGFV.....Jack Lewis  
 Lincoln, KFAB-KFOR.....Mark W. Bullock  
 Norfolk, WJAG.....Frank Weidenbach  
 North Platte, KGNF.....J. B. Eaves  
 Omaha,  
     KBON.....Richard Wlna  
     KOIL.....Mark Bullock  
     WOW.....William J. Kotera  
 Scottsbluff, KGKY.....Harland Morrison

## Nevada

Reno, KOH.....Tom Boland

## New Hampshire

Keene, WKNE.....Ernest Batchelder  
 Laconia, WLNH.....Louis Steady  
 Manchester,  
     WFEA.....Reginald A. B. Schow  
     WMUR.....Vincent H. Chandler  
 Portsmouth, WHEB.....Paul Lindsay

## New Jersey

Asbury Park, WCAP.....Gordon Shaw  
 Atlantic City,  
     WBAB.....Earle Godfrey  
     WFPG.....Blair K. Thron  
 Bridgeton, WSNJ.....Francis Fekel  
 Camden, WCAM.....C. E. Onens  
 Jersey City,  
     WHOM.....Theodore Gemp  
 Newark, WAAT.....Anthony Castellani  
 Paterson, WPAT.....Earl F. Lucas  
 Trenton,  
     WTNJ.....Edward P. Knowles  
 Zaraphath, WAZW.....Nathaniel Wilson

## New Mexico

Albuquerque,  
     KGGM.....Leonard Dodds  
     KOB.....George S. Johnson

Carlsbad, KAVE.....Carl C. Cook  
 Clovis, KICA.....Vernon Hughes  
 Hobbs, KWEW.....Chet L. Gonce  
 Las Vegas, KFUN.....A. F. Schultz  
 Roswell, KGFL.....Melvin Unger

## New York

Albany,  
     WABY.....J. H. Corey  
     WOKO.....O. A. Sardi  
 Auburn, WMBO.....Herbert House  
 Batavia, WBTB.....Howard Cochran  
 Binghamton, WBNF.....Lester H. Gilbert  
 Brooklyn,  
     WBYN.....Peter Testan  
     WLIB.....Arthur Faske  
 Buffalo,  
     WBEN.....Ralph J. Kingsley  
     WBNY.....Thomas L. Vines  
     WEBR.....Raymond Lamy  
     WGR.....K. B. Hoffman  
     WKBW.....K. B. Hoffman  
 Elmira, WENY.....Thurloow A. Greane  
 Freeport, WGBB.....Robert Milos  
 Ithaca, WHCU.....True McLean  
 Jamestown, WJTN.....Harold J. Kratzert  
 Kingston, WKNY.....W. J. Fahey  
 Middletown, WALL.....Ernest Warnock  
 Newburgh, WGNV.....Marvin Seimes  
 New York,  
     WABC.....Henry Grossman  
     WBNS.....A. L. Solbrig  
     WBAF (NBC).....P. A. Wankel  
     WEVD.....Charles Brown  
     WHN.....Paul Fuelling  
     WINS.....J. P. McNally  
     WJZ (Blue Network).....George Milne  
     WMCA.....Frank Marx  
     WOR.....J. R. Poppele  
     WOV.....Hillis W. Holt  
     WNEW.....M. J. Weiner  
     WQXR.....Russell D. Valentine  
 Niagara Falls, WHLD.....Robert Wilson  
 Ogdensburg, WSLB.....Clifford Moore  
 Olean, WHDL.....Thomas J. Gill  
 Plattsburg, WMFF.....Jack Nazak  
 Poughkeepsie, WKIP.....John Burke  
 Rochester,  
     WHAM.....Kenneth Gardner  
     WHEC.....Bernard C. O'Brien  
     WSAY.....Gordon P. Brown  
 Schenectady, WGY.....Victor Campbell  
 Schenectady, WGY.....W. J. Purcell  
 WSNY.....Irving P. Beck  
 Syracuse,  
     WAGE.....Charles Brannen  
     WFBL.....Alfred R. Marcy  
     WOLF.....David Foote  
     WSYR.....A. G. Belle Isle  
 Troy, WTRY.....Woodbury Carter  
 Troy, WTRY.....William Watson, W. J. Lardner  
 Troy, WHRY.....Waldo Whitman  
 WHAZ.....Hiram D. Harris  
 Utica, WIDX.....Michael Carlo  
 Watertown,  
     WATN.....J. A. Perry  
     WWNY.....Maynard B. Davis  
 White Plains, WFAS.....Frank A. Seltz  
 Woodside, WWRL.....William H. Reuman

## North Carolina

Asheville, WISE.....Madeline Hollerith  
 WUNC.....Cecil Hoskins  
 Burlington, WBBB.....James Beatty  
 Charlotte,  
     WAYS.....John C. Price  
     WBT.....M. J. Minor  
     WSOC.....L. L. Caudle, Jr.  
 Durham, WDNC.....Walter Hill  
 Elizabeth City, WCNC.....James M. Wall  
 Fayetteville, WFNC.....Howard Harrell  
 Gastonia, WGNC.....W. C. Groves, Jr.  
 Goldsboro, WGBR.....Daniel B. Trueblood  
 Greensboro,  
     WBIG.....Earl Allison

WGBG.....Joseph Warlick  
Greenville, WGTC.....Hank Tribley  
Hickory, WHKY.....E. S. Long  
High Point, WMFR.....Robert P. Boyd  
Kinston, WFTC.....David Hardison  
New Bern, WHIT.....Glen Neuville  
Raleigh,  
WPTE.....Henry Hulick, Jr.  
WRAL.....Stanley H. Brown  
Roanoke Rapids, WCBT.....C. W. Mears  
Salisbury, WSTP.....Carl B. Watson  
Washington, WRRF.....George P. Martin  
Wilmington, WMFD.....E. I. Herring  
Wilson, WGTM.....Warren Wooten  
Winston-Salem,  
WAIR.....Lee King  
WSJS.....Phil Hedrick

## North Dakota

Bismarck, KFYP.....Ivar Nelson  
Devil's Lake, KDLR.....Richard Moritz  
Fargo, WDAY.....Julius Hotland  
Grand Forks, KFJM.....Edwin J. O'Brien  
Jamestown, KSJB.....Kenneth L. Rich  
Minot, KLPN.....C. W. Baker  
Valley City, KOVC.....Charles Sjoström

## Ohio

Akron,  
WADC.....John Aitkenhead  
WAKR.....Wm. W. Robertson  
Ashtabula, WICA.....G. G. Gautney  
Canton, WHBC.....Kenneth L. Sliker  
Cincinnati  
WKCY.....Harvey Glatstein  
WCPO.....Roger Wetz  
WRCC.....George Wilson  
WLW.....R. J. Rockwell  
WSAI.....R. J. Rockwell  
Cleveland,  
WCLE.....Ralph DeLany  
WGAR.....R. Morris Pierce  
WHK.....Ralph DeLany  
WJW.....Gerold G. Roberts  
WTAM.....S. E. Leonard  
Columbus,  
WBNS.....Lester H. Nafzger  
WCOL.....James E. Lowe  
WHYC.....J. E. Anderson  
WOSU.....C. H. Boehnker  
Dayton,  
WHIO.....Ernest L. Adams  
WING.....Paul F. Braden  
Findlay, WFIN.....Edgar Smith  
Lima, WLOK.....Jack E. Bannon  
Mansfield, WMAN.....Perry Wilson  
Marion, WMRN.....S. Robert Morrison  
Portsmouth, WPAV.....Maurice Myers  
Springfield, WIZE.....Arthur Martin  
Steubenville, WSTV.....Joseph M. Troesch  
Toledo,  
WSPD.....William Stringfellow  
WTOL.....John Sheehan  
Warren, WWRN.....Charles J. Burton  
Youngstown, WKBN.....B. T. Wilkins  
WFMJ.....Frank Dieringer  
Zanesville, WHIZ.....William A. Hunt

## Oklahoma

Ada, KADA.....Harold Walker  
Ardmore, KVSO.....C. M. Milner  
Bartlesville, KWON.....E. Dallas De Grafenreid  
Elk City, KASA.....G. W. Patterson  
Enid, KCRC.....Paul Snell  
Lawton, KSWO.....W. E. Billington  
Muskogee, KBIX.....D. W. Hoisington  
Norman, WNAD.....Clyde Farrar  
Oklahoma City,  
KOCY.....Harold Durham  
KOMA.....M. W. Thomas  
KTOK.....Clifford Easom  
WKY.....Herman J. Lovell  
Okmulgee, KHBG.....Chester Ludwick  
Shawnee, KGFF.....S. Ricciotti  
Tulsa,  
KOME.....Bob Dryden  
KTUL.....Robert Snider  
KVoo.....L. W. Stinson

## Oregon

Albany, KWIL.....Herb Davidson  
Astoria, KAST.....James M. Titus  
Baker, KBKR.....Sidney Williams  
Bend, KBND.....Wallace Guthrie  
Corvallis, KOAC.....Grant S. Feikert  
Eugene, KORE.....Harold Gander  
Grant's Pass, KUIN.....Edward A. Malone  
La Grande, KLBW.....Murray Durham  
Marshfield, KOOS.....Pete Gray  
Medford, KMED.....Dave Rees  
Pendleton, KWRC.....Paul E. Walden  
Portland,  
KBPS.....Louis Ballinger  
KEX-KGW.....Harold Singleton  
KALE-KOIN.....Louis S. Bookwalter  
KWJ.....Wilbur Jerman  
KXL.....Lew Ballinger  
Roseburg, KRNR.....Henry J. Chandler, Jr.  
Salem, KSLM.....Clyde Carlton

## Pennsylvania

Altoona, WFBG.....George R. Burgoon  
Butler, WISR.....Paul Rex  
Du Bois, WCED.....Vernon Stahl  
Easton, WEST.....J. E. Mathiot  
Erie, WERC.....Thomas Phillips, Jr.  
WLEU.....Clarence Baker  
Grove City, WSAJ.....H. W. Harmon  
Harrisburg,  
WHP.....R. S. Duncan  
WKBO.....J. E. Mathiot  
Hazleton, WAZL.....J. E. Mathiot  
Johnstown, WJAC.....Nevin Straub  
Lancaster, WGAL.....J. E. Mathiot  
Lewistown, WMRF.....Bernard H. Bopp  
New Castle, WKST.....Robert Emch  
Philadelphia,  
KYW.....Ernest H. Gager  
WCAU.....George Lewis  
WDAS.....Frank Unterberger  
WFIL.....Louis E. Littlejohn  
WIBG.....John H. Henninger  
WIP.....Clifford Harris  
WPEN.....Charles W. Burtis  
Pittsburgh,  
KDKA.....T. C. Kenney  
KQV.....Walter McCoy  
WCAE.....James Schultz  
WJAS.....Walter McCoy  
WWSW.....Roy Harlow  
Reading,  
WEEU.....H. O. Landis  
Scranton,  
WARM.....Adolph Oeschmann  
WGBI.....Kenneth R. Cooke  
Sharon, WPIC.....A. C. Heck  
Sunbury, WKOK.....John Keller  
Uniontown, WMBS.....William Henzly  
Washington, WJPA.....Joseph M. Troesch  
Wilkes-Barre,  
WBAX.....John Stenger, Jr.  
WBRE.....Charles Sakoski  
Williamsport, WRAK.....Louis N. Persio  
York,  
WORK.....J. E. Mathiot  
WSBA.....Willis Weaver

## Rhode Island

Pawtucket, WFCL.....Gilbert Johnson  
Providence, WPRO.....Howard W. Thornley  
WEAN.....Harry Tilley  
WJAR.....Thomas Prior

## South Carolina

Anderson, WAIM.....Harold C. Spengler  
Charleston,  
WCSC.....Wilbur Albee  
WTMA.....Douglass M. Bradham  
Columbia,  
WCOS.....Harry Clippard  
WIS.....Scott Helt  
Florence, WOLS.....Herman Hanks  
Greenville, WFBC.....Clyde Etheridge  
WMRC.....George D. Tar  
Greenwood, WCRS.....E. C. Niemann  
Spartanburg, WORD-WSPA.....Murray Coleman, Harold Beckholt  
Sumter, WFIG.....William E. Williams



# CHIEF ENGINEERS

## South Dakota

Aberdeen, KABR.....Delbert T. Hunt  
 Pierre, KGFX.....Robert H. Dye  
 Rapid City,  
   KOBH.....A. E. Griffiths  
   WCAT.....E. E. Clark  
 Sioux Falls, KELO-KSOO.....Max Staley  
 Vermillion, KUSD.....George Nordquist  
 Watertown, KWAT.....Francis Alwin  
 Yankton, WNAX.....Clifford Todd

## Tennessee

Bristol, WOPI.....R. H. Smith  
 Chattanooga, WDEF.....Vann Campbell  
 Chattanooga,  
   WAPO.....B. B. Barnes  
   WDEF.....B. C. Baker  
   WDEF.....Vernon Campbell  
   WDOO.....Julius Vessels  
 Clarksville, WJZM.....John Bailey  
 Cookeville, WHUB.....Charles Burch  
 Jackson, WTJS.....B. Carey Brummel  
 Johnson City, WJHL.....O. K. Garland  
 Kingsport, WKPT.....G. W. Upchurch  
 Knoxville,  
   WBIR.....J. Rex Horton  
   WNOX.....John L. Cole, Jr.  
   WROL.....Owen McReynolds  
 Memphis,  
   WBHQ.....W. M. Roy  
   WMC.....E. C. Frase, Jr.  
   WMPS.....J. G. Deaderick  
   WREC.....S. D. Wooten, Jr.  
 Nashville,  
   WLAC.....F. D. Binns  
   WSIX.....Walter Ferguson  
   WSM.....George Reynolds

## Texas

Abilene, KRBC.....J. B. Casey  
 Amarillo,  
   KFDA.....Howard Blaker  
   KGNC.....Wm. H. Torrey  
 Austin,  
   KNOW.....James E. Lewis  
   KTBC.....M. W. Jeffus  
 Beaumont, KRIC.....Ben Hughes  
   KFDL.....L. M. Sanders  
 Big Spring, KBST.....Andrew M. Jones  
 Brownsville, KEEW.....Glenn McIntosh  
 Brownwood, KBWD.....A. W. Stewart  
 College Station, WTAW.....H. C. Dillingham  
 Corpus Christi,  
   KEYS.....Earle C. Dunn  
   KRIS.....Robert S. Bush  
 Corsicana, KAND.....Gene Hellum  
 Dallas,  
   KRLD.....Roy M. Flynn  
   KSKY.....Morris M. Ming  
   WFAA.....Raymond Collins  
   WRR.....D. J. Tucker  
 El Paso,  
   KROD.....Edward P. Talbott  
   KTSM.....E. L. Gemoets  
 Fort Worth,  
   KFJZ.....Truett Kimzey  
   KGKO.....R. C. Stinson  
   WBAP.....R. C. Stinson  
 Galveston, KLUF.....Lee Clough  
 Harlingen, KGBS.....Sherman L. Spencer  
 Houston,  
   KPRC.....H. T. Wheeler  
   KTRH.....Howard Robinson  
   KXYZ.....Gerald Chinski  
 Huntsville, KSAM.....Robert Newton  
 Laredo, KPAB.....Hulan Smith  
 Lubbock, KFYO.....W. S. B'edsoe  
 Midland, KRIF.....Jack Cecil  
 Palestine, KNET.....B. A. Laurie  
 Pampa, KPDN.....Howard Blaker  
 Paris, KPIT.....Mitchell Secrest  
 Port Arthur, KPAC.....Cliff Hamilton  
 San Angelo, KGKL.....Frank Jones  
 San Antonio,  
   KABC.....Paul Wolf

KMAC.....Charles F. Harris  
 KONO.....George W. Ing  
 K TSA.....W. G. Egerton  
 WOAL.....Fred Sterling  
 Sweetwater, KXOX.....G. W. Dotson  
 Temple, KTEM.....Paul Shaw  
 Texarkana, KCMC.....Paul McCaslin  
 Tyler, KGKB.....John B. Sheppard  
 Vernon, KVWC.....Herman Ridgway  
 Victoria, KVIC.....Robert McCowan  
 Waco, WACO.....L. H. Appleman  
 Weslaco, KRGV.....O. L. Hartwig  
 Wichita Falls, KWFT.....John Adams

## Utah

Logan, KVNU.....C. N. Layne  
 Ogden, KLO.....W. D'Orr Cozzens  
 Provo, KOVO.....Gerald Peterson  
 Salt Lake City,  
   KDYL.....John M. Baldwin  
   KUTA.....Lyle Wahlquist

## Vermont

Burlington, WCAC.....John C. Quill  
 Rutland, WSYB.....David Lyons  
 St. Albans, WWSR.....Theodore Boisvert  
 Waterbury, WDEV.....Paul Hurd

## Virginia

Charlottesville, WCHV.....Walter Gray  
 Covington, WKEY.....James Garber  
 Danville, WBTM.....Harry W. Spencer  
 Fredericksburg, WFVA.....Phil Whitney  
 Harrisonburg, WSWA.....Warren L. Braun  
 Lynchburg, WLVA.....John Orth  
 Martinsville, WMVA.....Dewey W. Muse  
 Newport News, WGR.....William P. Grether  
 Norfolk, WTAR.....Julius L. Grether  
 Petersburg, WPID.....Fred Wagner  
 Portsmouth, WSAP.....E. Denzil Pulley  
 Richmond,  
   WBLB.....R. W. Raabe  
   WMBG.....Wilfred H. Wood  
   WRNL.....Rudolph W. Raabe  
   WRVA.....David C. Woods  
 Roanoke,  
   WDBJ.....J. W. Robertson  
   WLSL.....Philip Briggs  
 Suffolk, WLPN.....Fred Wagner  
 Winchester, WINC.....Richard F. Lewis, Jr.

## Washington

Aberdeen, KXRO.....Kenneth Grinde  
 Centralia-Chehalis, KELA.....Ellwood Lippencott  
 Everett, KEVE.....Ray Hilgers  
 KRKO.....Roy C. Towne  
 Olympia, KGY.....Walter McGoffin  
 Pullman, KWSC.....George M. Frese  
 Seattle,  
   KEVR.....John L. Kelley  
   KIRO.....James Hatfield  
   KJR.....F. J. Brott  
   KOL.....Perry C. Lind  
   KOMO.....F. J. Brott  
   KRSC.....George Freeman  
   KXA.....John Dubuque  
 Spokane,  
   KFIO.....Dee Waymire  
   KFPY.....George Langford  
   KGA-KHQ.....G. E. Grady  
 Tacoma,  
   KMO.....Joe Kolesar  
   KTBI.....Joseph P. Ernst  
   KVI.....Raymond Griese  
 Walla Walla, KUJ.....M. L. MacLafferty  
 Vancouver, KVAN.....S. W. McCready  
 Yakima, KIT.....Harry B. Murphy

## West Virginia

Beckley, WJLS.....Al J. Ginkle  
 Bluefield, WHIS.....P. T. Flanagan  
 Charleston,  
   WCHS.....Odes E. Robinson  
   WGKV.....Odes Robinson

# CHIEF ENGINEERS

Clarksburg, WBLK..... Joseph A. Wright  
 Fairmont, WMMN..... Robert Hough  
 Huntington, WSAZ..... John R. Csensich  
 Morgantown, WAJR..... Ray C. Spense  
 Parkersburg, WPAR..... Cecil Knowles  
 Welch, WBRW..... John Timberlake  
 Wheeling,  
 WKWK..... Fred Baker  
 WVVA..... Edwin L. Keim

## Wisconsin

Appleton, WHBY..... George Merkle  
 Ashland, WATW..... Hine Dahlbacka  
 Eau Claire, WEAU..... T. O. Jorgenson  
 Fond du Lac, KFIZ..... Wendell S. Meyers  
 Green Bay, WTAQ..... Wallace Stengel  
 Janesville, WCLO..... William Havens  
 La Crosse, WKBH..... Al Leeman  
 Madison,  
 WHA..... John Stiehl  
 WIBA..... Norman Hahn  
 Manitowoc, WOMT..... W. F. Dubin  
 Marinette, WMAM..... Martin R. Lund  
 Medford, WIGM..... Gerald J. Boos  
 Milwaukee,  
 WEMP..... Raymond Host  
 WISN..... N. J. Richard  
 WTMJ..... Daniel W. Gellerup  
 Oshkosk, WOSH..... Nathan Williams  
 Poynette, WIBU..... Leonard Doese  
 Racine, WRJN..... F. Lee Dechant  
 Rice Lake, WJMC..... Albert Bertha  
 Sheboygan, WHBL..... Herbert Mayer  
 Stevens Point, WLBL..... Walter Ninneman  
 Superior, WDSM..... Melvin Lasket  
 Wausau, WSAU..... Roland Richardt  
 Wisconsin Rapids, WFHR..... Garth N. Bowker

## Wyoming

Cheyenne, KFBC..... Gaal Barrett  
 Powell, KPOW..... Del Brandt  
 Rock Springs, KVRB..... Archie Buchanan  
 Sheridan, KWYO..... Robert F. Crossthwaite

## Alaska

Anchorage, KFQD..... Wm. J. Wagner  
 Fairbanks, KFAR..... August G. Hiebert  
 Juneau, KINY..... Vincent I. Kraft

## Hawaii

Honolulu, KGMB..... Ernest Lindemann

## Puerto Rico

Ponce, WPAB..... Jose Sepulveda  
 San Juan, WIAC..... Alfonso Sanchez

## Canada

### Alberta

Calgary, CFAC..... Earl C. Connor  
 CFON..... W. V. McLaughlin  
 CJCJ..... Patrick Green  
 Edmonton,  
 CFRN..... F. Makepeace  
 CJCA..... Gordon Shillabeer  
 CKUA..... Roy Usher  
 Grande Prairie, CFBP..... Oswald Thorkalson  
 Lethbridge, CJOC..... James Ivey

### British Columbia

Chilliwack, CHWK..... Jack Pilling  
 Kamloops, CFJC..... Alfred G. Laird  
 Kelowna, CKOV..... J. H. B. Browne  
 Nelson, CKLN..... R. I. Walker  
 Prince Rupert, CFPR..... C. H. Insulander  
 Trail, CJAT..... E. C. Ayles  
 Vancouver,  
 CBR..... Norman Olding  
 CKMO..... R. Whiteside  
 CKWX..... Gordon Fairweather  
 Victoria, CJVI..... J. Sommers

## Manitoba

CKRC..... A. W. Hooper  
 Winnipeg, CKY..... W. A. Duffield

## New Brunswick

Campbellton, CKNB..... L. P. Paquet  
 Fredericton, CFNB..... E. S. Cassidy  
 Moncton, CKCW..... A. J. White  
 Sackville, CBA..... Rachel Campbell  
 Saint John, CHSJ..... J. G. Bishop

## Nova Scotia

Antigonish, CJEX..... Gordon MacDougall  
 Halifax, CHNS..... A. W. Greig  
 Sydney, CJCB..... A. Vernon  
 Yarmouth, CJLS..... Donald L. Smith

## Ontario

Brantford, CKPC..... Alfred Teague  
 Brockville, CFBR..... G. W. Andrews  
 Chatham, CFCO..... Gordon Brooks  
 Hamilton,  
 CHML..... William Crawford  
 CKOC..... L. Horton  
 Kingston,  
 CFRC..... Professor H. S. Stewart  
 CKWS..... George McCurdy  
 Kirkland Lake, CJKL..... Tom Watson  
 Kitchener, CKCR..... Ion Hartman  
 London, CFPL..... Cecil York  
 North Bay, CFCH..... Jack Barnaby  
 Ottawa, CBO..... E. C. Stewart  
 Owen Sound, CFOS..... William Vallins  
 Petersburg, CHEX..... Bert Crump  
 Prescott, CFCL..... G. W. Andrews  
 Sault St. Marie, CJIC..... M. Fisher  
 Sault St. Marie, CJIC..... S. C. Cusack  
 Stratford, CJCS..... George Hildebrand  
 Sudbury, CKSO..... Jim McRae  
 Timmins, CKGB..... Ernest Mott  
 Toronto,  
 CBL..... Howard Hilliard  
 CJBC..... Howard Hilliard  
 CFRB..... Jack Sharpe  
 CKCL..... Ernest O. Swan  
 Windsor, CKLW..... W. J. Carter  
 Wingham, CKNX..... Gerald Cruickshank

## Prince Edward Island

Charlottetown, CFCY..... R. F. Large  
 Summerside, CHGS..... Angus MacKee  
 Chicoutimi, CBJ..... J. E. Roberts  
 Hull, CKCH..... Max Gebhardt

## Quebec

Amos, CHAD..... George H. Pope  
 Montreal,  
 CBF..... E. D. Roberts  
 CBM..... E. D. Roberts  
 CFCF..... J. G. Gettenby  
 CHLP..... Alphonse Cloutier  
 CKAC..... Leonard Spencer  
 Montreal, CBM..... Rupert Caplan  
 New Carlisle, CHNC..... J. R. McGough  
 Quebec, CHRC..... Arsene Nadeau  
 CKCV..... Albert Duberger  
 Rouyn-Noranda, CKRN..... George H. Pope  
 Sherbrooke, CHLT..... Romeo Frechette  
 Three Rivers, CHLN..... Leon Trepanier  
 Val D'Or, CKVD..... George Pope  
 Ste-Anne-de-la-Pocatiere, CHGB..... L. M. Desjardins

## Saskatchewan

Moose Jaw, CHAB..... M. Pickford  
 Prince Albert, CKBI..... Tom Vaness  
 Regina,  
 CJRM..... William McDonald  
 CKCK..... E. A. Strong  
 Saskatoon, CFQC..... Stan Clifton  
 Watrous, CBK..... L. J. Marshall

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**AN UP-TO-THE-MINUTE LIST OF IMPORTANT**

# EQUIPMENT FIRMS

**SUPPLYING RADIO IN ALL OF ITS BRANCHES**

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**H. W. Acton Co., Inc.**

370 Seventh Ave., New York, N. Y.  
Phone LOnacre 5-4884

President.....Harry W. Acton  
Treasurer.....Harold A. Benegyfield  
BRANCH OFFICE: Lowell, Mass.  
PRODUCTS: Transcription, phonograph cutting and semi-permanent needles.

**The Acme Elec. & Mfg. Co.**

50 Water St., Cuba, N. Y.  
Phone Cuba 4

President.....C. H. Bunch  
Vice-President, Chief Engineer  
J. A. Comstock  
Treasurer.....L. E. Williams  
Secretary.....W. F. Radon  
BRANCH OFFICE: Clyde, N. Y.  
PRODUCTS: Transmitting transformers, broadcast equipment, audio reactors, output and microphone input transformers, and other types of transformers.

**Admiral Corporation**

Formerly  
Continental Radio and Television Corp.  
3800 Cortland St., Chicago 47, Ill.  
Phone: SPAlding 1400

President.....Ross D. Siragusa  
Vice-President Production....John Huarisa  
Sales Manager.....J. H. Clippinger  
Treasurer.....L. C. Park  
PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, record-players, parts.

**Aerovox Corp.**

740 Belleville Ave., New Bedford, Mass.  
President.....S. I. Cole  
Sales Manager.....Charles Golenpaul  
PRODUCTS: Capacitors, paper, electrolytic and mica, for transmitting, receiving and electronic applications, including paper, oil and wax impregnated, moulded-mica, bakelite-cased and ceramic-cased-mica capacitors; carbon and wire-wound resistors; electrolytics for filter circuits, motor-starting and industrial applications.

**Aircraft Accessories Corp.**

Fairfax & Funston Roads, Kansas City, Kans.  
Phone: FAirfax 3200  
President.....Randolph C. Walker  
Vice-President.....Clifford C. Andrews  
Sales Manager.....Emery Johnson

PRODUCTS: Transmitters, piezo-electric crystals aviation antenna.

**Airdesign & Fabrication**

241 Fairfield Avenue, Upper Darby, Pa.  
President & Chief Engineer..L. E. Pamphilon  
Plant Superintendent.....W. R. Keenly  
Vice-President & Treasurer....W. C. Faust  
PRODUCTS: Power transformers, reactors, audio input and output transformers, iron core filters, and relay coils.

**Air King Products Co., Inc.**

1523-29 Sixty-third St., Brooklyn, N. Y.  
Phone: BEachview 2-6700  
President.....J. P. Lieberman  
Vice-President.....H. D. Halperin  
Sales Manager.....Jules Frank  
PRODUCTS: Receiving sets, radio-phonograph combinations, television receiving sets.

**Allen-Bradley Co.**

136 W. Greenfield Ave., Milwaukee, Wisc.  
Phone: MITchell 5151  
President.....Harry L. Bradley  
Vice-President & General Manager  
F. F. Looch  
PRODUCTS: Fixed and variable composition resistors.

**The Alliance Manufacturing Co.**

Lake Park Blvd., Alliance, Ohio  
President.....W. H. Purcell  
General Manager.....Owen L. Lewis  
PRODUCTS: Phonograph motors, record changer motors, recording motors, tuning motors.

**American Condenser Corp.**

2508 S. Michigan Ave., Chicago, Ill.  
Phone: CALumet 5903  
President & General Manager  
Irving Menschik  
PRODUCTS: Transmitting condensers, electrolytic condensers, ignition condensers, by-pass condensers, telephone condensers.

**American Microphone Co., Ltd.**

1915 S. Western Ave., Los Angeles, Calif.  
Phone PA 1161  
President.....P. S. Gramer  
Vice-President.....F. A. Yarbrough  
Secretary.....Z. R. Yarbrough  
PRODUCTS: Microphones.

## **American Microphone & Telephone Co.**

1220 Glendon Ave., Los Angeles, Calif.  
President.....C. W. Evans  
Supt., Intercommunicating Equipment  
M. E. Harris  
Foreman, Microphone Dept.....O. B. Carrier  
PRODUCTS: Microphones, intercommunicating telephones, talk-back equipment, amplifiers.

## **The American Steel Package Co.**

Squire Ave., Defiance, Ohio  
President.....G. E. Behringer  
Sales Manager.....W. F. Reiter  
PRODUCTS: Variable gang tuning condensers, air trimmer condensers.

## **Amertype Recordgraph Corporation**

333 West 52nd Street, New York 19, N. Y.  
PRODUCTS: Sound Recording Instruments for Radio Stations, 2-Way Telephone Conversations Where Authorized, Radio Interception and Monitoring.

## **Amperex Electronic Products**

79 Washington St., Brooklyn, N. Y.  
Phone Cumberland 6-4430  
Sales Manager.....S. Norris  
BRANCH OFFICES: 1623 S. Hill St., Los Angeles, Cal.f.; 3218 Western Ave., Seattle, Wash.; 9 S. Clinton St., Chicago, Ill. PRODUCTS: Transmitting Tubes.

## **Amplifier Co. of America**

398 Broadway, New York 13, N. Y.  
CAnal 6-7612  
General Manager.....N. M. Haynes  
Chief Engineer.....A. C. Shaney  
Sales Manager.....H. S. Manney  
PRODUCTS: Electronic equipment, Regulated Power Supplies, Amplifiers, Transformers, Filter Networks.

## **Amy, Aceves & King, Inc.**

11 West 42nd St., New York 18, N. Y.  
Phone LOngacre 5-6622  
President.....Ernest V. Amy  
General Manager.....Frank King  
PRODUCTS: Antenna Systems, Radio Transmitters and Receivers.

## **Andrea Radio Corp.**

43-20 Thirty-fourth St., Long Island City, N. Y.  
Phone: STillwell 4-4754  
President.....F. A. D. Andrea  
PRODUCTS: Receiving sets, television sets.

## **Ansley Radio Corp.**

21-10 49th Ave., Long Island City, N. Y.  
Phone IRonsides 6-2520  
President.....Arthur C. Ansley  
Secretary-Treasurer.....Anne Klein Ansley  
Purchasing Agent.....D. Prato  
PRODUCTS: Radio-Phonograph Combina-

tions, Marine Direction Finder, Govt. war work.

## **The Arnold Engineering Co.**

147 E. Ontario St., Chicago, Ill.  
Phone: WHitehall 6677  
President-General Manager  
Robert M. Arnold  
PRODUCTS: Alnico permanent magnets and other magnetic material.

## **Audak Company**

500 Fifth Ave., New York, N. Y.  
Phone LA 4-3723  
Contact.....Geo. V. Sullivan  
BRANCH OFFICES: All key cities.  
PRODUCTS: Microdyne Pickups, Cutting Heads, and Acoustic Instruments.

## **Audio Devices, Inc.**

1600 Broadway, N. Y. C.  
Phone CI 5-5696  
President.....Hazard E. Reeves  
General Manager.....Bryce Haynes  
Traffic Manager.....Donald E. Ward  
Research Engineer.....L. J. Frank  
PRODUCTS: Instantaneous Acetate Recording Blanks, All Types of Cutting and Playback Style, Audiodisc Chipchaser and Groovoscope, Audio Devices Sound Effects Kit, and Audiodisc Recording Blanks.

## **The Audio-Tone Oscillator Company**

237 John Street, Bridgeport 3, Connecticut  
Phone: Bridgeport 3-8370 and 3-6857  
President.....W. Robert Dresser  
Chief Engineer.....W. Robert Dresser  
Service Manager.....Robert F. Carother  
Purchasing Agent.....John J. Bepko  
PRODUCTS: Audio. Frequency Oscillators, Signal and Square Wave Generators, Recorders and Wattmeters, Graphic Sound Pressure Audio-Frequency and Power Line, Electronic and Photo-Electric Controls.

## **John F. Beasley Construction Co.**

P. O. Box 1624, Muskogee, Okla.  
Phone Muskogee 4762  
Owner.....John F. Beasley  
BRANCH OFFICE: 1303-4 Gulf States Bldg., Dallas, Tex. PRODUCTS: Steel construction (radio towers).

## **Automatic Radio Mfg. Co.**

122 Brookline Ave., Boston, Mass.  
Phone: COMMONwealth 1420  
President.....David Housman  
Sales Manager.....F. P. Altshul  
PRODUCTS: Receiving sets.

## **Bank's Manufacturing Co.**

1105 Lawrence Ave., Chicago, Ill.  
Phone: LOng Beach 6272  
Owner.....Maurice Bank  
Sales Manager.....M. Hoaglund  
PRODUCTS: Public address systems, amplifiers, low capacity relays and special parts.

• • • **EQUIPMENT MANUFACTURERS** • • •

**The Bead Chain Manufacturing Co.**

110 Mountain Grove St., Bridgeport, Conn.  
Phone BRidgeport 4-4124

President-General Manager....W. G. Bryant  
Vice-President & Sales Manager...W. G. Blatz  
Assistant Treasurer.....M. H. Doolittle  
Engineer.....N. R. Smith

PRODUCTS: Radio Contact Prongs, Radar Components.

**Belmont Radio Corp.**

5921 Dickens Ave., Chicago, Ill.  
Phone: BERkshire 7000

President.....P. S. Billings  
Vice-President.....H. C. Mattes  
Sales Manager.....S. Freshman

PRODUCTS: Receiving sets, radio-phonograph combinations, amplifiers.

**Bendix Radio (Division of Bendix Aviation Corp.)**

East Joppa Rd., Towson, Md. (Gen. Offices)  
Director of Sales & Engineering

W. P. Hilliard  
Sales Contact.....J. W. Hammond  
General Manager.....Hugh Benet

PRODUCTS: Receiving sets, transmitters, radio compasses and accessories.

**Bentley, Harris Mfg. Co.**

Hector & Lime Sts., Conshohocken, Pa.  
President-General Manager

William H. Bentley  
PRODUCTS: Varnished tubing, saturated sleeving, Fiberglas varnished tubing and sleeving.

**William Brand & Co.**

276 Fourth Ave., New York, N. Y.  
Phone: ALgonquin 4-4929

PRODUCTS: Insulating, varnished tubing, synthetic extruded tubing, saturated sleeving, mica condenser films and fabricated parts, mica sheets, mica composites, varnished cambric and paper, etc.

**Blaw-Knox Co.**

Pittsburgh, Pa.  
Phone St. 2700

BRANCH OFFICES: Peoples Gas Bldg., Chicago; Brown-Marx Bldg., Birmingham, Ala.; 342 Madison Ave., N. Y. C.; 1617 Pennsylvania Blvd., Phila.; Munsey Bldg., Wash., D. C. PRODUCTS: Radio Towers.

**Bliley Elec. Co.**

P. O. Box 1070, Erie, Pa.  
Phone 26-857

President.....F. D. Bliley  
Sales Manager.....G. E. Wright  
Comptroller.....O. L. Horsman  
Advertising Manager.....F. A. Lennberg  
General Manager.....C. C. Collman

Chief Engineer.....J. M. Wolfskill  
Production Manager.....W. R. Mong

PRODUCTS: Quartz Piezo-Electric Crystals and Mountings, Quartz Crystals for Transmitter and Receiver Frequency Control, for Filters, Ultrasonics, Piezo-Electric Pressure Gauges and for special optical or electrical applications.

**Boonton Radio Corp.**

P. O. Box 390, Boonton, N. J.  
Phone Boonton 8-0795

President.....W. D. Loughlin  
Sec'y-Treasurer.....N. D. Campbell  
General Manager.....G. A. Downsbrough

PRODUCTS: Q-Meters, F.M. Signal Generators, Beak Frequency Generator, QX Checkers.

**Browning Laboratories, Inc.**

750 Main St., Winchester, Mass.  
Phone WINchester 2121

President.....G. H. Browning  
Vice-President & Sales Manager

R. L. Purrington  
General Manager.....C. H. Day

PRODUCTS: Frequency meters, FM apparatus, capacity relays.

**The Brush Development Co.**

3311 Perkins Ave., Cleveland 14, Ohio  
Phone: Endicott 3315

Chairman of Board.....W. R. Burwell  
President.....A. L. Williams  
Vice-President.....V. B. Phillips

Advertising-Personnel.....W. H. Shelton  
PRODUCTS: Microphones, headphones, phonograph pickups, record cutters, magnetic tape recording equipment.

**Bud Radio, Inc.**

2118 E. 55th St., Cleveland, O.  
Phone IIE 7166

President.....Max L. Haas  
Vice President.....George Grostick  
General Manager.....M. L. Haas

Treasurer.....H. A. Haas  
Secretary.....M. C. Dawson  
Engineer.....R. B. Applegate  
Production Manager.....A. M. Crombie

PRODUCTS: Visible Condensers, Relay Racks, Panels, Chassis, Cabinets, Coils, R. F., Band Switching, Plugs, Switches, Jacks, dials, Sockets, Name Plates, Tube Shields.

**William W. L. Burnett Radio Lab.**

4814 Idaho St., San Diego 4, Calif.  
Phone Talbot 4943

Contact.....William W. L. Burnett  
PRODUCTS: Piezo-Electric Crystals, Holders, Constant Temperature Ovens, Frequency Measuring Equipment, Laboratory Equipment, Conducting of Radio Laboratory Measurements, Frequency Monitoring Service.

**C. F. Cannon Co.**

Main St., Springwater, N. Y.  
Sales Contact.....C. F. Cannon  
PRODUCTS: Headsets.

**Centralab Division of Globe-Union, Inc.)**

900 East Keefe Ave., Milwaukee, Wisc.  
Phone: EDgewood 9200  
President.....C. O. Wanvig  
Vice-President.....H. E. Osmun  
PRODUCTS: Variable resistors, volume and tone controls, fixed resistors, ceramic capacitors, switches, steatite.

**Chicago Molded Products Corp.**

1020 N. Kolmer Ave., Chicago 51, Ill.  
Phone: CAPitol 1020  
President.....Edward F. Bachner  
Vice-President & Treasurer..John J. Bachner  
Vice-President.....M. F. Bachner  
PRODUCTS: Cabinets, synthetic moulded parts.

**Chicago Telephone Supply Co.**

1142-1228 W. Beardsley Ave., Elkhart, Ind.  
President.....F. C. Best  
Sales Manager.....W. A. Nicely  
PRODUCTS: Volume controls, tone controls, switches, plugs, jacks, headsets, ringers, generators, remote controls, switch keys, push switches.

**Chicago Transformer Corp.**

3501 Addison St., Chicago, Ill.  
Phone INDEpendence 1120  
President.....W. J. Leidy  
Sales Manager.....G. R. Blackburn  
PRODUCTS: Transformers and reactors.

**Cinch Manufacturing Corp.**

2335 W. Van Buren St., Chicago, Ill.  
Phone: SEElly 0733  
President.....A. W. Kimbell  
Vice-President.....W. G. Roby  
General Manager.....J. J. Steffen  
Sales Manager.....E. E. Hannigan  
PRODUCTS: Tube sockets, soldering lugs, terminal strips, binding posts, connector plugs.

**Clarostat Mfg. Co., Inc.**

285 N. 6th St., Brooklyn, N. Y.  
Phone EV 8-6770  
President.....John J. Mucher  
General Manager.....Victor Mucher  
Treasurer.....Jacob Mucher  
Secretary.....Stephen Mucher  
Chief Engineer.....George Mucher  
Sales Engineer.....J. Edward Trefz  
BRANCH OFFICES: 540 No. Mich. Ave., Chicago. PRODUCTS: Fixed and Variable Power Resistors, Power Rheostats, Power

Resistor Decade Boxes, Wire Wound Potentiometers, "T" "L" Cism Pads, 25 and 10 Watt Attenuators, Special Resistor Products, and Composition Potentiometers.

**Coil Engineering & Mfg. Co., Inc.**

Roanoke, Ind.  
President-General Manager  
W. Eugene Strait  
PRODUCTS: Electrical coil windings.

**Colonial Radio Corp.**

254 Rano St., Buffalo, N. Y.  
Phone: RIverside 2450  
President.....A. H. Gardner  
PRODUCTS: Receiving sets, radio-phonograph combinations.

**Communication Equipment & Engineering Co.**

504 N. Parkside Ave., Chicago, Ill.  
Phone: EStebrook 3110  
President.....Robert A. Clark  
PRODUCTS: Transmitters, receivers, amplifiers and test equipment.

**Continental Carbon, Inc.**

13900 Lorain Ave., Cleveland, Ohio  
Phone: CLearwater 3962  
Vice-President & Sales Manager  
W. M. Kohring  
PRODUCTS: Carbon and wire-wound resistors, suppressors, precision resistors for meters, paper dielectric condensers, filter-nos.

**Cornell-Dubilier Electric Corp.**

333 Hamilton Blvd., S. Plainfield, N. J.  
Phone: PLainfield 6-9000  
President-General Manager...Octave Blake  
Vice-President.....William Dubilier  
Vice-President.....Charles H. Caine  
Sales Manager.....A. Williams  
Advertising & Sales Promotion Manager  
William G. Many  
PRODUCTS: Capacitors for all radio and electronic applications, filters, capacitor test instruments.

**Corning Glass Works**

Corning, New York  
Phone: Corning 372  
President.....Glen W. Cole  
Vice-President.....W. C. Decker  
Sales Manager.....C. J. Phillips  
Contact.....D. E. Newton  
PRODUCTS: Glass envelopes for tubes used for radio receiving, broadcasting, cathode ray, television and all other electronic purposes, tubing and special sealing glasses, insulators, coil forms, resistor tubes.

**EQUIPMENT MANUFACTURERS**

**Cornish Wire Co., Inc.**

15 Park Row, New York, N. Y.  
Phone CO 7-2525

President.....John Cook  
Contact.....W. F. Osler, Jr.  
PRODUCTS: Radio and Electrical Wires and Cables.

**Crescent Industries, Inc.**

4140 W. Belmont Ave., Chicago, Ill.  
Phone: PENsacola 6300

President.....Henry H. Gefvert  
General Manager.....Nels Lenberg  
PRODUCTS: Speakers, tools and dies, transformer channel frames, pulleys and brackets.

**The Crosley Corp.**

1329 Arlington St., Cincinnati, Ohio  
Phone: KIRby 6600

President.....Powel Crosley, Jr.  
Vice-President & General Manager,  
Manufacturing Div.....R. C. Cosgrove  
PRODUCTS: Receiving sets, radio-phonograph combinations, service parts, Govt. work.

**Crowe Name Plate & Mfg. Co.**

3701 Ravenswood Ave., Chicago, Ill.  
Phone: BITtersweet 7500

President.....E. C. Coolidge  
Sales Manager.....Marvin M. Lane  
PRODUCTS: Escutcheons, dials, cabinets, tuning devices, knobs, pointers, name-plates.

**DeWald Radio Mfg. Corp.**

440 Lafayette St., New York, N. Y.  
Phone: GRamercy 7-6776

President.....David Wald  
Sales Manager.....Louis N. Weiss  
Engineer.....Mark Glaser  
Production.....S. Weinberg  
PRODUCTS: Receiving sets, radio-phonograph combinations, record-players, inter-communication systems.

**Doolittle Radio Co.**

7421 S. Loomis St., Chicago, Ill.

President.....E. M. Doolittle  
Vice-President.....Dudley Gray  
Sales Manager.....C. M. Rodman  
PRODUCTS: Radio Communication equipment.

**Wilbur B. Driver Co.**

150 Riverside Ave., Newark, N. J.  
Phone: HUMBoldt 2-5550

President.....Wilbur B. Driver  
Vice-President.....Robert O. Driver  
Sales Manager.....Sidney A. Wood

PRODUCTS: Carbonized Nickel ribbon, nickel support wire, grid wire, filament wire, resistance wire, rod, ribbon and strip.

**Dumont Electric Co.**

34 Hubert St., New York, N. Y.  
Phone: CANal 6-7980

President & Sales Manager...Philip Dubilier  
Vice-President.....J. Dubilier  
PRODUCTS: Paper, electrolytic and mica condensers.

**Allen B. DuMont Labs., Inc.**

2 Main Ave., Passaic, N. J.  
Phone Passaic 3-1616

President.....Allen B. Du Mont  
Vice-President.....Leonard F. Cramer  
Secretary.....Bernard Goodwin  
Treasurer.....Paul Raibourn  
General Manager.....Paul Ware  
BRANCH OFFICE: 515 Madison Ave., New York, N. Y. Phone: PLaza 5-9045. W. J. Swenson, Engineer.

PRODUCTS: Television Receivers, Transmitters and Studio Equipment, Cathode-Ray Tubes and Oscillographs and Material Test Instruments (Cyclograph).

**DX Crystal Co.**

1841 W. Carroll Ave., Chicago, Ill.  
Phone: HAYmarket 7737

President.....Louis J. Patla  
Sales Manager.....George Trimmings  
PRODUCTS: Frequency coils, transmitting crystals.

**Eastern Mike-Stand Co.**

56 Christopher Ave., Brooklyn, N. Y.  
Phone DICKens 2-3538

Contact.....S. Sherman  
BRANCH OFFICES: 43 E. Ohio St., Chicago, Ill., W. L. Holst, Rep.; Richmond; Detroit.

PRODUCTS: Microphone Stands and Accessories. (*Firm engaged in war manufacturing for the duration.*)

**Hugh H. Eby, Inc.**

18 W. Cheltenham Ave., Philadelphia, Pa.  
Phone: TENnessee 1800

President.....Hugh H. Eby  
Vice-President.....Frank Holstrom  
PRODUCTS: Insulated and metal binding posts, battery plugs, speaker plugs, chassis plugs, vibrator plugs, moulded sockets, cable connectors and couplers, capped plugs, moulded and laminated tip jacks, battery adaptor cables, cable assemblies, strain reliefs, terminal strips, tie points, metal and bakelite punchings, electric eye equipment, AC and DC relays, photocell equipment.

### **Eitel-McCullough, Inc.**

San Bruno, Calif.  
Phone San Bruno 4000

President.....W. W. Eitel  
Vice-President & Treasurer...J. A. McCullough  
Production Manager....George Wunderlich  
BRANCH OFFICE: Salt Lake City, Utah.  
Phone Salt Lake City 6-8761. L. N. Pierri,  
Mgr. PRODUCTS: Transmitting Vacuum  
Tubes and Condensers, Vacuum Relays and  
Rectifiers.

### **Electrical Research Laboratories, Inc.**

2020 Ridge Ave., Evanston, Ill.  
Phone: University 2400

President.....E. Alschuler  
General Manager.....O. F. Taylor  
Sales Manager.....E. G. May  
PRODUCTS: Receiving sets, radio-phonograph  
combinations, FM receiving sets, record-  
players.

### **The Electro Motive Mfg. Co.**

South Park & John Sts., Willimantic, Conn.  
Phone Willimantic 207

Executive Partner.....Philip Lauter  
General Manager.....J. A. Flanzer  
PRODUCTS: Carbon resistors; mica, trimmer  
and padder condensers; suppressors.

### **Electro-Voice Mfg. Co., Inc.**

1239 S. Bend Ave., So. Bend 24, Ind.  
Phone S. Bend 2-1431

President.....Albert Kahn  
Engineer.....L. R. Burroughs  
Production Manager.....R. E. Siekman  
Branch Office: 1775 Broadway, N. Y. 19, N. Y.  
N. H. Lawton, Rep.

PRODUCTS: Velocity, Dynamic and Carbon  
Microphones.

### **Electronic Products Mfg. Co.**

7300 Huron River Drive, Dexter, Mich.  
President.....Robert P. Wuerfel  
Vice-President.....John R. Scanlan  
PRODUCT: Accessories.

### **Emerson Radio & Phonograph Corp.**

111 Eighth Ave., New York, N. Y.  
Phone: CHelsea 2-1800

President.....Benjamin Abrams  
Vice-President & Sales Manager  
Charles Robbins  
Secretary-Treasurer.....Max Abrams  
Vice-President, Production and  
Purchasing.....S. W. Gross  
Vice-President Engineer.....D. D. Israel  
Controller.....M. E. Ornitz  
PRODUCTS: Radio electronic devices for  
military use, receiving sets, radio-phonograph  
combinations, television sets, FM receiving  
sets, record-players, tubes, parts.

### **Enca Radio Laboratories Inc.**

Hempstead, Long Island  
Phone: Hempstead 6985.4674

PRODUCTS: Receivers, Transmitters, Radio  
Airport Traffic Control Equipment, Radio  
Frequency Standards, Radio Communications  
Equipment, Radio Test Equipment.

### **Epsy Manufacturing Co., Inc.**

305 East 63rd St., New York 21, N. Y.  
Phone REgent 7-3090

President.....Harold Shevers  
General Manager.....Nathan Pinsley  
PRODUCTS: Receiving sets, radio-phonograph  
combinations, FM receiving sets, record-  
players, television sets.

### **Erie Resistor Corp.**

644 West 12th St., Erie, Pa.

President.....G. Richard Fryling  
Vice-President & Sales Manager

W. H. Fryling  
PRODUCTS: Carbon resistors; ceramic,  
silver mica, ceramicon trimmer condensers.

### **Evanston Sound Proof Door**

1127 Hinman Ave., Evanston, Ill.  
Phone University 2758

Manager.....W. W. Lloyd  
PRODUCTS: Sound Proof Doors.

### **Essex Wire Corp.**

14310 Woodward Ave., Detroit, Mich.  
Phone: TOWNsend 8-2994

President.....Addison E. Holton  
Sales Manager.....John C. Seals  
PRODUCTS: Copper wire products, relays,  
coils.

### **Fairchild Aviation Corp.**

475 10th Ave., N. Y. 18, N. Y.  
Phone LONGacre 3-1255

Manager Sound Equipment Division,  
C. V. Kettering  
PRODUCTS: Sound Recorders, Trans-  
cription Turntables, Amplifiers, Equalizers,  
Pickups, Acetate Discs, Recording Styli.  
(Firm has reported that it is engaged in war  
manufacturing for the duration. Repair De-  
partment is maintained.)

### **Farnsworth Television & Radio Corporation**

372 East Pontiac St., Fort Wayne 1, Ind.  
Phone Anthony 5301

President.....E. A. Nicholas  
Vice-President (Sales).....E. H. Vogel  
Vice-President (Engineering)  
B. Ray Cummings  
Vice-President & Treasurer....J. P. Rogers  
Manager, Purchasing Department  
E. J. Hendrickson  
Sales Manager, Capehart Division  
I. C. Hunter



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• • • **EQUIPMENT MANUFACTURERS** • • •

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**Manager, Advertising and Sales**

Promotion.....J. S. Garceau  
PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, television receiving sets, television transmitters, studio equipment.

**John E. Fast & Co.**

3123 N. Crawford Ave., Chicago 41, Ill.  
Phone: PENscola 7160  
President.....Louis Kopinski  
Vice President and Chief Engineer,  
William S. Franklin  
Sales Manager.....P. G. McConnell  
PRODUCTS: Fixed electrical capacitors.

**Federal Recorder Co., Inc.**

630 S. Wabash Ave., Chicago, Ill.  
Phone Har. 8330  
General Manager.....Ralph Rubenstein  
Engineer.....Earl Kent  
BRANCH OFFICES: 251 Fourth Ave., New York, N. Y.; 150 Marietta St. N. W., Atlanta, Ga.; 569 Mission St., San Francisco, Calif. PRODUCTS: 12 and 16" Recording Discs, Cutter Heads, Recording Amplifiers, Home Recorders, Cutting and Playback Needles, Steel, Glass and Paper Base Recording Blanks.

**Federal Telephone and Radio Corp.**

591 Broad St., Newark, N. J.  
Manager.....T. M. Douglas  
PRODUCTS: Broadcasting and point-to-point equipment; land, marine and air sets; vacuum tubes and crystals.

**Ferranti Electric, Inc.**

30 Rockefeller Plaza, New York, N. Y.  
Phone CIRCLE 7-0912  
General Manager.....W. R. Spittal  
Production Engineer.....C. Cutney  
PRODUCTS: Transformers; indicators; broadcasting equipment.

**Finch Telecommunications, Inc.**

4th and Virginia Sts., Passaic, N. J.  
Phone PA 2-3440  
President.....Frederic C. Scofield  
Vice President.....Frank R. Brick, Jr.  
Treasurer.....James L. Bradford  
PRODUCTS: Special radio equipment for governmental usage only; facsimile for broadcasting; radio applications; teletpicture equipment.

**Freed Radio Corp.**

200 Hudson St., New York 13, N. Y.  
Phone: WALKER 5-8765  
President.....Max Adelberg  
Vice-President & General Manager  
Arthur Freed  
PRODUCTS: Freed-Eisenmann receiving sets, radio-phonograph combinations, FM re-

ceiving sets, television receiving sets, Gov't work.

**Freeland & Olschner Products, Inc.**

611 Baronne St., New Orleans 13, La.  
Phone Raymond 4756  
President.....W. T. Freeland  
Vice-President.....C. E. Olschner  
Treasurer.....J. H. Dallmann  
PRODUCTS: Repair of large transmitting tubes.

**Billings S. Fuess**

2-4 Lackawana Place, South Orange, N. J.  
Proprietor.....Billings S. Fuess  
PRODUCTS: Loud speaker cones, spiders, moulded and formed products.

**Galvin Manufacturing Corp.**

4545 Augusta Blvd., Chicago 51, Ill.  
Phone: SPALDING 6500  
President.....Paul V. Galvin  
Vice-President.....J. E. Galvin  
Vice-President.....Frank O'Brien  
PRODUCTS: Receiving sets, radio phonograph combinations, FM receiving sets, record-players, AM and FM 2-way police radio communication systems.

**Garod Radio Corp.**

70 Washington St., Brooklyn, N. Y.  
Phone: MAIn 4-6044  
President.....Max W. Weintraub  
Sales Manager.....Louis Silver  
Chief Engineer.....B. S. Trott  
PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, electronic equipment.

**Gates Radio & Supply Co.**

Quincy, Ill.  
Phone 522  
General Manager.....P. S. Gates  
Chief Engineer.....Fred Grimwood  
PRODUCTS: All types of radio transmitting equipment and allied apparatus.

**General Electric**

Electronics Dept.  
Phone: SCHenectady 4-2211  
1 River Road, Schenectady, N. Y.  
President.....G. Swope  
Vice-President.....W. R. G. Baker  
General Sales Manager.....A. A. Brandt  
Advertising Manager.....H. J. Deines  
Receiver Division  
1285 Boston Ave., Bridgeport, Conn.  
Manager, Receiver Div.....I. J. Kaar  
Designing Engineer.....W. M. Angus  
Replacement Tube Sales...H. J. Mandernach  
Manager, Tube Div.....C. W. Nevin  
Manager, Transmitter Div.....C. A. Priest

## Advertising and Sales Promotion

R. E. Burrows

BRANCH OFFICES: (Eastern) 570 Lexington Ave., New York, N. Y. D. W. May; (Central) 840 South Canal St., Chicago, Ill. G. F. Peterson; (Western) 235 Montgomery St., San Francisco, Calif., W. M. Boland. PRODUCTS: Electric and battery receiving sets; radio and FM receivers; replacement electronic tubes.

Electronic Tube and Transmitter Division

1 River Road, Schenectady, N. Y.

Engineer (Electronic tubes).....O. W. Pike

Sales Manager (Industrial tubes).....H. A. Jones

Sales Manager (Transmitters and Trans-

mitting tubes).....G. W. Henyan

Transmitter Tube Sales.....E. N. Fritschel

U. S. Government Sales.....V. M. Lucas

Television and Transmitter Sales.....W. R. David

Police and Emergency Radio Sales

D. L. Chesnut

Advertising and Sales Promotion.....J. G. Porter

PRODUCTS: Complete amplitude modulation, frequency modulation and television broadcasting equipment including transmitters, S-T relay transmitters, S-T relay receivers, antennas, FM Monitors and high-fidelity monitoring loudspeakers, studio and control room equipment and oscilloscopes. Transmitting tubes, quartz crystals for every purpose, square-wave generators and measuring apparatus.

## The General Industries Co.

Olive & Taylor Sts., Elyria, Ohio

Phone: 2235

President & Gen. Man.....A. W. Fritzsche

Treasurer.....C. F. Russert

PRODUCTS: Electric phonograph motors, record changers and recorders.

## General Instrument Corp.

829 Newark Ave., Elizabeth 3, N. J.

Phone: ELizabeth 3-4000

President.....A. Blumenkrantz

Vice-President & General Manager

Richard E. Laux

Vice-President & Sales Manager

Don J. Phelps

Purchasing.....C. B. L. Townley

Sales Manager.....G. P. Marron

Chief Engineer.....H. M. Detrick

PRODUCTS: Variable condensers, record changers, tuning mechanisms.

## General Magnetic Corp.

2126 E. Fort St., Detroit, Mich.

Phone: FITzroy 5760

President.....Charles M. Hofman

Sales Manager.....O. H. Hofman

PRODUCTS: Magnets.

## General Radio Co.

30 State St., Cambridge, Mass.

Phone TRObridge 4400

President.....Melville Eastham

Vice-President.....E. H. Locke

Treasurer.....H. B. Richmond

Purchasing.....W. H. Sherwood

BRANCH OFFICES: 90 West St., N. Y. C.;

920 So. Michigan Ave., Chicago, Ill.;

1000 N. Seward St., Los Angeles, Cal.;

PRODUCTS: Broadcast Station Frequency and

Modulation Monitors, Volume Controls,

Test Equipment, Sound Measuring and Ana-

lyzing Equipment.

## Gits Molding Corp.

4600 W. Huron St., Chicago, Ill.

Phone: MANsfield 4146

President.....Joseph A. Gits

Executive Vice-President.....Jules P. Gits

Vice-President & Sales Manager.....C. N. Cahill

Purchasing.....J. A. Gits, Jr.

PRODUCTS: Knobs, push buttons, es-cutcheons, concentric cable, drum dials, pointers, remote control cases, housings insulators and needle cups, coaxial cable, insulators.

## Edwin I. Guthman & Co.

15 S. Throop St., Chicago, Ill.

Phone: CHESapeake 1600

President.....Edwin I. Guthman

Sales Manager.....B. J. Funk

PRODUCTS: R.F. and I.F. coils, trimmer

condensers, textile-covered wire, zinc coil

shields, coil winding machinery, tools and

dies, electroplating.

## The Hallicrafters Co.

2611 Indiana Ave., Chicago, Ill.

Phone: CALumet 1600

Partner.....W. J. Halligan, Sr.

Partner.....R. W. Durst, Jr.

PRODUCTS: FM receiving sets, transmitters.

## Hamilton Radio Corp.

510 Sixth Ave., New York, N. Y.

Phone: GRamercy 7-6211

President.....A. A. Juviler

Vice-President.....P. L. Schoenen

PRODUCTS: Receiving sets, radio-phonograph combinations, record players.

## The Hammarlund Mfg. Co., Inc.

460 West 34th St., New York, N. Y.

Phone LONgacre 5-1300

President.....Lloyd A. Hammarlund

V-P & Treasurer.....Joseph Lush

V-P & Asst. Treasurer.....H. B. Macartney

Secretary-Comptroller.....E. A. Wittmer

PRODUCTS: Variable air capacitors, radio receiving sets and transmitters.

## Hartenstine Zane Co., Inc.

225 Broadway, New York, N. Y.

Phone BA 7-8390

Contact.....Chas. J. Hartenstine

BRANCH OFFICE: 571 Springdale Ave.,

East Orange, N. J. PRODUCTS: Antennae

Installation including all field work for

foundations, erection, painting, lighting, and

• • • **EQUIPMENT MANUFACTURERS** • • •

servicing radio towers. Installing ground systems and coaxial cable.

**Harvey-Wells Communications, Inc.**

North Street, Southbridge, Mass.  
Phone Southbridge 1940

President & Treasurer.....John M. Wells  
Vice-President & Chief Eng....C. A. Harvey  
Vice-President & General Manager  
Richard A. Mahler

PRODUCTS: Radio transmitting and receiving equipment; rectifier and power supply equipment.

**Hawley Products Co.**

333 North 6th St., St. Charles, Ill.  
Phone: COLumbus 0248

President.....J. B. Hawley  
Vice-President & Sales Manager  
A. P. Akerlund

PRODUCTS: Speaker diaphragms and spiders, moulded fiber specialties in contour.

**Hoffman Radio Corp.**

3430 So. Hill St., Los Angeles 7, Calif.  
Phone: PRespect 3446

President.....H. L. Hoffman  
Vice-President Engr.....W. S. Harmon  
General Manager.....R. J. McNeely  
Purchasing Agent.....P. L. Fleming  
Expediter.....S. G. Langher  
Plant Superintendent.....S. J. Thomas  
Secretary.....R. A. Yarcho  
Director.....W. D. Douglas  
Director.....G. G. Davidge

PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, record-players, variable condensers. (Firm engaged in war manufacturing for the duration.)

**Hollister. Crystal Co.**

1617 Pearl St., Boulder, Colo.  
Phone BOulder 1720

Contact.....Herb Hollister  
Production Manager.....Ted Heithecker  
PRODUCTS: Quartz Crystals.

**Howard Radio Co.**

1735 Belmont Ave., Chicago, Ill.  
Phone: BITtersweet 4433

President.....Joseph F. Riley  
Sales Manager.....J. M. Muniz  
PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets.

**Hytron Corp.**

76 Lafayette St., Salem, Mass.

President.....L. H. Coffin  
PRODUCTS: Receiving tubes, transmitting tubes, resistance tubes, special purpose tubes.

**The Indiana Steel Products Co.**

6 N. Michigan Ave., Chicago, Ill.  
Phone: FRAnklin 1114

President.....A. D. Plamondun, Jr.  
PRODUCT: Magnets.

**International Detrola Corporation**

1501 Beard Avenue, Detroit 9, Michigan  
Phone: Vinewood 1-8100

President.....C. Russell Feldmann  
Factory Works Manager.....Hollis Paul  
Vice-Pres. & Chief Engineer.R. M. Daugherty  
Treasurer & Secretary.....R. J. Nixon  
Service Manager.....K. L. Granger  
Purchasing Agent.....R. H. Wann

PRODUCTS: Electric Sets: Compact, Table, Portable, Consoles; Battery Sets: Automobile, Portable, Portable AC-DC, Table, Consoles; Combinations: Radio-Phonograph, Radio-Phonograph-Recorder; Frequency-Modulation Sets: Console, also Aviation Sets and Record-Players.

**Insuline Corp. of America**

3602-10 35th Ave., Long Island City, N. Y.  
Phone AStoria 8-3738

President.....S. J. Spector  
Sales Manager.....Edward J. Cohen  
Vice President.....A. G. Heller  
Production Manager.....I. W. Romm

PRODUCTS: Radio Receiving-Transmitting Parts and Accessories, Stamping Metal Goods, Radio Chassis, Metal Cabinets, Plugs, Jacks, Sockets, Screw Machine Parts, Test Tools, Test Leads.

**Irvington Varnish & Insulator Co.**

6 Argyle Terrace, Irvington, N. J.  
Phone: ESsex 3-4200

President.....Arthur E. Jones  
Vice-President.....F. A. Shoemaker  
Sales Manager.....J. J. Connors

PRODUCTS: Insulating material, tubing.

**Isolantite Inc.**

343 Cortlandt St., Belleville, N. J.  
Phone Belleville 2-1316

Vice President & General Manager,  
K. D. Hamilton  
Production Manager.....H. M. Dickman  
Sales Manager (Steatite Div.)..F. A. Domber  
Sales Manager (Radio Specialties Div.)

H. L. Quick  
SALES OFFICE: 233 Broadway, New York, N. Y. Phone Rector 2-9274. Contact, E. A. Domber. PRODUCTS: High Frequency Radio Insulators, Coaxial Transmission Line and Accessory Equipment, Special Antenna Equipment.

### Jefferson Electric Co.

25th Ave. & Madison St., Bellwood, Ill.  
Phone: MANsfield 7161

President.....J. C. Daley  
Vice-President.....Alfred E. Tregenza  
Vice-President & General Manager

J. M. Bennan

PRODUCTS: Power transformers, chokes and audio input and output transformers, television deflecting yokes, horizontal and vertical scanning transformers, centering and focusing coils.

### Jensen Radio Manufacturing Co.

6601 S. Laramie Ave., Chicago 38, Ill.  
Phone: PORTsmouth 7600

President.....W. E. Maxon  
Vice-President & Sales Manager...T. A. White  
Vice-President & Chief Eng...H. S. Knowles

PRODUCTS: Loudspeakers, public address equipment.

### J. F. D. Manufacturing Co.

4111 Fort Hamilton Parkway, Brooklyn, N. Y.  
Phone: WIndsor 8-3100

Owner.....Julius Finkel  
Sales Manager.....Walter Bergman

PRODUCTS: Antennas, replacement ballast tubes, dial belts, battery plugs, battery adapters.

### Johns-Manville Corp.

22 East 40th St., New York, N. Y.  
Phone LExington 2-7600

PRODUCTS: Sound-control; Materials and Acoustical-Engineering Service.

### E. F. Johnson Co.

Waseca, Minn.  
Phone 990

General Manager.....E. F. Johnson  
Controller.....F. C. Mann  
Sales Manager.....C. W. Stevenson  
Chief Engineer.....L. W. Olander  
Purchasing Agent.....M. L. Johnson

BRANCH OFFICE: 259 W. 14th St., N. Y. C. PRODUCTS: Phasing Equipment, Antenna Tuning Units, Inductors, Variable Condensers, Tube Sockets, Insulators, Plugs and Jacks, Copperweld Wire, Coupling Equipment, Insulators, Concentric Line, Special Antennas, & Special Order Equipment.

### Kellogg Switchboard & Supply Co.

6650 S. Cicero Ave., Chicago, Ill.  
Phone PORTsmouth 6900

President.....Maurice K. McGrath  
Sales Manager.....Albert Parlett, Jr.

PRODUCTS: Oil and wax condensers, communications equipment.

### Ken-Rad Tube & Lamp Corp.

Owensboro, Ky.

President.....Roy Burlew  
Sales Manager.....R. W. Metzner

PRODUCTS: Receiving, transmitting, cathode ray and special purpose tubes.

### Kenyon Transformer Co., Inc.

840 Barry St., New York 59, N. Y.  
Phone DAYton 9-0100

President.....Franklin P. Kenyon  
Vice-President & Chief Engineer

Richard B. Shimer

BRANCH OFFICES: 21 E. Van Buren St., Chicago, Ill.; 6406 Sunset Blvd., Hollywood, Calif., F. Craig Palen, Mgr.; 262 Grayson Pl., Teaneck, N. J.

PRODUCTS: Transformers, Reactors, Filters.

### Kester Solder Co.

4201 Wrightwood Ave., Chicago, Ill.  
Phone: BELmont 1601

President.....F. C. Engelhart  
General Sales Manager-Research Engineer  
P. C. Ripley

PRODUCTS: Solders.

### "King Brand" Music Papers

1595 Broadway, New York, N. Y.  
Phone CI 6-0488

Contact....."Wes" Cowen  
BRANCH OFFICE: 3928 Crenshaw Blvd., Los Angeles, Calif. PRODUCTS: Music-

Manuscript Paper, Score Paper, Ink, Fountain Pens, Carrying Cases and Covers, Batons, Duplicating Papers, Music Tapes.

### King Laboratories, Inc.

205 Oneida St., Syracuse 4, N. Y.  
Phone: 2-5209

President.....Aden J. King  
Vice-President.....F. M. Michaelian  
General Manager.....W. R. MacLeod

PRODUCTS: Tube parts, alloys and chemicals.

### Kluge Radio Co.

1913 Montrose St., Los Angeles 26, Calif.  
Phone Exposition 1742

Owner.....Myron E. Kluge  
PRODUCTS: Radio and electronic equipment. (EDITOR'S NOTE: This Firm is closed for the duration).

### Lapp Insulator Co., Inc.

Le Roy, N. Y.  
Phone Le Roy 385

President.....J. S. Lapp  
Vice-President.....W. F. Young  
Treasurer.....G. W. Lapp  
Sales Manager.....Brent Mills

PRODUCTS: Tower footing and guy insulators; standoff, entrance and antenna insulators; radio frequency high voltage condensers.

### Lehigh Structural Steel Co.

17 Battery Place, New York, N. Y.  
Phone WHitehall 4-1424

Contact.....J. F. Neary  
BRANCH OFFICES: In all principal cities.

PRODUCTS: Vertical Radiators, Antenna Towers and Masts.

• • • **EQUIPMENT MANUFACTURERS** • • •

**Lektra Laboratories, Inc.**

30 E. 10th Street, New York 3, N. Y.

Phone: ALgonquin 4-0230

President.....Milton W. Blatner

Vice-President.....B. Eisenberg

Treasurer.....Julius Kriser

PRODUCTS: Dynamic microphones; Electronic equipment; comm. systems.

**Lenz Electric Manufacturing Co.**

1751 N. Western Ave., Chicago, Ill.

Phone: ARMitage 4454

President.....J. Mayo Lenz

Vice-President.....P. C. Lenz

Chief Engineer & Sales Manager

R. G. Zender

PRODUCTS: Wires, cords and cables.

**Lifetime Sound Equip. Co.**

1101 Adams St., Toledo, O.

Phone Main 5643

General Manager.....Wm. H. Manoff

Factory Manager.....M. H. Manoff

Production Engineer.....F. L. Church

PRODUCTS: Microphones; Carbon, Dynamic, Velocity; Trumpets, Reflex Trumpets, P. M. Trumpet Units, Deflector Baffles.

**John E. Lingo and Son, Inc.**

28th St. and Buren Ave., Camden, N. J.

Phone Camden 0487

President.....J. E. Lingo

Chief Engineer.....Wesley Thompson

Production.....George Burrows

PRODUCTS: Vertical Radiators; Guyed Tubular Steel and Portable Dural; Turnstile and UHF Antennae, Tubular Steel Supporting Poles (for UHF Antennae).

**Miles Reproducer Co., Inc.**

812 Broadway, New York, N. Y.

Phone GRamercy 5-9466

President.....Dr. S. R. Byrne

Contact.....J. M. Kuhlik

PRODUCTS: Sound-On Film Recorders, Sound-On Film Reproducers, Telephone Recording Machines, Dictated Recording Machines, Dictating Transcribers, Throat Microphones.

**Mirror Record Corp.**

58 W. 25th St., New York, N. Y.

Phone CH 3-2222

Contact.....P. K. Trautwein

PRODUCTS: All Recording Accessories.

**The Magnavox Co.**

2131 Bueter Rd., Fort Wayne, Ind.

President.....Richard A. O'Connor

Sales Manager.....Stanley S. Sondles

PRODUCTS: Speakers, capacitors.

**Majestic Radio & Television Corporation**

2600 West 50th Street, Chicago 32, Illinois

Phone: Hemlock 6800

President.....E. A. Tracey

Vice-President.....J. G. Casagrande

Vice-President.....E. V. Otis

Vice-President in Charge of Engineering,  
D. E. Foster

Vice-President in Charge of Production,  
A. W. Freese

Director of Sales.....Parker H. Erickson

Chief Engineer.....D. E. Foster

Purchasing Agent.....J. J. Neri

Export Manager.....C. V. del Mercado

PRODUCTS: Radio Receiving and Transmitting Sets.

**P. R. Mallory & Co., Inc.**

3029 E. Washington St., Indianapolis, Ind.

Phone: MArket 5511

President.....P. R. Mallory

Vice-President & General Manager..J. E. Cain

Vice-President, Sales.....Ray F. Sparrow

Sales Manager.....Howard W. Sams

Adv. Mgr.....W. T. Craigh

PRODUCTS: Condensers, switches, volume controls, resistors, grid bias cells, jacks, connector plugs, rectifiers, battery chargers, electrical contacts.

**John Meck Industries**

Liberty St., Plymouth, Ind.

Contact.....John S. Meck

PRODUCTS: Sound equipment, electronic devices.

**Micamold Radio Corp.**

1087 Flushing Ave., Brooklyn, N. Y.

Phone: STagg 2-9820

President.....A. P. Hirsch

Sales Manager.....E. B. Tyler

General Manager.....F. A. Whitin

Purchasing.....J. Roth

PRODUCTS: Mica, paper, and electrolytic condensers; resistors; ballast tubes; television, coil and transmitting condensers.

**James Millen Manufacturing Co., Inc.**

150 Exchange Street

Malden 48, Massachusetts

Phone: Malden 4108 and 4109

President.....James Millen

Vice-President.....Robert S. Millen

Sales Manager.....James Millen

Chief Engineer.....R. Wade Caywood

Credit Manager.....Frances Bearse

Purchasing Agent.....Robert Harpell

Export Manager.....C. Lohman Janik

PRODUCTS: Radio Transmitters, Receivers and All Component Parts.

### **The Muter Co.**

1255 S. Michigan Ave., Chicago, Ill.  
Phone: CALumet 4000

President.....Leslie F. Muter  
Vice-President.....J. R. Scanlan  
Production Engineer.....C. M. Kramer  
PRODUCTS: Resistors, switches, ceramic condensers, ballasts, coils, spira shields, antenna loops, I.F. and R.F. transformers.

### **National Carbon Co. Inc.**

30 East 42nd St., New York 17, N. Y.  
Phone: MURray Hill 2-6800

President.....P. P. Huffard  
Vice-President.....J. M. Spangler  
General Sales Manager....C. O. Kleinsmith  
Chief Engineer.....L. M. Temple  
PRODUCTS: Batteries.

### **National Co., Inc.**

61 Sherman St., Malden, Mass.  
Phone: MALden 6350

President.....William A. Ready  
General Manager.....J. J. Freeley  
PRODUCTS: Receiving sets, FM receiving sets, transmitters, transmitting condensers, dials, coils, chokes, receiving condensers, transmitting parts, R.F. and I.F. transformers, sockets, couplings, receiving parts.

### **National Fabricated Products, Inc.**

2650 Belden Ave., Chicago, Ill.  
Phone: ARmitage 3426

President.....R. L. Freeman  
General Manager.....Wm. Charney  
PRODUCTS: Radio tube sockets, terminal assemblies, telephone and microphone jacks, coaxial plugs and jacks, battery sockets and receptacles.

### **National Union Radio Corp.**

15 Washington St., Newark, N. J.  
Phone: HUmboldt 2-5050

President.....S. W. Muldowny  
Sales Manager.....H. A. Hutchins  
PRODUCTS: Receiving tubes, cathode ray tubes, transmitting tubes, photo-cells, condensers, dry batteries, volume controls.

### **Noblitt-Sparks Industries, Inc.**

13th St. & Big Four Railroad, Columbus, Ind.  
President.....O. G. Noblitt  
Sales Manager.....G. W. Thompson

PRODUCTS: Receiving sets, radio-phonograph combinations.

### **Northern Electric Co., Ltd.**

1261 Shearer St., Montreal, P. Q., Canada  
Phone Wilbank 3131

President.....P. F. Sisto  
PRODUCTS: Transmitters, point-to-point equipment, music reproducing equipment, microphones, portable amplifiers, public address systems, aircraft radio, vacuum tubes, electric organs.

### **Oak Manufacturing Co.**

1260 Clybourn Ave., Chicago, Ill.  
Phone: MOHawk 222

President.....E. F. Bessey  
Sales Manager.....R. A. O'Reilly  
PRODUCTS: Rotor relays, communication equipment.

### **The Ohio Carbon Co.**

12508 Berea Rd., Cleveland 11, Ohio  
Phone: Boulevard 2700

President.....Allen K. Moulton  
Sales Manager.....I. W. Brandel  
Chief Engineer.....A. A. Stark  
PRODUCTS: Carbon resistors, wire-wound resistors, paper resistors, radar and electronic applications.

### **Operadio Manufacturing Co.**

St. Charles, Ill.  
Phone: MANsfield 6446

President.....J. M. Stone  
Vice-President & Gen. Manager..G. R. Haase  
PRODUCTS: Communication equipment, loud speakers, amplifiers, public address systems.

### **Oxford-Tartak Radio Corp.**

3911 S. Michigan Ave., Chicago, Ill.  
Phone: ATLantic 6161

President & Sales Manager...Paul H. Tartak  
PRODUCTS: Loud speakers, output and line transformers.

### **Pacific Sound Equipment Co., Inc.**

1534 Cahuenga Blvd., Los Angeles 28, Calif.  
Phone Hempstead 5141

President.....Robert G. Metzner  
Secretary-Treasurer.....William L. Maas  
BRANCH OFFICES: 1121 Vermont Ave., NW, Washington, D. C. Phone NATIONAL 1682. William H. Holmes; 1900 Euclid Ave., Cleveland, Ohio. Clarence Moses.  
PRODUCTS: Transcription and record playback equipment, acoustic phonographs, amplifiers, public address systems.

### **Packard-Bell Co.**

1115 S. Hope St., Los Angeles, Calif.  
Phone: PRespect 3404

President.....Herbert A. Bell  
General Manager.....H. D. Thomas, Jr.  
Sales Manager.....Joe Spain  
PRODUCTS: Receiving sets, radio-phonograph combinations, record-players.

### **Parisian Novelty Co.**

3510 S. Western Ave., Chicago, Ill.  
Phone: VIRginia 1212

President.....H. J. Joseph  
Vice-President & General Mgr....L. E. Kahn  
PRODUCTS: Dials, insulators, crystals, etc.

### **Par-Metal Products Corp.**

3262-49th St., Long Island City, N. Y.  
Phone AStoria 8-8905

Contact.....A. A. Parmet

• • • **EQUIPMENT MANUFACTURERS** • • •

**PRODUCTS:** Racks—relay and cabinet type—Panels, Metal Equipment.

**Philco Corp.**

Tioga & C Sts., Philadelphia, Pa.  
Phone: NEBraska 5100

Chairman of the Board.....Larry E. Gubb  
President.....James T. Buckley  
Vice-President in Charge of Operations,  
John Ballantyne  
Vice-President in Charge of Sales,  
Thomas A. Kennally  
Vice-President in Charge of Engineering,  
David Grimes  
Vice-President in Charge of Service,  
R. F. Herr

**PRODUCTS:** Receiving sets, radio-phonograph combinations, FM receiving sets, tubes, accessories, batteries.

**Philharmonic Radio Corp.**

216 William St., New York 7, N. Y.  
Phone: REctor 2-0863

President.....Avery Fisher  
Vice-President.....Victor Brociner  
Secretary-Treasurer.....S. Bogart

**PRODUCTS:** Receiving sets, radio-phonograph combinations, FM receiving sets, electronic equipment and military radio.

**Pilot Radio Corp.**

37-06 Thirty-sixth St., Long Island City, N. Y.  
Phone: STillwell 4-5455

President-General Manager...Isidor Goldberg  
**PRODUCTS:** Receiving sets, radio-phonograph combinations, FM receiving sets, television receiving sets.

**Poinsettia, Inc.**

112 Cedar Ave., Pitman, N. J.  
Phone Pitman 511

President.....E. Poinsett  
Vice President.....W. Warner  
Secretary.....F. L. Pedrick  
BRANCH OFFICES: 4447 W. Irving Park Rd., Chicago, Ill.;

**PRODUCTS:** Phonograph Record Manufacturing Equipment.

**Premax Products Division  
(Chisholm-Ryder Co.)**

College & Highland Aves., Niagara Falls, N. Y.  
Phone: N.F. 9186

President.....S. M. Ryder  
Manager.....G. O. Benson  
**PRODUCTS:** Antenna equipment, metal stampings.

**Premier Crystal Laboratories, Inc.**

55 Park Row, New York, N. Y.  
Phone: BEekman 3-2824

**PRODUCTS:** Apparatus laboratory, calibrating equipment, chambers test and cali-

bration, piezoelectric crystals, quartz crystals, tourmaline crystals, crystal oscillator ovens, reactance meters, audio-frequency equipment, capacitance meters, communication-measuring instruments, dial lights, radio frequency meters, testing machines, thermostats.

**Press Wireless, Inc.**

435 N. Michigan Ave., Chicago 11, Ill.  
Phone: SUperior 8688

President & Gen. Manager...Joseph Pierson  
Treasurer.....F. J. Kerrigan

BRANCH OFFICES: 1475 Bway., New York, N. Y. D. K. deNeuf, R. H. dePasquale.  
Drawer "T" Hicksville, L. I, P. D. Zurian.

**PRODUCTS:** Transmitters, receiving sets, diversity equipment, radiophoto and facsimile equipment, direction finders.

**Presto Recording Corp.**

242 W. 55th St., New York, N. Y.  
Phone CI 5-7760

President.....George J. Saliba  
Secretary.....Morris M. Gruber  
General Sales Manager...Ralph C. Powell

**PRODUCTS:** Sound Recording Equipment, Discs and Needles, Transcription Turntables, Recording Amplifiers and Accessory Recording Equipment.

**B. A. Proctor Co., Inc.**

2 W. 45th Street, New York, N. Y.  
Phone MU 6-7542

President & Treasurer...Barton A. Proctor  
Vice President & Secretary,

Ferd. C. W. Thiede  
**PRODUCTS:** Crystal Pickups and Recording Heads, Transcription Turntables and Recording Machines.

**Quality Hardware & Machine Co.**

5894 N. Ravenswood Ave., Chicago, Ill.  
Phone: LONGbeach 8200

President.....H. A. Laystrom  
Sales Manager.....A. A. Wisersky

**PRODUCTS:** Tools and dies.

**Quam-Nichols Co.**

33rd Place & Cottage Grove Ave.  
Chicago 19, Ill.

President.....James P. Quam  
Vice-President.....H. A. Staniland

Purchasing.....F. G. Gracyk  
**PRODUCTS:** Speakers, microphones, antennae, signal corps equipment.

**Radio Condenser Co.**

Davis & Copewood Sts., Camden, N. J.  
President.....Stanley S. Cramer

Sales Manager.....William J. May  
**PRODUCTS:** Variable air condensers.

## Radio Electronics Laboratory, Inc.

120 Freeman St., Brooklyn, N. Y.

President.....Lionel R. Bausman

PRODUCTS: Cathode ray tubes.

## Radio Engineering Labs., Inc.

35-54—36th St., Long Island City, N. Y.

Phone RAvenswood 8-2340

President.....Charles M. Srebroff

Treasurer.....Frank A. Gunther

Secretary.....Marion Wade

BRANCH OFFICES: 5334 Hollywood Blvd., Hollywood, Calif. Norman B. Neeley; 2040 Grand River Ave., Detroit, Mich., M. N. Duffy; 310 Fifteenth St., Denver, Colo., Mulinix Sound System. PRODUCTS: Frequency Modulation—Broadcast Transmitters, Receiver and Loud Speaker Units, Portable Transmitters and Receivers for Speech frequencies, Hi-Fidelity Broadcast Relay Transmitters, Portable Transmitters for broadcast pickup service, Transmitters and Receivers for fixed stations on speech frequencies and Speech Equipment; Military and Municipal Transmitters and Receivers.

## Radio Speakers, Inc.

221 E. Cullerton St., Chicago 16, Ill.

Phone: VICTory 1613

President-Sales Manager.....H. C. Forster

Vice-President.....E. W. Strait

Treasurer.....F. Johnson

Secretary.....B. Engel

PRODUCTS: Loudspeakers, recorders, headsets and microphones for Govt.

## A. E. Ravenscroft, Inc.

2320 S. Hill St., Los Angeles 7, Calif.

Phone Prospect 1317

Partner.....A. R. Magner

Partner.....A. M. Ravenscroft

General Manager.....J. G. Magner

PRODUCTS: Distributor of radio and electronic parts, tubes, etc.

## Raytheon Production Corp.

55 Chapel St., Newton, Mass.

Phone: BIGelow 7500

President.....L. K. Marshall

Vice President.....David T. Schultz

Secretary.....Havens Grant

Chief Engineer.....Paul T. Weeks

Head of War Service Department and Plant

Manager.....F. E. Anderson

Purchasing Agent.....Valmore Grammont

PRODUCTS: Tubes.

## RCA Victor Division

Camden, New Jersey

Phone Camden 8000

Chairman, Executive Committee,

Frank M. Folsom

President.....Robt. Shannon

Commercial V. P.....(Open at press-time)

Financial V. P. & Secy.....F. H. Corregan

V. P. in charge of Engineering Products, RCA

Photophone Div.....F. R. Deakins

V. P. & Adv. Director.....T. F. Joyce

Adv. Mgr.....D. J. Finn

Dir. of Adv.....Charles B. Brown

V. P. in charge of Manufacturing

J. M. Smith

V. P. & Chief Engineer...Dr. Charles Jolliffe

V. P. of International Division...J. D. Cook

BRANCH OFFICES: 530 Citizens & Southern Bank Bldg., Atlanta, Ga.—589 E. Illinois St., Chicago, Ill.—411 Fifth Ave., New York, N. Y.—M. F. Blaklee, Manager; 170 Ninth St., San Francisco, Cal. PRODUCTS: Broadcast Station Transmitters, Microphones and Associated Equipment, Electric and Radio Broadcast Transcriptions, Instantaneous Disc Recording Equipment, Facsimile Equipment, Television Transmitters, F. M. Transmitters.

## Readrite Meter Works

College Ave., Bluffton, Ohio

President.....R. L. Triplett

Sales Manager.....N. A. Triplett

PRODUCTS: Testing equipment, electrical measuring meters.

## Rea Magnet Wire Co., Inc.

East Pontiac St., Ft. Wayne 4, Ind.

Phone: A-5202

President.....Victor F. Rea

Sales Engineer.....J. P. Grable

PRODUCTS: Round magnet wire.

## Remler Co., Ltd.

2101 Bryant St., San Francisco, Calif.

Phone: VAlencia 3435

President.....E. G. Danielson

Sales Manager.....H. L. Parker

PRODUCTS: Receiving sets, radio-phonograph combinations, inter-communication and sound equipment.

## The Rola Co.

2530 Superior Ave., Cleveland, Ohio

Phone: PRospect 4242

President.....B. A. Engholm

Sales Manager.....Lee Golder

PRODUCTS: Loudspeakers, electro-dynamic and permanent magnet transformers.



**The Ross Manufacturing Co.**

2241 Indiana Ave., Chicago, Ill.  
Phone: CALumet 1060

President.....K. B. Ross  
Purchasing.....V. Mitchell  
PRODUCTS: Coils.

**The Chas. E. Schuler Engineering Co.**

109 Cambria St., Newark, O.  
Phone Newark 4319

President.....Charles E. Schuler  
Chief Engineer.....Charles Schwartz  
Secretary-Treasurer.....Corwin D. Harris  
Superintendent.....D. E. VanNess  
PRODUCTS: Steel Vertical Radiators for Antenna Systems, Guyed and Self-supporting.

**Scientific Radio Service**

4301 Sheridan Ave., University Park, Md.  
Phone Hyattsville 0535

Contact.....H. D. Eisenhauer  
PRODUCTS: Piezo Electric Crystals and Holders, Calibration and Testing of Frequency Monitors.

**Scophony Corp. of America**

527 Fifth Ave., New York 17, N. Y.  
Phone: MURray Hill 2-5960

President.....Arthur Levy  
Vice-President.....Joseph E. Swan  
Treasurer.....Franklin Feld  
Director of Research...Dr. A. H. Rosenthal  
BRANCH OFFICES: 40 Gloucester Sq. W., London, Eng. Sir M. B. Carter, Chairman. Wells, Somerset, England, W. G. Elcock, Managing Director.  
PRODUCTS: Television projectors, electronic devices, Govt. work.

**Scully Machine Co.**

62 Walter St., Bridgenort, Conn.  
Phone 45300

Owner.....L. J. Scully  
Manager.....J. J. Scully  
PRODUCTS: Precision Disc Recording Machines.

**Seattle Radio Supply Co., Inc.**

2117—2nd Ave., Seattle 1, Wash.  
Phone: Seneca 2345

President.....G. A. Reeves  
Vice-President.....E. O. Mickelson  
PRODUCTS: Radio Parts and Tubes, Transmitting and Electronic and Test Equipment.

**Shure Bros.**

225 W. Huron St., Chicago, Ill.  
Phone Del 8381

General Manager.....S. N. Shure  
Sales Manager.....J. A. Berman  
Chief Engineer.....B. B. Bauer  
BRANCH OFFICES: 136 Liberty St., N. Y. C.; 908 W. Venice Blvd., Los Angeles; 415 Peachtree St., N. E., Atlanta, Ga.; 2411 First Ave., Seattle, Wash. PRODUCTS: Microphones, Phonograph Pickups, Magnetic Cutters, Microphone Stands, Vibration Pickups and Acoustic Devices.

**The F. W. Sickles Co.**

Box 920, Springfield, Mass.  
Phone: Springfield 3.6621

President.....R. F. Sickles  
Sales Manager.....Monte Cohen  
PRODUCTS: Radio and Electronic Specialties.

**Solar Manufacturing Corp.**

285 Madison Ave., New York 17, N. Y.

President.....Otto Paschkes  
Sales Manager.....W. C. Harter  
Vice-President.....Paul Hetenyi  
Chief Engineer.....J. Irving Cornell  
Purchasing Agent.....George M. Sexton  
PRODUCTS: Dry and Wet Electrolytics, Paper Bypass Condensers, Trimmer, Molded Mica Condensers, Elim-O-Stats, Capacitor Analyzers.

**Sonora Radio & Television Corp.**

325 N. Hoyne Ave., Chicago, Ill.  
Phone: CHESapeake 2323

President.....Joseph Gerl  
Vice-President.....B. Freund  
Sales Manager.....Edward Harris  
PRODUCTS: Receiving sets, radio-phonograph combinations, phonograph records.

**The Sparks-Withington Co.**

2400 E. Ganson St., Jackson, Mich.

President.....William Sparks  
Vice-President & Gen. Mgr..Harry G. Sparks  
Radio Plant Manager.....Charles J. Kayko  
PRODUCTS: Receiving sets, radio-phonograph combinations, television sets, transformers.

### **Speak-O-Phone Recording & Equipment Co.**

23 West 60th St., New York, N. Y.  
Phone CO 5-1350

General Sales Manager.....C. A. Austin  
Secretary.....R. L. Lee

PRODUCTS: Recording and reproducing equipment.

### **Speer Resistor Corp.**

Theresia St., St. Marys, Pa.

President.....Dudley H. Miller  
General Manager.....G. G. Herrick

PRODUCTS: Resistors, suppressors.

### **Sperry Gyroscope Co. Inc.**

Manhattan Bridge Plaza, Brooklyn, N. Y.  
Phone: CUMberland 6-5600

President.....R. E. Gillmor  
Vice-President, Sales.....R. B. Lea  
Vice-President.....P. R. Bassett  
Aircraft Radio Dept.....H. C. Bostwick

PRODUCTS: Tubes, radio direction finders, electronic measurement equipment.

### **Sprague Specialties Co.**

189 Beaver St., North Adams, Mass.

President-General Manager....R. C. Sprague  
PRODUCTS: Condensers, resistors, filters.

### **Stackpole Carbon Co.**

Tannery St., St. Marys, Pa.  
Phone: 311

President.....Lyle G. Hall  
Vice-President (Electronics)...J. H. Stackpole  
Sales Manager.....H. A. Williams

PRODUCTS: Variable and fixed resistors, switches, iron cores, anodes for power tubes, condensers, battery electrodes.

### **Standard Transformer Corp.**

1500 N. Halsted St., Chicago, Ill.  
Phone MOhawk 5300

President-General Manager..Jerome J. Kahn  
PRODUCTS: Transformers, reactors, audio components, transmitters, electrical specialties.

### **Stewart-Warner Corp.**

1826 Diversey Pkwy., Chicago, Ill.  
Phone: Lakeview 600

Vice-President & General Sales Manager,  
F. A. Hiter  
Manager, Radio Dept.....L. L. Kelsey

PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, television receiving sets, record-players.

### **Stromberg-Carlson Co.**

100 Carlson Rd., Rochester, N. Y.  
Phone Culver 260

President.....W. M. Angle  
Vice-Pres. & Gen. Manager..Ray H. Manson  
Treasurer.....W. W. Hetzel  
Chief Engineer.....F. C. Young  
Sales Manager.....L. L. Spencer

BRANCH OFFICES: 564 West Adams St., Chicago, Ill., H. T. McCraig; 2017 Grand Ave., Kansas City, Mo., A. J. Roberts; 1355 Market St., San Francisco, Calif., T. C. Thompson. PRODUCTS: Electric, Combination, Television and FM Sets; Paging Systems, Antenna Kits.

### **Superior Tube Co.**

P. O. Box 191, Norristown, Pa.

President.....C. A. Warden  
Sales Manager.....H. B. Brown, Jr.

PRODUCTS: Nickel products, cathode ray tube anodes, nickel power tube parts, etc.

### **Supreme Instruments Corp.**

414 Howard St., Greenwood, Miss.

President.....D. N. Dulweber  
PRODUCTS: Testing instruments.

### **Sylvania Electric Products, Inc.**

500 Fifth Ave., New York, N. Y.

President.....W. E. Poor  
Vice-President, Sales.....D. G. Mitchell  
Director of Engineering.....R. M. Wise  
General Sales Manager, Radio Tube Sales  
C. W. Shaw  
Advertising Manager.....Paul S. Ellison

PRODUCTS: Receiving tubes, cathode ray tubes, transmitting tubes, electronic devices.

### **Synthane Corp.**

Oaks, Pa.

President.....Robert R. Titus  
PRODUCTS: Bakelite.

### **Technical Radio Co.**

275 Ninth St., San Francisco, Calif.  
Phone: UNderhill 7213

Chief Engineer.....Clayton F. Bane  
Production Manager.....George Weiss  
General Manager.....E. E. Olson

PRODUCTS: Transmitters, receiving sets, direction finders and radio communication equipment.

**Telicon Corp.**

305 E. 63rd St., New York, N. Y.  
Phone: REgent 4-2828

President.....S. Sagall  
Vice-President.....B. F. Wyckoff

PRODUCTS: Piezo-electric crystals, super-sonic instruments, television transmitters and receivers.

**Thordarson Elec. Mfg. Co.**

500 W. Huron St., Chicago, Ill.  
Phone: WH 6444

Vice-President.....R. E. Onstad  
Treasurer.....G. Winney  
Purchasing Agent.....C. Schmitz  
Chief Engineer.....W. Howe

PRODUCTS: Transformers, wave filters, amplifiers, electronic equipment, transmitters.

**Tower Sales & Erecting Co.**

6100 N. E. Columbia Blvd., Portland, Ore.  
Phone: Trinity 7303

President.....C. H. Fisher  
PRODUCTS: Fabrication, erection, maintenance of radio towers, ground systems, radio tower lighting, radio station construction.

**Trav-Ler Karenola Radio & Television Corp.**

1028 W. Van Buren St., Chicago 7, Ill.  
Phone: HAYmarket 3487

President-General Manager...Joe Friedman  
Chief Engineer.....R. J. O'Brien  
Purchasing.....M. Kling

PRODUCTS: Receiving sets, interphone inter-communicating equipment for U. S. Signal Corps.

**The Triplett Electrical Instrument Co.**

Bluffton, Ohio

Contact.....R. L. Triplett

BRANCH Offices: All principal U. S. cities. PRODUCTS: Electrical Measuring Instruments, Industrial, Laboratory and Radio Test Equipment.

**Tung-Sol Lamp Works, Inc.**

95 Eighth Ave., Newark, N. J.  
Phone: HUMBoldt 2-4200

President.....Louis Rieben  
Sales Manager.....R. E. Carlson

PRODUCTS: Receiving and transmitting tubes.

**The Turner Co.**

909 17th St., N. E., Cedar Rapids, Iowa  
Phone Cedar Rapids 3-2607

President.....David Turner  
Vice-President.....John B. Turner II  
Secretary-Treasurer.....W. J. Nezerka  
Chief Engineer.....R. H. Mayer

PRODUCTS: Microphones and Microphone Accessories, Quartz Crystal Assemblies.

**United Electronics Company**

42 Spring Street, Newark 2, New Jersey  
Phone: Humboldt 2-0577

President.....R. H. Amberg  
Vice-Pres. & Sales Mgr.....C. A. Rice  
Chief Engineer.....B. F. Steiger  
Credit Manager.....J. B. Nagle, Jr.  
Purchasing Agent.....R. F. Schorn

PRODUCTS: Radio Transmitting Tubes.

**United Transformer Co.**

150 Varick St., New York 13, N. Y.  
Phone Walker 5-4850

Contact.....I. A. Mitchell  
Chief Engineer.....L. G. Burnell

PRODUCTS: Transformers, Reactors, Automatic Regulators, Voltage Control Units, Filters; Universal Broadcast Equalizers, Recording and Line Equalizers, Govt. Work.

**Universal Microphone Co., Ltd.**

424 Warren Lane, Inglewood, Calif.  
Phone: (Inglewood) ORchard 7-4216  
Phone: (Los Angeles) ORegon 8-2148

President & General Manager

James L. Fouch

Vice-President & Sales Manager

Cecil L. Sly

Secretary.....Durwood D. Allen

BRANCH OFFICES: (Canada) 560 King St. W., Toronto, 2; (Export) 301 Clay St., San Francisco, 11; New York, 259 W. 14th St.; Boston, 94 Portland St.; Chicago, 540 N. Michigan Ave.; Seattle, 2321—2nd Ave.

PRODUCTS: Microphones, stands and accessories: plugs, jacks, cords and switches.

**Utah Radio Products Co.**

820 Orleans St., Chicago, Ill.  
Phone: SUPerior 8388

President.....Fred R. Tuerk  
Sales Manager.....O. F. Jester

PRODUCTS: Loudspeakers, transformers, chokes, vibrators, resistors, jacks, volume and tone controls, switches, plugs.

**Warwick Manufacturing Corp.**

4640 W. Harrison St., Chicago, Ill.  
Phone: ESTebrook 2727

President.....J. S. Holmes  
PRODUCTS: Receiving sets, radio-phonograph combinations.

**Watterson Radio Mfg. Co.**

2700 Swiss Ave., Dallas 1, Texas  
Phone: Texas T.1865

Owner-Sales Manager.....J. W. Davis  
PRODUCTS: Receiving sets, radio-phonograph combinations, amplifiers, speaker baffles, replacement cabinets.

**Wells-Gardner & Co.**

2701 N. Kildare Ave., Chicago, Ill.  
Phone: ALBany 8220

President.....A. S. Wells  
Sales Manager.....H. A. Johanson  
PRODUCTS: Receiving sets, radio-phonograph combinations.

**William H. Welsh Co.**

2241 Indiana Ave., Chicago, Ill.  
Phone: CALumet 5454

Contact.....William H. Welsh  
General Manager.....C. L. Matthews, Jr.  
Chief Engineer.....F. D. Yocum  
PRODUCTS: Speaker diaphragms, suspensions, domes, plastic molders.

**Western Electric Co., Inc.**

(Radio Division)  
120 Broadway, New York, N. Y.  
Phone COrtland 7-7700

Vice-President.....F. R. Lack  
Assistant Manager.....C. R. Smith  
Manager Commercial Sales....H. N. Willets  
Radio Broadcasting and Sound Systems....  
L. F. Boekoven  
Aviation and Marine Radio..F. C. McMullen  
PRODUCTS: Hearing Aids and Hearing Measuring Equipment; Aviation, Marine, Police Radio Transmitters and Receivers; Radio Broadcasting Speech Input Equipment; Sound Distribution Systems; Vacuum Tubes; Acoustic Measuring Equipment; Microphones, Loudspeakers, and allied items; Telephone Apparatus and Cable; Carrier Telephone Equipment and Train Dispatching Apparatus.

**Westinghouse Electric & Mfg. Co.**

Radio Division  
2519 Wilkens Ave., Baltimore 3, Md.  
Phone EDmondson 2300  
Tube 6 Lamp Division  
MacArthur Ave., Bloomfield, N. J.  
Phone: BLOomfield 2-2200

President.....George H. Bucher  
Vice-President.....Walter Evans  
Manager, Radio Division.....C. J. Burnside  
Sales Manager.....C. W. Miller  
Mgr. Engineer.....R. N. Harmon  
Manager, Special Products...H. J. Hoffman  
Purchasing.....C. W. Lutz  
Mgr., Lamp Div.....R. C. Stuart  
Mgr., Electronics.....D. D. Knowles  
Purchasing (Lamp Div.).....A. Clohosey

BRANCH OFFICES: In all principal cities. PRODUCTS: Commercial Broadcast Transmitters, all types of Special Radio Transmitting and Receiving Equipment for Military and Industrial Purposes, and Radio Tubes.

**Weston Electrical Instrument Corp.**

614 Frelinghuysen Ave., Newark, N. J.  
Phone Bigelow 3-4700

Contact.....V. E. Jenkins  
BRANCH OFFICES: All principal U. S. cities and Canada. PRODUCTS: Tubecheckers, Vacuum Tube Voltmeters, Power Level Indicators, Volume Indicators, Switchboard Voltmeters and Ammeters, Portable Voltmeters, Ammeters and Ohmmeters, Portable Capacity Testers, Portable Combination Volt-Ohm-Milliammeters, Radio and electronic industrial test equipment.

**Wilcox-Gay Corp.**

604 W. Seminary St., Charlotte, Mich.  
President-Treasurer.....Chester M. Wilcox  
Vice-President & Secretary.....Paul S. Gay  
Vice-President & Sales Manager,  
Warren L. Hasemeier

PRODUCTS: Radio-phonograph combinations, FM receiving sets, record-players, recording discs.

**Wincharger Corp.**

E. Seventh and Division Sts., Sioux City, Iowa  
Phone Sioux City 8-6513

Contact.....R. F. Weinig  
PRODUCTS: Vertical Radiators, Antenna Towers and Accessories, Dynamotors, Inverters, Specialized Rotary Electrical Equipment.

**Zenith Radio Corp.**

6001 Dickens Ave., Chicago, Ill.  
Phone: BERKshire 7500

President-General Mgr....E. F. McDonald, Jr.  
Executive Vice-President & Treasurer,  
Hugh Robertson  
Vice-President & Director of Sales,  
J. J. Nance

PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, television receiving sets, record-players.



# INTERNATIONAL



*International Broadcast Stations  
In The United States*



*CBS-NBC Latin-American Networks*



*Cuba*



*Mexico*



*South America*



*Central America*



# INTERNATIONAL BROADCAST STATIONS IN THE UNITED STATES

<i>Licensee and Location</i>	<i>Call Letters</i>	<i>Frequency (Kc)</i>	<i>Power</i>
The Associated Broadcasters, Inc. San Francisco, Calif.....	KWID	6060, 7230, 9570, 11870, 15290, 17760, 21610	100 kw
The Associated Broadcasters, Inc. San Francisco, Calif.....	KWIX	6060, 7230, 9570, 11870, 15290, 17760, 21610	50 kw
Columbia Broadcasting System, Inc. Brentwood, L. I.....	WCBX	6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570, S.A. 15267 in lieu of 15270, S.A. 9490, S.A. 9590, SSA 11145 and 9750	50 kw
Columbia Broadcasting System, Inc. Brentwood, L. I.....	WCRC	6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570, S.A. 15267 in lieu of 15,270, S.A. 9490, S.A. 9590, SSA 11145 and 9750	50 kw
Columbia Broadcasting System, Inc. Brentwood, L. I.....	WCDA	6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570, S.A. 15267 in lieu of 15,270, S.A. 9490, S.A. 9590, SSA 11145 and 9750	50 kw
Columbia Broadcasting System, Inc. Brentwood, L. I.....	WCBN	6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	50 kw CP only
Columbia Broadcasting System, Inc. Wayne, N. J.....	WOOC	6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	50 kw CP only
Columbia Broadcasting System, Inc. Wayne, N. J.....	WOOW	6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	50 kw CP only
The Crosley Corp. Mason, Ohio .....	WLWO	6080, 9590, 11710, 15250, 17800, 21650	75 kw
The Crosley Corp. Mason, Ohio.....	WLWK	6080, 9590, 11710, 15250, 17800, 21650	50 kw CP only
The Crosley Corp. Mason, Ohio.....	WLWL	6080, 9590, 11710, 15250, 17800, 21650	200 kw CP only
The Crosley Corp. Mason, Ohio.....	WLWS	6080, 9590, 11710, 15250, 17800, 21650	200 kw CP only
The Crosley Corp. Mason, Ohio.....	WLWR	6080, 9590, 11710, 15250, 17800, 21650	200 kw CP only
General Electric Company South Schenectady, N. Y.....	WGEA	6190, 7000, 9530, 9550, 11847.5, 15330, 21500, 21,590, SSA 17,880	50 kw
General Electric Company South Schenectady, N. Y.....	WGEO	6190, 7000, 9530, 9650, 11847.5, 15330, SSA 9550 and 17880	100 kw

**INTERNATIONAL BROADCAST STATIONS IN THE U. S.**

General Electric Company near Belmont, Calif.....	KGEI	6190, 7250, 9530, 9550, 11730, 15210, 15330, SSA 11790, 15130 and 17880	50 kw
General Electric Company Schenectady, N. Y.....	WGEX		25 kw CP only
National Broadcasting Co., Inc. Bound Brook, N. J.....	WRCA	6100, 9670, 11890, 15150, 15190, 17780, 21630, SSA 11870 Kc and SA 11893 (50 to 100 kw on 9670)	50 kw
National Broadcasting Co., Inc. Bound Brook, N. J.....	WNBI	Same as WRCA	Same as WRCA
National Broadcasting Co., Inc. Bound Brook, N. J.....	WNRA	6100, 9670, 11890,	50 kw
National Broadcasting Co., Inc. Bound Brook, N. J.....	WNRE	15150, 15090, 21630 Same as above	CP only 50 kw
National Broadcasting Co., Inc. Bound Brook, N. J.....	WNRI	Same as above	CP only 50 kw
National Broadcasting Co., Inc. Bound Brook, N. J.....	WNRX	Same as above	CP only 50 kw
Westinghouse Radio Stations, Inc. Hull, Mass. ....	WBOS	6140, 9570, 11870, 15210, 17780, 21540	CP only 50 kw
World Wide Broadcasting Corp. Scituate, Mass. ....	WRUL	6040, 11730, 11790, 15130, 15350, 17750, 21460	50 kw
World Wide Broadcasting Corp. Scituate, Mass. ....	WRUS	6040, 9700, 11730, 15350, 17750, 2146, SSA 6140 7575, 8590, 9750, 11145, 11790, 15130	50 kw
World Wide Broadcasting Corp. Scituate, Mass. ....	WRUW	11730, 15130, 25600, 11790, 15350, 17750, 9700	20 kw C.P. 50 kw
World Wide Broadcasting Corp. Scituate, Mass.....	WRUA	6040, 9700, 11730, 15350, 17750, 21460	50 kw
World Wide Broadcasting Corp. Scituate, Mass.....	WRUX	SSA 7575, 7805	7 kw

**Pending Applications**

General Electric Co. Belmont, Calif.....		To be determined	100 kw
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*Due to the shortage of paper we are omitting the FCC regulations regarding International Broadcast Stations. This list will be found on pages 993-994 of the 1943 RADIO ANNUAL.*



# LATIN-AMERICAN NETWORKS

CBS — NBC

## LA CADENA DE LAS AMERICAS (The Network of the Americas)

of

## THE COLUMBIA BROADCASTING SYSTEM

### — PERSONNEL —

Director of Shortwave Broadcasting and Latin American Relations.....Edmund A. Chester  
 Assistant Director of Latin American Relations and Latin American News Editor.....Roberto I. Unanue  
 Assistant in Charge of Public Relations for Latin America.....Carlos Garcia-Palacios  
 Publicity Assistant.....Marge Kennedy  
 Publicity Assistant.....B. F. Aldana  
 Director of Programs.....William H. Fineshriber  
 Assistant Director of Programs, Supervisor of Special Events Programs, Traffic Manager.....John W. Hundley  
 Director of Music.....Terig Tucci  
 Production Chief.....Russ Johns  
 Script Department Manager.....Benjamin F. Feiner, Jr.  
 Shortwave News Director.....Lawrence S. Haas  
 Network Service Manager.....Frank Kizis  
 Engineer in Charge of International Broadcasting.....Guy Hutcheson

### ARGENTINA

Call Letters	Station Name	City	Frequency Kilocycles	Power Watts
LR3.....	Radio Belgrano	Buenos Aires	950	50000
LRV.....	Radio Belgrano	Buenos Aires	11840	50000
LRV1.....	—Radio Belgrano Network—			
LU7.....	Radio General San Martin	Bahia Blanca	1240	1500
LV3.....	Radio Cordoba	Cordoba	620	25000
LT7.....	Radio Provincia	Corrientes	1340	5000
LT1.....	Radio del Litoral	Rosario	780	12000
LV1.....	Radio Graffigna	San Juan	560	10000
LV4.....	Radio San Rafael de Mendoza	San Rafael	690	5000
LV11.....	Radio del Norte	Santiago del Estero	1170	500
LV12.....	Radio Aconquija	Tucuman	580	5000
LV14.....	Radio La Rioja	La Rioja	1460	500
LV10.....	Radio Cuyo	Mendoza	1210	2500
LV13.....	Radio San Luis	San Luis	—	—
ZP9.....	Radio Encarnacion	Encarnacion, Paraguay	—	—
ZP1.....	Radio Encarnacion	Encarnacion, Paraguay	—	—
CXA8.....	Radio Real de San Carlos	Colonia, Uruguay	9620	20000
CXA14.....	Radio Real de San Carlos	Colonia, Uruguay	11820	1000

### BOLIVIA

CP4.....	Radio Illimani	La Paz	1040	10000
CP5.....	Radio Illimani	La Paz	6200	1000



## CHILE

Call Letters	Station Name	City	Frequency Kilocycles	Power Watts
CB57.....	Radio Sociedad Nacional de Agricultura.	Santiago de Chile...	570	6000
CB1180.....	Radio Sociedad Nacional de Agricultura.	Santiago de Chile...	11800	1000
CB90.....	Radio Sociedad Nacional de Agricultura.	Valpariso .....	900	1000

## COLOMBIA

HJAG.....	Emisora Atlantico .....	Barranquilla .....	1050, 4905	1000
HJAH.....	Emisora Atlantico .....	Barranquilla .....	1080	1000
HJCS.....	Radio Continental .....	Bogota .....	920	50000
HJEB.....	La Voz del Valle .....	Cali .....	1150	500
HJED.....	La Voz del Valle .....	Cali .....	4825	1000
HJFB.....	Radio Manizales .....	Manizales .....	6105	1000
HJFD.....	Radio Manizales .....	Manizales .....	1390	500
HJDT.....	Radio Nutibara .....	Medellin .....	1150	500
HJFF.....	Ondas del Otun.....	Pereira .....	1350	1000

## COSTA RICA

TIPG.....	La Voz de la Victor.....	San Jose .....	625	5000
TIPG.....	La Voz de la Victor.....	San Jose .....	9615	2000

## CUBA

CMJN.....	RHC Cadena Azul .....	Camaguey .....	740	1000
CMCY.....	RHC Cadena Azul .....	Havana .....	590	15000
COCY.....	RHC Cadena Azul .....	Havana .....	11470	1000
CMKV.....	RHC Cadena Azul .....	Holguin .....	600	1000
CMHI.....	RHC Cadena Azul .....	Santa Clara .....	570	15000
COHI.....	RHC Cadena Azul .....	Santa Clara .....	6450	5000
CMKN.....	RHC Cadena Azul .....	Santiago de Cuba... ..	930	1000

## DOMINICAN REPUBLIC

HIIZ.....	Broadcasting Nacional .....	Ciudad Trujillo .....	6315	100
HIZ.....	Broadcasting Nacional .....	Ciudad Trujillo .....	1350	200

## ECUADOR

HC2AJ.....	Compania del Ecuador.....	Guayaquil .....	1050	1000
HC2AK.....	Compania del Ecuador.....	Guayaquil .....	9310	1000
HCQR.....	Radio Quito .....	Quito .....	1340	250
HCQRX.....	Radio Quito .....	Quito .....	5970	300

## EL SALVADOR

YSP.....	La Voz de Cuscatlan.....	San Salvador .....	—	—
YSP.....	La Voz de Cuscatlan.....	San Salvador .....	—	—
YSPA.....	La Voz de Cuscatlan.....	San Salvador .....	—	—
YSPB.....	La Voz de Cuscatlan.....	San Salvador .....	—	—

## GUATEMALA

TGW.....	La Voz de Guatemala.....	Guatemala City .....	610	10000
TGWA.....	La Voz de Guatemala.....	Guatemala City .....	9685 15170	10000
TGWB.....	La Voz de Guatemala.....	Guatemala City .....	6460	1000
TGWC.....	La Voz de Guatemala.....	Guatemala City .....	1520	1000

## HAITI

Call Letters	Station Name	City	Frequency Kilocycles	Power Watts
HHW	Sation de Radiodifusion	Port-au-Prince	1230	75
HH3W	Sation de Radiodifusion	Port-au-Prince	9595	150

## HONDURAS

HRN	La Voz de Honduras	Tegucigalpa	1450	500
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## MEXICO

XEQ	Radio Pan Americana, S. A.	Mexico City	730	50000
XEQQ	Radio Pan Americana, S. A.	Mexico City	9680	1000
XEA		Campeche, Cam.	1370	250
XEBU		Chihuahua, Chih.	1260	500
XEBL	Max Gomez Blanco	Culiacan, Sin.	1260	500
XEHL		Guadalajara, Jal.	1370	50
XEHQ		Hermosillo, Son.	590	300
XEDS		Mazatlan, Sin.	1320	500
XEFC	Julio Molina Fonto	Merida, Yuc.	1340	250
XEMR	Enrique Serna Martinez	Monterrey, N. L.	1370	500
XELQ	Francisco Laris Iturbide	Morelia, Mich.	1270	100
XEAX	Alvaro Rodriguez A.	Oaxaca, Oax.	1270	500
XEHR	Manuel R. Canalo	Puebla, Pue.	1090	250
XEBM		San Luis Potosi	1260	150
XETU	Juan Perez Cardonas	Tampico, Tams.	1460	1000
XEDN	Alejandro O. Stevenson, Jr.	Torreón, Coah.	1260	250
XEHV	Juan A. Palavicini	Veracruz, Ver.	1310	1000

## NICARAGUA

YNOW	La Voz de la America Central	Managua	6850	800
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## PANAMA

HOC	Radio Teatro Estrella de Panama	Panama City	1440	50
HP5A	Radio Teatro Estrella de Panama	Panama City	11700	1000

## PARAGUAY

ZP3	Radio Teleco	Asuncion	700	8000
ZPA3	Radio Teleco	Asuncion	11877	1200

## PERU

OAX6C	Radio Continental	Arequipa	1370	250
OAX6D	Radio Continental	Arequipa	9500	250
OAX6E	Radio Continental	Arequipa	6055	300
OAX4A	Radio Nacional del Peru	Lima	850	10000
OAX4Z	Radio Nacional del Peru	Lima	6082	15000
OAX4U	Radio America	Lima	1030	5000
OAX4V	Radio America	Lima	5990	2000
OAX4W	Radio America	Lima	9440	1500

## URUGUAY

CX16	Radio Carve	Montevideo	850	10000
CX24	Radio la Voz del Aire	Montevideo	58000	2500
CXA8	Radio Belgrano	San Carlos, Colonia	9620	20000
CXA14	Radio Belgrano	San Carlos, Colonia	11820	1000

## VENEZUELA

YV5RG	Ondas Populares	Caracas	1010	1000
YV5RU	Ondas Populares	Caracas	6070	2232
YV6RA	Ecos Del Orinoco	Ciudad Bolivar	1400	750
YV6RU	Ecos Del Orinoco	Ciudad Bolivar	4790	1000
YV1RA	Ecos Del Zulia	Maracaibo	1300	200
YV1RV	Ecos Del Zulia	Maracaibo	4750	300
YV4RE	Radio Valencia	Valencia	1400	1000
YV4RP	Radio Valencia	Valencia	3460	1000

# NBC INTERNATIONAL Pan-American Network

## — PERSONNEL —

Vice-President in Charge of International Relations.....	John F. Royat
Manager of International Division.....	Fred B. Bate
Radio Facilities Engineer.....	Raymond F. Guy
Director, Latin American Programs and Chief of Spanish Section.....	Eli B. Canel
Continuity Acceptance.....	F. J. Lara
Production Chief.....	Ary Moll
Assistant Production Chief.....	Alvaro Gonzalez
Assistant Production Chief.....	Aurora Diaz
Chief of Portuguese Section.....	Manuel Souza
Musical Director.....	Emilio de Torre
Director of Station Relations.....	Cal J. Abraham
Publicity and Public Relations Assistant.....	Miguel Albornoz
Chief of Traffic Section.....	Charles Mangano

## ARGENTINA

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
LR4.....	Radio Splendid	Buenos Aires	990	50000
LRS.....	Radio Splendid	Buenos Aires	9315	30000
LRS1.....	Radio Splendid	Buenos Aires	5900	30000
<i>Radio Splendid Network (Red Argentina de Emisoras Splendid S. A.)</i>				
LW1.....	de la Red Splendid	Cordoba	790	15000
LT2.....	de la Red Splendid	Rosario	1230	15000
LU3.....	de la Red Splendid	Bahia Blanca	1150	10000
LT4.....	de la Red Splendid	Posadas	1010	1500
LV6.....	de la Red Splendid	Mendoza	630	10000
LW7.....	de la Red Splendid	Catamarca	730	1500
LU5.....	de la Red Splendid	Neuquen	1130	1500
LW8.....	de la Red Splendid	Jujuy	1130	1500
LU6.....	Radio Atlantica	Mar del Plata	1300	1500
LU4.....	Comodoro Rivadavia	Chubut	640	1500
LU12.....	Rio Gallegos	Santa Cruz	680	1500

## BOLIVIA

CP20.....	Radio El Condor	La Paz	930	1000
CP15.....	Radio El Condor	La Paz	5880	500
CP18.....	Radio El Condor	Oruro	900	250

## CHILE

CB138.....	Radio El Mercurio	Santiago	1380	15000
CB1185.....	Radio El Mercurio	Santiago	11850	5000
CB64.....	Radio Cristobal Colon	Valparaiso	640	3000
CD69.....	Radio La Frontera	Temuco	690	1200
CC117.....	Radio Simone Bolivar	Concepcion	1170	1000

## COLOMBIA

HJCC.....	La Voz de Bogota	Bogota	870	5000
HJCE.....	La Voz de Bogota	Bogota	6240	1000
HJCF.....	La Voz de Bogota	Bogota	6073	750
HJCR.....	Radiodifusora Nacional	Bogota	1200	5000
HJCT.....	Radiodifusora Nacional	Bogota	6260	2500
HJAN.....	La Voz de la Victor	Barranquilla	1190	1000
HJAB.....	La Voz de Barranquilla	Barranquilla	4785	2500
HJDK.....	La Voz de Antioquia	Medellin	1250	1000
HJDE.....	La Voz de Antioquia	Medellin	6145	5000
HJGK.....	Radio Santander	Bucaramanga	1280	500
HJGB.....	Radio Santander	Bucaramanga	4775	2500
HJFE.....	Radio Quirama	Pereira	1470	499
HJFA.....	La Voz de Pereira	Pereira	6054.3	750
HJAF.....	Emisoras Fuentes	Cartagena	1240	350
HJAE.....	Emisoras Fuentes	Cartagena	4965	1000

## COSTA RICA

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
TIPG.....	La Voz de la Victor .....	San Jose .....	625	6000
TIPG.....	La Voz de la Victor .....	San Jose .....	9615	2000
TINBC.....	La Voz de la Democracia .....	San Jose .....	1070	4000

## CUBA

CMQ.....	Circuito CMQ S.A.....	Habana .....	690	25000
COCQ.....	Circuito CMQ S.A.....	Habana .....	6370	5000
CMBZ.....	Radio Salas .....	Habana .....	950	250
COBZ.....	Radio Salas .....	Habana .....	9030	250

### CMQ Network (Circuito CMQ)

CMHQ.....	del Circuito CMQ .....	Santa Clara .....	810	10000
CMJL.....	del Circuito CMQ .....	Camaguey .....	620	10000
CMKJ.....	del Circuito CMQ .....	Holguin .....	800	10000
CMKU.....	del Circuito CMQ .....	Santiago .....	970	1000

## DOMINICAN REPUBLIC

HIX.....	Radiodifusora Oficial .....	Ciudad Trujillo .....	950	250
H11X.....	Radiodifusora Oficial .....	Ciudad Trujillo .....	6342	300
H13X.....	Radiodifusora Oficial .....	Ciudad Trujillo .....	11960	300
H19B.....	Broadcasting "Hotel Mercedes".....	Santiago .....	6383	400

## ECUADOR

HCJB.....	La Voz de los Andes.....	Quito .....	974	1000
HCJB.....	La Voz de los Andes.....	Quito .....	4108	200
HCJB.....	La Voz de los Andes.....	Quito .....	9958	1000
HCJB.....	La Voz de los Andes.....	Quito .....	12455	10000
HC2GI.....	Radio El Telegrafo.....	Guayaquil .....	1165	500
HC2ET.....	Radio El Telegrafo.....	Guayaquil .....	9200	200

## EL SALVADOR

YSS.....	Alma Cuscatleca .....	San Salvador .....	638	500
HUB.....	Alma Cuscatleca .....	San Salvador .....	4780	300
YSD.....	Alma Cuscatleca .....	San Salvador .....	7894	500

## GUATEMALA

TGW.....	La Voz de Guatemala.....	Guatemala City .....	610	10000
TGWA.....	La Voz de Guatemala.....	Guatemala City .....	15170	10000
			9685	10000
TGWB.....	La Voz de Guatemala.....	Guatemala City .....	6480	1000
TGWC.....	La Voz de Guatemala.....	Guatemala City .....	1520	1000

## HAITI

HH2S.....	Societe Haitienne de Radiodiffusion.....	Port-au-Prince .....	5945	400
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## HONDURAS

HRN.....	La Voz de Honduras.....	Tegucigalpa .....	5875	500
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## MEXICO

XEW.....	La Voz de la America Latina desde Mexico .....	Mexico City .....	900	100000
XEW.....	La Voz de la America Latina desde Mexico .....	Mexico City .....	9500	10000
			15160	10000

**XEW Network (Cadena XEW)**

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
<b>XEW Network (Cadena XEW)</b>				
XEKJ	Refugio A. de Valdivieso	Acapulco, Gro.	1400	250
XEBI	Pedro C. Rivas	Aguascalientes	1360	250
XEFQ		Cananca, Son.	980	500
XEP	Esteban Parra	Ciudad Juarez	1300	500
XEBJ	Fernando Elizalde	Ciudad Victoria	1450	100
XEA	Luis A. Maury	Campeche, Camp.	1370	250
XEBA		Ciudad Guzman	1270	250
XENC		Celaya, Gto.	1540	250
XEFI	Ramiro G. Uranga	Chihuahua, Chih.	1440	1000
XERL	La Voz Costena desde Colima	Colima, Col.	1280	250
XEJC		Cuernavaca	1420	150
XESA	Pablos y Elizalde	Culiacan, Sin.	1360	250
XEE	Alejandro Stevenson, Jr.	Durango, Dgo.	1280	250
XEAV		Guadalajara, Jal.	580	1000
XEBH	Carlos Balderrama	Hermosillo, Son.	920	1000
XEBO	Alfonso Martinez	Irapuato, Gto.	1330	500
XEKL	El Heraldo de Vera Cruz	Jalapa, Ver.	550	100
XERZ	Rafael C. Navarro	Leon, Gto.	1240	250
XECF	Francisco Perez H.	Los Mochis, Sin.	1330	1000
XERJ	Oscar Perez A.	Mazatlan, Sin.	1320	500
XEME	Perfecto Villamil Cisnero	Merida, Yuc.	1270	400
XECL		Mexicali, B. C.	990	5000
XEDW	Hector Silva Canto	Minatitlan, Ver.	1260	250
XEAM	Manuel L. Salinas	Matamoros, Tamps.	1400	250
XEI	Tiburcio Ponce	Morelia, Mich.	1400	250
XEFB	Jesus Quintanilla	Monterrey, N. L.	630	500
XEFE	Rafael T. Carranza	Nuevo Laredo	960	1000
XEGL	Fausto M. Gomez	Navojoa, Son.	1270	500
XEHF		Nogales, Son.	1370	1000
XEAX	Alvaro Rodriguez A.	Oaxaca, Oax.	1370	500
XETQ	Francisco Campos H.	Orizaba, Ver.	1370	250
XEMU	Cia Radiodifusora de P. N.	Piedras Negras	580	250
XEHR	Roberto Canedo	Puebla, Pue.	1090	250
XEJR	Anastasio Gomez Gallardo	Parral, Chih.	1490	100
XEJX	Radioemisora Queretana	Queretaro, Qro.	1450	250
XERT		Reinosa, Tamps.	590	250
XEDE		Saltillo, Coah.	1400	250
XECZ	Ceferino Z. Jimenez	San Luis Potosi	1430	1000
XETU		Tampico, Tamps.	1460	1000
XEC		Tijuana, B. C.	1310	250
XEBX	Miguel B. Rodriguez	Sabinas, Coah.	610	250
XETL	Calixto Almazan	Tuxpan, Ver.	1390	250
XERK	Dario Mondragon	Tepic, Nay.	1450	250
XEBP	Alejandro O. Stevenson	Torreón, Coah.	1260	250
XEU	Fernando Pazos y Cia	Veracruz, Ver.	960	500
XEUF	Ignacio Navarro	Uruapan, Mich.	550	350
XELK		Zacatecas, Zac.	1280	100
XEGC	Guillermo Calzada	Zamora, Mich.	1450	100

**NICARAGUA**

YNPS	La Voz de Nicaragua	Managua	6760	1000
YNDS	La Voz de Nicaragua	Managua	6240	750

**PANAMA**

HOA	Radio Panamericana	Panama City	1000	400
HP5G	Radio Panamericana	Panama City	11780	600
HOK	La Voz de la Victor	Colon	640	250
HP5K	La Voz de la Victor	Colon	6005	200

## PARAGUAY

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
ZP9.....	Radio La Capital.....	Asuncion .....	970	1200

## PERU

OAX4A.....	Radio Nacional del Peru.....	Lima .....	854	10000
OAX4Z.....	Radio Nacional del Peru.....	Lima .....	6082	15000
OAX4T.....	Radio Nacional del Peru.....	Lima .....	9562	10000
OAX6A.....	Radio Arequipa .....	Arequipa .....	6042	200

## PUERTO RICO

WNEL.....	The Link of the Americas.....	San Juan .....	1320	5000
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## URUGUAY

CX-14.....	El Espectador .....	Montevideo .....	810	15000
CXA-19.....	El Espectador .....	Montevideo .....	11705	5000
CX-18.....	Radio Libertad .....	Montevideo .....	890	3000
CXA-9.....	Radio Libertad .....	Montevideo .....	15345	3000

### *El Espectador Network (Cadena Uruguaya de Radiodifusion)*

CW-7.....	Radio Carmelo .....	Carmelo .....	640	1000
CW-19.....	Difusora Rochense .....	Rocha .....	1340	50
CW-23.....	Radio Cultural .....	Salto .....	820	500
CW-33.....	Radio Florida .....	Florida .....	1200	75
CW-35.....	Radio Paysandu .....	Paysandu .....	1240	750
CW-43.....	Radio Lavalleja .....	Minas .....	1420	300
CW-46A....	Zorilla de San Martin.....	Tacuarembó .....	1400	1200
CW-47A....	Radio Welcome .....	San Jose .....	1510	100
CW-45.....	Difusora Treinta y Tres.....	Treinta y Tres.....	1390	250

## VENEZUELA

YV5RA.....	Radio Caracas .....	Caracas .....	960	10000
YV5RN.....	Radio Caracas .....	Caracas .....	4920	5000
YV1RK.....	Radio Popular .....	Maracaibo .....	1250	300
YV1RL.....	Radio Popular .....	Maracaibo .....	4810	300
YV2RB.....	La Voz del Tachira .....	San Cristobal .....	980	500
YV2RN.....	La Voz del Tachira .....	San Cristobal .....	4830	2000
YV4RA.....	La Voz de Carabobo .....	Valencia .....	1350	1000
YV4RO.....	La Voz de Carabobo .....	Valencia .....	6130	1000
YV1RW.....	Radio Coro .....	Coro .....	1370	200
YV1RY.....	Radio Coro .....	Coro .....	4770	300
YV6RE.....	Emisoras Unidas .....	Barcelona .....	1080	500
YV6RC.....	Emisoras Unidas .....	Barcelona .....	3450	1500
YV2RC.....	La Voz de la Sierra .....	Merida .....	3420	500
YV1RO.....	Radio Trujillo .....	Trujillo .....	3310	800
YV3RE.....	Radio Barquisimeto .....	Barquisimeto .....	1475	1500
YV3RN.....	Radio Barquisimeto .....	Barquisimeto .....	6120	2000

# STATIONS OF CUBA

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Bayamo, Orte	CMKX	1390	0.25	Oscar Vidal Benitez
Caibarien	CMHD	1560	0.25	Manuel Alvarez
Camaguey	CMJL	920	10.0	Cambo y Gabriel S. A.
Camaguey	CMJN	740	1.0	.....
Camaguey	COJK	8663	1.0	Jones, Castrillon y Cia.
Camaguey	CMJK	1160	0.25	Jones, Castrillon y Cia.
Camaguey	CMJA	1060	0.25	Rafael Valdes Jiminez
Camaguey	CMJE	1230	0.25	Primo Alonso Casares
Camaguey	CMJF	1300	0.25	Gertrudis de la Cruz (Perez)
Camaguey	CMJW	1440	0.25	Andres Moran Cisneros
Camaguey	CMJC	1340	0.25	Fernando Terron Bolanos
Camajuani (Santa Clara)	CMHO	1250	0.25	Enrique Lasanta, Oliver
Cardenas, Mtzas.	CMGE	1470	0.25	Genaro Sabater
Ciego de Avila	CMJH	1370	0.25	Luis Marauri Mendoza
Ciego de Avila	CMJI	1400	0.25	Isidro Castellanos Perez
Ciego de Avila	CMJM	1270	1.0	.....
Ciego de Avila	CMJO	1470	0.25	Bonifacio Idefonso
Cienfuegos, L. V.	CMHM	1450	0.25	Jose Ramon Femenias, Jr.
Cienfuegos, L. V.	CMHJ	1350	0.25	Romualdo Ugalde y Cordero
Cruces, L. V.	CMHK	1380	0.25	Virgilia Villanueva
Guanajay, P. del Rio	CMAC	1370	0.1	Jose Manuel Alvarez Valdes, Guillermo Alvarez Valdes, Israel Porras Fajardo
Guantanamo, Orte	CMKS	900	0.25	Candido Savon Suarez
Guantanamo, Orte	CMKH	1130	0.25	Virgilio Arciero Maffei
Guines	CM9RT	1610	0.25	Raul Torres Pabdal
Guanabacoa (Habana)	COCH	9437	1.0	Radio International
Guanabacoa (Habana)	CMBH	1540	5.0	Vicente Espinosa
Guanabacoa (Habana)	CMCF	910	5.0	Radio International
Habana	COCQ-1	8833	5.0	Cambo Y Gabriel S. A.
Habana	COBZ	9030	1.0	Manuel y Guillermo Salas
Habana	CMA5	5780)	1.0	Cuba Transatlantic Radio
		6790)	0.15	Corporation
		8630)		
		11560)		
		15505)		
		17260)		
Habana	CMCJ	1580	0.25	Rafael Rodriguez
Habana	CMCR	1580	0.25	Juan Gonzalez y Seneriz
Habana	CMCA	1490	0.25	Augusto Tostar y J. M. Gonzalez
Habana	CMCG	1460	0.25	Dr. Miguel Angel Campos
Habana	CMCQ	740	0.25	Andres Martinez
Habana	CMBX	1390	0.25	Vicente Espinosa, Julio C. Traviaso
Habana	CMK	830	0.25	Fausto Montiel
Habana	CMQ	690	25.0	Cambo y Gabriel S. A.
Habana	CMCY	590	15.0	.....
Habana	CMW	550	2.5	Adolfo Gil y Miguel Troncoso
Habana	COCX	11650	1.0	Francisco A. Lavin
Habana	COCW	21740)	1.0	Adolfo Gil y Miguel Troncoso
		6322)		(Under construction)

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Habana	COCM	9833	1.0	Cia. Transradio Columbia, S. A.
Habana	COCY	11740 21620	0.1	.....
Habana	COBQ	9235 9540	0.1	Andrea Martinez
Habana	COF	7255	0.1	Guartel de Bomberos Ministerio de Defensa Republicas
Habana	COK	11616	1.0	Cuban National Sports Dept.
Cerro (Habana)	CMCB	1330	0.25	Metropolitan Radio de Cuba, S. A.
Habana	CMOA	1360	0.25	Juan Fernandez Duran
Habana	CMC	1360	0.25	Rafael Valdes
Habana	CMBG	1390	0.25	John L. Stowers
Habana	CMCX	1290	0.25	Jose Custodio Milagro Ram- baut y Lanza
Habana	CMCH			
Habana	CMCW	1230	0.25	Jose Vilarino
Habana	CMCU	1190	0.25	Jorge Garcia Serra
Habana	CMBY	1110	0.25	Pagos y Cia.
Habana	CMX	1010	10.0	Francisco A. Lavin
Habana	CMBZ	950	5.-D 1.-N	Manuel y Guillermo Salas
Holguin	CMKJ	970	1.0	Cambio & Gabriel, S. A.
Holguin	CMKV	600	1.0	.....
Holguin	CMKF	1490	0.25	Manuel J. de Gongara
Holguin	CMKO	1220	0.25	Manuel Angulo Farran
Holguin	CMKG	1050	0.25	Emilio Grau Medina
Jovellanos (Matanzas)	CMGN	1310	1.0	.....
Manzanillo, Orte.	CMKE	1320	0.25	Cia. Radio Emisora Manza- nillo, S. A.
Manzanillo, Orte.	CMKM	560	0.25	Raimundo Comas Solar, Mer- chan y P. Giguere
Matanzas, Cuba	COGF	11800	1.0	Bernabe R. de la Torre
Matanzas, Cuba	CMGH	1440	1.0	Garcia Alvarez & Heirs
Matanzas, Cuba	CMGF	1240	0.25	Bernabe R. de La Torre
Marianao (Habana)	CMZ-1	660	0.5	Government—Ministry of Nat'l Defense
Marianao (Habana)	CMBF	730	5.0	Compania Radio Universal, S. A.
Marianao (Habana)	CMZ	1260	5.0	Ministry of Education (Gov't of Cuba)
Marianao (Habana)	COX	9640	5.0	Ministry of Education (Gov't of Cuba)
Nuevitas, Cam.	CMJQ	1580	0.25	Manuel Puig Martinez
Palma Soriano, Orte.	CMKZ	1430	0.25	Joaquin Venero Obregon
Pinar del Rio	CMAB	1450	0.25	Francisco Martinez P. R.
Pinar del Rio	CMAQ	810	1.0	Cambio y Gabriel, S. A.
Pinar del Rio	CMAN	1300	1.0	.....
Placetras, L. V.	CMHP	1320	0.25	Candido de Los Angeles, Guevara Perdomo
Puentes Grandes (Habana)	CMBQ	1150	5.-D 1.-N	Amletto Battisti
Puerto Padre, Orte.	CMKY	1350	0.1	Pedro Zacca Cheda
Rancho Boyeros, Habana	COBC	9363	1.0	Domingo Fernandez Cruz
Rancho Boyeros, Habana	CMBC	790	5.-D 1.-N	Domingo Fernandez Cruz
Regla (Habana)	CMCD	630	12.0	.....
Regla (Habana)	COCD	6130	1.0	.....
Reparto Rancho Boyeros (Habana)	CMCK	980	5.0	Luis Casas Rodriguez, Ernesto Casas Rodriguez
Reparto Rancho Boyeros (Habana)	COCO	8700	5.0	Luis Casas Rodriguez, Ernesto Casas Rodriguez



## CUBA STATIONS

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Reperto Vedado (Habana)...	CMBD	1460	5.0 0.25	Luis Perez Garcia
Reperto Vedado (Habana)...	CMOX	1490	1.0	Perez y Chisholm
Roselea Abreu .....	CMBL	860	5.0	Radio Cadena Suaritos S. A. (Laureano Suarez Valdes)
Sagua La Grande, S. C.....	CMHA	1280	0.25	Abelarde Menocal
Sancta Spiritus .....	CMHB	1410	0.25	V. E. Weiss y O. Ramirez Isla
Santiago de Cuba .....	CMKN	930	1.0	.....
Santiago de Cuba .....	CMKU	760	1.0	Cambo y Gabriel
Santiago de Cuba .....	CMKW	1000	1.0	Ricardo Miranda Cortes y Raul Souлары Echevarria
Santiago de Cuba .....	CMKC	1250	0.25	Roberto Miguel Gonzalez
Santiago de Cuba .....	CMKR	1090	0.25	Jaime Nadal
Santiago de Cuba .....	COKG	8942	1.2	Emilio Grau Medina
Santiago de Cuba .....	CML-5	15305) 5780) 8630) 6790) 11560) 17260)	0.15	Cuba Transatlantic Radio Corp.
Santiago de Cuba .....	CMKD	1290	1.0	Otto Juan Vinas Gimeno
Santiago de las Vegas, (Habana) .....	CMBA	1420	0.25	Juan de Dios Carreno y Valdes
San Luis, Oriente.....	CMKQ	1460	0.5	Angela Viciado Quintero
Santa Clara (Las Villas)....	CMHQ	800	10.0	Cambo y Gabriel
Santa Clara (Las Villas)....	CMHN	960	1.0	.....
Santa Clara (Las Villas)....	CMHX	1480	0.25	Francisco Chavarrey Fuster
Santa Clara (Las Villas)....	CMHI	570	15.0	.....
Santa Clara (Las Villas)....	COHI	11765 6455	5.0	.....
Santa Clara (Las Villas)....	CMBM	1450	0.25	Jose Ramon Femenias, Jr.
C. de Manicaragua, Santa Clara (Las Villas).....	CMHW	960	1.0	.....
Trinidad, L. V.....	CMHT	990	0.25	F. E. Soto del Valle
Vedado (Habana) .....	CMOY	.....	0.25	.....
Vedado (Habana) .....	CMCO	1230	0.25	Enrique Lasanta Oliver Lessee—Carlos M. Sanchez
Vedado (Habana) .....	CMBS	1090	1.0	Enrique Artalejo Fernandez
Vedado (Habana) .....	CMCM	1060	0.25	Compania Transradio Colum- bia, S. A.

# STATIONS OF MEXICO

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Acapulco, Gro. ....	XEKJ	1400	0.25	.....
Agua Prieta, Son.....	.....	610	0.25	(Under construction)
Agua Prieta, Son.....	XERP	1190	50.0	.....
Aguascalientes .....	XEBI	1360	0.25	Pedro C. Rivas

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kw.</i>	<i>Owner or Operating Agency</i>
Aguascalientes	XELY	1490	0.15	.....
Campeche	XEA	1370	1.0	Luis A. Maury
Cananea, Son.	XEFQ	980	0.5	Ernesto Felix
Cananea, Son.	XESY	1320	0.2	Hector Compy
Cananea, Son.		1490	0.25	.....
Casas Grandes, Chih.	XETX	1400	0.1	.....
Celaya, Guan.	XENC	1540	0.25	.....
Celaya, Guan.		1090	0.25	.....
Chihuahua	XEFI	1440	1.0	Ramiro G. Uranga
Chihuahua	XEM	1390	0.5	Pedro Meneses, Jr.
Chihuahua	XEBW	1280	0.6	.....
Chihuahua	XEBU	1260	0.1	Feliciano Lopez Islas
Chihuahua		580	0.25	.....
Chilpancingo, Gro.		1300	0.25	.....
Ciudad Camargo, Chih.	XEOH	1270	0.15	.....
Ciudad Delicias	XEJK	1340	0.1	David G. Cervantes
Ciudad Guzman, Jal.	XEBA	1270	0.25	Jose D. Gonzales
Ciudad Juarez, Chih.	XELO	800	150.0	Cia. Radiodifusion de Piedras Negras
Ciudad Juarez, Chih.	XEJ	970	5.0	Pedro Meneses, Jr.
Ciudad Juarez, Chih.	XEP	1300	0.5	Esteban Parra
Ciudad Juarez, Chih.	XEWG	1460	1.0	Carlos Mendez
Ciudad Juarez, Chih.	XEF	1420	0.25	Gilberto Gil
Ciudad Juarez, Chih.	XEFV	1240	0.25	Dario Cordoba
Ciudad Juarez, Chih.		1340	0.25	.....
C. Madero, Tams.	XETR	1490	0.1	Cesar Trujillo Badillo
C. Obregon, Son.	XEAP	1290	0.1	Emilio Manzanilla
C. Obregon, Son.	XEOX	1340	0.25	Felipe G. de Leon
C. Valles, San Luis Potosi		1340	0.1	.....
C. Victoria, Tams.	XEBJ	1450	0.1	Fernando Elizalde
Coatzacoalcos, Veracruz	XEFZ	1340	0.25	Pedro E. Rocher
Colima	XERL	1280	0.25	J. Roberto Levy
Cordoba de Veracruz	XECW	1340	0.25	Juan Sedas M.
Cordoba de Veracruz	XEAG	1280	0.25	Diodoro Zuniga
Cuernavaca, Moreles	XEJC	1420	0.1	.....
Cuernavaca, Moreles		.....	.....	Ing. Juan Gutierrez, Jr.
Cuernavaca, Moreles	XEY	980	0.15	Lucinda Arenas de Meza Millan
Culiacan, Sin.	XESA	1360	0.5	Pablos y Elizalde, S. de R. L.
Culiacan, Sin.	XEBL	1260	0.5	Max Gomez Blanco
Culiacan, Sin.	XEGF	1300	0.1	.....
Durango	XEE	1280	0.25	Alejandro O. Severson, Jr.
Durango	XEDU	1400	0.15	.....
Ensenada, B. C.	XEPF	1400	0.2	Luis Enrique Enciso
Fresnillo, Zac.	XEMA	1340	0.1	Jose M. Acededo Moya
Gomez Palacio, Dur.	XEMG	1310	0.25	.....
Guadalajara, Jal.	XEJB	1010	5.0	Gobierno del Estado de Jalisco
Guadalajara, Jal.	XEJG	4820	0.2	.....
Guadalajara, Jal.	XEDK	1250	0.5	Salvador Vasquez Tello
Guadalajara, Jal.		760	0.25	.....
Guadalajara, Jal.	XED	680	1.0	Cia. Radiofonografica, S. A.
Guadalajara, Jal.	XEDQ	6155	0.1	.....
Guadalajara, Jal.	XEHL	1370	0.5	Radio Anunciadora Kist, S. de R. L.
Guadalajara, Jal.	XELW	1340	0.25	Salvador Galindo de la Torre
Guadalajara, Jal.	XEHK	960	0.25	Carmen Villasenor
Guadalajara, Jal.	XEAV	580	1.0	Alfredo Vasquez, Cine Alameda
Guadalajara, Jal.	XEAD	1150	0.25	Alejandro A. Diaz
Guadalajara, Jal.	XEXN	1400	0.25	.....
Guanajuato, Guan.	XEJT	570	0.1	.....
Guaymas, Son.	XEDR	1490	0.25	Modesto Ortega
Hermosillo, Son.	XEBH	920	1.0	Carlos Balderrama
Hermosillo, Son.	XEBR	11820	0.15	.....
Hermosillo, Son.	XEDL	1250	0.5	.....

# MEXICO STATIONS

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Hermosillo, Son. ....	XEHQ	590	0.3	Jose Sosa
Hermosillo, Son. ....	XEOP	960	0.5	.....
Hermosillo, Son. ....	.....	1300	0.25	.....
Hidalgo del Parral, Chih. ....	XEJS	1150	0.5	.....
Hidalgo del Parral, Chih. ....	XEAT	1250	0.25	Jorge Perez
Hidalgo del Parral, Chih. ....	XEJR	1490	0.1	Anastasio Gomez Gallardo
Iguala, Gro. ....	.....	1450	0.25	.....
Irapuato, Gto. ....	XEWE	1420	0.1	Felipe Gallardo
Irapuato, Gto. ....	XEBO	1330	0.5	Alfonso Martinez
Jalapa de Veracruz. ....	XEBF	6090	0.25	Pedro Coronel Aburto
Jalapa de Veracruz. ....	XEKL	550	0.1	Carlos Ferraez Matos
Jalapa de Veracruz. ....	XEJA	1400	0.25	.....
Jalapa de Veracruz. ....	.....	580	0.35	.....
Jalapa de Veracruz. ....	XEJW	1490	0.1	.....
La Paz, B. C. ....	XEPX	550	0.25	.....
Leon de Guanajuato. ....	XEFM	1270	0.1	Sucs. R. Ortiz Gonzalez
Leon de Guanajuato. ....	XERZ	1240	0.25	Rafael C. Navarro
Leon de Guanajuato. ....	XERW	1390	0.1	Rafael C. Navarro
Linares ....	XER	1260	0.25	Rafael T. Carranza
Los Algodones, B. C. ....	.....	560	0.1	.....
Los Mochis, Sin. ....	XECF	1410	1.0-D	Francisco Perez H.
				<b>0.5-N</b>
Magdalena de Sonora. ....	XEDJ	1450	0.1	Enrique Sorolegui
Matamoros, Tam. ....	XEO	970	0.75	.....
Matamoros, Tam. ....	XEXP	1450	0.1	.....
Matamoros, Tam. ....	XEAM	1400	0.25	Manuel L. Salinas
Mazatlan, Sin. ....	XERJ	1320	0.5	Oscar Perez E.
Mazatlan, Sin. ....	XEDS	1420	0.5	Alejandro A. Schober
Mazatlan, Sin. ....	.....	1380	0.25	.....
Merida, Yuc. ....	XEZ	600	2.0	Jorge L. Palomeque
Merida, Yuc. ....	XEME	1270	0.5	Perfecto Villamil Cicero
Merida, Yuc. ....	XEFC	1340	0.25	Julio Molina Font
Merida, Yuc. ....	XEFK	1450	0.1	Manuel Zapata Espinosa
Merida, Yuc. ....	XEMQ	1240	0.25	Lazaro Achurra Suarez
Merida, Yuc. ....	XEMH	1400	0.25	Alvaro Barquet Y.
Mexicali, B. C. ....	XECL	990	5.0	Alfonso A. Lacarra
Mexicali, B. C. ....	XEAO	910	0.25	Chavez y Castro, Sucesores
Mexicali, B. C. ....	.....	560	0.25	.....
Mexicali, B. C. ....	XEAA	1340	0.25	Alberto Gonzalez
Mexico City ....	XEXA	6175	0.1	Depto. de Publicidad y Propaganda
Mexico City ....	XEBT	6000	0.5	El Buen Tono S. A.
Mexico City ....	XEB	1220	100.0	.....
Mexico City ....	XEW	900	100.0	Cadena Radiodifusora
Mexico City ....	XEWW	9500	10.0	Mexicana
Mexico City ....	XEQ	730	150.0	.....
Mexico City ....	XEQQ	9680	1.0	.....
Mexico City ....	XEDP	940	50.0	.....
Mexico City ....	XEOY	1000	10.0	Ignacio Diaz R.
Mexico City ....	XEST	1060	50.0	.....
Mexico City ....	XEBZ	660	0.5	Habenero Piza, S. A.
Mexico City ....	XELA	830	1.0	.....
Mexico City ....	XEUZ	6130	0.1	Partido Revolucion Mexicana
Mexico City ....	XEFO	1110	20.0	.....
Mexico City ....	XEN	690	5.0	Guillermina P. de del Conde
Mexico City ....	XEYU	9600	0.25	.....
Mexico City ....	XEUN	860	5.0	.....
Mexico City ....	XEML	1550	1.0	Roberto Valezzi Esparza
Mexico City ....	XEQR	1030	1.0	Corp. Mexicana de Radio, S.A.
Mexico City ....	XEQK	1350	1.0	Angel H. Ferreiro
Mexico City ....	XEDA	1290	1.0	Pedro Riestra Diaz
Mexico City ....	XEMC	1590	5.0	Delores G. Estrada de F.

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Mexico City	XERC	790	1.0	.....
Mexico City	XELZ	1440	1.0	Maria Cardona de Zetina
Mexico City	XENK	620	5.0	.....
Mexico City	XEPH	590	5.0	Pedro Riestra Diaz
Mexico City	XERH	1500	0.5	.....
Mexico City	XEJP	1150	0.6	Delia Cubillas de Fernandez
Mexico City	XESM	1470	5.0-D	Salvador San Martin
			1.0-N	
Mexico City	XEAI	1320	0.5	Carmen Gutierrez
Mexico City	XEK	970	0.5	Arturo Martinez
Mexico City	XEL	1260	0.75	Ramon Ferrero
Mexico City	XEBS	1410	0.75	Maria Remedios Delgado
Mexico City		1180	0.25	.....
Mexico City	XEMX	1380	0.5	Guillermo Robles
Mexico City	XEOF	560	1.0	.....
Mexico City	XERQ	9610	0.5	Corp. Mexicana de Radio, S.A.
Mexico City	XETT	9555	0.5	Angel H. Ferreiro
Minatitlan, Ver.	XEDW	1260	0.25	Hector Silva Canto
Monterrey, N. L.	XETA	9555	1.0	El Pregonero del Norte, S.A.
	XET	990	5.0	.....
Monterrey, N. L.	XEG	1050	150.0	.....
Monterrey, N. L.	XEH	1420	1.0	Ing. C. de Tarnava, Jr., Luis de Tarnava, Bros.
Monterrey, N. L.	XEFB	630	0.5	Jesus Quintanilla
Monterrey, N. L.	XEMR	1370	0.5	Henrique Serna Martinez
Monterrey, N. L.	XEX	1280	0.5	El Heraldo del Comercio, S.A.
Morelia, Michoacan	XEKW	6030	0.5	Jose Martinez Ramirez
Morelia, Michoacan	XELQ	1270	0.1	Francisco Larios Iturbido
Morelia, Michoacan	XEI	1400	0.25	Carlos Gutierrez (Tiburcio Ponce)
Morelia, Michoacan	XESF	600	0.25	Jose Martinez R.
Naco, Son.	XETM	1350	1.0	Jesus Manuel Franco
Navojoa, Son.	XEGL	1270	0.5	Fausto M. Gomez
Navojoa, Son.	XENJ	1430	0.5	.....
Navojoa, Son.	XEAJ	1400	0.1	Emilio Manzanilla
Nogales, Son.	XEHF	1370	1.0	Gaston Mascarenas
Nogales, Son.		1010	0.25	Ralph Carranza
Nuevo Laredo, Tams.	XEFE	960	1.0	Rafael T. Carranza
Nuevo Laredo, Tams.	XEDF	790	0.5	Ruperto Villarreal
Nuevo Laredo, Tams.	XEBK	1340	0.1	G. Guajardo y J. M. Cortes
Nuevo Laredo, Tams.	XENT	1140	50.0	Cia. Industrial Universal, S.A.
Nuevo Laredo, Tams.	XELF	1380	0.25	.....
Nuevo Laredo, Tams.	XELC	1410	0.25	.....
Nuevo Laredo, Tams.	XELJ	1260	0.25	.....
Nuevo Laredo, Tams.	XELH	1460	0.1	.....
Oaxaca	XEAX	1270	0.5	Alvaro Rodriguez A.
Orizaba, Veracruz	XEOR	580	1.0	.....
Orizaba, Veracruz	XEPP	1450	0.25	Hector Sotomayor
Orizaba, Veracruz	XETQ	1370	0.25	Francisco Campos H.
Piedras Negras, Coah.	XEMU	580	5.0	Cia. Radiodif. Piedras Negras, S. A.
Piedras Negras, Coah.	XEMJ	920	0.2	Jesus F. Elizalde
Progreso, Yuc.	XEOK	1430	0.1	Arturo Pina Perez
Pueblo	XEHR	1090	0.25	Manuel R. Canalo
Pueblo	XECC	6185	0.05	Ricardo Vasquez A.
	XECD	1170	0.35	.....
Queretaro	XEJX	1450	0.25	.....
		1300	0.1	.....
Reynosa, Tams.	XEAW	(1570) (1010)	100.0 50.0	Cia. Internacional Reynosa
Reynosa, Tams.	XEAZ	1390	0.25	.....
Reynosa, Tams.	XEKN	1390	0.25	Carlos V. Rodriguez
Reynosa, Tams.	XERT	590	5.0-D	Carlos B. Rodriguez
			0.25-N	
Rosarito, B. C.	XERB	1090	50.0	Radiodifusora Internacional, S. A.

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Sabinas, Coah.	XEBX	610	0.5	Sucs. Miguel B. Rodriguez
Salttillo, Coah.	XESJ	1250	1.0 D	.....
			0.5-N	.....
		1450	0.1	.....
Salttillo, Coah.	XEKS	1330	0.1	Juan Antonio de la Pena
Salttillo, Coah.	XEDE	1400	0.25	Aurelio G. Zaragoza
Salttillo, Coah.	XEXU	1490	0.1	.....
San Luis Potosi.	XECZ	1430	1.0	Zeferino Z. Jimenez
San Luis Potosi.	XEBM	1260	0.25	Benjamin Briones
San Luis Potosi.	XEXQ	1400	0.1	.....
S. Luis Rio Colorado, Son.	XEIV	1450	0.25	Lucinda Arenaxde de Maza Millan
Santa Barbara, Chih.	XESB	1400	0.15	.....
Santa Rosalia, B. C.		560	0.1	.....
Tampico, Tams.	XEFW	810	50.0	Messrs. Flores y Martinez
	XETW	6045	0.1	.....
Tampico Tams.	XETU	1460	1.0	Juan Perez Cardenas
Tampico, Tams.	XECA	980	1.0	Nicolas M. Picot
Tampico, Tams.	XES	1300	0.25	Difusora Portena S. de R. L.
Tapachula, Chiapas	XETS	630	0.1	Wadley Dominguez Correa
Tapachula, Chiapas	XETA	1450	0.25	.....
Tehuacan, Pue.	XEWJ	1420	0.1	.....
Tepic, Naryit	XEXT	980	1.0	Gobierno del Estado de Nayarit
Tepic, Naryit	XERK	1450	0.1	Dario Mondragon
Texcoco	XEXE	1450	0.1	H. Ayuntamiento
Teziutlan, Puebla	XETZ	1360	0.25	.....
Tijuana	XEBG	1550	1.0	Angel B. Fernandez
Tijuana	XEAC	690	5.0	Jorge I. Rivera
Tijuana	XEMO	860	5.0	Fernando Frederico Ferreira
Tijuana	XEAU	1470	5.0	Manual Acuna Varela
Tijuana	XEGM	950	1.0	Rita Mayans y Gustavo Faist E. Cia. Radiodifusora, S. A.
Tijuana	XEON	1420	2.0	.....
Tijuana		1590	5.0	.....
Tijuana	XEAZ	1270	0.5-N	.....
			5.0-D	.....
Tijuana	XEC	1310	0.25	Luis E. Enciso
Tlaxcala	XEXZ	1480	5.0	.....
Toluca	XEXS	1340	0.1	Instituto Cientifico y Literario
Toluca	XECH	1490	0.25	Rodolfo Llamas
Torreón, Coah.	XETB	1350	0.5	Sucs. Aurelio G. Zaragoza
Torreón, Coah.	XEDN	600	1.0	Difusoras del Norte, S. A.
Torreón, Coah.	XEBP	1260	0.25	Alejandro O. Stevenson, Jr.
Torreón, Coah.	XEQW	1450	0.25	Maria Refugio A. de Valdiviesco
Torreón, Coah.	XEOB	1490	0.1	Panfilo Gonzales Flores
Tuxpan, Veracruz	XETL	1390	0.25	Calixto Almazan
Tuxtla Gutierrez, Chiapas.	XEXJ	1280	0.1	Govt. of the State of Chiapas
Uruapan, Mich.	XEFU	550	0.35	Ignacio Navarro
Veracruz	XEFT	9545	0.25	Jose Rodriguez Lopez
Veracruz	XEUW	6020	0.25	Fernando Pazos Sosa
	XEU	960	0.5	.....
Veracruz	XEHV	1310	1.0	Juan A. Palavicini
Veracruz	XETF	1250	0.5	Jose Rodriguez Lopez
Veracruz	XELR	610	0.1	.....
Veracruz	XELL	1430	0.25	.....
Villa Acuna, Coah.	XEDH	1340	0.25	Vicente Hernandez
Villa Acuna, Coah.	XEAB	1600	5.0	.....
Villa Acuna, Coah.	XEAQ	1430	0.1	.....
Villahermoasa		790	0.5	.....
Zacatecas	XELK	1280	0.1	Jose Macias Guerrero (J. M. Acevido)
Zamora, Mich.	XEGC	1450	0.1	Guillermo Calzada
Zamora, Mich.	XEGT	1490	0.25	.....

# STATIONS OF CENTRAL AND SOUTH AMERICA

## ARGENTINA

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Bahia Blanca	LU3	1150	10.0	Red Argentina de Emisoras Splendid RADES
Bahia Blanca	LU2	900	8.0	Camilio V. Bertorini
Bahia Blanca	LU7	1240	5.0	Filomena Z. de Gennari e Hijos. Belonging to La Primera Cadena Argentina de Broadcasting. (Belgrano Network)
Banfield, B. A.	LS2	1190	15.0	Teodoro Prieto
Buenos Aires	LRV	9640	50.0	Primera Cadena Argentina de Broadcasting
Buenos Aires	LRS1	6090	25.0	Red Argentina de Emisoras Splendid RADES
	LRS	9590	25.0	
Catamarca	LW7	730	1.5	Red Argentina de Emisoras Splendid RADES
Catamarca	LV15	1360	0.5	Station Projected for some future time.
Ciudadela, B. A.	LS4	670	15.0	Juan G. Gonzalez Speroni
Ciudadela, B. A.	LS6	1350	6.0	Ricardo A. Bernotti
Comodoro Rivadavia	LU4	640	5.0	Red Argentina de Emisoras Splendid RADES Network
Cordoba	LV3	620	25.0	Alberto P. Brouard. Belonging to La Primera Cadena Argentina de Broadcasting. (Belgrano Network)
Cordoba	LV2	960	10.0	Luis Maunier (El Mundo Network)
Cordoba	LV8	1540	.25	Station projected for some future time
Cordoba	LW1	790	18.0	Red Argentina de Emisoras Splendid RADES
Corrientes	LT7	1340	1.0	Gobierno Prov. Corrientes—Belonging to La Primera Cadena Argentina de Broadcasting (Belgrano Network)
Florida, B. A.	LR2	910	6.0	Alfredo Schroeder
Florida, B. A.	LS10	590	6.0	Victor J. Ruano
Florida, B. A.	LR9	1030	4.0	Gregorio Echavarria
General Pacheco, B. A.	LRA	750	10.0	Direccion General de Correos Telegrafos
	LRA1	9690	7.0	
	LRA5	17830		
	LRA3	11730	.2	
Hurlingham, B. A.	LR6	870	25.0	S. A. La Nacion
Hurlingham, B. A.	LR3	950	90.0	Jaime Yankelevich. Belonging to La Primera Cadena Argentina de Broadcasting
Jujuy	LV13	1430	5.0	Belonging to La Primera Cadena Argentina de Broadcasting

• • • SOUTH AMERICAN STATIONS • • •

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Mar del Plata.....	LU6	1300	0.5	Jose Zaccagnini
Mendoza .....	LV10	1210	5.0	Marcelino Aparicio. Belonging to La Primera Cadena Argentina de Broadcasting (Was El Mundo Network)
Mendoza .....	LV6	630	10.0	Red Argentina de Emisoras Splendid RADES
Mendoza .....	LRM	6180	10.0	Under construction
Mendoza .....	LV16	1520	.25	Under construction
Monte Grande, B. A.....	LS1	710	50.0	Municipalidad de la Capital
Monte Grande, B. A.....	LR5	830	25.0	Alfredo B. Dougall
Necochea .....	LU9	1440	0.5	Projected for some future time
Neuquen .....	LU5	1130	1.5	Red Argentina de Emisoras Splendid RADES Network
Neuquen .....	LU11	1370	0.5	Projected for some future time
Parana .....	LT11	1470	0.5	Projected for some future time
Plata (La) .....	LR11	1390	1.5	Universidad Nacional de la Plata
Plata (La) .....	LS11	1319	30.0	Gobierno Prov. B. Aires—Pasaje Dardo Rocha
Posadas .....	LT4	1010	1.5	Red Argentina de Emisoras Splendid RADES
Posadas (Misiones) .....	LT6	1460	0.5	Projected for some future time
Resistencia, Chaco .....	LT5	1080	5.0	Jose M. Noveri (El Mundo Network)
Rio Gallegos .....	LU12	680	1.5	Cia. Broadcasting de la Patagonia. Red Argentina de Emisoras Splendid RADES Network
Rivadavia, B. A.....	LR4	990	50.0	Antonio C. Devoto. Red Argentina de Emisoras Splendid RADES
Rivadavia, B. A.....	LS5	1110	5.0	Enrique Carido
Rosario, Santa Fe.....	LT1	780	20.0	Fernando Mallandi. Belonging to La Primera Cadena Argentina de Broadcasting (Belgrano Network)
Rosario, Santa Fe.....	LT3	1160	10.0	Soc. Rural Cerealistas. (El Mundo Network)
Rosario, Santa Fe.....	LT8	840	3.0	Alfredo B. Dougall (Excelsior Network)
Rosario, Santa Fe.....	LT2	1230	18.0	Red Argentina de Emisoras Splendid RADES
Rosario, Santa Fe.....	LRR	11880	10.0	Joaguin Lagos
Salta .....	LV9	970	1.0	Gobierno Prov. Salta (El Mundo Network)
San Fernando, B. A.....	LR1	1070	50.0	Empresa Editorial
	LRU	15290	25.0	Haynes Ltda., S. A.
	LRX	9660	25.0	
San Juan .....	LV1	560	10.0	S. A. Graffigna, Ltda. Belonging to La Primera Cadena Argentina de Broadcasting (Belgrano Network)
San Juan .....	LV5	1090	5.0	Soc. C. Rodriguez Vila y Cia. (El Mundo Network)

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
San Rafael, Mendoza	LV4	690	.5	Julio Silva—Belonging to La Primera Cadena de Argentina de Broadcasting. (Belgrano Network)
Santa Fe	LT10	1320	.5	Radio del Inst. Social de la Universidad, Litoral
Santa Fe	LT9	1200	5.0	Roca Hermanos y Cia. (El Mundo Network)
Santa Fe	LT12	1260	1.0	Projected
Santa Rosa, Pampa Central	LU8	1250	0.5	Projected
Santiago del Estero	LV11	1170	2.0	S. A. El Liberal. Belonging to La Primera Cadena Argentina de Broadcasting (Belgrano Network)
Tacuman	LV12	580	8.0	Soc. Resp. Ltda. Radio Aconquija. Belonging to La Primera Cadena Argentina de Broadcasting (Belgrano Network)
Tacuman	LV7	820	2.5	Gonzale Acha y Munoz. (El Mundo Network)
Vicente Lopez, B. A.	LS9	1270	6.0	S. A. La Voz del Aire

## BOLIVIA

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Cochabamba	CP28	1360	0.150	Gottret y Cia.
	CP40	9570	0.25	
Cochabamba	CP44	580	0.05	Victor Veltze
Cochabamba	CP45	1090	0.05	Raul Montecinos
Cochabamba	CP39	6160	0.25	.....
La Paz	CP3	1380	1.0	Costas Hermanos
	CP38	9505	1.0	
La Paz	CP4	1040	0.25	Dept. of Communications of Bolivian Govt.
	CP5	6200	1.0	
La Paz	CP8	1450	0.05	Sejas and Company
La Paz	CP10	1090	0.25	Chavez Suarez
La Paz	CP12	6150	0.25	Jesuit School
	CP29	1350		
La Paz	CP16	1230	0.2	.....
La Paz	CP18	1300	0.05	.....
La Paz	CP15	1250	0.05	Javier Romero (Sociedad Anonima-Radio la Noche)
La Paz	CP26	1510	0.05	.....
La Paz	CP31	975	0.05	.....
La Paz	CP46	770	0.05	.....
La Paz	CP19	950	0.05	Agustin Aspiazu
La Paz	CP20	940	1.0	Ramon Pelaez
	CP15	5880	1.0	
La Paz	CP32	620	0.05	Cia. Internacionale de Radio Bolivia (Juan C. Salinas)
La Paz	CP34	680	0.15	Guillermo Teran
	CP25	9700	0.25	
Oruro	CP36	1420	0.05	Enrique Wanting
Oruro	CP11	6100	0.25	Dept. of Communications of Bolivian Government
Oruro	CP37	6170	0.25	Blanco Linares
Oruro	CP18	900	0.25	Ramon Pelaez
Potosi	CP22	6130	0.25	L. Comacho
Potosi	CP17	1600	0.05	Alfredo Ossio L.
Santa Cruz	CP13	6135	0.25	Dept. of Communications of Bolivian Government
Sucre	CP27	1420	0.05	C. Torres
Sucre	CP1	9500	0.25	Jose Comacho B.
Tarija	CP23	6190	0.75	.....



• • • SOUTH AMERICAN STATIONS • • •

**BRAZIL**

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Aracaju, Sergipe .....	PRJ6	630	1.0	Edificio do Instituto Historico e Geografico
Aracatuba, Sao Paulo.....	PR18	1460	0.5	.....
Araguari, Minas Gerais.....	PRJ3	970	0.25	Praca Manoel Bonito
Araraquara, Sao Paulo.....	PRD4	1370	0.5	Romulo Lupo
Assis, Sao Paulo.....	ZYA9	1550	0.1	.....
Barretos, Sao Paulo.....	PRJ8	1530	0.1 N 0.25 D	.....
Bauru .....	PRG8	1210	0.25	B. Radio Club Joao Simonetti
Belem, Para .....	PRC5	1450 4865	2.0	Roberto Camelier
Bello Horizonte .....	PRC7	690	3.0	Dr. Alberto Deodato
Bello Horizonte .....	PRH6	1340	3.0	Lauro Souza Barros
Bello Horizonte .....	PR13	880	25.0	Luis Bessa
Blumenau, Santa Catarina....	PRC4	1330	0.25	Joao Medeiros, Jr.
Botucatu, Sao Paulo.....	PRF8	1530	0.1	Emilio Pedute
Cambara, Parana .....	ZYA3	1590	0.1	.....
Campinas, Sao Paulo.....	PRC9	1170	0.5	Antonio Tepedino Pagano
Campos, Rio de Janeiro.....	PRF7	1330	0.5	Dr. Mario Ferrez Sampaio
Campo Grande, Mato Grosso..	PR17	1510	0.1	Dr. Antonio Alvez Campos
Caxambu, Minas Gerais.....	ZYC2	1550	0.1	.....
Corumba, Mato Grosso.....	ZYA2	1470	0.5	Teodomiro Serra
Cruzeiro, Sao Paulo .....	PRG6	640	0.5	Romoaldo Canevari
Curityba, Parana .....	PRB2	1440	5.0	Eppaminondas Santos
Formiga, Minas Gerais.....	ZBY6	1530	0.1	.....
Fortaleza, Ceara .....	PRE9	1320 6105 15165	2.0 2.0	Waldemar Cartolano
Franca, Sao Paulo .....	PRB5	1240	0.25	.....
Goiania, Goiaz .....	ZYG3	930	2.0	.....
Itapetinga, Sao Paulo.....	PRD9	970	0.25	.....
Itarare, Sao Paulo.....	ZYA7	1550	0.1	.....
Jaboticabal, Sao Paulo.....	PRG4	1250	0.25	Oswaldo Fernandes
Jau, Sao Paulo.....	PRG7	1010	0.25	Ulisses Newton Ferreira
Joao Pessoa, Paraiba .....	PR14	1110	10.0	Dr. Abelardo Juruema
Joinville, Santa Catarina....	ZYA5	1600	0.1	.....
Juiz de Fora, Minas Gerais..	PRB3	1010	0.5	Pedro Goncalves de Oliveira
Limeira, Sao Paulo.....	PRJ5	1550	0.1	Ary Levy Pereira
Lins, Sao Paulo.....	ZBY	1550	0.1	.....
Manaos, Amazonas .....	PRF6	4895	0.1	Dr. V. Pareto Neto
Marapicu, Rio de Janeiro....	PRF5	9500 9600 15190	12.0	.....
	PSH	10220	15.0	.....
	PSE	14935		.....
	PSF	14690		.....
	PSL	9755		.....
Marilia, Sao Paulo.....	PR12	1090	0.5	Oscar de Moraes Barros
Natal, Rio Grande do Norte..	ZBY5	1270	1.0	.....
Niteroi, Rio de Janeiro.....	PRD8	1320	1.0	Jose Augusto Mendes Tte. Custodio Fontes
Niteroi, Rio de Janeiro.....	PRE6	1470	1.0	.....
Paranagua, Parana .....	ZYC5	1460	0.25	.....
Parnaiba, Piauhy .....	PRJ	1470	0.5	Dr. Joao Tavares de Carvalho y Silvo
Patos, Minas Gerais.....	ZYB4	1530	0.1	.....
Pelotas, Rio Grande do Sul..	PRC3	580	0.25	Carlos G. Sica
Pelotas, Rio Grande do Sul..	PRH3	1320	0.5	Atakualpa Dias
Petropolis, Rio de Janeiro....	PRD3	1480	1.0	Carlos Rodrigues Viana
Piracicaba, Sao Paulo.....	PRD6	820	0.25	Joao Sampaio Goes

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Pocos de Caldas, Minas Gerais .....	PRH5	1160	0.25	
Ponta Grossa .....	PRJ2	1250	0.25	Benedito Meira Borges
Porto Alegre, Rio Grande do Sul .....	PRH2	600	25.0	Manoel Machuca Messrs. Antonio Florese Cunha & Arnaldo Balve
Porto Alegre, Rio Grande do Sul .....	PRF9	640	5.0	Arthur Pizoli
Porto Alegre, Rio Grande do Sul .....	PRC2	680	5.0	Dr. Lelis Espartel
Pouso Alegre, Minas Gerais .....	PRJ7	1530	0.1	Jose Nunes Rebello
Presidente, Prudente Sao Paulo .....	PR5	970	0.25	Manoel Bussacos
Recife, Pernambuco .....	PRA8	720	25.0	Oscar Moreira Pinto
		6012	5.0	
Ribeirao Preto, Sao Paulo .....	PRA7	730	0.5	Jose da Silva Bueno
Ribeirao Preto, Sao Paulo .....	PRH7	1170	—	Lonzada Bueno
Rio Clara, Sao Paulo .....	PRF2	1480	0.25	Waldemar Cartolano
Rio de Janeiro .....	PRA2	800	25.0	Ministerio de Educacao e Saude
Rio de Janeiro .....	PRA3	860	10.0	Dr. Rolpho Estevan de Siquerira
Rio de Janeiro .....	PRA9	1220	25.0	Edmar Machado
Rio de Janeiro .....	PRB7	900)	5.0	Alceu Mario de Sa Freire
		6200)	25.0	
		9610)		
		15370)		
Rio de Janeiro .....	PRC3	1360	5.0	Guilherme Manes
Rio de Janeiro .....	PRD2	1060	10.0	Mario Villaca Meyer
Rio de Janeiro .....	PRD5	1400	1.0	Francisco Gomes Maciel Pinheiro
Rio de Janeiro .....	PRE2	1430	10.0	Dr. Placido de Melo
Rio de Janeiro .....	PRE3	1180	10.0	Dr. Elisio Dantas
Rio de Janeiro .....	PRE8	980	25.0	Dr. Gilberto de Andrade
Rio de Janeiro .....	PRF4	940	10.0	Ernesto Pereira Carneiro
Rio de Janeiro .....	PRG3	1280	10.0	Dr. Teofilo de Barros
Rio de Janeiro .....	PRL9	17850	50.0	Brazilian Govt. (RCA "Good Will" Broadcasting Station)
	PRL8	11720		
	PRL7	9505		
Rio de Janeiro .....	PRH8	1130	5.0	Francisco Xavier Filho
Rio Grande, Rio Grande do Sul .....	ZYC3	1510	0.1	
Rio Preto, Sao Paulo .....	PRB8	640	0.25	Andrassy Ribeiro
Santos, Sao Paulo .....	PRB4	1450	1.0	Hermengildo da Rocha Brito
Santos, Sao Paulo .....	PRG5	580	0.75	Carlos Baccarat
Sao Carlos, Sao Paulo .....	ZYA6	1590	0.1	
Sao Luiz, Maranhao .....	PRJ9	1490	5.0	Jose Ribamar Pinheiro
S. Manoel, Sao Paulo .....	PR16	1510	0.1	Vitorino Riberro
Sao Paulo, Sao Paulo .....	PRB9	1000	25.0	Dr. Paulo Machado de Carvalho
Sao Paulo, Sao Paulo .....	PRE7	1410	5.0	Dr. Joao Ferreira Fontes
Sao Paulo, Sao Paulo .....	PRF3	960	5.0	Dr. Ubiratan Silveira Pampalona
Sao Paulo, Sao Paulo .....	PRG2	1040	25.0	Dr. Antonio Herman Dias Menezes
Sao Paulo, Sao Paulo .....	PRG9	1100	25.0	Mons. Dr. Francisco Bastos
Sao Paulo, Sao Paulo .....	PRH3	620	5.0	Pedro de Camargo
Sao Paulo, Sao Paulo .....	PRH9	840	5.0	Jose Niccolini
Sao Paulo, Sao Paulo .....	PRA5	1260	5.0	Joao Baptista do Amaral
Sao Paulo, Sao Paulo .....	PRA6	890	10.0	Arnaldo Lopes
Sao Paulo, Sao Paulo .....	PRB6	1200	10.0	Oscar P. Seckles
Sao Paulo, Sao Paulo .....	PRE4	1300	5.0	Olavo C. Fontoura

• • • SOUTH AMERICAN STATIONS • • •

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Sao Paulo, Sao Paulo.....	ZYB7)	6095	25.0	.....
	ZYB8)	11765		
	ZYB9)	15155		
Sao Salvador, Baia.....	PRA4	740	10.0	Dr. Armando Carneiro da Rocha
Sao Sebastiao de Paraiso, Minas Gerais .....	ZYA4	1510	0.1	.....
Sorocaba, Sao Paulo.....	PRD7	1080	0.5	Orlanda da Silva Freitas
Taubate, Sao Paulo.....	ZYA8	1590	0.1	.....
Uberaba, Minas Gerais .....	PRE5	1390	0.5	Quintiliano Jardim
Uberlandia, Minas Gerais....	PRC6	1510	0.1	Aristides Figueiredo
Varginha, Minas Gerais .....	ZYB2	1590	0.1	.....
Victoria, Espirito Santo.....	PR19	1350	1.0	Dr. Ciro Vieira da Cunha

**CHILE**

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Antofagasta .....	CA141	1410	1.350	Angel Garcia Agra
Antofagasta .....	CA127	1270	.25	Horus Pedreny Palma
Chillan .....	CC138	1330	.15	Adriana Paguey de Logos
Chillan .....	CC127	1270	.1	Rafael Barrios
Concepcion .....	CC141	1410	1.4	Arturo Sandoval Munita
Concepcion .....	CC117	1170	1.8	Federico Sanchez Urra
Concepcion .....	CC64	640	1.0	Mario Saez Lagos
Coquimbo .....	CA96	960	.4	Cesar Nieme Apey
Curico, Talca .....	CC96	960	.25	Alberto Guerra Cruzat
Iquique .....	CA63	630	.25	Antonio Cajiao
Los Angeles .....	CD121	1200	1.3	Sociedad de Broadcasting, Soc. Nacional de Agricultura y Cia., Ltda.
Osorno, Valdivia .....	CD84	840	1.5	David Arrigada
Puerto Montt .....	CD101	1010	1.0	Cia. Chilena de Comunicaciones, S. A.
Punta Arenas .....	CD103	1030	0.1	Ramon Verde Ramos
Punta Arenas .....	CD111	1110	1.25	Turina y Cia.
Punta Arenas .....	CD113	1130	1.0	Jorge Vial A.
Punta Arenas .....	CD136	1360	.1	Sra. Victoria Iglesias de Biancilla
Quillota .....	CB113	1130	1.0	Leopolda Girando G.
Rancagua .....	CC63	630	1.0	Manuel Massoni
Rancagua .....	CC109	1090	1.2	Jorge Romero Ramirez
Rancagua .....	CC145	1450	.1	Alan Rojas
S. Antonio, Puerto Viejo.....	CB140	1400	.1	Soc. Radiodifusora Onda Azul, Ltda.
Santiago de Chile.....	CB62	620	1.0	International Machinery Co.
Santiago de Chile.....	CB57	570	7.5	Soc. Nacional de Agricultura y Cia., Ltda.
	CE1180	11980	1.0	
	CE8AA	2870	0.5	
		5750		
Santiago de Chile.....	CB76	760	14.0	Cia. Chilena de Comunicaciones, S. A.
Santiago de Chile.....	CB89	890	1.0	Carlos Bricono Olivares
Santiago de Chile.....	CB97	970	1.0	Pinochet, Goyeneche y Cia., Ltda.
Santiago de Chile.....	CB101	1010	1.2	Heriberto Bewais Arenas
La Cisterna, Santiago de Chile .....	CB106	1060	10.0	Manuel Casablanca Latorre
Santiago de Chile.....	CB126	1260	10.0	Soc. Chilena Radiodifusora, S. A.
Santiago de Chile.....	CE960	9600	1.25	Horacio Hevia Labbe
	CB130	1300	2.5	

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Santiago de Chile.....	CB134	1340	3.0	German Holtheuer Valdivia
Santiago de Chile.....	CB138	1380	5.0	Luis F. Brain
Santiago de Chile.....	CB70	700	2.5	Soc. Silva Blanco y Cia., Ltda.
Santiago de Chile.....	CB144B	1440	2.0	Clark Hnos.
Ovalle (Santiago de Chile).....	CB144C	1440	.1	Oscar Moraga Fuenzalida
Santiago de Chile.....	CB1170	11700	.3	Otto Becker Ltda.
Santiago de Chile.....	CB93	930	1.0	Soc. Olandini y Raggio Ltda.
	CE1174	11740	4.0	
Santiago de Chile.....	CB82	820	5.0	Ricardo Vivado O.
Santiago de Chile.....	CB66	660	15.0	Cia. Radio Chilena
Talca .....	CB67	670	.15	Ramon Abasolo
Talcahuano, Concepcion .....	CC84	840	2.5	Francisco Morales Castillo
Temuco, Cautin .....	CD125	1250	2.0	Cia. Chilena de Comunicaciones, S. A.
Temuco, Cautin .....	CD69	690	1.2	Daniel de Mayo Levy
Tocapilla .....	CA90	900	1.0	Hilda Cuellar Alfaro de Yaesta
Valdivia .....	CD59	590	1.2	Cia. Chilena de Comunicaciones
Valdivia .....	CD132	1320	1.0	Carlos Cockbaine R.
Vina del Mar .....	CB64	640	1.6	Adriano Iz. de Reyes
Vina del Mar .....	CB68	680	1.0	Renard y Garcia Tello Ltda.
Vina del Mar .....	CB111	1110	1.2	Joaquin Venegas
Valparaiso .....	CB147	1470	4.0	Fundacion Santa Maria
Valparaiso .....	CE970	9700	7.5	Cia. Chilena de Comunicaciones, S. A.
	CB103	1030	10.0	
Valparaiso .....	CB90	900	1.0	Soc. de Broadcasting, Soc. Nacional de Agricultura y Cia., Ltda.
Valparaiso .....	CB116	1160	1.25	Patricio Edwards Linares
Valparaiso .....	CB120	1200	1.5	Angel I. Prieto Andreas
Valparaiso .....	CB124	1240	.1	Ramon y Fernando Garcia y Cia.
Valparaiso .....	CB132	1320	1.2	Wallace y Cia.

## COLOMBIA

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Aguadas, Caldas .....	HJFJ	1500	.025	Roberto Florez (Cultural)
Armenia, Caldas .....	HJFI	1540	1.5	Pregones del Quindio Ltda.
Armenia, Caldas .....	HJFH	4875	.75	Braulio Botero Londono
	HJFM	1210	1.0	
Armenia, Caldas .....	HJFG	1245	.5	Alfonso Toro V.
Barranquilla .....	HJAA	1330	.5	Alfonso Rosales Navarro
Barranquilla .....	HJAG	4905	1.0	Emisora Atlantico, S. A.
	HJAH	1050	1.0	
Barranquilla .....	HJAI	1370	.25	Julian Melendez
Barranquilla .....	HJAK	1310	.5	Vassallo Hijos and Mendez
Barranquilla .....	HJAN	1190	1.0	Eliecer Velasco (Emisoras Unidas Ltda.)
	HJAB	4785	2.5	
Barranquilla .....	HJAT	1275	1.0	Delfina v. de Haayen
Barranquilla .....	HJAS	1500	.6	Miguel A. Ruiz
Barranquilla .....	HJAJ	1220	.5	Julio Balderrama
Bogota .....	HJCB	1105	1.0	Colombia Broadcasting, S. A.
	HJCD	6160	10.0	
Bogota .....	HJCC	870	5.0	Gustavo Uribe Th.
	HJCE	1220	1.0	
	HJCF	6073	.75	
Bogota .....	HJCG	1060	1.0	Luis E. Bernal
Bogota .....	HJCJ	1380	.2	Manuel J. Gaitan
	HJCJ	1380	.12	
Bogota .....	HJCK	1290	.5	Jorge Anez
Bogota .....	HJCM	970	.5	Roberto Ramirez
Bogota .....	HJCN	1335	.5	Roberto Laignelet

**SOUTH AMERICAN STATIONS**

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Bogota	HJCO	1160	1.0	Jesus M. Garcia
Bogota	HJCW	4945	.75	Ministeri ode Economia Nat'l. (Cul.)
	HJCQ	4955	.5	
Bogota	HJCR	1200	5.0	Ministerio de Educacion (Co- lombian Gov't)
	HJCT	6260	2.5	
Bogota	HJCY	1460	.35	Cristobal Paez G. y Via. Ltda.
	HJCU	720	5.0	
Bogota	HJCA	4855	1.0	Cipriano Rios Hoyos
	HJCX	6018	.75	
	HJCZ	1040	2.5	Jose Vincente Arias
Bogota	HJCS	920	50.0	
Bogota	HJCH	810	2.0	Manuel J. Gaitan
	HJCH	810	.35	
	HJCI	4895	1.0	Gustavo Sorzano Jimenez
Bucaramanga	HJGE	1130	1.0	
Bucaramanga	HJGB	4775	2.5	Francisco A. Bueno
	HJGK	1280	.5	
Bucaramanga	HJGN	1360	1.0	Francisco A. Bueno
Buenaventura	HJES	1525	.07	Heriberto Quintero Sociedaa Radio Andagoya Ltda.
Buenaventura	HJEW	1355	.25	Jorge E. Berrio
Buga	HJEI	1410	.1	Hernando Bueno
Buga	HJEP	1485	.5	Jorge Ortiz Marquez
Cali	HJEB	1150	1.0	Eduardo Cordoba
	HJED	4825	1.0	
Cali	HJEC	1300	.5	Rafael Angulo
Cali	HJEE	1090	.5	Jose T. Calderon N.
Cali	HJEF	1340	.5	Hernando Bueno
	HJEL	1260	.5	Cesar Mendoza Mazuera
Cali	HJER	1395	.5	
	HJEX	4865	2.5	Alfonso Mesa Vargas
Cali	HJEN	1370	.5	
Cali	HJEM	1510	.5	Arturo Salazar
Cartagena	HJAE	4965	.6	Laboratorios Fuentes, S. A.
	HJAF	1240	.36	
Cartagena	HJAP	4925	.75	Lequerica Hermanos
	HJAR	1400	.3	
Cartago, alle del Cauca	HJEO	1230	.5	Daniel Dosman
Cienaga, Magdalena	HJBE	1460	.25	Elvira de Pereira
Cucuta, Norte de Santander	HJBB	4815	1.5	Pompilio Sanchez
	HJBC	1270	1.0	
Girardot, Cundinamarca	HJCL	1460	.5	Carlos J Sanchez G.
Girardot, Cundinamarca	HJCV	1430	.1	Antonio Useche R.
Ibague	HJFC	1500	.1	Vicente Gaitan Rondon
Ibague	HJFL	1440	.25	Luis E. Martinez
Ibague	HJFP	1550	.075	Mario Cadavid
Libano, Tolima	HJFO	1520	.05	Hector Enrique Giraldo
Magangue, Bolivar	HJAC	1420	.1	Manuel Agustin Varela
Manizales	HJFB	6105	1.0	Francisco Jaramillio Alberto Hoyos A. (Director)
	HJFD	1390	1.0	
Manizales	HJFX	600	1.0	Antonio Pinzon H.
Medellin	HJDA	1285	.5	Humberto Restrepo A.
Medellin	HJDC	1360	.6	Francisco Cuartas
	HJDX	4795	.6	
Medellin	HJDE	6145	10.0	Luis Ramos
	HJDK	1250	.75	Cia Colombiana de Radio- difusion
Medellin	HJDL	1480	.5	Jaime Tobon R.
Medellin	HJDM	1520	1.0	.....
Medellin	HJDQ	1320	.75	Fernando Restrepo Alvarez (owner) Jesus Munoz Cano
	HJDP	4885	2.5	

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Medellin	HJDR	1380	.3	Ramirez & Cia. Ltda.
Medellin	HJDT	1150	.25	Alfonso Jaramillo, Hernando Tellez B., Jaime Garcia L.
Medellin	HJDU	1490	.25	Universidad de Antioquia
Monteria	HJAL	1465	.5	Julio Cesar Patino
Monteria	HJAM	1210	.251	Julio A. Sanchez
Neiva	HJFN	1420	.1	Heliodora Tamayo
Ocana	HJBF	1525	.1	Luis Linero
Palmira, Valle	HJEJ	1460	.5	Rafael Angulo
Palmira, Valle	HJEQ	1180	.5	Regulo Benitez
Pamplona, Norte de Santander	HJBA	1400	.1	Gonzalo Vargas
Pasto	HJHA	1350	.35	Sociedad Radio Narino, Senora Elisa de Pesantes, owner
Pasto	HJHB	1170	.5	Hernando Bueno
Pereira	HJFA	6054.3	.75	Cesar & Mario Arango M.
	HJFE	1470	.499	
Pereira	HJFK	6097	2.5	Antonio J. Giraldo C. & Son (Oscar Giraldo Arango)
	HJFF	1350	1.0	
Pereira	HJFQ	1120	.5	Marceliano Ossa M.
Popayan	HJEA	1500	.8	Jesus Hernando Hormaza B.
Popayan	HJEG	1450	.3	Mercedes M. de Valencia (owner), Carlos Valencia Mosquero (Mgr.)
Quibdo	HJDG	4805	.5	Intendencia del Choco Cultural
Santa Marta	HJBH	1410	.5	Manuel C. Conde
Santa Marta	HJBJ	1140	.5	Julio A. Sanchez
Santander, Cauca	HJEH	1550	.025	Escuela Rafael Tello
Sevilla, Valle	HJET	1510	.25	Daniel Benitez
Tocaima, Cundinamarca	HJCP	1530	.25	Ruperto Aguilera Leon. (Presbyter & Parson of Tocaima)
Tulua, Valle de Cauca	HJEK	1430	.1	Eduardo Gardeazabal
Tunja, Boyaca	HJGA	1425	.25	Pedro Martinez

## ECUADOR

Ambato	HC1VT	6550	0.1	I. Municipio de Ambato
Cuenca	HC1AO	4200	.15	Octavio Espinosa and Jose Heredia Crespo
Cuenca	HC1CC	7461	.004	Comunidad Salesiana
Guayaquil	HC2CW	950	.025	Alfonso Wilmot
Guayaquil	HC2OAD	9400	0.2	Odalia Aruz de Garcia
		900	0.2	
Guayaquil	HC2AJ	1050	1.0	Luis Alcivar Elizalde
	HC2AK	9310	1.0	
Guayaquil	HC2JSB	1260	0.2	Rafael Cuellos
		7854	0.3	
Guayaquil	HC2RB	1250	0.1	Eric Williams
Guayaquil	HC2ET	9200	0.3	Jose Santiago Castillo
		1131	0.1	
Guayaquil	HC2AU	1350	0.2	Augusto Alvarado Olea.
Guayaquil	HC2RL	6645	0.2	Roberto Levy
Guayaquil	HC2AN	1600	0.15	Washington Delgado Cepeda
Guayaquil	HC2AQ	1450	0.25	Riboberto Ortiz Vermeo
Ibarra	HC1IM	4020	0.3	I. Municipio de Ibarra
Loja	HC3SC	6700	0.3	F. Montero Carrison
Portoviejo	HCJB4	3645	0.05	Clarence W. Jones
Quito	HCJB	12455)	10.0	Clarence W. Jones, Manager.
		9958)		Owner — World Missionary
		7285)		Radio Fellowship, Inc.
		<b>4108)</b>	<b>0.2</b>	
		974)		
		1018		

**• • • SOUTH AMERICAN STATIONS • • •**

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
		28040)	1.0	
		7068)		
		14200)		
		27850)	0.2	
			1.0	
			1.0	
			.025	
Quito .....	HC1PM	5725	0.15	Leonardo Ponce
Quito .....	HCQR )	1330	0.3	Carlos Mantilla, Empresa Editora "El Comercio"
	HCQRX)	5970	0.3	
		3710		
Quito .....	HC1GQ	9163	0.15	Ferrocarril del Sur
		3710	0.08	
Quito .....	HCBT	1304	0.3	Sr. Cesar Mantilla
	HCBS	9350	0.3	
Quito .....	HCK	5885	0.3	
Quito .....	HC1GP	7874.6	0.2	(Prop.) Miguel Angel Gonzalez Paez (Dir.) Padre Elias Brito
Quito .....	HC1BF	7265	0.3	Adriano Jaramillo
	HC1BD	1111	0.2	
Quito .....	HC1AB	6400	0.2	Spanish Falangist (Mgr.) Enrique Arroyo (Francisco Simon)
	HC1AC	1600		
Quito .....	HC1AD	1410	0.25	Cia. Interandina de Broadcasting (Mgr.) Vicente Ordonez Pallares
Quito .....	HC1CT	3700	0.2	Escuela Central Tecnica
Riobamba .....	PRADO	6618	0.5	

**PARAGUAY**

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Asuncion .....	ZPA1	6010	3.0	Estacion Oficial de Gobierno del Paraguay (Govt. Station)
Asuncion .....	ZP4	730	0.1	Isern & Scarello
	ZP8	11850	0.1	
Asuncion .....	ZP6	1300	0.1	Emilio Jordan Livieres
Asuncion .....	ZP9	970	0.8	Atilio Bajac
Asuncion .....	ZP10	1330	0.1	Victor Noriega
Asuncion .....	ZP11	1200	0.3	Juventus Antoniana
Asuncion .....	ZP13	1430	0.1	Julio Picossi Villagra
Asuncion .....	ZP17	1030	0.1	Jose Hanemann
Asuncion .....	ZPA2	11721	0.7	Teleco Paraguaya, S. A.
	ZP3	700	10.0	
Encarnacion .....	ZP5	920	5.0	Philips Argentina, S. A.
	ZPA5	11950	2.5	
Villarica, Guaira .....	ZP14	11721	1.0	Friedmann Hermanos
		11725		
	ZP15	700	0.2	
Villarica, Guaira .....	ZP6	1300	0.1	Emilio Jordan Livieres

**PERU**

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Arequipa .....	OAX6B	6035	0.15	Maximo J. Landa
Arequipa .....	OAX6C	1370	0.3	J. Antonio Umbert
	OAX6E	6055	0.3	
Arequipa .....	OAX6A	6050	0.25	Jorge E. Olazabol

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Callao	OAX4C	1160	0.3	Sociedad Comercial Urtega y Couralegui
Chiclayo	OAX1A	6150	0.2	J. Carlos Montjoy
Cuzco	OAX7A	6128	0.1	Carlos Lizarraga
Huancayo	OAX4P	6020	0.25	Alfredo Elejalde Granados
Huanuco	OAX3A	6115	0.35	Victor Priano
Ica	OAX5B	1460	0.2	Luis de los Heros
	OAX5C	9590	0.15	
Lima	OAX4H	6095	1.0	Ronald & Cia.
	OAX4F	1080	0.25	
Lima	OAX4B	1200	0.25	Bolivar & Carcovich
	OAX4G	6190	0.25	
Lima	OAX4Z	6082	15.0	Government of Peru
	OAX4A	854	10.0	
	OAX4T	9562	10.0	
	OAX4R	15150	15.0	
Lima	OAX4E	960	0.2	Juan Pablo Goicochea
	OAX4K	9545	0.25	
Lima	OAX4I	1320	0.25	Antonio Vasquez
	OAX4J	9520	0.2	
Lima	OAX4L	1250	0.3	Clemeaite Palma
Lima	OAX4V	5990	1.5	Cia. Peruana de Radiodifusion, S. A.
	OAX4W	9490	1.5	
	OAX4U	1030	5.0	
Trujillo	OAX2A	6000	0.25	Rafael Larco Herrera

## URUGUAY

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Canelones	CW47	1470	0.3	Julio J. Rabassa
Carmelo, Colonia	CW7	640	.325	Alberto Pablo Brouard
Colonia	CW1	550	4.5	Raul Montellano and Ricardo Bernetti
Colonia	CXA8	11840	3.0	Jamie Yankelevich
Durazno	CW25	1430	0.5	Artola, Evangelisti y Cia.
Florida, Montevideo	CW3	580	0.3	Diario Rural, S. A.
Florida, Montevideo	CW33	1200	.075	Omar F. Barreiro
Maldonado	CW51	1560	0.5	Hector Lamaison
Melo, Cerro Largo	CW47B	1510	0.1	Jose Fernandez Eiriz
Melo, Cerro Largo	CW53	1580	0.25	Ruben D. Lucas
Minas	CW43	1420	0.5	Juan R. Volante
Montevideo	CX34	1210	1.0	A. Canepa y Cia.
Montevideo	CX26	1050	5.0	A. Canepa y Cia.
Montevideo	CX50	1530	0.5	Bernardino Ayala
Montevideo	CX20	930	0.3	Dr. Carlos L. Romay
Montevideo	CX32	1170	0.520	Cia. Uruguaya de Publicidad, S. A.
Montevideo	CX18	890	5.0	Difusoras El Espectador Ltda.
Montevideo	CX4	610	5.0	Seccion Informacion y Enseñanza de the Direccion de Agronomia, which is under the Ministerio de Ganaderia y Agricultura
Montevideo	CX46	1450	1.5	Guzman Bertacchi
Montevideo	CX22	970	0.5	Harispuu Hermanos
Montevideo	CX42	1370	0.5	Hector Vernazza
Montevideo	CX44	1410	.250	Julio J. Rabassa
Montevideo	CX40	1330	0.1	Julio J. Rabassa
	CXA21	6170	0.1	
Montevideo	CX12	770	1.0	Luis A. Artola
Montevideo	CX24	1010	5.0	Prencinradio, Sociedad de Responsibilidad Ltda. Roberto Fontaina and Dardo Regules



## • • • SOUTH AMERICAN STATIONS • • •

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Montevideo	CX8	690	2.0	Ramon Puyal y Gazanto
Montevideo	CX16	850	50.0	Prencinradio, Sociedad de Responsabilidad Ltda. Roberto Fontaina and Dardo Regules
Montevideo	CX36	1250	.250	Vazquez y Walder
Montevideo	CX48	1490	0.8	Vazquez y Cia.
Montevideo	CX28	1090	6.0	Walfrido Figueira Moran
Montevideo	CXA1	6200	0.05	Uruguayan Government
	(Portable)			
Montevideo	CXA11	27000	2.5	S.O.D.R.E.
Montevideo	CXA4	6125	5.0	Uruguayan Government
Montevideo	CX6	650	25.0	Servicio Oficial Difusion
	CXA6	9620	0.2	Radioelectrica (Ministry of Public Education—Urugayan Govt.)
	CXA10	0620	20.0	
		11900		
		15300		
	CXA18	15300	2.5	
	CX38	1290	5.0	
Montevideo	CXA22	29500	2.5	Servicio Oficial Difusion Radioelectrica
	CXA23	43600		
	CXA24	58000		
Montevideo	CX30	1130	1.0	Silva y Larrea
	CXA30	6035	1.0	
Montevideo	CX10	730	1.0	(Sr. Luis Batlle Berres
	CXA3	6075	1.0	(Sr. Juan Gestoso
Montevideo	CXA19	11705	15.0	Difusoras El Espectador Ltda.
	CX14	810	15.0	
Montevideo	CXA14	7330	0.05	Difusoras El Espectador Ltda.
		10000	0.02	
Montevideo	CW47	1470	0.4	Julio J. Rabassa
Montevideo	CXA9	15345	4.0	Difusoras El Espectador Ltda.
Paysandu	CW35	1240	0.25	Alfonso M. Ordoqui
Paysandu	CW39	1320	0.1	Miguel Penna
Rivera	CW19A	1340	0.06	Jorge Dowton Garcia
Rivera	CW43B	1480	0.75	Walfrido Figueira Moran
Rocha	CW19	1340	0.05	Abel Machado
Salto	CW23	820	0.25	Domingo Giordano
Salto	CW27	680	0.750	Sr. Luis Batlle Berres—Director. Sr. Juan Gestoso
Salto	CW31	1120	1.2	Salvador E. Pera
San Jose	CW47A	1510	.100	Fasola Rios y Tiboni
San Jose	CW41	1360	.05	Pedro Bruccoleri
Soriano	CX52	1570	0.05	Anibal Frabasile, Juan Orlando Kelly, Jose Pedro Irigaray, Florencio Donato Montero
Soriano	CW46B	1496	0.05	Roberto Taruselli
Tacuarembó	CW46A	1400	2.0	Luis S. Dini
Treinta y Tres	CW45	1390	.250	Marroche y Lacurcia

## VENEZUELA

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Alcarigua	YV3RF	3490	.104	Pausides Sigala Luis Barrios—Director
Barcelona	YV6RC	3450	0.3	L. J. Arreaza A.
	YV6RE			
Barquisimeto	YV3RE	1240	0.7	Almicar Segura
	YV3RN	6175	.815	
Barquisimeto	YV3RS	3490	.600	Sr. Rafael Angel Segura

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Caracas	YV5RA	960	10.0	C. A. Almacen Americano
	YV5RN	4920	5.0	
Caracas	YV5RB	790	5.0	Degwitz & Siblitz
	YV5RM	6150	5.0	
Caracas	YV5RH	710	1.0	Mons. J. M. Pellin The Catholic Church
	YV5RX	720	.75	
Caracas	YV5RG	3430	1.75	Gonzalo Veloz Mancera
	YV5RU	1010	1.0	
		6070	2.5	
Caracas	YV5RI	590	1.0	O. Vincentelli—Director, Cia. Anonima Radio Continente & Cia. A. Agencias Unidas
	YV5RY	3380	1.0	
Caracas	YV5RL	1160	1.0	Ponce & Benzo Sucesores Cia. Anonima
	YV5RW	3400	1.15	
Caracas	YV5RQ	880	1.0	C. A. Radio Libertador. Manuel Torrealba, director
	YV5RS	3360	1.0	
Ciudad Bolivar	YV6RA	1400	.68	E. Torres Valencia
	YV6RU	4790	.62	
Coro	YV1RY	4770	.215	Roger Leyba
La Guaira (Vargas)	YV5RZ	1050	.75	Senor Carlos L. Perez
	YV5RV	4890	.75	
Maracaibo	YV1RC	1400	.52	Pedro Bermudez
	YV1RT	3370	.455	
Maracaibo	YV1RD	1150	.2	Govea & Nouel
	YV1RU	3440	.68	
Maracaibo	YV1RF	1120	.55	N. Vale Quintero
	YV1RX	4800	2.0	
Maracaibo	YV1RK	1250	.437	J. R. Higuera
Maracaibo	YV1RV	4750	.195	Luis Garcia Nebot
Maracay	YV4RK	3390	.3	Atilio Ormezzano
Merida	YV2RC	3420	0.32	Senores Quintero and Strauss Roberto Strauss, director
Puerto Cabello	YV4RQ	3480	0.575	Rafael Segura
San Crisobal	YV2RB	980	.325	J. M. Diaz Gonzalez
	YV2RN	4830	.13	
Trujillo	YV1RO	3310	.625	Pedro J. Torres
			0.2	
Valencia	YV4RA	1350	.83	Guillermo Degwitz
Valencia	YV4RE	1400	1.138	Miguel Acho
	YV4RP	3460	.68	
Valera	YV1RZ	4840	.315	Manager by Pedro Flores J. Owned by Jorge L. Febres J.

## COSTA RICA

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Alajuela	TIJJM-5	575	0.80	Emilio E. Martinez
Cartago	TIMC	735	0.70	J. Mario Cardos M.
Heredia, Heredia	TI4NRH	725	0.75	Amando Cespedes Marin
Puntarenas	TIWS	900	0.35	Manuel Campos J.
San Jose	TILJ	775	3.0	Lola Monje M. de Jimenez
San Jose	TI-MACHO	1100	1.0	Maximo Chaves Arias
San Jose	TIOS	940	2.0	Rafael Sotela
San Jose	TILS	880	5.0	Luis Saenz Mata
San Jose	TIGPH	605	6.5	Gonzalo Pinto H.
San Jose	TIGPH2	800	8.0	Gonzalo Pinto H.
San Jose	TIGPH3	650	10.0	Gonzalo Pinto H.
San Jose	TIRH	970	1.0	Rafael Hine Chavarria
San Jose	TIJMP	690	2.5	Jose Maria Pinaud
San Jose	TIPG	625	5.0	Perry Girton
San Jose	TIFA	1000	0.25	Francisco Arie (This station not on air for duration of war)

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
San Jose	TINBC	1070	5.0	Perry Girton
San Jose	TICQ	750	0.5	Narciso Garcia
San Jose	TIEP	830	3.0	Eduardo Pinto H.
San Jose	TIRS	925	1.0	Rogelio Sotela B.
San Jose	TIHZ	1150	1.0	Heli Zuniga
San Jose	TIRCC	1200	0.5	Carlos Borge (Prbo.)
San Juan de Tibas	TIBAS	650	8.0	Gonzalo Pinto H.

## DOMINICAN REPUBLIC

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Ciudad Trujillo	HIZ	1350	0.2	Frank Hatton
	HI1Z	6316	0.25	
Ciudad Trujillo	HIN	1090	0.15	Partido Dominicano
	HI1N	6243	.7	
Ciudad Trujillo	HIX	950	0.2	Dominican Gov't
	HI1X	6340	.25	
	HI3X	11960	.25	
Ciudad Trujillo	HI1G	6120	0.25	Andres Cordero P.
	HI2G	9140	0.25	
Ciudad Trujillo	HIT	6630	0.1	F. A. Sanabia
		1050		
Ciudad Trujillo	HIL	6175	0.08	Joaquin C. Pellicer
Ciudad Trujillo	HI6H	6115	0.1	Emilio Garden, Jr.
Ciudad Trujillo	HIH	1420	.150	Domingo Dominguez
Romana (La) (Seybo)	HI3C	6690	.150	Antonio Herrero
Monsignor Nouel (La Vega)	HI2T	6480	.200	Jose Arismendy Trujillo
Puerto Plata	HI9T	6170	.025	Luis A. Pelegrin
	HI9U	1010	.1	
San Pedro de Macoris	HIH	6780	0.25	Domingo Dominguez
San Pedro de Macoris	HI1J	6025	0.25	Fausto M. Donastorg
Santiago	HI1A	6190	0.25	Rafael Western
Santiago	HI3U	6015	0.1	Fernando Bertran
Santiago	HI9B	6383	0.25	Jacinto L. Sanchez
Santiago	HI1S	6420	0.2	Generoso Sarhelli
Santiago	HI1L	6480	0.1	Maria J. Tavarez

## EL SALVADOR

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
San Salvador	YSR	990	2.0	Alberto Cevallos
		6265		
San Salvador	YSS	650	0.5	Owned by Gov't of El Salvador
	HUB	5556	0.4	
	YSD	7894		
San Salvador	YSP	780	0.5	Fernando Albayeros Sosa— Affiliated with Columbia Broadcasting Company
		760		
		6150		
San Salvador	YSY	1100	0.25	Consul of Paraguay
		7225		

## GUATEMALA

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Guatemala City	TG1	1310	0.25	Government
	TG2	6190		
	TG3	2320		
Guatemala City	TGW	610	10.0	Gatelman Government
	TGWA	9685	10.0	
		11760		
		15170		
		17800		
	TGWB	6460	1.0	
	TGWC	1520	1.0	
Guatemala City	TGX	1400	0.1	El Liberal Progresista (Newspaper)
	TGX1	6130		
Quezaltenango	T6Q	1450	.25	Government
	T6QA	6400		

## BRITISH GUIANA

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Georgetown .....	VP3BG	6130	0.065	British Guiana Broadcasting Co., Ltda.

## SURINAM (Dutch Guiana)

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Paramaribo .....	ZPH	5865	0.150	J. E. Herrenberg, Chairman, of private radio club "AVROS." Tech. equip. owned by Surinam Govt.

## HAITI

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Port-au-Prince .....	HHW	1300	.5	C. Ricardo Widmaier, Jr.
	HH3W	10100	.750	
Port-au-Prince .....	HH2S	7500	.300	Societe Haitienne de Radio- diffusion
Port-au-Prince .....	HHBM	9660	0.1	Frank C. Magliore

## BRITISH HONDURAS

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Belize .....	ZIK-2	10600	0.2	Government

## HONDURAS

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Ceiba (La), Atlantida .....	HRD2	6235	0.25	Ing. M. R. Moncada Filiberto Diaz Zelaya Rafael Ferrari
San Pedro Sula, Cortes .....	HRP1	6351	0.2	
Tegucigalpa .....	HRN	5875	0.2	

## NICARAGUA

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Boaco .....	YNBO	6980	0.03	J. Edgar Tijerino Jose Francisco Tercero
Granada .....	YNFT	7500	0.1	
Granada .....	YNLAT	7625	0.3	Nicolas W. Navas Admor Jose Antonio Tiperino and Sons
Leon .....	YNJAT	5758	0.45	
Leon .....	YNDG	7660	0.2	Dionisio E. Gallo Nicaraguan Govt.
Managua .....	YNPS	6760	0.6	
	YNDS	6240	0.6	Francisco Perez G. Mendoza Bros. Jose Francisco Tercero (Granada)
Managua .....	YNFP	6275.5	0.1	
Managua .....	YNOW	6850	0.6	
Masaya .....	YNFM	6950	0.06	

## PANAMA

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Colon .....	HP5K	6005	0.5	Jose Jaen y Jaen y Compania Servicio Publica de Radio
Colon .....	HP5F	6050	0.15	
Colon .....	HOK	640	0.25	Jose Jaen y Jaen y Compania
Panama .....	HP5G	11780	0.5	Jose Antonio Sosa M.
Panama .....	HOA	1000	0.5	Jose Antonio Sosa M.
Panama .....	HOC	1440	0.05	Jose Jaen y Jaen y Compania
Panama .....	HP5A	11700	0.3	Jose Jaen y Jaen y Compania
Panama .....	HOQ	1250	0.25	Augustin Fernandez Jose Herrera, Jr.
Panama .....	HP5B	6030	0.15	E. de la Guardia, President
	HP5C	730	0.5	
Panama .....	HP5H	6122	0.25	M. Lombardo Vega
Panama .....	HP5J	9607	0.4	Servicio Publico de Radio, S. A. Manuel Doce
	HP6J	1358	0.3	

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