

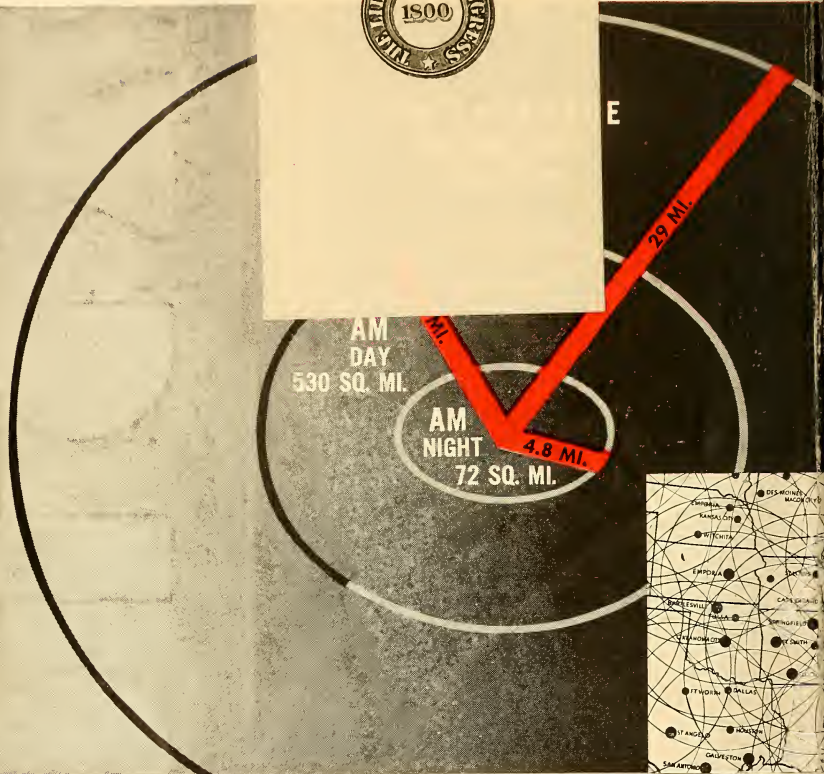
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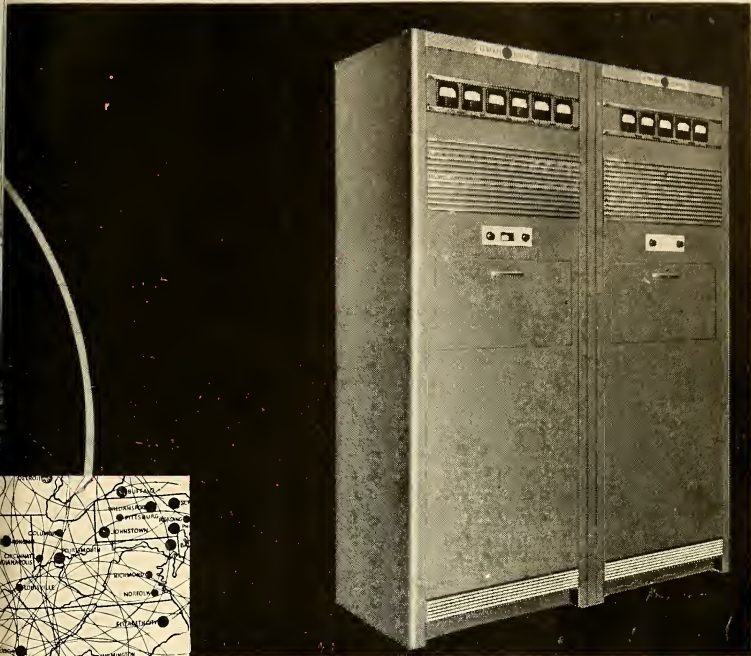
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**FOREWORD** RADIO DAILY herewith presents the eighth edition of RADIO ANNUAL, a volume compellingly reflecting the inevitably changing complexion and constant march, both of victory and of progress, of the colorful industry of RADIO. The thousand pages that follow are as accurate as humanly possible. The text comes from a thousand reliable sources.



**DEDICATION** The great field of RADIO is now concerned, perhaps more than ever before, with the problems of preparedness. Preparedness first with the concluding stages of the War, and preparedness second, with the industry's own reconversion period as well as the advent of Television. It is to this dual purpose, specifically, that this 1945 Edition is dedicated.



**APPRECIATION** The editor wishes to take this opportunity to thank all those who have so enthusiastically helped in the full revision, re-arrangement and material strengthening of this volume. To the FCC, the NAB, the world-wide organizations of NBC, CBS, the American Broadcasting Co. (Blue), and Mutual, as well as the great legion of radio showmen everywhere we gratefully acknowledge their assistance with a hearty and understanding thank you.

*Jack Alievate*

EDITOR and PUBLISHER

# TRANSAMERICAN



Creators and Producers  
Of Radio Programs



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As background, he has a Bachelor's degree in engineering from the University of Kansas; a Master's degree in education; and fifteen years' teaching experience. He left his position as Vice-Principal of Kansas City's East High School to devote his full time to WHB. He's a Shriner, a Jester, "the worst golfer in the state" (his claim); and he loves to hunt and fish, and fish and hunt.

Meanwhile, he not only continues to sing daily on WHB for Cook's . . . but he's proud to sing in WHB's praise as the result of a Kansas City radio-station program-survey just completed by the Merchants' Association. Tabulated, here are the facts:

### RETAIL RADIO SURVEY

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Tabulating 600 replies to 4775 questionnaires sent by the Association to home-makers in this area.

Question: "Which radio station in Kansas City do you most prefer for Shopping Programs?"

Answers WHB 364 votes . . . . .60%  
Station B 87 votes .14%      Station D 17 votes .028%  
Station C 47 votes .078%      Station E 5 votes .088%

Question: "Do you listen regularly to any of the Shopping Programs which are now on the air?"

Answers: Of the 600 replies, the following mentions were made:

WHB—"Mary Jane on Petticoat Lane"  
228 mentions . . . . .38%  
WHB—"Sandra Lea" The Plaza Shopper  
174 mentions . . . . .29%  
Station B—Downtown Store Program  
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*Kate Smith*



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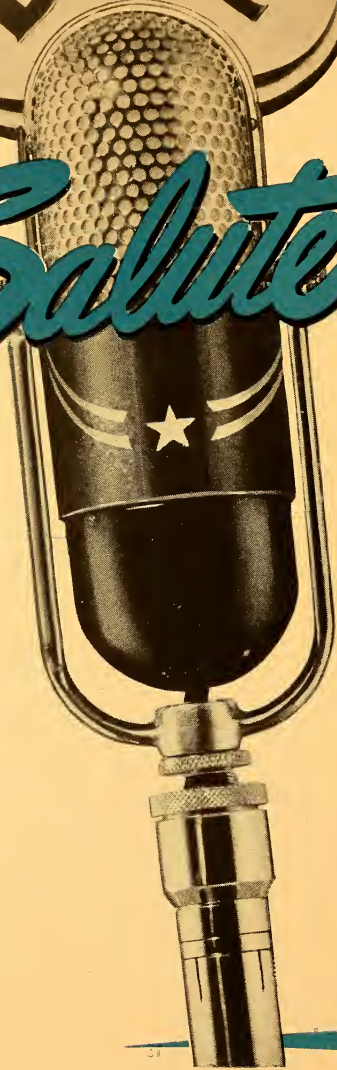
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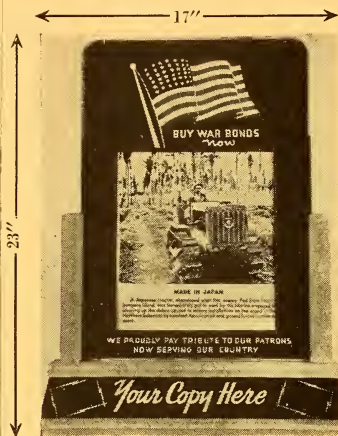
# THE ONE, THE ONLY and THE ORIGINAL!

## TEL-PIC Displays and Service

### 314 RADIO STATIONS

#### Coast to Coast

Each week more and more radio stations are contracting for TEL-PIC displays. Renewed contracts are our best evidence as to satisfaction. These stations range from 250 Watters to 50,000 Watters. Upon request we shall be happy to furnish names, etc.



#### TEL-PIC LEADS BECAUSE...

- 1—Pictures are mailed daily (not just a few a week).
- 2—Pictures printed on 70 lb. coated stock.
- 3—TEL-PIC displays attract attention . . .
- 4—There are 5 beautiful colors screened on glass, including the American Flag.
- 5—Separate removable slides with your copy changed weekly or monthly for station and/or sponsor promotion.
- 6—Pictures are carefully selected so as to attract attention from passers-by.
- 7—TEL-PIC owns its own printing plant.
- 8—TEL-PIC manufactures its own displays.
- 9—TEL-PIC uses Press Association (division of AP) pictures.
- 10—Most important of all . . .

#### TEL-PIC Originates not Imitates!

Each merchant subscriber receives 100 bound booklets for free distribution containing photos of radio personalities that appear on *your station with station copy*. Covers of booklets are imprinted with your call letters, frequency and your message.

If your present contract with a news service is expiring or if you are contemplating publicity for your station you owe it to yourself to investigate the TEL-PIC Plan. Why be satisfied with less than TEL-PIC offers? Remember TEL-PIC station renewals years after year are evidence that our stations must be satisfied.

No other news picture company offers so much radio station publicity promotion to its station subscribers.

## TEL-PIC SYNDICATE, Inc.

1697 Broadway

New York, N. Y.

TEL-PIC offers a new reciprocal payment plan to your radio station. Write for further details. No obligation on your part.

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*"Here we  
are again!"*

These words, the circus-day greeting of the traditional talking clown of a century ago, have lost none of their enthusiasm; indeed they have gained new meaning in 1945.

Tested by the exigencies of the times and by hardships that troupers long ago learned to accept as facts-of-life in show business, the Big One proudly points its wagon tongues toward the open road and sends its agents out again among the loyal friends of the Circus — the Men and Women of Radio.

There are only two days in circus business: today and tomorrow. Soon the bright banners will be flying on the halyards of a new, flameproof big top. The band tempo is circus gallop-time and the brass is wide open. And the echo of the old-time clown comes shouting up the corridors of a hundred years—

*"Here we are again!"*



---

**RINGLING BROS. and BARNUM & BAILEY**

Publicity Dept.

Bev. Kelley . . . Frank Morrissey . . . Allen J. Lester  
Bill Fields . . . Frank W. Braden . . . Bernard Head

# RADIO

## IN ITS 25TH YEAR A POWER FOR PEACE

By **PAUL A. PORTER**

*Chairman, Federal Communications  
Commission*



AT this time and in the months to come when we must win the war, build world peace machinery and plan our domestic economy to give jobs and opportunity to all our citizens, we are fortunate in having at hand such a powerful instrument as our broadcasting system.

Now in its 25th anniversary year, American broadcasting has demonstrated on various thrilling occasions that it has the potentialities to be a leading, if not the leading force in assisting the nation to understand and conquer the complicated problems ahead.

Herein lies radio's great opportunity for public service. As the casualty lists pour in from battlefields around the globe, as Americans ponder plans to prevent the breadlines and soup kitchens of the past, and as they resolve that some way, somehow, a better way of life must come for all, they are placing new values on familiar forces. To be of maximum usefulness to the nation, radio must rise above its high accomplishments in selling goods, in entertaining, in making big profits.

To meet the challenging problems of the future in a truly democratic way, we shall need the widest dissemination of information, the fullest discussion from all points of view. It will be radio's upcoming and continuing prime responsibility to bring this to the nation.

Although there is a disposition in some quarters of broadcasting even after 25 years of radio, to bring a 1920 attitude to bear on the responsibilities of 1945, there is also heartening evidence that that is by no means the universal approach.

There is an increasing amount of public discussion on the responsibilities of our radio system in assisting citizens to cope with their local, national and world problems. Most leaders of the industry realize that such discussion is a recognition of the indispensability of radio as dynamic force for culture and education in our modern life.

This 25th anniversary finds radio on the eve of spectacular technical developments. Under the impetus of war, the engineers have pushed back the frontiers of the science of radio to an extent previously un hoped for. All the rest of us concerned with radio must have equal vision in assisting the art of radio to fulfill its highest destiny.

Radio must never aspire to be only a sideshow in our civilization. Its goal must always be to improve itself as one of the greatest facts of that civilization.

*For Complete FCC Personnel Please Turn to Page 215*





Dedicated to continued cooperation  
with United States and world radio  
in the interests of world peace

Citation  
to the  
**British Broadcasting Corporation**  
from the  
**Radio Executives Club of New York**

For its unstinting cooperation with American  
broadcasters, networks and independent stations to  
make complete the coverage of the war;

And for inspiring radio throughout the world to  
become a powerful voice which will declare ever  
loudly for all the people their desire for everlasting  
peace

Presented by the Radio Executives Club of New York to the  
British Broadcasting Corporation, December 6, 1944.

President  
Radio Executives Club of New York

**BRITISH BROADCASTING CORPORATION**

630 - 5th Avenue \_\_\_\_\_ New York 20, N. Y.

Washington 6, D. C.  
1150 Connecticut Avenue, N.W.  
Executive 1465

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430 No. Michigan Avenue  
Delaware 6881

Toronto 3, Ont.  
354 Jarvis St.  
Midway 5481

San Francisco 9, Calif.  
1060 Bush Street  
Ordway 4949



# RADIO SETS VAST PLANS FOR POST WAR ERA

By

J. HAROLD RYAN

President National Association of Broadcasters

**A**S THE SCROLL of history begins to unroll for the 1945 stanza, during which American Broadcasting celebrates its Twenty-Fifth Anniversary, it becomes clearly evident that because of the delayed progress of the European phase of the war a great deal of the planning that has been made for

post-war activities is going to have to be changed. That is especially true in radio where technical and engineering developments are being held up until materials can be made available and the newest laboratory advances can be unveiled.

With television, frequency modulation and facsimile hovering on the radio horizon, it is very apparent that once the war is over radio broadcasting is going to take tremendous strides in developing new phases of the art and new means of delivering broadcasting programs as we have known them. The universal application and acceptance of television in the post-war period will entirely revolutionize radio and radio programming as it affects the average citizen and may even change to a considerable degree his accepted habits of listening. FM, on the other hand, is simply another method of delivering the broadcast programming with which we have long been familiar. Facsimile presents a challenge and an opportunity in the field of the newspaper of the air, although it must be admitted that during the past ten years progress has been slow.

The National Association of Broadcasters some three or four years ago altered its By-Laws so as to admit to membership FM stations, television stations and facsimile stations. We now have in membership representatives of these new ranks in broadcasting and every month sees additions to the television and FM stations in the NAB.

The Association has been engaged for sometime in strengthening and developing its aid to members along the lines of Employer-Employee relations, which it views as one of the most important and necessary services of this period.

Considerable thought has been given, and is being given, to the question of program development and improvement. During the past year a standing Committee of the Association has been created on programming, composed of program directors. A Radio News Committee has been formed and we are now planning a Committee of Farm Editors.

In the line of business planning our Department of Broadcast Advertising is continuing its efforts to interest and convert more retailers to the field of advertising over the air. The Retail Promotion Plan, staged over a year ago, resulted in a quite substantial increase in air advertising from retailers.

Probably the most important and most pretentious plan that the NAB has in development for this and the post-war era is a standardized and authenticated form of measurement of station coverage.

But before the plans and dreams of radio people can be brought to fulfillment in the world of the future this war must come to a successful conclusion.

*For Complete NAB Section and Personnel Please Turn to Page 962*



## *Thanks*

To the radio editors of the  
United States and Canada.

To my brothers, and the boys  
in the band.

To the Roosevelt Hotel.

To Larus & Brother Co., Inc.,  
Makers of Chelsea Cigarettes  
and Edgeworth Pipe Tobacco.

And to our exclusive agents  
and friends, MCA.

*Guy Lombardo*



# TWENTY-FIVE YEARS OF RADIO

By *Frank Burke*  
Editor, *RADIO DAILY*

TWENTY-FIVE years ago the modern miracle—radio—was born and today “pledged to Victory” the industry observes a quarter of a century of progress confident that the years ahead hold promise of a dramatic new era of expansion.

It was during an election year, 1920, that radio was first heard. To be exact the late Dr. Frank Conrad broadcast the returns of the Harding-Cox Presidential election from KDKA in Pittsburgh. Therefore, historically, November 2, 1920, is considered the birthdate of an art which in the short span of 25 years has become one of the nation's foremost industries.

Since the early days of crystal sets, cumbersome storage battery receivers, earphones and sleepless nights of the late listeners, radio has grown to an industry with 33,000,000 radio families, 59,000,000 receivers and estimated gross network sales of over \$126,000,000 during the year 1944.

Today radio with four major networks, 925 AM stations and several hundred applications for FM and television licenses, enters 1945 pledged to support the war effort and with post-war plans for the electronic future. Proud of the industry's achievement, J. Harold Ryan, president of the National Association of Broadcasters, announced plans for dedicating the 1945 anniversary activities to the winning of the war. Ryan, in a formal proclamation, said:

“1945 marks the Twenty-Fifth anniversary of the American System of Broadcasting.

“I therefore urge all stations and networks to observe the anniversary throughout the year in a manner befitting the position of broadcasting in American public life.

“Broadcasting is dedicated to the winning of the war. Let us use the slogan, “Radio's Twenty-Fifth Anniversary — Pledged to Victory.”

## Act on Proclamation

Acting on President Ryan's proclamation, network representatives met with NAB officials in New York last December and formed the first committee for the Twenty-Fifth Anniversary observ-

ance. Dr. Frank Stanton, vice-president of CBS; Robert D. Swezey, vice-president and assistant general manager of Mutual; Frank E. Mullen, vice-president and general manager of NBC, and Mark Woods, president of the Blue Network, were asked to determine general network policy and to correlate the activities of dramatizing the Twenty-Fifth Anniversary plans. Later the Radio Manufacturers Association, Broadcast Music, Inc., Radio Corporation of America, and other organizations joined in the movement to celebrate the anniversary year.

To chronologically review the developments of the radio industry since its inception a quarter of a century ago would require a volume. Suffice to say this industry has an unparalleled record of achievement and today is one of the nation's ranking industries in volume of business.

## First Network Program

Turning back the pages of radio history one finds that in the early days music comprised more than two-thirds of the radio programming and the first special event of any importance to be broadcast was the Dempsey-Carpentier fight by RCA from Jersey City on July 2, 1921. Records reveal that the first network program in history was carried by two stations linked by telephone wires in January of 1923. This program was a five-minute saxophone solo and was carried by WEAf, New York, and WNAC, Boston.

Greatest of all program trends in station and network operations over the past 25 years has been the developments in the field of news and special events. While the war in a large measure is responsible for the present emphasis on news broadcasting there is every likelihood that after the return of peace reporting of national and international news will continue to play a major role in programming.

Radio's twenty-fifth anniversary symbol is “XXV”. The industry has combined the now famous musical “V” with the “X” taken from the continental code. Together they symbolize Radio's Twenty-Fifth Anniversary—Pledged to Victory.”

# LUCKY STRIKE

Presents

Every Sunday Over NBC — 7 P.M.—E.W.T.

## JACK BENNY

### *His Cast*

MARY LIVINGSTONE  
ROCHESTER  
PHIL HARRIS  
DON WILSON  
LARRY STEVENS

### *Written by*

SAM PERRIN  
MILTON JOSEFSBERG  
GEORGE BALZER  
JOHN TACKABERRY

---

# TEN OUTSTANDING RADIO NEWS EVENTS OF 1944

---

D-Day In Europe. Outstanding coverage of the Invasion of France and the Philippines.

James Lawrence Fly resigns as Chairman of the FCC to go into private law practice. Senate confirms President Roosevelt's nomination of Paul A. Porter to succeed Fly.

FM convention in New York draws some 700 broadcasters and others in allied fields.

Edgar Kobak resigns executive post with the Blue Network and becomes president of Mutual Broadcasting System, succeeding Miller McClintock who resigned.

RCA-CRC-NBC signs with the AFM on the musician's union terms after failure to receive action from the WLB, in the dispute involving special fees for making recordings.

NAB adopts Station Coverage Yardstick plan of audience coverage at its annual convention in Chicago. Plan approved by the AAAA and the ANA.

Hearings were held before the FCC on matters of allocation in allotting channels to television and FM.

Television Broadcasting Association holds two-day convention in New York.

Greatest number of station sales and transfers in recent years with several newspapers significantly entering the field.

House investigating committee held hearings throughout the year, providing many stormy sessions relating to former Chairman Fly, the WMCA case etc.

### *Outstanding Broadcasts:*

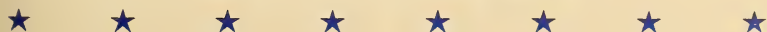
"The Land Is Bright," Fifth War Loan Program on CBS.

NBC's kick-off show on the Sixth War Loan scripted by Robert Sherwood.

George Hicks' (Blue) pooled broadcast from Naval craft in English channel during Invasion of France.

"Return to the Philippines"—half hour documentary program on General MacArthur's return to the Islands.

"1944 in Review," presented by WOR over Mutual network.



---

*THANKS A MILLION . . . for helping us raise over a million Christmas Gifts for disabled War Veterans.*



**EDDIE CANTOR**

**"I LOVE TO SPEND EACH WEDNESDAY WITH YOU"**

**9 P.M., E.W.T. — N B C**

Broadcasting Over 127 Stations for IPANA and SAL HEPATICA

# RADIO GOES TO WAR—1944

## Radio Participation in War Information Campaign—1944

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

OWI FACILITIES	No. of Programs	No. of War Messages Per Week	Messages Per Year	Est. "Listener-Impressions" Per Week	Est. Annual Value of Time and Talent
1. Network Allocation Plan...	410	210	10,920	160,000,000	\$39,000,000*
Sponsored .....	260				
Sustaining .....	150				
2. Special Assignment Plan...		50	2,575	95,000,000	8,449,000*
3. National Spot & Reg. Network Allocation Plan...	185	1,617§	81,048	21,000,000	2,774,000
4. Station Announcement Plan					
Network Affiliates....	621	26,082	1,356,264		
Independent Stations..	272	17,136	891,072		
<b>TOTAL .....</b>	<b>893</b>	<b>43,248</b>	<b>2,247,336</b>	<b>63,000,000</b>	<b>15,861,000*</b>
5. Special Events.....	..	..	32	..	57,600*
6. Women's Radio War Program Guide .....	1,000	..	..	..	..
					\$66,141,600

§ Number of station broadcasts per week.

[\* Figures represent commercial value of time and talent of programs carrying OWI-assigned messages.]

## Typical OWI Radio Campaigns in 1944

CAMPAIGNS	Weeks	Programs	Station Announcements	Estim. Listener Impressions	Est. Value of Time and Talent
WAC Recruiting .....	43	600	112,144	1,318,256,000	\$2,700,000
Prepare for Winter.....	10	484	43,218	583,725,000	1,500,000
Victory Gardens .....	16	274	36,330	1,095,480,000	805,000
Red Cross War Fund.....	10	431	93,765	1,166,205,000	2,000,000
4th War Loan.....	5	472	87,994	1,390,543,000	2,574,000
War Production Comes First.....	4	226	..	519,798,000	1,000,000
Cadet Nurse Corps.....	13	223	25,515	625,695,000	1,250,000
Income Tax Regulations.....	8	315	10,248	686,345,000	1,314,000
6th War Loan.....	4	817	25,012	1,675,297,000	2,812,810
National War Fund.....	5	421	41,514	787,616,000	1,500,000

## Breakdown of OWI National Campaigns by Agencies

	No. of Campaigns		No. of Campaigns
1. Treasury .....	14	10. Red Cross .....	3
2. War Department .....	11	11. Office of Defense Transportation.....	3
3. WFA & Agriculture.....	16	12. Federal Bureau of Investigation.....	2
4. War Production Board.....	15	13. National War Fund.....	1
5. War Manpower .....	6	14. Federal Security .....	3
6. Office of Price Administration.....	13	15. Petroleum Administrator for War....	3
7. Economic Stabilization.....	7	16. Miscellaneous .....	16
8. War Shipping Administration.....	3		
9. Navy Department .....	7	<b>TOTAL .....</b>	<b>123</b>



# MILTON BERLE

"LET YOURSELF GO"

CBS

Rep.: WILLIAM MORRIS AGENCY

# U. S. RADIO STATIONS AT WAR

By M. H. Shapiro

Managing Editor, RADIO DAILY

**T**HROUGHOUT 1944 the American way of broadcasting continued to be a weapon of war as well as an instrument of morale and dissemination of news and vital war messages for the home front. When World War II overtook the United States its radio system virtually proved itself a Secret Weapon, so completely did it integrate the people at large in presenting a solid front in the prosecution of its enemies.

Graphic picture of the radio station status, standard, FM, educational, television and international outlets is presented below, as of January 1, 1945.

## Standard Stations

There were 943 standard broadcast stations—919 in operation and 24 under construction. Mutual had 244 affiliates; the Blue, 194; CBS, 143; NBC, 149.

\* \* \*

## Frequency Modulation

There were 46 high frequency (FM) broadcasting stations licensed and seven under construction, in addition to two temporary Class 2 experimental high frequency broadcast stations also furnishing FM programs. There are 323 applications pending in FCC files to build new commercial FM stations when materials become available.

\* \* \*

## Television

Six commercial television broadcast stations were licensed at the close of the year, all of which had maintained a minimum program schedule of four hours per week during the year. Three other construction permits for commercial television stations were outstanding. Twenty-five experimental television stations had licenses and fifteen others were under construction. Pending in FCC files are 98 applications to build commercial television stations when the freeze on civilian radio construction is lifted.

\* \* \*

## International

A total of 31 international broadcast stations were operating within the United States at the close of the year and five others were under construction.

All international broadcast stations are, of course, programmed by the Office of War Information or the Office of the Coordinator of Inter-American Affairs. These two offices have set the goal of 36 powerful international transmitters operating from within the United States to provide adequately the needs of psychological warfare. About 20 additional frequencies have been made available for international service.

\* \* \*

## Educational

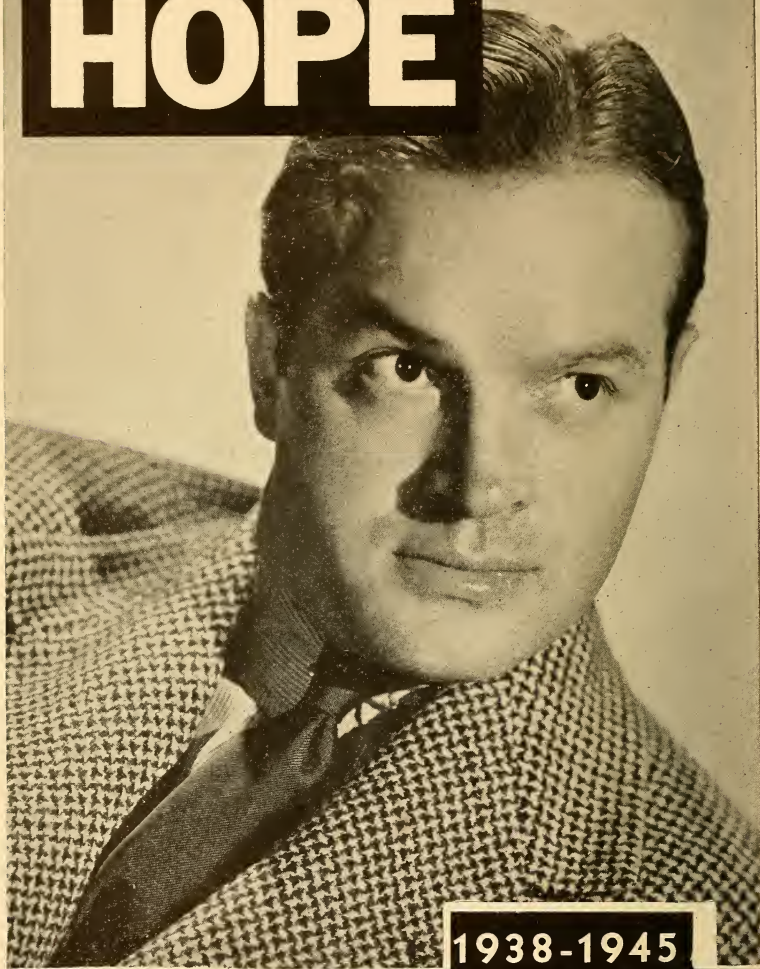
Five channels are allocated for non-commercial educational broadcast stations adjacent to the commercial FM broadcast band. At year-end five stations were broadcasting regularly and five others were under construction. While these stations have not been subject to wartime restrictions on construction, under the FCC's Memorandum Opinion of April 27, 1942, equipment shortages and lack of skilled personnel have served to retard their development. Thirteen applications to build educational FM stations are pending in FCC files and 18 other applications received in 1944 were returned as incomplete or not wholly in proper form. According to the U. S. Office of Education, which is working closely with State Departments of Education, plans are under way in 31 of the 48 states for state-wide educational FM networks after the war.

\* \* \*

## Facsimile

At the present time only three facsimile transmitting stations are authorized. Although the FCC's rules provide for multiplex transmission of facsimile by high frequency (FM) broadcast stations, no regular FM stations provide this service. Considerable interest has been evinced in multiplexing facsimile throughout the FM broadcast band and also in facsimile simplex operation after the war.

# HOPE



1938-1945

**PEPSODENT PROGRAM  
PARAMOUNT PICTURES**



# REPORT ON THE "VOICE OF AMERICA"

By Louis G. Cowan

Chief, New York Office Overseas Branch, Office of War Information

AS the European countries have been liberated and the war has increased its tempo in the Pacific, the Overseas Branch of the Office of War Information has kept pace with the rapid offensive of the Army and Navy.

Although radio is only one medium utilized by OWI in its psychological warfare and informational programs, it is a vastly important one and the powerful strides made in that field by OWI are indicative of its advance in the whole overseas propaganda operation. But, as Edward W. Barrett, who was appointed director of the Overseas Branch of OWI in September, 1944, said as the year closed, "There is still an enormous job to be done."

Progress in the Atlantic theater is illustrated by the April 30th opening of ABSIE (American Broadcasting Station in Europe), which also marked the first time Great Britain has ever permitted a foreign power to set up its own facilities for broadcasting on British soil. On D-Day, June 6, ABSIE was ready. It carried the voices of General Eisenhower and his supreme headquarters with instructions to a France poised to rise and with warnings to the Germans that their defeat was inevitable. Later, on the continent itself, Radio Luxembourg was added to Allied radio stations and, with ABSIE and the stations at Algiers, it relays programs shortwaved from New York to target areas.

## Powerful Transmitters

In September, 1944, three powerful 200 kilowatt transmitters, built for the Government by Crosley Corp. in Ohio, were added to the already formidable shortwave battery of OWI.

On the West Coast, six new 50 kilowatt transmitters were added during 1944 to the four already operated by OWI and the two by CBS, thus almost doubling the hours of radio barrage against the Japanese. The opening of a new 100 kilowatt shortwave station at Honolulu and a 50 kilowatt medium wave station at Saipan helped to draw the psychological warfare radio net even tighter around our enemies in the Pacific theater.

## D-Day Activity

At H-Hour on D-Day, 3:34 a.m., June 6, the internal teletype system linking all radio and cable desks sent a flash to language desks reading: "First landings in Western Europe have started." At 3:37 a.m. the flash was broadcast in French, at 3:47 a.m. in Italian, and at 3:48 a.m. direct contact was made with SHAEF in London.

The first news flash of General MacArthur's landing on Leyte was sent out by OWI at the end of its 12:15 a.m. October 20th broadcast beamed at Germany and used in all languages from then on. Once again the Voice of America had fulfilled one of its major roles of using the psychological advantage of a great military victory for the Allies.

The Voice of America's programs to Europe have been as flexible as psychological warfare demanded. As vast areas were liberated by the armed forces, OWI's function shifted from creating and maintaining pro-Allied resistance in occupied countries to a military phase—exploiting the psychological impact of actual fulfillment of the predictions and promises of the first phase. It has now entered its third phase, that of holding its European audience for the message of America's role in war and peace.

## Shortwave Reorganized

Shortwave broadcasting from New York was reorganized in December, 1944, to concentrate solid blocks of time in one language at best local listening hours. Thus at any time during evening hours, a French listener, for instance, will know he can pick up a French language program from New York, an Italian listener is able to get a similar service in Italian.

In the words of Elmer Davis, director of the Office of War Information, on the occasion of the dedication of the Crosley transmitters last September: ". . . The Voice of America, weak or strong, has had, from the very beginning, the same content—the truth—strong in the faith that truth was on our side. It has told the truth from those dark early days of defeat right down to these times when every day brings news of fresh victories; it will go on telling the truth.



*Sundays with  
Charlie McCarthy  
Supported by  
Edgar Bergen,  
Mortimer Snerd  
and  
Company*

# TELEVISION GOES COMMERCIAL

By Dr. Allen B. DuMont

President, Allen B. DuMont Laboratories, Inc.

ONE need not be a prophet to discuss post-war television. Nor attempt rash guesses. By the simple and safe expedient of projecting recent engineering developments, present attainments and logical plans into the near future we obtain a pretty comprehensive appraisal of commercial television.

Three main factors in my opinion are responsible for our early transition from the noble television experiment to the full-fledged television business:

1. Engineering know-how, which enables us to provide a truly satisfactory means of sending and receiving programs.

2. Programming, whereby we can provide see-hear entertainment and enlightenment worthy of an audience in television's own right.

3. Sponsorship, whereby we are assured of adequate financial support for telecasting, in return for a worthy audience.

Taking up each of these major items in turn, here is post-war commercial television as I see it:

## Engineering Adequate

Television engineering is adequate for immediate requirements, after a decade or more spent in developing and refining the electronic scanning technique. At first the war seemed to threaten continuing television progress, but as a matter of record it is contributing tremendously to our engineering and production experience. The extensive and intensive application of cathode-ray tubes to the industrial and fighting fronts has been responsible for numerous developments and refinements. Radar especially is contributing a tremendous fund of engineering experience, much of which still remains to be generally released and applied in television terms.

The mass production of cathode-ray tubes for military needs has resulted in manufacturing methods, trained personnel and productive facilities which must count heavily in supplying the demands of post-war home television. Especially so when rounded out by the experience of

manufacturers in producing radar and oscillographic equipment which is closely related to the television receiver.

## Skilled Craftsmen

Another notable contribution is the training of hundreds of thousands of men in radar and electronics generally. The commercial success of television depends largely on satisfactory local servicing. Television is necessarily more intricate than radio. The installation calls for a special antenna. There are problems of location, direction, height, reflection and transmission line, calling for considerable experience in the handling of ultra-high-frequency signals and intricate circuits. Post-war television is fortunate indeed to have such specialized veterans available.

It is important to note that recent engineering progress is mainly in the direction of detailed refinement rather than any radical departure in established technique. For instance, we have recently achieved a remarkable improvement in pictorial detail by a finer trace and greater contrast in our cathode-ray tubes—about the last place we were looking for possible refinements. There is steady refinement of this sort taking place month by month. In fact, until the possibilities for refinement and improvement have been practically exhausted, there is insufficient justification, in my personal opinion, to go to more scanning lines and higher transmitting frequencies which would introduce new technical problems and obstacles to early commercialization. The trend today is still to exhaust the possibilities of 525-line scanning and present transmitting frequencies before going on to other standards. Likewise with color television which may well be considered after we have exhausted the entertainment possibilities of black-and-white pictures.

## Programming Explored

In the matter of programming, we have sufficient experience already to provide satisfactory entertainment and enlightenment. While engineers and tech-

*(Please Turn to Page 53)*

JOAN DAVIS

# SYMPHONIC MUSIC ON THE AIR

By Serge Koussevitzky

I AM extremely interested in the progress of the radio. I often listen to our principal orchestras on the air—even to my own orchestra on those Saturday nights when there is a guest conducting. I am impressed by the excellent quality of broadcasting at its best. And I am greatly interested in the letters which come from all parts of the country. There is but one possible conclusion from all this: Symphonic music, which thanks to radio, has been brought to numberless people who were strange to it, is continually gaining a larger audience.

## Choice of Programs

As a conductor I am made aware of the importance of a wise choice of programs for this vast and mixed audience. When a conductor plans his programmes, he does not simply write down what first occurs to him, or some music he happens personally to prefer. If he did that he would be neglecting the responsibilities of his position. He is responsible not only for the performance of a hundred men, but for what the thousands are to hear who constitute his concert audiences and the millions who constitute his radio audiences. He is a leader in the broadest sense of the word—a leader of his public no less than of his orchestra. He must choose what they shall hear, and if his reading of certain music carries his own conviction in the interpretation, he becomes a director of general opinion.

I feel this as more than a responsibility. It is a privilege, and a privilege which I could never take lightly. That is why the problem of making a programme is always for me a matter of great care and thought.

How shall I choose between new music and old music? If I decide to programme the Fifth Symphony of Beethoven, there will be some who have heard it too often and others who have not heard it often enough, either because they are young or because they are new converts to symphonic music, or because they live in musically remote communities. They are very important and they must have every consideration. If I decide to play a new work which departs from the lines of custom and convention, those very ones who most want to hear Beethoven's Fifth Symphony or Brahms' First will be less interested.

The letters which come to me from all sides after a broadcast interest me especially because they are an indication of what the great radio audience wants. Of course it would be impossible to give all of these letter writers what they want, because, for one reason, they are always contradicting each other. I would answer those who complain of too many repetitions of the classical symphonies, that, as many times as I have heard and performed the symphonies of Beethoven or Brahms or Tchaikovsky, they hold for me a fresh stimulation.

## What Listeners Want

To those who have written saying that they would rather not hear music of today, I would answer with the reassurance that there is music of such great beauty being written by our composers that the man who dismisses it is seriously depriving himself. The majority of the important composers of today are now in America. Some of them were born here, and others have come from Europe and made America their home. Not all of their music, but the best of their music, which I try to single out for my programmes, is the inspired voice of a new and growing art which, when it reaches its full flowering, may stand comparison with any past epoch in musical history. If some of it sounds strange to you, if it seems to violate the traditional rules of what constitutes beautiful combinations of sound, I ask you to be patient and listen with an open mind.

The duty of every conductor now is no different from what it has been in the past. A conductor must be a prophet—not a mystical but a very practical one, who can look into the future far enough to see that what audiences now reject they will soon be begging for. An example of this is the Fifth Symphony by Shostakovich, which was greeted with little attention and many objections when it was first heard. My answer to these objections was to repeat the symphony again and again until it became one of the most popular of contemporary symphonies in our repertory. The conductor's function as a "leader" is to bring about that change; to make the unpopular music of today the popular music of tomorrow, and always to have that tomorrow in his plans.

Bud  
**ABBOTT** *and* **COSTELLO**  
Lou



*On The Air*  
Thursdays--NBC  
For CAMEL CIGARETTES

★

*On The Screen in*  
UNIVERSAL PICTURES

★

Exclusive Management  
EDWARD SHERMAN

New York

Philadelphia

Hollywood

# FM AS AN EDUCATIONAL MEDIUM

By I. Keith Tyler

*Director of Radio Education, Ohio State University, and  
President, Association for Education by Radio*

THE development of frequency modulation radio offers a magnificent opportunity to do a comprehensive and thorough job of educational broadcasting. That this opportunity will be seized upon and made use of is by no means assured. Many dangers face the whole enterprise.

It seems certain that the FCC will assign a sizeable number of channels to non-commercial educational broadcasting. This is in contrast to standard AM broadcasting in which educational stations have always had to compete with the more amply financed commercial stations for frequencies, hours and power. It will enable the non-profit stations to broadcast at times when they can best serve the educational needs of listeners. It will make possible the establishment of dozens, and possibly hundreds, of new stations by universities, colleges and school systems which have at long last awakened to the values in broadcasting only to find that no facilities were available or that present facilities were inadequate.

## **Educational Independence**

The actual establishment and operation of non-profit FM stations will free educational institutions from the hampering dependence upon commercial stations for time and facilities. With time sales at new highs in 1944, it was becoming increasingly more difficult, if not impossible, to secure desirable hours for educational offerings. Either no time at all was available or that given was not well suited to reaching listeners. With sponsors seeking new markets in the postwar period, it is doubtful if educational programs will fare much better then, than now. So the independent operation of non-profit stations becomes a necessity if people needing and wanting education are actually to be reached with such programs at the best times.

Such stations also will make possible a decided increase in the number of educational programs available to listeners. Many more minority interests can be served.

Where several institutions competed for the opportunity to broadcast over limited commercial facilities, only the programs with the widest possible appeal to a large mass audience were likely to

gain an airing. Needs of smaller groups had necessarily to be ignored. Now many of these institutions will operate stations serving the widest variety of needs—from foreign language lessons to gardening, from appreciation of poetry to popular psychology, from kindergarten stories to sixth-grade arithmetic, from music to drama.

Certainly the need for education was never greater than it is likely to be after the war. Millions of men and women in the armed services will want the schooling they missed without the necessity of going back to college. Citizens will require background for the momentous decisions they will need to make in re-shaping the world. New problems of leisure-time pursuits, hobbies and interests will need to be accommodated. And such matters as slum-clearance, city planning, regional development and postwar aviation need to be understood and appreciated. FM stations will make possible an abundance of programs dealing with such material.

But the picture is by no means entirely a rosy one. In spite of the go-ahead from the FCC, educators and broadcasters alike should give serious thought to what may happen—to consequences which may be disastrous for radio education.

## **Early Experiences**

In the first place, we may have a repetition of the earlier AM experience, with large numbers of educational stations initially established and then suspending operations until only a handful remain. The picture is more favorable this time, however. Most of the earlier stations were engineering experiments, and stations gave up licenses when faced with the necessity for serious programming; this time, licenses are applied for in order to engage in program operations, and this presumes an acknowledgement of continuing program responsibilities. Last time, educational stations had to compete directly with commercial stations for time and facilities; now they have their own channels. And, finally, educators are much more alive to the values of broadcasting. They are taking radio seriously.



*Ed (Archie) Gardner*



In the second place, there is a grave danger that commercial stations and networks may look upon the establishment of FM educational stations as relieving them of the obligation to engage in public-service and educational broadcasting. They may feel free to devote themselves entirely to entertainment and commercialism. This would be the greatest imaginable mistake for educators and commercial broadcasters alike.

It would be disastrous for commercial broadcasters because, in the long run, it would change the character of the so-called American System of Broadcasting and ultimately lose the substantial support of listeners. American radio has built its solid reputation not alone on its Jack Bennys and Bob Hopes but also upon its NBC Symphony, its American School of the Air, its Columbia Workshop, its University of the Air, its farm programs, and its service to the war effort. A pure entertainment venture with an unadulterated profit motive would have difficulty justifying its service to the public interest.

It would be tragic for education because mass enlightenment will need to rely upon the great mass audiences which have been developed by network radio. Minority interests, serious adult education and specialized educational services can utilize the separate FM stations best.

But broad educational and cultural needs in music, in drama and in the discussion of public issues can best be met for the nation as a whole through the superb facilities of commercial network broadcasting. And for these features, such networks will have established audiences which should not be given up if the whole American people is to be served.

#### Income Level Involved

In the third place, it must be recognized that the developments in FM generally, and FM educational stations in particular, depend upon the maintenance of a high level of national income. With a nation-wide income total of \$150 to \$175 billions, the American people can afford to make the change-over from AM to FM—a process involving the purchase of 30 to 50 million new receiving sets. With a depression level of \$60 billions, such a transition is doubtful. And the establishment and support of educational FM stations depends upon a national income that can afford to sponsor mass education by radio through appropriations to universities, colleges and school systems. An economy of abundance will demand these measures for the education of all—a depression economy will eliminate all but the most elementary educational expenditures. The future of education by radio is inextricably intermingled with the future of the whole economy.

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(Continued from Page 47)

### TELEVISION GOES COMMERCIAL -- By Dr. Allen B. DuMont

nicians have been devoting their spare time from urgent war jobs in order to gain practical telecast experience, we have had writers, producers and performers volunteering their services in order to learn the intricacies of this new medium for their talents. Many television headliners of tomorrow are now in the making. Recent technical advances, notably higher illumination levels and greater depth of focus, make available a larger stage and greater freedom of action. We have learned much about scenery and backgrounds, camera technique, lighting and other details of production. Already we have trained writers and directors who know how to get the most out of televised productions. We are pretty well set on programming.

#### Solve Sponsor Angle

Lastly, we have evolved the sponsorship angle whereby telecasting can be placed on a self-supporting basis essential to truly commercialized television. While engineers behind cameras and performers out front have worked out a satisfactory telecast art, we have had

advertising men and advertisers working in the "commercial" or sales message and studying audience reactions. While the audience is still numbered in tens of thousands as against the millions for broadcasting, we can nevertheless gain the practical experience now for later business efforts.

Seeing as well as hearing the "commercial" gives television a tremendous advantage over usual broadcasting. In fact, the sales message can be made fully as interesting and often more so than the sustaining feature, as contrasted with the veritable intrusion of "commercials" in the midst of otherwise enjoyable radio.

With the sponsorship angle already worked out, and with a growing list of sponsors ready to go along with expanding telecasting, we are rounding out the final phase of the television business. All we are waiting for is the release of necessary materials and manpower whereby we can build transmitters for telecasters throughout the country, and produce hundreds of thousands of television receivers for homes.



*Thinking of you*

KAY KYSER

COLGATE-PALMOLIVE-PEET  
NBC—WEDNESDAY NIGHTS

*Exclusive Management*  
MUSIC CORPORATION of AMERICA

# THE WOMEN AND RADIO—1945

By Mildred O'Neill  
Radio Daily Staff Writer

THE year 1944 came to a close on a happy note for the women of radio, not only for themselves but for the industry and the war effort as well. They are now considered to be an integral part of the industry. Outright recognition came slowly, but when it did come it was unanimous with network and station officials and in the agency field. For over twenty years women have been trying to defeat the discrimination against them in a he-minded industry, a situation which, however, some few overcame. It was when the United States entered the war that radio gave challenge to woman's ability and they got their chance at jobs heretofore held only by men.

## Television

Having broken down the barriers, it is only natural to find them at the beginning of 1945 in on the "ground floor" of the video art. There are women scenic artists, make-up specialists, announcers, sound technicians, script writers and producers. At this relatively early stage of the game there is a television station in Illinois which claims to be the first one of its kind in the country to be run entirely by women. Women are particularly suited to this work as it requires infinite patience and careful attention to detail. There is considerable promise that the field of television will be an important source of female employment when the sight and sound reign gets off to a flying start after the war.

## Women Directors

A significant chapter on the progress of women in radio has been written by the Association of Women Directors. A subsidiary of NAB, this is the only women's organization in radio. The AWD has a membership of 700 women, each of whom has been accredited by her station manager for the work of promoting a broader aspect to women's interest in radio and increasing through greater commercial sponsorship and improved public relations areas of service to industry. This year 1945 will witness a move to consolidate the efforts of women in radio in both hemispheres. In this connection, the AWD has announced a special promotion, "Women of the United Nations," proposed to widen the scope of women's activities in broadcasting by means of wireless. Close co-operation

will be maintained with 20 major women's organizations, the United Nations Information Office and the Inter-American Commission of Women.

## BBC Statistics

The British Broadcasting Corporation offers another example of the widening of radio's portals to women. One out of every two employees at BBC is a woman. The largest influx has been in the engineering division where before the war no female had been employed other than a secretary. Now, more than 500 women are working as operators, at studio centres, in recording rooms and at transmitting stations. Of these, 480 are technical assistants, 23 program engineers, two have graduated to maintenance engineers and three have become assistant engineers. Only about one in four had had pre-war experience. In addition, there are over 20 women announcers and 32 producers and there are 50 program assistants.

The Canadian Broadcasting Corporation which operates Canada's two coast-to-coast networks also found it necessary to engage women to offset the inroads of war. Apart from this emergency, it felt there was a need adequately to present women's interests and as a consequence many were placed in important, even executive, posts.

## Women With OWI

By the same token that radio has become an important part of every-day life and habit, so has the woman's daytime program which is directed at the female audience assumed an undisputed prominence in radio programming. Our government recognized this and through the Women's Activities section of the Domestic Radio Bureau of the Office of War Information launched the Women's Radio War Program Guide as a means of getting war messages to the daytime audience.

The Guide has carried four war campaigns each month and broadcasters have been asked to use one message a week. The subjects that have been used include Paper Shortage, Careless Talk, Give War Bonds and Stamps for Christmas, Nurses' Aides for Army Hospitals, and others equally pertinent. Co-operation from women's programs with this movement has been reported as excellent.



Mgt. LOU CLAYTON

# THE MARKET FOR RADIO IN 1945

By M. H. Shapiro  
Managing Editor, RADIO DAILY

RADIO faces new problems of determining its best markets for 1945. With new markets still springing up and some wartime swollen markets tapering off, no newer population estimates by the Bureau of Census than November, 1943, are available. This is due, of course, to the fact that the latest available civilian population is based upon the last War Ration Book No. 4.

However, it is safe to assume that on a regional or state-wide basis there has been little change since 1943. Elsewhere in the Radio Annual, population figures for Regions and States are presented as well as Metropolitan District Counties and all other counties with a city of 25,000 population or more. These, naturally, are radio's basic markets and with only few exceptions each Metropolitan District County listed is a home for Radio.

When it is remembered that the country as a whole lost approximately 4,000,000 in civilian population from April, 1940-November, 1943, it is interesting to note that only a few Metropolitan Districts and other listed counties showed an equal or greater loss. Many of these urban centers on the other hand showed substantial gains in civilian population. From this it can be said that a large portion of Radio's customers have come closer to the major buying centers and thus more receptive to Radio's message. Naturally, this has been a boon to the local stations and has increased the potential audience for stations in this class in those communities which show population gains.

On the other hand while the rural areas have shown the greatest loss in population this is counteracted by the large increase in spending power now enjoyed by the farmers. From an average cash farm income of \$8,100,000,000 from 1934-1938, it is estimated that this figure would reach approximately \$22,000,000,000 in 1944—an increase of 271 per cent. And as numerous surveys have shown that the farm family listens the most

hours to radio this potential more than makes up for the fewer cash customers throughout the agricultural areas.

Radio Daily estimates that there are 31,271,178 families in the United States with at least one radio set in operation. This national market is the greatest that can be reached effectively by a single media and represents nearly the entire market receptive to the national advertiser. During 1945 it can be confidently stated that radio will continue to show increases in total billing; as has occurred during the past several years.

If the war should end this year, it is not expected that there will be witnessed the same severe dislocation of population as quickly as happened in the early days of the war. In the past six months many surveys have been made among war-workers in cities with great population gain and a surprising percentage of those questioned said they intended to remain in their new homes rather than return from whence they came. This is particularly true on the Pacific Coast, the region with the greatest increase in population since 1940. Active planning to retain population growths has been under way for a long time in many communities and every effort will be made to maintain the "new" city sizes brought on by the war. It is possible that industry will possibly change its location in many instances to be nearer many employed markets and bringing peacetime production and jobs to many of them rather than let them return to their pre-war status.

However radio evaluates these markets, a quick yardstick of postwar prospects is contained for the Metropolitan Districts in the statistical section of Radio Annual. The ratings for postwar take into consideration decades of population growth as well as wartime boom and can be used as a basis for postwar planning at least. Since there will be no new national Census until 1950, the population figures presented will probably not be superseded until that date.

*For Complete Census Statistical Section Please Turn to Page 273*

# FIRST!

In nine polls for most popular g'rl singer during post year, Dinah Shore was voted:

- 1st—Radio Daily—all editors
- 1st—Billboard—All-G.I. poll in U. S. camps
- 1st—Motion Picture Daily—all radio editors
- 1st—Billboard—all radio editors
- 1st—Downbeat—popular music readers
- 1st—Billboard—all-U.S. High School poll
- 1st—Screen Guide magazine—all readers
- 1st—Movieland magazine—all readers
- 1st—Cleveland Plain-Dealer—all-Ohio readers' poll



**DINAH SHORE**

Star of Dinah Shore's "Open House," NBC coast-to-coast every Thursday night, sponsored by Birdseye Frosted Foods, produced by Young & Rubicam, Inc.



Recording exclusively for  
RCA-Victor



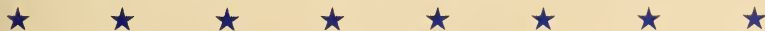
Co-starred in International's  
"BELLE OF THE YUKON"

Management: WILLIAM MORRIS AGENCY

# 1941—GROWTH OF STATIONS—1944

As of:	Licensed Stations	Construction Permits	Special Broad- cast Stations	Total
January 1941 .....	826	91	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 .....	910	2	—	912
January 1945 .....	919	24	—	943

\*\* This figure includes 5 Special Broadcast Stations.





*Joan Brooks*

**C · B · S**



# A GOOD SONG LIVES FOREVER

By Morton Downey

I DO not believe that the current revival of old tunes can be interpreted as a trend. Looking backward over many years in show business, I am inclined to believe that it is merely a survival of the fittest of numbers which awakened an emotional response in all people over a long period of time.

Some songs (like some lucky people) are ageless. Graceful or gay, sentimental or nostalgic—some even tragic!—they linger on. Linger on? They gain new life from jazz, swing or what-have-you in musical arrangements that keep the tempo of each passing generation.

You never can tell. Today some chap, somewhere, is polishing off a song destined to become a great hit. People will sing it, recording factories will smoke with hot wax, the bobby-soxers will go simply ma-a-a-d about it. And then—poof, out like a candle.

What's the answer? Id be a presumptuous guy to give a didactic answer because I may be all wet. But here's something I have first-hand knowledge of. Before I went overseas to tour hospitals behind the lines for the USO, the Broadway boys kept taking me aside to advise me on what our lads would want to hear. "Be sure," they told me solemnly, "be very sure not to include any sad or corny home-and-mother stuff. What those kids want is hot, swingy stuff."

## What They Wanted

Well, I followed the advice. I rehearsed fast-moving numbers, hopped-up stuff with even a touch of risqué. And in the first hospital I visited I threw the whole routine away. Because, do you know what those kids called for? In this order: 1, "I'll Walk Alone." 2, "Spring Will Be a Little Late This Year." 3, "Irish Lullaby." 4, "Melancholy Baby." 5, "Star Dust"—and such perennials as "When Day Is Done," "All the World Is Waiting for the Sunrise," "When Irish Eyes Are Smiling."

Why? For the simplest of all reasons. One thought is uppermost in the minds of those kids—home—whether it be where the woodbine twineth or a Brooklyn tenement. Home and mother and sweetheart. Corn—maybe, but it's corn with pretty sound kernels.

The mood of those boys at the moment, to the exclusion of all else, is centered on those simple, homey things. But, to me, the most interesting thing is that after they're home, safe and sound and with the blood and mud behind them, they'll still be singing those songs ten years from now. And longer.

It adds up, I think, to the fair conclusion that a good song never dies. Like wine, it mellows and strengthens with the years. America, still a young country, is friendly and sentimental. That's why the songs—I mean the sound numbers with nostalgic lyrics—that came out soon after the turn of the century with home and hearthside the very warp-and-woof of their story—that's why those songs are ageless.

## A Few Examples

Let's look at a few examples of those deathless old songs. "You Made Me Love You," written in 1913 and sung and danced to by children of men and women who sang it when it first came out. "Shine on Harvest Moon," 36 years young. "On Moonlight Bay," written in 1912. "Can't You Hear Me Calling, Caroline"—the Germans were invading Belgium in World War I when that was published, back in 1914. Irving Berlin's unforgettable "All Alone"—that came from his facile pen in 1924. "Dinah," in 1925, "Carolina Moon" in 1928—and that gay, rollicking "Oh, You Beautiful Doll" that rattled the rafters in ballrooms, back in 1911, where the Turkey Trot was still a daring dance.

Ray Noble, back in 1932, penned the sentimental "The Very Thought of You." As of this moment it is being played as often as "Don't Fence Me In" No, you just can't kill a good number—and who would want to? These songs have earned the right to a spot in the heart of musical America. In my opinion, I repeat, that I do not believe there is such a thing as trends in songs as the term applies to other fields. At regular intervals, a novelty or patriotic tune may sweep the country and after a brief flash pass into oblivion—never to be heard again. People in the entertainment world, song writers and music publishers all felt that the war would be productive of a trend. But it has not.



# GARRY MOORE

on the air for

**CAMEL CIGARETTES**

Friday, 10:00-10:30 p.m., E.W.T.

**C B S**

Management

**NATIONAL CONCERT AND ARTISTS CORP.**

# WARTIME SPORTS BROADCASTING

*By Don Dunphy*

THE War has increased the responsibility of the Sports Announcer. At all times, in war or peace, his duty has been to the Radio Audience, to give a clear and accurate picture of what was happening in the field of sports whether his medium was a play by play description of an event or a daily or weekly summary. But now with so many sports minded Americans in the service overseas and almost wholly dependent on radio for their sports information, his responsibility has increased manifold.

After the attack on Pearl Harbor on December 7th, 1941, the continuance of sports during the war was very much in doubt. But sports continued and it soon became apparent that the morale factor of athletics for the civilian population and more important for the man and woman in uniform was of tremendous importance. Sports broadcasting immediately became an integral part of this picture. The Sports Announcer has always been the liaison between the game and the listener, he is the eyes of the radio audience. It is for him to occupy the seat of the person who cannot attend the game or fight and to see the event as the listener would were he present. Now with so many millions overseas or occupied on the civilian front and unable to otherwise keep posted, the responsibility of the sportscaster becomes more and more apparent. It is for him to see that they get the sports news that they want.

## Armed Forces Co-op

Through the co-operation of the Armed Forces Radio Service, there have been sent overseas play by play descriptions of baseball, boxing, basketball, hockey, track meets and other sports events. These have gone out both live and recorded along with daily and weekly summaries. We know from the mail response from the men in uniform how much sports by radio has done to bring "Back home" a little closer to "Over there." We know what they have done to keep alive his interest in sports, how much it has meant in the way of relaxation and enjoyment. This has been indicated by the reports that have come back of a group of soldiers huddled in an igloo in the black of an Alaskan night listening to the play by play of the last

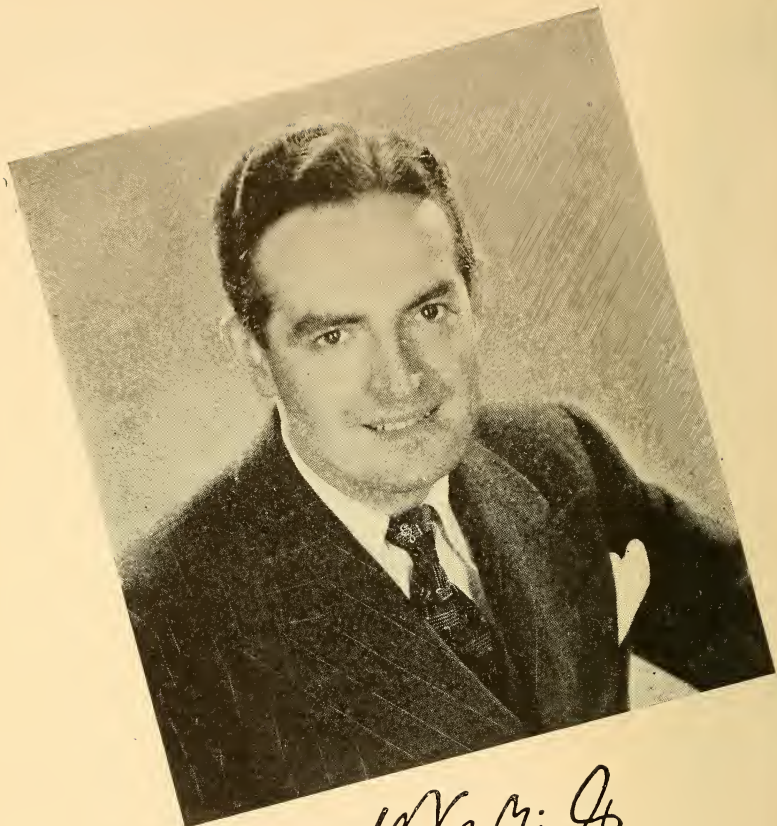
World's Series between the Cardinals and the Browns, of fliers returning from a bombing mission asking for baseball scores, of parents mentioning letters from sons in which they talk of enjoying fight broadcasts, of soldiers and sailors the world over waiting impatiently by their sets for the kickoff in the Army-Navy football game. All these things should make the sports announcer even more anxious to do a good job and to turn out a better performance.

## Other Duties

Aside from the actual descriptions and summaries there have been other duties for the sports announcer. There has been for instance the co-operation with the Office of War Information in putting important announcements before the public; the giving impetus to the various War Loan Drives; the calling attention to the Red Cross both in the matter of the blood banks and the raising of funds; also the important matter of reminding the folks at home to write to those in the service.

In 1944 the New York Sports Broadcasters Association conceived the idea of putting on its own radio show in connection with the Fourth War Loan Drive. It was broadcast on Mutual and was called "The Golden Age of Sports." What started out as a germ of an idea soon grew into a billion dollar program. You in the industry who know something of the costs of talent imagine if you can the cost of a program with Jack Dempsey, Babe Ruth and Frankie Frisch; with Benny Leonard and Barney Ross; with Red Grange and Bob Zuppke, with Gene Sarazen and Earl Sande; with Frank Hunter and Alice Marble; with Lester Patrick and the New York Rangers hockey team, and others. Add to them practically every topnotch sports announcer in the country and you draw the conclusion that never again will so much sports talent be gathered on one program. Only the War Effort could have brought them all together.

Yes, the War has increased the responsibility of the Sports Announcer but I think he has realized his responsibility and answered the question, the while striving to present a better and clearer sports picture.



*Paul Robins*

AND HIS PENNSYLVANIANS  
for OWENS-ILLINOIS GLASS CO.

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MANAGEMENT JOHN O'CONNOR 1697 BROADWAY, NEW YORK, NEW YORK

# THE WEST COAST HAD A BUSY YEAR

By *Ralph Wilk*

*RADIO DAILY* West Coast Representative

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THE year 1944 was marked by more changes in ownership of Pacific Coast outlets than in any other 12 months. This was due to the FCC order, prohibiting anyone owning or controlling more than one station in any community.

The Blue bought KECA, Los Angeles, from Erle C. Anthony, who retained ownership of KFI. KEX, Portland, was purchased by Westinghouse from the Oregonian Publishing Co., which will continue to operate KGW. C. W. Meyers, owner of KOIN, Portland, disposed of KALE to the Portland Journal and Charles Couche.

## Station Status

Birt F. Fisher sold his third interest in KOMO, Seattle, to the Fisher Brothers, and in turn acquired KJR, Seattle, from the brothers, to whom he is not related. Jack O. Gross bought O. L. "Ted" Taylor's half interest in KFMB, San Diego. Sheldon Sackett, Marshfield, Ore., and Philip Lasky, manager of KROW, Oakland, purchased Wesley I. Dumm's interest in the outlet. Dumm has bought KPAS, Pasadena, from the J. Frank Burke interests and retains KSFO, San Francisco.

Ralph Sherwood and Mott Brandon sold KJBS, San Francisco, to a syndicate, but continue to operate KQW, San Francisco.

A significant development is that, due to carrying a heavy volume of business, several independent stations are in a good financial condition and able to set aside funds for any future FM and television plans they may wish to undertake. Shortage of newspaper space resulted in many advertisers buying radio time for the first time, and the broadcasters expect to retain much of this new business in the postwar period.

The quality of programs for the four Coast nets showed improvement, with

sponsors spending more money to gain quality. Saturday morning, which was formerly unpopular with time buyers, is now yielding much revenue for Coast broadcasters, with important programs using the heretofore despised time.

## Personnel Changes

Several personnel changes developed during 1944. Don E. Gilman, long a leading figure in Western radio, resigned as the Pacific Blue's top man to become the "Will Hays" of the Coast petroleum industry. Don Searle left the management of KPO, San Francisco, to head the Pacific Blue's activities. Frank Samuels came down from San Francisco to become the Pacific Blue's sales manager, succeeding Tracy Moore, who resigned to join the Sonovox organization.

John Swallow, veteran program manager of NBC's Western division, left the net to enter the advertising agency field. Frank Conrad entered the Coast radio fold by becoming station relations manager for the Pacific Blue.

George L. Moskovics, who was the Columbia Pacific's sales manager, went East and is now assistant to Howard Meighan, who is in charge of Columbia's radio sales. Charles E. Morin, who was Columbia's Pacific's Eastern sales manager, is now the Coast net's sales manager.

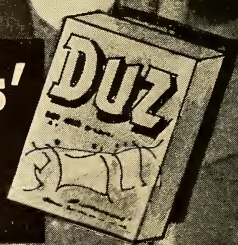
Joe Alvin, who was assistant director of NBC's Western division press department, was promoted to head the net's special events and news department.

Paul Appleby left a Government post in Washington, D. C., to become vice-president and director of KIBO, Seattle, while Harold N. Graves, who also did Government work in the capital, joined the same outlet as vice-president in charge of finance and personnel.

Pat Campbell joined Don Lee-Mutual and his duties include those of station relations manager.



Ralph Edwards'  
"T or C"



# ON THE WASHINGTON FRONT

By Andrew H. Older

Staff Correspondent, Radio Daily

RADIO served two functions in the nation's capital in 1944—it made news and it told the news. Radio itself could not, in the year 1944, make as important news as it spread, even though it played a vital part in making the good news from the war fronts. In a sense, however, the news radio made vies in importance with that it carried. For the importance of radio as an instrument for the keeping of world peace keynoted most of the news radio made in 1944.

In December, appearing before the Senate Foreign Relations Committee, Assistant Secretary of State Archibald MacLeish declared that radio is one of the media which will do as much to safeguard world peace in the future as the traditional diplomats. The appointment of MacLeish to the State Department post itself was clear indication of the recognition by our government of the absolute need for utilization of radio in fostering international friendship.

## Freedom of Radio

Throughout the year, both on Capitol Hill and at the FCC, the fight to assure the complete freedom of the air—freedom of listeners and freedom for broadcasters—which must be enjoyed in post-war America has gone on without pause. For not only has radio a major role to play in the preservation of world peace, but free radio is likewise a cornerstone of democracy in our own country. The two are related. World peace can be assured only if the voice of each nation speaks the will of the people of that nation, and only through radio and its sister media of public opinion can that will be determined.

On Capitol Hill there were three major events in the move to safeguard radio freedom. The ill-starred investigation of the FCC by the special House Committee chaired by Rep. Clarence F. Lea drew to a close with what amounted to a clean bill of health for the commission. As we write this we've not seen the final report of the committee, but know from speaking with members that the FCC was found not to be the hotbed of radicalism and corruption which some congressional critics had maintained.

Second event was the preparation of a

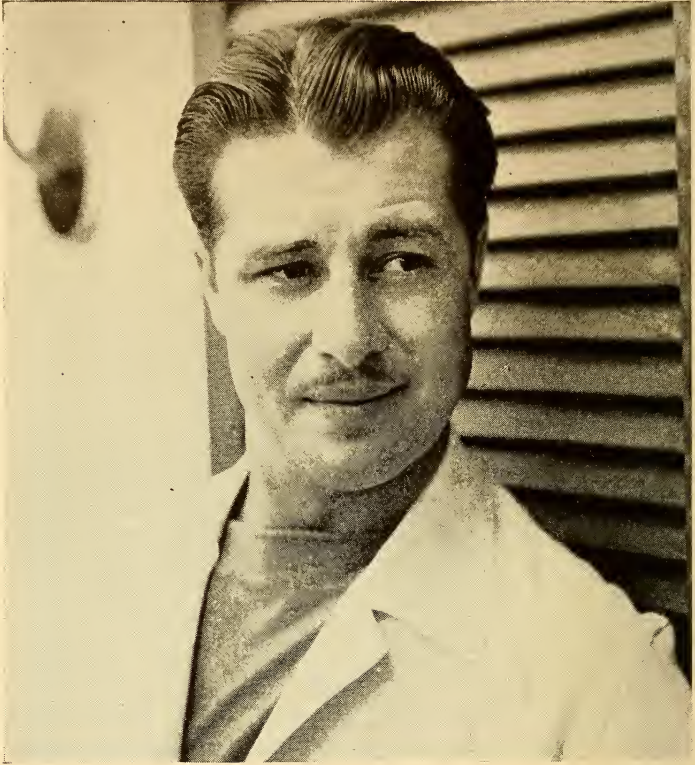
thoroughgoing revision of the Communications Act by Senator Burton K. Wheeler. Reactions to this bill were mixed, and it was abandoned in short order, but it was extremely important that the need for clear, modern streamlined radio legislation was sufficiently apparent to our lawmakers that an attempt was made to outline such legislation. Further attempts will be made. It is also important to recall that new radio legislation will not be written in a vacuum on Capitol Hill; Wheeler's experience makes it obvious that the voice of those men who have brought radio to its present eminence will be given full weight in further deliberations.

The third event on Capitol Hill was the introduction of a joint resolution by Senator Claude Pepper and Representative John Coffee calling for broadcast of the proceedings of the House and the Senate. The great functioning body of democracy, these and other members believe, would find its democratic purpose furthered were it brought to the people in a way no medium other than radio can bring it. Radio, they feel, can return our democratic machinery to the status of the town council from which it sprang.

## FCC Hearings

No discussion of the radio year in Washington would be complete without mention of two specific events. First is the series of hearings held by the FCC, during which all segments of the industry presented their views on post-war frequency allocation. Decision of the FCC on this all-important division of the spectrum is to be found elsewhere in this volume.

The second event that must be mentioned is the resignation of James Lawrence Fly as FCC chairman. Retiring to take up private practice, Fly will not be forgotten by the radio industry for many years to come. In his five years at the commission helm he was the most maligned and most respected radio regulator the industry has ever known. As the year closed, Paul Porter moved into the Chairman's office to lead the commission in the vital deliberations ahead of it as the post-war set up for broadcasting—AM, FM, television—shapes up.



# DON AMECHE

*Management*  
GEORGE FRANK, INC.



# CHICAGO LOOKS TO THE FUTURE

By Bill Irwin

RADIO DAILY Staff Correspondent

CHICAGO is ready to assume a pre-eminent place in postwar radio and television. Plans already made and in the making assure this area of new projects in the broadcasting field and the improvement and expansion of existing facilities on a scale which would seem to bear out the prediction of Niles Trammell, president of the National Broadcasting Co., that Chicago will emerge as a television hub of the nation in the postwar era.

From a television standpoint, particularly, Chicago is geographically favored. It would inevitably become the nerve center in any coast-to-coast tele hook-ups. It likewise offers unlimited possibilities for construction of physical facilities in outlying areas.

An example of this is found in the postwar plans of the newly-organized consolidated Television Corporation which call for a 200-acre suburban center, rivaling New York's Radio City, where live television shows and films for television would be produced. The blueprint for this elaborate project includes a physical plant costing several millions and housing a staff of 1,000 directors, actors, technicians and cameramen.

## Television Plans

Chicago looms large in the postwar television plans of at least three of the major networks, NBC, CBS and Blue, each of which has included the Windy City as the site of a commercial television station in applications filed with the FCC for licenses to operate such stations. During 1944, Paramount Pictures, Inc., also applied to the Federal Communications Commission for authority to operate a series of television relay stations, comprising a national television network, one of which would be situated in Chicago.

Chicago already has two television transmitters in operation, W9XZV, owned by the Zenith Radio Corp., which has been broadcasting continuously scheduled programs for nearly six years, longer than any television transmitter in the country, and WBKB, the Balaban & Katz station, which has been operating for the past two years.

## Network Tie-up

The Blue Network recently announced that negotiations had been completed with Balaban & Katz to present network programs suitable for televising from the studio of WBKB. Two Chicago-originated Blue Network programs which definitely will be televised are the Quiz Kids and the Breakfast Club.

In its role as host to the 1944 national political conventions, Chicago was for a couple of weeks last Summer the radio hub of the nation, with the four networks providing the most comprehensive coverage of party conventions in the history of broadcasting. NBC supplemented its schedule of broadcasts with telecasts of both the Republican and Democratic conventions.

One of the most elaborate postwar radio-television projects is WGN's "Theater of the Future." It will be one of the world's largest and most spacious radio studios, with a seating capacity of 2,000 and a stage capable of accommodating a 75-piece orchestra, a chorus of 40 and the principals of a musical cast. The new WGN building is to be erected on a site just south of Tribune Tower, overlooking Michigan Avenue and the Chicago River. It will have two other theaters, each seating about 600 persons.

## Radio-Tele Theater

The WGN "Theater of the Future" is to be used first as a radio theater and later as a television theater. WGN has placed a postwar order with General Electric for a 40,000-watt transmitter and telecasting equipment to cost more than a quarter of a million dollars.

Another expansion program which awaits only the end of the war is that of the Blue Network's Central Division, which has been sharing quarters with NBC in the Merchandise Mart. The Blue's postwar plans call for new and more spacious headquarters in Chicago.

Television Station WBKB also has postwar plans for expansion. The Navy at present is using half of the station's available space in the State-Lake Building for its Basic Electronics Training School.

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•

1934....."Dixie Circus"; CBS—for Dixie Drinking Cup

•

1938-39....."Swing To Chiclets"; WJZ—for American Chicle Co.

•

1942-43....."Mr. and Mrs. North"—for Woodbury—39 Weeks

•

1943-44....."Hook 'N' Ladder Follies"; WEAFF—  
for Goodyear Rubber Co.

•

1944....."Believe It or Not Ripley"—for Pall Mall—5 Weekly

•

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# CANADIAN POST-WAR PLANS

By *Glen Bannerman*

*President and General Manager, Canadian Association of Broadcasters*

MUCH has been written and said during 1944 about the necessity of industries and organizations planning for their post-war activities. If by post-war planning the writers and speakers mean the taking of steps to develop sound practices and essential expansions to face the era of peace in a readiness to enter competitively into serving the needs of the public, radio broadcasting in Canada has been steadily planning throughout the war.

Insofar as the privately owned broadcasting stations are concerned, planning for the future has to take into consideration two important factors: First, improvements in service to their listeners. This factor breaks down into two divisions—one, improvement in standards of programming and public service; two, improvements in technical development for clearer signals and better coverage.

The second factor requires planning to make it easier to do business with commercial and prospective commercial sponsors. Since the private stations are entirely dependent upon the revenue obtained from commercial sponsors to carry out their obligations in serving the public, this second factor is of paramount importance.

## Standardization of Rate Structures

In Canada, from the day that radio broadcasting became an advertising medium up until recently, the variations in frequency discounts and time period rates has been a bug-bear to time buyers and advertisers alike. This confusion undoubtedly acted as a deterrent to the successful purchase and use of radio time. For years before the war the situation was a matter of discussion by broadcasters at the Annual Meetings of the Canadian Association of Broadcasters. Finally, in 1943, a standard rate structure committee was appointed.

As a result of the work of this committee, rate cards of all privately owned stations in Canada, with one or two exceptions, have adopted a standard discount as between time periods down to the five minute programme and a standard of frequency discounts for these same periods. This year, for the first time, the Canadian Association of Broadcasters has been able to place in the

hands of time buyers a rate book of all privately owned station rates in which all but one or two stations are in line with the standard rate structure committee's recommendations.

## A Yardstick of Measurement

Radio station coverage is an important yardstick of measurement as a basis for the time buyer and advertiser to estimate what is available for the money invested in radio time. Up to 1944, no one standard of measurement existed in Canada. In 1942 the Canadian Association of Broadcasters, at its Annual Meeting, authorized the setting up of a Joint Committee of advertisers, agencies and broadcasting stations. The Committee was appointed and as a result of its findings and recommendations, the Bureau of Broadcast Measurement was organized in the summer of 1944.

For the first time in radio broadcasting, advertisers and agencies now know that the coverage figures for a station in British Columbia have been arrived at on the same standard as the figures for a station in Nova Scotia. While all stations as yet are not members of the Bureau of Broadcast Measurement, 47 out of 90 commercial stations are members.

During 1944 the Canadian Broadcasting Corporation finally recommended that some 34 privately owned stations with power frozen at 1000 watts be authorized to increase power to 5 k.w. This is the power authorized under the Havana Treaty. As soon as equipment is available, these stations will take more power.

## Canadian RTPB

Another phase of post-war planning is to be found in the establishing of a Canadian Radio Technical Planning Board. This Board will function in a similar manner for Canada as the Radio Technical Planning Board does for the United States. The Radio Manufacturers Association of Canada, with the blessing of the Radio Division, Department of Transport, is responsible for initiating the Board. Much of the material of the Radio Technical Planning Board in the United States will be basic, but usage of AM, FM and Television bands as they cover the Canadian picture will be subjects of future study.



# "HEDDA HOPPER'S HOLLYWOOD"

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COLUMN DISTRIBUTED BY CHICAGO TRIBUNE — NEW YORK NEWS SYN.

# BOARD OF WAR COMMUNICATIONS

Chairman's Office: c/o Federal Communications Commission,  
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.*

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Assistant Secretary

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Chief of Communications

U. S. Coast Guard

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Chief of Communications of the U. S. Coast Guard

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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.

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Federal Communications

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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.

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 Navy Department  
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 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 . . . . .	Robert J. Watt	Lawson Wimberly, IBEW.
Congress of Industrial Organizations . . . . .	Joseph P. Selly	Geraldine Shandros
National Federation of Telephone Workers . . . . .	Joseph A. Beirne	American Communications 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

8th YEAR

*“Dr. Christian”*

SPONSORED BY VASELINE  
CBS, WEDNESDAY, 8:30 P.M.



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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-



Sincere thanks to the 1051  
Newspapermen and women who voted  
"BREAKFAST CLUB" Favorite Daytime  
Variety Program in Radio Daily's  
1944 "All-American Radio  
Program" Poll.

*Don McNeill*

**BREAKFAST CLUB**  
Monday to Saturday, Incl.

**BLUE NETWORK**  
Chicago, 8 to 9 A.M., C.W.T.

• • • 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 Engi- neers . . . . .	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 Com- mittee of the RMA Engineer- ing 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: Comdr. Paul D. Miles

Vice-Chairman: Capt. E. M. Webster

Secretary: M. H. Woodward

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

# first things first

Sometimes the hard way is the easiest—if you go at it right.

Here at Mutual we're busy building a better network. For a solid decade, this has been a good network. To make it better—better for listeners, for artists, for stations, for clients—is a large order. And we plan to do it soundly, concentrating continuously on *first things first* in all our operations.

Foundations come first in any structure, and we think the rockbottom foundation for a radio network is the minds and skills of its personnel. Mutual is particularly well-grounded in this respect. Its directorate comprises successful broadcasters whose radio-business experience covers the whole span of broadcasting's quarter-century...a lineup of practical know-how outstanding in the entire field of commercial radio.

This basis of first-hand experience has lately been strengthened from within by the organization of a complete and able executive staff, headquartered in New York and buttressed at key points elsewhere. Into capable hands have been charged the various problems of general management as well as programming, station relations, sales and all other phases of efficient network operation. Mutual efforts toward improvement in each of these fields deliberately follow the fundamental, first-things-first pattern . . . with the listener—the family on the receiving end of radio—foremost in our planning at all times.

Shouting from the housetop has no place on the Mutual schedule, but as we build upon this sturdy foundation, we think our “hard-way” approach may prove the easiest route to a better network after all. We’ll let you know how it works out.

**MUTUAL BROADCASTING SYSTEM**



## TOM BRENEMAN

BREAKFAST IN HOLLYWOOD

FOR PEP AND IVORY FLAKES

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

Organization	Representative	Alternate
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

Organization	Representative	Alternate
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. Willenbucher	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

**HALLMARK**  
**GREETING CARDS**



**Charlotte  
Greenwood**



• • • **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

# TALENT CASTING LIST

- **PATRICIA BELL**  
(LEx. 2-1100)
- **SHIRLEY BLANC**  
(LEx. 2-1100)
- **BURT BOYER**  
(LEx. 2-1100)
- **PATSY CAMPBELL**  
(LEx. 2-1100)
- **MARY CONWELL**  
(Clr. 6-3082)
- **BARBARA FULLER**  
(LAc. 4-1200)
- **DORIS (DORTHEA) GRUNDY**  
(LEx. 2-11000)
- **AMZIE STRICKLAND**  
(LEx. 2-1100)

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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. Toppfen	
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, Chairman  
The American Radio League

**Cable Committee**

C. Mills, Chairman  
Benedict P. Cottone, Secretary

**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, Chairman  
G. E. Nielsen, Secretary

**Telegraph Committee**

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

Wm. J. Norfleet, Secretary

**Telephone Committee**

Z. Z. Hugus, Chairman  
Clyde S. Bailey, Secretary

**Communications Liaison Committee for Civilian Defense**

Herbert A. Friede,  
International Assn. of Fire Chiefs

George W. Bailey,  
The American Radio Relay League

**United States Government Facilities**

Lt. Col. A. G. Simson, Chairman



*Lt. George F. Putnam, U.S.M.C.R.*

*now serving with the  
American Armed Forces*



# RADIO DAILY

IS HAPPY TO PRESENT

THE

"ALL AMERICAN

RADIO PROGRAM

O F 1 9 4 4"

**P**ROGRAMS, artists and songs listed as winners on the following pages were chosen by 1,051 ballots as voted by the newspapermen and women of America. Each figure represents the exact number of votes received by the respective winners and the first five in each classification. All ballots have been checked by the Ross Federal Research Corp. which conducted the field work for Radio Daily and official certification was by a recognized firm of certified public accountants. Original signed ballots and worksheets used in tabulating votes are open to inspection by the industry.

Trade acceptance of the Certified Poll was unanimously received on January 9, 1945 when network, independent station and press association representatives attended a luncheon at the Waldorf Astoria Hotel, New York, examined the ballots, and learned the methods used in obtaining them.



# Quiz Kids

**FIVE YEARS FOR THE SAME SPONSOR**

## **MILES LABORATORIES**

makers of  
Alka-Seltzer and One-A-Day Brand Vitamins  
through  
Wade Advertising Agency

Blue Network  
Sunday Nights  
7:30 P.M. (E.W.T.)



**James Parks**  
Exclusive Radio Representative

**Louis G. Cowan & Company**  
Creator and Owner

# ALL-AMERICAN WINNERS IN RADIO DAILY'S 1944 CERTIFIED POLL

## Commercial Program

*INFORMATION PLEASE.* Sponsored by H. J. Heinz Co.; Mondays, 9:30-10 p.m., EWT, on NBC network. Agency: Maxon, Inc.



## Entertainer

*BOB HOPE.* Sponsored by The Pepsodent Co.; Tuesdays, 10-10:30 p.m., EWT, on NBC network. Agency: Foote, Cone & Belding, Inc.



## Symphonic Conductor

*ARTURO TOSCANINI.* Sponsored by General Motors Corp.; Sundays 5-6 p.m. EWT, on NBC. The NBC-General Motors Symphony. Agency: Arthur Kudner, Inc.



## Dance Band (Sweet)

*GUY LOMBARDO.* Sponsored by Larus & Brother Co., Inc.; Saturdays, 10-10:30 p.m., EWT, on Blue Network. Agency: Warwick & Legler, Inc.



## (Dance Band (Swing)

*HARRY JAMES.* Sponsored by Liggett & Myers Tobacco Co., on CBS network for period in 1944. Agency: Newell-Emmett, Inc. (Currently on Danny Kaye program.)



## Male Vocalist (Classical)

*JOHN CHARLES THOMAS.* Sponsored by Westinghouse Electric & Mfg. Co.; Sundays, 2:30-3 p.m., EWT, on NBC network. Agency: McCann-Erickson, Inc.



## Male Vocalist (Popular)

*BING CROSBY.* Sponsored by Kraft Cheese Co.; Thursdays, 9-9:30 p.m., EWT, on NBC network. Agency: J. Walter Thompson Co.



## Feminine Vocalist (Classical)

*LILY PONS.* Guest appearances during the year on various commercial programs.



## Feminine Vocalist (Popular)

*DINAH SHORE.* Sponsored by General Foods Corp. Thursdays, 8:30-9 p.m., EWT, on NBC network. Agency: Young & Rubicam, Inc.



## Symphonic Program

*N. Y. PHILHARMONIC-SYMPHONY.* Sponsored by United States Rubber Co., Sundays 3-4:30 p.m., EWT, on CBS network. Agency: Campbell-Ewald Co.



## Comedian

*BOB HOPE.* Sponsored by Pepsodent Co., Tuesdays, 10-10:30 p.m., EWT, on NBC network. Agency: Foote, Cone & Belding, Inc.



## News Commentator

*LOWELL THOMAS.* Sponsored by Sun Oil Co.; Monday through Friday, 6:45-7 p.m., EWT, on NBC network. Agency: Roche, Williams & Cleary, Inc.



## Dramatic Series

*LUX RADIO THEATER.* Sponsored by Lever Brothers Co.; Mondays 9-10 p.m., EWT, on CBS network. Agency: J. Walter Thompson Co.



## Dramatic Serial

*ONE MAN'S FAMILY.* Sponsored by Standard Brands, Inc.; Sundays 8:30-9 p.m., EWT, on NBC network. Agency: Kenyon & Eckhardt, Inc.



# VOX POP

Parks Johnson and Warren Hull

(SINCE '32)

**CBS Network Mondays for**  
**BROMO SELTZER**

Address: 8-3 Tuscan Court, Great Neck, N. Y.



# ALL-AMERICAN WINNERS IN RADIO DAILY'S 1944 POLL

## Sports Commentator

*BILL STERN*. Sponsored by Colgate-Palmolive-Peet Co. Fridays, 10:30-10:45 p.m., EWT, on NBC network. Agency: Sherman & Marquette, Inc.

## Children's Show

*LET'S PRETEND*. Sponsored by Cream of Wheat Corp.; Saturdays, 11:05-11:30 a.m., EWT, on CBS network. Agency: Batten, Barton, Durstine & Osborn, Inc.

## Educational Series

*AMERICA'S TOWN MEETING*. Sponsored by Reader's Digest Association, Inc.; Thursdays, 8:30-9:30 p.m., EWT, on Blue Network. Agency: Batten, Barton, Durstine & Osborn, Inc.

## Quiz Show

*INFORMATION PLEASE*. Sponsored by H. J. Heinz Co.; Mondays, 9:30-10 p.m., EWT. Agency: Maxon, Inc.

## Daytime Variety Show

*BREAKFAST CLUB (DON McNEILL)*. Sponsored by Swift & Co. (Participating program). Mondays through Saturdays, 9-10 a.m., EWT, on Blue Network. Agency: J. Walter Thompson Co. for Swift.

## Comedienne

*JOAN DAVIS*. Sponsored by Sea-test Inc. Thursdays, 9:30-10 p.m., EWT, on NBC network. Agency: McKee & Albright, Inc.

## Radio Announcer

*DON WILSON*. Exclusive contract with Jack Benny-American Tobacco Co. program; Sundays, 7-7:30 p.m., EWT, on NBC. Agency: Ruthrauff & Ryan, Inc.

## Woman Commentator

*DOROTHY THOMPSON*. Sponsored by Trimount Clothing Co.; Sundays, 8:15-8:30 p.m., EWT, on Blue Network, to Dec. 17, 1944. Agency: Emil Mogul Co., Inc.

## Star Of Tomorrow (Male)

*ALAN YOUNG*. Sponsored by Bristol-Myers Co.; Tuesdays, 8:30-9 p.m., EWT, on Blue Network. Agency: Young & Rubicam, Inc.

## Star Of Tomorrow (Female)

*JO STAFFORD*. Appeared as vocalist during 1944 on Johnny Mercer Song Shop for Liggett & Myers Tobacco Co. on NBC network.

## Popular Singing Unit

*FRED WARING GLEE CLUB*. Sponsored by Owens-Illinois Glass Co.; Thursday, 10-10:30 p.m., EWT, on Blue Network. Agency: J. Walter Thompson Co.

## Comedy Team

*FIBBER McGEE and MOLLY*. Sponsored by S. C. Johnson & Son Inc., Tuesdays, 9:30-10 p.m., EWT, on NBC network. Agency: Louis, Needham & Brorby, Inc.

## Song Of 1944

*I'LL WALK ALONE*. Published by Mayfair Music Corp. Music by Jule Styne; words by Sammy Cahn. Introduced in the motion picture "Follow the Boys."

## Composition Of 1944

*HOLIDAY FOR STRINGS*. Published by Bregman, Vocco & Conn. Music by David Rose; lyric by Sammy Gallop.



# ROY ROGERS

"King of the Cowboys"

Under Contract to  
REPUBLIC PICTURES

Exclusive Management  
ART RUSH, INC.

# Results of Radio Daily's ★ 1944 Certified Poll ★

First five in each of 28 categories is listed below, each representing the exact number of votes taken off 1,051 ballots.

## Favorite Commercial Program

Information Please .....	104
Fibber McGee & Molly .....	61
Bob Hope Show .....	55
Kraft Music Hall .....	47
Edgar Bergen .....	43

## Favorite Symphonic Conductor

Arturo Toscanini .....	273
Serge Koussevitzky .....	99
Andre Kostelanetz .....	61
Leopold Stokowski .....	50
Artur Rodzinski .....	38

## Favorite Sports Commentator

Bill Stern .....	265
Ted Husing .....	145
Red Barber .....	37
Harry Wismer .....	24
Stan Lomax .....	18

## Favorite Dramatic Series

Lux Radio Theater .....	262
Mr. District Attorney .....	48
One Man's Family .....	21
Suspense .....	19
Cavalcade of America } (tie) .....	18
Inner Sanctum .....	

## Favorite Woman Commentator

Dorothy Thompson .....	275
Kate Smith .....	27
Lisa Sergio .....	20
Mary Margaret McBride .....	10
Hedda Hopper .....	
Adelaide Hawley } (tie) .....	10
Sheila Carter .....	

## Favorite Daytime Variety Show

Breakfast Club .....	119
Breakfast at Sardi's .....	76
Club Matinee .....	13
Mirth and Madness .....	8
Glamor Manor .....	6

## Star of Tomorrow (Male)

Alan Young .....	25
Andy Russell .....	19
Larry Stevens .....	16
Dick Haymes .....	15
Perry Como .....	14

## Favorite Children's Show

Let's Pretend .....	90
Quiz Kids .....	63
The Lone Ranger .....	40
The Children's Hour .....	20
Superman .....	18

## Favorite Educational Series

America's Town Meeting .....	97
Chicago Round Table .....	95
Information Please .....	46
American School of the Air .....	30
Cavalcade of America .....	29

## Favorite News Commentator

Lowell Thomas .....	134
Raymond G. Swing .....	131
H. V. Kaltenborn .....	59
Gabriel Heatter .....	50
Walter Winchell } (tie) .....	47
Fulton Lewis, Jr. .....	

## Favorite Musical Composition of 1944

Holiday For Strings .....	63
Shostakovich 8th Symphony .....	28
Oklahoma .....	19
Warsaw Concerto .....	18
Beethoven Festival .....	
Black Brown & Beige } (tie) .....	3
Blue Topia .....	

## Favorite Comedy Team

Fibber McGee & Molly .....	297
Burns & Allen .....	145
Abbott & Costello .....	82
Edgar Bergen-McCarthy .....	61
Garry Moore & Jimmy Durante .....	56

## Favorite Comedienne

Joan Davis .....	223
Gracie Allen .....	156
Fanny Brice .....	93
Gracie Fields .....	71
Molly McGee (Marion Jordan) .....	47

## Favorite Song Hit of 1944

I'll Walk Alone .....	119
I'll Be Seeing You .....	71
Swinging on a Star .....	51
Trolley Song .....	42
Long Ago and Far Away .....	18

# Results of Radio Daily's ★ 1944 Certified Poll ★

## Favorite Male Vocalist (Popular)

Bing Crosby	648
Frank Sinatra	49
Frank Munn	24
Kenny Baker	18
Nelson Eddy	13

## Favorite Popular Singing Unit

Fred Waring Glee Club	96
Ink Spots	92
Hour Charm Choir	54
Andrews Sisters	52
The King's Men	37

## Favorite Dance Band (Sweet)

Guy Lombardo	288
Sammy Kaye	56
Fred Waring	55
Tommy Dorsey	43
Wayne King	31

## Favorite Radio Announcer

Don Wilson	111
Milton Cross	98
Bill Goodwin	}
Harry Von Zell	
Ben Grauer	54

## Favorite Entertainer

Bob Hope	268
Bing Crosby	95
Jack Benny	94
Edgar Bergen	93
Fred Allen	61

## Favorite Dramatic Serial

One Man's Family	76
The Aldrich Family	28
I Love a Mystery	23
Those We Love	18
Mr. District Attorney	}
Life Can Be Beautiful	

## Favorite Dance Band (Swing)

Harry James	135
Tommy Dorsey	86
Benny Goodman	51
Kay Kyser	48
Duke Ellington	40

## Favorite Quiz Show

Information Please	440
Take It or Leave It	152
The Quiz Kids	104
Dr. I. Q.	68
Truth or Consequences	30

## Favorite Male Vocalist (Classical)

John Charles Thomas	225
Richard Crooks	119
Nelson Eddy	108
James Melton	98
Lauritz Melchior	49

## Favorite Comedian

Bob Hope	385
Jack Benny	125
Fred Allen	118
Edgar Bergen	62
Ed Gardner	52

## Favorite Feminine Vocalist (Classical)

Lily Pons	217
Gladys Swarthout	120
Marian Anderson	93
Jessica Dragonette	43
Jeannette MacDonald	31

## Favorite Symphonic Program

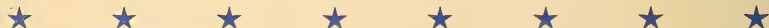
New York Philharmonic Symphony	320
NBC Symphony of the Air	150
Boston Symphony	123
Philadelphia Orchestra	28
Coca-Cola Show (Kostelanets)	23

## Favorite Feminine Vocalist (Popular)

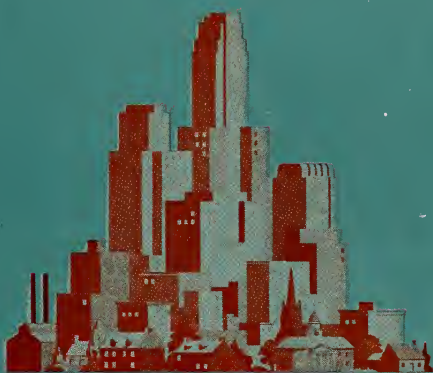
Dinah Shore	256
Kate Smith	76
Ginny Simms	61
Frances Langford	47
Hildegard	38

## Stars of Tomorrow (Female)

Jo Stafford	10
Gloria Scott	8
Joan Brooks	}
Patrice Munsel	
Georgia Gibbs	}
Joan Davis	



# Nighttime listening in **1077 cities**



THE FIRST OF A SERIES OF REPORTS from NBC's 1944 Nation-wide Survey of Listening Habits is just completed. It contains details as to how the people in 1077 cities . . . all the U. S. cities of 10,000 population and over . . . responded when they were asked "To which station do you listen MOST . . . at night, after 6:00 P.M."

These pages give you the highlights. For complete information, write for the NBC book —"1077 Cities . . . and How They Listen at Night."

# In 1077 cities

being all those in the United States having populations  
of 10,000 or more—and accounting for  
16,000,000 radio families, or 56% of the nation's total

## NBC leads the next network

in "Listened to Most" at night

# by 128%



57% of the Radio Families "Listen Most" to **NBC**



25% of the Radio Families "Listen Most" to Network B



6% of the Radio Families "Listen Most" to Network C



9% of the Radio Families "Listen Most" to Network D

...summing up by cities

---

# NBC leads by nearly 6 to 1



In 860 cities **NBC** leads all other Networks (total radio families 14,576,813)



In 154 cities **Network B** leads all other Networks (total radio families 1,254,996)



In 32 cities **Network C** leads all other Networks (total radio families 149,949)



In 14 cities **Network D** leads all other Networks (total radio families 50,158)

# National Broadcasting Company

America's No. 1 Network





# HOW RADIO FIGHTS FOR VICTORY

By John Salt

North American Director of the BBC

THE end of 1944 seems an excellent time to review the accomplishments of the BBC's European Service, which is the special radio service created at the time of the Munich crisis. As *Radio Daily's Annual for 1945*, goes to press, many of the countries occupied by the Nazis have been liberated. Amazing stories of the tremendous importance of BBC's European Service may now be revealed. Innumerable sacrifices were required on the part of the hundreds of radio technicians, producers, newsmen and broadcasters to keep the European Service going from England which has been at the front lines of the war.

We do not consider that this story belongs to the BBC alone. It is something in which all freedom loving people throughout the world may take pride.

## Maximum Resources

It is true that it was the BBC that organized its maximum resources and energies to the task of keeping alive the will to resist and hope for liberation in the countries overrun by the Nazis,—But this is as it should be. If the war against the enemy were being fought near the United States it would have been the great American radio organizations that would have rolled up their sleeves and said: "This job comes first" as we did at Broadcasting House in 1939.

Fan mail is usually considered by American broadcasters to be a good gauge of listening habits. What then would you think of a program pulling more than 4,000 letters a month! And what would you think if your letter writers were risking jail and possible death by listening to your programs of writing letters!

From France alone the BBC's European Service has received an average of 4,000 letters monthly. But these, and thousands of other letters from Belgium, Holland, Czechoslovakia, Poland and even from within Germany, have been more than letters of appreciation. They have been a barometer by which to ascertain who is listening. From these letters have come invaluable information as to potential strength of the Patriot forces in the various countries.

BBC's European Service first began with about a half an hour a day in French, German and Italian, sandwiched into the Home Service. At the outbreak of the war six more languages were added. By April of 1944 the BBC was broadcasting 50 hours daily in 24 languages to millions who were listening secretly at the risk of death.

It was a few weeks before D-Day that ABSIE began to operate. This has resulted in the closest collaboration between the BBC and the OWI in technical and other fields.

In preparation for D-Day the first instructions to the people of Europe came from BBC's European Service and ABSIE.

It was in 1944 that Jacques Duchesne returned to his beloved France. He had escaped from occupied France to start with his patriots the program "Les Francais Parlent Au Francais," over the BBC. When he stepped onto French soil he was greeted as a hero. All Frenchmen knew his voice,—It was the voice of Freedom. Said Duchesne to his countrymen, "Above all, we thank the BBC because they knew not only how to respect our freedom but also how to organize it."

## The "V" Campaign

All Americans know of the power of the "V" campaign. But not all know of the origin of this momentous drive that united millions throughout the world into one mighty voice shouting "V For Victory." It was in BBC's European Service that Victor Delavelaye, Belgium's Minister of Education, conceived the "V" program. Recently Delavelaye said to his compatriots, "You are free and have no more need of the voice that reached from the BBC in London and which gave you the reasons for hope."

And in December Jean Guignebert, Director General of Radio Diffusion Francaise visited London where he said, "The whole of France was dependent on transmission from the BBC. The enormous majority got from them faith, hope and the certainty of victory. The salvation of an entire people is the most sensational of exploits to radio's credit."

# *A Study in Figures...*

**99%** of the dollar volume in the industry is represented by BMI licensees . . .

**972\*** commercial licensees in the United States and Canada . . . embracing all the major networks and the important FM and Shortwave broadcasters

**600\*** music publishers, affiliated with BMI, are creating many of the nation's top song hits consistently . . . and BMI has the exclusive performing rights to nearly a million titles of these publishers as well as of the performing rights societies of Argentina, Brazil, Chile, Cuba, Mexico and Uruguay

**700,000** titles are listed as available for use in the latest BMI catalogue . . . music which ranges from the venerable classics to the newest in boogie-woogie

**30,000** phonograph records performable under the BMI license . . . and thousands more available in the libraries of the electrical transcription companies

\*As of February 1, 1945.

## **BROADCAST MUSIC, INC.**

Los Angeles

New York

Chicago

... *As* **BMI** *Blankets*  
*the Industry with*  
*Blanket Licenses*

**EXTRA SERVICES** extended to BMI-affiliated stations . . .

**COPYRIGHT RESEARCH SERVICE**—up-to-the-minute information on music clearances, a complete basic catalogue, and regular supplements of BMI-licensed music

**BMI FIELD-MEN**—trained to aid the station manager, they visit member stations regularly

**CONTINUITY SCRIPTS**—that build salable programs

**DISC DATA**—valuable source of available records by outstanding performers and kept up to date always

**BMI MUSIC MEMO**—weekly informational bulletin for users of phonograph records and transcriptions

**PHONOGRAPH RECORDS**—of current releases provided to member stations when available

**MUSIC DISTRIBUTION**—music of every type published by BMI and affiliated publishers is mailed to stations periodically

**BMI PIN-UP SHEET**—a monthly guide to the leading current popular tunes

**NEWSLETTER**—issued monthly to keep radio men abreast of musical events

**PROGRAM SUGGESTIONS**—of timely music for seasonal occasions

**SPECIAL PROMOTIONS**—unusual and appropriate events often in the form of transcribed programs

( *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.* )

**BROADCAST MUSIC, INC.**

Los Angeles

New York

Chicago

# IMPORTANT RADIO Telephone Numbers in NEW YORK



## Radio Stations

WAAT (N. Y. Office).....	Rector	2-5878
WABC.....	Wickensham	2-2000
WBBR.....	Main	4-9735
WBNX.....	Morse	4-0333
WBSN.....	Murray Hill	2-7760
WCAU (N. Y. Office).....	Wickersham	2-2000
W.CAF.....	Circle	7-8300
WEVD.....	Bryant	9-2360
WGN (N. Y. Office).....	Murray Hill	2-3043
WHN.....	Bryant	9-7800
WHOM.....	Plaza	3-4204
WIBX (N. Y. Office).....	Murray Hill	2-8228
WINS.....	Bryant	9-6000
WJZ.....	Circle	7-5700
WLIB.....	Ingersoll	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	5-5566
WRUL (N. Y. Office).....	Plaza	8-1085
WWRL.....	Newtown	9-3300

## National Networks

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

## Station Representatives

Adam Young, Inc.....	Longacre	3-1926
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
Turn-Smith Co.....	Murray Hill	2-3124
Capper Publications, Inc.....	MOhawk	4-3280
The Foreman Co.....	ELdorado	5-0174
Forjoe & Co.....	Vanderbilt	6-5080
Free & Peters, Inc.....	Plaza	5-4130
Headley-Reed Co.....	Murray Hill	3-5469
George P. Hollingberry Co.....	Murray Hill	3-9447
The Katz Agency.....	Wisconsin	7-8620
Joseph Hershey McGillvra.....	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
Pan American Broadcasting Co.....	Murray Hill	2-0810
John E. Pearson.....	Plaza	8-2255
Juan Piza.....	ELdorado	5-6788
Radio Advertising Corp.....	Murray Hill	2-2170
Radio Sales.....	Wickersham	2-2000
William G. Rambeau Co.....	Lexington	2-1820
Paul H. Raymer Co.....	Murray Hill	2-8689
R H C Cadena Azul.....	Wisconsin	7-1166
Sears & Ayer.....	Lexington	2-0772
Spot Sales, Inc.....	ELdorado	5-5040
Viola, J. Franklyn.....	Chickering	4-3254
The Walker Co.....	Murray Hill	2-7986
Weed & Co.....	Vanderbilt	6-4542
Howard A. Wilson Co.....	Murray Hill	6-1230
Wood, Helen.....	Murray Hill	2-8228

## Advertising Agencies

N. W. Ayer & Son, Inc.....	Circle	6-0200
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
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
Calkins & Holden.....	Wickersham	2-6900
Cecil & Presbrey, Inc.....	Wickersham	2-8200
Compton Advertising Inc.....	Circle	6-2800
Dancer-Fitzgerald-Sample.....	Wickersham	2-4200
D'Arcy Advertising Co.....	Plaza	8-2600
Doherty, Clifford & Shanfield, Inc.....	Bryant	9-3140
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
Foote, Cone & Belding.....	Wickersham	2-6600
Fuller & Smith & Ross, Inc.....	Murray Hill	6-5600
Gardner Advertising Co.....	Columbus	5-2000
Geyer, Cornell & Newell, Inc.....	Wickersham	2-5400
Grant Advertising, Inc.....	Circle	5-7870
Lawrence C. Gumbner Adv. Agcy.....	Murray Hill	2-5680
M. H. Hackett, Inc.....	Circle	6-1950
Hill Advertising Agency.....	Plaza	3-7800
Charles W. Hoyt Co., Inc.....	Murray Hill	2-0850
Ivey & Ellington, Inc.....	Murray Hill	2-5204
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
Abbot Kimball Co., Inc.....	Plaza	3-9600
Knox Reeves Advertising, Inc.....	Murray Hill	4-3982
Arthur Kudner, Inc.....	Circle	6-3200
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 & Albright.....	Columbus	5-2058
Emil Mogul Co., Inc.....	Columbus	5-2482
C. L. Miller Co.....	Murray Hill	2-1010
Morse International, Inc.....	Lexington	2-6727
Newell-Emmett Co., Inc.....	ASHland	4-4900
Hixon O'Donnell Adv. Agency.....	Circle	5-6590
Paris & Peart.....	CAledonia	5-9840
Peck Advertising Agency.....	Plaza	3-0900
Pedlar & Ryan & Lusk, Inc.....	Plaza	5-1500
Arthur Rosenberg Co.....	Chickering	4-4420
Ruthrauff & Ryan, Inc.....	Murray Hill	6-6400
Redfield-Johnstone, Inc.....	Plaza	3-6120
Sherman & Marquette, Inc.....	Circle	6-1550
Raymond Spector Co., Inc.....	ELdorado	5-1270
Kayton Spiero Co., Inc.....	Longacre	5-5090
Street & Finney.....	Bryant	9-2400
J. D. Tarcher Co.....	Circle	6-2626
Weiss & Geller, Inc.....	Plaza	3-4070
J. Walter Thompson Co.....	MOhawk	4-7700
Warwick & Legler.....	Murray Hill	6-8585
Ward Wheelock Co.....	Plaza	3-7120
Wm. H. Weintraub & 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	Plaza	5-8355
Metronome	Circle	7-4500
Printers' Ink	Murray Hill	3-6500
Radio Advertising (Rates and Data)	Lexington	2-6611
Radio Craft	Rector	2-9690
<b>RADIO DAILY</b>	<b>Wisconsin</b>	<b>7-6336</b>

Radio Retailing—Today	Plaza	3-1340
Radio & Television Weekly	Walker	5-2576
Sales Management	MOhawk	4-1760
Standard Advertising Register	Medallion	3-5850
Televisor, The	Longacre	5-1683
Television	Watkins	9-7510
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	7-7363
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
Frank Cooper	Vanderbilt	6-5661
Wallace Downey, Inc.	Circle	6-6646
Evans & Salter	Circle	7-6900
Fanchon & Marco	Chickering	4-3956
Frederick Bros. Artists Corp.	Circle	6-2144
Moe Gale	Longacre	3-0350
General Amusement Corp.	Circle	7-7543
William Gernannt	Vanderbilt	6-1750
Spencer Hare	Murray Hill	2-0523
Hesse & McCaffrey	ELdorado	5-1076
Estella Karn	Vanderbilt	6-3860
Bob Kerr	Columbus	5-8051
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	7-4064
Mills Artists, Inc.	Circle	6-1566
William Morris Agency, Inc.	Circle	7-2160
Music Corporation of America	Wickersham	2-8900
National Concert & Artists Corp.	Plaza	3-0820
James Peppe	Plaza	3-2636
Myron Selznick Co. of N. Y.	Circle	7-6200
Stix, Thos. L.	Circle	7-2690
Roy Wilson (Wilson, Powell & Hayward)	Plaza	9-4951
Stan Zucker	Plaza	3-0163

## Program Producers and Transcription and Recording Companies

Advertisers' Broadcasting Co.	BRyant	9-1176
Advertisers Recording Service	Circle	6-0141
Air Features, Inc.	Wickersham	2-2700
American Institute of Food Products	Plaza	3-7146
Arts Recording Studios & Recording Co.	Plaza	8-0407
Asch Recording Studios	BRyant	9-3137
Associated Music Publishers, Inc.	BRyant	9-0345
Associated Radio & Television Prods.	Longacre	5-3710
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
Wm. Gernannt	Vanderbilt	6-1750
H. S. Goodman	Wickersham	2-3338
Kent-Johnson, Inc.	Plaza	3-7246
Kermitt-Raymond Corp.	ELdorado	5-5511
Lang-Worth Feature Programs	Circle	6-7410
Phillips H. Lord, Inc.	Wickersham	2-2211
Management Corp. of America	Wickersham	2-8900

Charles Michelson	Murray Hill	2-3376
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	7-5700
	Tr7	8-916

Lilian Okun, Inc.	TRafalgar	7-8196
Donald Peterson	Wisconsin	7-0069
Radio Events, Inc.	Murray Hill	6-3487
RCA Manufacturing Co.	Ashland	4-7605
Reeves Sound Studios	Circle	6-6686
Rockhill Radio Productions	ELdorado	5-1860
Bernard L. Schubert, Inc.	Plaza	3-4670
Henry Souvaine, Inc.	Circle	7-5666
Standard Radio	BRyant	9-4324
Transamerican Broadcasting & Television Corp.	Plaza	5-9800
Transcribed Radio Shows, Inc.	Longacre	5-3440
Tyro Productions	Columbus	5-3737
Thomas Valentino	Circle	6-4675
Victor Recording Laboratory	Murray Hill	4-6200
Roger White	Murray Hill	2-0295
Wolf Associates	Plaza	5-7620
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
AAAA	Lexington	2-7980
American Communications Assn.	CORland	7-3947
American Federation of Musicians	Plaza	8-0600
American Federation of Radio Artists	Vanderbilt	6-1810
Army U. S., Information Service	WORTH	2-1882
ASCAP	Columbus	5-7464
American Television Society	CAledonia	5-7430
ANA	Murray Hill	5-9167
Broadcast Music, Inc.	Pennsylvania	6-5466
Coordinator of Inter-American Affairs	Plaza	5-3939
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
NAPA	Circle	7-8194
National Labor Relations Board	HAnover	2-4174
National War Labor Board	Murray Hill	2-5820
OWI Domestic Radio Bureau	Murray Hill	3-6800
OWI Overseas	Circle	6-4400
Professional Music Men, Inc.	Columbus	5-7362
Radio Writers Guild	Murray Hill	5-6930
SESAC	Murray Hill	3-5365
Song Writers' 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
Women's National Radio Committee	Circle	7-4108
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	MAdison	2551
KGFJ	PRospect	2434
KHJ	HOLLYWOOD	8111
KIEV	HOLLYWOOD	5341
KMPC	CHapman	5-2388
KMTR	Hillside	1161
KNX	HOLLYWOOD	1212
KPAS (Pasadena)	RYan	1-6991
KRKD	TUcker	7111
KWKW (Pasadena)	RYan	1-6744
XEMO-XERB (L. A. Office)	PRospect	9136

## 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	HOLLYWOOD	5338
L. A. Broadcasting Co.	Fltzroy	1231
Mutual Broadcasting System	HOLLYWOOD	8111
National Broadcasting Co.	HOLLYWOOD	6161

## Station Representatives

Associated Recorded Program Service	HOLLYWOOD	8318
Walter Biddick Co.	Richmond	6184
John Blair & Co.	PRospect	3584
Howard C. Brown & Co.	HOLLYWOOD	6045
Free & Peters.	GRanite	3615
W. S. Grant Co.	VAn Dyke	6341
Homer Griffith Co.	GRanite	6113
Katz Agency, Inc.	TUcker	3219
Joseph Hershey McGillvra	Michigan	0921
Edw. Petry & Co.	Michigan	8729
Ralph L. Power.	MAdison	5617
Radio Advertising Corp.	VAn Dyke	1901
Radio Sales	HOLLYWOOD	1212
Wm. Rameau & Co.	GRanite	3636
Paul H. Raymer Co.	VAn Dyke	1901
Spot Sales, Inc.	HOLLYWOOD	8318
Howard H. Wilson Co.	GRanite	6113

## Advertising Agencies

Alber R. H. Company	PRospect	3331
Allied Advertising Agencies, Inc.	DRexel	7331
E. Emmett Atkinson (Pasadena)	RYan	1-6586
N. W. Ayer & Son, Inc.	HOLLYWOOD	5131
Batten, Barton, Durstine & Osborn	HOLLYWOOD	7337
Benton & Bowles Inc.	Hillside	9151
The Bow Co.	HEmpstead	2377
Dancer-Fitzgerald-Sample	HEmpstead	0716
Botsford, Constantine & Gardner	Michigan	1427
Brisacher, Van Norden & Staff	PRospect	9368
Buchanan & Company, Inc.	MUtual	6316
Bert Butterworth, Agency	HOLLYWOOD	7263
Campbell-Ewald	Richmond	6204
The Caples Co.	MUtual	4143
Coast Advertising Associates	BRadshaw	2-4167
Compton Agency	HOLLYWOOD	8301
Erwin, Wasey & Company	PRospect	5317
Footo, Cone & Belding	Michigan	7651
Footo, Cone & Belding (Hollywood)	HOLLYWOOD	6265
Garfield & Guild	TRinity	3832
Glasser-Gailey & Co.	Fltzroy	2141
Hillman-Shane-Breyer, Inc.	VAn Dyke	5111

Hixson-O'Donnell Advertising	MUtual	8331
Jaffe & Jaffe	Fltzroy	3104
W. C. Jeffries Co.	WAlnut	8824
Lockwood-Shackelford	TRinity	9801
The Mayers Co.	PRospect	0101
McCann-Erickson Inc.	Hillside	8268
McCarthy Co.	PRospect	9132
McKee & Albright, Inc.	HOLLYWOOD	8363
Miner, Dan B.	Richmond	3101
Morgan, Raymond R. Co.	HEmpstead	4194
Needham, Louis & Brorby	GRanite	7186
Pacific Coast Advertising	Richmond	6333
Radio Program Agency	BRadshaw	2-3530
Radio Sales	HOLLYWOOD	1212
Elwood J. Robinson Adv. Agcy.	MUtual	1142
Ruthrauff & Ryan Inc.	Hillside	7592
Schultz Advertising Service	Michigan	2396
Russel M. Seeds Co.	GRanite	4185
Smith & Bull	HEmpstead	5671
Barton A. Stebbins Advertising Agency	TRinity	8821
Sudler Culbreth Co.	TRinity	0709
Thompson, J. Walter Co.	Hillside	7241
R. W. Webster	TRinity	2153
Ward Wheelock Co.	Hillside	0191
Warwick-Legler	HEmpstead	8163
Weinberg, Milton, Advertising Co.	TUcker	4111
William H. Weintraub & Co.	GRanite	1631
Young & Rubicam, Inc.	HOLLYWOOD	2734

## Program Producers and Transcription and Recording Companies

Abbott & Costello Radio Program	BRadshaw	2-3205
Adver-Disk Co.	HEmpstead	6879
Air-Check Co.	Gladstone	2189
All Star Radio Prods.	GRanite	4975
Allied Record Mfg. Co.	HOLLYWOOD	5107
American Junior G-Man Club, Captain Jack's	GRanite	9436
Associated Recorders	HOLLYWOOD	0781
Associated Studios Broadcast & Recording	Hillside	0191
Audio Pictures	BRadshaw	2-1445
Walter Biddick Co.	Richmond	6184
Blue Network	Hillside	8231
Cinesound	Gladstone	9158
Columbia Recording Corp.	GRanite	4134
Columbia Pacific Network	HOLLYWOOD	1212
Continental Radio Productions	HEmpstead	8171
Cruger Radio Productions	HEmpstead	8254
Patrick Michael Cuning	Hillside	5915
Decca Recording Division	HOLLYWOOD	5191
Eccles Disc Recordings	Hillside	8351
Electro Recording	CHapman	5-3283
Electro-Vox Recording Studios	Gladstone	2189
Elliott Fisher	Gladstone	6239
Edw. Forman	HEmpstead	7648
Marlin A. Gosch	BRadshaw	2-3205
Charlotte Greenwood Show	HEmpstead	6232
Hispano Broadcasting Co.	Michigan	4433
Hollywood Music Recording Studios	HEmpstead	5407
Hollywood Recorders	Gladstone	1707
International Artists, Inc.	HOLLYWOOD	9718
International Recording Studio	HOLLYWOOD	7391
Johnson-Ayres	HEmpstead	8171
Sam Kerner, Inc.	HEmpstead	1813
Keystone Broadcasting System, Inc.	HOLLYWOOD	5338
Kennel Long	Hillside	0191
C. P. MacGregor	Fltzroy	4191
Haven MacQuarrie	CRestview	6-7162
Mitchel & West	GRanite	7270

Mutual Recording	Mutual	6872
Raymond R. Morgan Co.	Hempstead	4194
Music City Glenn Wallichs	Hollywood	8211
NBC Radio-Recording Division	Hollywood	6161
Jack Parker	Granite	7584
Ralph L. Power	Madison	5617
B. D. Prager	Gladstone	5013
Radio Features	Hempstead	0723
Radio News Reel	Hollywood	9230
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.	Hillside	5171
Rec-Art Studios	Prospect	9232
Sound Workshop	Bradshaw 2	-1233
Stage No. 8	Hillside	5915
Standard Radio, Inc.	Hillside	0188
Telefilm, Inc.	Gladstone	5748
Voice of Prophecy, Inc.	Chapman 5	-2349
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
Consolidated Radio Service	Gladstone	1929
Everett N. Crosby, Ltd.	CREstview 1	-9185
Ken Dolan & Co.	CREstview 1	-9185
Margaret Ettinger	Hillside	2141
Feldman-Blum	CREstview 1	-5222
Tom Fizzdale, 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, William	CREstview 1	-6161
MCA Artists, Ltd.	CREstview 6	-2001
National Concert & Artists Corp.	CREstview 1	-7121
Orsatly 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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<b>RADIO DAILY</b>	Granite	6607
Radio Life	Hempstead	2025
Variety	Hollywood	1141

### Air Lines

American Airlines	Tucker	2471
Pan American Airways	Michigan	2121
TWA	Michigan	8881
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
Billmore Hotel	Michigan	1011
Christie Hotel	Hollywood	2241
Garden of Allah Hotel	Hollywood	3581
Hollywood Hotel	Hempstead	4181
Hollywood Knickerbocker	Gladstone	3171
Hollywood Plaza Hotel	Gladstone	1131
Ravenwood 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	EXecutive	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
<b>FEDERAL COMMUNICATIONS COMMISSION</b>	EXecutive	3620
Selective Service Board	REpublic	5500
War Manpower Commission	EXecutive	4660
War Production Board	REpublic	7500
War Labor Board	REpublic	7500
War Savings Staff, Radio Section	EXecutive	6400
Foreign Economic Administration	EXecutive	7030
Securities & Exchange Commission	DiStrict	3633
National Labor Relations Board	NAtional	9716
Wage & Hour Administration	EXecutive	2420
Social Security Board	EXecutive	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	2200
Office of Censorship, (J. E. Fetzer)	EXecutive	3800
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	3306
FM Broadcasters, Inc.	NAtional	1199
National Association of Broadcasters	NAtional	2080
National Press Club	REpublic	2500
Radio Correspondents' Galleries	NAtional	3120

<b>RADIO DAILY</b>	ORdway	9221
Radio Manufacturers' Association	NAtional	4901

### Radio Stations

WINX	REpublic	8000
WJSV	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
Statler Hotel	EXecutive	1000
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

# A. & S. LYONS INC.

Managers of Distinguished Artists



15 YEARS

OF

RADIO LEADERSHIP



## **New York**

HARRY G. OMMERLE  
IRENE ETKIN  
HARRIET RHODAY



New York  
515 Madison Ave.



## **Beverly Hills**

FRANK HEALEY  
WYNN ROCAMORA  
MARGARET KENT

Beverly Hills  
356 No. Camden Drive



# IMPORTANT RADIO Telephone Numbers in CHICAGO



## Radio Stations

KSTP (Chicago office)	SUPERior	8659
WAAF	RANdolph	1932
WAIT	FRAnklin	0660
WBMM	WHItellah	6000
WCAU (Chicago office)	SUPERior	5072
WCBD	SEELY	8066
WCFL	SUPERior	5300
WCRW	LINcoln	2188
WEDC	CRAwford	4100
WENR	DELaware	1900
WGES	SEELY	8066
WGN	SUPERior	0100
WHFC	LAWndale	8228
WHIP	DEARborn	8600
WIND (Chicago office)	STATE	4176
WJJD	STATE	5466
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	SEELY	8066
WS1C	STATE	1357

## National Networks

Blue Network Co.	DELaware	1900
Columbia Broadcasting System	WHItellah	6000
Keystone Broadcasting System	STATE	4590
Mutual Broadcasting System	WHItellah	5060
National Broadcasting Co.	SUPERior	8300

## Station Representatives

John Blair & Co.	SUPERior	8659
The Branham Co.	CENtral	5726
Burn-Smith Co.	CENtral	4437
Capper Publications	CENtral	5977
Cox & Tanz.	FRAnklin	2095
The Foreman Co.	FRAnklin	2359
Free & Peters	FRAnklin	6373
Headley-Reed Co.	FRAnklin	4686
George P. Hollingbery	STATE	2898
Hal Holman Co.	FRAnklin	0016
The Katz Agency	CENtral	4006
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	HARRison	8085
Edward Petry & Co.	DELaware	8600
Radio Sales	WHItellah	6000
Radio Advertising Corp.	CENtral	1743
William C. Rambeau Co.	ANDover	5566
Paul H. Raymer Co.	SUPERior	4473
Reynolds-Fitzgerald, Inc.	STATE	4294
Sears & Ayer	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	STATE	3800

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.	HARRison	8612
Erwin, Wasey & Co., Ltd.	RANdolph	4952
Albert Frank-Guenther Law, Inc.	DEARborn	4810
Foote, Cone & Belding	SUPERior	8900
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
Mitchell-Faust Advertising Co.	STATE	6610
Needham, Louis, & Brorby	STATE	5151
Presba, Fellers & Presba	CENtral	7683
L. W. Ramsey Co.	FRAnklin	8155
Roche, Williams & Cunyngham	HARRison	8490
Ruthrauff & 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	WHItellah	7725
Young & Rubicam, Inc.	CENtral	9389

## Program Producers and Transcription and Recording Companies

Chicago Recording Co.	CENtral	5275
Columbia Recording Corp.	WHItellah	6000
Decca Records, Inc.	DELaware	8800
Estelle Lutz Artists' Bureau	HARRison	3433
William Morris Agency, Inc.	STATE	3632
Music Corporation of America	DELaware	1100
NBC Radio Recording Division	SUPERior	8300
James Parks Co.	CENtral	7980
RCA Manufacturing Co.	WHItellah	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	7904
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



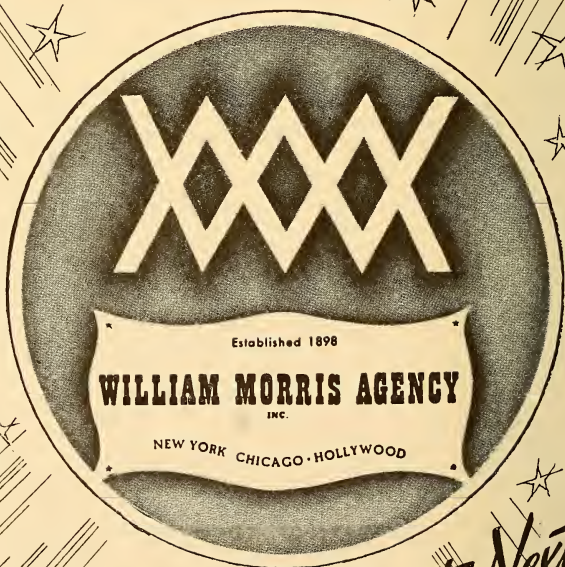
*It's Nice to Be With You Gracie*

**Fred Brady**



Gracie Fields

*This label identifies the organization best equipped to deliver — complete with writing, performing and production talent — everything from a 15-second spot to a full hour recorded show. It guarantees the same “know-how” in transcriptions that the William Morris Agency has brought to its live talent programs.*



*Televised Spots Next!*

# WHY TRANSCRIPTIONS MAKE GOOD

By Willis B. Parsons

Asst. Sales Mgr., NBC Radio-Recording Division, New York

LOOKING at transcriptions from the right point of view, there is no difference between a recorded program and a "live" show except that the transcribed program is "stored" on a disc until it is ready to be used. Both recorded and live shows start with the same elements—script, actors, music, production. The live show is broadcast immediately over a single station or simultaneously on a network of stations—the recorded show gets "in the groove" and comes out one week, a month or a year later over stations in varying time periods depending on local availabilities.

When you can't be personally at the stations you've selected for your spot schedule, directing the talent you want in the production you've chosen—but still insist on having a program that's "network calibre" in script, talent and production—then you're the best prospective customer for transcriptions.

## Advertiser's Viewpoint

From the standpoint of the advertiser whose distribution or marketing problems says "Use spot radio," recordings have distinct advantages. They permit flexibility of programming—and in these days of limited time availabilities, that is particularly important: a recorded show can be spotted at the best available time, perhaps at different times in different markets. Transcriptions give you production control of local broadcasts, whether a spot announcement or a variety program, permit you to select the best actors, singers or musicians the big talent centers have to offer and produce the program the way you want it to go on the air. You have an advantage in producing the show, too—your actor makes a fluff, you can do it over; if your singer hits a sour note, you make another cut—you can correct the mistakes that, in a live program would have gone on the air and could never be recalled. In every market, you have the same talent, the same excellent production, the same effect that you want produced down to the pronunciation of every syllable.

The advertiser with a healthy budget can go as far as he wants in building a transcribed show tailor-made to his own specifications. But what about the local or regional advertiser who must

make every radio advertising dollar do double duty? He's up against tough competition from the big network shows and the elaborate programs produced locally by many of the larger stations. The syndicated recorded program is the answer to his budget problem. Produced in talent centers such as New York, Chicago and Hollywood, these transcribed shows are frequently written by the same authors, cast with the same talent, produced by the same directors who are responsible for many of the networks' leading programs—yet, because their cost is shared by a number of advertisers, they are well within the means of limited budget advertisers.

## Syndicated Programs

The syndicated recorded program is complete, ready to go on the air, needing only the advertiser's sales message to be read by the local announcer. And if the advertiser wants to carry uniformity of presentation to the nth degree, he can have his commercials recorded as well.

In the local radio picture, you should not overlook the recorded musical library service, for here is a wealth of fine musical material recorded by dance bands, popular concert orchestras, symphony orchestras, outstanding instrumentalists, vocal soloists, choruses and specialty groups that can be presented in musical shows of every type.

From the radio station's viewpoint, transcriptions are almost indispensable in these days of war-limited staffs. The advertiser's recorded shows simplify programming operations. The syndicated program gives the network affiliate a quality of production for local sponsored presentation that is comparable to the shows on its network feeds, helping the station to retain its audience.

There was a time, not so many years ago, when the designation required by the FCC, "The following program is transcribed," was enough to start an epidemic of dial switching. Today, the listener might never be able to tell the difference between a "live" and a recorded show except for this announcement, so great have been the improvements in production and recording technique. And that's the final answer to the question: "Why transcriptions?"

# ncac

**SELLS**

\*\*\*\*\*

High-rating radio package shows and individual talent for radio from every field of entertainment.

# ncac

**COVERS**

\*\*\*\*\*

The entire entertainment world with headline attractions...unique features...outstanding artists.

# ncac

**REPRESENTS**

\*\*\*\*\*

More than 300 stars of Radio, Concert, Theatre, Opera, Motion Pictures, and the Lecture Platform.

*National Concert and Artists Corporation*

NEW YORK

CHICAGO

SAN FRANCISCO

HOLLYWOOD

# CODE OF WARTIME PRACTICES FOR AMERICAN BROADCASTERS OFFICE OF CENSORSHIP

AS OF FEBRUARY FIRST, 1945

*THIS 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.

# “ONCE UPON A TIME THERE WAS A FINGER” - - -



Along about 1908 or 1909 (or maybe it was 1926) there was a baby born with a silver stop watch in its little kisser, tousled grey hair and an ulcer. Also, this Job had *eleven fingers!*

“Gad!” said his old man, “What a natural for a radio producer! Just think how deftly he could throw a cue with that eleventh pinkie!”

And so, all during his formative years, **LITTLE FINGER** was groomed for his mission in life. He couldn't play baseball like other kids, nor roller skate, nor upset garbage cans, just practice throwing cues. After each day of practice, the Super Digit was carefully washed, manicured, groomed and put to rest in a special leather carrying case.

Then came the great day. A whole studio full of actors, musicians, announcers, writers and sound effects men was assembled just to have that wonderful finger thrown at them. “What a Hooper we'll get!” chortled the account executive. “What sales we'll get!” cried the sponsor. “What a show we'll get!” chorused the public joyfully.

At last the great moment was upon them. Our hero took off his coat and opened his collar. Beads of sweat formed on his brow. He wound up—and **THREW THE MAGIC CUE!**

And what do you think happened?

Why nothing, of course. No Hooper, no sales, no nothing—just a cancellation. All of which goes to show you kids. It ain't the finger that's important. It's the brain power and teamwork *behind* the finger that counts.

The next time you have a radio problem, whether you need a ten second station break or a \$25,000 a week variety show, how about dropping us a line or giving us a call? We don't promise to solve all your problems over night, (nobody is that good) but we *do promise* constructive, down-to-earth thinking. After all, what makes the radio business go, if it ain't ideas? Lots of people you know have ten fingers (or eleven) but how many people do you know with ten ideas?

## FREDERICK BROTHERS

AGENCY, INC.

— RADIO PRODUCTION —

NEW YORK  
RKO BLDG.  
1270 6th AVE.  
Circle 6-2144

CHICAGO  
75 EAST WACKER DRIVE  
STATE 0003

HOLLYWOOD  
8584 SUNSET BLVD.  
CRESTVIEW 1-6244



(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.

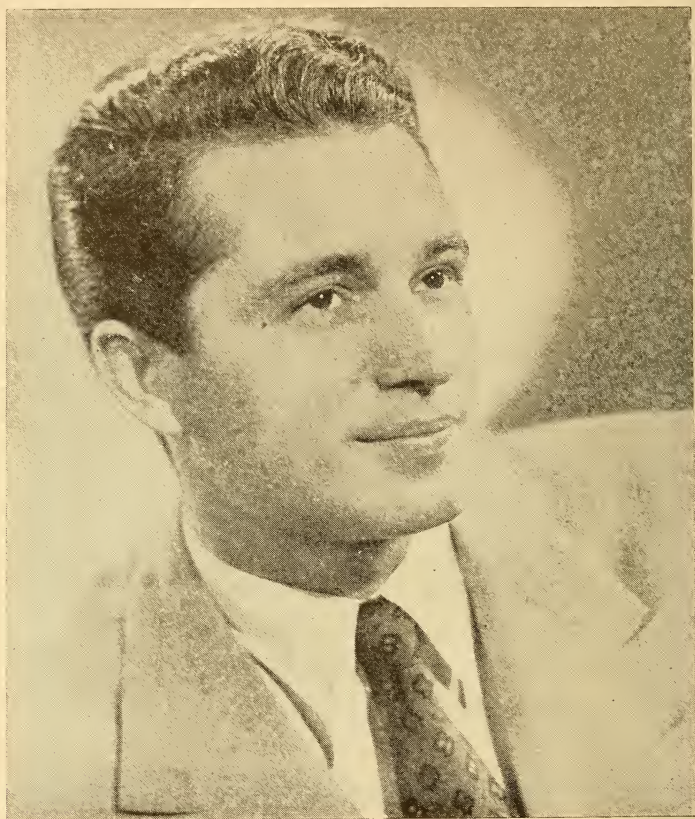
Counter-measures or plans of defense.

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—



# PERRY COMO

Singing Star of

"Chesterfield Supper Club"

Mon. Thru Fri., 7-7:15 p.m., E.W.T.

**NBC**

Under Contract to  
20th Century-Fox Films

• Victor Recording Artist

GENERAL AMUSEMENT CORPORATION

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.



**TED STEELE**

and his Orchestra

"CHESTERFIELD SUPPER CLUB"

Monday thru Friday, 7:00-7:15 P.M., E.W.T.

**NBC**

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

# THE JACK KIRKWOOD SHOW

**LILLIAN LEIGH**

*Character Comedienne*

**BILL GREY**

*Character Comic*

**JEANNE McKEON**

*Soprano*

**JIMMY WALLINGTON**

*Announcer*

**JACK HILL**

*Producer-Director*

**IRVING MILLER**

*Musical Director*

**DON REID**

*Tenor*

**MARYELLYN MANDER**

*Ingenué*

**JACK KIRKWOOD**

*Writers*

Margaret Wilkins

Ned Cronk

Henry Tobias

Crowell Beech

Don Reid

Sponsored by **IVORY SOAP AND OXYDOL**

C.B.S. Monday Thru Friday

7 p.m. East — 10 p.m. Central — 8 p.m. West

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 I.)

(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.

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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.



# air-time: 1 YEAR



*The CBS World News Studio in the forenoon of D-Day, June 6, 1944. Left to right: Ned Calmer, Correspondent and Analyst; Jesse Zausmar, Night News Editor; Bob Traut, Correspondent and Analyst; Quentin Reynolds (broadcasting), News Analyst; Major George Fielding Eliot, Military Analyst; foreground, back to camera, Joseph King, News Reporter. During D-Day CBS broadcast 15 hours 52 minutes of news of the Allied Invasion of Normandy*

Between December 7, 1941 and December 7, 1944 there passed 1096 days.

During that period CBS broadcast a total of over 8686 hours, or 361 days 22 hours, telling the American people how the war was being faced and fought, and how best they could help win it.

That adds up to almost one total year of the three elapsed.

During that relentless outpouring of war-information, 46,052 separate CBS broadcasts, short, medium and long, offered 56,667 distinct ideas touching the progress of the war and the best way to move forward toward victory.

Of these 46,052 broadcasts, 25,891 were offered on commercial programs by patriotic CBS advertisers. The balance—some 20,161—were broadcast as CBS sustaining programs.



→ Victory is not yet. It is more visible today than it was Pearl Harbor Day. But we do not know, we do not guess, when it will come. Only one thing we know—that until the eagle perches on our standards for good, we shall not relax the volume and frequency, nor reduce the quality, of the war-broadcasting in which all of 147 CBS stations have played their becoming parts.

Thus radio, as the strongest young arm of the American system of distributing ideas about goods, has proven that it can distribute equally tangible ideas about citizenship. The hard experience of war has seasoned and tempered radio for the challenge of its responsibilities and powers in insuring the peace. Radio will take up that challenge with energy and humility—and without fear.

\* Let the record note, too, that these totals here reported do not include the truly uncountable number of war-broadcasts sponsored by local advertisers on the 147 CBS stations, nor the sustaining war-programs originated by those stations themselves.

## The Roll Call of CBS War Advertisers:

- |  |  |                                 |
|--|--|---------------------------------|
| Admiral Corporation                                  | Campana Sales Corp.                    | Eversharp, Inc.                 |
| Allegheny-Ludlum Steel Corp.                         | Campbell Soup Co.                      | "42" Products, Inc.             |
| American Home Products Corp.                         | Celanese Corp. of America              | Gallenkamp Stores Co.           |
| American Oil Company                                 | Chemicals, Inc.                        | General Electric Co.            |
| American Tobacco Company                             | Chesebrough Mfg. Co.                   | General Foods Corp.             |
| Anchor-Hocking Glass Corp.                           | Chrysler Corp.                         | General Mills, Inc.             |
| Armour & Co.   | Coca-Cola Co.                          | Gillette Safety Razor Co.       |
| Armstrong Cork Company                               | Coldstream Products Co.                | B. F. Goodrich Co.              |
| P. Ballantine & Sons                                 | Colgate-Palmolive-Peet Co.             | Goodyear Tire & Rubber Co. Inc. |
| Ballard & Ballard Co.                                | Colonial Dames, Inc.                   | Grove Laboratories, Inc.        |
| Bank of America National Trust & Savings Association | Consolidated Royal Chemical Co. Inc.   | Gulf Oil Corp.                  |
| Barbasol Company                                     | Continental Baking Co.                 | Hoffman Radio Corp.             |
| Herman Basch & Company                               | Corn Products Refining Co.             | Hudson Coal Co.                 |
| Bekins Van & Storage Company                         | Cream of Wheat Corp.                   | Hunt Bros. Packing Co.          |
| Barbasol Company                                     | Cresta Blanca Wine Co.                 | International Silver Co.        |
| Herman Basch & Company                               | Cudahy Packing Co.                     | Jantzen Knitting Mills          |
| Bekins Van & Storage Company                         | Curtiss Candy Co.                      | Andrew Jergens Co.              |
| Ben Hur Products, Inc.                               | Day & Night Mfg. Co.                   | Johns-Manville Corp.            |
| Bourjois, Inc.                                       | Dwight Edwards Co.                     | Johnson & Johnson               |
| Bowey's Inc.   | Electric Companies Advertising Program | Johnstone Drug Sales Corp.      |
| W. Atlee Burpee Company                              | Elgin National Watch Co.               | Kay Jewelry Co.                 |
| California Prune & Apricot Growers Assn.             | Emerson Drug Co.                       | Lady Esther, Ltd.               |
|  | Englander Co.                          | Lamont, Corliss & Co.           |
|  |  | Lever Bros. Co.                 |

Lewis-Howe Co.  
 Liggett & Myers Tobacco Co.  
 Lockheed Aircraft Corp.  
 P. Lorillard Co.  
 Los Angeles Soap Co.  
 Manhattan Soap Co.  
 Maryland Pharmaceutical Co.  
 Mennen Co.  
 Miles California Co.  
 Minneapolis-Honeywell  
 Regulator Co.  
 John Morrell & Co.  
 C. F. Mueller Co.  
 McKesson & Robbins, Inc.  
 Noxzema Chemical Co.  
 Owens-Illinois Glass Co.  
 Pabst Sales Co.  
 Pacific Coast Borax Co.  
 Pacific Greyhound Lines, Inc.  
 Packard Bell Co.  
 Parker Pen Co.

Peter Paul, Inc.  
 Pet Milk Sales Co.  
 Philco Corp.  
 Philip Morris & Co. Ltd. Inc.  
 Pillsbury Mills, Inc.  
 Planters Nut & Chocolate Co.  
 Plough, Inc.  
 Procter & Gamble Co.  
 Prudential Insurance Co.  
 Quaker Oats Co.  
 R. J. Reynolds Tobacco Co.  
 Richfield Oil Corp.  
 Roma Wine Co.  
 Schenley Import Corp.  
 Schutter Candy Co.  
 Seal-Cote Company  
 Serval, Inc.  
 Signal Oil Co.  
 Socony Vacuum Oil Co. Inc.  
 Soil-Off Mfg. Co.  
 Southern Cotton Oil Co.

E. R. Squibb & Sons  
 Standard Brands, Inc.  
 Sterling Drug, Inc.  
 Stulz Sickles Co.  
 Joseph Tetley & Co. Inc.  
 Texas Company  
 Union Ice Co.  
 United Air Lines Transport  
 Corp.  
 U. S. Rubber Co.  
 U. S. Tobacco Co.  
 Vick Chemical Co.  
 Washington Cooperative Egg  
 & Poultry Assn.  
 Welch Grape Juice Co.  
 Western Sugar Refinery  
 J. B. Williams Co.  
 Wilshire Oil Co.  
 Wm. Wrigley Jr. Co.  
 Yellow Cab Co.

## The Roll Call of the CBS Regiment:

Akron, Ohio	WADC	Columbus, Ohio	WBNS
Albany, Ga.	WGPC	Cookeville, Tenn.	WHUB
Albany, New York	WOKO	Corpus Christi, Texas	KEYS
Albuquerque, New Mexico	KGGM	Dallas, Texas	KRLD
Anderson, S. C.	WAIM	Danville, Ill.	WDAN
Asheville, N. C.	WWNC	Dayton, Ohio	WHIO
Athens, Ga.	WGAU	Decatur, Ill.	WSOY
Atlantic City, N. J.	WBAB	Denver, Colo.	KLZ
Atlanta, Ga.	WGST	Des Moines, Iowa	KRNT
Augusta, Ga.	WRDW	Detroit, Mich.	WJR
Austin, Texas	KTBC	Dubois, Pa.	WCED
Baltimore, Md.	WCAO	Duluth, Minn.	KDAL
Bangor, Maine	WABI	Durham, N. C.	WDNC
Beckley, W. Va.	WJLS	El Paso, Texas	KROD
Binghamton, N. Y.	WNBF	Erie, Pa.	WERC
Birmingham, Ala.	WAPI	Evansville, Ind.	WEOA
Bisbee, Arizona	KSUN	Fairmont, W. Va.	WMMN
Boston, Mass.	WEEL	Frederick, Md.	WFMD
Buffalo, N. Y.	WKBW	Fresno, Calif.	KARM
Burlington, Vt.	WCAX	Ft. Myers, Fla.	WINK
Cedar City, Utah	KSUB	Gloversville, N. Y.	WENT
Cedar Rapids, Iowa	WMT	Grand Forks, N. D.	KILO
Champaign, Ill.	WDWS	Great Falls, Mont.	KFBB
Charleston, S. C.	WCSC	Green Bay, Wis.	WTAQ
Charleston, W. Va.	WCHS	Greensboro, N. C.	WBIG
Charlotte, N. C.	WBT	Harlingen, Texas	KGBS
Chattanooga, Tenn.	WDOD	Harrisburg, Pa.	WHP
Chicago, Ill.	WBBM	Hartford, Conn.	WDRG
Cincinnati, Ohio	WCKY	Honolulu, H. I.	KGMB
Cleveland, Ohio	WCAR	Hilo, H. I.	KHBC
Colorado Springs, Colo.	KVOR	Hopkinsville, Ky.	WHOP
Columbus, Ga.	WRBL		



Houston, Texas . . . . .	KTRH	Richmond, Va. . . . .	WRVA
Indianapolis, Ind. . . . .	WFBM	Roanoke, Va. . . . .	WDBJ
Ithaca, N. Y. . . . .	WHCU	Rochester, N. Y. . . . .	WHEC
Jacksonville, Fla. . . . .	WMBR	Sacramento, Calif. . . . .	KROY
Jamestown, N. D. . . . .	KSJB	St. Augustine, Fla. . . . .	WFOY
Kansas City, Mo. . . . .	KMBC	St. Louis, Mo. . . . .	KMOX
Kalamazoo, Mich. . . . .	WKZO	Salt Lake City, Utah . . . . .	KSL
Keene, N. H. . . . .	WKNE	San Antonio, Texas . . . . .	KTSA
Knoxville, Tenn. . . . .	WNOX	San Francisco, Calif. . . . .	KQW
Kokomo, Ind. . . . .	WKMO	San Juan, P. R. . . . .	WKAQ
Lawrence, Mass. . . . .	WLAW	Santa Fe, New Mexico . . . . .	KVSF
Little Rock, Ark. . . . .	KLRA	Sarasota, Fla. . . . .	WSPB
Louisville, Ky. . . . .	WHAS	Savannah, Ga. . . . .	WTOC
Los Angeles, Calif. . . . .	KNX	Scranton, Pa. . . . .	WGBI
Macon, Ga. . . . .	WMAZ	Seattle, Wash. . . . .	KIRO
Mason City, Iowa . . . . .	KGLO	Shreveport, La. . . . .	KWKH
Memphis, Tenn. . . . .	WREC	South Bend, Ind. . . . .	WSBT
Meridian, Miss. . . . .	WCOC	Spokane, Wash. . . . .	KFPY
Miami, Fla. . . . .	WQAM	Spartanburg, S. C. . . . .	WSPA
Milwaukee, Wis. . . . .	WISN	Springfield, Ill. . . . .	WTAX
Minneapolis-St. Paul, Minn. . . . .	WCCO	Springfield, Mass. . . . .	WMAS
Missoula, Mont. . . . .	KGVO	Springfield, Mo. . . . .	KTTS
Montgomery, Ala. . . . .	WCOV	Stockton, Calif. . . . .	KGDM
Montreal, Canada . . . . .	CKAC	Syracuse, N. Y. . . . .	WFBL
Muncie, Ind. . . . .	WLBC	Tampa, Fla. . . . .	WDAE
Nashville, Tenn. . . . .	WLAC	Topeka, Kansas . . . . .	WIBW
New Orleans, La. . . . .	WWL	Toronto, Canada . . . . .	CFRB
New York, N. Y. . . . .	WABC	Tucson, Arizona . . . . .	KTUC
Oklahoma City, Okla. . . . .	KOMA	Tulsa, Okla. . . . .	KTUL
Omaha, Nebraska . . . . .	KOIL	Uniontown, Pa. . . . .	WMBS
Omaha, Nebraska . . . . .	KFAB	Utica, N. Y. . . . .	WIBX
Orlando, Fla. . . . .	WDBO	Washington, D. C. . . . .	WTOP
Paducah, Ky. . . . .	WPAD	Waterbury, Conn. . . . .	WBRY
Parkersburg, W. Va. . . . .	WPAR	Watertown, N. Y. . . . .	WWNY
Peoria, Ill. . . . .	WMBD	Wausau, Wis. . . . .	WSAU
Philadelphia, Pa. . . . .	WCAU	West Palm Beach, Fla. . . . .	WJNO
Phoenix, Arizona . . . . .	KOY	Wheeling, W. Va. . . . .	WKWK
Pittsburgh, Pa. . . . .	WJAS	Wichita Falls, Texas . . . . .	KWFT
Portland, Maine . . . . .	WGAN	Wichita, Kansas . . . . .	KFH
Portland, Oregon . . . . .	KOIN	Worcester, Mass. . . . .	WTAG
Providence, R. I. . . . .	WPRO	Yankton, S. D. . . . .	WNAX
Quincy, Ill. . . . .	WTAD	Youngstown, Ohio . . . . .	WKBN

**this is CBS . . . the Columbia Broadcasting System**



# SHOWMAN'S CALENDAR

FOR 1945

## 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).
- 20: Inauguration Day. Began in 1937. To be observed every fourth year from that date by the 20th Amendment to the Constitution.
- 21: Foundation Day. In the Canal Zone.
- 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).
- 15: Constitution Day. In the Canal Zone. Susan B. Anthony Day. Observed in honor of the birthday of the pioneer crusader for equal rights for women. Governors of 33 States and 3 Territories have honored the day by special proclamations.
- 19: Ohio Admitted (1803).
- 20: Shrove Tuesday. Observed as Mardi Gras in Florida (in cities and towns where carnival is celebrated), Louisiana (Parishes of Jefferson, Orleans, St. Bernard, St. Charles, St. John the Baptist, East Baton Rouge), Canal Zone.
- 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.
- 17: Evacuation Day. In Boston, Chelsea, Revere, Winthrop and Suffolk County.
- 13: Fast of Esther. Grover Cleveland's Birthday.
- 21: First Day of Spring.
- 22: Emancipation Day (Puerto Rico)
- 25: Maryland Day.
- 29: First Day of Passover.
- 30: Seward Day (Alaska)
- 31: Transfer Day, in the Virgin Islands.

## April

- 1: All Fools' Day.
- 1: State Election. In Michigan.
- 2: Palm Sunday.
- 6: War Declared with Germany (1917).
- 6: Army Day. Observed in New York, and some other States, by a display of flags and by military parades.
- 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).
- 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).
- 24: Arbor and Bird Day. In Massachusetts.
- 25: War Declared with Spain (1898).
- 26: Confederate Memorial Day (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 (1893).
- 2: Stonewall Jackson Shot (1863). National Music Week.

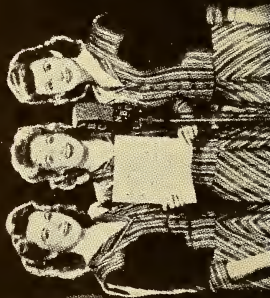
# THE TAILOR MAIDS



MARIAN



VIRGINIA



NORMA



PERSONAL MANAGEMENT  
**LEN SHORT**

HI. 0101 (R.A.I.E.)

HOLLYWOOD

- 4: Rhode Island Independence Day.
- 5: Napoleon's Death (1821).
- 6: Corregidor Surrendered (1942).
- 7: Lusitania Torpedoed (1915).
- Johannes Brahms Born (1833).
- 10: Confederate Memorial Day (Kentucky, North Carolina).
- 11: Minnesota Admitted (1858).
- 12: Florence Nightingale Born (1820).
- 13: Mother's Day (2nd Sunday).
- 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).
- D-Day (1944).
- 8: Battle of New Orleans (1815).
- 10: Franklin Drew Lightning From Sky (1752).
- 14: Harriet Beecher Stowe's Birthday.
- Flag Day.
- 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.
- 24: San Juan Day. In Puerto Rico.
- 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).
- 15: St. Swithin's Day.
- 16: Santiago Surrendered.
- 24: Pioneer Day (Utah).
- 25: Occupation Day (Puerto Rico).
- 27: Barbosa's Birthday. In the Canal Zone.
- 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).

- 14: Atlantic Charter Signed by President F. D. Roosevelt and Prime Minister Winston Churchill.
- 15: Panama Canal Opened (1914).
- 16: Bennington Battle Day (Vermont).
- 19: National Aviation Day.
- 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.
- 3: Labor Day.
- 6: Latayette Day.
- First Battle of the Marne.
- 8,9: Rosh Hashonah.
- 9: Admission Day (California).
- 12: Defender's Day (Maryland).
- 17: Constitution Day.
- 17: Yom Kippur.
- 22: Nathan Hale Executed (1776).
- First Day of Autumn.
- 22: American Indian Day (4th Friday).

## October

- 5: Wright Brothers Took First Long Distance Flight in Airplane (1905).
- 6: Missouri Day.
- 8: Chicago Fire (1871).
- 9: 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).
- 1: Liberty Day. In the Virgin Island (St. Croix only).
- 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).
- 22: Thanksgiving Day (4th Thursday).

## 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: Alttred 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: 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.



*Penn vs. Army, November 18, 1944 — Franklin Field. Operating from field and studio, Ayer's television staff has completed another successful season of telecasting for its client Atlantic Refining Company, whose sponsorship of televised games dates back to October 18, 1941.*

## **Graphics in action**

To television Ayer's acknowledged agency leadership in the graphic arts now brings new vigor and drive — supplemented by wide experience in radio and commercial films.

**N. W. AYER & SON, INC.**

**30 ROCKEFELLER PLAZA ★ NEW YORK**



THE BUSINESS SIDE  
*of*  
RADIO



*Agency and Sponsor Network Billings*

•

*Station Representatives*

•

*News Service*

•

*Advertising Agencies*

•

*Research Firms*

•

*Federal Communications Commission*



## HAL STYLES

Radio's Original "Good Neighbor"

NOW

"LEST YE FORGET"

Warner Bros.  
KFWB

America's First Rehabilitation Program for Ex-Servicemen (Sundays)

Also,

"LET'S FACE FACTS"

Warner Bros.  
KFWB

News Views and Interviews (Daily)

Announcer, Producer, Commentator, Dialectician, Emcee, Special Events

# THE BUSINESS SIDE OF RADIO

By M. H. Shapiro

Managing Editor, RADIO DAILY

CHRONICAL of radio's forward march during 1944 is virtually a repetition of the magnificent strides taken each year of its history, both from the standpoint of progressively good business and public service. Contributing every possible effort to winning the war, offering co-operation on a scale no industry not actually engaged in war production per se could attempt, the broadcaster, network or independent station, stood shoulder to shoulder with those on the home front giving their best.

Naturally, along with all other media, radio received its share of increased advertising appropriations and if wartime paper stocks held down some newspapers and magazines, it must be remembered that radio started with the unalterable limitation of time itself. That is, the number of hours during which listeners are receptive to the sponsor messages, much less the obvious as to the hours in a single broadcast day.

## Billings Up

In each instance, the major networks showed substantial increases in gross billings. Spot and regional webs also fared comparatively well, with the overall figure hovering around the 23 per cent mark. Net figures will deviate one way or the other, but indications are it will stand at that figure fairly close with not more than a 2 per cent differential in the final adjustment. Total billings before various discounts are deducted will reveal gross radio time sales edging toward the \$400,000,000 mark. Undoubtedly, this year will see the mark actually reached, if not exceeded. The net proceeds to the industry will approximate a figure \$100,000,000 below the gross. As it concerns all industries, the net profit accruing to the radio industry will not be much more for 1944 than it was for 1943 due to the increased Government taxes.

In the figures for the sale of time, of course no provision is made for the talent sales which, it stands to reason, increases from year to year. As to its expanded billings, radio did not exactly sit idly by and wait for the business to come in, over the proverbial transom as it were. In some cases of course, the time if desirable, was a sure sale to one client or another. However, diligent efforts by the

research, sales, and sales promotion departments of the industry succeeded in rounding up considerable new business, business which never before used radio. Which applies also to the clients sold on going into markets not heretofore considered.

## Problems En Route

Not alone in this respect, radio's main problems were those of labor, the replacements for the manpower that went to war, and to be sure labor unions figured in the routine. Outstanding among the problems was the recording situation with the AFM. RCA, CBS and NBC saw fit to sign with the musicians' union on its own terms after a more than two-year cessation of work for the affiliated companies of these networks.

Allocation hearings before the FCC resulted in FM, for the time being at least, being worried as to its future because of the moves suggested to the higher frequencies in the spectrum. Television benefited somewhat in that it was being permitted to remain where it was, although provisions saw to it that neither television nor frequencies that may be needed in the public service were arbitrarily frozen.

As stated here in the past, broadcasting is not an industry that had to convert to war production as in the case of other great industries and it will not have to worry about a postwar change to normalcy. All its "changes" will depend on what happens to its clients rather than what actually happens to radio.

## Sound Position

In this respect, there is no reason to believe that any untoward happening will take place and in the postwar era, radio stands to gain on most every count. It still holds, that brand names being kept alive now will of necessity come back strongly in the flesh, so to speak, and the field is wide open in practically every commercial project. Thus any halt in hostilities on any particular front will not cause severe dislocation in the broadcasting setup; rather it will be the signal for increased desire on the part of clients to reach the consumer via the fastest means available. Which is predicated of course on the client seeing daylight as to normal peacetime production.

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

Myron — James L.  
**SELZNICK — SAPHIER**  
and COMPANY

BEVERLY HILLS • NEW YORK

# Agency and Sponsor Network Billings

## Blue Network Company

### 1944 Agency Gross Billings

J. Walter Thompson Company	\$ 6,100,528
D'Arcy Advertising Co., Inc.	3,720,994
Compton Advertising, Inc.	3,224,157
Kenyon & Eckhardt, Inc.	2,259,120
Wade Advertising Agency	1,828,699
Young & Rubicam, Inc.	1,731,605
Warwick & Legler, Inc.	1,511,077
Sherman & Marquette, Inc.	1,057,752
Dancer-Fitzgerald-Sample	1,029,412
Hill Blackett & Company	914,599
McCann-Erickson, Inc.	889,161
Schwimmer & Scott Advertising Agency	888,644
Walker and Downing	886,901
Knox Reeves Advertising, Inc.	853,598
Lenzen & Mitchell, Inc.	832,348
Foote, Cone & Belding	822,754
Aubrey, Moore, Wallace, Inc.	794,987
MacFarland, Aveyard & Company, Inc.	737,893
William Esty and Company, Inc.	657,761
Newell-Emmett Co.	576,455
Hutchins Advertising Co., Inc.	544,752
Leo Burnett Company, Inc.	488,556
N. W. Ayer & Son, Inc.	480,042
J. D. Tarcher & Co.	453,806
Small & Seifer, Inc.	439,850
Raymond Spector Company, Inc.	439,268
Duane Jones Company	431,384
Batten, Barton, Durstine & Osborn, Inc.	430,616
Henri Hurst & McDonald, Inc.	429,008
The Blow Company, Inc.	415,146
H. W. Kastor & Sons Advertising Co., Inc.	356,065
Benton & Bowles, Inc.	346,261
Buchanan & Co.	326,709
Sayre M. Ramsdell Assoc.	304,931
Tracy-Locke Company, Inc.	287,780
Ted Bates, Inc.	286,361
McJunkin Advertising Company	266,561
Pedlar-Ryan & Lusk, Inc.	219,026
Keeling & Co., Inc.	198,028
Doherty, Clifford & Shenfield, Inc.	166,676
Critchfield and Company	161,643
Sherman K. Ellis & Company, Inc.	162,190
Pacific National Advertising Agency	157,097
Burton, Browne Advertising Advertising & Sales Council, Inc.	147,528
Fuller & Smith & Ross, Inc.	125,868
Emil Mogul Company, Inc.	121,996
A. W. Lewin Co.	121,111
Glicksman Advertising Co., Inc.	108,934
William H. Weintraub & Company, Inc.	101,988
Brisacher, Van Norden & Staff	99,450
J. William Sheets	89,528
Tucker Wayne & Company	85,130
Hazard Advertising Company	82,768
Franklin Brueck Advertising Corporation	77,359
Donahue & Coe, Inc.	70,656
Maxon, Incorporated	60,954
The M. H. Hackett Co.	57,163
Pacific Coast Advertising Co., Inc.	55,488
	41,982

Roche, Williams & Cleary, Inc.	41,076
United States Advertising Corporation	35,687
Alfred J. Silberstein-Bert Goldsmith Inc.	35,588
Ruthrauff & Ryan, Inc.	26,964
Glasser Gailey & Company	21,992
Erwin, Wasey & Co., Inc.	23,010
Smith & Bull	21,851
Raymond R. Morgan Company	17,066
Rhoades & Davis	17,459
Long Advertising Service	15,860
Charles Sheldon Advertising Agency	15,012
Elwood J. Robinson Advertising Agency	13,509
Brooks Advertising Agency	13,110
Robert Smith Advertising	10,851
Courtland D. Ferguson, Inc.	10,315
George Wessel	10,260
Geyer, Cornell & Newell, Inc.	8,935
Direct	8,839
John Stover Advertising Agency	5,910
Hillman-Shane-Breyer	4,246
Little & Co.	4,122
Keinke-Ellis-Younggreen & Fian Inc.	3,918
O. E. Hopper-Industrial Advertising	3,146
Century Advertising Agency	2,700
Total	\$10,911,629
Political	411,500
Total	\$11,356,129

## Columbia Broadcasting System

### 1944 Agency Gross Billings

Young & Rubicam, Inc.	\$ 7,966,037
J. Walter Thompson Co.	7,091,511
Dancer-Fitzgerald-Sample	6,033,399
Ruthrauff & Ryan, Inc.	4,434,356
The Blow Co.	4,057,915
Compton Advertising, Inc.	3,411,513
Batten, Barton, Durstine & Osborn, Inc.	3,264,361
Foote, Cone & Belding	3,040,127
Ted Bates, Inc.	2,248,027
Wm. Esty & Co. Inc.	2,232,440
Benton & Bowles, Inc.	2,123,510
Arthur Meyerhoff & Co.	1,698,519
Maxon, Inc.	1,555,966
Newell-Emmett Co., Inc.	1,520,922
McCann-Erickson, Inc.	1,321,420
Campbell-Ewald Co.	1,306,719
Pedlar & Ryan, Inc.	923,926
Ward Wheelock Co.	804,309
Gardner Advertising Co.	789,640
Buchanan & Co., Inc.	785,507
Wm. H. Weintraub & Co.	772,317
C. L. Miller Co.	754,403
Sherman & Marquette, Inc.	716,627
Warwick & Legler, Inc.	712,107
N. W. Ayer & Son, Inc.	670,878
D'Arcy Advertising Co., Inc.	520,720
Knox Reeves Advertising Co.	492,504
Roche, Williams & Cleary, Inc.	465,264
Arthur Kudner, Inc.	411,504
Kenyon & Eckhardt, Inc.	407,566
Duane Jones Co.	372,111
Addison Lewis & Associates	334,626
Grant Advertising, Inc.	330,991

*Imitation is the Sincerest Form  
of Flattery*

**BUT**

The **ORIGINAL** "Make Believe Ballroom"  
Is Still on KFVB in Its 12th Year  
With its Originator

**AL JARVIS**



**Monday Thru Saturday  
11:00 to 2:30 P.M.**

National Representative, WILLIAM G. RAMBEAU COMPANY  
New York and Chicago

AGENCY—NETWORK—SPONSOR BILLINGS

Joseph Katz Co.	300,963
Morse International	291,020
Russel M. Seeds Co.	282,573
Henri, Hurst & McDonald, Inc.	267,455
(Crutenden & Eger)	259,435
Sorenson & Co.	218,456
Lenon & Mitchell, Inc.	171,257
Walker & Downing	148,542
Raymond R. Morgan Co.	117,086
H. W. Kasfor & Sons Adv. Co., Inc.	110,027
Erwin, Wasey & Co.	99,480
Barton A. Stebbins, Inc.	97,396
Spitzer & Mills, Ltd.	63,812
Wade Advertising Agency	61,425
Wallace-Ferry-Hanly Co.	58,634
Clements Co., The	52,760
Ronalds Advertising Agency	43,635
Garfield & Guild	38,908
Brooks Advertising Agency	38,281
Brisacher & Van Nordem	36,972
Hillman, Shane & Broyer, Inc.	33,772
Franklin Break Advertising Corp.	33,180
Green-Brodie, Inc.	30,812
W. Earl Bothwell Adv. Agency	29,394
Lake-Spiro-Shurman, Inc.	29,342
Western Advertising Agency	28,098
Baker Advertising Agency	27,824
Glasser-Gailey & Co.	25,283
Rhoades & Davis	20,706
Hixson-O'Donnell Adv. Inc.	20,286
Long Advertising Service	19,908
J. D. Tarcher & Co., Inc.	19,596
Flager Advertising, Inc.	12,892
Beaumont & Hohman, Inc.	11,583
Pacific National Adv. Agency	11,357
Sherman K. Ellis Co., Inc.	11,340
Gillham Advertising Agency	10,710
Sayre M. Ramsdell Associates	10,216
John L. Halpin	10,121
Donahue & Coe, Inc.	8,216
Kelly Nason, Inc.	7,722
Armand S. Weill Co., Inc.	7,510
Don B. Miner Co.	7,308
Cockfield, Brown & Co.	6,993
Lester H. Harrison Associates	5,681
Bostford, Constantine & Gardner	4,563
George M. Weissells Adv. Agency	4,060
Schwimmer & Scott	3,323
Elwood J. Robinson Adv. Agency	1,867
Allied Advertising Agencies	1,102
Furman, Feiner & Co.	908
Advertising Arts Agency	812
Clarence B. Juneau	812
Hugh A. Deadwyker	575
Cotter Advertising Agency	370
Copley Advertising Agency	125

Total .....\$66,791,319

**Mutual Broadcasting System  
1944 Agency Gross Billings**

Erwin Wasey & Co., Inc.	\$ 2,406,501
Hixson O'Donnell Adv., Inc.	1,301,917
Ruthrauff & Ryan, Inc.	1,230,211
Donahue Co., Inc.	1,056,848
Kenyon & Eckhardt, Inc.	1,011,915
R. H. Alber Co.	950,309
Ivy & Ellington, Inc.	733,653
Arthur Meyerhoff Co.	677,421
William H. Weintraub & Co., Inc.	660,964
Maxon, Inc.	542,590
Walker & Downing	539,659
Wallace Ferry Hanly Co.	499,862
Stanley G. Boynton	475,623
H. B. Humphrey Co.	456,696
Gardner Adv. Co.	450,713
Russel M. Seeds Co., Inc.	438,095
Gotham Adv. Co.	425,477
Raymond Spector Co., Inc.	395,263

Young & Rubicam, Inc.	337,079
Birmingham, Castleman & Pierce, Inc.	322,220
Calkins & Holden	321,993
J. Walter Thompson Co.	277,961
J. C. Hoskin Assoc.	276,009
McJunkin Adv. Co.	267,102
Leo Burnett Co.	261,553
Duane Jones Co.	213,319
Roche, Williams & Cleary, Inc.	206,668
Al Paul Lefton Co., Inc.	161,198
Warwick & Legler	138,567
Biow Co., Inc.	137,910
Schwimmer & Scott	120,063
Buchanan & Co.	115,825
Battan, Barton, Durstine & Osborn, Inc.	88,218
United States Adv. Corp.	83,509
The Caples Co.	69,531
Raymond R. Morgan Co.	68,381
Sterling Adv. Agency, Inc.	62,380
Grant Adv., Inc.	59,211
Clements Co., Inc.	56,763
Henri, Hurst & McDonald, Inc.	56,374
Cecil & Presbrey, Inc.	52,221
The Joseph Katz Co.	41,196
Footc, Coe & Belding	36,321
Weston Barnett, Inc.	20,612
Van Sant, Duggale & Co., Inc.	20,161
Lester Harrison Assoc., Inc.	16,748
D'Arcy Adv. Co., Inc.	15,781
George H. Hartman Co.	14,923
Green-Brodie	13,220
Furman Ferner & Co., Inc.	10,146
Harold Cabot Co., Inc.	9,920
L. W. Ramsey Co.	9,314
Hirshon-Garfield, Inc.	5,408
Allied Agencies	3,726
Direct	14,259
Locally Sponsored	1,260,638

Total .....\$19,533,650

**National Broadcasting Company  
1944 Agency Gross Billings  
Not Available**

**Blue Network Company  
1944 Sponsor Expenditures**

The Coca-Cola Company	\$ 3,720,991
Ford Motor Company	2,710,000
Kellogg Company	2,259,120
Miles Laboratories, Inc.	1,828,699
General Mills, Inc.	1,726,506
The Procter & Gamble Co.	1,156,017
Socony-Vacuum Oil Co., Inc.	1,351,673
Swift and Company	1,257,158
The Quaker Oats Company	1,219,912
Libby, McNeill & Libby	986,630
Bristol-Meyers Company	927,814
Westinghouse Electric & Mfg. Co.	885,469
Esquire, Inc.	861,602
Philco Corporation	819,686
The Andrew Jergens Co.	832,348
Allis-Chalmers Mfg. Co.	762,728
Carter Products, Inc.	726,211
Curtis Publishing Company	603,619
Lehn & Fink Products Corp.	579,252
RKO Radio Pictures, Inc.	546,136
A. E. Staley Mfg. Co.	530,882
Hall Brothers, Inc.	515,816

# GARNETT MARKS



ANNOUNCER • NARRATOR  
ACTOR

SPORTS AND NEWS COMMENTATOR

**N O W**

**LT. GARNETT MARKS**

**U. S. ARMY**



## AGENCY—NETWORK—SPONSOR BILLINGS

American Meat Institute.....	488,556	J. A. Folger & Company.....	11,594
The Charles E. Hires Co.....	480,042	Washington State Apple Commission	11,085
Elgin National Watch Co.....	470,724	Easteron Columbia Outfitting.....	10,851
McKesson & Robbins, Inc.....	453,806	Resinol Chemical Company.....	10,345
Larus & Brother Company, Inc.....	452,075	Union Ice Company.....	10,260
Mall Pouch Tobacco Company.....	418,932	Denalon Company, Inc.....	10,089
Sterling Drug Inc. (Consumer Products Company).....	444,750	Washington Co-Operative Egg & Poultry Assn. ....	9,317
RCA Victor Division of Radio Corp. of America.....	439,291	Nash-Kelvinator Corp.....	8,935
Serutan Company.....	439,268	Garrett & Co., Inc.....	8,400
The D. L. Clark Co.....	437,969	Corley Diet Food Company.....	7,370
William R. Warner & Co., Inc. (Dr. Earl S. Sloan, Inc.).....	424,494	Wileo Company.....	6,840
Eversharp Inc.....	415,146	Red-ee Foods.....	6,669
O'cedar Corporation.....	397,739	Shellmar Products.....	5,910
Williamson Candy Co.....	397,248	Horace E. Dodge Boat & Plume Corp.	5,765
The Wander Company.....	381,593	Kerr Glass Mfg. Corp.....	5,472
The Borden Company.....	370,564	Bu-Tay Products Company.....	4,608
The Welch Grape Juice Co.....	356,065	Beneficial Casualty Company.....	4,246
The Reader's Digest Assn., Inc.....	325,788	Kelite Products, Inc.....	4,122
The Texas Company.....	293,587	Chicago, Burlington & Quincy Railroad.....	3,918
Dr. Pepper Co.....	287,780	The Soil-Off Mfg. Co.....	3,675
General Foods Corp.....	269,552	Pacific Guano Company.....	3,146
Manhattan Soaps Co., Inc.....	261,564	Ferry-Morse Seed Co.....	3,074
The Geo. W. Loft Co.....	224,333	Diesel-Wenmer-Gilbert Corp.....	2,700
Sweets Co. of America, Inc.....	240,476	Peter Paul Inc.....	820
Owens-Illinois Glass Co.....	200,484		
Hastings Mfg. Co.....	198,028	Total.....	\$10,914,629
Lockheed Aircraft Corp.....	189,810	Political.....	411,500
Wheeling Steel Corp.....	164,643		<hr style="width: 100%; border: 0.5px solid black;"/>
Gum Laboratories, Inc.....	163,451		\$41,356,129
Falstaff Brewing Corporation.....	156,504		
Fisher Flouring Mills Co.....	147,780		
Raytheon Production Corp.....	147,528		
O'Sullivan Rubber Co., Inc.....	125,868		
Aluminum Co. of America.....	124,996		
Trimont Clothing Co.....	124,111		
The National Board of Fire Underwriters.....	120,096		
Time, Inc.....	108,972		
Harvel Watch Co.....	108,934		
Chef Boy-Ar-Dee Quality Foods, Inc.	103,110		
Adam Hat Stores, Inc.....	101,988		
Revelon Products Corp.....	99,450		
Skinner & Eddy Corp. (Alaska Pacific Salmon).....	85,130		
S & W Fine Foods, Inc.....	88,708		
Safeway Stores, Inc.....	83,185		
Scripto Mfg. Co.....	82,768		
Colgate-Palmolive-Peet Co.....	78,512		
American Cyanamid Co.....	77,359		
Standard Oil Co. of Calif.....	75,740		
Langendorf United Bakeries, Inc.....	63,546		
Grove Laboratories, Inc.....	60,954		
Chatham Mfg. Co.....	55,488		
Sun Oil Company.....	41,076		
Wilson Sporting Goods Co.....	35,687		
Botany Worsted Mills.....	35,588		
Rainier Brewing Co.....	34,122		
Lyon Van & Storage Company.....	29,088		
The Mentholatum Company.....	26,052		
Peter Fox Brewing Co.....	24,042		
American Home Products Corp.....	24,012		
S. A. Moffett Company.....	23,010		
Seaboard Finance.....	21,854		
Austin Studios.....	20,384		
Barron-Gray Packing Co.....	15,860		
John H. Breck, Inc.....	15,042		
Northwestern Yeast Co.....	14,148		
Bekins Van & Storage.....	13,110		

### Columbia Broadcasting System

#### 1944 Sponsor Expenditure

General Foods Corp.....	\$ 5,537,409
Lever Brothers Co.....	4,842,781
Procter and Gamble Co.....	4,348,795
American Home Products Corp.....	3,215,834
William Wrigley Jr., Co.....	2,386,781
Sterling Drug, Inc.....	2,307,314
R. J. Reynolds Tobacco Co.....	1,912,727
Standard Brands, Inc.....	1,872,575
General Electric Co.....	1,635,957
Colgate-Palmolive-Peet Co.....	1,627,423
Campbell Soup Co.....	1,576,473
Liggett & Myers Tobacco Co.....	1,520,922
Philip Morris & Co., Ltd.....	1,412,707
U. S. Rubber Co.....	1,306,719
General Mills, Inc.....	1,169,433
American Tobacco Co.....	1,037,713
Owens-Illinois Glass Co.....	964,919
B. F. Goodrich Co.....	963,025
E. R. Squibb & Sons.....	891,002
Johns-Manville Corp.....	863,730
Texas Co.....	811,940
Pet Milk Sales Co.....	800,350
Eversharp, Inc.....	782,443
Chrysler Corp.....	782,064
Quaker Oats Co.....	780,013
Emerson Drug Co.....	772,800
P. Lorillard Co.....	771,509

## *Currently Producing —*

<b>ELEVEN</b>	— 15-min. weekly	<b>NBC</b>	<b>(Western)</b>
<b>SIX</b>	— 15-min. weekly	<b>Mutual</b>	<b>(Western)</b>
<b>ONE</b>	— 30-min. weekly	<b>Mutual</b>	<b>(TC)</b>
<b>FIVE</b>	— 30-min. weekly	<b>Blue</b>	<b>(TC)</b>
<b>ONE</b>	— 30-min. weekly	<b>Blue</b>	<b>(Western)</b>

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*We know of no other WESTERN advertising agency producing 24 network programs per week — 52 weeks in the year.*

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# **RAYMOND R. MORGAN COMPANY**

**6362 Hollywood Blvd., Hollywood, California**

AGENCY—NETWORK—SPONSOR BILLINGS

Celanese Corp. of America.....	756,093
Lady Esther, Ltd. ....	754,317
Bourjois, Inc. ....	716,868
Pabst Sales Co. ....	712,107
Continental Baking Co.....	705,288
Chesebrough Mfg. Co. ....	656,706
Electric Companies Adv. Program....	651,921
Prudential Insurance Co. of America..	620,105
Schenley Products Co.....	571,458
Gulf Oil Corp. ....	556,264
Anchor Hocking Glass Corp.....	544,677
Roma Wine Co. ....	530,274
Coca-Cola Co. ....	520,720
Parker Pen Co. ....	516,616
Corn Products Refining Co.....	496,428
Lewis-Howe Co. ....	465,264
Noxzema Chemical Co. ....	438,167
Pacific Coast Borax Co.....	432,990
International Silver Co.....	420,106
U. S. Tobacco Co. ....	411,504
Southern Cotton Oil Co.....	407,566
Armstrong Cork Co. ....	403,395
Servel, Inc. ....	382,358
Goodyear Tire & Rubber Co., Inc.....	380,702
J. B. Williams Co. ....	315,800
Cream of Wheat Corp.....	337,499
Minneapolis-Honeywell Regulator Co..	334,626
Cudahy Packing Co. ....	330,991
Johnson & Johnson.....	311,340
Armour & Co.....	295,792
Vick Chemical Co.....	294,020
American Oil Co.....	285,092
Admiral Corp. ....	259,435
Curtiss Candy Co. ....	257,975
Mennen Co. ....	256,198
P. Ballantine & Sons .....	233,316
Ballard & Ballard Co. ....	226,575
Lockheed Aircraft Corp.....	224,583
Bowey's, Inc. ....	218,456
Fillsbury Mills, Inc. ....	214,304
Englander Co. ....	165,750
Gillette Safety Razor Co. ....	161,387
Democratic National Committee .....	148,999
Allegheny-Ludlum Steel Corp. ....	148,542
Republican National Committee ....	131,414
Los Angeles Soap Co. ....	117,086
Welch Grape Juice Co. ....	110,027
Manhattan Soap Co. ....	105,912
C. F. Mueller Corp. ....	99,396
Planters Nut & Chocolate Co. ....	91,563
Joseph Tetley & Co., Inc. ....	68,569
Miles California Co. ....	61,425
Campana Sales Corp. ....	58,634
Hudson Coal Co. ....	52,760
Signal Oil Co.....	49,255
Elgin National Watch Co.....	47,968
Soil-Off Mfg. Co. ....	41,850
John Morrell & Co. ....	40,880
Western Sugar Refining Co.....	38,961
Bekins Van & Storage Co.....	38,281
Peter Paul, Inc.....	36,972
Grove Laboratories, Inc.....	34,591
"42" Products, Inc.....	32,020
Business Men for Roosevelt, Inc.....	30,812

Plough, Inc. ....	29,342
Socony-Vacuum Oil Co., Inc.....	28,890
Hunt Bros. Packing Co.....	28,051
One Thousand Club of the United States of America .....	25,636
Colonial Dames, Inc.....	25,283
Packard Bell Co.....	25,272
Ben Hur Products, Inc.....	22,869
Andrew Jergens Co.....	21,411
Yellow Cab Co.....	20,706
McKesson & Robbins, Inc.....	19,596
United Air Lines Transport Corp.....	18,951
Lamont, Corliss & Co.....	18,252
Calif. Prune & Apricot Growers Assn...	16,432
Maryland Pharmaceutical Co.....	15,871
W. Atlee Burpee Co.....	12,892
Consolidated Royal Chemical Co., Inc...	11,792
Pacific Greyhound Lines, Inc.....	11,583
Washington Coop. Egg & Poultry Assn.	11,357
Dwight Edwards Co.....	10,721
Phileo Corp. ....	10,216
Hoffman Radio Corp.....	10,179
Democratic State Committee of N. Y....	10,121
Kay Jewelry Co.....	10,018
Barbasol Co. ....	7,917
Herman Basch & Co.....	7,722
Johnstone Drug Sales Co.....	7,540
Wilshire Oil Co.....	7,308
Coldstream Products Co.....	6,699
Miscellaneous .....	51,975

Grand Total .....\$66,791,319

**Mutual Broadcasting System  
1944 Sponsor Expenditures**

Sinclair Refining Co.....	\$ 1,301,917
R. B. Semier, Inc.....	1,115,708
Kellogg Co.....	1,000,739
Metro-Goldwyn-Mayer, Inc. ....	981,118
Gospel Broadcasting Assn.....	950,309
Zonite Products Corp.....	732,427
Mutual Benefit, Health & Accident Assn.	677,421
Pharmaco, Inc. ....	676,310
Bayuk Cigars, Inc.....	667,865
Gillette Safety Razor Co.....	512,590
American Cigarette & Cigar Co., Inc..	530,585
Campana Sales Co.....	499,862
Clark Bros. Chewing Gum Co.....	465,309
Ralston Purina Co.....	450,713
Grove Laboratories .....	438,095
Lutheran Laymen's League.....	425,177
Serutan Co.....	395,263
Employers' Group Insurance Co. of Boston, Mass. ....	388,912
Barbasol Co.....	352,961
Stokely Bros.-Van Camp, Inc.....	321,993
Dubonnet Corp. ....	295,390
Petri Wine Co.....	294,700
Radio Bible Class .....	290,455
General Cigar Co., Inc.....	277,961

"AMERICA'S GRAND HOSTESS"  
**EUGENIA CLAIR**



KMTR  
3:15 P.M., P.W.T.

Veterans of Foreign Wars  
of the United States  
American Gold Star Mothers

**AGENCY—NETWORK—SPONSOR BILLINGS**

Voice of Prophecy, Inc.....	276,009
Lumberman's Mutual Casualty Co.....	261,553
Helbras Watch Co.....	215,563
Young People's Church of the Air.....	211,190
Lewis-Howe Co.....	206,668
Chef-Boy-Ar-Dee Quality Foods, Inc.....	196,669
Wesley Radio League.....	185,168
Emerson Radio & Phonograph Corp.....	182,183
Confl Products Corp.....	180,636
Duffy-Mott Co., Inc.....	161,198
Frank H. Lee Co.....	141,584
George W. Luft & Co.....	138,567
Formfit Co.....	115,825
Nat'l Small Business Men's Assoc.....	100,596
Wilson Sporting Goods Co.....	83,509
Delaware, Lackawanna & Western Coal Co.....	80,109
Beaumont Co.....	75,430
Allegheny Ludlum Steel Corp.....	74,350
Carey Salt Co.....	70,433
Union Pacific Railroad.....	69,531
Knox Co.....	68,381
Gotham Hosiery Co., Inc.....	62,380
Waltham Watch Co.....	59,829
Reichhold Chemicals, Inc.....	59,241
Aeme White Lead & Color Works.....	56,374
Boots Aircraft Nut Corp.....	52,221
Goodyear Tire & Rubber Co.....	42,379
Maryland Pharmaceutical Co.....	41,496
Chesapeake & Ohio Railway Co.....	41,206
Table Products, Inc.....	36,324
Miss Swank, Inc.....	31,184
American Bird Products, Inc.....	20,642
Sherwood Bros., Inc.....	20,161
Coronet Magazine.....	19,167
Hartz Mountain Products.....	14,933
W. L. Douglas Shoe Co.....	9,920
Loyal Order of the Moose.....	9,314
Rust Craft Publishers, Inc.....	7,925
Shipstead & Johnson.....	3,726
Political Advertisers.....	421,422
Locally Sponsored Shows.....	1,260,638

**Total .....** \$19,533,650

**National Broadcasting Company  
1944 Sponsor Expenditures  
Not Available**

**Blue Network Company  
1944 Gross Monthly Billings**

January .....	\$ 2,895,700
February .....	2,799,504
March .....	3,080,398

April .....	3,161,738
May .....	3,327,599
June .....	3,172,018
July .....	3,366,504
August .....	3,188,298
September .....	3,629,402
October .....	1,211,584
November .....	4,082,115
December .....	1,138,212

**Total .....** \*\$11,356,129

\* Includes \$411,500 for Political Sales.

**Columbia Broadcasting System  
Gross Monthly Billings, 1944**

January .....	\$ 5,658,968
February .....	5,356,893
March .....	5,801,569
April .....	5,650,663
May .....	5,818,018
June .....	5,204,782
July .....	5,369,338
August .....	5,321,947
September .....	5,386,014
October .....	5,795,790
November .....	5,577,354
December .....	5,819,983

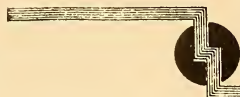
**Total .....** \$66,791,319

**Gross Monthly Billings  
Mutual Broadcasting System**

January .....	\$ 1,760,317
February .....	1,605,839
March .....	1,807,031
April .....	1,675,609
May .....	1,525,276
June .....	1,521,703
July .....	1,511,393
August .....	1,501,391
September .....	1,517,329
October .....	1,911,040
November .....	1,625,567
December .....	1,535,155

**Total .....** \$19,533,650

**National Broadcasting Company  
Gross Monthly Billings  
Not Available**



**Spot Sales, inc.**

**NEW YORK**

**LOREN L. WATSON**

400 MADISON AVENUE

ELdorado 5-5040

**CHICAGO:**

360 N. MICHIGAN AVENUE

Franklin 8520

**SAN FRANCISCO**

THIRD AND MARKET STREETS

Exbrook 3558

**HOLLYWOOD:**

HOLLYWOOD BLVD. AT COSMO

Hollywood 8318

# ★ Radio Station ★ Representatives

## JAMES L. ALEXANDER

*Toronto*—Concourse Bldg., James L. Alexander, Manager.....Adelaide 9594  
*Montreal*—Drummond Bldg., Frank Lewis, Manager.....Harbour 6448  
*Stations*—CKPC, Brantford, Ont.; CJIC, Sault Ste. Marie, Ont.; KKNX, 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*—198 W. Hastings 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.; KKNB, 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.; CHWK, Chilliwack, B. C.; CKFI, Fort Frances, Ont.

## ASSOCIATED BROADCASTING CO., LTD.

*Montreal*—Dominion Square Bldg. ....Belair 3325  
 M. Maxwell, President; M. Feldman, Vice-President; F. Maxwell, Secretary-Treasurer; R. J. Meyer, Sales Director; S. Vineberg, Program Director; J. O. Denis, French Director; J. Feldman, Recording Department; R. O. Stevenson, Manager of Syndicated Transcription Department.  
*Toronto*—199 Bay St. ....Adelaide 3248  
 M. R. Raymond, Mgr., K. H. Gregory, Sales Mgr.

## BERTHA BANNAN

(New England Representative\*)

*Boston*—533 Little Bldg., Bertha Bannan; L. H. Morello, Secretary.....Hubbard 4370  
*Stations*—WLBZ, Bangor, Me.; WCSH, Portland, Me.; WRDO, Augusta, 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.; Connecticut State Network.

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

## WALTER BIDDICK COMPANY

*Los Angeles*—568 Chamber of Commerce Bldg. (24).....Richmond 6184  
 Walter Biddick, President; M. Cornell, Vice-President; G. M. Biddick, George Link, Salesmen.  
*Stations*—KIEV, Glendale, Calif.; KFOX, Long Beach, Calif.; KLS, Oakland, Calif.; KHUB, Watsonville, Calif.; WJJD, Chicago, Ill.; WIBW, Topeka, Kans.; WIBX, Utica, N. Y.; KSRO, Santa Rosa, Calif.; WIND, Gary, Ind.; KFAD, Nampa, Idaho; KCKN, Kansas City, Mo.

# IF it's *Spot* RADIO



*Call*  
**McGillvra**

**These Stations  
in These Markets  
are Your Best Dollar Values**

Boston	WMEX	Independent
Charleston	WGKV	NBC
Denver	KVOD	Blue
Grand Rapids	WLAV	Blue
Los Angeles	KPAS	Independent
Macon	WBML	Blue
New Orleans	WNOE	Mutual
Monroe	KNOE	NBC
Oakland	KLX	Independent
Port Arthur	KPAC	Mutual
Pueblo	KGHF	Blue
Rochester	WSAY	Mutual
Rutland	WSYB	Mutual

Sacramento	KROY	Columbia
Salt Lake City and Ogden	KLO	Mutual
Spokane	KFIO	Mutual
Tacoma	KMO	Mutual
Tulsa	KOME	Blue & Mutual
Waterbury	WBRY	Columbia
Wenatchee	KPQ	Blue
Yakima	KIT	Mutual

**Intermountain Network All Mutual**

KLO—Salt Lake City-Ogden; KOVO—Provo;  
KVNU — Logan; KEUB — Price, all Utah;  
KID — Idaho Falls, Idaho; KVRS — Rock  
Springs, Wyo.

## JOSEPH HERSHEY M<sup>c</sup>GILLVRA, inc.

NEW YORK, 17,  
366 Madison Avenue  
MUrray Hill 2-8755

CHICAGO, 1  
35 East Wacker Drive  
State 5282

SAN FRANCISCO, 4  
627 Mills Building  
Sutter 1393

LOS ANGELES, 13  
448 South Hill Street  
Michigan 0921



• • • STATION REPRESENTATIVES • • •

**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, E. Schuyler Ensell, Robert Eastman.		
<i>Los Angeles</i> —438 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, Bisbee-Douglas, 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.; KIDO, Boise, Ida.; WLS, Chicago, Ill.; KXEL, Waterloo, Ia.; WFBR, Baltimore, Md.; WOW, Omaha, Neb.; KODY, North Platte, Nebr.; WNBZ, Binghamton, N. Y.; WNEW, New York, N. Y.; KFJR, Bismarck, N. D.; WBNS, Columbus, Ohio; WHP, Harrisburg, Pa.; WGBI, Scranton, Pa.; WROL, Knoxville, Tenn.; KTRH, Houston, Texas; KDYL, Salt Lake City, Utah; WMBG, Richmond, Va.; WMMN, Fairmont, W. Va.; WWVA, Wheeling, W. Va.; KOL, Seattle, Wash.; KGMB, Honolulu, T. H.; KXOK, St. Louis, Mo.; KFRU, Columbia, Mo.; Don Lee Mutual Network; Arizona Network; KGDM, Stockton, Calif.		

**BLUE NETWORK COMPANY**

(National Spot and Local Sales Division)

<i>New York City</i> —30 Rockefeller Plaza.....	Circle	7-5700
Ralph E. Dennis, Manager, Blue Spot Sales.		
<i>Chicago</i> —Merchandise Mart Bldg.....	Delaware	1900
Roy McLaughlin, Manager.		
<i>Hollywood</i> —6285 Sunset Blvd.....	Hillside	8231
Amos Baron, Manager.		
<i>San Francisco</i> —111 Sutter St.....	Graystone	6565
Byron Nelson, Mgr.		
<i>Detroit</i> —802 Fisher Bldg.....	Trinity	2-7000
John Donohue, Mgr.		
<i>Pittsburgh</i> —171 Shaler Drive, Glenshaw.....	Glenshaw	1287
Robert Post, Mgr.		
<i>Stations</i> —KGO, San Francisco, Calif.; KECA, Los Angeles, Calif.; WMAL, Washington, D. C.; WENR, Chicago, Ill.; WJZ, New York, N. Y.; Pacific Coast Blue Network.		

**D. L. BOUFFORD**

<i>Toronto</i> —112 Yonge St., 1.....	AD.	7468
<i>Stations</i> —CKCH, Hull, Quebec.		

**THE BRANHAM COMPANY**

<i>New York</i> —230 Park Avenue.....	Murray Hill	6-1860
M. H. Long, Vice-President; F. P. Motz, Vice-President; Joseph F. Timlin, Manager of radio department.		
<i>Chicago</i> —360 N. Michigan Avenue.....	Central	5726
John Petrie, President; E. F. Corcoran, Vice-President; C. B. Peterson, 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 Haverly Bldg., J. B. Keough.....	Walnut	4851
<i>St. Louis</i> —Arcade Bldg., J. E. Nicholson.....	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>Charlotte, N. C.</i> —612 Commercial National Bank Bldg., H. L. Ralls.....	Charlotte	8839
<i>Memphis</i> —1018 Sterick Bldg., S. Arnold.....	Memphis	8-2344
<i>Stations</i> —KTHS, Hot Springs, Ark.; KWKH, Shreveport, La.; WCPO, Cincinnati, Ohio; WTJS, Jackson, Tenn.; WNOX, Knoxville, Tenn.; WMC, Memphis, Tenn.; KTBC, Austin, Texas; KRIC, Beaumont, Texas; KRLD, Dallas, Texas; West Virginia Network (WCHS, Charleston. WPAR, Parkersburg; WBLK, Clarksburg; WSAZ, Huntington, West Va.).		

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# THE PAN AMERICAN MARKET

Your neighbors throughout the Americas are constantly increasing their purchases of U. S. products.

Wise advertisers are using the great Pan American radio stations to reach this huge buying audience.

Let us tell you how you can get your share of this rich fertile market.

*Representatives for radio stations in*

Alaska	Dominican Republic	Nicaragua
Argentina	Ecuador	Newfoundland
Bolivia	El Salvador	Mexico
British Guiana	Guatemala	Panama
Chile	Haiti	Paraguay
Colombia	Hawaii	Peru
Costa Rica	Honduras	Puerto Rico
Cuba	Iceland	Uruguay
	Venezuela	

## Pan American Broadcasting Co.

330 Madison Avenue

New York (17), N. Y.

In Chicago . . . Fred Jones, 228 No. LaSalle St.

In Hollywood . . . Homer Griffith, 6362 Hollywood Blvd.

• • • STATION REPRESENTATIVES • • •

**BROADCAST SALES CO.**

*New York City*—280 Madison Ave., Peggy Stone.....Murray Hill 5-2940  
*Chicago*—360 N. Michigan Ave., George Roessler.....Randolph 9034  
*Hollywood, San Francisco*—Homer Griffith Co.  
*Stations*—WINN, Louisville, Ky.; KFNF, Shenandoah, Iowa; WPAG, Ann Harbor, Mich.; New England Cupboard.

**BURN-SMITH COMPANY, INC.**

*Chicago*—307 N. Michigan Ave., John Toothill, President.....Central 4437  
*New York*—551 Fifth Avenue, Robt. S. Keller, Mgr.....Murray Hill 2-3124  
*Los Angeles*—Chamber of Commerce Bldg., Walter Biddick, Mgr.....Richmond 6184  
*Stations*—KMTR, Los Angeles, Calif.; WRUF, Gainesville, Fla.; WLOF, Orlando, Fla.; WALB, Albany, Ga.; WTRC, Elkhart, Ind.; WKBB, Dubuque, Ia.; KVFD, Fort Dodge, Ia.; KTRI, Sioux City, Ia.; WGRC, Louisville, Ky.; WLBj, Bowling Green, Ky.; WHLN, Harlan, Ky.; WOMI, Owensboro, Ky.; WHAI, Greenfield, Mass.; WELL, Battle Creek, Mich.; WJLB, Detroit, Mich.; WFDF, Flint, Mich.; WKBZ, Muskegon, Mich.; WCNC, Elizabeth City, N. C.; WGBG, Greensboro, N. C.; WCBT, Roanoke Rapids, N. C.; WSTP, Salisbury, N. C.; WGTM, Wilson, N. C.; WFTC, Kinston, N. C.; WMFD, Wilmington, N. C.; WHBC, Canton, Ohio; WMRF, Lewiston, Pa.; WBAX, Wilkes-Barre, Pa.; WOPI, Bristol, Tenn.; WKPT, Kingsport, Tenn.; KFRO, Longview, Texas; KMAC, San Antonio, Texas; WFVA, Fredericksburg, Va.; WGH, Newport News, Va.; KWJJ, Portland, Ore.; Daniel Boone Network (WISE, Asheville, N. C.; WKPT, Kingsport, Tenn.; WOPI, Bristol, Tenn.-Va.); WJLS, Beckley, W. Va.; WALL, Middletown, N. Y.; WAIM, Anderson, S. C.; WMRC, Greenville, S. C.; WISE, Asheville, N. C.; WMFR, High Point, N. C.; WLOU, Detroit, Mich.; WKLA, Ludington, Mich.; WRRN, Warren, O.; KPAB, Laredo, Texas; KFBC, Cheyenne, Wyo.

**HOWARD C. BROWN COMPANY**

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

**CAPPER PUBLICATIONS**

*New York City*—420 Lexington Avenue.....Mohawk 4-3280  
 William L. McKee.  
*Chicago*—180 N. Michigan Avenue, E. W. Carlson.....Central 5977  
*Kansas City, Mo.*—5604 Michigan Ave., Joseph H. Story, Jr.....Harrison 4700  
*San Francisco*—1207 Russ Bldg., William B. Flowers.....Douglas 5220  
*Stations*—KCKN, Kansas City, Kans.; WIBW, Topeka, Kans.

**CANADIAN BROADCASTING CORPORATION**

*Toronto*—354 Jarvis Street.....Midway 5481  
 E. A. Weir, Commercial Manager; W. E. Powell, Asst. Commercial Mgr.  
*Montreal*—1184 St. Catherine Street, West.....Lancaster 1136  
 J. A. Dupont, Commercial Manager—Quebec Division.  
*Stations*—CBR, Vancouver, B. C.; CBA, Sackville, N. B.; CBO, Ottawa, Ont.; CBL, Toronto, Ont.; CJBK, Toronto, Ont.; CBJ, Chicoutimi, Que.; CBF, Montreal, Que.; CBM, Montreal, Que.; CBV, Quebec City, Que.; CBK, Watrous, Sask.; CBH, Halifax, N. S.

**THOMAS F. CLARK CO., INC.**

*New York*—205 East 42nd St.....Murray Hill 4-6317  
 Thomas F. Clark, President; Miss Mary Dempsey, Manager; Mrs. E. A. Abernethy, Asst. Manager.  
*Chicago*—35 East Wacker Drive.....Central 1112  
 C. J. Anderson, Manager.  
*Stations*—KOKO, La Junta, Colo.; WTAL, Tallahassee, Fla.; WMJM, Cordele, Ga.; WLAG, La Grange, Ga.; WRLC, Toccoa, Ga.; WCAZ, Carthage, Ill.; KVAK, Atchison, Kansas; KSAN, San Francisco, Calif.; WSNJ, Bridge-ton, N. J.; WMFF, Plattsburg, N. Y.; WENT, Gloversville, N. Y.; WNBZ, Saranac Lake, N. Y.; WMBO, Auburn, N. Y.; WEGO, Concord, N. C.

# R. H. C. CADENA AZUL

*The Only Network That Covers Cuba  
Affiliated With C. B. S.*

AMADO TRINIDAD, *President*  
ING. CRISTOBAL DIAZ, *Vice-President and General Manager*  
DR. JOSE ROMAGUERA, *Secretary*

## RHC OWNS AND OPERATES THESE STATIONS

### LONG WAVE

Habana	CMCY	590 KC.	20000 Watts
Pinar del Rio	CMAN	1300 KC.	1000 Watts
Santa Clara	CMHI	570 KC.	15000 Watts
Camaguey	CMJN	740 KC.	1000 Watts
Holguin	CMKV	600 KC.	2000 Watts
Santiago de Cuba	CMKN	930 KC.	2000 Watts

### SHORT WAVE

Habana	COCY	11740 KC.	25 m.	5000 Watts
Santa Clara	COHI	6450 KC.	49 m.	5000 Watts

RHC—Cadena Azul network is equipped with an emergency plant in Havana; also two other plants, the CMGN at Jovellanos, Matanzas Province, on 1310 kc. and the CMJN at Ciego de Awla, Camaguey Province on 1270 kc.



## R. H. C. CADENA AZUL

Prado 53, Habana, Cuba

HUMBERTO D. GONZALEZ, *U. S. REPRESENTATIVE*  
220 West 42nd St., New York (18), N. Y., Wisconsin 7-1166

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

**B. FRANK COOK**

*(Southeastern Representative\*)*

*Atlanta, Ga.*—1104-22 Marietta St. Bldg. . . . . Walnut 1231  
*Stations*—WALB, Albany, Ga.; WFBC, Greenville, S. C.

\* Stations represented on a regional basis only.

**COX & TANZ**

*Philadelphia*—Drexel Building . . . . . Lombard 1720

E. R. Tanz

*New York*—A. P. Cox, Executive in Charge, 285 Madison Avenue . . . . . Lexington 2-2450  
*Chicago*—228 N. La Salle Street, J. C. Cox, Jr., Executive in Charge . . . . . Franklin 2095

*Stations*—KELD, El Dorado, Ark.; KFFA, Helena, Ark.; KWKW, Los Angeles, Calif.; WBLJ, Dalton, Ga.; WJOB, Hammond, Ind.; WKMO, Kokomo, Ind.; WASK, Lafayette, Ind.; KTNM, Hummari, N. M.; WGNC, Gastonia, N. C.; KAST, Astoria, Ore.; WKPA, New Kensington, Pa.; WKOK, Sunbury, Pa.; WOLS, Florence, S. C.; WFIG, Sumter, S. C.; WJZM, Clarksville, Tenn.; WHUB, Cookeville, Tenn.; KNEL, Brady, Texas; WCHV, Charlottesville, Va.; KTBI, Tacoma, Wash.; WIGM, Medford, Wisc.; WCRW, Chicago, Ill.; KIUL, Garden City, Kansas; KSAM, Huntsville, Texas; WAGM, Presque Isle, Me.; KGFX, Pierre, S. D.; KEW, Brownsville, Texas; WMFJ, Daytona Beach, Fla.; WBRE, Wilkes-Barre, Pa.

**HARRY E. CUMMINGS**

*(Southeastern Representative\*)*

*Jacksonville, Fla.*—1306 Barnett National Bank Bldg. . . . . Jacksonville 3-0381

*Stations*—WJAX, Jacksonville, Fla.; WIOD, Miami, Fla.; WFLA, Tampa, Fla.; WDBO, Orlando, Fla.; Daniel Boone Network (WOPI, Bristol, Tenn.-Va.; WKPT, Kingsport, Tenn.; WISE, Asheville, N. C.); WHIO, Dayton, Ohio; WROL, Knoxville, Tenn.

\* Stations represented on a regional basis in Southeastern United States only.

**DOMINION BROADCASTING CO.**

*Toronto, Canada*—4 Albert Street . . . . . Adelaide 338

Hal B. Williams, Manager; Don Copeland, Recording Division Manager; Stan Francis, Production.

*Stations*—CJLS, Yarmouth, N. S.; CKCH, Hull, Que.; CHLT, Sherbrooke, Que.

**FORJOE & COMPANY**

*New York*—19 West 44th Street (18) . . . . . Vanderbilt 6-5080

Joseph Bloom, President; Pat Diamond and Gilbert Salke, Sales; Della Janoff, Office Manager.

*Chicago*—360 N. Michigan Ave., Hal Holman, Manager . . . . . State 5262

*Philadelphia*—1301 Widener Bldg. . . . . Rittenhouse 9698

Charles Shall, Manager.

*Stations*—WBNX, New York, N. Y.; WJBK, Detroit, Mich. (for East); KONO, San Antonio, Texas; WCOU, Lewiston, Auburn, Me.; WLIB, New York, N. Y. (for Midwest); WWSW, Pittsburgh, Pa.; KEYS, Corpus Christi, Texas; WIBM, Jackson, Mich. (for East); WINX, Washington, D. C.; WMIN, Minneapolis-St. Paul, Minn.; WBRW, Welch, W. Va.; WDAS, Philadelphia, Pa.; WRRF, Washington, N. C.

**R. C. FOSTER & COMPANY**

*(New England Radio Advertising)*

*Boston*—507 Statler Bldg. . . . . Hubbard 3225

Robert C. Foster, Gertrude Saxe, Manager.

Owner (now in U. S. Navy.)

*Stations*—WDRG, Hartford, Conn.; WELI, New Haven, Conn.; WNLC, New London, Conn.; WATR, Waterbury, Conn.; WABI, Bangor, Me.; WGAN, Portland, Me.; WSAR, Fall River, Mass.; WHAI, Greenfield, Mass.; WLAW, Lawrence, Mass.; WNBH, New Bedford, Mass.; WBRK, Pittsfield, Mass.; WESX, Salem, Mass.; WMUR, Manchester, N. H.; WNEW, New York, N. Y.; WPEN, Philadelphia, Pa.; WAGM, Presque Isle, Me.; WPRO, Providence, R. I.; WSYB, Rutland, Vt.; WABI, Bangor, Me.; WGAN, Portland, Me.

\* Represented on regional accounts only.

**FREE & PETERS, INC.**

<i>New York</i> —444 Madison Avenue.....	Plaza	5-4130
H. Preston Peters, President; Harold L. Behlke, Jones Scovern, Robert Bender, Frank X. Fitzpatrick, Fred W. Mitchell.		
<i>Chicago</i> —180 N. Michigan Avenue .....	Franklin	6373
James W. Knodel, Vice-President; Sherman R. Barnett, Secy.-Treasurer; Arthur H. McCoy, B. P. Timothy, John A. Cory, William Bryan, J. M. Gleason.		
<i>Atlanta</i> —322 Palmer Bldg., James M. Wade.....	Main	5667
<i>San Francisco</i> —111 Sutter Street, A. Leo Bowman.....	Sutter	4353
<i>Hollywood</i> —6331 Hollywood Blvd.....	Granite	3615
James L. Free, Chairman; Charles Gustafson, Hal W. Hoag.		
<i>Stations</i> —WMBD, Peoria, Ill.; WISH, Indianapolis, Ind.; WOC, Davenport, Ia.; WHO, Des Moines, Ia.; KMA, Shenandoah, Ia.; WAVE, Louisville, Ky.; WCBM, Baltimore, Md.; WKZO, Kalamazoo, Mich.; KDAL, Duluth, Minn.; WTCN, Minneapolis, Minn.; KMBC, Kansas City, Mo.; KSD, St. Louis, Mo.; KOB, Albuquerque, N. M.; WGR-WKBW, Buffalo, N. Y.; WFBL, Syracuse, N. Y.; WPTF, Raleigh, N. C.; WDBJ, Roanoke, N. C.; WDAY, Fargo, N. D.; WCKY, Cincinnati, Ohio; KOMA, Oklahoma, City, Okla.; KTUL, Tulsa, Okla.; KOIN, Portland, Ore.; WCSC, Charleston, S. C.; WIS, Columbia, S. C.; KIRO, Seattle, Wash.; KRIS, Corpus Christi, Texas; KXYZ, Houston, Texas; KEEW, Brownsville, Texas; WJEF, Grand Rapids, Mich.		

**ROMIG C. FULLER & ASSOCIATES**

*(Northwest Representative\*)*

<i>Seattle</i> —2939 Fourth Ave., South.....	Main	0110
<i>Stations</i> —KELA, Centralia, Wash.; KGY, Olympia, Wash.; KUJ, Walla Walla, Wash.		

\*Stations represented on a regional basis only.

*Personalized Representation  
for a limited group of  
good radio stations.*

**ADAM J. YOUNG JR.**  
INCORPORATED  
*Radio Station Representative*

**W. S. GRANT COMPANY**

*San Francisco*—582 Market St., W. S. Grant, General Manager.....Exbrook 6685  
*Los Angeles*—412 W. 6th St., C. J. Evanson, Mgr.....Vandike 6341  
*New York*—366 Madison Ave.....Murray Hill 2-8865  
 Phil Broderick, Mgr.  
*Chicago*—540 N. Michigan Ave.....Del 1055  
 Frank Back, Mgr.  
*Stations*—KHSL, Chico, Calif.; KMYC, Marysville, Calif.; KYOS, Merced, Calif.; KTRB, Modesto, Calif.; KVCV, Reading, Calif.; KTKC, Visalia, Calif.; KFJI, Klamath Falls, Ore.; KHUB, Watsonville, Calif.; KUEC, San Luis Obispo, Calif.; KPMC, Bakersfield, Calif.; KVOE, Santa Ana, Calif.; KOOS, Marshfield, Ore.; KBKR, Baker, Ore.; KLBW, La Grande, Ore.; KVAN, Vancouver, Wash.

**HOMER GRIFFITH CO.**

*Hollywood*—6362 Hollywood Blvd. (28).....Granite 6113  
 Homer Griffith, Owner and Manager.  
*San Francisco*—681 Market St., (5), R. J. Bidwell, General Manager.....Garfield 5512  
*Portland (Ore.)*—Studio Bldg.....Bacon 1009  
 James McLoughlin, Manager.  
*Stations*—KFQD, Anchorage, Alaska; KTRB, Modesto, Calif.; KJBS, San Francisco, Calif.; KSRO, Santa Rosa, Calif.; WIRE, Indianapolis, Ind.; KFNF, Shenandoah, Ia.; KSEI, Pocatello, Ida.; KTFI, Twin Falls, Ida.; KGEZ, Kalispell, Mont.; KENO, Las Vegas, Nev.; KWIL, Albany, Ore.; KMED, Medford, Ore.; KWJJ, Portland, Ore.; KODL, The Dalles, Ore.; KPOW, Powell, Wyo.; KVRB, Rock Springs, Wyo.; KWYO, Sheridan, Wyo.; KBND, Bend, Ore.; KSLM, Salem, Ore.; KWRC, Pendleton, Ore.; KORE, Eugene, Ore.; KDFN, Casper, Wyo.; The Homer Griffith Co. also functions as the West Coast division of the Howard Wilson Co., Sears & Ayer, Inc., Taylor-Howe-Snowden Radio Sales and the Pan American Broadcasting Co.

**MELCHOR GUZMAN COMPANY, INC.**

(Latin American Representative)

*New York*—45 Rockefeller Plaza, (20).....Circle 7-0624  
 Melchor Guzman, President; A. M. Martinez, Vice-President.  
*Stations*—Argentina: LRI-LRX-LRU, Buenos Aires; Blue & White network; LU2, Bahia Blanca; LU8 Barrioche; LV2, Cordoba; LU6, Mar Del Plata; LW2-LRM, Mendoza; LT5, Resistencia; LU12, Rio Gallegos; LU4, Rivadavia; LT3, Rosario; LV9, Salta; LV5, San Juan; LT9, Sante Fe; LV7, Tucuman.  
 Bolivia: CP3-CP2-CP38, La Paz.  
 Chile: CA141, Antofagasta; CC117, Concepcion; CD, Osorno; CD111, Punta Arenas; CD70, Temuco; CA90, Tocopilla; CD132, Valdivia.  
 Columbia: HJFM-HJFH, Armenia; HJAN-HJAB, Barranquilla; HJ CZ-HJ CX, Bogota; HJER-HJEX, Cali; HJAF-HJAE, Cartagena; HJBB-HJBC, Cucuta; HJFD-HJFB, Manizales; HJDQ-HJDP, Medellin; HJFF-HJFK, Pereira.  
 Costa Rica: TIPG, San Jose.  
 Cuba: CMQ-COCQ, Havana; CMQ Network; CMJL, Camaguey; CMKJ, Holguin; CMHQ, Santa Clara; CMKU, Santiago.  
 Dominican Republic: HIZ-HI1Z, C. Trujillo.  
 Ecuador: HC2AJ-HC2AK, Guayaquil.  
 Guatemala: TGW-TGWB-TGWC-TGWA, Guatemala City.  
 Honduras: HRP1, San Pedro Sula; HRN, Tegucigalpa.  
 Mexico: XEFQ, Cananea; XEBW-XE1W, Chihuahua; HEBL, Culiacan; XED-XEDQ, Guadaluajara; XEDR, Guaymas; XEFM, Leon; XEDS, Mazatlan; XEZ, Merida; XEQ-XEQQ, Mexico City; XET, Monterrey; XEFW-XETW, Tampico; XETB, Torreon.  
 Nicaragua: YNOW, Managua; YNPX-YNDS, Managua.  
 Panama: HOK-HP5K, Colon; HOC-HP5A, Panama City.  
 Peru: OAX6C-OAX6E, Arequipa; OAX1A, Chiclayo; OAX7A, Cuzco; OAX4P, Huancayo; OAX4U-OAX4V-OAX4W & OAX4B-OAX4G, Lima; OAX2A-OAX2B, Trujillo.

Puerto Rico: WKAQ, San Juan; WPAB, Ponce.

Paraguay: ZP3, Asuncion.

El Salvador: SR, San Salvador.

Uruguay: CX16-CX24, Montivideo; CW7, Carmelo; CW33, Florida; CW43, Lavalleia; CX14-CXA19 & CX18-CXA9, Montevideo; CW35, Paysandu; CX43, Rivera; CW19, Rocha; CW31, Salto; CW41, San Jose; CW46, Tacuarembó; CW45, Treinta Y Tres.

Venezuela: XV6RE-XV6RC, Barcelona; YV5RI-YV5RY, Caracas; QV6RA-YV6RB, C. Bolivar; YV7RA-YV7RB, Cumana; QVIRF-QVIRX, Maracaibo; YV2RC, Merida; YV2RN-XV2RV, San Cristobal; YV1RC, Truillo; YV4RA-YV4RO, Valencia.

### ARTHUR H. HAGG & ASSOCIATES, INC.

Chicago—360 N. Michigan Avenue.....Central 7553

### HEADLEY-REED COMPANY

New York—405 Lexington Ave.....MUrray Hill 3-5470

Frank M. Headley, President; Dwight S. Reed, John D. Allison, Vice-Presidents; Pat Sullivan, Ralph W. Barnes, George Backus, Frank Hays, Solicitors.

Chicago—180 N. Michigan Ave., (1).....Franklin 4686

Dwight S. Reed, Vice-President; John W. Davis, Paul R. Weeks.

Detroit—New Center Bldg., (2), B. H. Keit, Vice-President.....Madison 4675

Atlanta—120 Marietta St., N.W., (3), E. W. Sweatman.....Walnut 1636

San Francisco—300 Montgomery St., (4), Ralph W. Mitchell, Vice-President...Yukon 1265

Stations—WSGN, Birmingham, Ala.; WAGF, Dothan, Ala.; WALA, Mobile, Ala.; WSFA, Montgomery; WNBC, Hartford, Conn.; WELI, New Haven, Conn.; WFTL, Miami, Fla.; WAGA, Atlanta, Ga.; WGAC, Augusta, Ga.; WDAK, Columbus, Ga.; WROK, Rockford, Ill.; KSO, Des Moines, Ia.; KANS, Wichita, Kans.; WITH, Baltimore, Md.; WSAM, Saginaw, Mich.; KFEQ, St. Joseph, Mo.; KMMJ, Grand Island, Neb.; WKNE, Keene, N. H.; WBAB, Atlantic City, N. J.; WHLD, Niagara Falls, N. Y.; WKIP, Poughkeepsie, N. Y.; WFAS, White Plains, N. Y.; WSOC, Charlotte, N. C.; WSJS, Winston-Salem, N. C.; KILO, Grand Forks, N. D.; WJW, Cleveland, O.; WLOK, Lima, O.; WFMJ, Youngstown, O.; WSAN, Allentown, Pa.; WFBG, Altoona, Pa.; WJAC, Johnstown, Pa.; WAPO, Chattanooga, Tenn.; WSAR, Fall River, Mass.; WMIT-FM, Winston-Salem, N. C.

### HOMER HOGAN & CO.

Chicago—410 N. Michigan Ave., Homer Hogan, General Manager.....Whitehall 4488

Station—KWBU, Corpus Christi, Texas.

### HAL HOLMAN CO.

Chicago—360 N. Michigan Ave.....Franklin 0016

Hal Holman, Owner.

New York—531 Fifth Avenue.....MUrray Hill 2-7986

Stations—WJBK, Detroit, Mich.; WIBM, Jackson, Mich.; WKMO, Kokomo, Ind.

### GEORGE P. HOLLINGBERRY CO.

Chicago—307 N. Michigan Avenue (1).....State 2898

George P. Hollingbery, Owner; Fred F. Hague, Frank E. McCarthy, Charles E. Compton, Salesmen.

New York City—420 Lexington Avenue (17).....MUrray Hill 3-9447

F. E. Spencer, Jr., Manager; Paul J. Senft, Noel C. Breault, George E. Klayer.

Atlanta—510 Healey Bldg. (3), M. P. Martin, Manager.....Walnut 3856

San Francisco—300 Montgomery St. (4), R. J. Birch, Manager.....Douglas 4393

Los Angeles—607 S. Hill Street (14), J. V. Fisler, Manager.....Van Dyke 7386

Stations—WPDQ, Jacksonville, Fla.; WIOD, Miami, Fla.; WSAV, Savannah, Ga.; WAAF, Chicago, Ill.; KSCJ, Sioux City, Ia.; WJBO, Baton Rouge, La.; WSPR, Springfield, Mass.; WBCM, Bay City, Mich.; WWJ, Detroit, Mich.; WEBC, Duluth, Minn.; WJDX, Jackson, Miss.; WREN, Lawrence, Kans.-Kansas City, Mo.; KOWH, Omaha, Nebr.; WHAM, Rochester, N. Y.; WBIG, Greensboro, N. C.; WADC, Akron, Ohio; WHIO, Dayton, Ohio; WEEU, Reading, Pa.; WARM, Scranton, Pa.; WTMA, Charleston, S. C.; WSPA, Spartanburg, S. C.; KTSM, El Paso, Texas; KVI, Tacoma, Wash.; WEAU, Eau Claire, Wisc.; Arrowhead Network (WEBC, Duluth; WMFG,



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

Hibbing; WHLB, Virginia, Minn.); Rebel Network (WJDX, Jackson; WFOR, Hattiesburg; WAML, Laurel, Miss.); WRDW, Augusta, Ga.; WIP, Philadelphia, Pa.; KSCJ, Sioux City, Kans.; KGBX, Springfield, Mo.; KVI, Tacoma, Wash.; KFBI, Wichita, Kans.

**INTERCOLLEGIATE BROADCASTING STATION REPRESENTATIVES**

- New York*—507 Fifth Ave. . . . . Vanderbilt 6-6075  
 Louis M. Bloch, Jr., Manager.
- Schenectady*—Sacandaga Rd., David W. Borst . . . . .  
*College Stations*—University of Alabama, Tuscaloosa, Ala.; Brown University, Providence, R. I.; Columbia University, New York, N. Y.; University of Connecticut, Storrs, Conn.; Cornell University, Ithaca, N. Y.; Georgetown University, Washington, D. C.; Hamilton College, Clinton, N. Y.; Harvard University, Cambridge, Mass.; Haverford College, Haverford, Pa.; Knox College, Galesburg, Ill.; University of Maryland, College Park, Md.; Princeton University, Princeton, N. J.; Rhode Island State College, Kingston, R. I.; University of Nebraska, Lincoln, Nebr.; Wesleyan University, Middletown, Conn.; Williams College, Williamstown, Mass.; Yale University, New Haven, Conn.; Radcliffe College, Cambridge, Mass.; Barnard College, New York, N. Y.; Pembroke College, Providence, R. I.; Stephen College, Columbia, Mo.; Bryn Mawr College, Bryn Mawr, Pa.

**THE KATZ AGENCY, INC.**

- New York City*—500 Fifth Avenue . . . . . Wisconsin 7-8620  
 G. R. Katz, President; S. L. Katz, Vice-President; Eugene Katz, Secretary; M. J. Beck, Treasurer; G. W. Brett, Vice-President & Sales Manager; A. Doris, Vice-President; S. R. Rintoul, M. S. Kellner, D. H. Deneholz, M. J. Flynn, H. R. Goldberg, Martin Beck, J. T. Ott, M. O'Mara, T. E. Kruglak, W. S. Wright, S. A. Machcinski.
- Chicago*—307 N. Michigan Avenue . . . . . Central 4006  
 G. H. Gunst, Vice-President & Manager; Sidney L. Katz, Lowell E. Jackson, David H. Decker, Roy Miller, Frank B. Heib.
- Detroit*—General Motors Bldg. . . . . Trinity 2-7685  
 Ralph Bateman, Manager; W. J. Davis.
- Kansas City*—Bryant Bldg. . . . . Victor 7095  
 W. K. Bailey, Manager, Charles Eatough.
- Atlanta*—22 Marietta Street Bldg. . . . . Walnut 4795  
 Fred M. Bell, Manager, Charles Coleman.
- Dallas*—Republic Bank Bldg., Frank Brimm . . . . . Central 7936
- Los Angeles*—530 W. 6th Street . . . . . Tucker 3219  
 Thomas Ray, Mgr.
- San Francisco*—Monadnock Bldg. . . . . Sutter 7498  
 Richard S. Railton, Manager.
- Stations*—KLRA, Little Rock, Ark.; KVOR, Colorado Springs, Colo.; KLZ, Denver, Colo.; WDAE, Tampa, Fla.; WGST, Atlanta, Ga.; WMAZ, Macon, Ga.; WTOG, Savannah, KGU, Honolulu, Hawaii; WCFL, Chicago, Ill.; WTAD, Quincy, Ill.; WFBM, Indianapolis, Ind.; WMT, Cedar Rapids, Ia.; KRNT, Des Moines, Ia.; WWL, New Orleans, La.; WLAW, Lawrence, Mass.; KGH, Billings, Mont.; WKRC, Cincinnati, Ohio; WWNC, Ashville, N. C.; WSPD, Toledo, Ohio; WKY, Oklahoma City, Okla.; WFIL, Philadelphia, Pa.; WCAE, Pittsburgh, Pa.; WNAX, Yankton, S. D.; WREC, Memphis, Tenn.; USIX, Nashville, Tenn.; KUTA, Salt Lake City, Utah; WISN, Milwaukee, Wisc.; WOL, Washington, D. C.; WHOM, New York, N. Y.; WCOP, Boston, Mass.

**JOHN KEATING**

- Portland, Ore.*—616 Studio Bldg. (5) . . . . . Beacon 4107
- Seattle*—318 Douglas Bldg., (1) . . . . . Elliott 3300  
 R. G. Chastain, James McLoughlin, Manager.
- Stations*—KIDO, Boise, Ida.; KRLC, Lewiston, Ida.; KWIL, Albany, Ore.; KAST, Astoria, Ore.; KBKR, Baker, Ore.; KBND, Bend, Ore.; KODL, The Dalles, Ore.; KORE, Eugene, Ore.; KUIN, Grants Pass, Ore.; KFJL, Klamath Falls, Ore.; KLBW, La Grande, Ore.; KOOS, Marshfield, Ore.; KMED, Med-

ford, Ore.; KWRC, Pendleton, Ore.; KRNR, Roseberg, Ore.; KSLM, Salem, Ore.; KXRO, Aberdeen, Wash.; KVOS, Bellingham, Wash.; KELA, Centralia, Wash.; KEVE, Everett, Wash.; KWLK, Longview, Wash.; KGY, Olympia, Wash.; KMO, Tacoma, Wash.; KUJ, Walla Walla, Wash.; KPQ, Wenatchee, Wash.; KIT, Yakima, Wash.; KOL, Seattle, Wash.; KHQ, Spokane, Wash.; KGA, Spokane, Wash.

### RAY LINTON & CO.\*

<i>New York City</i> —1 E. 42nd Street.....	Murray Hill	2-1809
Ray Linton, Owner; Blanche Horowitz, Secretary.		
<i>Chicago</i> —360 N. Michigan Avenue.....	State	6662
Harold Higgins, Mgr.		

\* This firm did not answer questionnaire.

### MACK RADIO SALES CO.

<i>Camden, N. J.</i> —18th Floor, City Hall.....	Camden 0907 or	4523
L. M. Maxwell, Sales Manager.		
<i>Stations</i> —WCAM, Camden, N. J.		

### JOSEPH HERSHEY MCGILLVRA, INC.

<i>New York</i> —366 Madison Avenue (17).....	Murray Hill	2-8755
Joseph H. McGillvra, President; Eugene H. Kraemer, Albert A. Cormier, N. P. Colwell.		
<i>Chicago</i> —35 East Wacker Drive (1).....	State	5282
Jack Stewart, Manager; Robert S. Russell, Jack Kamsler.		
<i>Los Angeles</i> —448 South Hill Street (13).....	Michigan	0921
Forrest Pearson, Lee Willson.		
<i>San Francisco</i> —627 Mills Building (4).....	Sutter	1393
Duncan A. Scott, Dorothy Hill, Maxwell J. Hunter.		
<i>Stations</i> —KLX, Oakland, Calif.; KPAS, Pasadena (Los Angeles), Calif.; KROY, Sacramento, Calif.; KVOD, Denver, Colo.; WBRY, Waterbury, Conn.; WBML, Macon, Ga.; WNOE, New Orleans, La.; WMEX, Boston, Mass.; WLA V, Grand Rapids, Mich.; KCMO, Kansas City, Mo.; WOV, New York, N. Y.; WSAY, Rochester, N. Y.; KOMA, Tulsa, Okla.; KPAC, Port Arthur, Texas; KVNU, Logan, Utah; KLO, Ogden, Utah; KEUB, Price, Utah; KOVO, Provo, Utah; WSYB, Rutland, Vt.; KMO, Tacoma, Wash.; KIT, Yakima, Wash.; KPQ, Wenatchee, Wash.; WGKV, Charleston, W. Va.; KFIO, Spokane, Wash.; KNOE, Monroe, La.; KID, Idaho Falls, Idaho; KVRs, Rock Springs, Wyo.; KGHF, Pueblo, Colo.; CKLW, Detroit, Mich. 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.; CKCW, Moncton, N. B.; CHSJ, Saint John, N. B.; CHML, Hamilton, Ont.; CFPL, London, Ont.; CKCO, Ottawa, Ont.; CFOS, Owen Sound, Ont.; CHOV, Pembroke, Ont.; CKTB, St. Catharines, Ont.; CFRB, Toronto, Ont.; CKLW, Windsor, Ont.; CHLP, Montreal, Que.; CKAC, Montreal, Que.; CHNC, New Carlisle, Que.; CHRC, Quebec, ue.; CJBR, Rimouski, Que.; CJRL, Kenora, Ont.; CKRM, Regina, Sask.; CJGX, Yorkton, Sask.; CJCH, Halifax, N. S.; CFBR, Brockville, Ont.		

### J. P. MCKINNEY & SON

<i>New York City</i> —30 Rockefeller Plaza, N. L. O'Brien.....	Circle	7-1178
<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> —WHTT, 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)

<i>New York City</i> —30 Rockefeller Plaza.....	Circle	7-8300
James V. McConnell, National Manager; W. O. Tilenius, W. C. Roux, Assistant Managers.		
<i>Boston</i> —Hotel Bradford, 5E. Kettell.....	Hancock	4261

• • • STATION REPRESENTATIVES • • •

<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 R. MacPherson.....	Main	6211
<i>Hollywood</i> —Sunset & Vine, Don Norman.....	Hollywood	6161
<i>San Francisco</i> —Taylor & O'Farrell Sts., C. Nielson.....	Sutter	1920
<i>Washington, D. C.</i> —Trans-Lux Bldg., Mahlon Glascock.....	Republic	5400
<i>Stations</i> —KPO, San Francisco, Calif.; KOA, Denver, Colo.; WRC, Washington, D. C.; WMAQ, Chicago, Ill.; WOWO-WGL (until 1/45), Fort Wayne, Ind.; WBZ-WBZA, Boston-Springfield, Mass.; WEAf, New York, N. Y.; WGY, Schenectady, N. Y.; WTAM, Cleveland, Ohio; KYW, Philadelphia, Pa.; KDKA, Pittsburgh, Pa.		

**NATIONAL BROADCAST SALES LTD.**

<i>Toronto</i> —25 King Street, West.....	ELgin	1165
Roy H. Thomson, President; R. A. Leslie, Toronto Office Manager.		
<i>Montreal</i> —660 St. Catherines St., West.....	Harbour	3051
Roy Hoff, Manager.		
<i>Stations</i> —CKEY, Toronto, Ont.; CJAD, Montreal, Que.; CJCH, Halifax, N. S.; aCKWS, Kingston, Ont.; CHEX, Peterborough, Ont.; CFCH, North Bay, Ont.; CJKL, Kirkland Lake, Ont.; CKGB, Timmins, Ont.; CKRN, Rouyn, Que.; CKVD, Val d'Or, Que.; CHAD, Amos, Que.; CFPA, Port Arthur, Ont.		

**NEW ENGLAND RADIO ADVERTISING COMPANY**

<i>Boston</i> —507 Statler Building.....	Hubbard	3225
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**NORTHERN BROADCAST SALES**

<i>Toronto</i> —Bank of Commerce Bldg.....	Elgin	1165
R. A. Leslie, Manager; N. D. Brown, C. E. Wingrove.		
<i>Montreal</i> —310 Keefer Bldg.....	HARbour	3051
Roy Hoff, Manager.		
<i>Stations</i> —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.\***

<i>Seattle</i> —American Bldg. ....	Elliot	5488
Edwin A. Kraft, General Manager; W. L. Paul, Assistant Manager.		

\* Did not answer questionnaire.

**PAN AMERICAN BROADCASTING COMPANY**

(Latin-American and Foreign Station Representative)

<i>New York City</i> —330 Madison Avenue, (17), E. Bernald, Manager.....	Murray Hill	2-0811
<i>Chicago</i> —228 North La Salle St., F. R. Jones, Manager.....	State	5096
<i>Cleveland</i> —1635 East Twenty-Fifth St., Alonzo Hawley.....	Prospect	2922
<i>Hollywood</i> —6362 Hollywood Blvd., H. O. Griffith.....	Granite	1726
<i>San Francisco</i> —681 Market St., S. P. LaDue.....	Douglas	4475
<i>Seattle</i> —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: YNPS-YNDS, Managua; Panama: HP5J-HP6J, 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, Maracaibo; Newfoundland; VONF-VONG-VONH, St. Johns; KFQD, Ankorage, Alaska.

### JOHN E. PEARSON COMPANY

<i>Chicago</i> —360 N. Michigan Avenue.....	FRanklin	2359
John E. Pearson, Owner; Kay Fisher, Sales; Suzanne Masterson, Office Manager; Agnes Terrace, Secretary.		
<i>New York</i> —250 Park Ave.....	PLaza	8-2255
Hines H. Hatchett, Manager; John McSweeney, Salesman; Kay Kane, Office Mgr.; Florence Albus, Secretary.		
<i>Kansas City, Mo.</i> —Dierks Bldg.....	GRand	2144
Christine Mitchell, Secretary.		
<i>Stations</i> —WIRE, Indianapolis, Ind.; WAOV, Vincennes, Ind.; KDTH, Du- buque, Ia.; KSAL, Salina, Kans.; WEW, St. Louis, Mo.; KWTO, Springfield, Mo.; WL0L, St. Paul, Minn.; WIND, Chicago, Ill.; 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, Man- kato, Minn.; KFVS, Cape Girardeau, Mo.; KHMO, Hannibal, Mo.; WKRO, Cairo, Ill.; WSPB, Sarasota, Fla.; KOAM, Pittsburgh, Pa.; WBIR, Knoxville, Tenn.; KTEM, Temple, Tex.; KCMO, Kansas City, Mo.; KWNO, Winona, Minn.; KWOC, Poplar Bluffs, Mo.; WINK, Ft. Myers, Fla.; WOV, New York, N. Y.; WCMJ, Ashland, Ky.; KFDA, Amarillo, Tex.; KGKB, Tyler, Tex.; WLAK, Lakeland, Fla.; WLAP, Lexington, Ky.; KCRC, Enid, Okla.; KRRV, Sherman, Tex.; KVWC, Vernon, Tex.; Southern Minnesota Radio Network.		

### JOHN H. PERRY ASSOCIATES

<i>New York</i> —310 East 45th St., (17).....	MUrray Hill	4-1647
William K. Dorman, Manager; W. T. Kelly, W. T. Reither.		
<i>Chicago</i> —122 S. Michigan Avenue, O. J. Ranft, Manager.....	Harrison	8085
<i>Detroit</i> —7338 Woodward Avenue, J. J. Higgins, Manager.....	Madison	0790
<i>Atlanta</i> —1220 Rhodes-Haverty Bldg., Mrs. Alice S. Grant, Manager.....	Walnut	1334
<i>Philadelphia</i> —12 South 12th St., Robert Hitchings, Manager.....	Walnut	3555
<i>Stations</i> —WJHP, Jacksonville, Fla.; WTMC, Ocala, Fla.; WDLP, Panama City, Fla.; WCOA, Pensacola, Fla.		

### EDWARD PETRY & COMPANY, INC.

<i>New York City</i> —17 East 42nd Street.....	MUrray Hill	2-4401
Edward Petry, President; Henry Christal, Secretary-Treasurer; Henry Ring- gold, Albert Young, Jr., Mason McGuire, Lloyd George Venard, Volney F. Righter, John Harrington, James O. Parsons, Jr., Max Everett.		
<i>Chicago</i> —400 N. Michigan Avenue.....	Delaware	8600
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, Hous- ton, Texas; WOAI, San Antonio, Texas; KSL, Salt Lake City, Utah; WTAR, Norfolk, Va.; WRNL, Richmond, Va.; KOMO, Seattle, Wash.; KHQ, Spo- kane, Wash.; KGA, Spokane, Wash.; WTMJ, Milwaukee, Wisc.; Texas Qual- ity Network; Yankee Network, KFOR, Lincoln, Neb.; KTBS, Shreveport, La.		

. . . STATION REPRESENTATIVES . . .

**RALPH L. POWER**

(Australian Representative)

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

**RADIO ADVERTISING CO.**

*New York*—521 Fifth Avenue (17).....Murray Hill 2-2170-1  
 Louis J. F. Moore, Manager.

*Chicago*—333 N. Michigan Avenue (1).....Central 1742-3  
 M. J. McGeehan, Manager.

*Detroit*—28 W. Adams Ave. (26), Robert Baines, Mgr.....Cherry 8321

*San Francisco*—Russ Bldg. (4), David H. Sandeberg, Manager.....Exbrook 2093

*Los Angeles*—707 South Hill St. (14), J. Leslie Fox.....Vandike 1901  
*Stations*—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.; WKAT, Miami Beach, Fla.; WAAT, Newark, N. J.; WHKK, Akron, O.

**RADIO CENTRE LIMITED**

*Toronto*—74 Wellington St., West.....Waverly 2036  
 D. Spencer Grow, Manager.  
*Station*—CJCJ, Calgary, Alberta.

**RADIO REPRESENTATIVES, LTD.**

*Toronto*—4 Albert Street.....Waverly 6151  
 J. Slatter, General Manager.

*Montreal*—337 Dominion Square Bldg., W. Dippie, Mgr.....HArbour 7811  
*Stations*—CFCN, Calgary, Alta.; CJCJ, Calgary, Alta.; CFRN, Edmonton, Alta.; CKNW, New Westminster, B. C.; CKMO, Vancouver, B. C.; CKPR, Fort William, Ont.; CHGS, Summerside, P. E. I.; 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)

*New York*—485 Madison Avenue.....Wickersham 2-2000  
 Howard S. Meighan, Eastern Sales Manager; E. J. Heerd, Jr., Sales Service Manager; Chas. H. Smith, Supervisor of Research; Dick Dorrance, Promotion Director; Alice Santti, Mgr., Clearance Dept.; Herbert A. Carlborg, G. R. Dunham, Jr., Wilbur Edwards, A. H. Flaten, Don Miller, Roy F. Shults, George L. Moscovics, Gordon Owen.

*Chicago*—410 N. Michigan Avenue.....Whitehall 6900  
 J. Kelly Smith, General Sales Manager; Roger Huston, Western Sales Manager; Sangstrom Hettler, Ted McLoney, J. M. Ward, Wm. Parker.

*St. Louis*—Mart Bldg., Carter Ringlep, Sales Manager.....Central 8240  
*Charlotte, N. C.*—Wilder Bldg., Royal Penny, Sales Manager.....Charlotte 3-8833

*San Francisco*—Palace Hotel.....Yukon 1700  
 Ole G. Morby, Sales Manager for Northern California & the Northwest.

*Los Angeles*—Columbia Square.....Hollywood 1212  
 Meredith Pratt, Sales Manager for Southern California.  
*Stations*—WAPI, Birmingham, Ala.; KNX, Los Angeles, Calif.; WTOP, Washington, D. C.; WBBM, Chicago, Ill.; WEEI, 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; Mary S. Rudd, John R. Livingston, Ila Shaw.		
<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, Visalia, Calif.; KFMB, San Diego, Calif.; KJBS, San Francisco, Calif.; KMYR, Denver, Colo.; WNAB, Bridgeport, Conn.; WATR, Waterbury, Conn.; KBUR, Burlington, La.; WJEJ, Hagerstown, Md.; WDSM, Duluth-Superior, Minn.; WDG Y, Minneapolis, Minn.; WIL, St. Louis, Mo.; WJTN, Jamestown, N. Y.; WHN, New York, N. Y.; WHEB, Portsmouth, N. H.; WRAW, Reading, Pa.; WHBQ, Memphis, Tenn.; KEVR, Seattle, Wash.; KFWB, Los Angeles, Calif.; KBON, Omaha, Neb.; KFUN, Las Vegas, N. M.; WFCI, Pawtucket, R. I.; WTSP, St. Petersburg, Fla.; WCLO, Janesville, Wisc.; KBIZ, Ottumwa, Ia.; WNBH, New Bedford, Mass.; WOGB, Cape Cod, Mass.; WTAW, College Station, Tex.		

**PAUL H. RAYMER CO.**

<i>Chicago</i> —435 N. Michigan Avenue (11).....	Superior	4473
Paul H. Raymer, Walter I. Tenney, Richard F. Kopf, Alan H. Schroeder.		
<i>New York</i> —366 Madison Avenue (17).....	Murray Hill	2-8689
Fred C. Brokaw, Peirce L. Romaine, Paul Tiemer, Garfield C. Packard.		
<i>Detroit</i> —28 W. Adams St. (2), Robert B. Rains.....	Cherry	8321
<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.; 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.; WDRC, Hartford, Conn.; WDEL, Wilmington, Del.; WSBT, South Bend, Ind.; KWFT, Wichita Falls, Kans.; WGAN, Portland, Me.; WCAO, Baltimore, Md.; WTAG, Worcester, Mass.; Michigan Radio Network; WXYZ, Detroit, Mich.; WOOD, 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.; WPRO, Providence, R. I.; WDOO, Chattanooga, Tenn.; WLAC, Nashville, Tenn.; WRVA, Richmond, Va.; KJR, Seattle, Wash.; Arizona Broadcasting Co.; McClatchy Bee Line; Tri-Penn Group; WJJD, Chicago, Ill.; WSAI, Cincinnati, O.; WINS, New York, N. Y.; WCAU, Philadelphia, Pa. (Pacific).		

**REGIONAL RADIO SALES COMPANY**

<i>Chicago</i> —360 N. Michigan Avenue.....	Central	6595
George Clifford, Partner.		
<i>Milwaukee</i> —231 W. Wisconsin.....	Br.	2579
Myles H. Johns, Sr., Partner; Winifred Land, assistant to Mr. Johns.		
<i>Stations</i> —WOSH, Oshkosh, Wisc.; WRJN, Racine, Wisc.; WOMT, Manitowoc, Wisc.; WIGM, Medford, Wisc.; KGDE, Fergus Falls, Minn.; KVOX, Moorhead, Minn.; WHAT, Philadelphia, Pa.		

**VIRGIL REITER & CO.**

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

**"RHC—CADENA AZUL"**

<i>New York</i> —220 West 42nd Street.....	Wisconsin	7-1166
Humberto D. Gonzalez, U. S. Representative.		
<i>Stations</i> —Long Wave: CMAN, Pinar Del Rio, Cuba; CMCY, Habana, Cuba; CMHI, Santa Clara, Cuba; CMJN, Camaguey, Cuba; CMKV, Holguin, Cuba; CMKN, Santiago de Cuba, Cuba; Short Wave: COCY, Habana, Cuba; COHI, Santa Clara, Cuba. Note—All these stations are owned by the Cuban Blue Network, RHC Cadena Azul, (affiliated with the Columbia Broadcasting System).		

**SEARS & AYER, INC.**

<i>Chicago</i> —612 N. Michigan Ave.....	Superior	8177
B. H. Sears, President; A. T. Sears, Secretary-Treasurer.		
<i>New York City</i> —295 Madison Ave., P. Joseph Bogner, Jack Martin.....	Lexington	2-0772
<i>Kansas City</i> —15 W. 10th St., Wm. Temple, Mgr.....	Victor	0021

• • • STATION REPRESENTATIVES • • •

<i>Hollywood</i> —6362 Hollywood Blvd., Homer Griffith, Mgr.....	Granite	6113
<i>San Francisco</i> —681 Market St., Edith Olson .....	Douglas	4475
<i>Portland</i> —Studio Bldg. (5), James McLoughlin, Mgr.....	Beacon	4107
<i>Seattle</i> —318 Douglas Bldg., R. G. Chastain, Mgr.....	Elliot	3300
<i>Stations</i> —WHMA, Anniston, Ala.; WJBY, Gadsden, Ala.; WMOB, Mobile, Ala.; WMSD, Muscle Shoals, Ala.; WHBB, Selma, Ala.; WKU, 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.; WCB, Columbus, Miss.; WFOR, Hattiesburg, Miss.; KWOS, Jefferson, Mo.; WMBH, Joplin, Mo.; WTMV, East St. Louis, Ill.; WGH, Galesburg, Ill.; WCBS, Springfield, Ill.; KORN, Fremont, Nebr.; KGFV, Kearney, Nebr.; WBTA, Batavia, N. Y.; WLPW, Suffolk, Va.; WATW, Ashland, Wisc.; KDFN, Casper, Wyo.; KPOW, Powell, Wyo.; KWYO, Sheridan, Wyo.; KWFC, Hot Springs, Ark.; WJBC, Bloomington, Ill.; WROX, Clarksdale, Miss.; WELO, Tupelo, Miss.; KTTS, Springfield, Mo.; WATN, Watertown, N. Y.		

**SPOT SALES, INC.**

<i>New York</i> —400 Madison Avenue.....	ELdorado	5-5040
Loren L. Watson, President; Fred Wester, District Manager; Bill Ewing, Acct. Exec.; Griff Thompson, Special Operations.		
<i>Chicago</i> —360 N. Michigan Ave.....	Franklin	8520
Edgar H. Twamley, District Mgr.; Willie Kissick, Eloise Heath.		
<i>San Francisco</i> —5 Third St., John Livingston, Dist. Mgr.....	EXbrook	3558
<i>Hollywood</i> —1650 Cosmo St., John Livingston, Dist. Mgr.....	Hollywood	8318
<i>Stations</i> —WABI, Bangor, Me.; WCAP, Atlantic City, N. J.; WENT, Gloversville, N. Y.; WGPC, Albany, Ga.; WHB, Kansas City, Mo.; WHYN, Holyoke, Mass.; WMEF, Plattsburgh, N. Y.; WSBA, York, Pa.; WSTV, Steubenville, O.; KBON, Omaha, Neb.; KGER, Long Beach, Cal.; KICA, Clovis, N. M.; KINY, Juneau, Alaska; KTKN, Ketchikan, Alaska; KYA, San Francisco, Cal.; WATL, Atlanta, Ga.; WRBL, Columbus, Ga.; WTBO, Cumberland, Md.; WHDH, Boston, Mass.; WTTM, Trenton, N. J.; WAKR, Akron, Ohio; WCED, DuBois, Pa.; WHJB, Greensburg, Pa.; WKST, New Castle, Pa.; WIBG, Philadelphia, Pa.; KQV, Pittsburgh, Pa.; WMPS, Memphis, Tenn.		

**STOVIN & WRIGHT**

<i>Toronto</i> —1402 Victory Bldg.....	ADelaide	9184
H. N. Stovin, Partner; C. W. Wright, Partner; W. Enger, J. Knox, G. Arnot.		
<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
F. Ward, S. L. Irwin.		
<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.		

**TAYLOR—HOWE—SNODEN RADIO SALES**

<i>Amarillo, Texas</i> —Radio Building.....	Amarillo	4242
Alex Keese, General Manager; O. L. Ted Taylor, Gene Howe, T. E. Snowden, Partners.		
<i>Chicago</i> —360 North Michigan (1), Tom Peterson, Mgr.....	State	5260
<i>Dallas</i> —806 Tower Petroleum Bldg., C. Melville, Mgr.....	Riverside	5663
Guy Bradford, Assistant Manager.		
<i>New York City</i> —19 W. 44th St., Jack Keasler, Mgr.....	MU	2-2485
<i>San Francisco</i> —681 Market St. (28).....	Garfield	5512
<i>Hollywood</i> —6362 Hollywood Blvd. (28).....	Granit	6113
<i>Seattle</i> —2101 Smith Tower.....	Elliott	7417
<i>Stations</i> —KGNW, Amarillo, Texas; KYO, Lubbock, Texas; K TSA, San An-		

tonio, Texas; KRGV, Weslaco, Texas; KFDM, Beaumont, Texas; KTOK, Oklahoma City, Okla.; KRMD, Shreveport, La.; The Lone Star Chain; The Oklahoma Network.

**WILLIAM M. TEMPLE**

*Kansas City, Mo.*—15 W. Tenth Street..... Victory 0021

**TEXAS DAILY PRESS LEAGUE, INC.**

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

**EDWARD S. TOWNSEND COMPANY**

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

**TRI-CITY STATIONS OF VIRGINIA**

*Lynchburg, Va.*—Allied Arts Bldg., Philip P. Allen, General Manager..... Lynchburg 3032  
*Stations*—WBTM, Danville, Va.; WLVA, Lynchburg, Va.; WSLS, Roanoke, Va.

**J. FRANKLYN VIOLA AND COMPANY**

(Foreign Language Representative\*)

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

**THE WALKER COMPANY**

*New York*—551 Fifth Avenue..... MUrRay Hill 2-7986-7  
 J. Wythe Walker, C. Otis Rawalt, Frederic E. Lake.  
*Chicago*—360 North Michigan Ave., Hal Holman..... State 5262  
*Kansas City, Mo.*—15 W. 10th St., Wm. Temple..... Victory 0021  
*Los Angeles*—568 Chamber of Commerce Bldg., Walter Biddick..... Richmond 6184  
*Stations*—KFXJ, Grand Junction, Colo.; KFKA, Greeley, Colo.; KSEL, Pocatello, Ida.; KTFI, Twin Falls, Ida.; WABI, Bangor, Me.; KGIR, Butte, Mont.; WJAG, Norfolk, Nebr.; KGNF, North Platte, Nebr.; KLPM, Minot, N. D.; WICA, Ashtabula, Ohio; KABR, Aberdeen, S. D.; KOTA, Rapid City, S. D.; Z-Bar Net (KGIR, Butte, Mont.; KPFA, Helena, Mont.; KRBM, Bozeman, Mont.); WOLF, Syracuse, N. Y.; WBRK, Pittsfield, Mass.; WAIR, Winston-Salem, N. C.; WLBC, Muncie, Ind.; KOCY, Oklahoma City, Okla.; KGBS, Harlingen, Texas; KAWD, Brownwood, Texas; KXL, Portland, Ore.; KFBY, Spokane, Wash.; The Tobacco Network, North Carolina.

**WAXELBAUM & CO.**

(Foreign Language Representative)

*New York*—10 East 43rd St. (17)..... MUrRay Hill 2-7398  
 Benjamin Waxelbaum, Owner.  
*Stations*—Representative for broadcasting and producing of foreign-language programs only.

**WEED & CO.**

*New York*—350 Madison Avenue..... VAnderson 6-4542  
 Joseph J. Weed, President; Grace Hennesey, 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., Dana Baird, 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.; WWD, Washington, D. C.; WMBR, Jacksonville, Fla.; WSUN, St. Petersburg, Fla.; WSOY, Decatur, Ill.; WTAX, Springfield, Ill.; WHBU, Anderson, Ind.; WEOA, Evansville, Ind.; WGBF, Evansville, Ind.; WHOT, South Bend, Ind.; WBOW, Terre Haute, Ind.; KGLO, Mason City, Ia.; KGGF, Coffeyville,



• • • STATION REPRESENTATIVES • • •

Kan.; KALB, Alexandria, La.; WRDO, Augusta, Me.; WLBZ, Bangor, Me.; WCSH, Portland, Me.; WORC, Worcester, Mass.; WSLI, Jackson, Miss.; KFBB, Great Falls, Mont.; WFEA, Manchester, N. T.; KGGM, Albuquerque, N. M.; WEBR, Buffalo, N. Y.; WMCA, New York, N. Y.; WWNV, Watertown, N. Y.; WAKR, Akron, O.; WCOL, Columbus, Ohio; WIZE, Springfield, Ohio; WAYS, Charlotte, N. C.; WRAL, Raleigh, N. C.; WING, Dayton, Ohio; WERC, Erie, Pa.; WJAR, Providence, R. I.; WFBC, Greenville, S. C.; WDEE, Chattanooga, Tenn.; WRR, Dallas, Texas; KFJZ, Fort Worth, Texas; Texas State Network; WCAX, Burlington, Vt.; WTAQ, Green Bay, Wisc.; New England Regional Network; CFAC, Calgary, Alta.; Marjorie Mills Hour; 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.; KNOW, Austin, Texas; KTHT, Houston, Texas; KABC, San Antonio, Texas; WACO, Waco, Texas; WKWK, Wheeling, W. Va.

**HOWARD H. WILSON COMPANY**

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

*New York*—551 Fifth Ave.....MURray Hill 6-1230  
David F. Crosier, Manager; W. S. Clark.

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

*San Francisco*—681 Market St., E. Olson, Mgr.....Garfield 5512

*Seattle*—318 Douglas Bldg., R. G. Chastain, Mgr.....Elliott 3300

*Portland (Ore.)*—Studio Bldg., James McLoughlin, Mgr.....Beacon 4107

*Stations*—WCOV, Montgomery, Ala.; WHBF, Rock Island, Ill.; WDZ, Tuscola, Ill.; WDNC, Durham, N. C.; WPIC, Sharon, Pa.; KELO, Sioux Falls, S. D.; KSOO, Sioux Falls, S. D.; WJHL, Johnson City, Tenn.; KROD, El Paso, Texas; WDEV, Waterbury, Vt.; WSV, Harrisonburg, Va.; WKBH, La Crosse, Wisc.; WIBA, Madison, Wisc.; WEMP, Milwaukee, Wisc.; WAIT, Chicago, Ill.; WHCU, Ithaca, N. Y.; WMAM, Marinette, Wisc.; WSAU, Wausau, Wisc.; WKMO, Kokomo, Ind.; WCOS, Columbia, S. C.; WEBQ, Harrisburg, Ill.; KPHO, Phoenix, Ariz.; KAVE, Carlsbad, N. M.; KUJ, Walla Walla, Wash.

CFCN, Calgary, Alta.; CFRN, Edmonton, Alta.; CKPR, Fort William, Ont.; CFQC, Saskatoon, Sask.; CKCH, Hull, Que.; CHLT, Sherbrooke, Que.

**HELEN WOOD**

*New York*—551 Fifth Ave. (17).....Vanderbilt 6-0522  
Helen Wood, Manager; Lionel E. Colton, Account Executive; Margaret Sands, Office Manager.

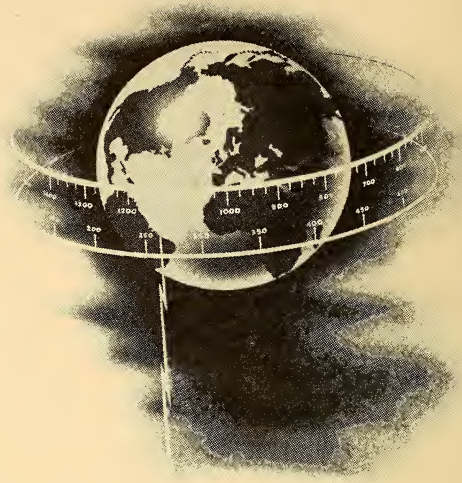
*Stations*—WSRR, Stamford, Conn.; WSNY, Schenectady, N. Y.; WIBX, Utica, N. Y.; Connecticut State Network.

**ADAM J. YOUNG, JR., INC.**

*New York*—11 West 42nd Street.....LONgacre 3-1926  
Adam J. Young, Jr., President; Joanna Scott, Secretary.

*Chicago*—55 E. Washington Street.....ANDover 5448  
Robert S. Russell, Manager; Dorothy Warner, Secretary.

*Stations*—CKLW, Detroit, Mich.; CKX, Brandon, Man., Canada; CHML, Hamilton, Ont.; CJAD, Montreal, Que.; CKAC, Montreal, Que.; CFRB, Toronto, Ont.; CHUM, Toronto, Ont.; CJOR, Vancouver, B. C.; CKY, Winnipeg, Man.



United Press began supplying news for radio in 1935, the first major service to do so. Every month since then its client list has lengthened. It is the first agency to supply news to all 48 states. Both in the U. S. and abroad, it delivers news to more stations than do all other services combined. First to start, U. P. today is still, and more clearly than ever, first in the radio field.

# UNITED PRESS RADIO NEWS

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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 Berkison  
Business Manager.....Walter E. Moss  
Sales Manager.....Frank J. Nicht

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

New York—50 Rockefeller Plaza.....Circle 7-7363

### 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 2-8198

President.....Herbert Moore

## ***Reuters***

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

### Executives

Manager.....D. Kimpton Rogers  
News Editor.....Stanley Burch  
Secretary of Accountants.....Sally Ojala  
Chief Washington Correspondent.....Paul Scottrankine  
Senior Editor.....Robert Vivian

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

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

### Executives

President.....Herbert Moore

## ***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



● *The Cast of "The Boys from Boise," Television's first full length, original musical comedy, sponsored by ESQUIRE Magazine.*

"Mark well this evening of September 28, 1944. This is the night television came of age . . . 'Boise' is to video what the late Thomas Edison's *Train Robbery* film was to movies, and a decade from now the trade will regard it as such."

—THE BILLBOARD

"Broadway last week had its premiere of '*Bloomer Girl*,' but over on Madison Avenue there was an event that may be longer remembered. It was the premiere of '*The Boys From Boise*,' the first full-length musical comedy to be written especially for television."

—NEW YORK TIMES



50 East 42 Street, New York 17, N. Y.

# ADVERTISING AGENCIES

*Listing includes agencies placing network and important spot business during 1944 and those handling 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 Advt. Agencies
- SNPA . . . Southern Newspaper Publishers' Association

### AD MASTERS ADV. & PUBLISHING CORP.

519 11th St., N.W., Washington 4, D. C.

#### Officers

President . . . . . John E. Waterfield

Treasurer . . . . . Edmund S. Goss

*Radio Account Placed*—WINX, Washington, D. C.

### 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

Secretary-Radio Director . . . Alicia G. Smithers

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.

### ADVERTISERS BROADCASTING CO., INC.

117 West 46th St., New York 19, N. Y.

Phone BRyant 9-1176

#### Officers

Executive Director . . . . . M. Keilson

Radio Director . . . . . Sholom Rubinstein  
 Producer . . . . . Jacob F. Keilson  
 Continuity Chief . . . . . Jacob I. Freedman  
 Scripts & Commercials . . . . . Morris Rivlin  
 Program Planning . . . . . David M. Hausdorff

*Radio Accounts Placed*—Foreign Language Programs: General Food Corp. (Maxwell House Coffee, Diamond Crystal Salt, Sanka Coffee, Jell-O Puddings, Baker's Cocoa); Horowitz-Margaret; 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); Francis H. Leggett Co. (Premier Food Products); American Home Products (Anacin, BiSoDol, Kolyons Tooth Paste and Powder, Old English Household Products, Dexta, New Hair Groom); Best Foods Co. (Heckers' Cream Farina, H-O Oats, Hillman's Mayonnaise); Ralston Purina Co. (Ralston, Instant Ralston, Shredded Ralston, Ry-Krisp); Barbasol Co. (Barbasol Brushless Shaving Cream); Penick & Ford, Ltd. (My-T-Fine Desserts); Ex-Lax, Inc. (E-Lax); Dugan Brothers (Dugan Breads); Carter Products, Inc. (Carter's Little Liver Pills); Breakstone Bros. (Breakstone's Food Products); "The 'Junket' Folks"; General Baking Co. (Bond Bread & Cakes); Florida Citrus Exchange (Florida Oranges & Grapefruit); Pillsbury Flour Mills Co. (Pillsbury's Farina).



*Russel M. Seeds network shows  
on the air today - - -*



*"Raleigh Room" with*

HILDEGARDE

*for Brown & Williamson Tobacco Corporation*



*"Carton of Cheer" starring*

HENNY YOUNGMAN with . . . .

CAROL BRUCE & EDDIE HOWARD'S BAND

*for Brown & Williamson Tobacco Corporation*



*"People Are Funny"*

*for Brown & Williamson Tobacco Corporation*



*"Reveille Roundup" with*

THE GOLDEN GATE QUARTETTE

*for The Grove Laboratories, Inc.*



*"World News Parade" with*

MAX HILL

*for W. A. Sheaffer Pen Company*

RUSSEL M. SEEDS COMPANY, *Advertising*

Palmolive Building Chicago 11, Illinois

**ADVERTISING & SALES  
COUNCIL, INC.**

Winchester, Va.  
PPA

President & Time Buyer.....Johu Freiburg  
Account Placed—O'Sullivan Rubber Co.,  
Inc.

**AETNA ADVERTISING AGENCY**

1776 Broadway, New York, N. Y.  
Phone, Circle 7-7510  
ABP  
Officers

President.....Lawrence S. Morris  
President.....Julia Morris  
Radio Accounts Placed—WOR (Iceland  
and Latin Quarter), WJZ (Follow the Girls),  
WMCA (Blackstone Hotel, Miami, Fla.).

**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

**R. H. ALBER CO.**

151 So. Broadway, Los Angeles 15, Calif.  
Phone PProspect 3331  
ANPA

President.....R. H. Alber  
Spot Time Buyer.....Pauline Hagen  
Radio Account Placed—Gospel B'casting  
Assn.

**ALLIED ADVERTISING AGENCIES**

167 S. Vermont, Los Angeles 4, Cal.  
Phone, Drexel 7331  
Officers

President.....W. F. Gardner  
Vice-President.....A. H. Esary  
General Production Mgr.....W. H. Welsh  
Time & Space Buyer.....Shirley Peron  
Los Angeles Office Mgr.....John T. Bradley

*Branch Offices*

725 Hearst Bldg., 3rd & Market Sts.  
San Francisco, Cal.  
Phone, Douglas 7018

1001 Northern Life Tower  
Seattle 1, Wash.

Phone, Elliott 0936

Time & Space Buyer.....Florence Hoff  
317 American Bank Building  
Portland 5, Oregon  
Phone, Atwater 1926

**ANFENGER ADVERTISING  
AGENCY, INC.**

1706 Olive St., St. Louis, Mo.  
Phone CHestnut 6380  
AAAA—ABP—ANPA—PPA  
Officers

Radio Director.....Vernon L. Morelock  
Asst. Radio Directors.....Ray D. Williams,  
Lynn Westbury Brown  
Traffic.....Jean Gosc  
Television Director.....Vernon L. Morelock  
Branch Office  
1050 Canal Bldg., New Orleans, La.  
Phone Raymond 0845

Manager.....Walter Winius  
Radio Director.....Bill Ryan  
Asst. Radio Dir.....Rita White Hennessy  
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., American Pack-  
ing Co., Becker-Bischoff Chemical Co.,  
Merit Clothing Co., Inc., Wenzel Tent &  
Duck Co.

**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).

**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.

# THE DANNY KAYE SHOW

with **HARRY JAMES**  
and his **MUSIC MAKERS**

PABST BREWING COMPANY  
PABST BLUE RIBBON BEER



*"The Metropolitan Opera Presents"*

THE SHERWIN-WILLIAMS COMPANY

PAINTS

*Guy Lombardo*  
and his *Royal Canadians*

LARUS & BROTHER CO., INC.

CHELSEA CIGARETTES AND EDGEWORTH PIPE TOBACCO



**TANGEE**

**"SERENADE"**

WITH **SAMMY KAYE**

GEORGE W. LUFT COMPANY



**TANGEE**

**"VARIETIES"** with  
Sammy Kaye, Paul Winchell  
and Jerry Mahoney

...TANGEE COSMETICS

---

**WARWICK & LEGLER, INC.**

NEW YORK CITY, N. Y.

HOLLYWOOD, CALIFORNIA



**ASSOCIATED ADVERTISING  
AGENCY, INC.**

Florida Natl. Bank Bldg., Jacksonville 2, Fla.  
Phone 3-1253  
ABP—SNPA—PPA

*Officers*

President.....M. Thayer Newman  
Executive Vice-President....Hunter Lynde  
Vice-President .....Gordon Stewart

**THE AITKIN-KYNETT COMPANY**

1400 South Penn Square  
Philadelphia 2, Pa.

Phone Rittenhouse 7810

AAAA — ABC — NOAB — ABP — ANPA  
PPA — SAAA .. SNPA

*Officers*

Senior Partner-Time Buyer...H. H. Kynett  
Partner .....A. K. Aitkin  
Partner .....M. E. Goldman  
Radio Director.....D. Langan  
*Radio Accounts Placed*—Stephano Bros.;  
Phillips Packing Co.; R. M. Hollingshead  
Corp.

**ATHERTON & CURRIER, INC.**

420 Lexington Ave., New York, N. Y.

Phone MOhawk 4-8795

ABP—ANPA—PPA

*Officers*

President.....J. W. Atherton  
Vice-President .....Lester Stone  
Secretary.....W. T. Tieman  
Treasurer.....H. P. Francis  
Time Buyer.....Wm. T. Tieman  
Program Director.....J. Dennis Molnar

*Branch Office*

100 Adelaide St., Toronto, Ont., Canada  
*Radio Accounts Placed* — Cuticura,  
Humphreys, Eno, North American Dye Corp.,  
Scott's Emulsion, "Brylcreem," Phelps Dodge  
Refining Corp.

**AUBREY, MOORE & WALLACE, INC.**

230 N. Michigan Ave., Chicago, Ill.

Phone Randolph 0830

ANPA — ABP — PPA — APA

*Officers*

President .....James T. Aubrey  
Vice-Presidents .....John C. Moore,  
John J. Finlay, L. O. Wilson  
Radio Time Buyer-Production..John H. North  
*Radio Accounts Placed* — Chicago Solvay  
Coke Co., International Harvester Co., Mc-  
Ilhenney Co. (Tabasco), McKenzie Milling  
Co., Old Colony Beverages, Orange-Crush  
Co., Williamson Candy Co. (Oh Henry),  
O-Cedar Corp., Wyler & Co.

**N. W. AYER & SON, INC.**

West Washington Square Philadelphia 6, Pa.

Phone Lombard 0100

ANPA—PPA—ABP—APA—OAAA

*Officers*

President .....H. A. Batten  
Executive Vice-Presidents..Gerold M. Lauck,  
Clarence L. Jordan

*Branch Offices*

30 Rockefeller Plaza, New York 20, N. Y.  
Phone Circle 6-0200

*Radio Dept.*

Vice-President In Charge of Radio,  
H. L. McClinton  
Manager Radio Dept.....Robert Collins  
Talent .....Marge Kerr  
Comm. Copy Director.....Philip A. Young  
Business Manager.....T. J. McDermott  
Chief Time Buyer.....Clarence G. Cosby  
Radio Publicity.....Wauhillaun La Hay  
Time Buyer.....Paul Kizenberger  
Television Director.....Donald N. McClure  
Comm. Films Director...G. David Gudebrod  
Producers.....Wallace R. Magill,  
Les Quaiely, J. F. Rourke, Charles A.  
Herbert, Joseph Ripley  
Writers .....Dorothy Zimmer,  
Jean Williams, Jean E. Bouillet, Ted  
Byron, Jay H. Smolin, Douglas W.  
Gibson

Statler Office Bldg., Boston 16, Mass.  
Phone Hubbard 4970

Vice-President.....E. Craig Greiner  
203 Taft Bldg., Hollywood 28, Calif.

Phone Granite 3697

Manager.....Herbert C. Sanford  
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

Manager.....Thomas Jack Henry  
231 Dillingham Bldg., Honolulu 16, Hawaii

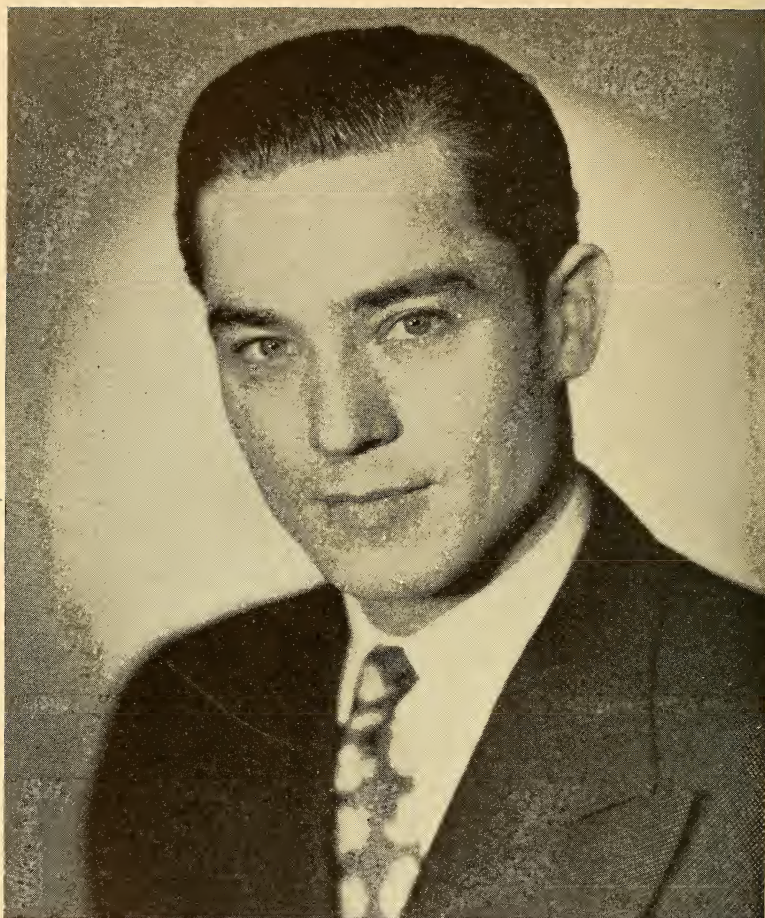
Manager.....John S. Coonley  
Grosvenor House, Park Lane

London W1, England

Manager .....Mortimer Bryans

*Radio Accounts Placed*—Atlantic Refining  
Co., Bell Telephone System, Cliquot Club  
Co., Goodyear Engineering Corp., Hawaiian  
Pineapple Co., Dr. Hess & Clark, Illinois  
Bell Telephone Co., Kerr Chickeries, Michi-  
gan Bell Telephone Co., Electric Companies,  
Charles E. Hires Co., Wyandotte Chemical  
Co., United Drug Company.

*Television Accounts Placed*—Atlantic Re-  
fining Co.



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NBC, Radio City—N. Y.

*Featuring Fine Announcing*

*Current Sponsors Include . . .*

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BRyant 9-5365

**ADVERTISING AGENCIES**

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530 Broadway, San Diego 1, Calif.  
Phone Franklin 7771  
ABP—ANPA

Owner.....Norman R. Barnes  
Production Manager.....Wm. M. Price  
Radio Director.....Ruth F. Almstedt

*Branch Office*

1121 South Hill St., Los Angeles 15, Calif.  
Phone PRespect 4118

Manager.....E. W. Rutledge

**BADGER AND BROWNING  
& HERSEY, INC.**

30 Rockefeller Plaza, New York, N. Y.

Phone CIRCLE 7-3720

ANPA — PPA — ABP

*Officers*

President.....R. W. Hersey  
Chairman of Board.....J. L. Badger  
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 Chiclet Co., Denver Chemical Mfg. Co., Wilbur Suchard Chocolate Co.

**BALDWIN & STRACHAN, INC.**

370 Delaware Ave., Buffalo 2, N. Y.

Phone WASHINGTON 6854

ABP—ANPA—PPA

President.....Wm. Baldwin  
Vice-Pres. & Treas.....Kenneth Strachan  
Radio Director.....J. F. Higgins  
Production Manager.....Roy Runk  
Publicity.....George Doherty  
Copy.....Miss Clara Crane  
Director of Radio & Television

J. F. Higgins

Radio Producer.....J. F. Higgins  
*Radio Accounts Placed*—Widmer's Wine Cellars, Inc., Iroquois Beverage Corp., O'Rourke Baking Co., Rochester & Pittsburgh Coal Co., Seven-Up Co. of Buffalo, Sattler's, Inc., Triple A Tablets.

**BARLOW ADVERTISING AGENCY,  
INC.**

309 Syracuse-Kemper Bldg., Syracuse 2, N. Y.

Phone 3-0131

APA — PPA — ABP

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Vice-President.....E. S. Crawford  
Vice-President.....H. H. Goodhart  
Secretary.....E. C. Watkins

Production Manager.....F. B. Tompkins  
Copy Chief.....J. J. Hines  
Art Director.....H. C. Millard  
Radio Manager.....Wallace M. Hughes  
*Radio Accounts Placed*—Dairymen's League Co-operative Association, Inc., Haberle Congress Brewing Co., Lincoln National Bank & Trust Co.

**BARRONS ADVERTISING CO.**

1737 McGee St., Kansas City, Mo.

Phone HARRISON 7730

ABP—ANPA—PPA

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Secretary.....A. W. Durrin  
Art Director.....Frank MacDonald  
Account Executives.....Ralph S. Page,  
Floyd L. Doan

*Radio Dept.*

Time Buyers.....H. W. Godfrey,  
Frank H. Little

Production Director.....Floyd L. Doan  
*Radio Accounts Placed*—Dr. W. L. Wilson, Seidlitz Paint & Varnish Co., Diesel Power Engineering School, Manor Baking Co., Chevrolet 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 Protective Insurance Co., Nourse Oil Co., Sweeney Trade Schools, Inc., Nourse Oil Co., Mid-West Wool Co-op.

**TED BATES, INC.**

630 Fifth Avenue, New York, N. Y.

Phone CIRCLE 6-9700

AAAA—ANPA—PPA—

NAOB—ABC—APA—ABP

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Asst. to Pres. & Chrm. of Plant Creative Board.....Thomas Buechner  
Executive Vice-President.....Joseph R. Busk  
Vice President-Secretary.....Thomas J. Carnese  
Vice President-Director of Media-Asst. Secretary.....Edgar Small  
Vice-President and Director of Radio

Tom Revere

Time & Space Buyers.....Richard Mann,  
MacDonald Dunbar, R. J. Fiechter.

Assistant Treasurer.....Carlos Justiz  
Vice-President & Director of Research.....

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, Royal Baking Powder); Carter Products, Inc.

# YANKEE

# Roundup



**21** Hometown Stations give you the reach of the range—inclusive local coverage of every downtown and neighborhood shopping center patronized by the listeners of 2,055,010 radio homes . . . a potential audience of 8,377,543 out of New England's 8,437,290 population.

## THE YANKEE NETWORK, INC.

*Member of the Mutual Broadcasting System*

21 BROOKLINE AVE., BOSTON 15, MASS.

Nationally Represented by EDWARD PETRY & CO., INC.

**BATTEN, BARTON, DURSTINE & OSBORN, INC.**

383 Madison Ave., New York 17, N. Y.  
Phone Eldorado 5-5800

AAAA

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Chairman of Executive Committee-  
Vice-President & Treasurer... F. R. Feland  
Chairman of Board..... Alex Osborn  
General Manager & Vice-President,

B. C. Duffy  
Executive Vice-President for Western Offices  
John C. Cornelius

Vice-President-Director of Radio,  
Arthur Pryor, Jr.

Asst. Director of Radio... Oliver M. Presbrey  
Radio Research..... Harry I. Woodworth  
Radio Merchandising..... Jack Moore  
Local Radio Mgr..... Gertrude Scanlan  
Chief Story Editor..... George Kondolf

Radio Producers and Writers:  
David White, Kenneth Webb, Edwin  
Marshall, Walter Tibbals, Russell Am-  
bruster, Gladys Franklin, Robt. La Bour,  
Chet Gierlach, Josephine Lyons, Ted  
Long, Ann Bastow.

Business Manager,  
Radio Dept..... Frank Silvernail  
Time Buyers ..... Jim Moore,  
Elenore Scanlan, Robert Milan, Kath-  
erine V. Winn

Publicity..... Wm. Maloney  
Television..... F. A. Long

*Branch Offices*

919 N. Michigan Ave., Chicago 11, Ill.  
Phone Superior 9200

Vice-President..... R. B. Barton  
Rand Bldg., Buffalo 3, N. Y.  
Phone Cleveland 7915

Vice-President..... Stanley P. Irvin  
Grant Bldg., Pittsburgh 19, Pa.  
Phone Grant 8060

Vice-President..... Leon D. Hansen  
20 Providence St., Boston 16, Mass.  
Phone Hubbard 0430

Vice-President..... Francis W. Hatch  
Northwestern Bank Bldg., Minneapolis 2,  
Minn.

Phone Bridgeport 8881

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Executive Vice-President... John C. Cornelius  
1515 Terminal Tower, Cleveland 13, Ohio  
Phone Prospect 3621

Vice-President..... C. L. Davis  
1680 N. Vine St., Hollywood 28, Calif.  
Phone Hollywood 7337

Vice-President ..... Wayne Tiss  
Russ Bldg., San Francisco 4, Calif.  
Phone Garfield 1017

Vice-President..... Charles H. Ferguson  
Pacific Mutual Bldg., Los Angeles 14, Calif.  
Phone Michigan 1354

Vice-President..... W. B. Geissingner  
New Center Bldg., Detroit 2, Mich.  
Phone Madison 4816

Manager..... F. Plummer Whipple  
*Radio Accounts Placed*—American Steel &  
Wire Co., Armstrong Cork Co., Boston Edi-  
son Co., The Boston Globe, Corning Glass  
Works, Cream of Wheat Corp., Cresta Blanca  
Wine Co., Dubonnet Corp., E. I. du Pont  
de Nemours & Co., Ethyl Corp., First National  
Bank of Boston, Fort Pitt Brewing  
Co., Gamble Stores, General Baking Co.,  
General Electric Co., Golden State Co., Ltd.,  
B. F. Goodrich Co., Hart Schaffner & Marx,  
Hoffman Beverage Co., Household Finance  
Corp., Lyon Van & Storage, Marine Trust  
Co. of Buffalo, Minneapolis Brewing Co.,  
Murine Co., Nehi Corp., North American  
Aviation, Inc., North Star Woolen Mills,  
Northwest Airlines, Inc., Northwestern Bell  
Telephone Co., N. Y. Telephone Co., Par-T-  
Pak, Penick & Ford, Ltd., Reader's Digest  
Assn., F. & M. Schaefer Brewing Co., E. R.  
Squibb & Sons, Servel, Inc., Southern New  
England Telephone Co., Standard Oil Co.  
of Calif., Tennessee Coal, Iron & R. R. Co.,  
United Fruit Co., William Underwood Co.,  
Wildroot Co., Western Auto Supply Co.,  
Waitt & Bond.

*Television Accounts Placed*—The William  
Carter Co., Reader's Digest Assn., Liberty  
Mutual Ins. Co.

**BENNETT, WALTHER & MENADIER, INC.**

69 Newbury St., Boston, Mass.  
Phone Kenmore 3820

*Officers*

President ..... Nelson Bennett  
Vice-President..... Frederick P. Walther, Jr.  
Treasurer..... Royal W. Leith  
Secretary ..... Dorothy Dodge

*Radio Accounts Placed*—Washburn Candy  
Co., Hudson Coal Co.

**BENTON AND BOWLES, INC.**

444 Madison Ave., New York 22, N. Y.  
Phone Wickersham 2-0400  
AAAA—ANPA—PPA—ABP

*Officers*

Chairman of Board..... Atherton W. Hobler  
President..... Clarence B. Goshorn  
Executive Vice-Pres.... William R. Baker, Jr.  
Secy..Treas..... Edward R. Beach

*Radio Dept.*

Vice-Pres. in Charge of Radio.. Walter Craig  
Adm. Assistant..... Marion Connolly  
Business Manager..... Charles Gannon  
Supervisor of Daytime Radio.. Kirby Hawkes  
Script Editor..... Roy Bailey  
Casting Director..... Rita Dugan  
Vice-Pres..Media..... H. H. Dobberteen  
Time Buyer..... Roland Van Nostrand

FOR QUALITY

AP!

• • •     **ADVERTISING AGENCIES**     • • •

Spot Time Buyer.....Ruth Jones  
 Producers.....Don Cope,  
 Leslie Harris, Keith MacLeod, Tom Mc-  
 Dermott, Dodie Yates, Hugh Hole  
 (Spots, hitchhikes, etc.)

*Television Dept.*

Director.....Herb Leder  
*Branch Office*  
 6253 Hollywood Blvd., Hollywood 28, Calif.  
 Phone Hillside 9151

West Coast Representative.....Al Kaye  
 Business Manager.....Betty Buckler  
*Radio Accounts Placed*—General Foods  
 Corp. (Maxwell House Coffee, Diamond  
 Crystal Salt, Baker's Chocolate, Post Toasties,  
 Certo, Log Cabin Syrup, Sure-Jell, Post's  
 40% Bran Flakes, Post's Raisin Bran, Gaines  
 Dog Food), Prudential Insurance Co., Procter  
 & Gamble Co. (Iory Snow, P. & G. White  
 Laundry Soap).

**BERMINGHAM, CASTLEMAN &  
 PIERCE, INC.**

136 East 38th St., New York 16, N. Y.  
 Phone Lexington 2-7550  
 ABP—ANPA—PPA—NOAB—APA—  
 AAAA—PPA

*Officers*

President.....Arch Bermingham  
 Executive Vice-President.....Stewart Wark  
 Secretary-Treasurer.....Winston H. Hagen  
 Radio Director.....George C. Castleman  
 Television Dept.....Paul Wing  
*Radio Accounts Placed*—Griffin Manu-  
 facturing Co., Inc., Conti Products Corp., Frank  
 H. Lee Co., Berst-Forster-Dixfield Co., E.  
 Pritchard, Inc.

**FRANK BEST & CO., INC.**

9 Rockefeller Pl., New York, N. Y.  
 Phone Circle 7-6760  
 ABP—ANPA—PPA—PRB

*Officers*

President.....Frank Best  
 Vice-Presidents.....I. Marks, W. Taegen  
 Secretary.....V. R. Best  
 Time Buyer.....A. H. Van Buren  
*Radio Accounts Placed*—Geo. W. Helme  
 Co., Prince George Hotel, C.O. Two Fire  
 Equip. Co., Union News Co., Nassau Smelting  
 & Refining Co.

**THE BIOW CO., INC.**

9 Rockefeller Plaza, New York 20, N. Y.  
 Phone Circle 6-9300

*Officers*

President and Treasurer...Milton H. Biow  
 Secretary.....Richard M. Biow  
 Vice-President.....E. J. K. Bannart  
 Vice-President.....L. W. Thomas  
 Asst. to the President.....C. H. Wolfe

*Radio Dept.*

501 Madison Ave.

Business Manager.....Frank C. Barton, Sr.  
 Director of Production.....Stanley Joseloff\*  
 Eastern Production Manager...Walter Lurie  
 Talent Buyer.....Lucille Webster  
 Time Buyer.....Maria White  
 Bulova Station Relations.....C. A. Snyder  
 Special Program Writer.....Edith Oliver  
 Asst. to Business Mgr.....Stanley Pulver  
 Program Coordinators.....Betty Maundeville,  
 Elizabeth Ready, Alfred Klingler  
 Producers.....Harry Spears,  
 Max Marcin, Hal Block

\* Joined from Blue Network, March 15.

*Hollywood Office*

6111 Sunset Blvd., Hollywood, Calif.  
 Chief of Radio Production (New York and  
 Hollywood).....H. Calvin Kuhl  
 Office Manager.....Maxine Anderson  
 Producers.....William Spier,  
 William Lawrence, Alton Rinker

*San Francisco Office*

485 California St., San Francisco, Calif.  
 Manager.....John Alden  
*Radio Accounts Placed*—The Procter and  
 Gamble Co., Bulova Watch Co., Hillman  
 Periodicals, Inc., Hills Brothers Co., Schen-  
 ley Corp., Hunt Brothers Packing Co., San-  
 Nap-Pak Co., Inc., M. & M. Candy Ltd.,  
 Philip Morris & Co. Ltd., Inc., Lady Esther  
 Co., Ltd., Eversharp, Inc.

**THE BLACKSTONE COMPANY**

221 W. 57th St., New York 19, N. Y.  
 Phone Circle 7-7827

*Officers*

Owner.....Milton Blackstone  
 Associate.....Jack Steiner  
 Manager.....Gladys B. Berju  
 Copy Director.....Homer Millard  
 Art Director.....Edward M. Hawkins  
 Production Manager.....Harry Dobrin  
 Space Buyer.....Belle Appelbaum  
 Account Executives.....Charles Kondla,  
 Robert Towers, Mortimer Curtis, Jean  
 Epstein

*Radio Dept.*

Director of Radio.....Wm. T. Cavanagh  
 Script Writers.....Jesse Sandler,  
 Paul Zousmer  
 Time Buyer.....Sally Cavanagh  
 Producer.....Wm. T. Cavanagh

*Television Dept.*

Note: Television activity under direction  
 of William T. Cavanagh.

*Radio Accounts Placed*—The Brass Rail,  
 Century Theatre Circuit, Copacabana, Fabrik-  
 ant Brothers (diamonds), Pedro & Olga  
 Dance Studios, Rogers' Corner, Steuben  
 Tavern, Crossroads, Zanzibar, Eureka Ship-

building Corp., Bernarr Macfadden Foundation, Hotels of Sullivan County, Unicorn Press.

### THE BLAINE THOMPSON CO.

234 W. 44th St., New York 18, N. Y.  
Phone, BRyant 9-2480  
ANPA—PPA

#### Officers

President-Treasurer.....Myer Lesser  
Vice-President.....John J. Shubert, Jr.  
Vice-President.....Marlo Lewis  
Radio Director.....Richard Ash  
Copy Chief.....Budd Getschal

### W. EARL BOTHWELL ADVERTISING AGENCY

Standard Life Bldg., Pittsburgh 22, Pa.  
Phone Court 6565  
AAAA—ABP—ANPA—PPA

#### Officers

President.....W. Earl Bothwell  
Secretary-Treasurer.....A. A. Logan  
Radio Director.....H. B. Trautman  
Time Buyer.....T. H. Black, Jr.  
Asst. Radio Director.....Emily Wilson  
*Radio Accounts Placed*—P. Duff & Sons, Inc. (Duff's Baking Mixes).

### BOTSFORD, CONSTANTINE & GARDNER

115 SW 4th, Portland 4, Oregon  
Phone Atwater 9541  
AAAA—ANPA—PPA—ABP  
SNPA—NOAB

#### Officers

President.....David M. Botsford  
Treasurer.....Merle W. Manly  
Secretary.....Frankie Coykendall  
Vice-President.....C. P. Constantine

#### Branch Offices

Central Bldg., Seattle 4, Wash.  
Phone Elliott 3523  
Vice-President.....C. P. Constantine  
Russ Bldg., San Francisco 4, Cal.  
Phone Exbrook 7565  
Vice-President.....Stanley G. Swanberg  
629 So. Hope St., Los Angeles 14, Cal.  
Phone Michigan 1427  
Vice-President.....Hassel W. Smith  
Empire State Bldg., New York 1, N. Y.  
Phone PENnsylvania 6-7871  
*Radio Accounts Placed*—Tillamook County Creamery Assn.

### STANLEY G. BOYNTON 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, Asst. to Mr. Boynton,  
Larry Payne

Traffic Manager.....Ruth Grinnewald  
Radio Producer.....Larry Payne

#### Branch Offices

17 East 42nd St., New York, N. Y.  
Phone MUrray Hill 2-0086

*Radio Accounts Placed*—Radio Bible Class, Wesley Radio League, American Society of Industrial Engineers, Old Fashioned Church of the Air, Calvary Hour, Your Fellowship Hour, First Church of the Nazarene—Detroit, New World Coming, Highland Park Baptist Church, Devotional Hour, Your Worship Hour, Chicago Evangelistic Institute, Michigan Conference Seventh Day Adventists, National Tennis Matches.

### THE J. CARSON BRANTLEY ADVERTISING AGENCY

O-N 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.

### R. C. BRETH, INC.

310 Pine St., Green Bay, Wis.  
Phone Howard 134  
ABP—ANPA—PPA

President.....R. C. Breth  
*Radio Accounts Placed*—Home Mutuals Insurance Co., Western States Mutual Auto Ins. Co., Brillion Iron Works, Inc.

### BRISACHER, VAN NORDEN & STAFF

310 Crocker Bldg., San Francisco 4, Calif.  
Phone Garfield 0276  
ANPA—APA—PPA—NOAB

#### Officers

President.....Emil Brisacher  
Vice-President.....R. T. Van Norden  
Account Executive.....Charles H. Gabriel  
Radio Time Buyer.....Marie Eaton  
Radio Producers.....Gene Goldsmith,  
Walton Purdom

#### Branch Offices

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., Moore's Clothing Co., Par Soap Co., The Shasta Water Co., Sunset Magazine, Par-T-Pak, Golden Grain Macaroni Co., S. & W. Fine Foods, Nicholas Johnston (Photographers), Robert Wallace Furs.



**BRESNICK & SOLOMONT**

216 Tremont St., Boston 16, Mass.  
Phone Liberty 4732  
ABP—ANPA—PPA

*Officers*

Principal.....Oscar Bresnick  
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.

**BROADCASTING ADVERTISING CO.**

3055 Wilshire Blvd., Los Angeles 5, Calif.  
Phone, EXposition 1339

*Officers*

Owners.....Van C. Newkirk  
Office Manager.....Betty Culbert  
*Radio Accounts Placed*—Crew of Good  
Ship Grace, Inc., Floyd B. Johnson, Grace  
Dotson, Calvary Assembly.

**BROOKS ADVERTISING AGENCY**

416 W. 8th St., Los Angeles 14, Calif.  
Phone TRinity 0558

ANPA—PPA

*Officers*

General Manager.....A. R. Brooks  
Secretary.....B. Brausberg  
Time Buyer.....A. R. Brooks  
Copy Chief.....Anne Miller  
Production.....M. Jackson  
Art Director.....A. L. Lee  
Acct. Exec.....Frank McMahon  
Copy.....Rose Kandell  
*Radio Accounts Placed*—Bekins Moving &  
Storage, Citizens Nat'l Trust & Savings Bank,  
Bekins Van & Storage Co., Everest & Jen-  
nings, Golden West Products Co., Roland J.  
Laupel 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

AAAA — ANPA — PPA — ABP  
APA — NOAB

*Officers*

Chairman of Board.....Sturges Dorrance  
President.....Willard S. French  
Secretary-Treasurer.....Guy C. Smith  
Vice-President.....Charles W. Brooke  
Vice-Presidents.....H. M. Overstreet,  
Henry E. Pengel, Jr., C. C. Wilmot, J. G.  
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.

**D. P. BROTHER & CO., INC.**

General Motors Bldg., Detroit 2, Mich.  
Phone Trinity 2-8250

AAAA—ANPA—ABP—NOAB

*Officers*

President-Treasurer.....D. P. Brother  
Vice-President.....C. Hatch, Jr.  
Secretary.....E. M. Reitz  
Director of Media.....Carl Georgi, Jr.  
*Radio Accounts Placed*—AC Spark Plug &  
Oldsmobile Division of General Motors Sales  
Corp.

**FRANKLIN BRUCK ADVERTISING  
CORP.**

RKO Bldg., Rockefeller Center,  
New York, N. Y.  
Phone Circle 7-7661

ANPA — PPA — APA

*Officers*

President.....Franklin Bruck  
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.

**CHARLES BRUNELLE ADV. AGENCY**

15 Lewis St., Hartford, Conn.

*Officer*

President.....Charles Brunelle  
*Radio Account Placed*—Sage-Allen & Co.,  
Inc.

**BUCHANAN & COMPANY, INC.**

1501 Broadway, New York 18, N. Y.  
Phone MEdallion 3-3380

AAAA — ANPA — PPA — ABP — SNPA

*Officers*

Chairman of Board, Treas....John Hertz, Jr.  
President.....T. S. Buchanan  
Vice-President.....Arthur Ramsdell  
Secretary.....A. Grace Barrett  
Dir. of Radio & Television....Martin Jones  
Assistant to Radio Dir.....Elise Bonnet  
Business Manager.....Nat Strom  
Television Dept.....Martin Jones,  
Patricia Sears

*Branch Offices*

919 No. Michigan Ave., Chicago 11, Ill.

Phone Superior 3047

Vice-President.....George Enzinger  
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., Rainier Brewing  
Co., Adam Hats.

**BUCHANAN-THOMAS  
ADVERTISING CO.**

412 So. 19th St., Omaha 2, Nebraska

Phone AT 2125

ABP—ANPA—PPA

*Officers*

Partner.....C. C. Buchanan  
Partner.....L. H. Thomas  
Radio Director.....Adam Reinemund

**LEO BURNETT COMPANY, INC.**

360 North Michigan Ave., Chicago 1, Ill.

Phone Central 5959

AAAA—ANPA—PPA—ABP—SNPA

*Officers*

President.....Leo Burnett  
Executive Vice-President.....R. N. Heath  
Secretary.....Naomi Burnett  
Treasurer.....E. Ross Gamble  
Vice-President.....DeWitt O'Kieffe  
Vice-President.....John Olson  
Vice-Pres.-Radio.....Frank W. Ferrin  
Time Buyer.....Pauline Watros  
Radio Producers.....Harry Eldred,  
Arthur Jacobson, Don Bernard, Fred  
Jacky

*Radio Accounts Placed*—Network: Pure  
Oil Co., American Meat Institute, Jacques  
Mfg. Co.; National Spot: Lumbermen's Mutu-  
al Casualty Co., Brown Shoe Co., Pure  
Oil Co., The Chicago Sun.

**BERT BUTTERWORTH AGENCY**

1606 N. Highland Ave.  
Hollywood 28, California  
Phone Hollywood 7263

**BYER & BOWMAN**

203 East Broad St., Columbus, Ohio

Phone Main 3276

ABP—ANPA—PPA

Partners.....Herbert Byer,  
Gus K. Bowman, Joel M. Burghalter

*Radio Accounts Placed*—The Skidoo Co.,  
Ohio Laboratories, Inc., Berlou Mfg. Co.,  
Budd & Co., War Finance Committee.

**HAROLD CABOT & CO., INC.**

24 Milk St., Boston 9, Mass.

Phone HANcock 7690

AAAA—ANPA—APA

*Officers*

President-Treasurer.....Harold Cabot  
Executive Vice-President.....Henry W. Patterson  
Vice-President.....Donald D. Douglass  
Vice-President.....John E. Kennedy  
Vice-President-Art Director George R. Griffin  
Time Buyer.....Jacqueline Adams  
*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

PPA

*Officers*

President.....Louis F. Cahn  
Vice-President.....C. LeRoy Miller  
Account Exec.....George Gettman  
Retail Dept.....Miss Hilda Stern

**CALKINS & HOLDEN**

247 Park Ave., New York, N. Y.

Phone Wickersham 2-6900

AAAA—ABP—ANPA—PPA—

PRB—SAAA—SNPA

*Officers*

Secretary-Treasurer.....R. P. Clayberger  
Radio Program Mgr.....C. H. Miller  
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

*Officers*

President & Gen. Mgr.....F. D. Richards  
Exec. Vice-President.....W. E. Blodgett  
Vice-Presidents.....Duane W. Beurmann,  
L. B. Dudley, T. Park Hay, J. L. Spencer,  
Elmo Ecker, E. A. Elliott, W. A. McNabb  
Space & Time Buyer.....E. A. Elliott  
Radio Director.....R. F. Hackenger  
Art Director.....W. A. McNabb  
Research Director.....J. L. Spencer  
Copy Director.....Sherwood King  
Publicity Director.....Joseph A. Bond

*Television Dept.*

Chairman of Committee.....Elmo Ecker  
*Radio Accounts Placed*—United States  
Rubber Co., Vita Var Corp.

**CAMPBELL-EWALD CO.**

General Motors Bldg., Detroit 2, Mich.  
 Phone Trinity 2-6200  
 AAAA—ANPA—ABP—PPA—PRB—  
 APA—ABC

*Officers*

President.....Henry T. Ewald  
 Vice-Pres. & Gen. Mgr.....H. G. Little  
 Radio Director.....M. A. Hollinshead  
 Vice President-Media Director.J. J. Hartigan

*Branch Offices*

230 N. Michigan Ave.,  
 Central 1946, Chicago, Ill.

Vice-Pres. & Gen. Mgr.....E. W. Clements  
 714 W. Olympic Blvd.  
 Los Angeles, Cal.  
 Richmond 6204

Vice-Pres.-Manager.....R. H. Crooker  
*Radio Accounts Placed*—General Motors  
 Corp., Consolidated Royal Chemical, Fould's  
 Macaroni.

**CAMPBELL-MITHUN, INC.**

1370 Northwestern Bank Bldg.  
 Minneapolis 2, Minn.  
 Phone Atlantic 3231

ANPA—PPA—APB—AAAA—SNPA—  
 SAAA—PRB

*Radio Dept.*

Radio Director.....Louis M. Knopp  
 Time Buyer.....Arthur H. Lund

*Branch Office*

1024 Palmolive Bldg.  
 Chicago 11, Ill.  
 Delaware 7553  
*Radio Dept.*

Radio Director.....Wm. Ballinger  
 Radio Copy.....Donald Gardner

**THE CAPLES COMPANY**

535 Fifth Ave., New York 17, N. Y.  
 Phone LExington 2-0850  
 ANPA—PPA—APA—NOAB

*Officers*

President.....R. C. Caples  
 Vice-President.....Lynn B. Clarke

*Radio Dept.*

Director of Radio.....Maxine Keith  
 Time Buyer.....Ruth D. Folster  
 Producer.....Maxine Keith

*Television Dept.*

Director of Television.....Maxine Keith  
*Branch Offices*

225 East Erie St., Chicago, Ill.  
 Phone Superior 6016

Vice-President.....R. N. Hartsing  
 1504 Dodge St., Omaha, Nebr.  
 Phone Jackson 1107

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.

**CARTER ADV. AGENCY, INC.**

609 Minnesota Ave., Kansas City, Kansas  
 NAAN

*Officers*

President.....Charles W. Carter  
 Vice-President.....Wm. G. Rowe  
 Secy.-Treas. ....Josephine Dahlin

*Branch Office*

912 Baltimore Ave., Kansas City, Mo.  
*Radio Accounts Placed*—Helzberg's Jew-  
 elers), Rushton Baking Co., Marshall's Auto  
 Stores, Inter-State Bldg. & Loan Association.

**R. H. CARY, INC.**

(formerly Cary-Ainsworth, Inc.)  
 908-10 Liberty Bldg., Des Moines 9, Iowa  
 Phone 4-0375

ABP—ANPA—PPA—APA

*Officers*

President.....R. H. Cary  
 Secretary.....Evonne Kordick  
 Treasurer.....R. H. Cary  
 Art Dir. & Prod. Mgr.....R. M. Williamson  
 Account Executive.....A. W. Little

*Radio Dept.*

Radio Director.....Fred A. Reed  
 Chief Time Buyer.....R. H. Cary  
 Time Buyer.....Evonne Kordick  
*Radio Accounts Placed*—Chamberlain Sales  
 Corp., Oelwein Chemical Co., Thompson  
 Hybrid Corn Co., Tidy House Products Co.,  
 Hawkeye Casualty Co.

**CASANAVE & PEARSON, INC.**

1600 Broadway, New York 19, N. Y.  
 Phone Circle 6-1647

*Officers*

President.....Chas. Casanave  
 Vice-President.....Edward P. Casanave  
 Vice-Pres. & Radio Dir.....C. H. Pearson  
*Radio Account Placed*—Cooper Safety Ra-  
 zor Co.

**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  
 Dir. of Radio, Tele., Public Relations,  
 T. G. Sabin  
*Radio Accounts Placed*—Block Dubb, G.  
 Washington Instant Broth, Oyster Shell.

## 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., Ebo Aircraft Corp., Isbrandsten-Boler Co., Inc.

## THE CHERNOW COMPANY

350 Fifth Ave., New York 1, N. Y.

Phone, PENnsylvania 6-7037

## 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.

## 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

## THE CONNOR COMPANY

116 New Montgomery St.,

San Francisco 5, Cal.

Phone, YUKon 0196

APA—ABP

### Officers

President.....Edward W. Connor

Exec. Vice-Pres.....Robert W. Conley

Treasurer.....Denis Muir

Production Manager.....Joan McAuliffe

Account Executives.....E. W. Connor,

Robert W. Conley, Denis Muir, Robert

Kornfeld

## 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

## DON COUPER

441 Lexington Ave.

Phone, MURray Hill 2-2109

## CRITCHFIELD & COMPANY

720 North Michigan Ave., Chicago 11, Ill.

Phone Superior 3061

ANPA — APA — PPA — NAOB

### Officers

President.....Scott S. Smith

Secretary.....R. C. Scrymiger

Vice-President.....E. P. Nesbitt

Radio Director.....M. E. Blackburn

*Radio Accounts Placed*—Wheeling Steel Corp.

## HERBERT CHASON COMPANY

232 Madison Ave., New York 16, N. Y.

MURray Hill 3-6336-7

ABP

### Officers

President.....Herbert S. Chason

*Radio Account Placed*—Mack Drug Co.

## 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

## COMPTON ADVERTISING, INC.

630 Fifth Ave., New York 20, N. Y.

Phone Circle 6-2800

SNPA

### Officers

President.....Richard Compton

Executive Vice-President.....Trell Yocum

Vice-Pres., Secy. & Treas...Leonard T. Bush

Vice-Presidents.....Harold S. Barnes,

Gordon Aymar, Craig Davidson, Guy

Richards, Edward Battey, Jr., Frank

Griffin, Robert D. Holbrook, John K.

Strubing, Jr.

Mgr., Radio Dept.....Lewis H. Titterton

Program Mgr. & Tele Dir....Wyllis Cooper

Casting Director.....Isabel Olmstead

Publicity Director.....Virginia Travers

. . . **ADVERTISING AGENCIES** . . .

Head Time Buyer.....Frank Kemp  
 Radio Time Buyers.....Fred Apt,  
 Harriet BeLille, Henry Clochessy, Jean  
 Lawler

Business Manager.....Helen Shervey  
 New Program Buyer.....Joan Geddes  
 Asst. Television Directors....James Manilla,  
 Jose Di Donato

*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  
 Gwynne Bldg., Cincinnati, O.

Manager.....Robert Marsh  
 411 E. Mason St., Milwaukee, Wis.

Manager.....Harry Scott  
 6253 Hollywood Blvd., Hollywood, Cal.

Manager.....Murray Bolen  
*Radio Accounts Placed*—Procter & Gam-  
 ble Co. (Ivory Soap, Ivory Flakes, Crisco,  
 Barsalou Soap, Duz), Wheatena Corp., So-  
 cony-Vacuum Oil Co., American Home  
 Products Co., Krueger Brewing Co., Allis  
 Chalmers Co., Goodyear, U. S. Time Corp.

**JOHN GOLBERT CRAIG ADV.**

903 Shipley St., Wilmington, Del  
 Phone 6185

PPA—ANPA—ABP—APA—NAAN

*Officers*

President.....J. C. Craig  
 Vice-Pres.....R. V. Craig  
 Sec. & Treas.....K. W. Anderson

**THE CRAMER-KRASSELT CO.**

733 N. Van Buren St., Milwaukee 2, Wis.  
 Phone Daly 3500

AAAA — ABP — ANPA — PPA

APA — NOAB

*Officers*

President.....A. W. Seiler  
 Executive Vice-President.....H. N. Pasteur  
 Vice-Presidents.....L. H. Ness,  
 C. W. Faude

Director of Media.....L. H. Ness  
 Time Buyer.....Loretta Mahar  
 Radio Director.....J. S. Stolzoff  
 Chief Continuity Writer.....Elizabeth Taft

*Radio Accounts Placed*—Plankinton Pack-  
 ing Co., John Graf Co., The Massey-Harris  
 Co., Country Gardens, Victor Stamm & Asso-  
 ciates, Ed Schuster & Co., Amity Leather Co.,  
 Milwaukee Co., Milwaukee Gas Co., Sperry  
 Candy Co., McConnon & Co.

**CRUTTENDEN & EGER**

64 E. Lake St., Chicago 1, Ill.

Phone Central 7830

PPA—ANPA—ABP

Owner.....Edmond I. Eger

Acct. Exec.....Patrick Shanahan  
*Radio Account Placed*—Admiral Corpora-  
 tion.

**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 Broadway Ave., Toronto, Canada

Gramont Altenbernd

*Radio Account Placed*—The Coca-Cola 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.

**DANCER-FITZGERALD-SAMPLE**

221 No. La Salle St., Chicago 1, Ill.

Phone State 3800

ABP—ANPA—APA—PPA—ABC—NOAB

*Executives*

Partners.....H. M. Dancer,  
 C. L. Fitzgerald, J. G. Sample  
 Treasurer.....Paul Keenan  
 Acct. Execs.....D. D. Brown,  
 Joseph Greeley, Thomas L. Greer, Robert  
 F. Hussey, James S. Lind, G. H. Johnson,  
 James L. Moloney

*Radio Dept.*

Radio Dir.....Roy Winsor  
 Radio Acct. Exec.....Carl Stanton

Radio Supervisors.....George Stellman,  
 James West, H. Y. Bingham, Philip Bow-  
 man

Dir. Radio Contracts.....James J. Neale

*Branch Offices*

247 Park Ave., New York 17, N. Y.  
Phone Wickersham 2-2700

Partner.....H. M. Dancer  
Acct. Execs.....Frank A. Kearney,  
Robert A. McNell, Joseph I. Palistrant,  
A. W. Spence, George G. Tormey, Henry  
W. Doyle, James Duffy, E. J. Fitzgerald,  
Walter Holt

Radio Acct. Exec.....Carl Stanton  
Room 1014, Taft Building, 1680 Vine St.,  
Hollywood, Calif.

Phone Hempstead 0716

Manager .....Craig Maudsley  
Radio Talent.....Ann Parks,  
Eugene Powers, Suzanne Black

*Radio Accounts Placed*—Affiliated Products, Inc., Alba Chemical Company, Anacin Company, Bayer Company, Bi-So-Dol Company, A. S. Boyle Company, Continental Illinois National Bank & Trust Co., Falstaff Brewing Corp., General Mills, Inc., Kilmer & Co., Inc., Knowlton Danderine Co., Koly-nos Company, Inc., Larned Corp., The Midway Chemical Company, Mystic Laboratories, Chas. H. Phillips Chemical Co., Procter & Gamble Company, Sterling Products Company, Valmont of Canada, R. L. Watkins Co., Whitehall Pharnacal Co.

**BEN DEAN ADVERTISING AGENCY**

207 Houseman Bldg., Grand Rapids, Mich.  
Phone 8-0666

APA—ABP

Owner.....Ben Dean  
Asst.....Mildred Juneau

**DOE-ANDERSON ADVERTISING AGENCY**

308 Martin Brown Bldg., Louisville 2, Ky.  
Phone Wabash 3193

ANPA—PPA—SNPA—ABP—SAAA

*Officers*

President.....Elmer H. Doe  
Account Executive.....Warwick Anderson

**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

**DOHERTY, CLIFFORD & SHENFIELD INC.**

350 Fifth Avenue, New York 1, N. Y.  
BRYant 9-3140

AAAA—ABP—ANPA—PPA

*Officers*

President.....Lawrence L. Shenfield  
Vice-Pres. & Treas.....Arthur Cobb, Jr.  
Vice-Presidents.....Donald K. Clifford,  
Francis J. Doherty  
Secretary.....Wm. E. Steers  
Research Associate.....Nora A. Fitts

*Radio Dept.*

Radio Director.....Chester MacCracken  
Head of Comm. Writing Dept....John Muller  
Radio Time Buyer.....Helen Willbur  
Publicity Director.....Robert H. King  
Producers.....Chester MacCracken,  
Myron Dutton

*Radio Account Placed*—Bristol-Myers Co.

**THE RALPH L. DOMBROWER CO., INC.**

Dombrower Bldg., Richmond 19, Va.  
Phone 3-1113

ABP—ANPA—PPA—SNPA

*Officers*

Radio Director.....J. H. Fulmer  
Asst. Radio Director.....Beulah Gregory  
Acct. Exec.....Malcolm B. Dombrower

*Branch Office*

Colorado Bldg., Washington, D. C.  
Manager.....Philip Rosenfeld

*Radio Accounts Placed*—E. P. Murphy & Son, Inc., L. Bromm Baking Co., Inc., Pamp-lin Smoking Pipe & Mfg. Co., Inc., Sorbtex Foundation, Inc., Planters Peanut Oil & Fertilizer Co., Elars Medicine Corp., Little Oil Co.

**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 & Vice-Pres.....H. L. Morrill, Jr.  
*Radio Accounts Placed*—Scholl Mfg. Co., Metro-Goldwyn-Mayer, Grove's Labs, Beau-mont Co., Goldwyn Productions, Republic Pictures, Cagney Productions, N. Y. Herald

• • •     **ADVERTISING AGENCIES**     • • •

Tribune, Atlantic Beer, Radio City Music Hall, Southland Coffee Co.

**L. J. DuMAHAUT ADV. AGENCY**

327 David Stott Bldg., Detroit 26, Mich.  
Phone, RAndolph 9480

*Officers*

President.....L. Jerome DuMahaut  
Production Mgr.....Theresa Savin

**ROY S. DURSTINE, INC.**

730 Fifth Ave., New York 19, N. Y.  
Phone, ClrCle 6-1400  
PPA—NOAB

*Officers*

President.....Roy S. Durstine  
Vice-President.....John R. Latham  
Secy.-Treas.....A. T. Gardiner  
Prod.-Traffic Mgr.....David R. Margaretten  
Art Director.....Harvey A. Spooner  
Radio Director.....Charles H. Furey  
Account Executives...William E. Dempster,  
Ren Kraft, Roy Gordon, John O. Ellington, Jr., Lee M. Rousseau

*Branch Offices*

333 No. Michigan Ave., Chicago 1, Ill.  
Manager.....Ellis Travers  
Carew Tower, Cincinnati 2, O.  
Phone, Cherry 0032  
Manager.....Frederic Kammann  
Charge of Art & Prod.....Philip Goyert

**ELLIS ADVERTISING CO.**

15 Genesee Street, Buffalo 3, New York  
ABP—ANPA

*Officers*

Michael F. Ellis, Jerome R. Ellis  
*Radio Dept.*  
Jerome R. Ellis, Stephen Gotthelf, Doris Ansteth

*Branch Offices*

33 W. 42nd St., New York 18, N. Y.  
LOngaere 5-1567  
John W. Culiner  
74 King St. E, Toronto 1, Canada  
Waverly 3438  
Abbey A. Muter

**ERWIN, WASEY & CO., INC.**

Graybar Bldg., 420 Lexington Ave.,  
New York 17, N. Y.  
Phone MOhawk 4-8700  
AAAA—ABP—ANPA—PPA—  
SNPA—NOAB—OAAA

*Officers*

President.....Louis R. Wasey  
Vice-President-General Manager,  
Howard D. Williams  
Treasurer.....James F. O'Connor  
Director of Radio.....C. H. Cottington  
Asst. Radio Director.....Joe Brattain  
Woman's Program....Peggy De Gripenberg  
Time Buyer.....Frank Haas  
Traffic Mgr.....O. Morley Tanney

*Television Dept.*

C. H. Cottington

*Branch Offices*

Erwin Wasey & Co., Ltd.  
230 N. Michigan Ave., Chicago, Ill.  
Phone Randolph 4952  
Vice-President.....L. R. Northrup  
Harry K. Gilman  
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  
Louis Honig  
714 W. Olympic Blvd., Los Angeles, Calif.  
Phone Prospect 5317

Vice-President.....H. A. Stebbins  
Skinner Bldg., Seattle, Wash.  
Phone Maine 6435

Vice-President.....W. E. Kraft  
*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., Seck & Kade, S. C.  
Johnson & Son, Inc., National Lead Co.,  
Leslie Salt Co., Langendorf United Bakers, Inc.,  
Schuckl Rancho Soup, Nash Coffee Co., Salisbury & Saterlee Co., House of Herbs, Inc.,  
Hillman Periodicals, Inc., Southwestern  
Brewing Corp., Oklahoma City Federal Savings  
& Loan Assn., Central Dairy Products  
Corp., Long-Bell Lumber Co., National Life  
Assurance Co., E. R. Ledbetter Co., Anderson-Pritchard Oil Corp., Minneapolis, St. Paul & Sault Ste. Marie R.R. Co., Telex Products Co., Centennial Flour Mills Co., Crescent Mfg. Co., Brown & Haley, S. A. Moffett Co., I. F. Laucks, Inc., Ghirardelli Co., Hotel Mark Hopkins, Newell Gutrad & Co., Planters Nut & Chocolate Co., Tea Garden Products Co., Gloria Bristol Cosmetics, Dr. Hiss Shoe Clinic, Schalk Chemical Co.

**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.,  
Jules B. Singer, Joseph Beck, Kenneth  
Plumb, C. G. Wright, Donald Parsons,  
Macgregor Armiston  
Chop Stick 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, Helen Phillips,  
Kenneth MacGregor, Tom Wallace, John  
Clarke.

*Television Dept.*

Kendall Foster, Kenneth MacGregor

*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.,  
Tea Bureau, Inc.

**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 Ormiston, A. R. Beverly-  
Giddings, Hugh I. Connet, Laura E.  
Carson, John S. Davidson, Dr. W. W.  
Wulfeck

Treas. & Secty.....George Dietrich  
Radio Director.....J. S. Davidson  
Radio Time Buyer.....Penelope Simmons  
*Radio Accounts Placed*—American Safety  
Razor Corp. (Gem); Joseph Dixon Crucible  
Co. (Ticonderoga Pencils), J. F. Trommer  
Co., Inc. (White Label), General Cigar Co.  
(Van Dyck), National Biscuit Co. (Shred-  
dies), Rockwood & Co. (Chocolate Bits),  
Durkee Famous Foods (Durkee's Dressing),  
Lily of France Corset Co. (Lilees Bras).

**FURMAN & FEINER CO., INC.**

117 W. 46th St., New York, N. Y.  
Phone, BRyant 9-2927

*Officers*

President.....Norman Furman

Secretary.....Nathan Rothenberg  
Vice-President.....Irving Gottlieb

**ROBERT G. FIELDS & CO.**

1100 Warner Bldg., Nashville, Tenn.

Phone 6-1977

PPA — SNPA — ABP

*Officers*

President-Treasurer.....Robert G. Fields  
Secretary.....R. H. Lane

**FOLEY ADVERTISING AGENCY**

1012 NBC Bldg., Cleveland 14, Ohio

Phone Cherry 1490

*Officers*

President.....Robert B. Foley  
Secretary-Treas.....Helen M. Little  
Act. Exec.....L. M. Robertson  
Radio Director.....Robert B. Foley  
*Radio Accounts Placed*—I. J. Fox, Inc.,  
The Bing Co., Ohio Floor Covering Co.,  
Perry Auto Stores.

**FORT & COMPANY**

Wilder Bldg., Charlotte 1, N. C.

Phone 4-7122

APA — SNPA

*Officers*

President.....John L. Fort  
*Radio Accounts Placed*—Union National  
Bank, Citizens Bank, Z. A. Hovis & Son (all  
local accounts).

**CURT FREIBERGER & CO.**

Cooper Building, Denver, Colo.

Keystone 0487

ABP—APA

*Officers*

Owner.....C. J. Freiburger  
Copy Chief.....R. Torgerson  
Radio Director.....V. Foss  
Art Director.....B. Naylor  
Secretary.....N. J. Charon  
Bookkeeper.....L. A. Gaiman  
Act. Exec.....J. M. Henderson  
Artist .....M. Brown  
*Radio Accounts Placed*—Tivoli-Union Co.,  
Brecht Candy Co., Securities Credit Corp.,  
Stone-Hall Brokerage, Toner's Inc., Cooper  
Coal Co., Central Bank & Trust Co.

**FOOTE, CONE & BELDING**

247 Park Ave., New York 17, N. Y.

Phone Wickersham 2-6600

AAAA—ANPA—ABP—PPA—APA—ABC

*Officers*

Chairman of the Board.....Don Belding  
President .....Emerson Foote  
Chairman, Executive Comm...Fairfax Cone



. . . **ADVERTISING AGENCIES** . . .

Secretary-Treasurer.....William R. Sachse

**NEW YORK OFFICE**  
(address above)

President .....Emerson Foote  
V.P. & Gen. Business Mgr....M. P. Franceschi  
Director of Radio and Television

Paul Rickenbacher  
Manager of Radio Department.Lee Strahorn  
Radio Time Buyer.....Lillian Selb

**CHICAGO OFFICE**

919 N. Michigan Ave., Chicago 11, Ill.  
Phone Superior 4800

Chairman, Executive Comm....Fairfax Cone  
Secretary-Treasurer.....William R. Sachse  
Director of Radio.....Stuart Dawson  
Radio Time Buyer....Genevieve M. Lemper

**LOS ANGELES OFFICE**

601 W. Fifth St., Los Angeles 13, Calif.  
Phone Michigan 7651

Chairman of the Board.....Don Belding  
Radio Time Buyer.....(See San Francisco Office)

**HOLLYWOOD OFFICE**

6117 Sunset Blvd., Hollywood 28, Calif.  
Phone Hollywood 6265

Vice-Pres. & Manager..Edmund L. Caslman  
Radio Production Managers....Vic Hunter,  
Larry Berns, Albert Capstaff, Jack Meakin,  
Arnold G. Maguire, Jack Johnstone, T. Freebairn Smith.  
Radio Time Buyer.....(See San Francisco Office)

**SAN FRANCISCO OFFICE**

235 Montgomery St., San Francisco 4, Calif.  
Phone Sutter 2355

Vice-Pres. & Manager.....E. I. Harrington  
Radio Time Buyer.....Jane Sullivan  
(For Los Angeles and Hollywood offices also.)

*Radio Accounts Placed*—The American Tobacco Company, The Cities Service Oil Company, Campbell Soup Company, Armour and Company, Albers Milling Company, Ben Hur Products, Inc., Bourjois, Inc., California Fruit Growers Exchange, Hall Bros., Inc., Lockheed Aircraft Corporation, Pepsodent Division of Lever Brothers Co., RKO Radio Pictures, Inc., Safeway Stores, Inc., Southern Pacific Company, Union Oil Company, Peralta Wine Co., Purex Corp. Ltd., Selznick International and Walt Disney Productions.

**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 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  
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H. M. Montgomery, C. L. Collette  
Secretary-Treasurer.....O. P. Luther

*New York Office*

500 Fifth Ave., New York 18, N. Y.  
Phone LOngacre 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.

**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. Killeen  
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.

**HARRY M. FROST CO., INC.**

260 Tremont St., Boston 16, Mass.  
Phone Liberty 0813-45

ANPA—PPA

President.....Karl M. Frost  
Treasurer.....Harry M. Frost  
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  
Theaters, Supreme Wine 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*

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Chairman of the Board (New York)  
J. E. Wiley  
Secretary-Treasurer (Cleveland)  
C. C. Reidenbaugh  
Exec. Vice-Pres. (Cleveland) ..E. L. Andrew

*Radio Dept.*

Radio Dir. (N. Y.).....Lee Williams  
Time Buyer (N. Y.).....G. L. Trimble  
Time Buyer (Cleveland).....W. J. Staab  
Research Dir. (N. Y.).....Milton Decker

*Television Dept.*

Director (N. Y.).....Lee Williams  
Art Director (N. Y.).....R. S. Chenault  
Movie Director (Cleveland)

Reed Drummond

*Radio Accounts Placed*—Commonwealth  
Shoe & Leather Co., Westminster, Ltd.,  
Stouffer Restaurants, Cleveland National  
Bank, Westinghouse Elec. & Mfg. Co. (Lamp  
Division).

**AD FRIED ADVERTISING AGENCY**

201 Easton Bldg., Oakland, Calif.  
Phone Higate 6580

*Officers*

Radio Director.....Ad Fried  
Copy Director.....Tom Doyle  
Format Manager.....William Morgan  
Publicity Director.....Millie Adler  
Program Manager.....Elaine Trigger

*Television Dept.*

No commercial television is yet available  
in the San Francisco Bay Area, but we have  
two clients interested in being the first spon-  
sors of such broadcasts. At present Ad Fried,  
owner, has covered this field.

*Radio Accounts Placed*—Darling Shops,  
Delanes Jewelers, Tasch Furriers, Oakland &  
San Jose Offices of Postal Union Life Insur-  
ance Co., Oakland Pro Football Association,  
Alameda Democratic County Central Com-  
mittee (Election & Political Rallies), Dynan  
Finance Co.

*Radio Producers*—Ad Fried, Elaine Trig-  
ger, Tom Doyle.

**GARDNER ADVERTISING CO.**

915 Olive St., St. Louis 1, Mo.  
Phone Garfield 2915

AAAA

*Officers*

Chairman of Board.....H. S. Gardner  
President.....E. C. Marshutz  
Secretary.....E. A. W. Schulenburg  
Treasurer.....E. R. Gardner  
Vice-Pres. & 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

*Radio Accounts Placed*—Pet Milk Co.  
(Saturday Night Serenade, Mary Lee Taylor),  
Ralston Purina Co. (Tom Mix), Purina Mills  
(Grand Ole Opry), Hyde Park Beer.

**GARFIELD & GUILD ADVERTISING AGENCY**

660 Market St., San Francisco, Calif.  
Phone EXbrook 3420  
PPA—ANPA—NOAB—ABP—NAAN

*Officers*

President.....Sidney Garfield  
Vice Pres. & Director of Radio..Walter Guild  
Radio Time Buyer.....M. Amundsen  
Radio Publicity Dir.....Frank King  
Production Dir.....David Bascom  
Radio Producers.....Walter Guild,  
David Bascom, Ted Dahl

*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 Jewelers, Valley Church of the Air, Smith's, No-Doz Awakeners, Northrup King & Co., Remar Baking Co., Rosefield Packing Co., Hunt Brothers Packing Co., Chemicals, Inc., Southwest Food Products, Betty Lou Foods, O'Rourke of California, Gulhard Chocolate Co., Louis Milani Foods, Hunt Brothers Packing Co.

**W. W. GARRISON & COMPANY**

400 N. Michigan Ave., Chicago 11, Ill.  
Phone Superior 8191  
ABP—ANPA—PPA—NOAB

*Officers*

President & Treas.....W. W. Garrison  
Vice-Presidents.....Brooks Middleton,  
Earl Lines  
Secretary & Time Buyer.....G. P. Schill  
*Radio Accounts Placed*—Florida Citrus Exchange, W. A. Sheaffer Pen Co. (foreign), Gibson Refrigerator Co., Radar-Radio Industries.

**GERTH-PACIFIC ADV. AGENCY**

68 Post St., San Francisco 4, Cal.  
Phone, GARfield 1081  
AAAA—APA—ABP

*Officers*

Owner.....Edwin P. Gerth  
Account Executives.....Richard Sleight,  
J. R. Pitsker  
Art Director.....Dan Adair

*Branch Office*

219 W. 7th St., Los Angeles 14, Cal.  
Phone, TUCker 4769

Manager.....David R. Showalter

**GEYER, CORNELL & NEWELL, INC.**

745 Fifth Ave., New York 22, N. Y.  
Phone Wickersham 2-5400  
AAAA—PPA—ANPA—PRB—ABF

*Officers*

President .....Bertram B. Geyer

Exec. Vice-President.....H. W. Newell  
Exec. Comm. Chairman.....Joe M. Dawson  
Vice-Presidents.....R. M. Ganger,  
J. W. Bertch, H. M. Hempstead, A. A.  
Surin, Vernon M. Welsh, R. E. Tuttle  
*Radio Dept.*

Directors.....Donald S. Shaw,  
Eleanor L. Larsen  
Publicity Dir.....Edward F. Thomas  
*Television Dept.*

Director.....Donald S. Shaw  
Prod. Supervisor.....Eleanor L. Larsen

*Branch Offices*

U. B. Bldg., Dayton, O.  
Phone Fulton 4145

Manager.....E. G. Frost  
14250 Plymouth Rd., Detroit 22, Mich.  
Phone, Hogarth 5520

Exec. Contacts.....H. M. Hempstead,  
R. E. Tuttle

*Radio Accounts Placed*—Nash-Kelvinator Corp.

*Television Account Placed*—Knox & Dunlap Hats for Men and Women.

**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  
Asst. Radio Dir.....Mary Lou Ritchie  
Acct. Exec., Radio Dir. & Producer,  
Victor V. Bell

Art Dir. & Prod. Mgr.....Dan Leahy

*Radio Accounts Placed*—Sego Milk Products 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 Power & Light Co., Utah State Fed. of Labor, Fisher Brewing Co., J. A. Hogle & Co., Porter Scarpelli Macaroni Co. (Salt Lake City), Utah Lumber Co., Utah Copper Co.

**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 Bakeries, 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. Jonez

## RAY K. GLENN ADVERTISING

1366 First Natl. Bldg., Oklahoma City 2, Okla.  
Phone S-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.

## MAX GOLDBERG ADV. AGENCY

611 Railway Exchange Bldg.

Denver, Colorado

Phone: CH 5533

ANPA—APA

### Personnel

Radio Director.....Wes Battersea  
Radio Continuity.....Mrs. Dorothy Lutz  
Radio Continuity.....Mrs. Elizabeth Nixon

*Radio Accounts Placed*—Dave Cook Sport-  
ing Goods Co., M. & O. Cigars, Ambrose &  
Co. (Richelieu Wines, Jams & Jellies), State  
of Colorado, Denver Jewelry Co., New York  
Furniture Co., and Dundee Clothing 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

Acct. Executive.....Charles O. Puffer  
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.,

Iowa Soap Co., Pine Forest Co., Hooker Glass  
& Paint Co., Jewel Tea Co., Inc., Mid-Conti-  
nent Airlines, Inc., Priebe & Sons, Inc.

## GOTHAM ADVERTISING COMPANY

2 West 46th St., New York 19, N. Y.

Phone LOnagrec 5-2616

APA—ABP—ANPA—PPA

### Officers

President.....C. E. Harris  
Radio & Tele. Director.....Arthur A. Kron  
Executive & Vice-Pres.....D. D. Sutphen, Jr.  
Sec. & Treas.....Arthur A. Kron  
*Radio Accounts Placed*—Hartley's Marma-  
lade, Lutheran Hour.

## 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.....Hermina Lukaesy

*Radio Accounts Placed*—Dif Corp., Lam-  
bert Bros., Bucilla, Doughnut Corp., Easy-  
Do, Van Heusen, Simplicity.

## JULIAN GROSS ADVERTISING AGENCY

11 Asylum St., Hartford, Conn.

Phone 7-7179

### Officers

President.....Julian Gross  
Sec. & Radio Time Buyer.....Geraldine K. Ray  
Account Executive.....Robert Lewis

## 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*—Adani Hats, Portis  
Bros. Hat Co.

## GRACE & BEMENT, INC.

2866 Penobscot Bldg., Detroit 26, Mich.

Phone, Cherry 9400

ANPA—PPA—APA—NOAB

### Officers

Pres. & Treas.....Edward R. Grace

Vice-President.....Austin F. Bement  
 Vice-Pres. Chg. Research & Media;  
 Radio Time Buyer.....L. C. Grace  
 Secretary.....A. M. Ganoung  
 Production Manager.....Thomas C. Bacon  
 General Manager.....J. R. Bracken  
 Art Director.....Judson Ross  
 Account Executives.....Dean Leith,  
 Richard Burke, J. R. Bracken

**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.

**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.

**GUILFORD ADVERTISING AGENCY**

350 Fifth Ave., New York 1, N. Y.  
 Phone, PENnsylvania 6-8518

*Personnel*

Frances G. Guilford  
 Space Buyer.....Amelia Pronko

**M. H. HACKETT CO.**

9 Rockefeller Plaza, New York, N. Y.  
 Phone CIrcle 6-1950  
 ABP—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.....Wm. E. Jones

*Radio Dept.*

Assoc. Radio Dir.....David W. Dole  
 Publicity Dir.....Russell M. Cunningham  
*Radio Accounts Placed*—Network: Skelly  
 Oil Co., John Morrell & Co., Acme White  
 Lead and Color Works, Ballard & Ballard;  
 National Spot: John Morrell & Co., Ballard  
 & Ballard Co., Carolene Products Co., Bauer  
 & Black (Blue Jay), Acme White Lead &  
 Color Works.

## HILL ADVERTISING

250 Park Ave., New York, N. Y.

Phone, PLaza 3-7800

PPA—ABP

### Officers

President.....Weston Hill  
Vice-President.....W. L. Ledwith  
Secretary.....Joe Cesare  
*Radio Account Placed*—Central Broadcast-  
ing Corp.

## HILLMAN-SHANE-BREYER, INC.

403 W. 8th St., Los Angeles, Calif.

Phone Trinity 1453

### Officers

President.....David S. Hillman  
Vice-Pres.....Donald A. Breyer  
Gen. Mgr.....Hassel Smith  
*Radio Dept.*  
Director.....Charles F. Chaplin  
Time Buyer.....Selma Schonfeld  
Publicity Dir.....L. Moran  
Producers.....C. Chaplin,  
E. Braun, R. Ashby  
*Radio Accounts Placed*—42 Oil Shampoo,  
42 Hair Oil Tonic.

## HIXON-O'DONNELL ADV., INC.

19 West 50th St., New York 20, N. Y.

Circle 5-6590

ANPA—PPA—APA—ABP—NOAB

### Officers

President & Gen. Mgr.....S. M. Morey  
Vice-President.....Thos. E. Orr  
V..P. & Radio Director....L. B. Van Doren  
Vice-President.....A. W. Humm  
Secty. & Treas.....F. B. Henge  
Radio Time Buyer.....Kathryn Shanahan  
*Radio Accounts Placed*—Richfield Oil  
Corp., Robertshaw Thermostat Co., Sinclair  
Refining Co.

## WILLIAM F. HOLLAND AGENCY

Hotel Simon, Cincinnati, Ohio

Phone MAin 3450

### Officers

Owner, Sales, Buyer....William F. Holland  
Copy.....B. J. Holland  
Art Director.....Dale Maxey  
Research Director.....Jean Clark  
Sales.....Clyde Hague  
Continuity.....James Parson  
Statistician.....Mack Fevria  
Production.....Cress Meinhardt  
Associate Mgr.....D. E. Holland  
Merchandising.....C. J. Schuck

## ROBERT HOLLEY ASSOCIATES

1270 Sixth Ave., New York, N. Y.

Phone, CIrcle 6-2850

ABP

### Officers

Owner.....Robert Holley

Space Buyer.....Suzanne Hanson  
*Radio Accounts Placed*—General Amuse-  
ments, ASCAP.

## CHARLES W. HOYT COMPANY, INC.

551 Fifth Ave., New York 17, N. Y.

Phone MURray Hill 2-0850

AAAA—ANPA—PPA—ABP

### Officers

President and Treasurer....Everett W. Hoyt  
Secretary.....C. B. Donovan  
Vice-Presidents.....F. A. Whipple,  
W. K. Dingleline  
Director of Radio.....W. P. Smith  
Time Buyer.....C. B. Donovan  
Television Dir.....W. P. Smith

### Branch Office

15 Lewis Street, Hartford, Conn.

Phone 5-6066

Vice-President.....F. A. Whipple  
*Radio Accounts Placed*—B. C. Remedy  
Co., Charles Gulden, Inc., Burnham & Mor-  
rill, E. L. Knowles Co. (Rubine), W. A.  
Taylor (Valliant Wine), The John G. Paton  
Co. (Golden Blossom Honey).

## 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-President.....Everett F. Goodman  
*Branch Office*  
206 S. Spring St., Los Angeles, Calif.

## H. B. HUMPHREY CO.

1235 Statler Bldg., Boston 16, Mass.

Phone Liberty 4714

AAAA—ABP—ANPA—PPA

### Officers

Vice-President & Radio Director,  
Wm. H. Eynon  
Asst. to Radio Dir.....Sally Larkin  
*Branch Office*

420 Lexington Ave., New York, N. Y.

Vice-Pres.....H. B. Humphrey, Jr.  
*Radio Accounts Placed*—Rumford Chemi-  
cal Works, Christian Science Monitor, The  
Employers' Group Insurance Companies,  
Waltham Watch Co., Rustcraft Greeting  
Cards (Christian program only), First Church  
of Christ, Scientist.

## HUTCHINS ADVERTISING COMPANY, INC.

Cutler Bldg., Rochester 4, N. Y.

Phone Main 3528

APA—ANPA—PPA—ABP—NOAB

### Officers

President.....F. A. Hutchins  
Secretary & Treas.....F. Irving Hutchins  
Vice-Presidents.....J. P. McCarthy,  
Mosher S. Hutchins

. . . **ADVERTISING AGENCIES** . . .

Director of Radio.....Raymond P. Weis  
*Branch Offices*  
 3701 N. Broad St., Phila. 40, Pa.  
 Radcliff 1900

Vice-Pres. & Resident Mgr....Ernest B. Lo  
 Vice-Pres. & Resident Mgr.,  
 Ernest B. Loveman  
 19 W. 44th St., New York 18, N. Y.  
 MURray Hill 2-0716

Vice-Pres. in Charge of Radio Broadcast &  
 Television Programming (located in  
 N. Y. office).....John E. McMillin  
 1244 Dufferin St., Toronto, Canada  
*Radio Accounts Placed*—Philco, Schuler's  
 Potato Chips.

**IVEY & ELLINGTON, INC.**

535 Fifth Ave., New York 17, N. Y.  
 MURray Hill 2-5204  
 ABP—ANPA—PPA

*Officers*

President.....Jesse T. Ellington  
 Vice-Presidents.....T. S. Strong,  
 T. M. Kersey, C. L. Landon, G. F. Mor-  
 row

*Radio Dept.*

Media Director.....A. G. Graff  
 Radio Production.....Hal James  
*Radio Accounts Placed*—Bayuk Cigars Inc.,  
 Sweets Company of America, General Baking  
 Co., McKesson & Robbins Inc.

**JOSEPH JACOBS JEWISH MARKET  
 ORGANIZATION**

6 East 46th St., New York 17, N. Y.  
 Phone MURray Hill 2-6995

President, Owner & Treas.....Joseph Jacobs  
 Vice-President & Prod. Mgr....Morris Unger  
 Time Buyer.....Joseph Jacobs  
 Talent Buyer.....M. Keilson  
 Radio Director.....Sholom Rubinstein  
 Script.....J. I. Freedman  
 Research.....Dorothy Ososky

*Radio Accounts Placed*—Maxwell House  
 Coffee, Diamond Crystal Salt, Bab-O, My-T-  
 Fine Desserts, Premier Food Products, Ras-  
 ton, Sanka Coffee, Grape-Nuts Wheat-Meal,  
 Colgate Dental Cream, Anacin, "Junket"  
 Rennet Products, Old English Household  
 Products, Dugan Bros., H-O Oats, Bond  
 Bread, Barbasol, Davis Baking Powder, Coco-  
 malt, Cut-Rite Waxed Paper, San Fay Tissue,  
 Florigold Oranges and Grapefruit, Pillsbury  
 Enriched Farina, Heckers' Cream Farina,  
 Hellmann's Mayonnaise, Whitehall Phar-  
 macal Co. (New Hair Groom, Bi So Dol,  
 Kolymos Tooth Paste & Powder), Aunt  
 Polly's Soup Mix, Baker's DeLuxe Cocoa,  
 Ry-Krisp, Shredded Ralston.

**JESSOP ADVERTISING CO.**

First Central Tower, Akron 8, Ohio  
 Phone Franklin 3232  
*Officers*

President.....M. K. Jessop  
 Time 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,  
 James M. Nelson  
 Secretary.....Elmer A. Vehr  
 Time Buyer.....Kathryn M. Hardig  
 Publicity.....M. MacPherson  
 Space Buyer.....Wm. R. Frietsch, Jr.

*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., Fifth Third Union Trust Co.,  
 Hotel Netherland Plaza.

**H. W. KASTOR & SONS  
 ADVERTISING CO., INC.**

360 N. Michigan Ave., Chicago 1, Ill.  
 Phone Central 5331  
 ANPA—PPA—ABP—SNPA

*Officers*

President.....Henry K. Kahn  
 Exec. Vice-Pres.....V. T. Mertz  
 Vice-Presidents.....J. H. Wright,  
 Mrs. R. F. Farquhar, Harold Merillat

*Radio Dept.*

Director.....J. H. Wright  
 Time Buyer.....George Duram  
 Radio Traffic.....Marie McDonald  
 Talent Buyer.....Joan Herron

*Branch Offices*

9 Rockefeller Plaza, New York  
 Phone COLUMbus 5-6135

Manager.....G. Brandt  
 Arcade Bldg., St. Louis, Mo.  
 Phone Central 6790

Manager.....Herman Kastor  
 6331 Hollywood Boulevard  
 Hollywood, Calif.  
 Phone Granite 1631

Coast Radio Dir.....Arthur Daly  
*Radio Accounts Placed*—Procter & Gamble  
 Co., Welch Grape Juice Co., Blackhawk  
 Brewing Co., 8-In-1 Company.

## 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.....Allen J. de Castro  
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.....Robert G. Swan

*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.....Betty Ann Harper

## KEELING & CO., INC.

1028 Chamber of Commerce Bldg.  
Indianapolis 4, Ind.  
Phone Riley 1478  
ANPA—AAAA—PPA

### Officers

Pres. ....Hal Keeling  
Exec. Vice-Pres. & Time Buyer...Don Collins  
Vice-Pres. & Sec.....Wm. Hutchinson

*Radio Account Placed*—Hastings Manufac-  
turing Co., Casite Corp.

## JAN KENYON'S ADV. AGENCY

4432 Piedmont Avenue, Oakland 11, Calif.  
Piedmont 4680

### Officers

Manager & Director Publicist...Jan Kenyon  
Assistant Director.....Lee Franco  
Radio Producer.....Jan Kenyon

*Radio Accounts Placed*—Jean Mater, Inc.,  
Johansson Massage Institute, Dolores Premier  
School, Hank & Frank Bicycle Academy,  
Sherman Clay Box Office (Oakland); Gann  
Products Co., Cassou's French Bakeries. (All  
local accounts.)

## 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.

## KELLY, ZAHNRDT & 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. Zahnrdt  
Vice-Pres. and Secretary.....V. A. Kelly  
Director of Radio.....C. F. Kelly, Jr.  
Assistant Director.....W. W. Zahnrdt  
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 Vasoli  
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, Raisin 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.....Samu S. Baker  
Radio Time Buyer.....Rhoda Kane Powers  
*Radio Accounts Placed*—Penn Tobacco Co.,  
Bathasweet Corp., Lorr Laboratories, The  
Mennen Co.

**KIRCHER, LYTLE, HELTON & COLLETT, INC.**

321 West First St., Dayton 10, Ohio  
Phone 2151  
PPA—ABP—BPA

*Officers*

President .....J. Horace Lytle  
Vice-President.....R. C. Kircher  
Treasurer.....C. B. Helton  
Secretary.....Robert Collett  
Art Director.....Gustave Sigriz

**KNOLLIN ADV. AGENCY**

111 Sutter Bldg., San Francisco 4, Cal.  
Phone, SÜtter 6110  
AAAA—APA—ABP

*Officers*

President.....James C. Knollin  
Art Director.....Norman Erickson  
Office Manager.....Alice Ernest  
Space Buyer.....Ina H. Hamman  
Account Executives.....Robert H. Knollin,  
Thomas J. McNamara

*Branch Office*

530 W. 6th St., Los Angeles 14, Cal.  
Phone, VAndike 4057

**MERRILL KREMER, INC.**

1711 Exchange Building, Memphis, Tenn.  
Phone 5-4343

— ABP—SNPA—APA—PANY—NAAN—  
ANPA

*Officers*

President.....Merrill Kremer  
Secretary and Treasurer.....Ernest Lee  
Account Executives.....Merrill Kremer,  
Homer Gentry, Polly Cooper, Martha  
Haynil

Production Director.....Homer Gentry  
Time Buyer.....Polly Cooper

**ABBOTT KIMBALL CO., INC.**

250 Park Ave., New York, N. Y.  
Phone PLaza 3-9600  
AAAA—ABP—ANPA—PPA

*Radio & Television Departments*

Vice-President.....Cecil H. Hackett  
Time Buyer.....Miriam Traeger

*Branch Offices*

333 N. Michigan Ave., Chicago, Ill.  
Executive-in-Charge ....Grant Chamberlain  
10 West 21st Street, Kansas City, Kans.  
Executive-in-Charge .....David Mindlin  
3055 Wilshire Blvd., Los Angeles, Calif.  
Executive-in-Charge .....Helen Hedstrom

*Radio Accounts Placed*—National Spot:  
Renoir Parfums, Ltd., Marshall Field & Co.,  
Bonne Bell Inc., Black, Starr & Gorham,  
Joe Lowe, Inc., Ann Haviland Laboratories.  
*Television Accounts Placed*—Dobb Hats,  
Harper's Bazaar.

**KLINGER ADVERTISING CORP.**

119 W. 57th St., New York 19, N. Y.  
Phone Circle 6-2660

*Officers*

President-Radio Account Exec..A. A. Klinger  
Secretary, Treas. & Acct. Exec.....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 Mo-  
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  
Secretary & Treasurer.....C. L. Greenwood  
Radio Director.....Russell Ness  
Director of Media & Research,  
Dr. A. R. Root  
Radio Program Production....H. K. Painter  
Radio Script.....E. B. Reeves  
Time Buyer.....Dr. A. R. Root

*Branch Office*

415 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.

**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.....Eleanor 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, Benson & 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  
Piso 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 Pharm-  
acal Co.; Prophylactic Brush Co.; Phillips  
Petroleum Co.

**LANDSHEFT, INC.**

810 Liberty Bank Bldg., Buffalo 2, N. Y.  
CI-7260  
ANPA—ABP

*Officers*

President.....A. Wm. Landsheft  
Vice-President.....H. L. Barber  
Production Mgr.....D. B. Weiss  
Art Director.....N. Johnston

**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.

**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. Wood-  
bury, Inc., Andrew Jergens Co., P. Lorillard  
Co., Inc., Tide Water Associated Oil Co.,  
Parfums Schiaparelli, Inc., Lehn & Fink.

**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*—Railley Corp.,  
Bonnie Bell, Inc., Yellow Cab 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  
Public Relations Dir.,  
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 Assistant.....Marilyn Hermant

*Radio Accounts Placed*—Saratoga Racing  
Assn., William W. Lee & Co., The Stanton  
Brewery, Inc., Breslaw Bros. Furniture, Stan-  
ton Brewery, Saratoga Vichy Spring Co.,  
Rudolph Bros., D'Jimas Furs, Central Super  
Markets, Colonial Ice Cream Co., Morris  
Plan Bank, Wallace's Dept. Store.

**TED LEVY ADVERTISING AGENCY**

Temple Court Bldg., Denver 3, Colorado  
Phone CHerry 4521-2  
ABP—ANPA—APA

*Officers*

Owner.....Ted Levy  
Production Manager....William Robertson  
Office Manager.....Elinor Herron

*Radio Dept.*

Copy Director.....Barbara D. Aiton  
Copywriters .....Eleanore Zaengle,  
Gladys D. Kauffman

**A. W. LEWIN CO., INC.**

40 East 49th St., New York 17, N. Y.  
ELdorado 5-3545  
AAAA—ABP—ANPA—PPA

*Officers*

Partners.....A. W. Lewin,  
S. M. Weiss  
Traffic Mgr.....M. A. Cahill  
Account Exec.....Maurice Marks

*Branch Office*

11 Commerce Street, Newark 2, N. J.  
Mitchell 2-7244

*Radio Accounts Placed*—National Spot:  
Harvel Watches, June Dairy Products Co.,  
The Corsetorium.

**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, Arthur Grove,  
Don Johnson

*Radio Accounts Placed*—Minneapolis-Hon-  
eywell.

**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  
Radio Time Buyer.....Zonabelle Samson  
*Radio Accounts Placed*—Colgate-Palmolive-  
Peet (Peet's Granulated Soap), Simon Mat-  
tress Mfg. Co., Nestle's Milk Products, Inc.,  
Italian Swiss Colony, Haas Bros.

**THE W. E. LONG COMPANY**

155 North Clark St., Chicago 1, Ill.  
Phone Randolph 4606  
ANPA—NOAB

*Officers*

Director of Radio.....E. J. Sperry  
Asst. Dir. of Radio.....Bob Struble

Supervisor of Syndicated Programs,  
 Richard J. Slater  
 Script.....James A. Armstrong  
 Hollywood Producer.....Paul Quan  
 New York Producer.....Irene Beasley  
 Music Direction.....Delos Owen

*Radio Accounts Placed*—Agency is a specialist in wholesale baker advertising servicing hundreds from coast to coast on a transcribed syndicated basis.

**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

**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

**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.

**MACE ADVERTISING AGENCY, INC.**

507 Lehmann Bldg., Peoria, Ill.  
 Phone 7197  
 ANPA—ABP—APA—NAAN

*Officers*

President.....J. F. Fellay  
 Treas. & Radio Time Buyer.....Jay J. Keith  
 Vice-President.....Robert J. Rice  
 Radio Director.....Ann McNat

*Radio Accounts Placed*—Keystone Steel & Wire Co., Consolidated Products Co., Schultz, Bausan & Co.

**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.

**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,  
 Harry M. Coleman  
 Secretary-Treasurer.....B. G. Ruttingh  
 General Manager.....Allen B. Dicus  
 Radio Director & Producer.....Evelyn Stark  
 Time Buyer.....Bergi Boe  
 Production Manager.....Edwin C. Frank

*Branch Office*

RCA Bldg., New York, N. Y.  
 Circle 6-2890

Radio Director.....H. C. Klein  
 Vice-President-Gen. Mgr. George MacGovern

*Radio Accounts Placed*—Network: Curtis Publishing Co., Nat'l Board of Fire Underwriters; National Spot: Omar, Inc., Burma-Vita Co., United Wallpaper, Inc., Curtis Publishing Co., Northwestern Yeast Co., Zenith Radio Corp.

**MacLAREN ADVERTISING CO.  
LTD.**

372 Bay St., Toronto, Ont., Canada  
Phone Elgin 0321  
ANPA—CAAA—CDNA—CWNA—  
CNN & PA

*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  
Director .....James Ferres

*Radio Dept.*

C. M. Pasmore, M. Rosenfeld,  
H. H. O'Connor, Hugh Horler  
*Branch Offices*  
900 Dominion Square Bldg.,  
Montreal, Que., Canada  
Phone Plateau 9556

Office Manager.....E. H. H. Smith  
911 Electric Ry. Chambers,  
Winnipeg, Man., Canada  
Phone 26-622

Office Manager.....E. P. Thompson  
305 Province Bldg., Vancouver, B. C., Can.  
Phone Marine 6268

Office Manager.....W. D. M. Patterson

*Radio Accounts Placed*—Network: Imper-  
rial Oil, Ltd., Tuckett, Ltd., People's Credit  
Jewelers, S. F. Lawrason Co., Dalglish (Ont.)  
Ltd.; National Spot: Bulova Watch Co., Ltd.,  
Canadian Life Underwriters, People's Credit  
Jewelers, O'Cedar of Canada, Tuckett Ltd.

**DAVID MALKIEL ADVERTISING  
AGENCY**

260 Tremont St., Boston, Mass.  
Phone Liberty 1421  
ANPA—ABP—PPA

*Officers*

Owner .....David Malkiel  
Secretary .....Martha Brest  
Radio Dept.....Harry Weinbaum,  
Martin Kadis, Morey Schwartz, Harry  
Lawrence

*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 Ca-  
sino, Royal Crown Cola of Boston, Old  
Monastery Wines, Ritter Dancing School,  
Essex Hotel, Avery Hotel, Granada Vine-  
yards, Inc., Glendale Coal Co., Racing Guide,

Ray Calvin, Kasanof's Bread, Rosoff's, Totem  
Pole Ballroom, Belmont Furn., L. P. Rogers  
& Son, Washington Jewelers, Babijuce Or-  
anges, Corner House, Franklin Insulation Co.,  
Freda's Restaurant, Artie Clothes, Richards  
Clothing Co.

**MANSON-GOLD ADVERTISING  
AGENCY**

1004 Marquette Ave., Minneapolis 2, Minn.  
Phone GENEVA 9619  
ABP—PPA—ANPA

*Officers*

Account Executive.....D. P. Nathanson  
Account Executive.....Meyer Gold  
Account Executive.....Jean Hadley  
Account Executive.....Bruce Sielaff

*Radio Dept.*

Radio Director.....D. P. Nathanson  
Time Buyer.....Jean Hadley  
Talent Buyer.....Bruce Sielaff  
Producers.....D. P. Nathanson,  
Jean Hadley

*Television Dept.*

Director.....D. P. Nathanson

*Branch Office*

1520 Crossroads of the World,  
Hollywood, Calif.

Branch Manager.....D. P. Nathanson

*Radio Accounts Placed*—Red Devil Soot  
Remover, Snyder's Drug Stores, Janney Best  
Paints, Pfunder's Tablets, Char-Tex.

**JOSEPH MAXFIELD COMPANY**

87 Weybosset St., Providence 3, R. I.  
Phone GASpee 4456-7  
ABP—ANPA

*Officers*

President.....Joseph M. Finkle  
Vice-Pres.....Archie M. Finkle  
Treasurer .....Bruno Schnabel  
Exec. Sec.....Anne E. Woled  
Time Buyer.....Joseph M. Finkle  
Radio Dir.....Dorothy M. Taibe

*Radio Accounts Placed*—Candy Mart Stores,  
Inc., Eclipse Food Products Corp., Inlaid  
Optical Co., National Glass Co., R. I. Sales  
Co., Shiloh Bottling Co., Metropolitan The-  
aters.

## 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, Lester Loh  
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.

## 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. Reginald 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

*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.

## 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.

## 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  
and Earl C. Donegan.

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  
Associated with Mr. Coulter. Arthur J. Kemp  
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-Mgr.....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

• • • **ADVERTISING AGENCIES** • • •

Penobscot Bldg., Detroit, Mich.

Phone Randolph 9710

Manager .....Rena Johnson  
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., Gluek 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**

1002 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.....M. D. King

*Radio Accounts Placed*—Borden's-Poinsettia Dairy, Southern Brewing Co., Peninsular Telephone Co., Lenfestey Supply Co., Pioneer Tire 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 Livestock 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., Brenner 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.....Robert L. Redd  
Time Buyer.....E. R. Walmsley  
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.

410 N. Michigan Ave., Chicago, Ill.

Phone Delaware 7860

ANPA—PPA—AAAA—ABP

### Officers

General Manager.....Arthur E. Meyerhoff  
Financial Manager.....J. H. Hildebrandt  
Director of Radio.....Nelson A. Shawn  
Radio Space Buyers.....Mary Hauser,  
Annette Kennelly  
Copy Chief.....M. E. Chon  
Acct. Executives.....R. J. Rosenthal,  
John H. Black, John Lemmon, Andrew  
M. Howe

### Branch Office

759 N. Milwaukee St., Milwaukee, Wis.

Phone Marquette 3144

Manager.....George Grabin

## 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-Presidents.....John C. Morse,  
Isabel Moses

Secretary-Treasurer.....M. R. Sweeny  
Radio & Television Director....Neg Monett  
Radio Producer.....Neg Monnett

### Branch Offices

(Affiliated with Continental Agency Network)

Radio Accounts Placed—Interstate Bakeries, Forest Lawn Memorial Park, Bill Hay Reads the Bible (66 station cooperative show), Weber's Bread, Wilshire Oil; National Spot: Roman Meal Bread.

## 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 Brewing Co., Cooter Brokerage Co., Gordon Baking Co., Tastyeast, Inc.

## 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., National Shoe Stores.

## MOSELLE & EISEN

### ADV. AGENCY

522 Fifth Ave., New York 18, N. Y.

Phone, MURRAY Hill 2-2651

PPA—APA

### Officers

Partner.....Rose Moselle  
Partner.....Henry Eisen  
Space Buyer-Prod. Mgr.....D. Chilton  
Art Director.....Frederick H. Cassens  
Publicity & Radio.....Miss Margo  
Account Executives.....Henry Eisen,  
Rose Moselle, M. M. Semons



**THE CHESTER C. MORELAND CO.**

1104 Times-Star Tower, Cincinnati 2, Ohio  
 Parkway 1178  
 PPA — ABP — ANPA

*Officers*

President-Treasurer....Chester C. Moreland  
 Vice-Presidents.....Wm. G. Steiner,  
 Bryce L. Schurman  
 Secretary.....Walter H. Strauss  
 Radio Dept.....Thomas H. Birch

**RAYMOND R. MORGAN CO.**

6332 Hollywood Blvd., Hollywood, Calif.  
 Phone Hempestad 4194

*Officers*

President.....Raymond R. Morgan  
 General Manager.....R. E. Messer  
*Radio Accounts Placed*—Folger Coffee Co.,  
 White King Soap Co., Sparklett's Drinking  
 Water Corp., Kerr Glass Mfg. Co., Grocer's  
 Packing Corp., Campbell Cereal Co., Knox  
 Co., Chapman Park Hotel, O'Brien Candy  
 Co., Biltmore Florists.

**MORSE, INTERNATIONAL, INC.**

122 East 42nd St., New York 17, N. Y.  
 Phone LExington 2-6727  
 PPA

*Officers*

Chairman of the Board.....Carl J. Balliett  
 President.....Mansfield F. House  
 Vice-President & Art Director...J. P. Sawyer  
 Secretary and Treasurer....Laura K. Long  
 Dir. of Media.....Herbert G. Selby  
 Prod. Mgr.....E. R. Harris

*Radio Dept.*

Manager.....Chester C. Slaybaugh  
 Time Buyer.....Eunice C. Dickson  
 Dir. of Radio Prod.....Nick Dawson  
 Asst. Dir. of Radio Prod....John T. Mitchell

*Branch Offices*

205 Johnston Bldg., Charlotte, N. C.  
*Radio Accounts Placed*—Network: Vick  
 Chemical Co., Matchabelli, Inc.; National  
 Spot: Vick Chemical Co., Vitamins Plus,  
 Alfred D. McKelvy Co.

**MOSER & COTINS, INC.**

10 Hopper St., Utica 3, N. Y.  
 Phone Utica 4-6141

ABP—ANPA—PPA—NOAB—APA

*Officers*

President & Treasurer.....A. S. Cotins  
 Secretary.....Mrs. M. B. Blair  
 Vice-Presidents.....James N. Brown,  
 Hugo W. Glaeser, A. Montgomery Hunt-  
 ington

Art Director.....A. M. Huntington  
 Mgr. Media Dept.....Miss L. B. Mang  
 Acct. Excess.....George P. Hodges,  
 F. S. Hubbell  
 Mgr. Production Dept.....Fred Michel  
*Radio Accounts Placed*—West End Brewing  
 Co., Oswego Candy Works, Inc., C. A. Durr  
 Packing Co., Near's Food Co., Inc.

**MOSS ASSOCIATES**

415 Lexington Ave., New York 17, N. Y.  
 Phone VAnDerbilt 6-1828  
 ABP—PANY—APA

*Officers*

President.....Joseph H. Moss  
 Radio Director.....Hines Hachette  
 Space Buyer.....Betty Math  
*Radio Accounts Placed*—Harman Watch  
 Co., U. S. Rockwool Insulators, Neoderma  
 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. Stadelman

*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. National  
 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, Young's Hat Stores.

**NELSON CHESMAN COMPANY**

Hamilton Trust Bldg., Chattanooga 8, Tenn.  
Phone 6-4942

## SNPA

*Executives*

Partners .....Henry Tritschler,  
John E. Fontaine, S. M. Kelly  
*Radio Dept.*  
Director & Space Buyer...John E. Fontaine  
Acct. Exec.....Henry Tritschler  
*Radio Accounts Placed*—The Chattanooga  
Medicine Co., Fleetwood Coffee Co., South-  
ern Agriculturist, Double-Colo.

**NEWELL-EMMETT COMPANY**

40 East 34th St., New York 16, N. Y.  
Phone ASHland 4-4900

AAAA — ANPA — PPA — ABP — PRB —  
NOAB—SAAA—SNPA

Partners.....Clarence D. Newell,  
William Reydel, John P. Cunningham,  
Frank Donshea, C. S. Walsh, R. L. Stro-  
bridge, F. H. Walsh, G. S. Fowler, T. J.  
Maloney

Radio Director.....Blayne Butcher  
Time Buyer.....Newman McEvoy  
*Radio Accounts Placed*—Liggett & Myers  
Tobacco Co. (Chesterfields), Loose-Wiles Bis-  
cuit Co., Pepsi-Cola Co., Beech-Nut Packing  
Co., Economics Laboratories, Kirkman's Soap,  
Sherwin Williams.

**THEO. A. NEWHOFF ADV. AGENCY**

1403 Court Square Bldg., Baltimore 2, Md.  
AAAA—ANPA—ABP

*Officers*

President.....Theodore A. Newhoff  
Vice-President.....Marx S. Kaufman  
Secy.-Treas.....R. M. Newhoff  
Radio Director.....S. L. Reed  
Production Manager.....B. A. Johnson

**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.

**JOHN H. OWEN, INC.**

595 Madison Ave., New York 22, N. Y.

*Personnel*

Director of Radio....Bernard H. Pelzer, Jr.  
Time Buyer.....Marc Seixas

**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.

**MERRITT OWENS  
ADVERTISING AGENCY**

201 Commercial National Bank Bldg.  
Kansas City 12, Kans.

Phone Dr. 7250

ABP—ANPA—APA

Owner .....Merritt Owens  
*Radio Accounts Placed*—Interstate Moving  
& Storage, Junge Biscuit Co., Leo Stern  
(Photographer).

**PACIFIC NATIONAL ADVERTISING  
AGENCY**

605 Union St., Seattle 1, Wash.

Phone Eliot 1401

ANPA—AAAA—NOAB

*Officers*

President.....Wm. H. Horsley  
Radio Director.....Trevor Evans  
Secretary.....H. O. Stone  
Radio Time Buyer.....G. M. Nymán

*Branch Office*

Spalding Bldg., Portland 4, Ore.

Phone ATwater 4339

Manager.....Mrs. Ruth Foland

*Radio Accounts Placed*—Fisher Flouring  
Mills Co., Washington Co-op Egg & Poultry  
Assn.; Spot: Fisher Flouring Mills Co., Im-  
perial Candy Co., Oregon-Washington-Cali-  
fornia Pear Bureau, Yakima Valley Peach  
Bureau, N. W. Cherry Bureau.

**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

• • • **ADVERTISING AGENCIES** • • •

**PEDLAR & RYAN, INC.**

250 Park Ave., New York 17, N. Y.  
Phone PLaza 5-1500  
AAA — ANPA — PPA — ABP

*Officers*

President.....Thomas L. L. Ryan  
Executive Vice-President..Harold B. Thomas  
Vice-President.....E. G. Sisson, Jr.  
Vice-President.....Ernest P. Zobian  
Treasurer.....Harold B. Thomas  
Secretary.....H. C. Sutherland  
Assistant Treasurer.....W. F. Cantrell  
Supervisor Nighttime Radio..Joseph S. Bell  
Supervisors Daytime Radio

Elizabeth C. Shay, William Barrett  
Radio Copy Chief.....Cyril J. Mullen  
Time Buyer.....Mary Dunlavy  
*Radio Accounts Placed*—Sterling Drug  
(Ironized Yeast), Procter & Gamble (Camay,  
Chipso, Dash).

**PETTINGELL & FENTON, INC.**

247 Park Ave., New York, N. Y.  
Phone, ELdorado 5-2685  
ANPA—PPA—ABP

*Officers*

Pres. & Secy.....Atherton Pettingell  
Exec. Vice-Pres., Treas. & Space  
Selection.....Fleur Fenton  
Asst. to President.....Charles B. Strauss  
Asst. to Vice-Pres.....Pauline Duff  
Men's Wear Planning.....Louis Krauss  
Copy Executive.....Theodora Aronstam  
Supervisor Service Depts...Howard B. Ellison  
Exec. Art Director.....Jack Russell  
Art Director.....Robert Thomson  
Publicity.....Virginia Vincent  
Production Manager.....Barney Bravman  
Space Buyer.....Bernice Newton  
Mgr. Billing Dept.....Mary Zales

**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. Cusiek  
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 8, Mo.  
Phone Victor 4433

APA — NOAB — ANPA — PPA

*Officers*

President.....R. J. Potts  
Vice-Presidents.....J. B. Woodbury,  
C. C. Tucker, E. A. Warner, C. L. Rob-  
inson  
Secretary-Treasurer .....Jerry McKee  
Account Executives.....Ralph Page  
John M. Farrell, G. S. Lannon  
Radio Dept.....Connie Joan Connor

**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  
Acct. Executives.....N. P. Rowe,  
C. R. Lawson, Blair McPhail, W. B. Stone

**SAYRE M. RAMSDELL ASSOC., INC.**

3701 N. Broad St., Philadelphia 40, Pa.

Phone Radcliff 9000

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—ABP

Partner & Gen. Manager.....L. W. Ramsey  
Partners.....E. G. Naeckel,  
A. C. Naeckel, W. J. Henderson, George  
Bischoff

Partner & Service Dir.....A. M. Walgren  
Art Director.....Paul Norton  
Production Mgr.....Wayne H. Ross  
Technical Consultant.....W. A. Giraldi

*Branch Office*

230 N. Michigan Ave., Chicago 1, Ill.  
Phone Franklin 8155

President.....L. W. Ramsey  
Vice-President & Gen. Mgr.....F. L. Eason  
Vice-Presidents.....N. B. Langworthy,  
L. H. Copeland  
Production Manager.....Vito M. Volino  
Secretary.....E. G. Naeckel  
Art Director.....E. J. McCabe  
Radio Dir.....Fred Herendeen  
406 E. Superior St., Fort Wayne, Ind.  
Phone Anthony 9396

Manager.....Frank Dunigan  
*Radio Accounts Placed*—F. W. Fitch Co.,  
National Oats, Bituminous Casualty Corp.,  
Victor Animatograph Corp., Voss Bros. Mfg.  
Co.

**THE RANDALL COMPANY**

75 Pearl St., Hartford, Conn.  
Phone 7-1179

*Executive*

Radio Director.....Catherine A. Gilbert

**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.

**REISS ADVERTISING**

221 W. 57th St., New York, N. Y.  
Phone Columbus 5-7733

ANPA — ABP — PPA — APA

*Officers*

President.....Joseph Reiss  
Vice-President.....Harold Reiss  
Secretary-Treasurer.....B. M. Reiss

**ROCHE, WILLIAMS & CLEARY, INC.**

135 S. La Salle St., Chicago, Ill.  
Phone Randolph 9760

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 Pharmaceutical Co., Inc., National  
Toilet Co., John Puhl Products Co., Port-  
land Cement Assn., Sempray Jovenay Co.,  
The Studebaker Corp.

**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

**RILL ASSOCIATES**

507 Fifth Ave., New York 17, N. Y.  
Phone, MUrray Hill 2-5147

*Officers*

President.....I. R. Hill  
Exec. Vice-Pres.....B. N. Hill  
Space Buyer.....L. Denis  
Art Director.....M. Desmond  
Radio Dir. & Radio Time  
Buyer.....B. Newmark  
Charge Copy.....S. Chalfin  
Publicity.....P. Leighton  
Account Executives.....I. R. Hill,  
B. N. Rill, L. Denis

• • • **ADVERTISING AGENCIES** • • •

**REDFIELD-JOHNSTONE, INC.**

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

Phone PLaza 3-6120, 1, 2, 3

ANPA—PPA—ABP—APA—NOAB

*Officers*

Chairman of the Board.....L. L. Redfield  
 President .....E. F. Johnstone  
 Vice-President .....N. Rosoff  
 Secretary .....A. Hollander  
 Asst. Treasurer.....G. Hepcnstal

*Radio Accounts Placed*—Network: Howard  
 Clothes, Inc. National Spot: Stera-Kleen,  
 Allenru, Gold Medal Haarlem Oil Co., How-  
 ard Clothes, Inc., Grelva, Inc., Woolfoam  
 (Wool Novelty Co.).

**EMIL REINHARDT**

**ADVERTISING AGENCY**

1736 Franklin St., Oakland, Calif.

Phone Templebar 2408

ABP — ANPA — APA

*Officers*

Owner.....Emil Reinhardt  
 Copywriter .....Dave Lane  
 Artist Dir.....Robert Shelton  
 Artist .....Edna Shelton

*Radio Dept.*

Manager .....Joseph Connor  
 Time Buyer.....Mildred McMahan

*Radio Accounts Placed*—Kilpatrick's Bak-  
 eries, Mary Sellens, Inc., Standard Beverages,  
 S. F. Brewing Corp., Brenner's, Kahn's, Paci-  
 fic Guano Co., Central Bank.

**RONALDS ADVERTISING AGENCY,  
 LTD.**

701 Keefer Bldg., Montreal, Que.

Phone Plateau 4803

ANPA

*Officers*

President.....Russell C. Ronalds  
 Vice-Pres.....E. M. Putnam  
 Treas. ....Angus Ahern  
 Radio Dir.....N. K. Vale

*Branch Office*

New Wellington Building, Toronto, Ontario  
 Radio Dept.....R. J. Avery

**ARTHUR ROSENBERG CO., INC.**

570 Seventh Ave., New York 18, N. Y.

Phone CHickering 4-4420

ANPA—PPA—APA—ACP—NOAB

*Officers*

President & Dir. of Copy & Plans,  
 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 Elner

Radio Dept.....Arthur Rosenberg,  
 Samuel Rubenstein, Charles S. Silver

*Radio Accounts Placed*—Longine-Wittenaur  
 Watch Co., Corinthia Lipstick, Henna Foam  
 Shampoo.

**RUSSEL AND ROBERTS  
 ADVERTISING AGENCY**

7 Church St., Paterson 1, N. J.

Phone ARmory 4-3400

*Officers*

President & Treasurer....Abram Eisenman

*Radio Accounts Placed*—New Jersey State  
 Industrial Union Council-C. I. O., American  
 Labor Party.

**CHARLES L. RUMRILL & CO.**

311 Alexander St., 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. Gordan  
 V-P & Director of Radio..Donald D. Stauffer  
 V-P & Associate Director..S. Heagan Bayles  
 V-P in Charge of Radio Programs

Merritt W. Barnum, Jr.  
 Business Manager.....C. T. Ayres  
 Production Directors.....Ted Huston,  
 Jack Van Nostrand, Lee Cooley, Robert  
 Steel, Fred Essex, Marguerite Bowman,  
 Willson Tuttle, John Wellington

Radio Commercial Supervisor  
 Regina Morgan  
 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

Production Director.....N. E. Heyne  
Time Buyer.....Albert Callies  
7430 Second Blvd., Detroit 2, Michigan  
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.....Knowles Entrikin,  
Ken Hodge, Sam Pierce, Dave Young,  
Bob Ballin  
712 Main St., Houston, Texas  
Phone Charter 4-1741

Manager.....W. Van A. Combs  
235 Montgomery St., San Francisco, Calif.  
Phone Douglas 5822

Manager.....Howard O. Nelson  
1216 Third Ave., Seattle, Wash.  
Phone Main 6727

Manager.....F. S. Mullins  
Carew Tower, Cincinnati, Ohio  
Phone MA 2413

Manager.....John L. Magro  
80 Richmond St., Toronto, Canada  
Phone Adelaide 4096

Manager.....Douglas Philpott  
Radio Production.....S. Ramsay Lees

*Radio Accounts Placed*—American Tobacco Company, Bendix Home Appliances, Inc., Chrysler Corporation, Delaware, Lackawanna & Western Coal, Electric Auto-Lite Company (U. S. and Canada), Gilmore Oil Company, Griesedieck Bros. Brewery Co., Lever Brothers Company, Lever Brothers Limited, Noxzema Chemical Company, Pepsi-Cola Co. of Canada, Ltd., Pharmaco, Inc., Quaker Oats Co., Radio Corporation of America, Jacob Ruppert Brewery, Taylor-Reed Corporation, G. Washington Coffee Refining Co., Whitehall Pharmaceutical Co., Wm. Wrigley Jr. Co., Savings Banks Association of State of New York.

**ST. GEORGES & KEYES, INC.**

250 Park Ave., New York 17, N. Y.  
Phone, PLaza 3-6920  
ABP — ANPA — PPA

*Executives*

President.....Maubert St. Georges  
Vice President.....Stanley J. Keyes, Jr.

*Radio Dept.*

Radio Director.....Victor Van Der Linde

Time Buyer.....Charlotte Rains

*Television Dept.*

Director.....Victor Van Der Linde

*Radio Accounts Placed*—James McCreery & Co., C. F. Matilage Sales Co., Alfred Dunhill, Inc., Street & Smith, Seydel Chemical Co., Revere Copper & Brass, Inc.

**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.....Evelyn Vanderploeg

*Radio Accounts Placed*—Peter Fox Brew Co., Hirsch Clothing Co., Salerno-Megowen Biscuit Co., Studebaker Sales Co. of Chicago, Rudolph Wurlitzer Co., Walgreen Drug Co., Congress Cigar Co., Coronet Magazine, Schutter Candy Co., Sealy Mattress Co., B. S. Pearsall Butter Co., Chicago Daily News.

**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, E. C. Bentley

Radio Director.....Jack Simpson  
Time Buyers.....June Jackson,  
Hub Jackson

*Branch Offices*

Lemeke Bldg., Indianapolis, Ind.  
Phone Market 1395

Vice-President.....Paul Richey  
Treasurer.....Jack Harding  
Taft Bldg., Hollywood, Calif.  
Phone, Granite 4185

Office Manager.....E. Brockhoff

*Radio Accounts Placed*—W. A. Sheaffer Pen Co., Pinex Co., Keystone Steel & Wire Co., Brown & Williamson Tobacco Corp., Grove Laboratories, Inc.

**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

• • • **ADVERTISING AGENCIES** • • •

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.

**DOUGLAS D. SIMON ADV.**

280 Madison Ave., New York 16, N. Y.  
Phone, LEXington 2-7873

*Officers*

President.....Douglas D. Simon  
Vice-President.....Carolyn Glass  
Treas. Space Buyer.....Anita Chinkel  
Account Executive.....Charles H. Sandak  
Production Manager.....Sidney Jerome  
Art Director.....Doris Brinkerhoff

**SIMON & GWYNN, INC.**

624 Commeree Title Bldg., Memphis, Tenn.  
Phone 5-2404

SNPA

*Officers*

President.....Milton Simon  
Exec. V.P. & Sec. Treas.....H. N. Gwynn

**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, Allecock Mfg. Co., Souplets.

**SMITH & DRUM, INC.**

650 S. Grand Ave., 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.

**SIMONS-MICHELSON CO.**

1207 Washington Blvd., Detroit 26, Mich  
Phone CHerry 3000  
AAAA—PPA—APA

*Officers*

Partners.....L. N. Simons,  
L. J. Michelson  
General Manager.....Leon Wayburn  
Radio Director....Marie Margaret Winthrop  
Production.....Art Copland  
Copywriters.....Mary Schraa,  
Margaret Mikjian

*Radio Accounts Placed*—Local: Schmidt's Beer, Pepsi Cola, Wigley's Super Markets, Colonial Dept. Store, Mac-o-Lac, B. Siegel Co.; Spot: Plasti-Kate, Benrus Watch, Blue Home Oil, Crown Furniture, Detroit Free Press, Detroit Times, Forest & Hudson Cleaners.

**SPITZER & MILLS LTD.**

19 Richmond St., West, Toronto, Ont.  
Phone WA 1151

CAAA—CDNA—CPA—CAB

*Officers*

President.....G. F. Mills  
Exec. Vice-President.....J. W. Spitzer  
Account Executives.....W. H. Reid,  
J. R. Charles, J. G. Wallace, W. G. Wallace, T. G. Vatcher, W. E. Macdonald,  
D. Dunlop

*Radio Dept.*

Director.....Wm. D. Byles  
Miss Dorothy Andison

*Branch Office*

1010 Catherine St., W., Montreal, P. Q.  
Account Executives.....C. W. Duncan,  
F. F. W. Lalonde

*Radio Accounts Placed*—Colgate-Palmolive-Peet Co., RCA Victor Co., Lehn & Fink, Quaker Oats Co., California Fruit Growers Exchange, Cities Service Oil Co. Ltd.

**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.

**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  
Act. Executive.....Arthur W. Gudelman  
Program Director.....Edward Bloodworth  
Time Buyer.....A. W. Gudelman  
*Radio Accounts Placed*—Signal Oil Com-  
pany, Shontex, E. F. Hutton Co., Ryan Aero-  
nautical Co.

**SCHOLTS ADVERTISING SERVICE**

1201 West 4th St., Los Angeles, Calif.  
Phone Michigan 2396

*Officers*

Owner.....William G. Scholts  
Radio Director.....Fred Montgomery

**MARCEL SCHULOFF & CO.**

17 W. 45th St., New York 18, N. Y.  
Phone MURray Hill 2-3708

Partners.....Marcel Schuloff,  
Miriam C. Schuloff  
*Accounts Placed*—Station WHOM, Basch  
Radio Prod., Sure-Fit Products Co., Style-  
park 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.

**SHAPPE-WILKES, INC.**

215 Fourth Ave., New York 3, N. Y.  
Phone, GRamery 5-5560

*Officers*

President.....Louis Shappe  
Radio Time Buyer.....Louis Shappe  
Vice-Pres.-Copy Chief..Milton M. Hermanson  
Secy. & Treas.....Jesse E. Wilkes  
Space Buyer.....Burton Mautner  
Art Director.....Charles Allenbrook  
Production Mgr.....Samuel Groden

**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.

**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.

**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*—Bowel'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

**HOWARD D. STEERE ADVERTISING**

2812 Book Tower, Detroit 26, Mich.  
Phone CHerry 5688

Owner.....H. D. Steere  
Production Manager...Millard F. Thompson  
Art Director.....Rudolph K. Nauss  
Space Buyer.....Frances 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

**STERNFIELD-GODLEY, INC.**

280 Broadway, New York, N. Y.  
Phone BArcley 7-3030  
ABP—ANPA—PPA



• • • **ADVERTISING AGENCIES** • • •

*Officers*

President-In-Charge of Radio  
 Samuel I. Godley  
 Vice-President.....Philip Schefto  
 Secretary.....Frances C. Costello  
 Treasurer.....Samuel S. Sternfield  
*Radio Account Placed*—Fada Radio.

**STOCKTON, WEST, BURKHART,  
 INC.**

First National Bank Bldg., Cincinnati 3, O.  
 Phone MAIN 3209  
 AAAA-ANPA-PPA

*Officers*

President & Treas.....Wm. Z. Burkhart  
 Vice-Pres.-Secy.....Ranald S. West  
 Vice-Presidents.....Erica W. Stockton,  
 Henley W. Simpson  
 Assistant Radio Director.....Jos. D. Nelson  
*Radio Accounts Placed*—Ohio Oil Co.,  
 Clyffside Brewery, Cincinnati Gas & Elec.  
 Co., Central Trust Banking Institution.

**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.

**CHARLES M. STORM CO., INC.**

50 E. 42nd St., New York 17, N. Y.  
 Phone, MURray Hill 6-2820  
 ANPA—PPA

Chairman Ex. Comm.....Charles M. Storm  
 Pres., Secy., & Radio Dir...Allston E. Storm  
 Exec. V.-P., Treas. & Space  
 Buyer.....Edward Klein  
 Vice-President.....Lester Loeb  
 Vice-Pres., Radio & Television  
 Director.....Raymond E. Nelson  
 Production Manager.....Paul Petrocine  
 Art Director.....Frederick Widlicka  
 Radio Time Buyer.....A. Loonam  
 Radio Talent Buyer.....E. Sprague  
 Account Executives.....A. E. Storm,  
 E. Klein, L. K. Storm, L. Loeb, R. Chap-  
 peron, E. Sprague

**STRAUCHEN & McKIM  
 ADVERTISING**

6 East Fourth St.  
 Cincinnati, Ohio  
 Phone, MAin 1618  
 AAAA

*Officers*

Partners.....Edmond R. Strauchen,  
 Gordon F. McKim, Jr.  
 Radio Director.....Ardeane Heiskell  
 Production Manager.....J. Bremer  
 Art Director.....John Storeh  
 Radio Director.....A. Heiskell  
 Time Buyer.....M. Milligan  
*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).

**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*

Partner.....John F. Sweeney  
 Partner.....Frank G. James  
 Radio Time Buyer.....T. M. Gregory  
*Radio Account Placed*—Network: Fire-  
 stone Tire & Rubber Co.

**TECHNICAL ADVERTISING  
 AGENCY, INC.**

475 Fifth Ave., New York, N. Y.  
 Phone, MURray Hill 3-5754

**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, 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

  Arno H. Johnson  
 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  
 Business Manager and Radio Talent  
 Buyer .....Norman Blackburn  
   410 N. Michigan Ave., Chicago, Ill.  
   Phone Superior 0303

Vice-President and General Manager,  
   Henry T. Stanton  
 Vice-Presidents: Merton V. Wieland, Willard  
   F. Lochridge, Harry T. Mitchell  
 Radio Director.....Tyler Davis  
 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

**TOMASCHKE-ELLIOTT, INC.**  
 1624 Franklin St. Oakland, Calif.  
 Phone Glencourt 4941  
 NOAB — APA

*Officers*

President & Time Buyer....F. L. Tomaschke  
 Vice President.....Bruce W. Elliott  
 Secretary.....William M. Maxfield  
*Radio Accounts Placed*—Cardinet Candy  
 Co., Par Soap Co., Downtown Merchants  
 Association, Key System, Frozen Food Dis-  
 tributors, Inc.

**TRACY, KENT & CO., INC.**

515 Madison Ave., New York, N. Y.  
 Phone ELdorado 5-4404  
 ANPA — PPA — NOAB

*Officers*

Chairman of Board.....W. I. Tracy  
 President.....Frank S. Kent  
 Treasurer.....George M. Pease  
 Vice-Presidents.....Hugh Donnell,  
   J. F. Donovan  
 Account Executive.....F. W. Hobbs  
 Copy Chief.....K. H. Thompson  
*Radio Accounts Placed*—Wilbert Products  
 Co., John Opitz, Inc.

**UNITED STATES ADVERTISING  
 CORP.**

612 N. Michigan Ave., Chicago 11, Ill.  
 Phone Delaware 4466  
 ANPA—PPA—APA

*Officers*

Chairman of Board.....W. M. Canaday  
 President.....J. C. Ewell  
 Radio Manager.....A. J. Englehardt

**VANGUARD ADVERTISING**

15 East 40th St., New York 19, N. Y.  
 Phone MUrray Hill 5-4686  
 ABP

*Officers*

Owner.....J. M. Russakoff  
 Account Executives.....G. A. Wilson,  
   Robt. E. Hutchinson

**VANSANT, DUGDALE & CO., INC.**

Court Square Bldg., Baltimore 2, Md.  
 Phone, LEXington 5400  
 AAAA—ABP—ANPA—PPA—NOAB—APA

*Officers*

President.....Wilbur Van Sant  
 Executive Vice-President & Treasurer,  
   H. K. Dugdale  
 Vice-President-Copy Director....J. P. Daiger  
 Vice-President.....R. E. Daiger  
 Production Manager.....C. D. Carr  
 Space Buyer.....G. M. Talbot  
*Radio Accounts Placed*—Network: Sher-  
 wood Bros., Richfield Oil Co. National Spot:  
 Sherwood Bros., Crosse & Blackwell Co., The  
 Glenn L. Martin Co.

**VIDEO & SOUND ENTERPRISES**

P. O. Box 413, Philadelphia 5, Pa.

*Officers*

General Manager.....Franklin O. Pease  
A. E. Smith

**WM. VON ZEHLE & CO.**

28 W. 44th St., New York, N. Y.

Phone, BRyant 9-4750

Managing Director.....Wm. Von Zehle

**WADE ADVERTISING AGENCY**

208 W. Washington St., Chicago 6, Ill.

Phone State 7369

ANPA—PPA—APA—NOAB

*Officers*

President.....Albert G. Wade  
Managing Director.....W. A. Wade  
Radio Time Buyer.....L. J. Nelson  
Radio Producers.....Edward Freckman,  
P. C. Lund, Jeff Wade, Forest Owen  
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.

**WALKER & DOWNING**

532 Oliver Bldg., Pittsburgh 22, Pa.

Phone Grant 1900

ANPA — ABP — PPA

*Officers*

President.....William S. Walker  
Secretary-Treasurer.....B. I. Davis  
Account Executives.....W. G. Beal,  
C. P. Richardson, H. A. McCoy  
Production.....Victor Seydel,  
*Radio Dept.*  
Time Buyer & Dir.....R. C. Woodruff  
Account Executive.....W. G. Beal  
Head Production.....Victor Seydel  
*Radio Accounts Placed*—American Fruit  
Growers, Inc., Clark Bros. Chewing Gum Co.,  
D. L. Clark Co., Colonial Biscuit Co., Du-  
quesne Brewing Co., Allegheny-Ludlum Steel  
Corp., Joseph Horne Company, Mail Pouch  
Tobacco Co., Sterling Oil Co., Penn Tobacco  
Co., Lobney Packing.

**WARWICK & LEGLER, INC.**

230 Park Ave., New York 17, N. Y.

Phone Murray Hill 6-8585

AAAA — ANPA — PPA — ABP — ABC  
APA—NOAB

*Officers*

President.....H. Paul Warwick  
Vice-Presidents: Henry Legler, S. O. Young-  
heart, J. R. Warwick, Lester M. Malitz,  
Arthur Deerson.  
Secretary-Treasurer.....Robert H. Hughes  
Radio Director.....Tevis Hulin  
*Radio Accounts Placed*—The Wm. R. War-  
ner Co., Larus & Bro. Company, The Sher-  
win-Williams Company, Pabst Brewing Co.,  
Tangee Cosmetics.

**TUCKER WAYNE & CO.**

629 Ten Pryor St. Bldg., Atlanta 3, Ga.

Phone Walnut 6701

ANPA—PPA—APA—ABP—SNPA—OAAA

*Officers*

President.....Tucker Wayne  
Vice-Pres. & Radio Talent....C. W. Burgess  
Vice-Pres. & Time Buyer.....C. C. Fuller  
Radio Director.....D. D. Connah  
*Radio Accounts Placed*—Southern Bell  
Telephone & Telegraph Co. (Regional),  
Southern Spring Bed Co. (Regional), Ameri-  
can Bakeries Co. (Regional), J. Allen Smith  
& Co., The Schwab Co., Scripto Mfg. Co.

**NORMAN D. WATERS &  
ASSOCIATES, INC.**

1140 Broadway, New York, N. Y.

Phone, CAledonia 5-7430

ABP — PPA — NOAB

*Officers*

President.....Norman D. Waters  
Vice-President.....Charles M. Whitebrook  
Treasurer.....E. L. Waters  
Gen. Mgr. & Time Buyer.....Bernard Blatt  
Art Director.....Sy Mogeloff

**WEARSTLER ADVERTISING, INC.**

20 West Front St., Youngstown, Ohio

Phone: 3-4311

PPA—ABP—APA

*Officers*

President-Treasurer....Albert M. Wearstler  
Secretary.....Mary E. Wearstler

**LUTHER WEAVER & ASSOCIATES**

200 Globe Bldg., St. Paul 1, Minn.

Phone Cedar 3777

APA

*Officers*

President.....Luther Weaver  
Associate.....H. E. Messenger  
Director of Radio.....Blanche Anderson  
*Radio Accounts Placed*—Minnesota Fed-  
eral Savings & Loan Association, F. C. Hayer  
Co., Marshall Co., Twin City Wholesale  
Grocer Co., Minnesota State Optometric  
Assn., Weyand Furniture Co.

**MILTON WEINBERG ADVERTISING CO.**

325 W. Eighth St., Los Angeles 14, Calif.  
Phone Tucker 4111  
ANPA—PPA—ABP

*Officers*

Director of Radio.....Bernard Weinberg  
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,  
Mim's Dog Food Co., Hamilton Diamond Co.,  
Hollywood Film Studios.

**WILLIAM H. WEINTRAUB & CO., INC.**

30 Rockefeller Plaza, New York 20, N. Y.  
Phone, CIRCLE 7-4282  
ANPA—PPA

*Officers*

President.....William H. Weintraub  
Executive Vice President & Secretary  
Elkin S. Kaufman  
Vice-Presidents.....Paul Rand,  
John D. Scheuer  
Media Director.....William Gallow  
Radio Director.....Hubert Chain  
Talent.....Vera A. Lea  
Research.....Tom F. Hughes  
Copy Chief.....Kennon Jewett

*Radio Dept.*

Time Buyer.....William Gallow  
Business Mgr. of Radio Dept...Harry Trenner  
Production Mgr.....Theo. Gannon  
Talent.....Theo. Gannon  
Producers.....Thomas A. McAvity,  
Prockter & Lewis, Roger Bower, Theo.  
Gannon

*Radio Accounts Placed*—Anchor-Hocking  
Glass Corp., Helbros Watch Co., Emerson  
Radio & Phonograph Corp., Miss Swank, Air-  
wick (Seeman Brothers, Inc.).

**WEISS AND GELLER, INC.**

400 Madison Ave., New York 17, N. Y.  
Phone PLaza 3-4070  
ANPA—PPA

*Officers*

President.....Max A. Geller  
Vice-Presidents.....Peter Artzt,  
Jos. E. Bloom, Stanley A. Brown, Jos. H.  
Cohn  
Director of Radio.....Lester J. Mallets  
Time Buyer.....Jos. E. Bloom

*Branch Office*

400 N. Michigan Ave., Chicago, Ill.  
Phone Del. 1124

*Radio Accounts Placed*—Nedick's Stores,  
Inc., Columbia Pictures Corp., Monogram  
Pictures Corp., Kenmore Publ.

**WERTHEIM ADV. ASSOCIATES**

11 W. 42nd St., New York 18, N. Y.  
Phone, WISconsin 7-4978

*Officers*

Sole Owner-Radio Dir.....Ed L. Wertheim  
Space Buyer-Prod. Mgr.....Ed T. Wertheim  
Account Executives.....E. L. Wertheim,  
E. Taylor Wertheim

**WESTON-BARNETT, INC.**

217½ West 5th Street, Waterloo, Iowa  
Phone, 4677

ABP—ANPA—PPA—SAAA—SNPA

*Officers*

President.....Wells H. Barnett  
Vice-President.....A. C. Barnett  
Secretary .....Phillips Taylor  
Radio Dept.....E. V. Bohan

*Branch Office*

520 N. Michigan Ave., Chicago, Ill.  
Phone, Whitehall 7725

Vice-President.....A. C. Barnett  
M. C. Swartz

*Radio Accounts Placed*—Iowa Soap Co.,  
American Bird Products, Inc., Walker Rem-  
edy Co., Vinton Hybrid Corn Co., J. W. Mor-  
tell Co.

**FRANK E. WHALEN ADV. CO.**

15 W. 10th St. Kansas City, Mo.  
Phone, Victor 7200

ANPA—PPA—APA—ABP—NOAB

*Officers*

President & Time Buyer.....F. E. Whalen  
Sec. & Treas.....J. W. Whalen  
Asst. Sec. & Treas.....H. F. Jepson  
Space Buyer.....H. G. Kaufman

**WARD WHELOCK CO.**

Lincoln-Liberty Bldg., Philadelphia 7, Pa.  
Phone Rittenhouse 7500

ANPA—PPA—APA

*Officers*

President.....Ward Wheelock  
Vice-President.....Arthur A. Bailey  
Secretary-Treasurer.....H. E. Fauser

*Branch Office*

444 Madison Ave., New York 22, N. Y.  
Phone, PLaza 3-7120

Vice-President.....R. K. Strassman  
*Radio Account Placed*—Campbell Soup Co.

**WILLIAMS & SAYLOR, INC.**

271 Madison Ave., New York 16, N. Y.  
Phone, LExington 2-3493

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*FCC Regulations Regarding Broadcasting Applications and Rules Applicable to Stations Engaged in Chain Broadcasting, will be found on pages 198 and 203, respectively, in the 1944 edition of Radio Annual. Regulations Regarding Broadcast Stations for Television and Facsimile, will be found on pages 945-50 in the same issue.*

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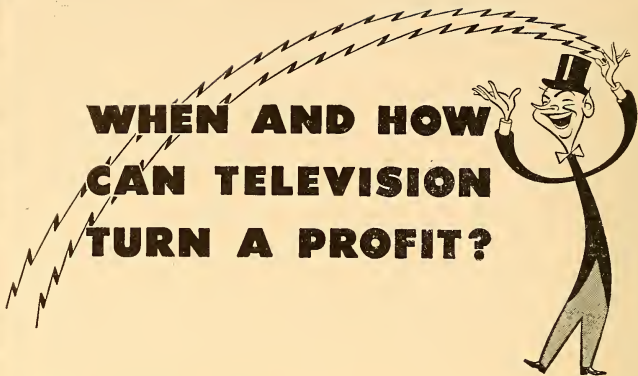
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**TELEFLASH!** More than 90 requests for permission to construct and operate commercial television stations are on file with the Federal Communications Commission. As only a few channels are available for television, the number of stations in a trading area is limited. In consequence, options are already being sought for desirable "time." More than 61 advertising agencies have installed television departments. The value of riding with public interest is attracting more and more advertisers to television every week. They are learning to control the terrific sales impact of this wonderful new medium. Their experiments are well worth watching!

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# TELEVISION



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# TELEVISION MOVES AHEAD

By Frank Burke  
Editor, RADIO DAILY

---

**PUBLIC** acceptance of television as a post-war sight and sound media is assured based on the 1944 developments in the video field.

Notable among the past year's video achievements were the formation of the Television Broadcasters Association in January; the Television Seminar, conducted by the Radio Executives Club of New York during May and June; the FCC's allocations hearing in Washington and controversial issues growing out of spectrum allocations.

## Controversial Issues

The controversial side of television centered around whether it should remain "downstairs" or go "upstairs." Most of the spectrum difficulties were ironed out with the FCC's preliminary allocations report which took cognizance of both schools of thought in the allocation of channels. Commercially television is allowed to remain roughly where it is in the lower spectrum with provision made in the higher spectrum for experimental television in color and higher definition monochrome pictures.

## Production Problems

Indications that production is one of television's paramount problems was gained during the Television Seminar conducted last summer by the Radio Executives club and discussed at subsequent meetings of video groups in New York, Chicago and Los Angeles. Two schools of thought on production have voiced opinions. One suggests that films, especially produced for video, will constitute the bulk of sight and sound entertainment fare when television gets in stride in the postwar period. Another group argues that film programming will grow monotonous and "live" programs based news and sports events will constitute much of the programming in the early days of commercial tele development.

Right now television stations in New York, Chicago and on the west coast are experimenting in production with a view of being prepared when television is launched on a large scale. Some radio

programs such as "The Missus Goes A Shopping," "Ladies Be Seated" have been given successful tryouts in New York together with news commentators, puppet shows and fashion productions. On the west coast films have been used successfully with "live" talent in the presenting of programs. The movies are used as background and for full 15 minute and half hour shows.

Another interesting phase of experimental programming is the surveys being conducted among television set owners on the type of programs they regard as the best video entertainment. Stations in New York have contacted approximately 5,000 television set owners on the Eastern seaboard and in Chicago questionnaires have been mailed to tele set owners in that area.

## TBA's First Conference

Formation of the TBA in January of 1944 and the first national conference of the organization in December was another important development of the past year. The conference attracted 700 registrants to the Hotel Commodore in New York with broadcasters, equipment manufacturers, advertising agency executives and others interested in video participating. One of the highlights of the meeting was the presentation of 12 awards to leaders in the video field for services rendered during 1944.

Television covered the Republican and Democratic national conventions in Chicago in June and special films of these conventions were telecast by New York stations and a network including Philadelphia, New York, and Schenectady. Later the linking of New York, Philadelphia and Schenectady stations were heralded in the press as the nation's first television network.

## Chronology Presented

Strides made by television during the past year are chronologically listed month by month in this issue of the RADIO ANNUAL. Recapitulation of these events is recreating the dramatic story of television's progress during 1944.

# The First Network!

ANOTHER MILESTONE  
IN THE PROGRESS OF

# TELEVISION

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FAMOUS FOR QUALITY THE WORLD OVER



# FILM OUTLOOK IN TELEVISION

By RALPH B. AUSTRIAN

*Executive Vice-President, RKO Television Corp.*

WILL most post-war television programs be live-talent or will they be filmed? This question has been asked ten thousand times this past year. I believe that the most suitable type of television program as they are evolved through experience, will be far different in character from the feature motion pictures created in Hollywood for theater exhibition. In the evolving of such programs, however, motion picture technique will play a greater part than existing radio or stage techniques and the use of film will be infinitely more important in television broadcasting than the electrical transcription disc is today in radio. In short, I believe that the majority of programs will be on film.

## No "Shackles"

The use of the motion picture for the presentation of a television program immediately frees the writer, director and producer from the shackles of the live stage. A television program using live talent naturally faces many of the same restrictions that limit a stage production. All action at any given time is on a single set, and if the action is continuous, the players are held to a single costume. Offstage action can only be referred to and not shown, unless an intermission is declared for a shift of scene and a change of costumes. But with television there can be no between-the-acts intermission. An intermission on a television program—and its audience would promptly dial to another station. True, a system of revolving stage sets, multiple cameras and quick costume changes might be employed, but the technical complications would be heartbreaking. At best, it would permit only a very few locale changes, but would continue to impose a multitude of restrictions on both writer and producer. No reverse shots or complicated angle shots—no shots from other sets, unless there are three more cameras at least on each set. A fundamental of television as in movies is constant scene change and camera movement. The public is accustomed to it and will demand it. I want to see a

typical drawing room scene with four or five people—lit so they may move around freely and remain perfectly lit at all times.

## Handicaps Removed

All of these program handicaps and restrictions, however, are immediately removed when it is a film program. For example, should the script call for an authentic street scene in Calcutta or Miami, a blizzard in Alaska, or a storm at sea, it would be available from the extensive film libraries maintained by RKO in Hollywood or Pathe News in New York. The players called for in the script could perform against the background of such a scene in such a natural manner that to the television viewer it would all appear to be taken on location. When film is used, rather than live talent, this and hundreds of other proven motion picture devices can be employed to give the television program producer practically limitless freedom of action. There is no substitute for the cutting room and a pair of sharp scissors.

An objection to programs on film is that they do not have the sense of "immediacy" that live talent has. I don't think that is true except, of course, in the case of sporting events—spot news—fires—floods, etc. There's no one who appreciates the live performance provided by the legitimate stage any more than I do. There's something about sitting in a theater watching a good play performed by capable actors and actresses that has no substitute; but if you were to put cameras in that theater and watch those actors and actresses from a distance, it is then nothing more than a motion picture. It loses the personal magnetism, the feeling of live flesh and blood—that thing known as "Theater."

## Immediacy Theory

Here is another reason why I cannot agree to the theory of immediacy. Every day as I come to my office which is in the same building as the Radio City Music Hall, I see literally hundreds of

# TELEVISION



## *Patrick Michael Cuning* **TELEVISION PRODUCTIONS**

"Since 1939 America's Leading Independent  
Television Producing Organization"

●  
**THE HOME OF PACKAGE  
TELESERIALS**

●  
**STAGE 8**

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IN HOLLYWOOD, CALIF.

people on line in all kinds of weather patiently awaiting to go inside and see a picture which they know was completed several months ago. The people know the middle scenes were shot first and the first scenes shot last. They know each scene was taken and retaken. Yet they line up to get it. Why? It's only a cold, moving and talking shadow—but the story and the actors and actresses will make them laugh or cry or forget themselves for a few fleeting hours.

It has been said many times: The high cost of programs on film is an impossible obstacle. I do not believe that programs in order to be entertaining and good, necessarily have to be expensive beyond reason. Some radio programs today cost from \$10,000 to \$25,000 for a 30-minute period. That's a range of from \$300 to \$600 a minute. We could supply film shows for that much and less—and, of course, more.

### Knotty Problems

One of the knotty little economic problems of television which keeps occupying the attention of prospective station operators, especially the so-called originating stations for networks, is the vast amount of equipment and personnel needed to put a comparatively few hours of live talent programs on the air. There are a lot of people who say that television will operate only between four and six hours a day. Others point knowingly to a 24-hour-around-the-clock schedule. Let's take for our example a 12-hour day although even that might be some distance in the future. What would be required to put on 12 hours of programs a day if they were all live talent programs? One station operator who has been on the air for several years and who has had the unique experience of running two studios has estimated that it would take 15 studios to put on the air 12 hours of live talent program material, allowing only four hours' rehearsal time to one hour air time. Believe me when I tell you, however, that many 15-minute and half-hour live talent shows require as much as a week of rehearsal. Five of these studios would be very large studios about 3,000 square feet apiece; five would be medium size, around 2,000 square feet, and five small—around 1,300 square feet. Nobody knows just how many technicians, property men, electricians, directors, cameramen, grips and other laborers would be needed for these 15 studios. With the most careful method of staggering all help (union permitting) there may be as many as 200 men needed.

When a program goes into rehearsal, a production crew is assigned to it and that crew stays with it all during the rehearsal time and is the same crew that will eventually put the show on the air. So you can see that every show in rehearsal will require its own crew.

In a radio station today at the end of a program there is not very much to be done in the studio to get ready for the next show but when a live television show is over, the crew has to come in, strike the set, properties and lights, bring in the new set, dress it, light it, and you just don't do that in 30 minutes. How very simple it is going to be when programs are provided on film. A large motion picture company can arrange with the advertising agency for whom it functions to supply identical prints of a program to any number of television stations throughout the country or, for that matter, the world. It would do this precisely as it supplies its regular motion picture film, on a "day and date" basis. This would be done through its nationwide network of film exchanges. No excitement, no worry, no scurry—just as simple as loading a home movie.

### Commercial Opportunities

Public relations or straight advertising via television opens up a vast new field of opportunity. Today, more than ever before, it has become necessary for big business to justify its existence. Television on film will offer a most unique and effective method of spreading the story of the large corporation to Mr. and Mrs. Public. In a most entertaining manner it will be possible to portray what a big company does for its employees—group insurance, social service, hospitalization, home economics, company stores, extension courses, bonus system, job insurance, retirement funds. What better way could there be to present this story to the peoples of the world than via the motion picture films? The screens of the majority of motion picture theaters in this and many other countries have been closed to the advertising or business propaganda film—and rightfully so. People do not wish to buy propaganda or advertising when they go to the theater. Now, with television, the home screens of the world will be open to the advertiser. Here again the efficacy of the television program on film becomes apparent. You can't drag television cameras all through and around a big plant and put on a carefully planned show. Also the finest

*(Continued on Page 231)*



# BOB CLAMPETT

WRITER - DIRECTOR  
WARNER BROS. CARTOONS

●  
Now in Production

ON THE FIRST COMMERCIAL CARTOON EVER MADE FOR  
"TELEVISION"

# THE PICTURE ON TELEVISION

By Lewis Allen Weiss

*Vice-president-General Manager, Don Lee Broadcasting System and W6XAO, Hollywood.*

THE public is waiting, the advertisers are ready, and television is set to go. On that three-point platform, the Don Lee Network confirms a decision made 13 years ago when it first put its television station, W6XAO, into operation with the statement that "in a decade, the experiment of television would be a reality in the broadcasting industry."

Discounting the war years that have held up the mass production of television sets, the prophecy of our television experts, shared with others all over the country, came to a climax when the Federal Communications Commission held a hearing to determine the status of television and to make ready its introduction to the immediate post-war world.

Part of the testimony made at the hearing was on a purely technical basis, to substantiate what is common knowledge in the industry that television is ready and capable of giving the public greater and richer measure of broadcasting's third dimension than either radio or motion picture could deliver at a comparable point in their development, and thus should be permitted to operate in or near its present band in the spectrum.

Television stations are now capable of servicing nine-tenths of the population of most major cities in the country. We've also had promises from our set manufacturers that receiving sets will cost as little as \$150, combining television with both FM and AM reception. The potential television "looker" is rightfully at that point where he can make his contribution to the success of commercial television.

## Public Interest

For it goes without saying that public enthusiasm about television is of paramount importance. Coming right down to brass tacks, it will be the "looker" who will make it possible for the advertiser to make full use of television, and as you'll recall, the advertiser is a third, and important necessary third, in our three-part platform for the new video industry. Certainly a public that has been asked to back and fill, so to speak,

while those in the industry make up their minds, isn't going to be a clamoring public who will respond when the signal's given.

And now, about that "advertising third." Already every alert advertising agency in the country is making investigations about the potentialities, the cost and the requirements of this fascinating new medium. At W6XAO we've consulted with both production men and executives in advertising agencies in developing our program plans. We've asked them for specific problems to solve, so that together we have come to some definite conclusions about the restrictions and obligations that must be observed in successful commercial television.

## Programming Discussed

Actually, the programming of television and the production of program units are simple problems, and with the experience of radio to guide us, are easily solved by the application of sound showmanship principles to this new means of expression.

In our studios on Mount Lee, we've already produced about every type of program feasible for broadcast. Many successful years of remote broadcasting are on our records, and as those who live in the Los Angeles area remember, the sight of the huge red W6XAO television remote unit became a familiar part of our pre-war parades, festivals, athletic meets and aquatic events. We've taken our receivers up into the air to experiment with a combination of airplane and land television reporting. We've filmed news events, a fire in downtown Los Angeles is one I remember, a flood at Long Beach another, and on a television program later the same day shown the pictures we obtained.

With studio programs, our experience has also been wide. Operas, famous dramas, original plays and musicals have been produced before our cameras, and we've even tried out the five-a-week serial with great success. Working with miniatures, combining film with live talent in dramatic sequences and introducing news reporting and commentary

# CONSIDER TELEVISION AS AN ACTUALITY!

THE time when television was "just around the corner" has now passed. Today we have with us a vigorous new industry, complete with all the problems of a virtually untried medium.

These problems are serious but not insurmountable. There are "bugs" inherent in all new things. Television's "bugs" must be overcome. The future of the entire industry lies in our approach to these problems, and the solutions we find for them.

In a comparatively short time, televising will begin on a large scale. Too late then for "bugs." Public and sponsor acceptance of television, for years to come, will depend on the groundwork that is being done today.

In television, the glamour and eye-appeal of the stage, the imagery of the radio, the technical skills of the screen must be successfully combined. How to accomplish this? What talent will be best suited for the job? What stories are adaptable to this new medium? These are the problems with which Ray-Tele can help you. We at Ray-Tele have studied and analyzed these very difficulties. When we found the answers, we went into business for the express purpose of helping you and the industry as a whole.

Use Ray-Tele for its fund of information. Use it as a stepping-stone to success in a new business which may easily become the greatest the entertainment world has ever known.

**RAY-TELE • BR. 9-5365**

504 Fifth Avenue, New York 20, N. Y.

**FOR QUALITY**  
**AP !**

through visual means have been among our experiments. And of course, by now, after some 15,000 hours of television broadcasting, we're past masters on the "how to do it" broadcast, even having grown a Victory garden before the eyes of the "lookers" tuned to W6XAO.

### Question of Cost

And so, of course, we finally come to the question of cost. Here I have some more specific information. First, because hundreds of thousands of dollars worth of experimenting has gone on in the program departments of the nation's television stations, the advertisers who buy television programs will inherit a production cost much lower than they would have if organizations like Philco, RCA, Farnsworth and others like ourselves at Don Lee had limited our ground breaking interests to purely technical experiments. Secondly, we've actually computed what the technical operating costs will be, and thus have given potential advertisers some material with which to start figur-

ing. We find that the technical costs will start at \$300 per hour—that being the cost to the station to maintain the staff and put the cameras and transmitter into operation for a four hour broadcast schedule.

As I've said, for nearly 14 years now the Don Lee Broadcasting System has been helping write the history of television. We began operations in our original downtown Los Angeles studios, and in 1940 opened the world's first built-for-television studios atop Mount Lee in the heart of Hollywood. That we're looking forward to the future of both television and Frequency Modulation you all know by now, from the news released a few weeks ago telling of the purchase by the Don Lee Broadcasting System of a 160-acre site at Deer Park on Mt. Wilson, the most advantageous site our engineers could find in Southern California, the site from which we hope soon to cover all of Southern California as our commercial television station goes into regularly scheduled operation.

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## FILM OUTLOOK IN TELEVISION *(Continued from Page 227)*

live talent program produced in America means nothing in a country where English is not spoken or understood. The cost of the program or series of programs must be borne by the one-shot performance. Suppose it were to cost ten times as much to put it on films? By the simple expedient of what we in the picture business call "lip dubbing," we can translate the program into any and every language and send prints of such programs to all countries just as we now send foreign versions of our motion pictures. This enables our giant corporations whose scope is world-wide to reach via television not just millions in this country but eventually, billions of people.

### Film as Backbone

It is quite evident that telecasting stations will be in operation considerably sooner than network programs will become available and it is here that the film transcription or "Telereel" will prove to be the backbone of the programming system.

In the post-war period when television will flourish, the advertising dollar will be scrutinized more carefully than it is today. National advertisers will not be so ready to buy a 15-minute or half-hour

spot on a network between the East and West Coasts and perhaps be in competition with a top rating program carried by another network or face a three-hour time differential. Advertising managers and market analysts will lean heavily on the spot type of telecasting. They will pick the markets in the order of their desirability, concentrate their appropriations on selected territories and make it a point to cover them at the best possible hours.

RKO is going to make syndicated film programs available as soon as station construction starts. It is preparing now. Even after national or large regional networks are established, the "Telereel" will remain an important, if not *the* most important factor for all programs with the exception of course of sporting events and news events which are always hot flash news.

No single individual advertiser, no single advertising agency, nor any group of advertising agencies could possibly operate such enormous facilities as RKO and its subsidiary, Pathe News, Inc., now offer the potential television users of this country. These facilities are now available to both reputable advertisers and recognized advertising agencies through RKO Television Corporation.

# TELEVISION HIGHLIGHTS—1944

(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. The following pages contain the recorded highlights of the year in television.*

## JANUARY

Jan. 18—The newly formed Television Broadcasters Association discussed and adopted by-laws at its first annual meeting held at Chicago.

Jan. 21—NBC inaugurated a 50-week television course for its staff engineers in anticipation of post-war development of television.

Jan. 26—Senor Bonifacio Fernandez Aldana, New York correspondent for a group of South American newspapers, told members of the newly formed Television Press Club at the group's first monthly luncheon that Mexico will be one of the centers of television in Latin-America.

Jan. 28—NBC and RCA in cooperation with General Electric began installation of 45 additional tele receivers in hospitals for wounded servicemen in the metropolitan New York area. Mid State Television Corp. was formed in Boston and planned to open tele studios in Lowell, Mass., within the year.

## FEBRUARY

Feb. 1—After serving two years with OWI, F. P. Nelson has returned to Westinghouse Radio Stations, Inc., to resume his old post. He will undertake new duties as manager of television and shortwave.

Feb. 2—The Television Broadcasters Association, Inc., elected Allen B. DuMont as its first president. Other officers chosen were Lewis Allen Weiss, Don Lee Broadcasting System, vice-president, and John R. Poppele, WOR, assistant secretary-treasurer.

Feb. 8—First tele application of 1944 was filed by the Jamaica (N. Y.) Radio & Television Corp., which put in for channel three, previously unassigned.

Feb. 25—A cooperative time exchange was set up between WNEW, New York independent station, and W2XWV, experimental television outlet operated in New York by the Allen B. DuMont Laboratories.

## MARCH

Mar. 1—Will Baltin, program manager for the DuMont television station W2XWV, was named secretary-treasurer of the Television Broadcasters Association at a meeting of the organization's board of directors. In an address before the Television Press Club, Dr. Alfred N. Goldsmith, vice chairman of the RTPB, forecast no conflict between FM and television in the post-war period.

Mar. 6—Television was dramatized in the morning over CBS in one of the "American School of the Air" radio series, titled "The Vacuum Tube." Featuring Worthiton Miner, manager of Columbia's tele department, the script dramatized the role of the tube in the development of eye-and-ear entertainment.

Mar. 20—Statements made by NBC, CBS and A.T.&T. over the weekend indicated steadily increasing interest in planning television's future. N. Ray Kelley was appointed by NBC to take charge of the network's technical facilities of television. Plans for a \$2,000,000 trial of short-wave radio relays for intercity tele and telephone relays was made by A.T.&T. Paul W. Keston, executive vice-president of CBS, forecast post-war tele in full and natural color in the annual report to CBS stockholders.

Mar. 21—Stromberg-Carlson Co. announced plans for a tele station and a new "Rochester Radio City" housing AM, FM and television as a post-war development through William Fay, vice-president in charge of broadcasting.



Mar. 24—Allen B. DuMont, president of TBA, told the American Marketing Association at a Murray Hill Hotel luncheon that advertisers and advertising men are already convinced that television advertising has real possibilities. He spoke on the topic, "T.N.T.—Television Now and Tomorrow."

Mar. 29—Thomas F. Joyce, manager of RCA Victor's radio, phonograph and tele department, indicated in an address before a morning educational forum of The Advertising Women of New York that television's quality of immediacy would provide the greatest vehicle of mass education that he had ever known.

## APRIL

April 3—Gerald Cook, former director of tele for the BBC, expressed the belief that progress in television programming would be advanced 10 years through a merger of sight-and-sound facilities by the webs and other interested parties for a training period of three years only. He added that this opinion was his own and did not reflect the policy of BBC. First among the class magazines to experiment with television was the "Mademoiselle," with its debut over W2-XWV, aimed at projecting what's new in the news in fashions, in jobs and futures and in fun.

April 3—As guest speaker at the organizational meeting of the newly formed Television Producers Association, Allen B. DuMont stressed the improvement of the technique of writing and creating television programs.

April 4—Approval of 12 members in the Television Broadcasters Association, Inc., was voted by the board of directors at a meeting held in the TBAI offices in New York, bringing the total membership to 15.

April 7—Addressing a luncheon meeting of the Radio Executive Club on "Television's Opportunities," Dr. Alfred N. Goldsmith, electrical engineer, declared that the industry will be a boom to employment and that "science and engineering will have added one more great implement to those at the disposal of humanity." . . . At a special press luncheon, General Electric revealed its post-war television plans. . . . Announcement was made by the Radio Executives Club that the REC would conduct a "Television Seminar" starting in May and continuing through September, covering all phases of the subject.

Apr. 10—WFIL, of Philadelphia, has designated the station's "Playhouse Studio" as experimental studio for video coaching. . . . First television premiere of a film to be televised at key points across the country was MGM's "Patrolling the Ether." James L. Fly, chairman of the FCC, appeared before the NBC tele cameras in New York to introduce the film which dramatized the war time activities of the radio intelligence division of the FCC.

Apr. 19—Television Actors Guild, social organization devoted to the advancement of television acting, was formed in Hollywood. John Folger was named temporary chairman.

Apr. 21—Eddie Cantor announced from Chicago that he plans to jump the gun on television next season by doing away with scripts and staging his broadcasts as though they were being presented in front of television cameras.

Apr. 24—Post-war industrial applications of television were outlined in Detroit by Ralph R. Beal, assistant to the vice-president in charge of RCA Laboratories, before a meeting of the Engineering Society. He looked for tele as a visual means of plant control to speed production.

Apr. 24—Locations for "Vaqueros Ride" is believed to be the first television "Western" movie, shot at Coe's Cove Rancho in Hollywoodland. Telecine 16mm. film was used for the first time.

Apr. 25—Growing interest of the nation's newspaper publishers and editors in the post-war development of television, FM, and facsimile were indicated at the convention of the American Newspaper Publishers Association at the Waldorf-Astoria, New York.

Apr. 26—Speaking on the topic "The Story of Television Programming," Gilbert Seldes told members of the Television Press Club that television does best what is caught unprepared. . . . In a move which was believed to be designed to head off the formation of a Television Actors Guild in New York similar to the one recently organized on the West Coast, Equity Screen Actors Guild and the American Federation of Radio Artists issued a joint statement.

## MAY

May 5—Transformation of color in television to gradations of black and white was demonstrated by Bud Gamble, of Farnsworth Tele-

vision & Radio Corp., at a meeting of the TPA held in New York.

May 8—The first commercially sponsored television program on the Balaban & Katz station, WBKB, was purchased and broadcast Friday night, May 5, for Marshall Field Co., Chicago.

May 18—In step with the industry's progressive thinking and planning, RADIO DAILY presented the first issue of TELEVISION DAILY as a monthly supplement to this publication. TELEVISION DAILY will be published on a monthly basis for the duration of the war as an enterprising voice in the new field of revolutionary electronics.

May 25—Television and other refinements of the radioart will provide millions of jobs for American soldiers, Senator Burton K. Wheeler, D. Mont., declared during his address on the occasion of the 100th anniversary of the sending of the first telegraph message. . . . George Henry Payne, former member of the FCC, has been named vice-president and director of the Finch Telecommunications Co. of New York. . . . The board of governors of the Television Press Club named Richard W. Hubbell chairman of the scribes' organization at its first semi-annual election of officers.

May 31—Television as it may be applied to department store advertising was demonstrated by NBC and RCA for 22 representatives of retail organizations comprising the Associated Merchandising Corp.

## JUNE

June 6—First film company to enter the television film production field is RKO with a new subsidiary known as RKO Television Productions, Inc., which will produce news and entertainment shorts exclusively for video.

June 7—With the Allied Expeditionary Forces smashing inland from the French coast, two New York television stations, WBNT and WABD, went on the air with special events marking the historic thrusts into European continent.

June 15—A three-city tele network will pick up the video signals of WNBT, New York, and the pictorial proceedings of the Republican National Convention in Chicago will be made available to about 7,000 television in the Eastern area, C. L. Menser announced. . . . Staging of a two-hour musical comedy, "The Boys from Boise" on Thursday, July 13, will mark the opening of DuMont's new WABD studios and will represent television's most ambitious program planning to date in the New York area.

## JULY

July 6—Pacific Coast Independent Television Producers Association was formed, with Patrick Michael Cunning, Hubbard Hunt, Rudi Feld, Armand Piaggi and Joseph Sawyer charter members.

July 13—Because of an increasing demand for speakers versed in the technical and non-technical aspects of television, a Television Speakers Bureau was established by the Television Broadcasters Association, Inc.

July 24—The award for the year's outstanding contribution to the art of television programming was presented to WRGB, Schenectady, N. Y., by Dan D. Halpin, president of the American Television Society.

## AUGUST

Aug. 3—Announcement was made of an ambitious plan to educate agency executives and advertisers in the post-war potentialities of television with the launching in Baltimore on Aug. 20 of a 10-day tele demonstration by NBC and RCA in co-operation with radio station WBAL.

Aug. 8—First advertising agency to set up regularly weekly auditions for commercial tele talent is Ruthrauff & Ryan with try-outs scheduled for every Friday at WABD.

## SEPTEMBER

Sept. 5—Widespread interest in television as an advertising medium is indicated in the countrywide response of General Electric's invitation extended to the stores to be present at a program to be staged in Schenectady, N. Y., in the studios of WRGB, on Friday, Sept. 29.

Sept. 8—In a closed meeting of the television and FM panels of the RTPB held in New York City, preliminary discussions of allocations aired in preparation for the hearings to be conducted in Washington, beginning Sept. 28.

Sept. 18—Presentation of a plaque by the American Television Society to Allen B. DuMont, president of DuMont Laboratories, Inc., for the "best contribution to television during the year" highlighted the first fall meeting of the American Television Society Sept. 14.

## OCTOBER

Oct. 2—A settlement of the differences of opinion between the television and FM panels of the RTPB was reached at the frequency allocation hearings conducted by the FCC.

This dispute, the first to be brought into the open since the sessions started Thursday, Sept. 28, involved claims for that portion of the spectrum between 50 and 56 megacycles, the present No. 1 video band.

Oct. 3—Four out of every ten persons plan to purchase television sets when they are released after the war; six out of ten postponing the purchases of tele sets say they will buy within three years after the end of the war; six out of 10 say the clarity of the picture will not influence their purchases, it was disclosed by the Allen B. DuMont Laboratories following a survey conducted within the New York City metropolitan area.

Oct. 5—The appointment of Jay Strong to the post of director of television was made by the Basch Radio Productions.

Oct. 9—In collaboration with the University Extension of Columbia University, NBC University of the Air inaugurated a television course which is recognized for credit toward a University degree.

Oct. 13—Transoceanic television has not been stressed enough, Gilbert Seldes, head of CBS' television division, declared at the weekly luncheon of the Overseas Press Club of America in New York. He referred to a request for an article made by an Australian publication that has evinced great interest in the new medium and its prospects for the "world down under." . . . The War Finance Committee of New York announced that television will be used as a public service function when it is employed in the fall as a training medium for the Sixth War Loan workers.

Oct. 16—Emphasis on the use of films as television entertainment characterized the presentation of four speakers before a meeting of the American Television Society in New York.

Oct. 17—In Washington, D. C., television witnesses paraded before the FCC allocation hearing giving views for and against development of video in its present stage as a sight and sound media.

Oct. 18—Television stations, at least for a good many years to come, will be limited to cities having populations of more than 500,000, Lewis Allen Weiss, head of the Don Lee Broadcasting System, told the FCC at its allocation hearing in Washington. Only cities of a half million or more will be able to support a video broadcasting station, he declared. . . . Looking ahead 10 years and envisioning the potentialities of television

in the home, Thomas J. Joyce, tele executive for the RCA Victor Division, told the annual Boston Conference on Distribution that in 1955 there will be 30,000,000 homes equipped with video receivers, offering that many showrooms for merchandise as against 1,777,000 retail spots now used for display.

Oct. 19—Supporting the statement of Don Lee's Lewis Allen Weiss that television is too expensive for any but the larger cities, James D. McLean, General Electric television sales manager, told the FCC that the initial expense for a television station would run from \$150,000 to \$300,000, with operating expenses amounting to about another \$350,000 per year. The estimate for the initial cost makes no provision for grounds, buildings or antenna supporting structures.

Oct. 24—Television holds great promise in the first post-war decade if it can be developed to satisfactory state and released soon enough, Arno H. Johnson, director of media and research of J. Walter Thompson Co., told members of the Radio Executives Club of New York City.

Oct. 27—Two spokesmen for television who urged the immediate post-war development of the video art were heard as witnesses before the FCC's Allocation hearing, when Niles Trammell, president of NBC, and Allen B. DuMont, president of the Television Broadcasters Association, Inc., gave testimony. Trammell counseled the Commission to give a green light to full scale television broadcasting on present standards. Urging the FCC to end the "indecisions and restraints" that have pinned down immediate expansion of television into a national service, DuMont asked the FCC to accept the recommendations voiced by Panel No. 6 of the RTPB.

Oct. 31—Three media, television, radio and newspaper, will collaborate to bring a visual presentation of the election reports to televiewers over WABD, Nov. 7, it was announced by Raymond E. Nelson, vice-president in charge of television and radio for the Charles M. Storm agency; Bernice Judis, vice-president and general manager of WNEW; Carl Warren of the New York "Daily News."

## NOVEMBER

Nov. 2—Television's power will be such in 1948 that the presidential nominees will be chosen for their telegenic qualities just as they are now nominated with their radio voice in mind, Edward Sobol, production director of

NBC television, told the members of the Television Press Club at its first meeting of the new season.

Nov. 8—Television—heralded as a major media in the Presidential election to come in 1948—played an interesting role in the election returns of last night by devoting full time on three New York stations, one in Chicago and one in Los Angeles. Other tele election programs were carried in Schenectady and Philadelphia with stations participating in an inter-city network linked with New York.

Nov. 13—Plans for the first annual conference of the Television Broadcasters Association were disclosed at a press luncheon at the Hotel Commodore in New York City with Jack R. Poppele, chairman of the conference; Will Baltin, secretary of TBA, and Ralph Austrian, chairman of the program, discussing the convention planning.

Nov. 20—A discussion panel on television in advertising agencies was organized in order to strengthen agency television directors' voice in the forthcoming annual Television Broadcasters Association, it was announced by Elkin S. Kaufman, executive vice-president of William H. Weintraub & Co. and moderator of the panel.

Nov. 30—In a by-lined article, Herbert Graf, NBC director of operatic production and stage director of Metropolitan Opera Company, stated that "television, will in my opinion, be the decisive medium in making opera a popular art in America."

## DECEMBER

Dec. 6—WKY, Oklahoma City, NBC affiliate, used television effectively during the Sixth War Loan Drive on a tour of 19 Oklahoma cities. Thousands of adults lined auditorium aisles for closeups of reflector pictures of local dignitaries, citizens, children, pets, and bombarded technicians with amazingly searching questions.

Dec. 11—First annual conference of the Television Broadcasters Association, Inc., got underway at the Hotel Commodore in New York City in the morning with about 700 registrants expected to be on hand for the opening session of the two-day meeting. Registration included television broadcasters, radio station operators, manufacturers of equipment, advertising agency executives, and publishers, which indicated the widespread interest in the post-war planning of video.

Dec. 12—Sixteen television leaders were presented awards for outstanding contributions to video development at the First Annual Conference Banquet of the Television Broadcasters Association. . . . Three authorities of television, Thomas Hutchinson, head of RKO Television Productions, Commander William Eddy, formerly connected with the television firm of Balaban & Katz Corp., and Richard W. Hubbell, production manager for the Broadcast Division of the Crosley Corp., of Cincinnati, Ohio, are preparing books on television that are scheduled to appear during 1945.

Dec. 13—Jack R. Poppele, chief engineer and secretary of WOR, New York, was elected president of the TBA at the closing session of their two-day meeting at the Hotel Commodore yesterday. Other officers elected were Robert L. Gibson, of General Electric, vice-president; Will Baltin, secretary-treasurer; and O. B. Hanson, chief engineer and vice-president of NBC, as assistant treasurer.

Dec. 15—Television will be the motion picture industry's most powerful medium for exploiting the glamour of Hollywood and its stars, Blaus Landsberg, director of television station W6XYZ, Hollywood, told a special events meeting of the American Television Society at the Museum of Modern Art in New York.

Dec. 18—Rene Barthelmy, French television expert, in an interview with Charles Collingwood, CBS correspondent in Paris, told of successful experiments with 1,000 line screen and predicted the eventual adoption by television interests throughout the world. . . . Plan to introduce television in Utah was announced by S. S. Fox, president and general manager of the Intermountain Broadcasting Corporation which operates KDYL with the filing of a license application with the FCC.

Dec. 26—Speaking before a class in tele-techniques at New York University, P. D. McLean, GE sales manager of television equipment, predicted that there will be at least 150 tele stations in operation within five years after the war. He also pointed out that television would be brought to the smaller communities with the use of satellite stations, low power relay stations drawing their programs direct from the networks, and lacing the usual studio facilities.

# Television Broadcasting Stations

As of January 1, 1945

*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
General Electric Co. Schenectady, N. Y. .... Transmitter: New Scotland, N. Y.	WRGB	66000-72000 Ch. 3	3100 S.A. rebroadcast WNBT 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 Applications

Location	Channel MC	Call Letters	Licensee	Visual-Aural Power (Watts)	Remarks
<b>CALIFORNIA</b>					
Fresno	No. 2 60-66	..	J. E. Rodman	.. ..	Commercial construction permit application. No power specified.
Hollywood	No. 1 50-56	W6XAO	Don Lee Broadcasting System	1000 150	Licensed experimentally.
Hollywood	No. 1 50-56	KTSL	Don Lee Broadcasting System	1000 150	Commercial construction permit.

Location	Channel MC	Call Letters	Licensee	Visual-Aural Power (Watts)		Remarks
Los Angeles	No. 2 60-66	W6XHH	Hughes Productions, Division of Hughes Tool Company	10000	10000	Experimental construction permit expired. Hearing on application for commercial status indefinitely continued in accordance with FCC policy of Feb. 23, 1943.
Los Angeles	..	..	Los Angeles Times Mirror	..	..	Commercial television application.
Los Angeles	No. 8	..	MGM-Loew's Pix Corp.	..	..	Commercial television application.
Los Angeles	No. 3 66-72	—	Warner Bros. Broadcasting Corp.	..	..	Commercial construction permit application. No power specified.
Los Angeles	No. 3 66-72	..	National Broadcasting Co.	4000	2000	Commercial construction permit application.
Los Angeles	No. 4 78-84	W6XYZ	Television Productions, Inc.	4000	2000	Licensed experimentally. Application for conversion to commercial status.
Los Angeles	No. 6 96-102	KSEE	Earle C. Anthony, Inc.	1000	1000	Commercial construction permit application expired. Application for reinstatement.
Los Angeles	No. 7 102-108	..	Consolidated Broadcasting Corp., Ltd.	..	..	Commercial construction permit application. No power specified.
Los Angeles	No. 8 162-168	..	Blue Network Co., Inc.	..	..	Commercial construction permit application. No power specified.
Los Angeles (Portable-Mobile)	No. 11-12 204-216	W6XLA	Television Productions, Inc.	25	None	Construction permit for television relay pick-up station to be used with W6XYZ.
Los Angeles (Portable-Mobile)	318-330	W6XDU	Don Lee Broadcasting System	15	50	Licensed. Television relay pick-up station used with W6XAO.
Riverside (T—San Bernardino)	No. 3 66-72	..	Broadcasting Corp. of America	3000	..	Commercial construction permit application. No Aural power specified.
San Francisco	No. 1 50-56	..	Don Lee Broadcasting System	1000	1000	Commercial construction permit application.
San Francisco	No. 2 60-66	W6XHT	Hughes Productions, Division of Hughes Tool Co.	10000	10000	Experimental construction permit expired. Hearing on application for commercial status indefinitely continued according to FCC policy of Feb. 23, 1943.
San Francisco	No. 6 96-102	..	The Associated Broadcasters, Inc.	4000	3000	Commercial construction permit application.
Stockton	No. 3 66-72	..	E. F. Peffer	..	..	Commercial construction permit application. No power specified.

## COLORADO

Denver	No. 2 60-66	..	National Broadcasting Co.	4000	2000	Commercial construction permit application.
Denver	No. 3 66-72	..	KLZ Broadcasting Co.	..	..	Commercial construction permit application. No power specified.

Note: The National Broadcasting Co.'s application for a commercial construction permit has been withdrawn.

# PENDING TELEVISION APPLICATIONS

Location	Channel MC	Call Letters	Licensee	Visual-Aural Power (Watts)	Remarks
<b>CONNECTICUT</b>					
Hartford	No. 7 102-108	..	The Travelers Broadcasting Service Corp.	.. ..	Construction permit for commercial station. No power specified.
Greenfield Hill	No. 8 162-168	..	The Connecticut Television Co.	.. ..	Commercial construction permit application. No power specified.
<b>DISTRICT OF COLUMBIA</b>					
Washington	No. 1 50-56	W3XWT	Allen B. DuMont Laboratories, Inc.	4000 2000	Experimental construction permit expired. Applications for reinstatement and conversion to commercial status.
Washington	No. 2 60-66	WNEW	National Broad- casting Co.	4000 2000	Commercial construction permit reinstatement application.
Washington	No. 4 78-84	..	Philco Radio & Television Corp.	.. ..	Commercial construction permit application. No power specified.
Washington	No. 4 78-84	..	Bamberger Broadcasting Service	.. ..	Commercial construction permit application. No power specified.
Washington	No. 6 96-102	..	Capitol Broad- casting Co.	.. ..	Commercial construction permit application. No power specified.
Washington	No. 8	..	MGM-Loew's Pix Corp.	.. ..	Commercial television application.
<b>FLORIDA</b>					
Jacksonville	No. 1 50-56	..	Jacksonville Broadcasting Corp.	.. ..	Commercial construction permit application. No power specified.
<b>ILLINOIS</b>					
Chicago	No. 1 50-56	W9XZV	Zenith Radio Corp.	1000 1000	Licensed experimentally. Commercial construction permit expired. Call letters WTZR. Application for reinstatement seeking indefinite extension of commencement and completion dates.
Chicago	No. 1 50-56	..	National Broad- casting Co.	4000 2000	Commercial construction permit application.
Chicago	No. 2 60-66	WBKB	Balaban & Katz Corp.	4000 2000	Licensed commercially.
Chicago	No. 2 60-66	W9XBK	Balaban & Katz Corp.	4000 2000	Licensed experimentally.
Chicago	No. 4 78-84	W9XCB	Columbia Broad- casting System	1000 1000	Experimental construction permit expired. Application for reinstatement and conversion to commercial status.
Chicago	No. 4 78-84	..	WGN, Inc.	.. ..	Commercial construction permit application. No power specified.
Chicago	No. 8 162-168	..	Blue Network Co., Inc.	.. ..	Commercial construction permit application. No power specified.
Chicago (Portable- Mobile)	No. 11-12 204-216	W9XBT	Balaban & Katz Corp.	40 None	Licensed. Television relay pick-up station used with WBKB and W9XBK.
Chicago (Portable- Mobile)	384-396	W9XBB	Balaban & Katz Corp.	10 None	Licensed. Television relay pick-up station used with WBKB and W9XKB.
Chicago	384-396	W9XPR	Balaban & Katz Corp.	10 None	Licensed. Research and development only.
Chicago	No. 7 ..	..	Johnson Kennedy Radio Corp.	.. ..	Commercial television application.
Chicago	..	..	Zenith Radio Corp.	.. ..	Application for construction permit for experimental tele station.

Location	Channel (m.c.)	Call Letters	Licensee	Visual-Aural Power (watts)		Remarks
<b>INDIANA</b>						
West Lafayette	No. 3 66-72	W9XG	Purdue University	750	750	Experimental construction permit. Research and development only.
Fort Wayne	No. 3 66-72	..	Farnsworth Television & Radio Corp.	..	..	Experimental construction permit application. No power specified.
Fort Wayne	..	..	Farnsworth Television & Radio Corp.	..	..	Application for construction permit for experimental tele station.
Indianapolis	No. 2 60-66	..	P. R. Mallory & Co., Inc.	..	..	Experimental construction permit application. No power specified.
Indianapolis	No. 2 60-66	..	WFBM, Inc.	..	..	Commercial construction permit application. No power specified.
Indianapolis	Note: Application received by FCC from Indianapolis Licensee of WIRE, Indianapolis, for commercial					Broadcasting, Inc.,
Indianapolis	..	..	Capitol Broadcasting Corp.	..	..	Commercial television application.

## IOWA

Iowa City	No. 1 50-56	W9XUI	State University of Iowa	100	None	Licensed experimentally. Research and development only.
Iowa City	No. 12 210-216	W9XUI	State University of Iowa	100	None	Licensed experimentally. Research and development only.

## LOUISIANA

New Orleans	Loyola University, New Orleans, La., has now been assigned to Channel No. 6, 96-102 Megacycles.					
New Orleans	No. 1 50-56	..	Maison Blanche Co.	..	..	Commercial construction permit application. No power specified.

## MARYLAND

Baltimore	No. 4 78-84	..	The Tower Realty Co.	..	..	Commercial construction permit application. No power specified.
Baltimore	No. 6 96-102	..	Jos. M. Zamolski Company	..	..	Commercial construction permit application. No power specified.
Baltimore	No. 6 96-102	..	Hearst Radio, Inc.	..	..	Commercial construction permit application. No power specified.
Baltimore	No. 17-18 282-294	..	Hearst Radio, Inc.	..	..	Construction permit application for experimental relay station. No power specified.
Baltimore	..	..	Maryland Broadcasting Co.	..	..	Commercial television application.

## MASSACHUSETTS

Boston	No. 5 84-90	..	Westinghouse Radio Stations, Inc.	..	..	Commercial construction permit application. No power specified.
Boston	No. 2 60-66	..	E. Anthony & Sons, Inc.	..	..	Commercial construction permit application. No power specified.
Boston	No. 2 60-66	..	The Yankee Network, Inc.	..	..	Commercial construction permit application. No power specified.
Boston	No. 4 78-84	..	Allen B. Du Mont Labs., Inc.	..	..	Commercial construction permit application. No power specified.
Boston	No. 1 50-56	WIXG	General Television Corp.	..	..	Construction permit application for experimental station. No power specified.
Waltham	..	..	Raytheon Co.	..	..	Construction permit application.



## PENDING TELEVISION APPLICATIONS

Location	Channel (m.c.)	Call Letters	Licensee	Visual-Aural Power (watts)	Remarks
<b>MICHIGAN</b>					
Detroit	No. 1 50-56	..	The Jam Handy Organization, Inc.		Commercial construction permit application. No power specified.
Detroit	No. 2 60-66	..	International Detrola Co.		Commercial construction permit application. No power specified.
Detroit	No. 2 60-66	..	King Trendle Broadcasting Corp.		Commercial construction permit application. No power specified.
Detroit	No. 4 78-84	..	United Detroit Theatres Corp.		Commercial construction permit application. No power specified.
Detroit	No. 6 96-102	..	WJR, The Good- will Station		Commercial construction permit application. No power specified.
Detroit	..	..	Detroit Evening News	.. ..	Commercial television application.

### MINNESOTA

Minneapolis	No. 4 78-84	..	Industrial Tool & Die Works, Inc.	5000 3000	Experimental construction permit application.
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### MISSOURI

St. Louis	No. 1 50-56	..	The Pulitzer Publishing Co.	.. ..	Commercial construction permit application. No power specified.
St. Louis	No. 1 50-56	..	Globe-Democrat Publishing Co.	.. ..	Commercial construction permit application. No power specified.
St. Louis	No. 4 78-84	..	ALFCO Co.	4000 2000	Commercial construction permit application.

### NEBRASKA

Omaha	No. 1 50-56	..	Radio Station WOW, Inc.	.. ..	Commercial construction permit application. No power specified.
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### NEW JERSEY

Camden	No. 5 84-90	Ex-W3XEP	Radio Corp. of America	30000 30000	Experimental license reinstatement application. Research and develop- ment only.
Camden (Portable- Mobile)	321-327	Ex-W3XAD	Radio Corp. of America	500 500	Experimental license reinstatement application. Research and develop- ment only.
Newark	No. 5 84-90	..	Bremer Broad- casting Corp.	.. ..	Commercial construction permit application. No power specified.
Passaic	No. 4 78-84	W2XVT	Alle B. DuMont Laboratories, Inc.	50 50	Licensed experimentally. Research and development only.

### NEW MEXICO

Albuquerque	No. 1 50-56	..	Albuquerque Broadcasting Co.	3000 ..	Experimental construction permit application. No aural power specified.
Albuquerque (Portable- Mobile)	No. 17-18 282-294	..	Albuquerque Broadcasting Co.	25 ..	Construction permit application for television relay pick-up station.
Albuquerque	Note: Albuquerque Broadcasting Co. application for construction permit amended to read "Commercial station" instead of "Experimental station."				

Location	Channel (m.c.)	Call Letters	Licensee	Visual-Aural Power (watts)		Remarks	
<b>NEW YORK</b>							
Buffalo	No. 1 50-56	..	WEBR, Inc.	..	..	Commercial construction permit application. No power specified.	
Jamaica	No. 3 66-72	..	Jamaica Radio & Television Co.	250	..	Experimental construction permit application. No aural power specified.	
New York	No. 1 50-56	WNBT	National Broadcasting Co.	5000	3000	Licensed commercially.	
New York	No. 2 60-66	WCBW	Columbia Broadcasting System	4000	4000	Licensed commercially with temporary facilities.	
New York	No. 4 78-84	W2XWV	Allen B. DuMont Laboratories Inc.	1000	1000	Licensed commercially.	
New York	No. 17	..	MGM-Loew's Pix Corp.	..	..	Commercial television application.	
New York	No. 4 78-84	WABD	Allen B. DuMont Laboratories, Inc.	4000	1000	Application for conversion of W2-XWV to commercial status.	
New York	No. 6 96-102	W2XBB	Bamberger Broadcasting Service	4000	2000	Experimental construction permit expired. Application for reinstatement and conversion to commercial status.	
New York	No. 8 162-168	W2XMT	Metropolitan Television, Inc.	1000	500	Construction permit on experimental basis expired June 30, 1944. Application for conversion to commercial status.	
New York (Portable-Mobile)	No. 8 162-168	W2XBT	National Broadcasting Co.	400	None	Licensed. Television relay pick-up station used with WNBT.	
New York	No. 9 180-186	..	Philco Radio & Television Corp.	..	..	Commercial construction permit application. No power specified.	
New York	No. 11 204-210	..	News Syndicate, Inc.	..	..	Commercial construction permit application. No power specified.	
New York (Portable-Mobile)	No. 11-12 204-216	..	Philco Radio & Television Corp.	15	..	Construction permit application for television relay pick-up station to be used with WPTZ and W3XE.	
New York	No. 15 258-264	..	Blue Network Co., Inc.	..	..	Commercial construction permit application. No power specified.	
New York (Portable-Mobile)	No. 15-16 258-270	WIOXKT	Allen B. DuMont Laboratories, Inc.	50	None	Licensed. Television relay pick-up station used with W2XWV.	
New York (Portable-Mobile)	No. 17-18 282-294	W2XBU	National Broadcasting Co.	15	None	Licensed. Television relay pick-up station used with WNBT.	
New York (Portable-Mobile)	346-358	W2XCB	Columbia Broadcasting System	25	None	Construction permit for television relay pick-up station to be used with WCBW.	
New York	Note: Jamaica Radio Television Co., Jamaica, L. I., N. Y. (formerly Radio & Television Co.). Construction permit for Experimental Television station to be operated on Channel No. 3 AMENDED to request Channel No. 13 (230000-236000 kilocycles, 100 watts (400 watts peak) for visual and 100 watts for aural, and change in name.						
New York	The Du Mont Television Station at 515 Madison Ave., N. Y. C., has now been granted a Commercial License. Call letters for Commercial station are WABD. License for experimental transmitter W2XWV is being retained to continue experimental work.						
New York				Columbia Broadcasting System	..	..	Construction permit application for experimental station to be operated on 401000 to 417000 kilo. No power and no channel specified.
Rochester	No. 1 50-56	..	Stromberg-Carlson Co.	..	..	Commercial construction permit application. No power specified.	
Schenectady (T—New Scotland)	No. 3 66-72	WRGB	General Electric Co.	10000	3000	Licensed commercially.	
Schenectady (Portable-Mobile)	No. 8 162-168	W2XGE	General Electric Co.	60	50	Licensed. Studio to transmitter link station used with WRGB.	

• • • **PENDING TELEVISION APPLICATIONS** • • •

Location	Channel (m.c.)	Call Letters	Licensee	Visual-Aural (Power (watts))		Remarks
Schenectady (Portable- Mobile)	No. 8 162-168	W2X1	General Elec- tric Co.	50	None	Licensed. Television relay pick-up station used with WRGL.
White Plains	No. 13 230-236	..	Westchester Broadcasting Co.	..	..	Commercial construction permit application. No power specified.

**OHIO**

Cincinnati	No. 1 50-56	W8XCT	Crosley Corp.	1000	1000	Experimental construction permit expired April 28, 1944. Application for extension of completion.
Cleveland	No. 1 50-56	..	National Broad- casting Co.	4000	2000	Commercial construction permit application.
Cleveland	No. 2 60-66	..	United Broad- casting Co.	..	..	Commercial construction permit application. No power specified.
Cleveland	No. 3 60-72	..	The WGAR Broad- casting Co.	..	..	Commercial construction permit application. No power specified.
Columbus	Note: Application received by FCC from Central Ohio Broadcasting Co. for commercial television station.					
Cincinnati	No. 7	..	Cincinnati Broad- casting Co.	..	..	Commercial television application.

**OKLAHOMA**

Oklahoma City	No. 1 50-56	..	WKY Radio- phone Co.	..	..	Commercial construction permit application. No power specified.
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**OREGON**

Seattle	No. 1	..	Radio Sales Corp.	..	..	Commercial television application.
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**PENNSYLVANIA**

Philadelphia (T-Wynd- moor)	No. 3 66-72	WPTZ	Philco Radio & Television Corp.	10000	10000	Licensed commercially.
Philadelphia (T-Wynd- moor)	No. 3 66-72	..	Philco Radio & Television Corp.	10000	10000	Licensed experimentally.
Philadelphia	No. 5 84-90	W3XAU	WCAU Broadcast- ing Co.	4000	2000	Experimental construction permit expired. Application for reinstatement and conversion to commercial status.
Philadelphia	No. 4	..	Gimbel Bros.	..	..	Commercial television application.
Philadelphia	No. 6 96-102	..	The Philadelphia Inquirer, Div. of Triangle Publi- cations, Inc.	..	..	Commercial construction permit application. No power specified.
Philadelphia	No. 7 102-108	..	WFIL Broadcast- ing Co.	..	..	Commercial construction permit application. No power specified.
Philadelphia	No. 7 102-108	..	Westinghouse Radio Stations, Inc.	4000	2000	Commercial construction permit applications.
Philadelphia	No. 7 102-108	..	Bamberger Broadcasting Service	..	..	Commercial construction permit application. No power specified.
Philadelphia	No. 9 180-186	..	WDAS Broadcast- ing Station, Inc.	..	..	Commercial construction permit application. No power specified.
Philadelphia	No. 18 288-294	..	Seaboard Radio Broadcasting Corp.	..	..	Commercial construction permit application. No power specified.
Philadelphia	Note: The Philadelphia Inquirer (Div. of Triangle Publications, Inc.) application for commercial construction permit has been amended to request Channel No. 4, 78000-84000 kilocycles, instead of Channel No. 6.					

## PENDING TELEVISION APPLICATIONS

Location	Channel (m.c.)	Call Letters	Licensee	Visual-Aural (Power (watts))	Remarks
Philadelphia (Portable)	No. 13-14 230-242	W3XP	Philco Radio & Television Corp.	15 None	Licensed. Television relay pick-up station used with WPTZ and W3XE.
Philadelphia (Portable Mobile)	No. 13-14 230-242	W3XPA	Philco Radio & Television Corp.	15 None	Licensed. Television relay pick-up station used with WPTZ and W3XE.
Philadelphia (Portable Mobile)	No. 13-14 230-242	W3XPC	Philco Radio & Television Corp.	15 None	Licensed. Television relay pick-up station used with WPTZ and W3XE.
Philadelphia (Portable Mobile)	No. 13-14 230-242	W3XPR	Philco Radio & Television Corp.	60 None	Licensed. Television relay pick-up station used with WPTZ and W3XE.
Pittsburgh	No. 1 50-56	..	Westinghouse Radio Stations Inc.	.. ..	Commercial construction permit application. No power specified.
<b>RHODE ISLAND</b>					
Providence	No. 10 186-192	..	E. Anthony & Sons, Inc.	.. ..	Commercial construction permit application. No power specified.
Providence	..	..	The Yankee Network	.. ..	Commercial television application.
<b>TENNESSEE</b>					
Nashville	No. 1 50-56	..	J. W. Birdwell	.. ..	Commercial construction permit application. No power specified.
<b>TEXAS</b>					
Dallas	No. 2	..	Bob O'Donnell's In- terstate Circuit	.. ..	Commercial television application.
<b>UTAH</b>					
Salt Lake City	No. 1 50-56	..	Intermountain Broadcasting Corp.	100 200	Experimental construction permit application.
Salt Lake City	No. 2 60-66	..	Utah Broadcasting Company	.. ..	Commercial construction permit application. No power specified.
<b>VIRGINIA</b>					
Richmond	No. 3 66-72	..	Havens & Martin, Inc.	4000 3000	Commercial construction permit application.
<b>WEST VIRGINIA</b>					
South Charleston	No. 1 50-66	..	Gus Zaharis	200 110	Experimental construction permit application.
<b>WASHINGTON</b>					
Spokane	No. 1 50-56	..	Louis Wasmer, Inc.	.. ..	Commercial construction permit application. No power specified.
<b>WISCONSIN</b>					
Milwaukee	No. 3 66-72	WMJT	The Journal Co.	4000 2000	Commercial construction permit expired Oct. 27, 1942. Application for reinstatement seeking indefinite extension of completion date.
Milwaukee (Portable Mobile)	300-312	W9XCV	The Journal Co.	15 None	Television relay pick-up station construction permit expired. Application for reinstatement.

# 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 to 4 p.m.; Tuesday, Thursday and Friday,  
7:15 to 9 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 9 X Z V**  
**W 9 X C V**

CHICAGO  
CHANNEL 1  
(Experimental)

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. LaSalle St.  
Time on the Air.....Unlimited license

### Personnel

President.....E. F. McDonald, Jr.  
Asst. Vice-President.....J. E. Brown

•  
**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, 1943, 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

## COMMERCIAL TELEVISION STATIONS

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.

### K T S L

**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 Address..... 5515 Melrose Ave., Hollywood 38  
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  
Technical Director of Television ..... Harry R. Lubcke  
Assistant Technical Director of Television..... Harry 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

#### 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 Orthicon 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 KTS L) operates on 324 megacycles and is a beam relay type television transmitter used for outside pickups.

An uninterrupted schedule of television programs has been maintained since 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 distance. 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, 4180 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 A B D NEW YORK CITY CHANNEL 4

Frequency ..... 78000-84000 Kc.  
Power... Sight, 4000 Watts; Sound, 1000 Watts  
Owned-Operated By..... Allen B. Du Mont Laboratories, Inc.  
Business-Studio Address.... 515 Madison Ave., New York City  
Phone Number..... Plaza 3-9800  
Transmitter and Antenna Location..... Same  
Time on the Air..... 7½ Hours Weekly,  
Tuesday, Wednesday and Sunday evenings

**Personnel**

President.....Allen B. Du Mont  
 General Manager.....Samuel H. Cuff  
 Asst. Gen. Mgr.....Robert F. Jamieson  
 Chief Engineer.....Sal Patreimo  
 Chief Operating Engineer.....Morris Barton

**FACILITIES**

The 160-foot tower of WABD 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 100 miles. It is completely equipped by Du Mont Laboratories. WABD has two studios for live talent shows as well as film-projection facilities. It operates on a commercial license.

**ACTIVITIES**

This outlet serves not only as a commercial telecast service 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 have been granted use of station facilities.

**W C B W**

**NEW YORK CITY  
 CHANNEL 2**

Frequency: 60000-66000 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.....Thurs. & Fri., 8-10 p.m.

**Personnel**

Manager.....Worthington Miner  
 Program Director.....Gilbert Seldes  
 Chief Engineer.....Dr. Peter C. Goldmark  
 Production Manager.....B. F. Feiner, Jr.  
 Publicity Director.....James Kane

**ACTIVITIES—1944**

On May 5, 1944, CBS Television returned to a schedule of two hours a week of live television operations. Three weeks later it expanded its schedule to four hours a week.

This schedule, with an emphasis upon the development of new program patterns, is being maintained through the year 1945.

**W N B T**

**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 Broadcast-  
 ing Co.

Business Address.....30 Rockefeller Plaza  
 Phone Number.....Circle 7-8300  
 Studio Address.....30 Rockefeller Plaza  
 Transmitter & Antenna Location.....Empire  
 State Bldg. Tower  
 Time on the Air...Full time commercial license

**Personnel**

NBC Vice-President, in  
 Charge of Television.....John F. Royal  
 NBC Vice-President &  
 Chief Engineer.....O. B. Hanson  
 Eastern Sales Manager.....Reynold R. Kraft  
 Business Manager.....John T. Williams

**ACTIVITIES**

Still limited by the shortage of engineering talent and the necessity to conserve existing equipment, NBC, nevertheless, considerably increased its program service during 1944. In October, the Network's television station added to its regular schedule boxing bouts from Madison Square Garden on Friday night. During that same month, WNBT also started picking up as a regular Tuesday night feature the wrestling matches from St. Nicholas Arena. In the latter part of the year, NBC broadcast many live talent programs from its newly opened television studio 3-H in Radio City.

Planned operations for the early part of 1945 include live talent telecasts as a regular Sunday night feature. It is expected that WNBT will be on the air five days a week, broadcasting about 10 hours per week.

**W P T Z**

**PHILADELPHIA  
 CHANNEL 3**

Frequency: 66,000-72,000 Kc.; Sight, Approxi-  
 mately 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: Monday, Wednesday & Friday  
 evenings, 7:45-9:45; Experimental W3XE,  
 Monday through Friday afternoons, 1:30-2:30.

**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 . . . . . L River Road  
Phone Number . . . . . 4-2211  
Transmitter & Antenna Location . . . . . New Scot-  
land, N. Y.  
Time on the Air . . . . . Nine Hours Weekly

## Personnel

Vice-President and Manager of  
Broadcasting . . . . . Robert S. Peare  
Assistant Manager . . . . . B. J. Rowan  
Manager . . . . . G. E. Markham  
Program Manager . . . . . Hoyland Bettinger  
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 1944 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 wrestling 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.

**FOR QUALITY  
AP !**



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# Television Allocations

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*BASED on hearings held before the FCC from late last summer to the year end, the Commission proposed that television and FM channels be reshuffled. Whether television should stay "downstairs" or go "upstairs" was one of the most controversial questions discussed at the allocation hearings.*

*In order to permit the development of a system for color pictures and higher definition monochrome pictures through the use of wider channels, the Commission proposes space for experimental television between the 480 and 920 mc in the ultra high frequency portion of the spectrum.*

*Commercial television is permitted to remain roughly where it is in the lower part of the spectrum. Specifically, it now has 18 channels six mc wide at intervals from 50 to 294 mc. The new allocation gives it six channels, also six mc wide, from 44 to 84 mc and six from 180 to 216 mc. This gives television the same number of channels—12—below 225 mc as heretofore. No additional frequencies can be assigned to television between 225 and 300 mc because all these frequencies are required for Government services.*

*Interests representing FM decried the Commission's proposals and additional hearings were scheduled for Feb. 28, 1945, wherein the FCC would be open to argument on its proposals made earlier. Decision resulting from this hearing was expected to be made known possibly by spring.*

*The proposals made by the FCC regarding television and made public Jan. 15, 1945, follow:*

---

## Commission's Proposals

---

The Commission is fully convinced that by virtue of the recent developments in the electronic art, a wide channel television broadcasting system, utilizing frequencies above 400 mc, can be developed, and the transmission of higher definition monochrome pictures and high definition color pictures achieved.

The Commission is also convinced that all of the improvements that have been made possible in the transmission and reception of monochrome pictures by recent developments in the electronic art cannot be utilized in the 6-mc television channel. However, the Commission does not believe that broadcast service to the public through the use of a 6-mc channel, with the improvements presently available over pre-war developments, should be abandoned and commercial television held in abeyance until a wide channel sys-

tem in the ultra-high frequencies can be developed and proven. Therefore, we have endeavored to assign to television broadcast as many 6-mc channels below 300 mc as possible in the light of the needs of other services for frequency space in the same part of the spectrum.

### Six Channels

We find that there can be made available to television broadcasting, six channels between 44 and 84 mc and six channels between 180 and 216 mc. It will be noted that the frequencies between 225 and 300 mc could not be considered for television broadcasting because all these frequencies are required for government services, and hence the six channels formerly assigned to television in this portion of the spectrum must necessarily be deleted. It will be further noted that

television has been allocated the same number of channels—12 channels—below 225 mc as previously were allocated to that service, but that due to the demands of other services, it was not possible to provide any additional channels for television below 225 mc. It should also be noted that old television channel Number 7 (102-108 mc) is left unassigned at this time and that before making an assignment the Commission will give due consideration to the requirements of television. It is urged that manufacturers of television receiving sets include this band.

The table below shows the 12, 6-mc channels that have been assigned to television broadcasting:

Channel No	Megacycles
1	44 to 50
2	54 to 60
3	60 to 66
4	66 to 72
5	72 to 78*
6	78 to 84
7	180 to 186
8	186 to 192
9	192 to 198
10	198 to 204
11	204 to 210
12	210 to 216

Television channels 7 through 12 (180-216 megacycles) will be available temporarily for television relay purposes until such time as these facilities are required for television broadcasting.

On the basis of the foregoing allocations, it will be possible to authorize seven television stations in one city if the need therefore is shown. Four of these stations can be assigned in the six channels below 100 megacycles and the other three in the six channels available between 180 and 216 megacycles.

The portion of the spectrum between 480 and 920 mc (less 508-524 mc temporarily) has been made available for experimental television. The space between 1225 and 1325 mc has been assigned for television relay stations to be used by "pick-up" stations for relaying program material to the main television station for broadcasting. In addition, frequencies between 480 and 920 mc will be available for this type of service until they are needed for television broadcasting. The determination of the channel width to be used must wait until the channel requirements of the equipment developed are known.

The testimony indicates that sky-wave interference may be a problem with television broadcasting on the lower fre-

quency channels assigned to this service. It was impossible because of the demands of other services, to find 12 television channels between the part of the spectrum which is believed free of sky-wave interference and 225 mc. Therefore the use of the lower frequency channels appeared to be the only solution. However, should this skywave interference develop, the six channels above 180 mc offer a possible means for alleviating this interference, in that these channels, in time, can be employed for the higher-powered stations, and the low frequency channels reserved for stations that can utilize a limited power for rendering a satisfactory service.

### Color Provisions

In order that a television broadcast system may be developed for the transmission of color pictures and superior monochrome pictures through the use of wider channels, the space between 480 and 920 mc (less 508-524 mc temporarily), has been made available for experimental television. The time which may elapse before a system can be developed to operate on wider channels in these ultra-high frequencies is indefinite and primarily dependent upon the resourcefulness of the industry in solving the technical problems that will be encountered. In this portion of the spectrum it is contemplated that the Commission will license the entire band between 480 and 920 megacycles for experimental television and will not designate any particular channels. Applicants desiring to operate in this portion of the spectrum should consult with the Chief Engineer as to the exact frequency band they should utilize.

It is the hope of the Commission that all persons interested in the future of television will undertake comprehensive and adequate experimentation in the upper portion of the spectrum. The importance of an adequate program of experimentation in this portion of the spectrum cannot be over-emphasized, for it is obvious from the allocations which the Commission is making for television below 300 megacycles that in the present state of the art the development of the upper portion of the spectrum is necessary for the establishment of a truly nation-wide and competitive television system.

### Space Demand Great

As has been stated in other portions of this report the demand for space in the spectrum is so great that each sta-

tion and service is expected to make the best usage of its facilities and one of the underlying principles is that where within a reasonable time a particular station or service has not made full usage of its assigned or allocated facilities consideration would be given to the needs of others. Cognizance is taken of the fact that even a single television channel requires more spectrum space than is assigned to all the stations of some other services. Therefore, while television stations will be licensed as at present on an unlimited time basis, if after a reasonable period licensees are not using the facilities sufficient to warrant an unlimited assignment, consideration will be given to applicants for all or part of the time.

In order further to conserve facilities, the Commission, in the case of Television Channels 1, 2, 3, 4, 5, 9, 10, 11, and 12, proposes that provisions may be made for the operation of non-governmental fixed or mobile services on these channels upon a proper showing of need and that these channels may be shared on a non-interfering basis. Similar provision is being made for the sharing of Television Channels 7 and 8 with governmental fixed and mobile services.

*\* Arrangements must be made for the removal of the aviation markers centering on 75 mc. before this band will be available for television.*

## ★ ★ ★ Theater Television ★ ★ ★

THE proposed use of radio for theater television is intended to provide facilities whereby news, sporting events, operas, and other events can be televised and shown to the general public on large-size screens such as are normally used in motion picture theaters. It was claimed at the hearing that the motion picture industry has a definite and legitimate interest in television, since the industry is in the business of producing popular entertainment and presenting news through visual and aural means. It was estimated that over 85 million persons attended motion picture theaters weekly, and that the industry has a gross annual income of approximately \$1,600,000,000 (Tr. 3713-3716).

It was stated that the major companies in the motion picture industry have indicated that, at the end of the war, or as soon as wartime requirements permit, they will begin experimentation with the production and exhibition of theater television programs in specific local theaters, and with the transmission of such programs, to theaters in distant cities. Certain experiments were conducted prior to the war which indicated that theater television might be feasible. Large screen theater television on 15 x 18 ft. screens were shown in London during the year 1939, and were subsequently demonstrated experimentally in two theaters in New York City in 1941 on screens 15 x 20 ft. Further experimentation with theater television was discontinued after the

entry of the United States into the war (Tr. 3715).

The witness for theater television was Mr. Paul J. Larsen (Tr. 3711-3755), who appeared on behalf of the Society of Motion Picture Engineers.

The number of channels requested was predicated on the possible demand for service in New York City. It was claimed that there were 42 competitive theatrical agencies in operation; however, it was believed that because of economic factors, only 25 of the 42 agencies could afford to enter the theater television field. For the initial postwar period experiments in theater television, it was recommended that frequency allocation be made for 15 producing or exhibiting agencies in an area such as New York City, each agency to produce and distribute one theater television program to specific local theaters and to relay this program to specific distant theaters. This would require three classes of stations or services, a follows:

1. Intra City Studio Transmitter Station:
  - (a) 1 fixed studio to transmitter channel (point-to-point).
  - (b) 1 clear mobile channel (remote pickup).
2. Intra City Multiple Addressee Station:
  - 1 clear channel for private multiple-directive transmission from a single transmitter to a group

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**NEW YORK CITY**

of specific addressees within the service area of the transmitter.

**3. Inter City Relay:**

1 channel to interconnect cities, for transmission of theater television programs simultaneously from a number of specific multiple address stations to a specific theater or theaters in different cities.

The requests for frequencies for theater television service include a total of 1500 megacycles in 75 20 megacycle channels as follows:

- 1. 8 contiguous 20 mc. clear channels or a band of 160 mc. from 600 to 760 mc.
- 2. 7 contiguous 20 mc. clear channels or a band of 140 mc. from 860 to 1000 mc.
- 3. 15 contiguous 20 mc. clear channels or a band of 300 mc. from 1900 to 2200 mc.
- 4. 15 contiguous 20 mc. clear channels or a band of 300 mc. from 3900 to 4200 mc.
- 5. 30 contiguous 20 mc. clear channels or a band of 600 mc. from 5700 to 6300 mc.

**Postwar Presentation**

It was stated that theater television in the immediate postwar period would undoubtedly be presented to the public in monochrome, possibly using the present television standard of 525 line definition. It was also claimed that improved picture quality in monochrome comparable to 35 millimeter motion picture film, and also the addition of color will undoubtedly be required if theatrical television presentations are to meet with public acceptance on a basis comparable with present motion picture film presentations. It was claimed that for a transmission of monochrome television, a band width of 20 megacycles would be required which would be suitable for 525 to 800 line definition. For monochrome of higher definition and for color transmission, a channel width of 40 megacycles would be required. This would permit a definition in monochrome comparable to the present 35 millimeter film definition and for three-color transmission of approximately 750 line definition. It was stated that ultimately the theater industry would employ highly directive antennas and then would not require any frequencies below 10,000 mc. except in very rare cases where the terrain, for instance, would make it impossible to use frequencies above 10,000 mc. However, since it was questionable whether such transmit-

ting and receiving equipment would be available immediately in the postwar period, requests were made for frequencies below 10,000 mc. in order to permit immediate experimental operation of the proposed service (Tr. 3725-3732).

**No Specific Allocation**

Since theater television is still in the experimental stage of development, the Commission does not propose to allocate any specific frequencies at this time. However, the Commission will give consideration to applications for experimental authorization involving transmissions, including studio to transmitter, remote pickup, and intracity multiple address stations, on the frequencies between 480 and 920 megacycles allocated to broadcasting on the basis that the use of these frequencies will be discontinued when needed for the broadcast service. In addition, experimentation with intra- and intercity relay of theater television programs may be authorized in the following bands of frequencies, namely, 1900-2300, 3900-4550, 5750-7050, 10500-13000, 16000-18000, and 26000-30000 megacycles, as discussed in section 19 of this part.

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President..... Jack R. Poppele  
Vice-President..... F. J. Bingley  
Secretary-Treasurer..... Will Baltin  
Assistant Secretary-Treasurer..... O. B. Hanson

## **Directors**

Dr. Allen B. DuMont, Allen B. DuMont Laboratories, Inc.; F. J. Bingley, Philco Corp.; Curtis W. Mason, Earle C. Anthony; Jack R. Poppele, WOR, New York; Emerson Markham, General Electric.

## **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 FACTS AND FIGURES

---

**P**ROBABLY destined to go down in history as the most revolutionary contribution to the field of entertainment of our time, television will also have its place in public service and education. Facts and figures given below are presented from the general viewpoint rather than the technical side, in order to reflect the activity in this new art form during the past year.

---

**N**INE commercial television stations are now operating in the United States: three in New York City; two in Chicago; one in Schenectady; one in Philadelphia; two in Hollywood.

●

112 applications for television stations were pending before the Federal Communications Commission in Washington as of March 15, 1945.

●

27 stations licensed to conduct experimental television broadcasting are now operating in the United States.

●

Cost of postwar television receivers will range from \$150 for the smaller projected image models to \$750 for de luxe receivers which will include AM and FM radio in their cabinets.

●

First television network was established the past year linking stations in Philadelphia, New York and Schenectady.

●

Estimated cost of television station equipment (pre-war cost basis) range from \$250,000 to \$300,000 and includes studio, equipment, field pickup equipment, installation, sound, lighting, etc.

●

Paramount problem of television at the moment appears to be production with two schools of thought on "live" and film video shows.

●

Television Broadcasters Association, with a membership of 38 companies associated with the industry, is the leading trade organization.

●

Experts forecast use of relay or booster stations in development of television networks.

●

Several eastern seaboard organizations are experimenting with networks. These include General Electric, International Business Machine, Raytheon, American Telephone and Telegraph Company and Radio Corporation of America.

●

Leading advertising agencies have established television departments but regard video programming at this time as having only experimental value.

---

Industry is awaiting final allocations of FCC and end of war for immediate commercial development of video.

Labor troubles right now loom as the drawback of the immediate future, with the AFM already making it tough on the use of musicians and other organizations preparing jurisdictional disputes.

Theater tele may well be on a subscriber basis so that special programs and events will go to those who subscribe only.

Programming in television was and is active in the five centers actively engaged in experimental and commercial television. Desire for experience and finding out what not to do is one of the chief objects at present.

Estimated that there are some 7,500 television receivers extant, of which 5,000 are in the New York metropolitan area. Not a few sets have been placed in veteran hospital convalescent wards.

Major sports have been televised with unusual success, especially football and boxing. Wrestling has already proved itself one of the easiest to televise and one of the most entertaining shows for the viewers.

That color television is on the way, is now not denied in any quarter; it is agreed however that it will take quite a while yet before it is perfected.

At least five companies have announced their intention of providing television relay facilities after the war. The relay system has proven itself satisfactory more ways than one and for the past five years has carried television programs from New York to Schenectady, a distance of more than 150 miles.

That the television special event source will be and is right now plentiful, was indicated in a survey which revealed nearly 50 auditoriums and arenas, also various cultural centers in New York alone where tele programs could be picked up, with a large ready-made audience. In the Los Angeles area, 16 seasonal events suitable for tele pick-up, and more than 25 events that take place regularly each year. All these are of national interest. Chicago and other tele centers to-be have equally strong prospects.

Curiosity centers on what the British are doing in television and just how far they were advanced at the beginning of the war and just where they have taken up. In Paris, 1000-line tele was reported by various Americans who have been abroad.

Giant strides forward are expected in television as a result of electronic research for the war effort and uses of tele by the military, still a guarded secret as to its development, but generally acknowledged to hold the key opening the door toward perfection.



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# PUBLICATIONS

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## **The Advertiser**

MONTHLY. 11 W. 42nd St., New York, N. Y. Phone, PENnsylvania 3265. Editor and Publisher, Manuel Rosenberg; Managing Editor, L. M. MacMillan. BRANCH OFFICE: 3557 Bogart Ave., Cincinnati, O. Phone, AVon 6825. Peppy Adams, Sec'y. The Advertiser carries articles on radio relative to 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 18, N. Y., Phone, BRyant 9-6431; 1226 National Press Bldg., Washington 4, 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 Company, Inc. President, J. H. Moore; Vice-President, Treasurer, and Editor, F. C. Kendall; Managing Editor, Parker James; Advertising Manager, John G. Tinsley; Eastern Advertising Manager, Lloyd Cain. BRANCH OFFICES: 1327 Peoples Gas Building, Chicago, Ill., William R. Joyce, Western Manager; 714 West Olympic Blvd., Los Angeles, Cal., Ned

Brydone-Jack, Pacific Coast Representative; 915 Olive St., St. Louis 1, Mo., A. D. McKinney, Southern Representative. Interpretation of major trends in the operation of radio advertising from the point of view of network, agency and sponsor.

## **The Billboard**

WEEKLY. 25 Opera Place, Cincinnati, Ohio. Phone, Main 5306. Publisher, The Billboard Publishing Co.; Managing Editor, R. S. Littleford (Cincinnati); Leonard Traube, Editor, on leave with Armed Forces; Jos. Koehler, Acting Editor; Radio Editor, Lou Frankel (New York); President-Treasurer, E. W. Evans; General Manager, W. D. Littleford; General Manager, Eastern Division, Joseph Caida; Advertising Manager, C. J. Latscha. BRANCH OFFICES: Ashland Bldg., Chicago, Ill., Maynard Reuter, Manager; 1564 Broadway, New York, N. Y., Joseph Caida, 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.

## **Broadcasting—Broadcast Advertising**

WEEKLY. National Press Bldg., Washington 4, D. C. Phone, METropolitan 1922. Editor & Publisher, Sol Taishoff; Editorial Director, Robert K. Richards; Business Manager, Maury Long; Circulation Manager, Bernard Platt. BRANCH OFFICES: 250 Park Ave., New York 17, N. Y., PLaza 5-8355, Bruce Robertson, N. Y. Editor; 360 N. Michigan Ave., Chicago 1, Ill., Central-4115, Florence Small, Chicago, manager; 1509 N. Vine Street, Hollywood 28, Calif., Gladstone 7353, David Glickman, Hollywood correspondent; 417 Harbour Commission Bldg., Toronto, Canada, Elgin 755, James Montagnes. Trade journal of the broadcasting and broadcasting advertising fields.

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### Canadian Advertising

QUARTERLY. 481 University Avenue, Toronto, Ont., Canada. Phone, Adelaide 9131. Manager, Alan C. Ball; Data Editor, Margaret M. White. Canadian Advertising lists information in regard to all media available to buyers of national advertising in Canada. Rates, circulation, mechanical requirements, etc. are incorporated in quarterly volumes with interim rate bulletins being mailed between issues. All types of media in Canada are fully listed in addition to advertising association personnel; a complete listing of Canadian Advertising Agency personnel and various advertising services functioning 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

FIRST and FIFTEENTH of each month. 203 North Wabash Ave., Chicago, Ill. Phone Andover 1712. Publisher, Glenn Burrs; Editor, Ned E. Williams; Advertising Manager, Ed Paro; Circulation Manager, Frank Miles. BRANCH OFFICES: RKO Bldg., New York, N. Y., Circle 7-4131, Rod Reed, N. Y. Editor;

748 N. Rampart Blvd., Los Angeles, Calif. Publishes news and pictures in the radio, dance and orchestra field.

### 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, Robert U. Brown; Managing Editor, Jerry Walker; General Manager - Advertising Director, Charles T. Stuart; Chicago Correspondent, G. A. Brandenburg; Los Angeles Correspondent, Don Taylor; San Francisco, Harry 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), Beverly Dudley; Washington Editor, G. T. Montgomery; Managing Editor, W. MacDonald; Associate Editor, John Markus; Assistant Editors, Vin Zeluff, Frank Haylock, Frank Rockett; Publisher, H. W. Mateer; Sales Manager, Wallace B. Blood; Research Manager, R. S. Quint. BRANCH OFFICES: 330 West 42nd St., New York, N. Y. Donald H. Miller, Harry R. Denmead; 1427 Statler Bldg., Boston, Mass., Ralph Flynn; 520 North Michigan Ave., Chicago, Ill., Charles Wardner, A. F. Tischer; 1510 Hanna Bldg., Cleveland, Ohio, Edward J. Smith; 16 South Broad St., Philadelphia, Pa., Frank Coyle; 68 Post St., San Francisco, Cal., J. W. Otterson; 612 South Hope St., Los Angeles, Cal., Roy N. Phelan; 1105 Rhodes-Haverty Bldg., Atlanta, Ga., Ralph Maultsby. A magazine for executives, engineers and operations men in radio, communication including facsimile and television, industrial applications in the electronic fields—Design—Engineering—Manufacture.

## A Message to Radio and Electronic Manufacturers

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AS SEEN THROUGH THE



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After the war it will be possible for an executive seated at his desk to see what is going on in any corner of his plant. By merely pressing buttons, one operation after the other will be projected on television screens.

A new development would be to project your nation-wide *prospects* on a screen, enabling you to size them up properly. The nearest approach to this is the RADIO-CRAFT Survey. Instead of pressing buttons, you impress a postage stamp on a letter and receive a mental image of thousands of radio-electronic technicians—prospects for your products.

You will then readily understand why RADIO-CRAFT stands so high in their estimation. It is the magazine that tells them what is available—how it is constructed—how to use it—and how to maintain it.

Send for the Survey and get a "television" of your prospects.

# RADIO-CRAFT

25 WEST BROADWAY • NEW YORK 7, N. Y.

**Film Daily**

DAILY. 1501 Broadway, New York 18, N. Y. Phone, BRyant 9-7117. Publisher, John W. Alicoate; Associate Publisher and 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 and Television**

MONTHLY. 511 Fifth Ave., New York, N. Y. Phone, VAnderbilt 6-2483. Editor-Publisher, Milton B. Sleeper; Assistant Editor, René Hemmes; Advertising Manager, William T. Mohrman. BRANCH OFFICES: 360 N. Michigan Ave., Chicago 1, Ill. Phone, State 4439, Marian Fleishman, Advertising Representative; 2989 Lincoln Ave., Altadena, Calif. Phone, SYcamore 7-2894, Milo Pugh, Advertising Representative. Devoted to the engineering, manufacture, installation, and use of FM and television equipment; includes semi-annual directories; and lists FM, AM, and television stations with names of managers and chief engineers.

**Hollywood Reporter**

DAILY (Five days weekly). 6715 Sunset Boulevard, Hollywood, Cal. Phone, Hillside 7411. Editor and Publisher, W. R. Wilkerson; Managing Editor, Frank Pope; General Manager, Thomas F. Seward; 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 11, Ill. Phone, Delaware 1337. Publisher and

Editor, G. D. Crain, Jr.; Managing Editor, W. Lane Witt. BRANCH OFFICE: 330 West 42nd St., New York, N. Y. Phone, BRyant 9-6432. Eastern Editor, Halsey Darrow. This publication prints all available news stories about the use of radio by industrial marketers.

**Marketing**

WEEKLY. 119 York Street, Toronto, Ont., Canada. Phone, Elgin 9137. Publisher, W. A. Lydiatt; General Manager, W. R. Campbell; Editor, John L. Love; Features Editor, Margaret Brown; News Editor, Betty Watford. Articles, statistics and news of interest to Canadian sales and advertising executives.

**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; Phil Featheringill, 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.

**Motion Picture Daily**

DAILY, except Saturdays, Sundays and holidays. 1270 Sixth Avenue, New York 20, N. Y. Phone, Circle 7-3100. President and Editor-in-Chief, Martin Quigley; Publisher, Colvin Brown; Executive Editor, Sherwin Kane; Secretary, T. J. Sullivan; Vice-President, Red Kann; News Editor, James P. Cunningham; Advertising Manager, Herbert V. Fecke. BRANCH OFFICES: 6305 Yucca Street, Hollywood, Calif., W. R. Weaver, Editor; 4 Golden Square, London, W1, England, Hope Burnup, Manager; 624 South Michigan Avenue, Chicago, Ill., Sam Honigberg, correspondent. Motion picture trade news, film reviews and columns; radio and television trade news and columns.

**Musical Digest**

BI-MONTHLY. 119 West 57th St., New York, N. Y. Phone, Circle 7-1124. Editor-Publisher, Pierre Key. THE MUSICAL DIGEST is a reader's digest of music. It publishes original articles and condensations of articles appearing in other periodicals, domestic and foreign.

Time and Space buyers, here's

# Media Data

## for Canada



### Media Listed

Daily Newspapers  
National Week-End  
Newspapers  
Weekly Newspapers  
Magazines  
Financial Papers  
Farm Papers  
Business Papers  
Telephone Directory  
Non-English Dailies  
Non-English Weeklies  
Tri-Weeklies  
Radio Stations  
Religious Publications  
Labor and Political Papers  
University Papers  
City and Community Weeklies  
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## CANADIAN ADVERTISING

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**Music Trade Review**

MONTHLY. 1270 Sixth Ave., New York 20, N. Y. Phone, Circle 7-5842. Publisher, Alex H. Kolbe; Circulation Manager, B. Borin; Editor, Carleton Chace. Merchandising articles on selling pianos, records, phonographs, sheet music, etc. Complete monthly report on all latest happenings and developments in the piano and musical instrument industry.

**The Musician**

MONTHLY. 139 E. 47th Street, New York, N. Y. Phone, PLaza 3-5925. Editor, Nicholas deVore; Publisher, AMF Artist Service, Inc. General articles of fact and comment regarding music and musicians. Official magazine of the American Musical Fellowship and organization of educational philanthropic aims, representing the musical audience of America—as concerns good music, in distinction to the so-called popular or swing variety.

**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.

**Musical Advance**

MONTHLY. 100 West 57th St., New York 19, N. Y. Phone, Circle 7-3206. Publisher-Editor, Spencer B. Driggs; Advertising Manager, V. E. Matlack; Radio Editor, Frank C. Barber; Music critic, William Bradell. BRANCH OFFICES: 71A Park Mansion, Bampton Roads, S.W. 1, London, Charles G. E. Cahier; 10 Ave., Stephane-Mallarme, Paris, Natalie DeBogory; 6206 S. Evans, Chicago, Mathilda Ernestine; 1165 Francisco St., San Francisco, Myrtle Kahn Hillman, 1115 Hacienda Place, Los Angeles, Wm. G. Griffith; 1664 N. Bronson Ave., Hollywood, Anton Civoru; 3617 Idaho Ave., N.W., Washington, B. B. James, 616 Harbor Commission Bldg., Toronto, Canada, Margaret Pennell. Devoted to music, and is the only musical magazine bridging the gap between the serious musical magazine and the fan and the radio magazines. Recognized for years as among the elite of the musical publications in its class.

**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.

**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, Manager; 5617 Hollywood Blvd., Hollywood, Calif., Richard Drake Saunders, Manager. Review of better class music programs throughout the world in each issue; comments on broadcast programs; features articles and interviews.

**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 OFFICES: 6 N. Michigan Ave., Chicago, Ill., Harold E. Green, Chicago Editor, and Gove Compton, Manager; 1722 Rhodes Haverty Bldg., Atlanta, Ga., H. F. Gogill, Manager; 1672 Walworth 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 Radio Club of America**

SIX ISSUES PER YEAR (Approximately). 11 West 42nd St., New York, N. Y. Phone, Longacre 5-6622. Publisher, Radio Club of America, Inc.; Editor, M. B. Sleeper. This publication contains texts of engineering papers on radio subjects and brief accounts of club activities. Subscriptions are available to non-members.

## We Are Justifiably Proud of our “Associate Editors” . . .

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**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; President, Hubert W. Turner; Vice-President, Ralph A. Hackbusch; Treasurer, Raymond A. Heising; Editor, Dr. Alfred N. Goldsmith; Secretary, Haraden Pratt; Advertising Manager, William C. Copp; William B. Cowlich, Assistant Secretary. 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 general news usually cannot be used, but new commercial literature of engineering interest is selected listed.

**Q S T**

MONTHLY. West Hartford, Conn. Publisher, American Radio Relay League; General Manager, Kenneth B. Warner; 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-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 World**

WEEKLY. Published monthly at the present time because of shortage of paper.) 1434 St. Catherine Street West, Montreal, Canada, phone number PLateau 4186; Publisher: Radio Publications Limited; Editor: Marcel Provost. RADIO WORLD is a combination of trade and fan paper, giving news, critics and photos of English-speaking radio artists and programmes.

**Radio Daily**

DAILY. 1501 Broadway, New York 18, N. Y. Phone, Wisconsin 7-6336. Publisher, John W. Alicoate; General Manager, Donald M. Mersereau; Editor, Frank Burke; Managing Editor, M. H. Shapiro; Business Manager, Marvin Kirsch; Los Angeles Correspondent, Ralph Wilk; Washington Correspondent, Andrew H. Older, 5516 Carolina Place, Phone, Ordway 9221; Chicago Correspondent, Bill Irvin, 4802 Dorchester Ave.; Phone, Oakland 4545. BRANCH OFFICE: 6425 Hollywood Blvd., Hollywood, Calif.; Ralph Wilk, Manager. The National Daily Newspaper of Commercial Radio and Television.

**Radiomonde**

WEEKLY. 1434 St. Catherine Street West, Montreal, Canada, phone number PLateau 4186; publisher: Radio Publications Limited; Editor: Marcel Provost. RADIOMONDE is a combination of trade and fan paper, giving news, critics and photos of French-speaking radio artists and programmes.

**The Parts Jobber**

MONTHLY. 1270 Sixth Ave., New York 20, N. Y. Phone, Circle 7-5842. Editor and Business Manager, Mal Parks. The Parts Jobber is edited exclusively for radio electronic parts wholesalers, their executives and salesmen. It endeavors to cover all merchandising trends, new product developments.

**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, Pearl Ralls. HOLLYWOOD 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 feature section.

**Radio Mirror Magazine**

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,

# OUR 62<sup>ND</sup> YEAR

METRONOME announces with great pride its entrance into its 62nd year of publication. During those 62 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.



# METRONOME

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Jack Zasorin; Associate Editor, Belle Landesman. BRANCH OFFICES: 221 North La Salle St., Chicago, Ill., Manager, Edward F. Lethen, Jr.; 420 Market St., San Francisco, Calif.; Manager, Lee Andrews, 8949 Sunset Blvd., Hollywood, Calif. Stories, news and pictures of stars and shows. Hollywood Correspondent, Elaine Osterman. Fictionizations of radio scripts, romantic fiction with radio background, 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: Empire State Bldg., New York 1, N. Y. Executive Assistant, Charles R. Tighe; 1052 Earle Bldg., Washington 4, D. C., Fred Hamlin, Manager, 815 S. Hill St., Los Angeles 4, Calif., William L. Pinney, Manager. This publication is a technical magazine devoted to radio in war, including articles for the engineer, servicemen, dealer, recordist, experimenter and amateur.

### **Radio & Television Retailing**

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-Television Journal Combined with Electric Appliance 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 Duval; Washington Editor, B. F. Holley; News Editor, Patricia McKee; Business Management Editor, Fred Merish; Canadian Editor, E. H. Cooke; Circulation Manager, Betty Borin.

### **Radio and Television Weekly**

WEEKLY. 99 Hudson St., New York, N. Y. Phone, WA 5-2576. Publisher, Edward H. Davis; Editor, Cy Kneller; General Advertising Manager, Sidney E. Davis. News of radio, electronic and television industries—non-technical. News covers personnel, merchandising and sales of manufacturers, wholesalers, distributors and retailers.

### **Radiotime**

TWICE MONTHLY. Sun Life Bldg., Montreal, Quebec, Canada. Phone, PLateau 6494. President, W. E. Elliott; Vice-President, W. P. Haynes; Secretary, J. M. Lckie; Treasurer, E. R. Romte. BRANCH OFFICE: 45 Richmond St., W. Toronto, Ont., Canada. Radiotime is a composite of individual Canadian radio station program schedules.

### **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 engineers, broadcasting stations, etc. It also contains merchandising and service articles of interest to retail radio trade.

### **Sales Management**

SEMI-MONTHLY. 386 Fourth Avenue, New York 16, 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.

### **Service Magazine**

MONTHLY. 19 East 47th St., New York, N. Y. Phone, PLaza 3-0483. Publisher, Bryan Davis Publishing Co., Inc.; Consulting Editor, Lewis Winner; Advisory Editor, A. A. Ghirardi; Business Manager, B. S. Davis; General Manager, Prul 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

# MUSICAL COURIER

*World Authority  
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Since 1880*

For 65 history-making years, the Musical Courier has reflected in text and picture the color, art, and glory of the world's opera houses and concert halls.

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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.

### **Standard Rate and Data Service**

MONTHLY. 333 No. Michigan Ave., Chicago 1, Ill. Phone, Randolph 5616. Chairman of the Board, Walter E. Botthof; President, Richard A. Trenkmann; Exec. Vice-Pres. and Treas. C. Laury Botthof; 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 and radio fields revised and issued monthly.

### **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, J. Cameron Day; Vice-President, J. F. Weintz; Los Angeles Representative, R. J. Birch & Co. BRANCH OFFICES: 360 N. Michigan Ave., Chicago, Ill., Franklin 1040; O. F. Knoebber, Crosby Vininy, Elinor Zeigler, 607 South Hill St., Los Angeles, Calif., Vandike 7386, R. J. Birch & Co.; 300 Montgomery St., San Francisco, Calif., Douglas 4393, R. J. Birch & Co. Report radio news of interest to agency executive and advertisers.

### **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; General Manager, 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.

### **Television Daily**

DAILY. 1501 Broadway, New York 18, N. Y. Phone, WISconsin 7-6336. Publisher, John W. Alicoate; General Manager, Donald M. Mesereau; 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. Published regularly as a supplement to RADIO DAILY. News and pictures of commercial television: comprehensive in its presentation of every new development in this field.

### **The Televiser**

QUARTERLY. 11 West 42nd Street, New York 18, N. Y., Phone, LONgacre 5-1683. Editor and Publisher, Irwin A. Shane. Journal of video production, advertising and operations, The Televiser features articles by experts relating to television problems of all kinds with special sections devoted to programming, production, television advertising and merchandising, operation and management, reviews, news and views.

### **Television**

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*Under personal direction*

*of Walter P. Burn*



RADIO DAILY  
PRESENTS  
A NATION WIDE  
UP-TO-THE-MINUTE  
CENSUS ANALYSIS  
OF THE RADIO MARKET

# MAJOR MARKETS—1945

By *William P. Noble*

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

**P**ERTINENT data on Metropolitan District Counties, States, and Regions of the United States are presented in the 1945 RADIO ANNUAL. Figures are from the Bureau of the Census; projections are by Walter P. Burn & Associates, Inc. Postwar ratings of Metropolitan District Counties were prepared by Dr. Philip M. Hauser, Assistant Director, Bureau of the Census, and were originally presented before the National War Conference of the American Marketing Association.

## Population, Families, Radio Homes

Tables for Civilian Population Changes by Regions, Divisions and States 1940-1943 are self-explanatory. It must be remembered that while the loss of population to the armed services has cut civilian population, the actual population of the country has increased during the period 1940-1943.

Civilian population for the latest available period Nov. 1, 1943 is presented for all Metropolitan District Counties, all other counties with a city of 25,000 population and for all States. This is followed by a percentage change figure for quick evaluation.

Families and Effective Radio Home Figures have been projected from latest available government sources. Because many recent surveys, both by the Government and from independent sources have begun to take account of "dead" Radio Homes, or those in which no radios are operative today, RADIO DAILY for the first time presents Effective Radio Homes as a more accurate estimate of the available listening audience rather than total Radio Homes. It is interesting to note that that total of Effective Radio Homes, 1945, is 31,271,178 based upon an estimated 36,244,024 families or a national family coverage of 86.2%, while RADIO DAILY'S 1944 estimate of total Radio Homes 1944 reached 31,298,920, a difference of only 27,742 Radio Homes.

Projected figures for Families and Effective Radio Homes are shown to the last digit, not because they are assumed to be accurate to the last digit, but for summation convenience and to follow the pattern set by the Bureau of the Census in estimating Civilian Population.

## Post-War Ratings

**A-1** Markets which grew most rapidly since 1940 and from 1920-1940. These markets are adjudged to have superior prospects of retaining wartime population growth.

**A-2** Markets which grew at above average rates since the war's commencement and from 1920-1940. These markets are adjudged to have excellent prospects of retaining wartime population growth.

**A-3** Markets which grew at above average rates since the war's commencement and which grew moderately 1920-1940. These markets are adjudged to have good prospects of retaining wartime population growth.

**B** Markets which grew rapidly since the war's commencement but at a substantially lower relative rate in the preceding decade. Wartime growth in these markets is considered transient

unless special efforts are made to convert to peacetime production.

**C-1** Markets which lost population or increased relatively little since the war's commencement but which grew at above average rates 1930-1940. These markets are believed to have excellent postwar prospects of coming back.

**C-2** Markets which lost population or increased relatively little since the war's commencement and between 1930-1940, but which grew at relatively rapid rates between 1920-1930. These markets are believed to have fair post-war prospects of coming back.

**D** Markets which lost population or grew relatively little since the war's commencement and between 1920-1940. These markets cannot be expected to grow rapidly nor to recoup losses in the post-war period.

# CIVILIAN POPULATION CHANGES BY REGIONS, DIVISIONS, AND STATES

APRIL 1, 1940, TO NOVEMBER 1, 1943

REGION, DIVISION, AND STATE	ESTIMATED CHANGES IN CIVILIAN POPULATION: 1940 to 1943				ESTIMATED CIVILIAN POPULATION	
	<i>Net Gain (+) or Loss (-) Through Civilian Migration</i>	<i>Natural Increase</i>	<i>Net Loss to Armed Forces</i>	<i>Net Increase (+) or Decrease (-)</i>	<i>November 1, 1943</i>	<i>April 1, 1940</i>
UNITED STATES ... +	305,112	5,261,586	9,740,000	-4,173,302	127,228,683	131,401,985
<b>REGIONS</b>						
The Northeastern States —	30,335	896,110	2,935,994	-2,070,219	33,868,320	35,938,539
The North Central States —	284,977	1,361,436	2,862,680	-1,786,221	38,332,985	40,119,206
The South .....	-1,077,456	2,464,177	2,849,705	-1,462,984	40,056,861	41,519,845
The West .....	+1,697,880	539,863	1,091,621	+1,146,122	14,970,517	13,824,395
<b>THE NORTHEASTERN STATES</b>						
New England .....	+ 120,135	214,516	673,402	- 338,751	8,084,568	8,423,319
Middle Atlantic .....	- 150,470	681,594	2,262,592	-1,731,468	25,783,752	27,515,220
<b>THE NORTH CENTRAL STATES</b>						
East North Central.... +	556,463	897,660	1,985,499	- 531,376	26,078,548	26,609,924
West North Central... -	841,440	463,776	877,181	-1,254,845	12,254,437	13,509,282
<b>THE SOUTH</b>						
South Atlantic .....	+ 130,270	1,041,705	1,210,257	- 38,282	17,690,024	17,728,306
East South Central.... -	644,079	658,174	701,405	- 687,310	10,074,226	10,761,536
West South Central... -	563,647	764,298	938,043	- 737,392	12,292,611	13,030,003
<b>THE WEST</b>						
Mountain .....	- 53,780	224,264	297,926	- 127,442	4,018,073	4,145,515
Pacific .....	+1,751,660	315,599	793,695	+1,273,564	10,952,444	9,678,880
<b>NEW ENGLAND</b>						
Maine .....	- 30,395	25,763	58,344	- 62,976	782,205	845,181
New Hampshire .....	- 11,995	11,356	36,863	- 37,502	453,136	490,638
Vermont .....	- 31,407	10,452	21,882	- 42,837	316,019	358,856
Massachusetts .....	+ 37,032	94,652	353,327	-221,643	4,092,195	4,313,838
Rhode Island .....	+ 29,478	18,105	61,391	- 13,808	694,112	707,920
Connecticut .....	+ 127,422	54,188	141,595	- 40,015	1,746,901	1,706,886
<b>MIDDLE ATLANTIC</b>						
New York .....	+ 222,970	288,196	1,087,862	-1,022,636	12,440,005	13,462,641
New Jersey .....	+ 184,882	101,337	365,427	- 79,208	4,077,434	4,156,642
Pennsylvania .....	- 112,382	292,061	809,303	- 629,624	9,266,313	9,895,937

REGION, DIVISION, AND STATE	ESTIMATED CHANGES IN CIVILIAN POPULATION: 1940 to 1943				ESTIMATED CIVILIAN POPULATION	
	<i>Net Gain (+) or Loss (-) Through Civilian Migration</i>	<i>Natural Increase</i>	<i>Net Loss to Armed Forces</i>	<i>Net Increase (+) or Decrease (-)</i>	<i>November</i>	<i>April</i>
					<i>1, 1943</i>	<i>1, 1940</i>
UNITED STATES ... +	305,112	5,261,586	9,740,000	-4,173,302	127,228,683	131,401,985
<b>EAST NORTH CENTRAL</b>						
Ohio .....	+ 230,966	218,857	532,884	- 83,061	6,822,031	6,905,092
Indiana .....	+ 78,977	114,785	242,104	- 48,342	3,379,052	3,427,994
Illinois .....	+ 68,562	218,807	615,120	- 327,751	7,559,576	7,887,327
Michigan .....	+ 280,812	232,425	392,441	+ 120,796	5,373,718	5,252,922
Wisconsin .....	- 102,854	112,786	202,950	- 193,018	2,944,171	3,137,189
<b>WEST NORTH CENTRAL</b>						
Minnesota .....	- 191,964	111,738	188,026	- 268,252	2,523,681	2,791,933
Iowa .....	- 192,584	85,717	155,652	- 262,519	2,275,086	2,537,605
Missouri .....	- 116,916	112,101	256,836	- 261,651	3,522,109	3,783,760
North Dakota .....	- 100,430	31,927	37,143	- 105,646	536,229	641,875
South Dakota .....	- 89,113	26,486	35,746	- 98,373	544,493	642,866
Nebraska .....	- 96,294	40,907	83,532	- 138,919	1,175,336	1,314,255
Kansas .....	- 54,139	54,900	120,246	- 119,485	1,677,503	1,796,988
<b>SOUTH ATLANTIC</b>						
Delaware .....	+ 19,383	8,142	20,283	+ 7,242	273,370	266,128
Maryland .....	+ 235,379	70,498	137,345	+ 168,532	1,981,664	1,813,132
District of Columbia ..	+ 205,251	22,011	64,793	+ 162,469	816,982	654,513
Virginia .....	+ 154,699	145,534	182,261	+ 117,972	2,767,921	2,649,949
West Virginia .....	- 139,632	116,783	147,899	- 170,748	1,731,171	1,901,919
North Carolina .....	- 262,833	252,087	211,112	- 221,858	3,344,348	3,566,206
South Carolina .....	- 137,928	150,496	110,244	- 97,676	1,788,337	1,886,013
Georgia .....	- 130,793	196,198	190,064	- 124,659	2,974,868	3,099,527
Florida .....	+ 186,744	79,956	146,256	+ 120,444	2,011,363	1,890,919
<b>EAST SOUTH CENTRAL</b>						
Kentucky .....	- 262,676	153,014	184,341	- 294,003	2,546,941	2,840,944
Tennessee .....	- 70,843	173,825	202,119	- 99,137	2,816,399	2,915,536
Alabama .....	- 116,366	187,598	176,964	- 105,732	2,715,919	2,821,651
Mississippi .....	- 194,194	143,737	137,981	- 188,438	1,994,967	2,183,405
<b>WEST SOUTH CENTRAL</b>						
Arkansas .....	- 225,372	132,398	120,640	- 213,614	1,734,440	1,948,054
Louisiana .....	- 19,033	145,666	171,102	- 44,469	2,314,941	2,359,410
Oklahoma .....	- 303,542	120,381	162,149	- 345,310	1,987,539	2,332,849
Texas .....	- 15,700	365,853	484,152	- 133,999	6,255,691	6,389,690
<b>MOUNTAIN</b>						
Montana .....	- 69,012	22,579	43,022	- 89,465	469,916	559,381
Idaho .....	- 44,889	27,932	34,991	- 51,948	472,925	524,873
Wyoming .....	- 8,688	12,875	18,376	- 14,189	235,684	249,873
Colorado .....	- 22,759	44,841	77,198	- 55,116	1,066,418	1,121,534
New Mexico .....	- 44,362	40,826	38,386	- 41,922	489,863	531,785
Arizona .....	+ 76,651	32,012	37,396	+ 71,267	569,150	497,883
Utah .....	+ 32,397	39,085	37,984	+ 33,498	583,560	550,062
Nevada .....	+ 26,882	4,114	10,563	+ 20,433	130,557	110,124
<b>PACIFIC</b>						
Washington .....	+ 244,931	57,736	131,383	+ 171,284	1,903,649	1,732,365
Oregon .....	+ 138,158	33,477	88,310	+ 83,325	1,171,801	1,088,476
California .....	+ 1,368,571	224,386	574,002	+ 1,018,955	7,876,994	6,858,039

. . . POPULATION CHANGES BY STATES . . .

## ALABAMA

### *Metropolitan Districts — Counties*

	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post- War Rating
Birmingham (Jefferson) . . .	470,383	+ 2.3	130,223	101,393	A-3
Mobile (Mobile) . . . . .	227,763	+60.9	60,000	37,369	A-1
Montgomery (Montgomery) . .	115,246	+ 3.4	32,619	18,114	*A-2

### *Cities 25,000-50,000 Population—not contained in Metropolitan Districts.*

Anniston (Calhoun) . . . . .	70,610	+13.6	18,130	10,764	
Gadsden (Etowah) . . . . .	77,085	+ 6.2	19,484	13,621	
Tuscaloosa (Tuscaloosa) . . . .	67,977	-10.6	16,858	9,643	

TOTAL STATE . . . . .	2,718,273	- 3.9	695,377	369,372	
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## ARIZONA

### *Metropolitan District — County*

Phoenix (Maricopa) . . . . .	206,095	+10.7	59,436	45,335	A-1
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### *City 25,000-50,000 Population—not contained in Metropolitan District.*

Tucson (Pima) . . . . .	88,520	+21.5	24,498	19,265	
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TOTAL STATE . . . . .	569,357	+14.5	158,750	113,416	
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## ARKANSAS

### *Metropolitan District — County*

Little Rock (Pulaski) . . . . .	165,771	+ 6.2	47,713	36,268	A-2
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### *City 25,000-50,000 Population—not contained in Metropolitan District.*

Fort Smith (Sebastian) . . . . .	58,253	- 7.3	16,431	13,184	
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TOTAL STATE . . . . .	1,735,564	-10.9	460,341	259,855	
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## CALIFORNIA

### *Metropolitan Districts — Counties*

Fresno (Fresno) . . . . .	194,652	+ 9.0	58,064	44,442	C-1
Los Angeles (Los Angeles, Orange) . . . . .	3,292,050	+13.0	1,122,489	1,046,094	A-2
Sacramento (Sacramento) . . .	188,168	+10.8	57,929	52,080	A-2
San Francisco-Oakland (Ala- meda, Contra Costa, Marin, San Francisco, San Mateo, Solano) . . . . .	1,822,984	+26.0	615,844	564,181	A-2
San Diego (San Diego) . . . . .	394,569	+42.9	126,514	125,508	A-1
San Jose (Santa Clara) . . . . .	191,811	+11.3	57,813	55,215	A-2
Stockton (San Joaquin) . . . . .	151,805	+13.1	43,956	36,704	A-2

### *Cities 25,000-50,000 Population—not contained in Metropolitan Districts.*

Bakersfield (Kern) . . . . .	141,541	+ 4.7	42,440	34,264	
Riverside (Riverside) . . . . .	122,235	+20.1	39,446	32,806	
San Bernardino (San Bernar- dino) . . . . .	185,081	+14.9	58,152	50,950	
Santa Barbara (Santa Bar- bara) . . . . .	74,629	+ 5.8	41,286	20,852	

TOTAL STATE . . . . .	7,881,694	+14.8	2,606,620	2,585,768	
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. . . POPULATION CHANGES BY STATES . . .

<b>COLORADO</b>	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post- War Rating
<i>Metropolitan Districts — Counties</i>					
Denver (Arapahoe, Denver, Jefferson) . . . . .	405,274	+ 6.3	129,862	122,691	A-2
Pueblo (Pueblo) . . . . .	73,268	+ 6.4	20,693	18,541	A-3
<i>City 25,000-50,000 Population—not contained in Metropolitan District.</i>					
Colorado Springs (El Paso) .	61,234	+13.3	19,904	17,886	
<b>TOTAL STATE</b> . . . . .	<b>1,067,095</b>	<b>— 4.7</b>	<b>323,586</b>	<b>281,312</b>	

**CONNECTICUT**

<i>Metropolitan Districts — Counties</i>					
Bridgeport (Fairfield) . . . . .	434,265	+ 3.8	122,251	120,360	A-3
Hartford-New Britain (Hart- ford, Middlesex) . . . . .	532,921	+ 5.3	146,718	143,850	A-3
New Haven-Waterbury (New Haven) . . . . .	477,763	— 1.4	135,356	134,367	D
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
New London (New London) .	129,384	+ 4.9	36,774	33,957	
Torrington (Litchfield) . . . .	87,662	+ 0.7	24,981	22,891	
<b>TOTAL STATE</b> . . . . .	<b>1,748,402</b>	<b>+ 2.4</b>	<b>491,407</b>	<b>482,291</b>	

**DELAWARE**

<i>Metropolitan District — County</i>					
Wilmington (New Castle) . . . .	189,532	+ 6.2	52,059	48,658	A-2
<b>TOTAL STATE</b> . . . . .	<b>273,614</b>	<b>+ 3.1</b>	<b>77,736</b>	<b>68,369</b>	

**DISTRICT OF COLUMBIA**

<i>Metropolitan District — Counties</i>					
Washington (District of Co- lumbia; Montgomery, Prince Georges, Md.; Alexandria City, Arlington, Va.) . . . . .	1,175,384	+27.8	328,111	306,489	A-1
<b>TOTAL D. C.</b> . . . . .	<b>816,982</b>	<b>+24.2</b>	<b>227,733</b>	<b>210,860</b>	

**FLORIDA**

<i>Metropolitan Districts — Counties</i>					
Jacksonville (Duval) . . . . .	245,123	+ 16.6	68,239	55,275	A-1
Miami (Dade) . . . . .	294,445	+10.0	88,918	78,557	A-1
Tampa - St. Petersburg (Hillsborough, Pinellas) . . . .	301,412	+10.8	92,939	73,706	A-1
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Orlando (Orange) . . . . .	77,314	+10.3	23,965	17,425	
Pensacola (Escambia) . . . . .	87,335	+26.5	24,588	15,922	
West Palm Beach (Palm Beach) . . . . .	80,932	+ 1.2	25,862	18,273	
<b>TOTAL STATE</b> . . . . .	<b>2,012,046</b>	<b>+ 6.4</b>	<b>590,071</b>	<b>407,472</b>	

. . . POPULATION CHANGES BY STATES . . .

## GEORGIA

	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post- War Rating
<i>Metropolitan Districts — Counties</i>					
Atlanta (DeKalb, Fulton) ..	486,362	+ 1.9	137,463	114,289	A-1
Augusta (Richmond) .....	88,871	+ 9.3	24,678	15,535	A-2
Columbus, (Muscoogee; Rus- sell, Ala.) .....	135,980	+22.2	36,269	21,160	A-3
Macon (Bibb) .....	101,811	+21.5	29,782	16,974	A-2
Savannah (Chatham) .....	150,111	+28.9	43,136	26,735	A-2
<i>City 25,000-50,000 Population—not contained in Metropolitan District.</i>					
Rome (Floyd) .....	53,187	— 5.3	14,060	11,051	
<b>TOTAL STATE</b> .....	<b>2,976,645</b>	<b>— 4.1</b>	<b>774,807</b>	<b>435,498</b>	

## IDAHO

<i>City 25,000-50,000 Population</i>					
Boise City (Ada) .....	49,073	— 2.6	15,072	13,948	
<b>TOTAL STATE</b> .....	<b>473,166</b>	<b>— 9.8</b>	<b>137,902</b>	<b>120,380</b>	

## ILLINOIS

<i>Metropolitan Districts — Counties</i>					
<b>CHICAGO (Cook Dupage, Lake; Lake, Ind.) .....</b>					
	4,508,492	— 1.4	1,330,891	1,309,779	C-2
Decatur (Macon) .....	84,638	— 0.1	26,053	24,245	C-2
Peoria (Peoria, Tazewell) ..	199,525	— 5.8	60,136	57,437	C-1
Rockford (Winnebago) .....	126,110	+ 4.1	38,717	37,210	B
Springfield (Sangamon) .....	113,393	— 3.8	34,302	32,678	D
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Aurora, Elgin (Kane) .....	129,669	— 0.4	37,936	36,328	
Bloomington (McLean) .....	65,453	—11.5	20,045	19,325	
Danville (Vermilion) .....	76,222	—12.2	23,323	21,209	
Galesburg (Knox) .....	48,224	— 7.7	15,402	13,918	
Joliet (Will) .....	116,322	+ 1.8	31,630	31,129	
Quincy (Adams) .....	58,590	—10.2	18,115	15,932	
<b>TOTAL STATE</b> .....	<b>7,563,770</b>	<b>— 4.0</b>	<b>2,260,698</b>	<b>2,173,790</b>	

## INDIANA

<i>Metropolitan Districts — Counties</i>					
<b>Evansville (Vanderburgh; Henderson, Ky.) .....</b>					
	179,995	+14.1	52,892	44,055	A-2
Fort Wayne (Allen) .....	152,686	— 1.5	44,587	43,758	C-2
Indianapolis (Marion) .....	491,053	+ 7.3	150,619	146,628	A-2
South Bend (St. Joseph) ....	173,111	+ 7.0	49,980	45,781	C-2
Terre Haute (Vigo) .....	90,633	— 9.1	29,480	27,251	D
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Anderson (Madison) .....	91,707	+ 3.5	28,009	26,070	
Elkhart (Elkhart) .....	70,125	— 3.5	19,890	19,231	
Kokomo (Howard) .....	45,986	— 3.7	13,987	13,263	
Lafayette (Tippecanoe) ....	52,781	+ 3.5	15,821	15,195	
Marion (Grant) .....	54,838	— 1.7	16,645	15,674	
Michigan City (La Porte) ....	67,531	+ 6.1	19,004	18,124	
Muncie (Delaware) .....	75,429	+ 0.6	23,391	22,172	
Richmond (Wayne) .....	58,669	— 0.9	17,476	16,716	
<b>TOTAL STATE</b> .....	<b>3,383,312</b>	<b>— 1.2</b>	<b>1,008,226</b>	<b>988,870</b>	

. . . POPULATION CHANGES BY STATES . . .

<b>IOWA</b>	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post- War Rating
<i>Metropolitan Districts — Counties</i>					
Cedar Rapids (Linn) . . . . .	87,246	— 2.1	27,696	26,001	C-1
Davenport-Rock Island-Mo- line (Scott; Rock Island, Ill.) . . . . .	201,244	+ 1.8	60,865	59,144	C-1
Des Moines (Polk) . . . . .	188,572	— 3.1	58,776	56,859	C-1
Sioux City (Woodbury) . . . . .	89,736	—13.4	26,606	25,021	D
Waterloo (Black Hawk) . . . . .	75,979	— 5.0	23,096	22,678	C-1
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Burlington (Des Moines) . . . . .	39,690	+ 7.8	12,495	12,033	
Clinton (Clinton) . . . . .	43,543	— 2.6	13,003	12,024	
Dubuque (Dubuque) . . . . .	58,741	— 7.9	15,788	15,047	
Mason City (Cerro Gordo) . . . . .	37,543	—14.4	10,840	10,324	
Ottumwa (Wapello) . . . . .	42,639	— 3.7	13,270	11,389	
<b>TOTAL STATE</b> . . . . .	<b>2,276,876</b>	<b>—10.3</b>	<b>679,366</b>	<b>633,680</b>	

## KANSAS

<i>Metropolitan Districts — Counties</i>					
Topeka (Shawnee) . . . . .	84,765	— 7.1	26,376	24,721	C-2
Wichita (Sedgwick) . . . . .	194,945	+36.0	60,771	54,432	B
<i>City 25,000-50,000 Population—not contained in Metropolitan District.</i>					
Hutchinson (Reno) . . . . .	48,129	— 7.7	14,684	13,551	
<b>TOTAL STATE</b> . . . . .	<b>1,678,722</b>	<b>— 6.5</b>	<b>514,176</b>	<b>446,817</b>	

## KENTUCKY

<i>Metropolitan District — County</i>					
Louisville (Jefferson; Clark, Floyd, Ind.) . . . . .	508,719	+12.7	149,527	130,816	B
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Lexington (Fayette) . . . . .	77,085	— 2.3	22,054	19,334	
Owensboro (Davies) . . . . .	49,223	— 5.9	13,719	10,526	
Paducah (McCracken) . . . . .	42,814	—11.8	12,829	9,801	
<b>TOTAL STATE</b> . . . . .	<b>2,549,108</b>	<b>—10.1</b>	<b>677,582</b>	<b>474,911</b>	

## LOUISIANA

<i>Metropolitan Districts — Parishes</i>					
New Orleans (Jefferson, Or- leans) . . . . .	584,181	+ 7.3	166,756	127,978	A-2
Shreveport (Caddo) . . . . .	139,693	— 7.0	40,390	25,743	C-1
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Alexandria (Rapides) . . . . .	88,654	+20.8	22,576	12,650	
Baton Rouge (East Baton Rouge) . . . . .	107,066	+21.1	29,507	20,853	
Monroe (Ouachita) . . . . .	57,658	— 2.6	16,549	10,622	
<b>TOTAL STATE</b> . . . . .	<b>2,316,681</b>	<b>— 1.8</b>	<b>624,932</b>	<b>347,816</b>	



. . . POPULATION CHANGES BY STATES . . .

## MAINE

	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post- War Rating
<i>Metropolitan District—County</i>					
Portland (Cumberland)	152,877	+ 6.4	43,852	41,455	A-2
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Bangor (Penobscot)	86,442	—11.0	23,359	21,203	
Lewiston (Androscoggin)	73,716	— 3.9	20,188	19,059	
TOTAL STATE	782,312	— 7.3	218,530	197,041	

## MARYLAND

	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post- War Rating
<i>Metropolitan District—County</i>					
Baltimore (Baltimore City, Anne Arundel, Baltimore)	1,207,436	+12.5	335,156	316,677	A-2
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Cumberland (Allegany)	81,302	— 6.5	21,973	19,911	
Hagerstown (Washington)	69,890	+ 1.5	19,219	17,003	
TOTAL STATE	1,982,947	+ 9.8	544,383	486,319	

## MASSACHUSETTS

	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post- War Rating
<i>Metropolitan Districts — Counties</i>					
Boston - Lowell - Lawrence - Haverhill (Essex, Middle- sex, Norfolk, Plymouth, Suffolk)	2,677,740	— 5.1	744,904	734,745	D
Fall River - New Bedford (Bristol)	342,529	— 6.1	98,676	93,774	D
Springfield-Holyoke (Hamp- den, Hampshire)	392,640	— 2.9	109,613	107,961	D
Worcester (Worcester)	472,224	— 6.2	129,543	127,948	D
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Pittsfield (Berkshire)	115,704	— 5.4	33,183	32,623	
TOTAL STATE	4,093,072	— 5.1	1,143,205	1,124,412	

## MICHIGAN

	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post- War Rating
<i>Metropolitan Districts — Counties</i>					
Detroit (Macomb, Oakland, Wayne)	2,612,115	+10.0	721,933	699,648	A-2
Flint (Genesee)	228,183	+ 0.1	64,727	61,782	C-2
Grand Rapids (Kent)	231,381	— 6.1	69,912	67,158	C-2
Kalamazoo (Kalamazoo)	101,716	+ 1.7	29,990	28,570	C-1
Lansing (Ingham)	135,958	+ 4.1	41,026	36,079	C-1
Saginaw - Bay City (Bay, Saginaw)	206,551	+ 0.5	57,961	53,647	D
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Ann Arbor (Washtenaw)	97,829	+21.1	28,458	27,833	
Battle Creek (Calhoun)	99,590	+ 5.7	30,249	29,035	
Jackson (Jackson)	95,022	+ 2.1	27,461	26,338	
Muskegon (Muskegon)	104,763	+10.9	30,413	27,984	
Port Huron (Saint Clair)	76,770	+ 0.8	22,325	21,824	
TOTAL STATE	5,377,329	+ 2.4	1,528,635	1,433,728	

. . . POPULATION CHANGES BY STATES . . .

MINNESOTA	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post- War Rating
<i>Metropolitan Districts — Counties</i>					
Duluth-Superior (St. Louis; Douglas, Wis.) .....	228,716	— 9.9	67,540	63,151	D
Minneapolis-St. Paul (Anoka, Hennepin, Ramsey, Washing- ton) .....	902,612	— 2.4	272,998	268,723	C-1
<i>City 25,000-50,000 Population—not contained in Metropolitan District.</i>					
Rochester (Olmstead) .....	37,155	—12.9	9,680	9,265	
<b>TOTAL STATE</b> .....	2,525,558	— 9.4	711,607	672,823	

## MISSISSIPPI

<i>Metropolitan District — County</i>					
Jackson (Hinds) .....	110,836	+ 3.3	29,720	17,651	A-2
<i>City 25,000-50,000 Population—not contained in Metropolitan District.</i>					
Meridian (Lauderdale) .....	56,981	— 2.2	15,623	8,085	
<b>TOTAL STATE</b> .....	1,996,333	— 8.6	526,932	221,285	

## MISSOURI

<i>Metropolitan Districts — Counties</i>					
Kansas City (Mo.) - Kansas City (Kan.), (Jackson, Mo.; Johnson, Wyandotte, Kan.)	670,575	+ 2.2	212,824	203,500	B
St. Joseph (Buchanan) .....	79,960	—15.0	24,696	20,011	D
St. Louis (St. Louis City, St. Charles, St. Louis; Madis- son, St. Clair, Ill.) .....	1,485,868	+ 3.9	447,374	422,979	A-3
Springfield (Greene) .....	85,256	— 5.8	26,957	23,293	C-1
<i>City 25,000-50,000 Population—not contained in Metropolitan District.</i>					
Joplin (Jasper) .....	73,963	— 6.0	23,749	20,157	
<b>TOTAL STATE</b> .....	3,524,790	— 6.8	1,071,848	894,605	

## MONTANA

<i>Cities 25,000-50,000 Population</i>					
Butte (Silver Bow) .....	46,355	—12.9	15,632	15,228	
Great Falls (Cascade) .....	42,016	...	13,355	12,073	
<b>TOTAL STATE</b> .....	470,033	—15.8	145,836	123,187	

## NEBRASKA

<i>Metropolitan Districts — Counties</i>					
Lincoln (Lancaster) .....	92,795	— 7.7	28,954	27,588	D
Omaha-Council Bluffs, Iowa (Douglas; Pottawattamie, Iowa) .....	302,527	— 3.5	89,876	86,393	D
<b>TOTAL STATE</b> .....	1,176,023	—10.5	348,479	310,020	

## NEVADA

<b>TOTAL STATE</b> .....	130,637	+20.1	42,346	38,460	
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. . . POPULATION CHANGES BY STATES . . .

	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post- War Rating
<b>NEW HAMPSHIRE</b>					
<i>Metropolitan District—County</i>					
Manchester (Hillsborough) . . . . .	136,039	— 6.1	39,572	37,547	D
<i>City 25,000-50,000 Population—not contained in Metropolitan District.</i>					
Concord (Merrimack) . . . . .	49,559	—18.9	13,989	13,184	
TOTAL STATE . . . . .	453,333	— 7.7	132,138	121,689	

**NEW JERSEY**

<i>Metropolitan Districts — Counties</i>					
Atlantic City (Atlantic) . . . . .	107,491	—13.3	32,492	30,296	C-2
Trenton (Mercer) . . . . .	196,424	— 0.5	51,702	50,324	D
TOTAL STATE . . . . .	4,080,485	— 1.8	1,158,574	1,133,935	

**NEW MEXICO**

<i>City 25,000-50,000 Population —</i>					
Albuquerque (Bernalillo) . . . . .	69,794	+ 0.6	19,471	15,158	
TOTAL STATE . . . . .	490,119	— 7.6	128,828	73,329	

**NEW YORK**

<i>Metropolitan Districts — Counties</i>					
Albany - Schenectady - Troy (Albany, Rensselaer, Schenectady) . . . . .	446,558	— 4.1	136,278	132,145	D
Binghamton (Broome) . . . . .	164,443	— 0.8	46,494	43,380	C-1
Buffalo-Niagara Falls (Erie, Niagara) . . . . .	961,345	+ 0.4	269,702	264,929	D
New York-Northeastern N. J. (Bronx, Kings, Nassau, New York, Queens, Rich- mond, Rockland, Westches- ter; Bergen, Essex, Hud- son, Middlesex, Monmouth, Morris, Passaic, Union, N. J.) . . . . .	10,703,374	— 7.1	3,167,572	3,146,128	C-2
Rochester (Monroe) . . . . .	418,655	— 4.5	124,234	121,752	D
Syracuse (Onondaga) . . . . .	283,237	— 4.0	83,129	77,009	D
Utica-Rome (Herkimer, Oneida) . . . . .	258,433	— 1.8	72,862	68,577	D
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Amsterdam (Montgomery) . . . . .	53,415	— 9.7	16,169	15,466	
Auburn (Cayuga) . . . . .	59,435	— 9.3	17,660	16,467	
Elmira (Chemung) . . . . .	75,893	+ 3.0	22,654	21,130	
Jamestown (Chautauqua) . . . . .	113,793	— 7.9	35,689	34,214	
Kingston (Ulster) . . . . .	76,994	—11.5	23,672	21,804	
Newburgh (Orange) . . . . .	125,367	— 6.5	37,196	35,514	
Poughkeepsie (Dutchess) . . . . .	114,177	— 5.3	29,045	28,540	
Watertown (Jefferson) . . . . .	77,184	— 6.4	23,274	18,650	
TOTAL STATE . . . . .	12,442,784	— 7.6	3,643,803	3,609,025	

**NORTH DAKOTA**

<i>City 25,000-50,000 Population</i>					
Fargo (Cass) . . . . .	45,565	—13.8	12,336	11,944	
TOTAL STATE . . . . .	536,510	—16.4	137,913	127,264	

. . . POPULATION CHANGES BY STATES . . .

<b>NORTH CAROLINA</b>	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post- War Rating
<i>Metropolitan Districts — Counties</i>					
Asheville (Buncombe) . . . . .	97,423	-10.4	25,505	19,245	C-1
Charlotte (Mecklenburg) . . . . .	146,168	- 3.7	37,554	30,871	C-1
Durham (Durham) . . . . .	80,481	+ 0.3	21,369	17,281	A-2
Greensboro (Guilford) . . . . .	150,579	- 2.2	38,647	31,645	—
Winston-Salem (Forsyth) . . . . .	109,847	-13.1	28,952	23,381	C-1
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Raleigh (Wake) . . . . .	103,369	- 5.6	24,694	17,727	
Rocky Mount (Edgecombe, Nash) . . . . .	92,764	-23.0	18,598	12,122	
Wilmington (New Hanover) . . . . .	79,070	+65.0	20,744	14,017	
<b>TOTAL STATE</b> . . . . .	<b>3,346,987</b>	<b>- 6.1</b>	<b>797,556</b>	<b>514,412</b>	

<b>OHIO</b>	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post- War Rating
<i>Metropolitan Districts — Counties</i>					
Akron (Summit) . . . . .	363,652	+ 7.1	104,562	101,045	B
Canton (Stark) . . . . .	247,668	+ 5.4	69,956	66,970	A-3
Cincinnati (Hamilton, Dear- born, Ind.; Campbell, Ken- ton, Ky.) . . . . .	834,281	+ 3.2	258,131	245,877	A-3
Cleveland (Cuyahoga) . . . . .	1,228,803	+ 1.0	363,777	346,992	C-2
Columbus (Franklin) . . . . .	415,930	+ 7.3	120,969	117,731	A-3
Dayton (Montgomery) . . . . .	338,688	+14.6	99,963	97,593	B
Hamilton-Middletown (But- ler) . . . . .	123,344	+ 2.6	35,548	33,609	A-3
Springfield (Clark) . . . . .	100,466	+ 5.0	29,878	27,776	A-3
Toledo (Lucas) . . . . .	336,396	- 2.3	100,691	95,083	C-2
Youngstown (Mahoning, Trumbull) . . . . .	361,613	- 2.9	96,715	92,018	C-2
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Elyria-Lorain (Lorain) . . . . .	113,482	+ 1.0	32,676	31,377	
Lima (Allen) . . . . .	80,819	+10.3	23,779	19,781	
Mansfield (Richland) . . . . .	72,831	- 1.4	21,193	19,532	
Marion (Marion) . . . . .	45,040	+ 0.3	13,705	12,965	
Newark (Licking) . . . . .	60,805	- 2.4	19,208	17,261	
Portsmouth (Sciota) . . . . .	71,025	-18.0	19,237	16,993	
Steubenville (Jefferson) . . . . .	86,069	-12.3	23,288	21,566	
Zanesville (Muskingum) . . . . .	64,947	- 6.9	19,885	18,044	
<b>TOTAL STATE</b> . . . . .	<b>6,828,352</b>	<b>- 1.1</b>	<b>2,011,764</b>	<b>1,879,086</b>	

<b>OKLAHOMA</b>	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post- War Rating
<i>Metropolitan Districts — Counties</i>					
Oklahoma City (Oklahoma) . . . . .	256,559	+ 5.1	77,485	69,787	A-2
Tulsa (Tulsa) . . . . .	213,200	+10.3	64,153	54,332	B
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Enid (Garfield) . . . . .	39,677	-12.8	12,206	10,019	
Muskogee (Muskogee) . . . . .	62,851	- 4.6	21,138	13,392	
<b>TOTAL STATE</b> . . . . .	<b>1,987,941</b>	<b>-14.7</b>	<b>564,084</b>	<b>424,556</b>	

<b>OREGON</b>	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post- War Rating
<i>Metropolitan District — County</i>					
Portland (Clackamas, Mult- nomah) . . . . .	511,229	+24.0	176,901	162,182	B
<i>City 25,000-50,000 Population—not contained in Metropolitan District.</i>					
Salem (Marion) . . . . .	72,715	- 3.4	21,634	19,840	
<b>TOTAL STATE</b> . . . . .	<b>1,172,674</b>	<b>+ 7.8</b>	<b>387,769</b>	<b>347,610</b>	

. . . POPULATION CHANGES BY STATES . . .

PENNSYLVANIA	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post- War Rating
<i>Metropolitan Districts — Counties</i>					
Allentown-Bethlehem-Easton (Lehigh, Northampton) ..	332,921	— 3.9	91,719	90,401	D
Altoona (Blair) .....	126,001	— 10.2	35,160	33,688	D
Erie (Erie) .....	185,179	+ 2.4	53,571	50,265	B
Harrisburg (Dauphin) .....	173,677	— 1.9	48,994	46,684	D
Johnstown (Cambria) .....	187,384	— 12.2	46,038	43,092	D
Lancaster (Lancaster) .....	201,649	— 5.1	56,484	49,531	D
Philadelphia (Delaware, Montgomery, Phil.; Bur- lington, Camden, Glouces- ter, N. J.) .....	3,002,565	+ 1.7	837,632	810,603	D
Pittsburgh (Allegheny, Fay- ette, Washington, West- moreland) .....	1,960,103	— 7.8	530,802	507,881	D
Reading (Berks) .....	223,095	— 7.8	63,226	60,879	D
Scranton-Wilkes Barre (Lackawanna, Luzerne) ..	584,282	— 21.3	149,713	148,969	D
York (York) .....	170,363	— 4.3	49,603	47,210	D
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Aliquippa (Beaver) .....	158,463	+ 1.1	42,016	40,355	
Lebanon (Lebanon) .....	67,956	— 6.4	19,161	18,144	
New Castle (Lawrence) .....	93,094	— 3.9	25,591	24,701	
Sharon (Mercer) .....	102,721	+ 1.7	28,039	25,466	
Williamsport (Lycoming) ..	90,984	— 2.8	26,809	24,612	
TOTAL STATE .....	9,273,242	— 6.3	2,535,648	2,442,185	
<b>RHODE ISLAND</b>					
<i>Metropolitan District — County</i>					
Providence (Bristol, Kent, Newport, Providence) .....	659,319	— 2.5	187,057	183,798	D
TOTAL STATE .....	694,616	— 2.0	197,679	193,115	
<b>SOUTH CAROLINA</b>					
<i>Metropolitan Districts — Counties</i>					
Charleston (Charleston) .....	161,819	+ 37.5	46,138	24,433	A-1
Columbia (Richland) .....	117,175	+ 11.8	28,886	19,404	A-1
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Greenville (Greenville) .....	140,362	+ 2.8	37,160	26,635	
Spartanburg (Spartanburg) ..	121,475	— 4.9	30,146	21,953	
TOTAL STATE .....	1,789,662	— 5.4	438,013	232,624	
<b>SOUTH DAKOTA</b>					
<i>City 25,000-50,000 Population</i>					
Sioux Falls (Minnehaha) .....	57,385	— 0.5	16,527	15,723	
TOTAL STATE .....	544,866	— 15.2	152,028	135,101	
<b>TENNESSEE</b>					
<i>Metropolitan Districts — Counties</i>					
Chattanooga (Hamilton; Walker, Ga.) .....	208,333	— 1.4	56,272	45,622	C-1
Knoxville (Knox) .....	195,516	+ 9.6	51,336	38,757	C-1
Memphis (Shelby) .....	378,108	+ 5.6	109,058	78,676	A-2
Nashville (Davidson) .....	261,258	+ 1.6	72,745	61,564	A-1
<i>City 25,000-50,000 Population—not contained in Metropolitan District.</i>					
Johnson City (Washington) ..	50,556	— 2.1	12,274	9,226	
TOTAL STATE .....	2,818,226	— 3.3	742,060	477,182	

. . . POPULATION CHANGES BY STATES . . .

TEXAS	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post- War Rating
<i>Metropolitan Districts — Counties</i>					
Amarillo (Potter) .....	58,042	+ 7.0	17,168	15,853	A-2
Austin (Travis) .....	106,152	— 4.4	28,848	22,707	C-1
Beaumont-Port Arthur (Jef- ferson) .....	178,214	+22.7	50,833	40,712	A-2
Corpus Christi (Nueces) .....	113,403	+22.4	31,086	22,054	A-1
Dallas (Dallas) .....	442,967	+11.2	133,703	115,380	A-1
El Paso (El Paso) .....	136,173	+ 8.2	36,439	27,161	B
Fort Worth (Tarrant) .....	267,856	+18.8	81,241	65,532	A-2
Galveston (Galveston) .....	94,314	+18.2	27,854	24,056	A-1
Houston (Harris) .....	601,249	+13.7	176,855	144,792	A-1
San Antonio (Bexar) .....	364,275	+15.3	103,663	90,113	A-1
Waco (McLennan) .....	103,185	+ 1.3	29,621	22,756	
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Abilene (Taylor) .....	51,056	+15.6	14,427	10,962	
Laredo (Webb) .....	45,729	+ 0.7	10,807	5,049	
Lubbock (Lubbock) .....	66,235	+27.9	18,656	13,382	
San Angelo (Tom Green) .....	39,526	+ 0.6	11,312	9,206	
*Texarkana (Bowie; Miller, Ark.) .....	87,079	+ 5.8	24,477	14,305	
Tyler (Smith) .....	60,800	—12.0	17,239	11,636	
Wichita Falls (Wichita) .....	72,981	— 0.8	21,211	17,420	
<b>TOTAL STATE</b> .....	<b>6,259,584</b>	<b>— 1.9</b>	<b>1,765,672</b>	<b>1,242,083</b>	

\* Includes Texarkana, Ark.

## UTAH

<i>Metropolitan District — County</i>					
Salt Lake City (Salt Lake) .....	230,447	+ 9.2	65,850	64,242	A-2
<i>City 25,000-50,000 Population—not contained in Metropolitan District.</i>					
Ogden (Weber) .....	70,247	+23.9	19,785	18,901	
<b>TOTAL STATE</b> .....	<b>583,572</b>	<b>+ 6.2</b>	<b>162,223</b>	<b>150,258</b>	

## VIRGINIA

<i>Metropolitan Districts — Counties</i>					
Norfolk-Portsmouth-Newport News (Hampton, Newport News, Norfolk, Ports- mouth, South Norfolk Cities; Elizabeth City, Nor- folk, Princess Anne, War- wick) .....	505,119	+57.1	141,042	105,489	A-2
Richmond (Richmond City, Henrico) .....	252,777	+ 7.6	70,667	61,752	A-2
Roanoke (Roanoke City; Roa- noke) .....	104,808	— 6.6	27,810	24,346	C-2
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Danville (Danville City; Pitt- sylvania) .....	88,467	— 6.4	21,250	13,600	
Lynchburg (Lynchburg City; Campbell) .....	64,350	— 8.9	16,880	12,777	
Petersburg (Petersburg City; Dinwiddie) .....	49,055	+ 0.5	12,121	7,688	
<b>TOTAL STATE</b> .....	<b>2,769,828</b>	<b>+ 4.8</b>	<b>702,208</b>	<b>495,296</b>	

. . . POPULATION CHANGES BY STATES . . .

VERMONT	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post- War Rating
<i>City 25,000-50,000 Population</i>					
Burlington (Chittenden) . . .	47,147	— 6.0	12,823	11,933	
TOTAL STATE . . . . .	316,074	—11.5	88,368	81,116	

## WASHINGTON

<i>Metropolitan Districts — Counties</i>					
Seattle (King) . . . . .	594,793	+ 18.2	211,914	201,783	A-2
Spokane (Spokane) . . . . .	172,352	+ 6.0	56,395	52,695	A-2
Tacoma (Pierce) . . . . .	208,991	+ 20.6	69,866	65,660	A-2
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Bellingham (Whatcom) . . . . .	54,694	— 9.4	18,906	17,055	
Everett (Snohomish) . . . . .	90,997	+ 2.5	30,059	24,798	
Yakima (Yakima) . . . . .	96,725	— 2.3	29,863	23,451	
TOTAL STATE . . . . .	1,905,239	+ 10.8	633,510	571,809	

## WEST VIRGINIA

<i>Metropolitan Districts — Counties</i>					
Charleston (Kanawha) . . . . .	224,174	+ 14.7	57,066	44,412	A-2
Huntington - Ashland (Ky.) (Cabell; Boyd, Ky.; Lawrence, Ohio) . . . . .	172,311	— 9.4	46,398	39,412	C-2
Wheeling (Brooke, Marshall, Ohio; Belmont, Ohio) . . . . .	204,373	—12.8	56,747	51,971	D
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Clarksburg (Harrison) . . . . .	72,043	—13.1	19,390	15,763	
Parkersburg (Wood) . . . . .	55,261	—11.4	15,884	13,977	
TOTAL STATE . . . . .	1,732,355	— 8.9	437,696	337,875	

## WISCONSIN

<i>Metropolitan Districts — Counties</i>					
Madison (Dane) . . . . .	135,232	+ 3.5	39,121	37,875	A-2
Milwaukee (Milwaukee) . . . . .	762,105	— 0.6	223,321	212,674	C-2
Racine-Kenosha (Kenosha, Racine) . . . . .	154,167	— 2.1	43,844	42,919	D
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Appleton (Outagamie) . . . . .	65,714	— 6.2	17,676	17,003	
Beloit (Rock) . . . . .	78,573	— 2.0	23,697	22,717	
Eau Claire (Eau Claire) . . . . .	43,093	— 8.3	12,627	11,058	
Fond du Lac (Fond du Lac) . . . . .	56,201	— 9.9	15,904	15,297	
Green Bay (Brown) . . . . .	82,352	— 0.9	21,777	20,782	
La Crosse (La Crosse) . . . . .	55,597	— 6.8	15,899	15,545	
Oshkosh (Winnebago) . . . . .	76,482	— 5.0	22,177	21,656	
Sheboygan (Sheboygan) . . . . .	70,712	— 7.2	20,537	19,810	
Wausau (Marathon) . . . . .	66,711	—12.1	17,189	16,080	
TOTAL STATE . . . . .	2,945,355	— 6.1	835,479	788,223	

## WYOMING

TOTAL STATE . . . . .	235,739	— 3.7	77,732	61,048	
TOTAL UNITED STATES . . . . .	127,307,884	— 3.1	36,244,024	31,271,178	



*The Pacific Coast, too,*  
**IS SAWED IN TWO!**

ARE YOU sawing the Pacific Coast in half? You are if you aren't using Don Lee on the Pacific Coast. For half the retail sales on the Pacific Coast are made *outside* the counties in which Los Angeles, San Francisco, Oakland, Seattle and Portland are located—and *only Don Lee* completely covers the *outside half*.

Why, you ask? Easy! Most markets in the outside half are surrounded by mountains and long range broadcasting won't work (watts do fine until they hit mountains). However, with 38 stations, Don

Lee broadcasts *locally from within* these mountain-surrounded areas. A recent Hooper coincidental telephone survey, largest ever made on the Pacific Coast, revealed 60 to 100% of the listeners in many of these "outside" markets were tuned to Don Lee stations.

As for the *inside half*, Hooper ratings prove that a good show on Don Lee will reach more people than the same show on other networks. During the past year all the shows that switched from any of the other 3 networks to Don Lee, have received higher Hooper ratings within thirteen weeks!

Don't saw the Pacific Coast in half! Buy Don Lee—the only network that covers it completely!

*The Nation's Greatest Regional Network*



THOMAS S. LEE, *President*  
 LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*  
 5515 MELROSE AVE., HOLLYWOOD 38, CAL.  
 Represented Nationally by John Blair & Co.



NETWORKS

NETWORKS  
OF THE  
UNITED STATES



NATIONAL  
REGIONAL



## the Buckle on the CORN BELT

tying up the greatest listening audience . . .  
 the greatest *buying* audience in Iowa

One billion and a half dollars is a lot of bucks!  
 In the corn country that represents plenty of buying  
 power for your products. Today . . . WMT reaches  
 an audience where 96.9% of the families own  
 radios. (The U. S. average is only 88.9%.)

You can't afford to leave WMT  
 off your regular schedule.



Represented by the Katz Agency

# THE BLUE NETWORK

## of The American Broadcasting Co., Inc.

THE past year has been of supreme importance to the Blue network. During it we have materially strengthened the Blue through a series of personnel changes and departmental realignments so that we are now in a position to deliver better shows to the advertiser and the agency as well as to the public at large.



MARK WOODS

None of us can know, of course, what the next year will bring. But to the Blue Network it holds the promise of many things. We have laid the foundations for the first complete FM network. During the past year we queried our affiliated stations as to their plans for FM. Only one of the 111 stations replying to the questionnaire, declared no intention of applying for a license; all the others either have applied, are intending to apply, or, in the case of three Blue affiliates are already operating FM stations. We ourselves have applied for FM transmitters in New York, Chicago, Los Angeles, and San Francisco.

### Own Buildings

During the next year, the Blue will also be planning its own buildings in Chicago, Los Angeles, San Francisco and New York. We are now reviewing potential projects for these studios which will contain the latest developments in studio design and engineering equipment, many of them unique, which will give the Blue facilities to improve broadcasting far beyond present levels.

As the past year has so ably demonstrated the radio broadcasting industry's

service to the people and the government of the United States in the preservation of free speech and the free dissemination of information, so will the next year show once again the dedication of American radio to the service of the American people.

We at the Blue feel that great strides have been made during the past year. Greater strides will be made in the year to come.

### Television Plans

The Blue's television plans are also beginning to take shape with a television department preparing to produce shows, perhaps already producing them by press time. We have filed applications for television transmitters also in New York, Chicago, Los Angeles and San Francisco. But naturally, as with the FM transmitters, any actual construction work depends upon the government releasing the materials for the job at some time not yet definite.

Plans for the active participation of the Blue in the field of television were announced early this year by the network, in conjunction with officials of General Electric Co., owners of WRGB, Schenectady, N. Y., and Allen B. DuMont Laboratories, Inc., owners of WABD, New York City.

Debut of the Blue in television took place late in February of this year and regular series scheduled over both the above television stations on a weekly basis. As a general policy, for the time being, Blue's television operations will concern experimentation with the televising of radio shows, rather than production of shows especially for television. Negotiations are in progress presently with Balaban & Katz to present suitable network programs by television from studios of WBKB in Chicago.

# THE BLUE

OF THE AMERICAN BROADCAST



## NETWORK FACILITIES AS OF FEB. 15, 1945

### \* Future Changes

- WPDQ, Jacksonville, Fla., Replaces WJHP June 15, 1945
- WFTL, Miami, Fla., Replaces WKAT June 15, 1945
- WCOP, Boston, Mass., Replaces WHDH June 15, 1945
- KRNT, Des Moines, Iowa, Replaces KSO June 15, 1945
- WNAX, Yankton-Sioux City, Iowa, Replaces KSCJ June 15, 1945
- WLAW, Lawrence, Mass., Becomes Affiliated June 15, 1945

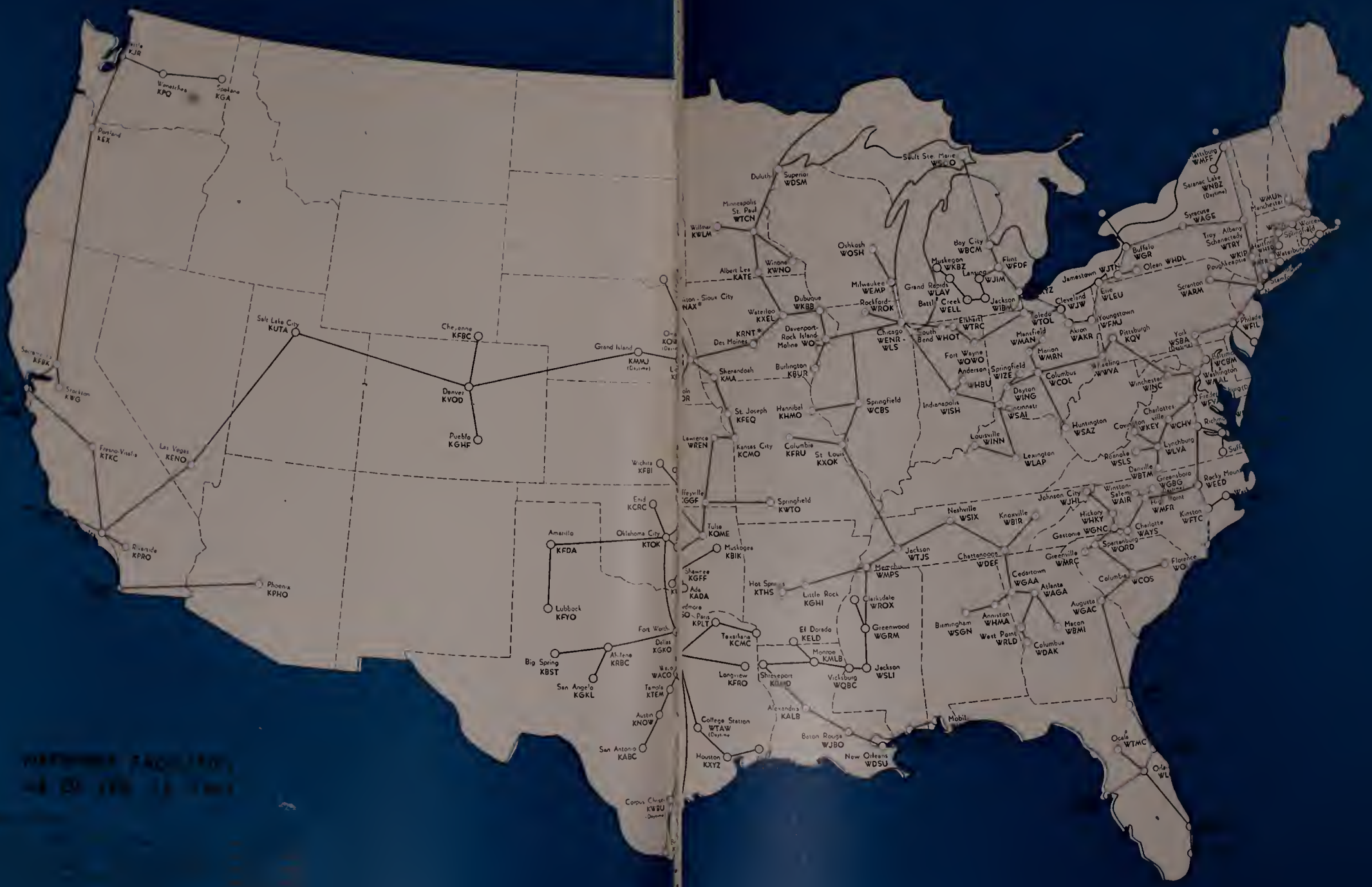




# THE BLUE NETWORK

OF THE AMERICAN PEOPLE

ESTABLISHED FEBRUARY 1941



MEMBERSHIP FACILITIES  
44 23 1941

# THE BLUE NETWORK

of The American Broadcasting Co., Inc.

*R. C. A. Bldg., 30 Rockefeller Plaza  
New York 20, N. Y.  
(Telephone Number, Circle 7-5700)*

## EXECUTIVES AND STAFF

### BOARD OF DIRECTORS

Edward J. Noble, Chairman	Franklin S. Wood
Chester J. LaRoche, Vice-Chairman of the Board	Earl E. Anderson
Mark Woods	Harold V. Hough
C. Nicholas Prialux	Roy E. Larsen

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E. R. Borroff.....Vice President	Hubbell Robinson.....Vice President
Keith Kiggins.....Vice President	Charles E. Rynd.....Treasurer & Asst. Secy.
Alexander D. Nicol.....Controller	Anthony M. Hennig.....Assistant Treasurer

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Publicity and Advertising  
Ivor Kenway.....Advertising Manager  
Ted Oberfelder

Co-ordinator of Audience Promotion  
Humboldt J. Greig  
Manager Business Development Division  
James Bennett.....Merchandising Manager

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Alexander D. Nicol.....Controller

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George O. Milne.....Chief Engineer  
Frank Marx.....Technical Advisor  
Benjamin Adler.....Facilities Engineer

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Geraldine B. Zorbaugh.....Attorney  
Clark Stover.....Attorney

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Office Manager & Personnel Manager

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Stanley Joseloff

Nat'l Director Talent & Development  
Charles C. Barry  
National Director Program Operations

Melvin P. Wamboldt..Eastern Production Manager  
Dorothy Ann Kemble

Director of Continuity Acceptance

Paul Whiteman.....Director of Music  
G. W. Johnstone

Director of News and Special Features

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Grace M. Johnsen

Director of Women's Programs

Harry Wismer.....Director of Sports Division  
John Coburn Turner.....Script Editor

Paul Mowrey.....Manager Television Division  
Juliet Glen Manager Program Promotion Division

James W. Bixler.....Night Program Manager  
Raymond Diaz.....Supervisor of Announcers

Maurice Brachhausen ..Manager Sound Effects  
Helen Guy.....Business Manager

Richard Banner  
Director of Library, Supervisor of Music Rights

Gertrude Hoffman  
Manager of Continuity Clearance

Norah Donovan.....Manager of Literary Rights

### Publicity Department

Earl Mullin.....Publicity Manager  
Arthur B. Donegan..Assistant Publicity Manager

Ralph J. Gleason.....Trade News Editor

### General Sales

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M. B. Grabhorn....Asst. General Sales Manager

John Donohue.....Eastern Sales Manager



Stanley Florsheim Manager Co-op Program Sales  
 Ralph Dennis ..... National Spot Sales Manager  
 John Brooke ..... Eastern Spot Sales Manager  
 Ludwig Simmel ..... Sales Service Manager

### International

Donald Withycomb ..... Manager

### Recording

Lawrence Ruddell ..... Manager

### Research Department

Edward F. Evans ..... Research Manager

### Stations Department

Keith Kiggins ..... Vice President  
 John H. Norton, Jr. .... Station Relations Manager  
 Thomas J. Dolan ..... Traffic Manager

### Treasurer's Department

Charles E. Rynd ..... Treasurer  
 Anthony M. Hennig ..... Assistant Treasurer  
 Henry T. Hede, Jr. .... Purchasing Agent

### WJZ Management

John H. McNeill ..... Manager of WJZ  
 Robert I. Garver ..... Sales Manager  
 John J. Hade ..... Program Manager  
 Duncan Miller ..... Sales Promotion Manager  
 Joseph M. Seiferth, Jr. ....  
 Audience Promotion Manager  
 Madeleine Cleary ..... WJZ Sales Service Manager  
 Howard St. John ..... Merchandising Manager  
 Don Rich ..... Publicity Manager

## CENTRAL DIVISION—CHICAGO

*Merchandise Mart, Chicago, Illinois*

*Telephone: Delaware 1900*

E. R. Borroff ..... Vice President in Charge  
 G. I. Berry ..... Sales Manager  
 Kenneth Christiansen ..... Traffic Supervisor  
 L. E. Douglass ..... Program Business Manager  
 Walter L. Emerson ..... Legal Counsel  
 E. C. Horstman ..... Engineering Manager  
 E. J. Huber ..... Sales Promotion Manager  
 Eli Henry ..... Publicity Manager  
 F. E. Kasser ..... Supervisor of Announcers

Roy McLaughlin ..... Manager Station WENR,  
 Nat'l Spot & Local Sales Manager  
 Cornelius O'Dea ..... News Supervisor  
 R. S. Peterson ..... Auditor and Business Manager  
 Gene Rouse ..... Program Manager  
 Merritt R. Schoenfeld ..... Assistant General Manager  
 G. W. Vernon ..... Research Manager  
 M. S. Wetzel ..... Production Manager  
 Robert White ..... Public Service Supervisor

## WESTERN DIVISION—HOLLYWOOD

*6285 Sunset Boulevard, Hollywood, California*

*Telephone: Hillside 8231*

Don Searle .....  
 General Manager of Western Division  
 Clifford Anderson ..... Program Traffic  
 Dorothy L. Brown ..... Continuity Acceptance  
 R. G. Denechaud ..... Engineering Manager  
 Paul Gates ..... Evening Program Manager  
 Russell Hudson ..... Sales Service Manager  
 Walter W. Lonner ..... Traffic Manager  
 Victor H. Perrin ..... Chief Announcer  
 Milton N. Samuel ..... Publicity Manager  
 Leo B. Tyson ..... Program Manager

Henry Orbach ..... News Manager  
 Ted MacMurray ..... Production Manager  
 Frank Samuels ..... Pacific Coast Sales Manager  
 Amos Baron ..... National Spot Sales Manager  
 Ernest Felix ..... Auditor  
 John J. O'Mara ..... Sales Promotion Manager  
 Francis Conrad ..... Station Relations Manager

### Station KECA

Clyde Scott ..... General Manager  
 Rex Bettis ..... Station Engineer  
 John Edwards ..... Program Manager

## WESTERN DIVISION—SAN FRANCISCO

*Taylor and O'Farrell Streets, San Francisco, Calif.*

*Telephone: Graystone 6545*

T. B. Palmer ..... General Manager KGO  
 A. E. Evans ..... Engineering Manager  
 Eleanor Higby ..... Traffic Manager  
 Edith Kirby ..... Auditor  
 Robert Laws ..... Promotion and Publicity Manager

Francis La Tourette ..... News Manager  
 Byron Nelson ..... Sales Manager  
 Lorraine Jenevein ..... Continuity Editor  
 Robert Wesson ..... Program Manager

Stations Owned and/or Managed and/or Programmed by

## THE BLUE NETWORK

*of The American Broadcasting 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



INCREASE IN POPULATION SINCE 1940—METROPOLITAN KANSAS CITY **80,000**

INDUSTRIAL OUTPUT EXCEEDS PERCENTAGE OF **170**

CASH FARM INCOME UP PERCENTAGE OF **300**

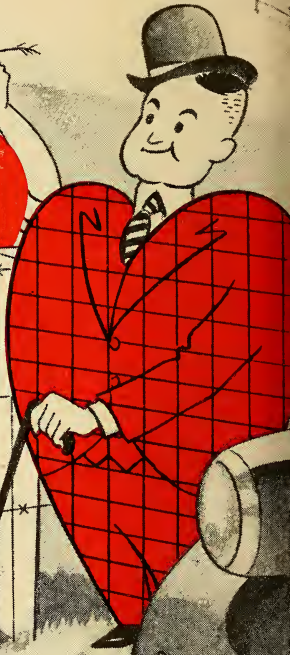
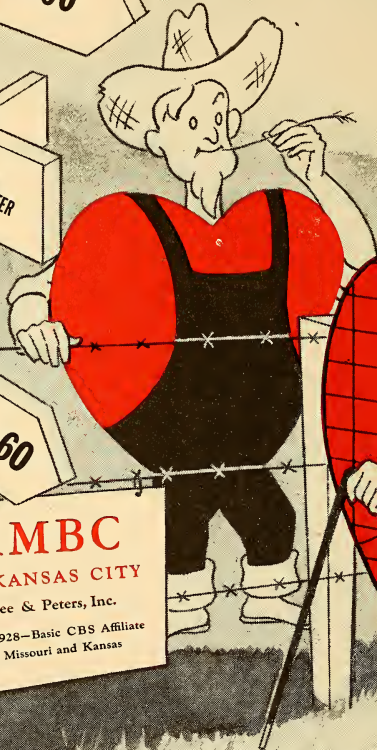
**1st** AS THE WORLD'S LARGEST CATTLE CENTER

**100** PERCENTAGE INCREASE IN EFFECTIVE BUYING INCOME

KANSAS CITY'S RETAIL SALES INCREASE IN PERCENTAGE OVER **60**

**KMBC**  
OF KANSAS CITY  
Free & Peters, Inc.  
Since 1928—Basic CBS Affiliate  
for Missouri and Kansas

Of Course—  
**KMBC-FM**  
An Extra Service  
At No Extra Cost!



# COLUMBIA BROADCASTING SYSTEM

**H**OPE for a peaceful conclusion, in Europe, of our third war year has vanished. Yet no other conclusion that peace - with victory is possible, and each passing day brings us closer to that end.



**PAUL W. KESTEN**

Although fully conscious of its special obligations in war, the Columbia Broadcasting System has given serious consideration to postwar operations. Columbia intends to follow the same course in 1945, believing that today's efforts and decisions will do much to simplify, and therefore, hasten, tomorrow's peace-time development.

We have, in this past year, offered to the industry and to the FCC specific proposals concerning three major divisions of post-war broadcasting — television, international shortwave, and FM. It is our sincere conviction that the proposals we have set forth, in all three fields, represent sharp advances that must eventually be achieved if broadcasting is to continue development at a pace comparable to its past performance.

## **Tele Motives**

In its recommendations for television, however, CBS has found itself in the curious position of having to defend a proposal for progress. We have asked for better television, as quickly as possible. We have pointed to the source of twice-as-good television, on wide bands in the high frequencies. We have matched words with actions—in applications for high-frequency stations, in orders for high-frequency transmitters, in negotiations for new type receivers, and in the expenditure of a larger television budget

than is to be found on the books of any other non-manufacturing broadcaster.

Our motives in all this should be perfectly clear. Television pictures today are in our opinion simply not good enough to attract — and hold — the audience that is essential to a commercially successful medium. Pre-war set sales were negligible, and war-time audience research tells us that the public now expects far better television than present standards can give them. Until the public gets the kind of television it expects, an audience that interests advertisers cannot be built, and broadcasters will — and should — carry the cost of programs. But private resources are limited, and a television audience that ceases to grow will ultimately, of economic necessity, be allowed to die on the vine.

## **Prospects for 1945**

There are good prospects that 1945 will see successful demonstration in the United States of the kind of television we can endorse. Much factual evidence uncovered in 1944 supports these hopes. High-definition, 1000-line television has already been demonstrated in France. High-frequency, wide-band television, as a world standard, is inevitable, at whatever sacrifice it may mean of present day equipment. And we have repeatedly asserted that such sacrifice would be smaller today than tomorrow, and smaller tomorrow than the day after.

## **Conclusion**

Ours, we believe, is an optimistic as well as a realistic stand. Television can become one of America's leading post-war industries, and we intend to do everything possible in the coming year to hasten its greatest potential development. For that reason, we shall continue to disagree with any policy or action which, in our opinion, threatens to stunt the growth of a new industry for the sake of immediate and, possibly temporary profit.

# COLUMBIA BROADCAST



**NETWORK FACILITIES  
AS OF JAN. 15, 1945**





# COLUMBIA BROADCASTING SYSTEM



NETWORK FACILITIES  
AS OF JAN. 15, 1969

# C O L U M B I A

## Broadcasting System, Inc.

*Executives and Staff*  
485 Madison Avenue, New York City, N. Y.  
Telephone: Wickersham 2-2000

### **BOARD OF DIRECTORS**

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Ralph F. Colin

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Paul W. Kesten  
Isaac D. Levy

Leon Levy  
Samuel Paley  
William S. Paley

Dorsey Richardson  
Mefford R. Runyon  
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Executive Vice President and Director  
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Frank Stanton.....Vice President  
Frank K. White....Vice President and Treasurer  
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Vice President in Charge of Station Relations  
H. Leslie Atlass.....Vice President, Chicago

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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

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L. C. Merrick.....Assistant Comptroller  
Sophie Hinze.....Cashier

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Norman duFrane....Assistant General Auditor

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Assistant Director and Manager of Construction  
Joseph E. Werden  
Manager of Building Service Operations

James R. Stevens..Manager of Theatre Operations  
Walter Weiler....Manager of Internal Security  
Roland Young..Assistant Manager of Construction

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Director of Editing and Copyright  
Donald I. Ball.....Assistant Editor  
Arthur Jersild  
Consultant on Children's Programs  
W. Clark Harrington

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Director of General Engineering

J. W. Wright.....Chief Radio Engineer  
H. A. Chinn.....Chief Audio Engineer

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Peter C. Goldmark.....Director  
**Legal Department**

Julius Brauner.....General Attorney  
Howard L. Hausman.....Attorney

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and Mimeograph Department

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Vice President in Charge of Sales  
John J. Karol.....Network Sales Manager  
William J. Fagan.....Administrative Manager  
Allyn Jay Marsh.....Assistant Sales Manager  
Charles E. Midgley, Jr....Sales Service Manager  
Chicago Office Network Sales, 410 North Michigan  
Avenue

W. Donald Roberts.....Western Manager  
Detroit Office Network Sales, Fisher Building  
Joseph R. Spadea.....Detroit Representative

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Bennett W. Lowry.....Employment Manager  
Arthur L. Jansen.....Job Analyst

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Julius Mattfeld.....Director of Music Library



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Everett Holles

Assistant Director of News Broadcasts

Henry Wefing.....Night News Editor

J. W. Gerber.....Supervisor of Shortwave Listening

William J. Slocum, Jr.

Director of Special Events

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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

Merritt Coleman

Assistant to Director of Operations

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Leon Levine.....Assistant Director

Helen Sioussat.....Director of Talks

Elinor Inman.....Director of Religious Broadcasts

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Larry Puck.....Supervisor of Popular Music Programs and Talent Scout

Marjorie Morrow.....Casting Director

Lucile Singleton.....In Charge of Vocalists

Auditions and Record Library

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Charles Monroe.....Acting Script Editor

Elwood Hoffman.....Script Editor

Mortimer Frankel.....Script Editor

## Program Typing Division

Harriet Hess.....Supervisor of Program Typing

## Sound Effects Division

Walter R. Pierson..Mgr. of Sound Effects Division

Max Uhlig.....Assistant Manager

## Press Information

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Arthur Perles.....Assistant Director

Charles F. Pekor.....Asst. to the Director

Walter Seigal..Manager of Photographic Division

Joan Lane.....Trade News Editor

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John E. Forsander.....Purchasing Agent

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## Representation of Columbia

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Howard Meighan...Manager of Eastern Division  
New York

Roger K. Huston...Manager of Central Division,  
Chicago

Ole G. Morby....Representative, San Francisco

Royal E. Penny.....Representative, Charlotte

Carter Ringlep.....Representative, St. Louis

Meredith Pratt...Representative, Los Angeles

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Oscar Katz.....Assistant Director of Research

Edward Reeve.....Chief Statistician

## Reference Department

William C. Ackerman..Director Reference Dept.

Stanford Mirkin....Mgr. of Program Research

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.....Manager of Station  
Promotion and Merchandising

Louis Hausman..Manager of Presentation Division

Harry O'Brien.....Art Director

Dick Dorrance....Director of Promotion Service  
for CBS Owned Stations

## Shortwave Broadcasting and Latin American Affairs

(For Personnel, See Page 994)

## Station Relations Department

H. V. Akerberg.....Vice President in Charge

Howard Lane.....Director of Station Relations

William A. Schudt Jr....Eastern Div. Field Mgr.  
Los Angeles Office Station Relations

Columbia Square

Edwin Buckalew, Western Division Manager

Chicago Office Station Relations

410 N. Michigan Avenue

Ralph S. Hatcher, Central Division Manager

Washington Office Station Relations

Earle Building

Edward Yocum, Washington Manager

## Television Department

Worthington Miner.....Manager of Television

Gilbert Seldes...Director of Television Programs

## Technical Operations

## Department

Henry Grossman...Dir. of Technical Operations

R. C. Thompson.....Manager of  
Technical Operations, Eastern Division

## Traffic Department

Hugh A. Cowham.....Commercial Engineer  
in Charge of Traffic

A. H. Peterson.....Traffic Manager

## New York City

WABC and WABC-FM, 485 MADISON AVE.

Arthur Hull Hayes.....General Manager

G. Richard Swift.....Program Director

John Field, Jr.....Sales Manager

Henry Grossman.....Chief Engineer of WABC

Jules Dundes.....Sales Promotion Manager

J. E. Doyle.....Manager of Press Information

**BOSTON, MASSACHUSETTS—WEEI**  
182 Tremont Street

Harold E. Fellows... Mgr. New England Operations  
for CBS  
Kingsley Horton... Assistant Manager-Director  
of Programs and Sales  
Walter Stiles, Jr.... Director of Engineering,  
Sound and Transcriptions  
John J. Murray... Manager of Accounting,  
Personnel and Purchasing  
Raymond G. Girardin... Production Manager and  
Assistant Program Director  
Marie Houlahan... Director of Press Information  
Guy C. Cunningham... Director of Sales Promotion  
H. Roy Marks... Assistant Sales Manager

**CHARLOTTE, NORTH CAROLINA—WBT**  
Wilder Building

A. D. Willard, Jr.... General Manager  
Royal E. Penny  
Sales Manager and Radio Sales Representative  
Charles H. Crutchfield... Program Director  
William F. Carley... Director of Sales Promotion,  
Press Information and Merchandising M/S  
John S. Knell... News Editor and  
Supervisor of Special Events  
Edward J. DeGray  
Supervisor of Accounting and Personnel  
M. J. Miner... Chief Engineer

**CHICAGO, ILLINOIS—WBBM and WBBM-FM**  
410 North Michigan Avenue

H. Leslie Atlas... Vice President in Charge of  
Central Division and General Manager of WBBM  
G. L. Van Volkenburg  
Assistant General Manager  
Walter Preston  
Acting Director of Program Department  
Urban Johnson... Chief Sound Technician  
J. J. Beloungy, Manager of Technical Operations,  
Central Division and Chief Engineer of WBBM  
J. V. McLoughlin  
Accountant, Office and Personnel Manager  
James Crusinberry... News Editor  
Jonathan W. Snow... Sales Promotion Manager  
George T. Case... Assistant Program Director  
Don E. Kelley... Director of Press Information

**MINNEAPOLIS, ST. PAUL, MINN.—WCCO**  
625 Second Avenue, South

Austin E. Joscelyn... General Manager  
Alvin Sheehan... Assistant General Manager  
H. S. McCartney... Chief Engineer  
Mary Doherty... Accountant

Sam H. Kaufman... Manager of Sales Promotion  
and Director of Press Information

**PACIFIC COAST**  
**LOS ANGELES OFFICE, KNX**  
Columbia Square

D. W. Thornburgh... Vice President in Charge of  
Western Division and General Manager of KNX  
Harry W. Witt... Assistant General Manager  
Charles D. Ryder, Jr.... Manager of Accounting,  
Personnel and Purchasing  
Lester Bowman... Mgr. Technical Operations  
Western Division and Chief Engineer of KNX  
Clinton Jones... News Editor  
Hal Hudson... Western Program Director  
Lloyd Brownfield... Press Information Director  
Ralph W. Taylor... Manager of Sales Promotion  
Fox Case... Director of Special Features  
J. Archie Morton... Sales Manager  
Ben Paley... Production Manager  
Charles E. Morin... Sales Mgr. for Pacific Network  
George L. Moskovics  
Eastern Sales Mgr., Pacific Network and KNX  
George W. Allen  
Pacific Coast Network Program Director

**SAN FRANCISCO OFFICE**  
Palace Hotel

Wayne Steffner... Manager

**ST. LOUIS, MISSOURI—KMOX**  
401 South Twelfth Blvd.

Frank Falkner... General Manager  
Arthur Casey... Assistant  
Wendell B. Campbell 2nd... Assistant Station  
Manager and Director of Operations  
Harry Harvey... Chief Engineer  
Jerry Hoekstra... Manager of Special Features  
Robert F. DeVoe... Supervisor of Accounting,  
Personnel and Office  
William Zalken... Director of Press Information  
David Mars  
Director of Sales Promotion and Advertising  
C. G. Renier... Director of Program Sales

**WASHINGTON, D. C.—WTOP**  
Earle Building

Earl H. Gammons... Director of Washington Office  
Carl Burkland... General Manager of WTOP  
William D. Murdock... Assistant General Manager  
Martin D. Wickett... Program Director  
Clyde Hunt... Chief Engineer  
Harry R. Crow... Supervisor of Accounting,  
Personnel and Purchasing  
Robert S. Wood... Director of Special Features

Stations Owned and Operated By

## COLUMBIA BROADCASTING SYSTEM

WABC, New York, N. Y.  
WBBM, Chicago, Illinois  
WBT, Charlotte, North Carolina  
WCCO, Minneapolis-St. Paul, Minn.

WTOP, Washington, D. C.  
KMOX, St. Louis, Missouri  
KNX, Los Angeles, California  
WEEI, Boston, Massachusetts

# MUTUAL BROADCASTING SYSTEM

THE war is being fought on all fronts across the seas. But it is sometimes being bought and sold on the broadcasting fronts for the wrong kind of profit far too much in a country which really has not fully experienced the tragedy and suffering of the present war.



EDGAR KOBAK

We talk suavely about all the programs we put on the air to speed victory and to make our active and wounded service men happier, but I feel strongly that in many cases we are neither speeding victory nor making those fighting for us more happy about some of the things we assume here at home. Too often we are talking, singing, playing and dramatizing our way into the complacency our military leaders have been trying so hard to make us realize is a mortal danger.

This message is written in a time of great changes, yet I feel unhappily certain that by the time it reaches you our attitude will not have changed sufficiently. In talking about this speeding to victory while men are dying and undergoing hardships in a way only those who have seen combat can really know, we become entangled in a great deal of untimely activity and promotion of plans for the post-war world.

The broadcasting industry itself in a number of respects has been guilty of such premature planning. Actually, the approach of radio, in presentations of great peacetime production projects, talks of comforts for home after victory, is frequently discussed by those on the inside of the industry with a realization that peace is quite possibly nowhere nearly as close to achievement as others think. Nevertheless, much of the material which goes on the air certainly has a strong tendency to lull listeners into a false sense of security.

It's been going on too long. A service man or woman on combat duty thinks of such things and often does what a Navy chaplain recently characterized as "a well-qualified layman offering a few appropriate remarks." Maybe the fighter doesn't even do that. Maybe he just screws up his face and says nothing with a feeling of bitterness.

The man in combat sometimes thinks of what we have been so casually describing as a post-war world when he has the moment of leisure which often doesn't come for weeks at a time. Of course he wants a world such as he knew to come back to.

Some of them were thinking of the life they might remake for themselves as they sat in canteens and read the newly begun post-war features in the Army newspaper, "Stars and Stripes," discussing from a fundamental standpoint, post-war civil aviation, housing, farming and education. But they well knew what tragedy was being created a few miles from them, and that "post-war" was a thing hard of achievement.

What's the use of building and sustaining a broadcasting industry if we lose the war? It still is possible to lose, even if at best through an unfortunate peace compromise.

How, then, will we be able to give those men who were lucky enough to come back, the jobs in an industry stultified because we were at least partially defeated?

How much does it mean for a broadcaster to tell the public what he is contributing in the way of programs toward winning the war? The public may some time awake with an unpleasant start and at an unpleasant time and remember that it was misled.

We need to be sobered up a bit. We need to forget about the immediate personal gain and think more of really winning the war instead of talking about it. We'd better start thinking about the actual price of victory so that broadcasters can blow their triumphal horns when we really win it and be able to give jobs to the men who fight for a better life for us all.

# MUTUAL BROADCAST



NETWORK FACILITIES  
AS OF MAR. 1, 1945

# CASTING SYSTEM





# MUTUAL BROADCASTING SYSTEM



NETWORK FACILITIES  
AS OF MAR 1, 1945



# MUTUAL



# Broadcasting System

## *Executives and Staff*

1440 Broadway, New York 18, N. Y.

Phone, Pennsylvania 6-9600

## **Officers of the Corporation**

Alfred J. McCosker  
New York, Chairman of the Board

Edgar Kobak  
New York, President and General Manager

Theodore C. Streibert  
New York, Executive Vice-President

Lewis A. Weiss  
Hollywood, Executive Vice-President

J. E. Campeau.....Detroit, Vice-President

Robert D. Swezey...New York, Vice-President  
and Assistant General Mgr.

Phillips Carlin .....New York, Vice-President  
in charge of Programs

Z. C. Barnes.Vice-President in charge of Sales

Carl Haverlin  
Vice-President in charge of Station Relations

E. M. Antrim.....Chicago, Secretary

J. E. Wallen.....New York, Treasurer

## **Board of Directors**

Edgar Kobak .....MBS, New York

E. M. Antrim.....WGN, Chicago

Hope E. Barroll, Jr.....WFBR, Baltimore

Willet H. Brown.....Don Lee, Hollywood

J. E. Campeau.....CKLW, Detroit

Chesser Campbell .....WGN, Chicago

H. K. Carpenter.....WHK, Cleveland

Benedict Gimbel, Jr.....WIP, Philadelphia

Leonard Kapner .....WCAE, Pittsburgh

Alfred J. McCosker

WOR, New York, CHAIRMAN

John Shepard III.....Yankee Network, Boston

Theodore C. Streibert.....WOR, New York

Lewis Allen Weiss.....Don Lee, Hollywood

## **Accounting Department**

James E. Wallen.....Controller

James Burk.....Assistant Controller

George Ruppel.....Auditor

## **Executive Committee**

Edgar Kobak .....MBS, New York

Chesser Campbell .....WGN, Chicago

H. K. Carpenter.....WHK, Cleveland

John Shepard III.....Yankee Network, Boston

Theodore C. Streibert.....WOR, New York

Lewis Allen Weiss.....Don Lee, Hollywood

## **Departments and Divisions**

### EXECUTIVE OFFICERS

Edgar Kobak  
President and General Manager

Robert D. Swezey.....Vice President and  
Assistant General Manager

## **Legal Staff**

Louis G. Caldwell.....Washington, D. C.

Andrew C. Hamilton.....Chicago

Emanuel Dannett .....New York



## **Program Department**

Phillips Carlin ..... Vice-President  
in Charge of Programs  
Adolph Opfinger ..... Program Director  
Harold Wagner ... Assistant Program Director  
Bob Novak ... Commercial Program Manager  
Edwin T. Otis, Commercial Program Supervisor  
John Newhouse .... Night Program Manager  
Floyd Mack ..... Night Program Supervisor  
Tom Slater ..... Director of Special Features  
and Sports  
John Whitmore ... Manager of News Division  
Edward Pettitt ..... Broadcast News Editor  
John Thornton ..... Bureau Chief,  
Pacific Area Headquarters

## **Publicity Department**

Jim O'Bryon ..... Publicity Director

## **Sales Department**

Z. C. Barnes  
Vice-President in Charge of Sales  
Robert Somerville... Assistant to Z. C. Barnes  
D. R. Buckham..... Eastern Sales Manager  
Torrence Danley ... Manager of Sales Service

## **Sales Promotion and Research**

Robert A. Schmid..... Director of Sales  
Promotion and Research  
Peter Zaphir ..... Assistant Director of  
Sales Promotion & Research  
Harold Coulter  
Manager of Audience Promotion  
Richard Puff ..... Manager of Research

## **MBS Foreign Correspondents**

Milton Bracker ..... Rome  
David Brown ..... Rome  
Bob Brumby ..... China  
Sidney Fine ..... Russia  
Edmund Franke ..... (Engineer) Pacific  
Royal Arch Gunnison..... Philippines  
Ted Hoskins ..... Cairo and Athens  
Seymour Korman ..... France

Arnold Roston ..... Art Director  
James Tyler ..... Advertising Director

## **Station Relations**

Carl Haverlin ..... Vice-President in  
Charge of Station Relations  
Charles Godwin... Assistant to Carl Haverlin  
Leslie L. Learned  
Manager of Engineering Traffic  
James Mahoney ..... Manager of Western  
Division, Station Relations  
Jerome Sill ..... Manager of Eastern  
Division, Station Relations  
Lewis Tower ..... Station Traffic Supervisor  
Dorothy Driscoll... Manager of Station Traffic  
Paul Hancock ..... Statistician

## **Theater Management**

Harry Miller .. Director of Theatre Operations

## **Chicago Staff**

441 North Michigan Ave., Chicago,  
Phone—Whitehall 5060

Adolph N. Hult..... Western Sales Manager  
Carroll Marts  
Midwestern Sales Service Manager  
Gilbert McClelland.. Sales Promotion Manager  
Myrtle Goulet ..... Station Traffic Supervisor

## **Washington Staff**

1627 K Street, N.W., Washington, D. C. (6)  
Phone—Metropolitan 0012

Charter Heslep ... Washington Representative  
in Charge of Operations

Arthur Mann ... France, Belgium, and London  
Jack Mahon..... Pacific  
Leslie Nichols ..... Pacific  
Arthur Primm ..... Honolulu  
Norman Paige ..... Honolulu  
John Steele ..... London  
John Thompson ..... France  
Arthur Veysey ..... Sydney  
Alfred Wagg ..... India

# A Advertising COVERAGE

## Should Parallel DISTRIBUTION

Straight-thinking advertising men know, to get the most from every advertising dollar, COVERAGE must parallel DISTRIBUTION.

Rand McNally divides the United States into 366 Wholesale Trading Areas. In each area is one central city, whose wholesalers distribute consumer goods not only within that metropolitan zone, but also to the intermediate cities and rural areas surrounding them.

For example, Cincinnati is the wholesale "funnel" for 25 counties in Ohio, Indiana and Kentucky. 63.6% of its consumers live *outside* the central city zone, in 19 intermediate cities of 2500 population or more, and in the rural environs. These people buy 52.6% of Cincinnati's total food sales, 45.8% of Cincinnati's total drug sales, 46.3% of Cincinnati's total sales of all goods at retail.

Unless your advertising covers the intermediate cities and rural territories whose source of wholesale supply is Cincinnati, as thoroughly as it covers Cincinnati's city zone, you

may be failing to give adequate sales impetus to as much as half of the goods you ship into Cincinnati warehouses.

According to the 1944 Hooper continuing measurement studies, WLW delivers 50.3% of the nighttime audience in metropolitan Cincinnati—*plus* 55.8% of the audience in 19 intermediate cities, and 59.4% of the rural audience in the entire Trading Area.

There are 37 of these recognized Trading Areas in the four-state Merchandise-able Area of WLW-Land, and they represent a consumer goods market of \$3,300,105,000 annually.\*

Parallel *thorough* DISTRIBUTION with *thorough* Advertising COVERAGE in this 3 billion dollar market, with one station, at one cost—probably the most efficient advertising buy in America.

\*The Market Data Book.

# WLW

DIVISION OF THE CROSLY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION

# NATIONAL BROADCASTING COMPANY



**NILES TRAMMELL**

**T**HE broadcasting industry rendered a more significant service to the American public during 1944 than in any previous year in its history. For this was the third and most momentous year of the war and also the year of a presidential election. Day by day radio brought news from the fighting fronts and covered the political campaigns—

with promptness, accuracy and thoroughness. It informed and inspired those at home to fulfill their responsibilities in the cause of victory.

## **Reportorial Staff**

World-wide news coverage was maintained by NBC's staff of fifty-seven reporters and commentators stationed in all parts of the world. At 12:41 A.M. on June 6th, when the first invasion flash was received, the NBC news staff had been ready for months to cover the momentous happenings of that day. NBC reporters accompanied the invasion forces to Normandy by sea and air, landed on the beaches and stayed with the troops as they moved through Normandy and Brittany across France and into Germany. NBC was similarly represented in the first B-29 raid over Japan and in the Philippine landings.

During the year, roughly 1200 hours on 2700 network programs were devoted solely to the war effort. The famous Army Hour, now in its third year, brought to millions of American homes every Sunday afternoon the Army's own first-hand reports of its activities of every front. NBC programs, both commercial and non-commercial, provided valuable support for the Fourth, Fifth and Sixth War Loan Drives, for the Red Cross and for a multitude of other home-front activities.

Headed by Maestro Arturo Toscanini, the NBC Symphony Orchestra—the world's first full-size, full-time symphony orchestra created especially for broadcasting—launched its eighth consecutive year over the NBC network.

The war-time need of the nation for

spiritual comfort was reflected during 1944 in an increase in the scope and variety of NBC religious programs. Of deep significance was the first broadcast of a Jewish religious service from Nazi Germany, which was presented by NBC shortly after the fall of Aachen in late October.

At the year-end, the NBC network comprised a total of 149 stations, compared with 142 at the end of 1943. Six stations are owned by NBC; the remaining 143 are independently owned and are associated with NBC in a contractual relationship.

## **Program Service**

The National Broadcasting Company, the senior of America's four national network organizations, maintained its position of leadership in program service.

During the evening hours of two momentous days of 1944—D-Day, June 6th, and Election Day, November 7th—the total radio listening audience was more than 50 per cent above normal. Impartial surveys revealed that a far greater audience was tuned to NBC stations than to those of any other network.

The growing importance of television as a great post-war art and industry was reflected in the increase and diversity of television programs put on the air by NBC's pioneer New York station, WNBC.

## **Tele For Hospitals**

Fifty-five television receivers have been installed in nine Army and Navy Hospitals in New York City and vicinity. Television programs of all types, particularly boxing bouts, are greatly enjoyed by the patients. The average audience per hospital television receiver is 35. On Election night, when visual reports and tabulations of the election returns were broadcast by television, a checkup of television sets in use showed that an average of eight persons gathered in front of each home receiver.

During 1944 approximately 425,000 visitors took the guided tour of the NBC New York studios. The total number of visitors during the eleven years since the NBC tours were inaugurated passed the five-million mark in October.

# NATIONAL BROADCAST



**NETWORK FACILITIES  
AS OF JAN. 1, 1945**

# CASTING COMPANY





# NATIONAL BROADCASTING COMPANY



NETWORK FACILITIES  
AS OF APR. 1, 1945

# 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
Dunn, Gano	Mullen, Frank E.
Folsom, Frank M.	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.
Damrosch, Walter	Notestein, Mrs. Wallace
	Sarnoff, David

## Officers

Sarnoff, David	Chairman of the Board	Royal, John F.	Vice-President
Trammell, Niles	President	Russell, Frank M.	Vice-President
Mullen, Frank E.,	Vice-President & General Manager	Strotz, Sidney N.	Vice-President
Ashby, A. L.	Vice-President & General Counsel	Witmer, Roy C.	Vice-President
Egner, C. Lloyd	Vice-President	MacDonald, John H.,	Vice-President in charge of finance
Hanson, O. B.	Vice-President	Teichner, R. J.	Treasurer
Hedges, William S.	Vice-President	MacConnach, Lewis	Secretary
Kopf, Harry C.	Vice-President	Pfautz, C. E.	Assistant Secretary
Menser, Clarence E.	Vice-President		



## DEPARTMENTS AND DIVISIONS

### Executive Offices

Trammell, Niles.....President  
Mullen, Frank E.,  
    Vice-President & General Manager  
Almonte, J. deJara.....Assistant to President  
MacDonald, John H.,  
    Vice-President in Charge of Finance  
Morgan, Clayland T.....Assistant to President  
Heath, Horton H.....Assistant to  
    Vice-President & General Manager

### Advertising & Promotion Department

Hammond, Charles P.....Director  
Rumple, Barry T.....Manager, Research Division  
Gaines, James M.....Assistant Director  
Forrest, Arthur L.  
    Manager, Public Service Promotion  
Cusack, Parmelee.....Art Director  
Nelson, James H.,  
    Manager, Network Sales Promotion  
Samuels, Hartley L.....Manager, Program Promotion  
Vail, Charles B. H....Manager, WEA-F Promotion

### 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

Hcnson, O. B.,  
    Vice-President & Chief Engineer  
Clarke, William A...Manager, Technical Service  
Guy, R. F.....Radio Facilities Engineer  
McElrath, George.....Operations Engineer  
Rackey, C. A.,  
    Audio & Video Facilities Engineer  
Shelby, R. E.....Development Engineer  
Wankel, F. A.....Eastern Division Engineer

### Finance Department

Myers, J. Robert.....Budget Officer

### General Service Department

Lowell, Edward M.....Director  
Monohan, George  
    Manager of Protection Division

### Guest Relations Department

Mack, Lathrop.....Manager  
Walker, Albert.....Assistant Manager  
Wahlstrom, John.....Executive Asst. Mgr.  
Ervin, William.....Asst. Manager  
Skutch, Ira.....Asst. Manager

### Information Department

Barnard, Anita  
    Manager of Correspondence Division

### International Shortwave Department

Bate, Fred.....Manager

### Television Department

Royal, John F.....Vice-President in Charge  
Williams, John T.....Business Manager  
Kelly, N. Ray..Manager of Production Facilities

### Legal Department

Ashby, A. L...Vice-President & General Counsel  
King, John P.....Attorney  
Ladner, Henry.....Asst. Gen. Counsel  
McCrossin, Edward J.....Attorney-Chicago  
Olliphant, S. R.....Attorney  
Tatum, Donn B.....Attorney-Hollywood  
Hurt, Willson I.....Attorney-Denver  
Wright, Gordon, Zachry, Parlin & Cahill  
    New York & Washington Counsel

### National Spot Sales Dept.

McConnell, James V.....Manager  
Roux, William.....Assistant Manager  
Tilenius, William O.....Assistant Manager

### Network Sales Department

Witmer, Roy C.....Vice-President in Charge  
Frey, George H.....Sales Service Manager  
Greene, F. Melville.....Sales Traffic Manager  
Hitz, Edward R..Asst. to Vice-President in Charge  
Showerman, I. E.....Eastern Sales Manager

### News & Special Events Dept.

Brooks, William.....Director  
Meyers, Jcseph  
    Manager in Charge of Special Events  
Schneider, Adolph..Acting Manager of Operations

### Personnel Department

de la Ossa, Ernest.....Personnel Director

## Press Department

Eiges, Sydney H. . . . . Manager  
Knodo, Tom. . . . . Assistant Manager

## Program Department

Menser, Clarence L. . . . . Vice-President in Charge  
Robb, Arch. . . . . Night Program Manager  
Belviso, Thomas H. . . . . Manager, Music Library  
Black, Frank. . . . . General Music Director  
Brainard, Bertha. . . . . Assistant to  
Vice-President, Manager Program Sales  
Murphy, Winifred. . . . . Supervisor of Booking Office  
Provost, de Lancey. . . . . Assistant to Manager, WEA  
Sniffin, Evelyn. . . . . Supervisor of Business Office  
Chotzinoff, Samuel. . . . . Manager of Music Division  
Damrosch, Walter. . . . . Music Counsellor  
Kelly, Patrick J. . . . . Supervisor of Announcers  
Knopfke, Frederick G. . . . . Sound Effects Manager  
McGray, Thomas. . . . . Eastern Program Manager  
Stern, William. . . . . Director of Sports  
McDonagh, Richard. . . . . Manager of Script  
Wright, Wynn. . . . . National Production Manager

## Public Service Department

Angell, James Rowland. . . . . Public Service Counselor  
Herrick, Dwight. . . . . Manager  
Chase, Gilbert. . . . . Specialist,  
Latin American Music and Literature  
Cuthbert, Margaret. . . . . Director of  
Women's & Children's Programs  
Fisher, Sterling. . . . . Asst. Pub. Serv. Counselor  
Jordan, Max. . . . . Director of Religious Broadcasts  
Wagner, Jane. . . . . Director, Home Economics  
Corwith, Doris. . . . . Assistant to Manager

## Radio Recording Department

Egner, C. Lloyd. . . . . Vice-President in Charge  
Cloutier, Norman  
Manager of Thesaurus Programs  
Davison, Walter B.,  
Assistant Sales Manager-Agencies  
Hamilton, Morris. . . . . Program Manager  
Friedheim, Robert W. . . . . Eastern Sales Manager  
Hayes, Henry. . . . . Asst. to V.-P., Office Manager  
Parsons, Willis B. . . . . Asst. Sales Manager  
and Sales Promotion Manager

## Stations Departments

Hedges, William S. V.-P. in Charge of Stations  
Woolley, Easton C. . . . . Asst. to Vice-President  
Hickox, Sheldon B., Jr. . . . . Mgr. of Station Relations  
Mathew, Steere. . . . . Asst. Mgr. Traffic Dept. &  
Supervisor Commercial Traffic

Woodman, Harry A. . . . . Mgr. Traffic Dept.  
Merryman, Philip I.,  
Facilities Development & Research

## Central Division—Chicago

### Merchandise Mart

Postal District, Chicago 54.

Phone: Supervisor 8300

Kopf, H. C. . . . . Vice-President & Manager  
Carlson, Emmons C.

Sales Promotion & Adv. Manager

Chizzini, Frank. . . . . Manager of Radio Recording  
Drips, William

Agricultural Public Relations Representative

Livezey, Henry D. . . . . Manager of Guest Relations

Ray, William B. . . . . Mgr. News & Special Events

Danielson, Eric. . . . . Program Traffic Supervisor

Guilbert, Robert M. . . . . Continuity Acceptance Mgr.

Herbuevaux, Jules. . . . . Program Manager

Kaney, A. W. . . . . Manager Stations Relations

Kendall, Robert

Program and Talent Sales Mgr.

Luttgens, Howard C. . . . . Division Engineer

McCluer, Paul. . . . . Network Sales Manager

McCrossin, Edward J. . . . . Attorney

Morton, Oliver

National Spot & Local Sales Mgr.

Ryan, Jack. . . . . Manager of Press Relations

Waller, Judith C. . . . . Director, Public Service

Murphy, William J. . . . . Script Manager

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 & Adv. Manager

Frost, Lewis

Asst. to Vice-Pres. & Program Mgr.

Gale, Paul. . . . . Traffic Manager

Tatum, Donn B. . . . . Attorney

Pierce, Jennings

Dir. of Public Service & Station Relations

Robb, Alex

Program, Talent Sales & Package Sales Manager

Norman, Donald. . . . . Manager, National Spot Sales

Hale, Evelyn. . . . . Guest Relations Manager

Turner, Oscar. . . . . Radio Recording Manager

Wiley, Howard. . . . . Production Manager

Donald Hourath. Continuity Acceptance Manager

## San Francisco

Elwood, John.....Manager, KPO

## Washington, D. C.

*Trans-Lux Bldg.*

*Phone: Republic 4000*

Russell, Frank M.....Vice-President in Charge  
Goldenstroth, R. G.....Auditor  
Cooper, Donald H.....Acting Engineer in Charge  
Glascock, Mahlon.....Sales Manager  
McAndrews, Wm. R.....Dir. News & Special Events  
Wheeler, George.....Assistant Manager  
Shawn, Fred.....Program Manager  
Smith, Carleton D.....Manager

## Operated Stations

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. G.....Mgr. Credit & Collections  
Williams, William A.....Assistant Treasurer

## Commentators, Correspondents and Newscasters

### ADMINISTRATIVE STAFF

William F. Brooks  
Director of News and Special Events  
Francis C. McCall  
Manager of Pacific Operations  
Adolph Schneider  
News Editor; Acting Manager of Operations  
Joseph Meyers  
Assistant Manager for Special Events  
Ann Gillis.....Assistant to the Director  
William McAndrew

Washington Newsroom Manager  
Edward Wallace...Cleveland Newsroom Manager  
William B. Ray.....Chicago Newsroom Manager  
Carl Mehl.....Denver Newsroom Manager  
Joseph Alvin...Western Division News Manager  
Charles Cooney

San Francisco Newsroom Manager  
Stanley P. Richardson.....London Manager

NEW YORK—H. V. Kaltenborn, John W. Vandercook, Robert St. John, Lowell Thomas, W. W. Chaplin, Don Goddard, Don Hollenback, Cesar Saerchinger, Lyle Van, C. F. McCarthy, Harold Fleming, Clyde Kittell, Roy Porter, Max Hill and James Stevenson.

WASHINGTON—Richard Harkness, Morgan Beatty, Leif Eid, Henry C. Cassidy, Kenneth

Banghart, Don Fisher, Raine Bennett, Robert McCormick.

CLEVELAND—Edward Wallace.

CHICAGO—Alex Dreier and Clifton Utley.

SAN FRANCISCO—Elmer Peterson and Larry Smith.

HOLLYWOOD—Sam Hayes, Art Baker and Fleetwood Lawton.

LONDON & WESTERN FRONT—Edwin Haaker, John MacVane (3rd Army), Merrill Mueller (Eisenhower Hq.), David Anderson (British 21st Army), James Cassidy (1st Army), Chester Morrison (London), Wright Bryan (Captured—in Germany), and Ruth Cowan.

SOUTH PACIFIC—George Folster and Owen Flaherty.

CENTRAL PACIFIC—John Cooper, James Wahl and Wilson K. Foster.

MOSCOW—Robert Magidoff, Eddie Gilmore and Daniel DeLuca.

CHUNGKING—Spencer Moosa.

BUENOS AIRES—Stanley Ross.

ROME—Grant Parr.

STOCKHOLM—Bjorn Bjornson.

BERNE—Paul Archinard.

CAIRO—Guthrie Janssen.

## 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



# KEYSTONE



## Broadcasting System

### *Headquarters*

580 Fifth Avenue  
 New York, N. Y.  
 Phone, LOnagacre 3-2221

### *Officers & Directors*

President ..... Michael M. Sillerman  
 Vice-President ..... Arthur Wolf  
 Vice-President ..... William Wolf  
 Secretary-Treasurer ..... Sidney J. Wolf  
 Director ..... Joseph Bayer

### *Offices*

#### *New York*

580 Fifth Avenue  
 Phone, LOnagacre 3-2221

President ..... Michael M. Sillerman  
 Director of Station Relations ..... Mort Adams  
 Sales & Promotion Consultant ..... Alvin Austin  
 Statistician ..... Irene Douglas  
 Office Manager ..... Rosita Seale  
 Account Executive ..... Albert F. Dykes  
 Account Executive ..... Noel A. Rhys

#### *Chicago*

134 North La Salle St.  
 Chicago, Ill.  
 Phone, State 4590

Secretary-Treasurer ..... Sidney J. Wolf  
 Accountant ..... Elizabeth M. Mueller  
 Western Sales Manager ..... Naylor Rogers

#### *Hollywood*

6331 Hollywood Blvd.  
 Hollywood, Calif.  
 Phone, Hollywood 5338

Program Director ..... Elaine N. Gonda

**SERVICES OFFERED:** Keystone Broadcasting System is a transcription network principally covering BEYOND-METROPOLITAN 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 includes 210 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 28 hours per week. This is the only national, full-sized network in the United States offering national radio advertisers the opportunity to cover the BEYOND-METROPOLITAN markets intensively, in a single transaction, by means of electrical transcription. The system offers its facilities in network time periods from one hour down to five minutes and also makes available announcement periods down to twenty-five word length.



# LOST- YESTERDAY

FCC figures show that about one-third of the nation—in small town and rich rural "Beyond-Metropolitan" areas—receives unsatisfactory coverage, or none at all, from major wired network stations. Therefore, these millions of listeners were lost to national advertisers—"national" in theory but not in fact. Then came KBS.

KEYSTONE NETWORK

# FOUND- TODAY



National advertisers now reach these lost millions via the Keystone transcription network. For Hooper surveys\* prove that the vast majority of people in the significant "Beyond-Metropolitan" areas surveyed listen predominantly to their own local Keystone stations. KBS delivers this huge NEW mass of audience at the lowest cost per actual listener in history. Join the leading national advertisers now extending their network programs to KBS markets.

\*Detailed survey on request.

## THIS IS THE KEYSTONE

# GREATERTOMORROW

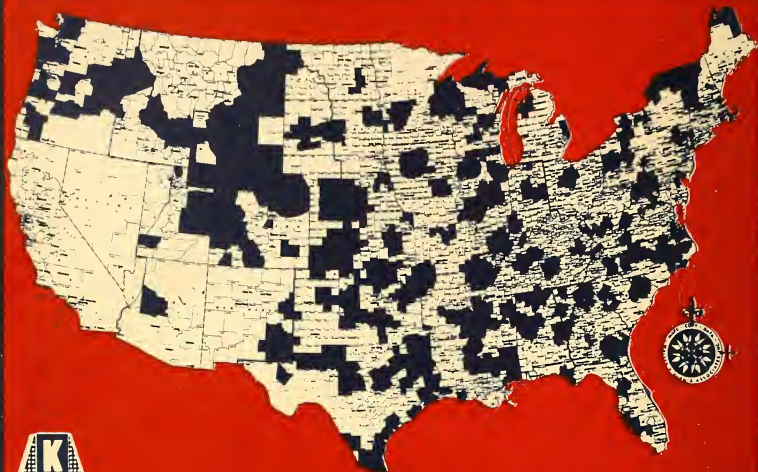


"Beyond-Metropolitan" America will continue and expand its present all-time-high prosperity. Says distribution chief Nelson A. Miller, Dep't. of Commerce, "In the post-war competitive market . . . the small town and rural market must be brought into selling programs in a big way, fully in proportion to its size and improved quality."

ONLY Keystone affords radio advertisers exclusive network coverage in this indispensable sector of the nation.

BROADCASTING SYSTEM

# THIS IS "BEYOND-METROPOLITAN" AMERICA



208 STATIONS COAST TO COAST!



## STREAMLINED!

- ONE OPERATION INSTEAD OF 208
- ONE TIME ORDER
- ONE TIME CLEARANCE
- ONE SCHEDULE
- ONE MECHANICS OPERATION
- ONE SOURCE FOR AFFIDAVITS
- ONE INVOICE

Let the KBS representative tell you the complete story. KEYSTONE BROADCASTING SYSTEM, Inc.,

New York City 19, Chicago 2, Hollywood 28

# KEYSTONE NETWORK



# REGIONAL NETWORKS

## 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..... L. D. Bradbury

### STATIONS

KTAR; Phoenix; KVOA, Tucson; KYUM,  
 Yuma; KGLU, Safford; 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

836-838 N. Central Ave., Phoenix, Ariz.

Phone: 4-4144

### PERSONNEL

Manager..... Albert D. Johnson  
 Program Manager..... J. R. Williams  
 Commercial Manager..... John L. Hogg  
 KTUC Manager..... Lee Little  
 KSUN Manager..... Carleton Morris

### STATIONS

KOY, Phoenix; KTUC, Tucson; KSUN, Bisbee-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.; WEAU, Eau Claire; WJMC, Rice Lake.

### REPRESENTATIVE

George P. Hollingsbery Co.

★

## Connecticut State Network

270 Atlantic St., Stamford, Conn.

Phone: Stamford 3-0747

### PERSONNEL

President..... Harold H. Meyer  
 Director..... Glover DeLaney  
 Director..... Ivon Newman  
 Director..... Richard Davis  
 Director..... Sam Elman  
 Director..... Levon Thomas

### STATIONS

WNAB, Bridgeport; WATR, Waterbury;  
 WSRR, Stamford; WNLC, New London; WELL,  
 New Haven; WTHI, Hartford.

### REPRESENTATIVES

Helen Wood, New York

Bertha Bannan (Boston)

★

## 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

President..... Thomas S. Lee  
 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  
Exec. Asst. in Production..... Pat Campbell  
Publicity Director..... Fair Taylor  
News Editor..... Les Mawhinney

#### 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; KHJFM, Hollywood; W6XOA (Television station), Hollywood.

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, Grants Pass; KWIL, Albany; KSLM, Salem.

Northwest (Washington): KMO, Tacoma; KIT, Yakima.

KXRO, Aberdeen; KOL, Seattle; KGY, Olympia; KELA, Centralia; KRKO, Everett; KWLK, Longview; KFIO, Spokane; KMO, Tacoma; KUJ, Walla Walla; KIT, Yakima.

Idaho: KRLC, Lewiston; KWAL, Wallace.  
Supplementary: KGMB, Honolulu, Hawaii; KHBC, Hilo, Hawaii; CKWX, Vancouver, B. C.

#### 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

(Address Any Station or The Katz Agency)

#### PERSONNEL

Associate Manager (WGST)..... Frank Gaither

General Manager (WTOC)..... W. T. Knight

General Manager (WMAZ)..... Wilton E. Cobb

#### STATIONS

WGST, Atlanta; WMAZ, Macon; WTOC, Savannah.

#### REPRESENTATIVE

The Katz Agency

★

### Intermountain Network

Hotel Ben Lomond, Ogden, Utah

Phone: 5721

#### PERSONNEL

General Manager..... George C. Hatch

Sales & Gen. Manager... Lynn L. Meyer

Production Manager..... Kenyon Bennett

Chief Engineer..... D'Orr Cozzens

#### STATIONS

KLO, Salt Lake City, Ogden; KVNU, Logan, Utah; KOVO, Provo; KEUB, Price; KVRS, Rock Springs, Wyo.; KID, Idaho Falls, Idaho.

#### BRANCH OFFICES

248 S. Main St., Salt Lake City, Utah

Phone: 4-1843

Gen. Sales Manager..... Lynn L. Meyer

#### REPRESENTATIVE

Joseph Hershey McGillvra, Inc.

★

### 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); Bob Laubengayer

(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 (1)

Riverside 5663

#### PERSONNEL

Chairman of Operating Committee. O. L. Taylor

Managing Director..... Clyde B. Melville

#### STATIONS

KGKO, Fort Worth-Dallas; KXYZ, Houston;

KRIS, Corpus Christi; K TSA, San Antonio;

KRGV, Weslaco; KGNC, Amarillo; KFYO, Lubbock.

#### NATIONAL REPRESENTATIVES

Taylor-Howe-Snowden Radio Sales

★

### Maryland All-Home Network

10 East North Ave., Baltimore 2, Md.

Phone: Mulberry 1300

#### PERSONNEL

Director of National Sales

Andrew H. Hilgartner

Director of Local Sales..... William S. Pirie

#### STATIONS

WFBR, Baltimore, Md.; WBOC, Salisbury,

Md.; WJEJ, Hagerstown, Md.

#### NATIONAL REPRESENTATIVES

John Blair & Co.

★

### 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.

**NATIONAL REPRESENTATIVE**

Paul H. Raymer Co.  
Radio Advertising Co.



**Michigan Radio Network**

Operated by the King-Trendle Broadcasting  
Corp.

Stroh Bldg., Detroit, Mich.  
Phone: Cherry 8321

**PERSONNEL**

President.....George W. Trendle  
Gen. & Comm. Mgr.....H. Allen Campbell  
Adv. & Sales Prom. Mgr.....Lambert B. Beeuwkes

**STATIONS**

WXYZ, Detroit (Key Station); WBCM, Bay  
City; WFDF, Flint; WJIM, Lansing; WIBM, Jack-  
son; WELL, Battle Creek; WLAV, Grand  
Rapids; WSOO, Saulte Ste. Marie; WDBC,  
Escanaba; WDMI, Marquette; WHDF, Calumet;  
WJIM, Lansing; WKBZ, Muskegon.

**REPRESENTATIVE**

Paul H. Raymer Co.



**McClatchy Beeline**

708 Eye St., Sacramento 4, Cal.  
Phone: Sacramento 25011

**PERSONNEL**

President.....Eleanor McClatchy  
National Sales Mgr.....Robert A. Street

**STATIONS**

KERN, Bakersfield, Cal.; KMJ, Fresno, Cal.;  
KFBK, Sacramento, Cal.; KWG, Stockton, Cal.;  
KOH, Reno, Nev.

**REPRESENTATIVE**

Paul H. Raymer Company



**Mississippi Broadcasters  
Association**

Hewes-Martin Building, Gulfport, Miss.  
Phone,

**PERSONNEL**

President....Hugh O. Jones, WGCM, Gulfport  
Vice-President. Hugh M. Smith, WAML, Laurel  
Secretary-Treasurer

Emmet H. McMurry, WJPR, Greenville

**DIRECTORS**

P. K. Ewing, Jr., WMIS, Natchez, Miss.; W. P.  
Harris, WJOX, Jackson, Miss.; Bob McRaney,

WCBI, Columbus, O.; L. M. Sepaugh, WSLI,  
Jackson, Miss.; C. J. Wright, WFOR, Hatties-  
burg, Miss.



**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.

**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.**

E-622 First National Bank Bldg., St. Paul, Minn.  
Phone: Cedar 8579

**PERSONNEL**

President.....John W. Boler  
Vice-President & Gen. Mgr.....Donn Clayton  
Secretary.....E. Iverson  
Comptroller.....F. Tibeau  
Merchandise Mgr.....B. H. Onde

**STATIONS**

KVFD, Fort Dodge, Ia.; WJMS, Ironwood,  
Mich.; KATE, Albert Lea, Minn.; KVOX, Fargo-  
Moorhead, Minn.; KGDE, Fergus Falls, Minn.;  
WMFG, Hibbing, Minn.; WLLO, 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, Mar-  
quette, Mich.; KOVC, Valley City, N. D.;  
KELD, Sioux Falls, S. D.; KSOD, Sioux Falls,  
S. D.; KOBH, Rapid City, S. D.; KTRI, Sioux  
City, Iowa; KFJB, Marshalltown, Iowa; KRDS,  
Clinton, Iowa; KDTH, Dubuque, Iowa; KICD,  
Spencer, Iowa.

**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  
 Manager (CKGB).....H. Freeman  
 Manager (CJKL).....C. Chambers  
 Manager (CFCH).....Cliff Pickrem  
 Manager (CHEX).....H. Cooke  
 Manager (CKWS).....J. Davidson

**STATIONS**

CKGB, Timmins, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; 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



**Northwest Network**

c/o KSTP, Hotel Saint Paul, St. Paul, Minn.  
 Phone, Cedar 5511

Sales Office: c/o KSTP, Radio City, Minneapolis 2, 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.



**The Oklahoma Network**

APCO Tower, Oklahoma City, Okla.

**PERSONNEL**

Managing Director.....Robert D. Enoch

**STATIONS**

KTOK, Oklahoma City; KGFF, Shawnee; KBIX, Muskogee; KCRC, Enid; KADA, Ada; KOMA, Tulsa; KVSO, Ardmore.

**NATIONAL REPRESENTATIVE**

Taylor-Howe-Snowden Radio Sales



**Oklahoma Metropolitan Line**

c/o KOMA, Biltmore Hotel  
 Oklahoma City, Okla.

Phone: 2-3291

**PERSONNEL**

General Manager (KOMA).....Kenyon Brown  
 Sales Prom. Mgr.....Webster L. Benham, Jr.  
 Dir. of Programs & News.....Bill Bryan  
 Chief Engineer.....M. W. Thomas  
 Production Manager.....Paul Bueinning

**STATIONS**

KOMA, Oklahoma City; KTUL, Tulsa; KWFT, Wichita Falls, Texas.

**NATIONAL REPRESENTATIVE**  
 Free & Peters, Inc.



**Pacific Broadcasting Co.**

914 Broadway, Tacoma 1, Wash.  
 Phone: Main 4144

**PERSONNEL**

General Manager.....Carl E. Haymond  
 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; KBND, Bend; KSLM, Salem, Ore.

Washington: KGY, Olympia; KELA, Centralia; KIT, Yakima; KMO, Tacoma; KOL, Seattle; KFIO, Spokane; KRKO, Everett; KXRO, Aberdeen; KWLK, Longview; KUIN, Grants Pass; KVU, Walla Walla.

Idaho: KWAL, Wallace; KRRC, Lewiston.

Canada: CKWX, Vancouver, B. C.

**REPRESENTATIVE**

John Blair & Co.



**The Pennsylvania Network**

1622 Chestnut St., Philadelphia 3, Pa.  
 Phone Locust 7700

**PERSONNEL**

General Manager.....Leon Levy  
 Asst. Manager.....P. J. Sharkey  
 Technical Director.....George Lewis

**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; KDEA, Pittsburgh; WJAS, Pittsburgh; KQV, Pittsburgh; WCAE, Pittsburgh; WRAW, Reading; WARM, Scranton; WGBI, Scranton; WKOK, Sunbury; WJPA, Washington; WBRE, Wilkes-Barre; WBAJ, Wilkes-Barre; WRAC, Williamsport; (Harrisburg, Scranton, Wilkes-Barre, Pittsburgh and Erie stations optional).



**Quaker Network**

WFIL, 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.

### 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

★

### Southern Minnesota Network

101 N. Second St., Mankato, Minn.

PERSONNEL

KYSM Manager.....John F. Meagher  
 KROC Manager.....Gerald Wing  
 KATE Manager.....Ed. L. Hayek

STATIONS

KATE, Albert Lea, Minn.; KYSM, Mankato, Minn.; KROC, Rochester, Minn.

NATIONAL REPRESENTATIVE

John E. Pearson Company

★

### 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 1, Texas  
 Phone: 3-9363

PERSONNEL

President.....Gene L. Cagle  
 General Manager.....Gene L. Cagle  
 Assistant General Manager...Frances Griffith  
 Program Director.....Boyd Kelley  
 Chief Accountant.....D. C. Hornburg  
 Traffic Manager.....Forrest Clough  
 Merchandising Director.....L. R. Duffy  
 Chief Engineer.....Truett Kimzey  
 Musical Director.....Frances Kay

STATIONS

KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KRLH, Midland; KRRV, Sherman-Denison; KPLT, Paris; KABC,

San Antonio; KTEM, Temple; WRR, Dallas; KCMC, Texarkana; WACO, Waco; KFRD, Longview; KMAC, San Antonio; KBWD, Brownwood.

NATIONAL REPRESENTATIVE

Weed & Co.

★

### The Tobacco Network

P. O. Box 1150, Raleigh, North Carolina  
 Phone 6411

PERSONNEL

President.....Fred Fletcher, WRAL  
 Secretary.....Harry Bright, WGBR  
 Treasurer.....Allen Wannamaker, WGTM  
 Program Director.....Ray Reeve  
 Sales Manager.....Raymond Cobb  
 Vice-President.....Louis Howard, WHIT

STATIONS

WFNC, Fayetteville, N. C.; WGBR, Goldsboro, N. C.; WRAL, Raleigh, N. C.; WGTM, Wilson, N. C.; WGTC, Greenville, N. C.; WHIT, 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.....Catherine Gleason  
 Engineer.....John Orth

STATIONS

WSLS, Roanoke; WLVA, Lynchburg; WBTM, Danville.

REPRESENTATIVE

Philip P. Allen

★

### West Virginia Network

CHARLESTON BROADCASTING CO.

1016 Lee St., Charleston, W. Va.  
 Phone: 28-131

PERSONNEL

President.....John A. Kennedy  
 Managing Director & V.P....Howard L. Chernoff  
 Sales Manager.....Howard L. Chernoff  
 Promotion Manager.....Elizabeth Camp  
 Program Director.....Joseph Hergot  
 Production Manager.....Berton Sonis  
 Musical Director.....Leah Perry  
 Technical Supervisor.....Odes Robinson  
 WBLK Manager.....George Blackwell  
 WPAR Manager.....George Clinton  
 WSAZ Manager.....Marshall Rosene  
 WCHS Manager.....Howard L. Chernoff

**STATIONS**

WCHS, Charleston; WPAR, Parkersburg; WBLK, Clarksburg; WSAZ, Huntington. FM applications filed for these stations.

**NATIONAL REPRESENTATIVE**

The Branham Co.

★

**Wisconsin Network, Inc.**

Nash Building

Wisconsin Rapids, Wisc.

Phone: 90

**PERSONNEL**

President.....W. F. Huffman  
V.P. & Managing Dir.....Don C. Wirth  
Secretary.....Geo. T. Frechette

**STATIONS**

Basic Stations: WRJN, Racine; WCLO, Jamesville; WIBU, Madison; WHBL, Sheboygan; WHBY, Appleton; WFHR, Wisconsin Rapids; KFIZ, Fond du Lac; WSAU, Wausau; Supplementary Stations: WEMP, Milwaukee; WTAQ, Green Bay; WMAM, Marinette; WEAU, Eau Claire; WJMS, Ironwood; WATW, Ashland; WOSH, Oshkosh; WIGM, Medford; WJMC, Rice Lake; WOMT, Manitowoc; WBKH, La Crosse; WDSM, Superior.

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**The Wolverine Network**

Keeler Building, Grand Rapids 2, Mich.

Phone: 6-5461

President.....Roy C. Kelley  
Gen. Manager.....Hy M. Steed

**STATIONS**

WLAV, Grand Rapids (Key Station); WTCM, Traverse City; WHLS, Port Huron, WJLB, Detroit; WKBZ, Muskegon; WJJD, Chicago, Illinois; WIND, Chicago-Gary, Ind.; WKLA, Ludington, Mich.; WELL, Battle Creek, Mich.; WIBM, Jackson, Mich.; WHDF, Calumet, Mich.; WDBC, Escanaba, Mich.; WDMJ, Marquette, Mich.; WJMS, Ironwood, Mich.; WMAM, Marinette, Wis.; WJBK, Detroit, Mich.

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**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  
Vice-President.....George W. Steffy  
Controller.....Robert F. Ide

Assistant Controller.....Howard F. Wright  
Station Relations.....Barbara Sprague  
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.....Lester Smith  
Chief Engineer.....Irving Robinson  
Program Director.....George W. Steffy  
War Program Manager.....Geo. W. Steffy

**EXECUTIVE COMMITTEE**

William O'Neil, Chairman; John Shepard  
3rd, Vice-Chairman; James W. Haggerty.

**BOARD OF DIRECTORS**

William O'Neil; Loren Angus McQueen;  
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Shepard 3rd; Henry Linus Travers; Frank  
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**STATIONS**

WNAC, Boston; WHIT, 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  
WAAB Manager.....H. Wm. Koster  
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.

**WEST COAST REPRESENTATIVE**

Pacific Northwest Broadcasters

STATIONS  
OF THE UNITED STATES



*Alphabetical Listing*



*Standard Stations Indexed  
By Call Letters—Frequency  
Power and Kilocycles*



*Standard Stations Indexed  
By Cities—Network Affiliation*



*Stations Alphabetically  
Listed By States—Personnel  
Other Detailed Information*

# Index Of The Standard Stations Of The United States

*Call Letters—City—Power—Frequency in Kilocycles—Page Number Providing Complete Information*

Key to Abbreviations: C.P.—Construction Permit; d—daytime; n—night.

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KABC	San Antonio, Texas	1450	250	617
KABR	Aberdeen, S. D.	1420	5000	599
KADA	Ada, Okla.	1230	250	561
KALB	Alexandria, La.	1240	250	441
		580	1000 C. P.	441
KALE	Portland, Ore.	1330	5000	567
KALL	Salt Lake City, Utah	910	1000 C. P.	623
KAND	Corsicana, Texas	1340	250	609
KANS	Wichita, Kans.	1240	250	434
KARK	Little Rock, Ark.	920	5000	354
KARM	Fresno, Calif.	1430	5000	358
KASA	Elk City, Okla.	1240	100	562
KAST	Astoria, Ore.	1230	250	565
KATE	Albert Lea, Minn.	1450	250	471
KAVE	Carlsbad, N. M.	1240	250	500
KBIX	Muskogee, Okla.	1490	250	562
KBIZ	Ottumwa, Iowa	1240	250	426
KBKR	Baker, Ore.	1490	250	565
KBND	Bend, Ore.	1340	250	566
KBON	Omaha, Neb.	1490	250	492
KBPS	Portland, Ore.	1450	100	569
KBST	Big Spring, Texas	1490	100	608
KBTM	Jonesboro, Ark.	1230	250	...
KBUR	Burlington, Iowa	1490	250	423
KBWD	Brownwood, Texas	1380	500	609
KCKN	Kansas City, Kans.	1340	250	433
KCMC	Texarkana, Texas	1230	250	619
KCMO	Kansas City, Mo.	1480	1000	485
KCRA	Sacramento, Calif.	1340	250 C. P.	367
KCRC	Enid, Okla.	1390	1000	562
KDAL	Duluth, Minn.	610	1000	471
KDB	Santa Barbara, Calif.	1490	250	372
KDFN	Casper, Wyo.	1470	1000	645
KDKA	Pittsburgh, Pa.	1020	50000	585
KDLR	Devils Lake, N. D.	1240	250	543
KDNT	Denton, Texas	1450	100	611
KDON	Monterey, Calif.	1240	250	365
KDRO	Sedalia, Mo.	1490	250	487
KDTH	Dubuque, Iowa	1370	1000	425
KDYL	Salt Lake City, Utah	1320	5000	623
KECA	Los Angeles, Calif.	790	5000	359



Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KEEW	Brownsville, Texas	1490	100	608
KELA	Centralia-Chehalis, Wash.	1470	1000	629
KELD	El Dorado, Ark.	1400	250	353
KELO	Sionx Falls, S. D.	1230	250	599
KENO	Las Vegas, Nev.	1400	250	493
KERN	Bakersfield, Calif.	1410	1000	357
KEUB	Pree, Utah	1350	250	622
KEVR	Seattle, Wash.	1090	250	630
KEX	Portland, Ore.	1190	5000	569
KEYS	Corpus Christi, Texas	1490	250	609
KFAB	Lincoln, Neb.	1110	10000	491
KFAC	Los Angeles, Calif.	1330	1000	359
KFAM	St. Cloud, Minn.	1150	250	476
KFAR	Fairbanks, Alaska	610	5000	647
KFBB	Great Falls, Mont.	1310	5000	489
KFBC	Cheyenne, Wyo.	1240	250	645
KFBI	Wichita, Kans.	1070	1000	434
KFBK	Sacramento, Calif.	1530	10000	367
KFDA	Amarillo, Texas	1230	250	607
KFDM	Beaumont, Texas	560	1000	608
KFEL	Denver, Colo.	950	5000	374
KFEQ	St. Joseph, Mo.	680	5000	486
KFFA	Helena, Ark.	1490	250 C. P.	353
KFGQ	Boone, Iowa	1260	250	423
KFH	Wichita, Kans.	1330	5000	435
KFI	Los Angeles, Calif.	650	50000	360
KFIO	Spokane, Wash.	1230	250	632
KFIZ	Fond-Du-Lac, Wis.	1450	250	639
KFJB	Marshalltown, Iowa	1230	250	426
KFJI	Klamath Falls, Ore.	1210	100	566
KFJM	Grand Forks, N. D.	1440	500	543
KFJZ	Fort Worth, Texas	1270	5000	613
KFKA	Greeley, Colo.	910	1000	376
KFKU	Lawrence, Kans.	1250	1000	433
KFLW	Klamath Falls, Ore.	1450	250 C. P.	567
KFMB	San Diego, Calif.	1450	250	369
KFNF	Shenandoah, Iowa	920	500	426
KFOR	Lincoln, Neb.	1240	250	492
KFOX	Long Beach, Calif.	1280	1000	359
KFPW	Fort Smith, Ark.	1400	250	353
KEPY	Spokane, Was.	920	5000	632
KFQD	Anchorage, Alaska	790	1000	647
KFRC	San Francisco, Calif.	610	5000	370
KFRE	Fresno, Calif.	1340	250	358
KFRD	Longview, Texas	1370	1000	615
KFRU	Columbia, Mo.	1400	250	483
KFSD	San Diego, Calif.	600	1000	369
KFSG	Los Angeles, Calif.	1150	2500 d., 1000 n.	359
KFUN	Las Vegas, N. M.	1230	250	500
KFUO	St. Louis, Mo.	850	5000	487
KFVD	Los Angeles, Calif.	1020	1000	360
KFVS	Cape Girardeau, Mo.	1400	250	483
KFWB	Los Angeles, Calif.	980	5000	360
KFXD	Nampa, Idaho	1230	250	402
KEXJ	Grand Junction, Colo.	920	500	376
KFXM	San Bernardino, Calif.	1240	250	369
KFYO	Lubbock, Texas	1340	250	615
KFYR	Bismarek, N. D.	550	5000	543
KGA	Spokane, Wash.	1510	10000	632
KGB	San Diego, Calif.	1360	1000	369
KGBS	Harlingen, Texas	1240	250	614
KGBX	Springfield, Mo.	1260	5000	487

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KGCU	Mandan, N. D.	1270	250	544
KGCX	Sidney, Mont.	1180	1000	490
KGDE	Fergus Falls, Minn.	1230	100	473
KGDM	Stockton, Calif.	1140	5000	372
KGEK	Sterling, Colo.	1230	100	377
KGER	Long Beach, Calif.	1390	5000	359
KGEZ	Kallispell, Mont.	1340	100	490
KGFF	Shawnee, Okla.	1450	250	564
KGfJ	Los Angeles, Calif.	1230	100	362
KGFL	Roswell, N. M.	1100	100	501
KGfW	Kearney, Neb.	1340	250	491
KGfX	Pierre, S. D.	630	200	599
KGGF	Coffeyville, Kans.	690	500	431
KGGM	Albuquerque, N. M.	1260	1000	500
KGfH	Pueblo, Colo.	1350	500	377
KGHI	Little Rock, Ark.	1230	250	354
KGHL	Billings, Mont.	790	5000	488
KGIR	Butte, Mont.	1370	5000	489
KGfW	Alamosa, Colo.	1150	250	371
KGKB	Tyler, Texas	1490	250	619
KGKL	San Angelo, Texas	1400	250	617
KGKO	Fort Worth, Texas	570	5000	613
KGKY	Scottsbluff, Neb.	1490	250	493
KGLO	Mason City, Iowa	1300	5000	426
KGLU	Safford, Ariz.	1450	250	352
KGMB	Honolulu, Hawaii	590	5000	649
KGNC	Amarillo, Texas	1440	1000	607
KGNO	Dodge City, Kans.	1370	250	431
KGQ	San Francisco, Calif.	810	7500	370
KGU	Honolulu, Hawaii	760	2500	649
KGVO	Missoula, Mont.	1290	1000	490
KGW	Portland, Ore.	620	5000	569
KGy	Olympia, Wash.	1240	250	630
KHAS	Hastings, Neb.	1230	250	491
KHBC	Hilo, Hawaii	1230	250	649
KHBG	Okmulgee, Okla.	1240	250	564
KHJ	Los Angeles, Calif.	930	5000	362
KHMO	Hannibal, Mo.	1340	250	183
KHQ	Spokane, Wash.	590	5000	632
KHSL	Chico, Calif.	1290	1000	357
KHUB	Watsonville, Calif.	1340	250	373
KICA	Clovis, N. M.	1240	250	500
KICD	Spencer, Iowa	1240	100	429
KID	Idaho Falls, Idaho	1350	500	402
KIDO	Boise, Idaho	1380	1000	402
KIEM	Eureka, Calif.	1480	1000	358
KIEV	Glendale, Calif.	870	250	358
KILO	Grand Forks, N. D.	1140	500	543
KINY	Juneau, Alaska	1460	1000 5000 C. P.	647
KIRO	Seattle, Wash.	710	50000	630
KIT	Yakima, Wash.	1280	1000	634
KIUL	Garden City, Kans.	1240	250	431
KIUN	Pecos, Texas	1400	100	617
KIUP	Durango, Colo.	1400	250	376
KJBS	San Francisco, Calif.	1100	500	370
KJR	Seattle, Wash.	1000	5000	630
KLBM	La Grande, Ore.	1450	250	567
KLCN	Blytheville, Ark.	900	1000	353
KLO	Ogden, Utah	1430	5000	622
KLPM	Minot, N. D.	1390	1000	544
KLRA	Little Rock, Ark.	1010	1000 d., 5000 n.	354
KLS	Oakland, Calif.	1310	1000	366

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KLUF . . .	Galveston, Texas	1100	250	614
KLX . . .	Oakland, Calif.	910	1000	365
KLZ . . .	Denver, Colo.	560	5000	375
KMA . . .	Shenandoah, Iowa	960	5000	126
KMAC . . .	San Antonio, Texas	1210	250	618
KMBC . . .	Kansas City, Mo.	980	5000	485
KMED . . .	Medford, Ore.	1110	1000	567
KMJ . . .	Fresno, Calif.	580	5000	358
KMLB . . .	Monroe, La.	1230	250	441
KMMJ . . .	Grand Island, Neb.	750	1000	491
KMO . . .	Tacoma, Wash.	1360	5000	632
KMOX . . .	St. Louis, Mo.	1120	50000	486
KMPC . . .	Los Angeles, Calif.	710	10000	362
KMTR . . .	Los Angeles, Calif.	570	1000	363
KMYC . . .	Marysville, Calif.	1150	250	364
KMYR . . .	Denver, Colo.	1340	250	375
KNAK . . .	Salt Lake City, Utah	1100	250 C. P.	623
KNEL . . .	Brady, Texas	1490	100	608
KNET . . .	Palestine, Texas	1450	100	616
KNOE . . .	Monroe, La.	1150	250	442
KNOW . . .	Austin, Texas	1490	250	607
KNX . . .	Los Angeles, Calif.	1070	50000	364
KOA . . .	Denver, Colo.	850	50000	375
KOAC . . .	Corvallis, Ore.	550	1000	566
KOAM . . .	Pittsburgh, Kans.	810	1000	434
KOB . . .	Albuquerque, N. M.	1030	10000 50000 C. P.	500
KOCA . . .	Kilgore, Texas	1240	250	615
KOCY . . .	Oklahoma City, Okla.	1310	250	563
KODL . . .	The Dalles, Ore.	1230	100	566
KODY . . .	North Platte, Neb.	1210	250	492
KOH . . .	Reno, Nev.	630	1000	493
KOIL . . .	Omaha, Neb.	1290	5000	492
KOIN . . .	Portland, Ore.	970	5000	569
KOKO . . .	La Junta, Colo.	1100	250	377
KOL . . .	Seattle, Wash.	1300	5000	631
KOMA . . .	Oklahoma City, Okla.	1520	5000	563
KOME . . .	Tulsa, Okla.	1310	250	564
KONO . . .	San Antonio, Texas	1400	250	618
KONP . . .	Port Angeles, Wash.	1450	250 C. P.	630
KOOS . . .	Marshfield, Ore.	1230	250	567
KORE . . .	Eugene, Ore.	1450	250	566
KORN . . .	Fremont, Neb.	1400	250	491
KOTA . . .	Rapid City, S. D.	1100 1380	250 5000 C. P.	599
KOTN . . .	Pine Bluff, Ark.	1490	250	355
KOVC . . .	Valley City, N. D.	1490	250	544
KOVO . . .	Provo, Utah	1210	250	622
KOWH . . .	Omaha, Neb.	660	500	493
KOY . . .	Phoenix, Ariz.	550	1000	351
KPAB . . .	Laredo, Texas	1490	250	615
KPAC . . .	Port Arthur, Texas	1250	1000	617
KPAS . . .	Pasadena, Calif.	1110	10000	366
KPDN . . .	Pampa, Texas	1310	100	616
KPEA . . .	Helena, Mont.	1240	250	489
KPHO . . .	Phoenix, Ariz.	1230	250	351
KPKW . . .	Pasco, Wash.	1310	250 C. P.	630
KPLC . . .	Lake Charles, La.	1190	250	441
KPLT . . .	Paris, Texas	1490	250	616
KPMC . . .	Bakersfield, Calif.	1560	1000	357
KPO . . .	San Francisco, Calif.	680	50000	370
KPOF . . .	Denver, Colo.	910	1000	376
KPOW . . .	Powell, Wyo.	1230	250	645

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KPPC	Pasadena, Calif.	1210	100	366
KPQ	Wenatchee, Wash.	1190	250	
		560	1000 C. P.	633
KPRC	Houston, Texas	950	5000	614
KPRO	Riverside, Calif.	1110	1000	367
KQV	Pittsburgh, Pa.	1110	1000	585
KQW	San Jose, Calif.	710	5000	371
KRBA	Lufkin, Texas	1310	250	616
KRBC	Abilene, Texas	1450	250	607
KRBM	Bozeman, Mont.	1450	250	488
KRE	Berkeley, Calif.	1100	250	357
KRGV	Weslaco, Texas	1290	1000	621
KRIC	Beaumont, Texas	1450	250	608
KRIS	Corpus Christi, Texas	1360	1000	609
KRJF	Miles City, Mont.	1310	250	490
KRKD	Los Angeles, Calif.	1150	1000	364
KRKO	Everett, Wash.	1400	250	629
KRLC	Lewiston, Idaho	1400	250	402
KRLD	Dallas, Texas	1080	50000	611
KRLH	Midland, Texas	1230	250	616
KRMD	Shreveport, La.	1310	250	443
KRNR	Roseburg, Ore.	1490	250	570
KRNT	Des Moines, Iowa	1350	5000	424
KROC	Rochester, Minn.	1310	250	176
KROD	El Paso, Texas	600	500	613
KROS	Clinton, Iowa	1310	250	423
KROW	Oakland, Calif.	960	1000	366
KROY	Sacramento, Calif.	1210	250	369
KREX	Sherman, Texas	910	1000	618
KRSC	Seattle, Wash.	1150	1000	631
KSAC	Manhattan, Kans.	580	500	433
KSAL	Salina, Kans.	1150	1000	434
KSAM	Huntsville, Texas	1190	250	615
KSAN	San Francisco, Calif.	1450	250	371
KSCJ	Sioux City, Iowa	1360	5000	426
KSD	St. Louis, Mo.	550	1000	386
KSEI	Pocatello, Idaho	930	250	402
KSFO	San Francisco, Calif.	560	1000	371
KSJB	Jamesstown, N. D.	1100	250	543
KSKY	Dallas, Texas	660	1000	611
KSL	Salt Lake City, Utah	1160	50000	623
KSLM	Salem, Ore.	1390	1000	570
KSO	Des Moines, Iowa	1160	5000	424
KSOO	Sioux Falls, S. D.	1140	5000	600
KSRO	Santa Rosa, Calif.	1350	1000	372
KSTP	St. Paul, Minn.	1500	50000	475
KSUB	Cedar City, Utah	1310	250	621
KSUN	Bisbee, Ariz.	1230	250	350
KSWO	Lawton, Okla.	1150	250	562
KTAR	Phoenix, Ariz.	620	5000	351
KTBC	Austin, Texas	590	250	607
KTBI	Tacoma, Wash.	1490	250	633
KTBS	Shreveport, La.	1480	1000	443
KTEM	Temple, Texas	1400	250	619
KTFI	Twin Falls, Idaho	1270	1000	403
KTHS	Hos Springs, Ark.	1090	10000 d., 1000 n.	353
KTHT	Houston, Texas	1230	250	614
KTKC	Visalia, Calif.	910	5000	373
KTKN	Ketchikan, Alaska	930	1000	647
KTMS	Santa Barbara, Calif.	1250	1000	372
KTNM	Tucumcari, N. M.	1400	250	501
KTOH	Lihue, Hawaii	1490	250	649
KTOK	Oklahoma City, Okla.	1100	250	563

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KTRB . . .	Modesto, Calif.	860	1000	364
KTRH . . .	Houston, Texas	740	50000	614
KTRI . . .	Sioux City, Iowa	1450	250	427
KTRM . . .	Jonesboro, Ark.	1230	250	354
KTSA . . .	San Antonio, Texas	550	1000	618
KTSM . . .	El Paso, Texas	1380	500	613
KTSW . . .	Emporia, Kans.	1400	250	431
KTTS . . .	Springfield, Mo.	1400	250	488
KTUC . . .	Tucson, Ariz.	1100	250	352
KTUL . . .	Tulsa, Okla.	1130	5000	564
KTW . . .	Seattle, Wash.	1250	1000	631
KTYW . . .	Yakima, Wash.	1160	250	634
KUIN . . .	Grant Pass, Ore.	1310	250	566
KUJ . . .	Walla Walla, Wash.	1120	1000	633
KUOA . . .	Siloam Springs, Ark.	1290	5000	355
KUSD . . .	Vernillion, S. D.	920	500	600
KUTA . . .	Salt Lake City, Utah	570	5000	623
KVAK . . .	Atchison, Kans.	1150	250	431
KVAN . . .	Vanconver, Wash.	910	500	633
KVCV . . .	Redding, Calif.	1230	250	367
KVEC . . .	San Luis Obispo, Calif.	1230	250	371
KVFD . . .	Fort Dedge, Iowa	1400	250	425
KVGB . . .	Great Bend, Kans.	1400	250	433
KVI . . .	Tacoma, Wash.	570	5000	633
KVIC . . .	Victoria, Texas	1340	250	619
KVNU . . .	Logan, Utah	1230	250	622
KVOA . . .	Tucson, Ariz.	1290	1000	352
KVOD . . .	Denver, Colo.	630	5000	376
KVOE . . .	Santa Ana, Calif.	1490	250	372
KVOL . . .	Lafayette, La.	1340	250	441
KVOO . . .	Tulsa, Okla.	1170	5000	565
KVOP . . .	Plainview, Texas	1100	250	617
KVOR . . .	Colorado Springs, Colo.	1300	1000	374
KVOS . . .	Bellingham, Wash.	790	250	629
KVOX . . .	Moorhead, Minn.	1340	250	476
KVRS . . .	Rock Springs, Wyo.	1400	250	645
KVSF . . .	Santa Fe, N. M.	1340	100	501
KVSO . . .	Armore, Okla.	1240	100	561
KVWC . . .	Vernon, Texas	1490	250	619
KWAL . . .	Wallace, Idaho	1450	250	403
KWAT . . .	Watertown, S. D.	1240	250	600
KWBW . . .	Corpus Christi, Texas	1010	50000	609
KWBW . . .	Hutchinson, Kans.	1450	250	433
KWEW . . .	Hobbs, N. M.	1490	100	500
KWFC . . .	Hot Springs, Ark.	1340	250	354
KWFT . . .	Wichita Falls, Texas	620	1000	621
KWG . . .	Stockton, Calif.	1230	250	373
KWIL . . .	Albany, Ore.	1240	250	565
KWJB . . .	Globe, Ariz.	1240	250	350
KWJJ . . .	Portland, Ore.	1080	1000	570
KWK . . .	St. Louis, Mo.	1380	1000	486
KWKH . . .	Shreveport, La.	1130	50000	443
KWKW . . .	Pasadena, Calif.	1430	1000	367
KWLC . . .	Decorah, Iowa	1210	250	424
KWKK . . .	Longview, Wash.	1400	250	629
KWLM . . .	Willmar, Minn.	1340	350	477
KWOC . . .	Poplar Bluff, Mo.	1340	250	485
KWON . . .	Bartlesville, Okla.	1400	250	562
KWOS . . .	Jefferson City, Mo.	1240	250	483
KWRC . . .	Pandleton, Ore.	1240	250	567
KWSC . . .	Pullman, Wash.	1250	5000	630
KWTO . . .	Springfield, Mo.	560	1000	488

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KWYO	Sheridan, Wyo.	1100	250	615
KXA	Seattle, Wash.	770	1000	631
KXEL	Waterloo, Iowa	1510	50000	429
KXL	Portland, Ore.	750	10000	570
KXO	El Centro, Calif.	1190	100	357
KXOA	Sacramento, Calif.	1190	250	367
KXOK	St. Louis, Mo.	630	5000	486
KXOX	Sweetwater, Texas	1210	250	618
KXRO	Aberdeen, Wash.	1310	250	629
KXYZ	Houston, Texas	1320	5000	615
KYA	San Francisco, Calif.	1260	1000	371
KYCA	Prescott, Ariz.	1190	250	351
KYOS	Merced, Calif.	1190	250	361
KYSM	Mankato, Minn.	1230	250	173
KYUM	Yuma, Ariz.	1210	250	352
KYW	Philadelphia, Pa.	1060	50000	578
WAAB	Worcester, Mass.	1110	5000	458
WAAP	Chicago, Ill.	950	1000	405
WAAT	Newark, N. J.	970	1000	498
WABC	New York, N. Y.	880	50000	509
WABI	Bangor, Me.	1230	250	444
WABY	Albany, N. Y.	1100	250	503
WACO	Waco, Texas	1150	250	621
WADC	Akron, O.	1350	5000	516
WAGA	Atlanta, Ga.	590	5000	395
WAGE	Syracuse, N. Y.	620	1000	529
WAGF	Dothan, Ala.	1100	250	348
WAGM	Presque Isle, Me.	1150	100	415
WAIM	Anderson, S. C.	1230	250	595
WAIR	Winston-Salem, N. C.	1130	250	512
WAIT	Chicago, Ill.	820	5000	407
WAJR	Morgantown, W. Va.	1230	250	636
WAKR	Akron, O.	1590	5000	516
WALA	Mobile, Ala.	1410	5000	318
WALB	Albany, Ga.	1590	1000	395
WALL	Middletown, N. Y.	1340	250	509
WAML	Laurel, Miss.	1310	250	480
WAOV	Vincennes, Ind.	1450	250	422
WAPI	Birmingham, Ala.	1070	5000	317
WAPO	Chattanooga, Tenn.	1150	1000	601
WARM	Scranton, Pa.	1400	250	586
WASK	Lafayette, Ind.	1450	250	421
WATL	Atlanta, Ga.	1400	250	395
WATN	Watertown, N. Y.	1210	250	533
WATR	Waterbury, Conn.	1320	1000	383
WATW	Ashland, Wis.	1400	100	639
WAVE	Louisville, Ky.	970	5000	438
WAWZ	Zarepath, N. J.	1380	1000	499
WAYS	Charlotte, N. C.	610	1000	535
WAYX	Waycross, Ga.	1230	250	401
WAZL	Hazleton, Pa.	1150	250	577
WBAA	West Lafayette, Ind.	920	1000	422
WBAB	Atlantic City, N. J.	1190	250	497
WBAL	Baltimore, Md.	1090	50000	447
WBAP	Fort Worth, Texas	820	50000	613
WBAX	Wilkes-Barre, Pa.	1210	100	589
WBBB	Burlington, N. C.	920	1000	535
WBBL	Richmond, Va.	1210	100	626
WBMM	Chicago, Ill.	1450	250 C. P.	407
WBRR	Chicago, Ill.	780	50000	407
WBRR	Brocklyn, N. Y.	1330	1000	505
WBBZ	Ponca City, Okla.	1230	250	564

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WBCM	Bay City, Mich.	1410	500	461
WBEN	Buffalo, N. Y.	930	5000	507
WBHD	Petersburg, Va.	1240	250 C. P.	626
WBHP	Huntsville, Ala.	1230	250	348
WBHG	Greensboro, N. C.	1470	5000	537
WBHR	Knoxville, Tenn.	1240	250	603
WBLJ	Dalton, Ga.	1230	250	399
WBLK	Clarksburg, W. Va.	1400	250	635
WBML	Macon, Ga.	1240	250	399
WBNS	Columbus, O.	1160	1000	553
WBNX	New York, N. Y.	1380	5000	510
WBNY	Buffalo, N. Y.	1400	250	505
WBOC	Salisbury, Md.	1230	250	451
WBOW	Terre Haute, Ind.	1230	250	422
WBRC	Birmingham, Ala.	960	5000	347
WBRE	Wilkes-Barre, Pa.	1340	250	590
WBRK	Pittsfield, Mass.	1340	250	458
WBRW	Welch, W. Va.	1340	250	637
WBRV	Waterbury, Conn.	1590	1000	383
WBT	Charlotte, N. C.	1110	50000	535
WBTA	Batavia, N. Y.	1490	250	503
WBTH	Williamson, W. Va.	1100	250	637
WBTM	Danville, Va.	1400	250	625
WBYN	Brooklyn, N. Y.	1130	500	505
WBZ	Boston, Mass.	1030	50000	453
WBZA	Springfield, Mass.	1030	1000	453
WCAE	Pittsburgh, Pa.	1250	5000	585
WCAI	Northfield, Minn.	770	5000	476
WCAM	Camden, N. J.	1310	500	497
WCAO	Baltimore, Md.	600	5000	447
WCAP	Asbury Park, N. J.	1310	500	497
WCAR	Pontiac, Mich.	1130	1000	470
WCAT	Rapid City, S. D.	1230	100	599
WCAU	Philadelphia, Pa.	1210	50000	579
WCAX	Burlington, Vt.	620	1000	623
WCAZ	Carthage, Ill.	1080	250	405
WCBI	Columbus, Miss.	1310	250	478
WCBM	Baltimore, Md.	1400	250	447
WCBS	Springfield, Ill.	1450	250	415
WCBT	Roanoke Rapids, N. C.	1230	250	541
WCCO	Minneapolis, Minn.	830	50000	473
WCED	Du Bois, Pa.	1230	250	572
WCFL	Chicago, Ill.	1000	10000	407
WCBS	Charleston, W. Va.	580	5000	635
WCHV	Charlottesville, Va.	1450 1240 C.P.	250	624
WCKY	Cincinnati, O.	1530	50000	547
WCLO	Janesville, Wis.	1230	250	640
WCLS	Joliet, Ill.	1340	250	413
WCMJ	Ashland, Ky.	1340	250	437
WCNC	Elizabeth, N. C.	1400	250	536
WCOA	Pensacola, Fla.	1370	500	392
WCOC	Meridian, Miss.	910	1000	480
WCOL	Columbus, O.	1230	250	553
WCOP	Boston, Mass.	1150	500	453
WCOS	Columbia, S. C.	1400	250	597
WCOU	Lewiston, Maine	1240	250	444
WCOV	Montgomery, Ala.	1240	250	349
WCPO	Cincinnati, O.	1230	250	548
WCRS	Greenwood, S. C.	1450	250	598
WCRW	Chicago, Ill.	1240	100	407
WCSC	Charleston, S. C.	1390	500	595
WCSH	Portland, Me.	970	5000	445

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WDAE	Tampa, Fla.	1250	5000	398
WDAF	Kansas City, Mo.	610	5000	485
WDAK	Columbus, Ga.	1340	250	398
WDAN	Danville, Ill.	1190	250	412
WDAS	Philadelphia, Pa.	1100	250	579
WDAY	Fargo, N. D.	970	5000	543
WDBC	Escanaba, Mich.	1190	250	465
WDBJ	Roanoke, Va.	960	5000	627
WDBO	Orlando, Fla.	580	5000	391
WDEF	Chattanooga, Tenn.	1100	250	601
WDEL	Wilmington, Del.	1150	5000	384
WDEV	Waterbury, Vt.	550	1000	624
WDGY	Minneapolis, Minn.	1130	500	475
WDLF	Panama City, Fla.	1230	250	492
WDMJ	Marquette, Mich.	1340	250	469
WDNC	Durham, N. C.	1490	250	536
WDOD	Chattanooga, Tenn.	1310	5000	601
WDRG	Hartford, Conn.	1360	5000	379
WDSM	Superior, Wis.	1230	250	641
WDSU	New Orleans, La.	1280	1000 5000 C. P.	442
WDWS	Champaign, Ill.	1100	250	405
WDZ	Tuscola, Ill.	1050	1000	415
WEAF	New York, N. Y.	660	50000	510
WEAN	Providence, R. I.	790	5000	593
WEAU	Eau Claire, Wis.	790	1000	639
WEBC	Duluth, Minn.	1320	5000	473
WEBK	Harrisburg, Ill.	1240	250	413
WEBR	Buffalo, N. Y.	1340	250	507
WEDC	Chicago, Ill.	1240	250	407
WEED	Rocky Mount, N. C.	1450	250	542
WEET	Boston, Mass.	590	5000	453
WEEU	Reading, Pa.	850	1000	586
WEGO	Concord, N. C.	1410	1000	536
WEIM	Fitchburg, Mass.	1340	250	455
WELI	New Haven, Conn.	960	500	381
WELL	Battle Creek, Mich.	1400	250	461
WELQ	Tupelo, Miss.	1490	250	481
WEMP	Milwaukee, Wis.	1340	250	643
WENR	Chicago, Ill.	890	50000	409
WENT	Gloversville, N. Y.	1340	250	508
WENY	Elmira, N. Y.	1230	250	508
WEOA	Evansville, Ind.	1400	250	417
WERC	Erie, Pa.	1490	250	575
WEST	Easton, Pa.	1400	250	573
WESX	Salem, Mass.	1230	250	457
WEVD	New York, N. Y.	1330	5000	511
WEW	St. Louis, Mo.	770	1000	487
WEXL	Royal Oak, Mich.	1340	250	470
WFAA	Dallas, Texas	820	50000	611
WFAS	White Plains, N. Y.	1230	250	533
WFBC	Greenville, S. C.	1330	5000	597
WFBG	Altoona, Pa.	1340	250	572
WFBL	Syracuse, N. Y.	1390	5000	531
WFBM	Indianapolis, Ind.	1260	5000	419
WFBR	Baltimore, Md.	1300	5000	447
WFBI	Pawtucket, R. I.	1420	1000	593
WFDF	Flint, Mich.	910	1000	465
WFEE	Manchester, N. H.	1370	5000	495
WFEB	Sylacauga, Ala.	1340	250 C. P.	350
WFHR	Wisconsin Rapids, Wis.	1340	250	644
WFIG	Sumter, S. C.	1340	250	598
WFIL	Philadelphia, Pa.	560	1000	581



Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WFIN	Findlay, O.	1330	1000	555
WFLA	Tampa, Fla.	970	5000	393
WFMD	Frederick, Md.	930	500	449
WFMJ	Youngstown, O.	1450	250	559
WFNC	Fayetteville, N. C.	1450	250	536
WFOR	Hattiesburg, Miss.	1400	250	479
WFOY	St. Augustine, Fla.	1240	250	392
WFPG	Atlantic City, N. J.	1450	250	497
WFTC	Kinston, N. C.	1230	250	539
WFTL	Miami, Fla.	710	10000	389
WFVA	Fredericksburg, Va.	1290 1230 C. P.	250	625
WGAA	Cedartown, Ga.	1310	250	398
WGAC	Augusta, Ga.	1240	250	397
WGAL	Lancaster, Pa.	1490	250	577
WGAN	Portland, Me.	560	5000	445
WGAR	Cleveland, O.	1480	5000	551
WGAU	Athens, Ga.	1340	250	395
WGBB	Freeport, N. Y.	1240	100	508
WGBF	Evansville, Ind.	1280	1000	417
WGBG	Greensboro, N. C.	980	1000	538
WGBI	Seranton, Pa.	910	500	587
WGBR	Goldboro, N. C.	1400	250	538
WGCM	Gulfport, Miss.	1240	250	479
WGES	Chicago, Ill.	1390	5000	409
WGGA	Gainesville, Ga.	1240	250	399
WGH	Newport News, Va.	1340	250	626
WGIL	Galesburg, Ill.	1400	250	413
WGKV	Charleston, W. Va.	1490	100	635
WGL	Fort Wayne, Ind.	1150	250	417
WGN	Chicago, Ill.	720	50000	409
WGNC	Gastonia, N. C.	1450	250	537
WGNV	Newburgh, N. Y.	1220	1000	509
WGOV	Valdosta, Ga.	1450	250	401
WGPC	Albany, Ga.	1450	250	395
WGR	Buffalo, N. Y.	550	1000	507
WGRC	Louisville, Ky.	1400	250	438
WGRM	Greenwood, Miss.	1240	250	478
WGST	Atlanta, Ga.	920	1000	397
WGTC	Greenville, N. C.	1490	250	538
WGTM	Wilson, N. C.	1340	250	542
WGY	Schenectady, N. Y.	810	50000	528
WHI	Madison, Wisc.	970	5000	640
WHAI	Greenfield, Mass.	1240	250	456
WHAM	Rochester, N. Y.	1180	50000	527
WHAS	Louisville, Ky.	840	50000	438
WHAT	Philadelphia, Pa.	1340	100	583
WHAZ	Troy, N. Y.	1330	1000	531
WHB	Kansas City, Mo.	880	1000	485
WHBB	Selma, Ala.	1490	100	350
WHBC	Canton, O.	1180	1000	546
WHBF	Rock Island, Ill.	1270	5000	414
WHBI	Newark, N. J.	1280	1000	498
WHBL	Sheboygan, Wisc.	1330	250	644
WHBQ	Memphis, Tenn.	1400	250	604
WHBU	Anderson, Ind.	1240	250	417
WHBY	Appleton, Wisc.	1230	250	639
WHCU	Ithaca, N. Y.	870	1000	508
WHDF	Calumet, Mich.	1400	250	461
WHDH	Boston, Mass.	850	5000	453
WHDL	Olean, N. Y.	1450	250	525
WHEB	Portsmouth, N. H.	750	1000	495

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WHEC	Rochester, N. Y.	1160	500	527
WHFC	Cicero, Ill.	1450	250	412
WHGB	Harrisburg, Pa.	1400	250 C. P.	576
WHIO	Dayton, O.	1290	5000	554
WHIS	Bluefield, W. Va.	1440	500	634
WHIT	New Bern, N. C.	1450	250	540
WHIZ	Zanesville, O.	1240	250	561
WHJB	Greensburg, Pa.	620	250	575
WHK	Cleveland, O.	1120	5000	551
WHKC	Columbus, O.	610 610	500 1000 C. P.	553
WHKK	Akron, O.	610	1000 C. P.	546
WHKY	Hickory, N. C.	1290	1000	539
WHLB	Virginia, Minn.	1400	250	477
WHLD	Niagara Falls, N. Y.	1290	1000	525
WHLN	Harlan, Ky.	1230	250	437
WHLS	Port Huron, Mich.	1450	250	470
WHMA	Anniston, Ala.	1450	250	347
WHN	New York, N. Y.	1050	50000	513
WHNC	Henderson, N. C.	850	250 C. P.	539
WHO	Des Moines, Iowa	1040	50000	425
WHOM	Jersey City, N. J.	1480	500	498
WHOP	Hopkinsville, Ky.	1230	250	437
WHOT	South Bend, Ind.	1490	250	422
WHP	Harrisburg, Pa.	1460	1000	576
WHTD	Hartford, Conn.	1410	5000	379
WHUB	Cookeville, Tenn.	1400	250	603
WHYN	Holyoke, Mass.	1400	250	456
WIAC	Hato Rey-San Juan, Puerto Rico	580	5000	651
WIBA	Madison, Wisc.	1310	5000	640
WIBC	Indianapolis, Ind.	1070	5000	419
WIBG	Philadelphia, Pa.	990	1000 10000 C. P.	581
WIBM	Jackson, Mich.	1450	250	467
WIBU	Poynette, Wisc.	1240	250	643
WIBW	Topeka, Kans.	580	5000	434
WIBX	Utica, N. Y.	1230	250	533
WICA	Ashtabula, O.	970	1000	546
WICC	Bridgeport, Conn.	600	500	379
WIGM	Medford, Wisc.	1490	250	641
WIL	St. Louis, Mo.	1230	250	487
WILL	Urbana, Ill.	580	5000	415
WILM	Wilmington, Del.	1450	250	384
WINC	Winchester, Va.	1400	250	628
WIND	Chicago, Ill.	560	5000	409
WING	Dayton, O.	1410	5000	555
WINK	Fort Myers, Fla.	1240	250	387
WINN	Louisville, Ky.	1240	250	438
WINS	New York, N. Y.	1010	10000 50000 C. P.	515
WINX	Washington, D. C.	1340	250	385
WIOD	Miami, Fla.	610	5000	390
WIP	Philadelphia, Pa.	610	5000	583
WIRE	Indianapolis, Ind.	1430	5000	419
WIS	Columbia, S. C.	560	5000	597
WISE	Asheville, N. C.	1230	250	535
WISH	Indianapolis, Ind.	1310	1000	420
WISN	Milwaukee, Wisc.	1150	5000	641
WISR	Butler, Pa.	680	250	572
WITH	Baltimore, Md.	1230	250	449
WIZE	Springfield, O.	1340	250	556
WJAC	Johnstown, Pa.	1400	250	578
WJAG	Norfolk, Neb.	1090	1000	492

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WJAR	Providence, R. I.	920	5000	503
WJAS	Pittsburgh, Pa.	1320	5000	586
WJAX	Jacksonville, Fla.	930	1000	388
WJBC	Bloomington, Ill.	1230	250	405
WJBK	Detroit, Mich.	1190	250	461
WJBO	Baton Rouge, La.	1150	5000	411
WJBW	New Orleans, La.	1230	250	412
WJBY	Gadsden, Ala.	1240	250	348
WJDX	Jackson, Miss.	1300	1000	480
WJEF	Grand Rapids, Mich.	1230	250 C. P.	467
WJEJ	Hagerstown, Md.	1240	250	451
WJHL	Johnson City, Tenn.	910	1000	603
WJHO	Opelika, Ala.	1100	100	349
WJHP	Jacksonville, Fla.	1320	250	388
WJIM	Lansing, Mich.	1210	250	469
WJJD	Chicago, Ill.	1160	20000	411
WJLB	Detroit, Mich.	1400	250	461
WJLD	Bessemer, Ala.	1100	250	347
WJLS	Beekley, W. Va.	560	100 250	631
WJMC	Rice Lake, Wis.	1240	250	613
WJMS	Ironwood, Mich.	1450	250	467
WJNO	West Palm Beach, Fla.	1230	250	393
WJOB	Hammond, Ind.	1230	250	410
WJPA	Washington, Pa.	1150	250	590
WJPF	Herrin, Ill.	1340	250	413
WJPR	Greenville, Miss.	1310	250	478
WJR	Detroit, Mich.	760	50000	463
WJRD	Tuscaloosa, Ala.	1230	250	350
WJTN	Jamestown, N. Y.	1240	250	508
WJW	Cleveland, O.	850	5000	553
WJZ	New York, N. Y.	770	50000	515
WJZM	Clarksville, Tenn.	1100	250	601
WKAQ	San Juan, Puerto Rico	620	5000	651
WKAR	East Lansing, Mich.	870	5000	463
WKAT	Miami, Fla.	1360	1000	391
WKBB	Dubuque, Iowa	1490	250	425
WKBH	La Crosse, Wis.	1110	1000	610
WKBN	Youngstown, O.	570	5000	561
WKBO	Harrisburg, Pa.	1230	250	576
WKBV	Richmond, Ind.	1490	100 250 C. P.	421
WKBW	Buffalo, N. Y.	1520	50000	508
WKBZ	Muskegon, Mich.	1190	250	469
WKEU	Griffin, Ga.	1450	100 250 C. P.	399
WKEY	Covington, Va.	1340	250	624
WKIP	Poughkeepsie, N. Y.	1450	250	527
WKIX	Columbia, S. C.	1490	250 C. P.	597
WKLA	Ludington, Mich.	1450	250	469
WKMO	Kokomo, Ind.	1400	250	420
WKNE	Keene, N. H.	1290	5000	495
WKNY	Kingston, N. Y.	1490	250	509
WKOK	Sunbury, Pa.	1240	250	583
WKPA	New Kensington, Pa.	1150	250	578
WKPT	Kingsport, Tenn.	1400	250	603
WKRC	Cincinnati, O.	550	1000	548
WKRO	Cairo, Ill.	1190	250	405
WKST	New Castle, Pa.	1280	1000	578
WKVA	Arecibo, Puerto Rico	1230	250 C. P.	649
WKWK	Wheeling, W. Va.	1100	250	637
WKY	Oklahoma City, Okla.	930	1000 5000 C. P.	563
WKZO	Kalamazoo, Mich.	590	5000	469

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WLAC	Nashville, Tenn.	1510	50000	605
WLAG	La Grange, Ga.	1240	250	399
WLAK	Lakeland, Fla.	1340	250	389
WLAP	Lexington, Ky.	1150	250	438
WLAV	Grand Rapids, Mich.	1340	250	465
WLAW	Lawrence, Mass.	680	5000	456
WLAY	Muscle Shoals City, Ala.	1150	250	349
WLB	Minneapolis, Minn.	770	5000	475
WLBC	Muncie, Ind.	1340	250	421
WLBJ	Bowling Green, Ky.	1340	250	437
WLBL	Stevens Point, Wis.	930	5000	641
WLBZ	Bangor, Me.	620	5000	444
WLDS	Jacksonville, Ill.	1180	250	413
WLEU	Erie, Pa.	1450	250	573
WLFB	Brooklyn, N. Y.	1190	1000	505
WLLH	Lowell-Lawrence, Mass.	1400	250	456
WLNH	Laconia, N. H.	1340	250	495
WLOF	Orlando, Fla.	1230	250	391
WLOG	Logan, W. Va.	1230	250	636
WLOK	Lima, O.	1240	250	555
WLOL	Minneapolis, Minn.	1330	1000	475
WLPM	Suffolk, Va.	1450	250	628
WLS	Chicago, Ill.	890	50000	411
WLVA	Lynchburg, Va.	1230	250	625
WLW	Cincinnati, O.	700	50000	549
WMAL	Washington, D. C.	630	5000	385
WMAM	Marinette, Wis.	570	250	641
WMAN	Mansfield, O.	1100	250	556
WMAQ	Chicago, Ill.	670	50000	411
WMAS	Springfield, Mass.	1450	250	458
WMAZ	Macon, Ga.	940	5000	400
WMBD	Peoria, Ill.	1470	1000	414
WMBG	Richmond, Va.	1380	5000	626
WMBH	Joplin, Mo.	1450	250	483
WMBI	Chicago, Ill.	1110	5000	412
WMBO	Auburn, N. Y.	1340	250	503
WMBE	Jacksonville, Fla.	1400	250	388
WMBS	Uniontown, Pa.	590	1000	588
WMC	Memphis, Tenn.	790	5000	604
WMCA	New York, N. Y.	570	5000	517
WMEX	Boston, Mass.	1510	5000	455
WMFD	Wilmington, N. C.	1400	250	512
WMFF	Plattsburgh, N. Y.	1340	250	525
WMFG	Hibbing, Minn.	1240	250	473
WMFJ	Daytona Beach, Fla.	1450	250	387
WMFR	High Point, N. C.	1230	250	539
WMGA	Moultrie, Ga.	1400	250	400
WMIN	St. Paul, Minn.	1400	250	476
WMIS	Natchez, Miss.	1490		
		1240 C. P.	250	481
WMJM	Cordele, Ga.	1190	100	399
WMMN	Fairmont, W. Va.	920	5000	635
WMOB	Mobile, Ala.	1230	250	349
WMOG	Brunswick, Ga.	1490	100	398
WMOH	Hamilton, O.	1450	250	555
WMPC	Lapeer, Mich.	1230	250	469
WMPS	Memphis, Tenn.	1460	500	605
WMRC	Greenville, S. C.	1490	250	597
WMRF	Lewiston, Pa.	1490	250	578
WMRN	Marion, O.	1490	250	556
WMRO	Aurora, Ill.	1280	250	405
WMSL	Decatur, Ala.	1400	250	348
WMT	Cedar Rapids, Iowa	600	5000	423

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WMUR . . . . .	Manchester, N. H.	610	1000	495
WMVA . . . . .	Martinsville, Va.	1450	250	625
WNAB . . . . .	Bridgeport, Conn.	1450	250	379
WNAC . . . . .	Boston, Mass.	1260	5000	455
WNAD . . . . .	Norman, Okla.	640	1000	562
WNAX . . . . .	Yankton, S. D.	570	5000	600
WNBK . . . . .	Binghamton, N. Y.	1290	5000	503
WNBH . . . . .	New Bedford, Mass.	1310	250	457
WNBZ . . . . .	Saranac Lake, N. Y.	1320	100	527
WNEL . . . . .	San Juan, Puerto Rico	1320	5000	651
WNEW . . . . .	New York, N. Y.	1130	10000	519
WNHC . . . . .	New Haven, Conn.	1310	250	382
WNLC . . . . .	New London, Conn.	1490	250	382
WNOE . . . . .	New Orleans, La.	1450	250	412
WNOX . . . . .	Knoxville, Tenn.	990	10000	604
WNYC . . . . .	New York, N. Y.	830	1000	517
WOAI . . . . .	Sau Antonio, Texas	1200	50000	618
WOC . . . . .	Davenport, Iowa	1120	5000	424
WOGB . . . . .	W. Yarmouth, Mass.	1240	250	455
WOI . . . . .	Ames, Iowa	640	5000	423
WOKO . . . . .	Albany, N. Y.	1160	500	503
WOL . . . . .	Washington, D. C.	1260	1000	385
WOLF . . . . .	Syracuse, N. Y.	1490	250	529
WOLS . . . . .	Florence, S. C.	1230	250	597
WOMI . . . . .	Owensboro, Ky.	1490	250	439
WOMT . . . . .	Manitowoc, Wisc.	1240	100	
			250 C. P.	640
WOOD . . . . .	Grand Rapids, Mich.	1300	5000	467
WOPI . . . . .	Bristol, Tenn.	1490	250	601
WOR . . . . .	New York, N. Y.	710	50000	521
WORC . . . . .	Worcester, Mass.	1310	1000	459
WORD . . . . .	Spartanburg, S. C.	1400	250	598
WORK . . . . .	York, Pa.	1350	1000	591
WORL . . . . .	Boston, Mass.	950	1000	455
WOSH . . . . .	Oshkosh, Wisc.	1490	250	643
WOSU . . . . .	Columbus, O.	820	5000	554
WOV . . . . .	New York, N. Y.	1280	5000	525
WOW . . . . .	Omaha, Neb.	590	5000	493
WOWO . . . . .	Fort Wayne, Ind.	1190	10000	419
WPAB . . . . .	Ponce, Puerto Rico	1370	1000	649
WPAD . . . . .	Paducah, Ky.	1450	250	439
WPAR . . . . .	Parkersburg, W. Va.	1450	250	636
WPAT . . . . .	Paterson, N. J.	930	1000	498
WPAX . . . . .	Thomasville, Ga.	1240	250	401
WPAY . . . . .	Portsmouth, O.	1400	250	556
WPDQ . . . . .	Jacksonville, Fla.	1270	5000	389
WFEN . . . . .	Philadelphia, Pa.	950	5000	585
WPIC . . . . .	Sharon, Pa.	790	1000	587
WPJK . . . . .	Alexandria, Va.	730	250	624
WPKA . . . . .	Mayaguez, Puerto Rico	990	1000	649
WPRO . . . . .	Providence, R. I.	630	5000	595
WPRP . . . . .	Ponce, Puerto Rico	1420	250	651
WPTF . . . . .	Raleigh, N. C.	680	50000	540
WQAM . . . . .	Miami, Fla.	560	1000	390
WQAN . . . . .	Seranton, Pa.	910	500	587
WQBC . . . . .	Vicksburg, Miss.	1420	500	
			1000 C. P.	481
WQXR . . . . .	New York, N. Y.	1560	10000	523
WRAK . . . . .	Williamsport, Pa.	1400	250	589
WREAL . . . . .	Raleigh, N. C.	1240	250	510
WRAW . . . . .	Reading, Pa.	1340	250	586
WRBL . . . . .	Columbus, Ga.	1230	250 C. P.	398
WRC . . . . .	Washington, D. C.	980	5000	386

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WRDO	Augusta, Me.	1400	100 250 C. P.	444
WRDW	Augusta, Ga.	1180	5000	398
WREC	Memphis, Tenn.	600	5000	604
WREN	Lawrence, Kans.	1250	1000	433
WRGA	Rome, Ga.	1190	250	400
WRHI	Rock Hill, S. C.	1190	250	598
WRJN	Racine, Wis.	1400	250	643
WRIV	Richmond, Va.	1150	250 C. P.	627
WRLC	Toccoa, Ga.	1450	250	401
WRLD	West Point, Ga.	1190	250	401
WRNL	Richmond, Va.	910	5000	627
WROK	Rockford, Ill.	1410	500	411
WROL	Knoxville, Tenn.	620	500	604
WROX	Clarksdale, Miss.	1450	250	478
WRR	Dallas, Texas	1310	5000	611
WRRF	Washington, N. C.	930	1000	541
WRRN	Warren, O.	1400	250	559
WRUF	Gainesville, Fla.	850	5000	388
WRVA	Richmond, Va.	1110	50000	627
WSAI	Cincinnati, O.	1360	5000	549
WSAJ	Grove City, Pa.	1340	100	575
WSAM	Saginaw, Mich.	1400	250	470
WSAN	Allentown, Pa.	1470	500	572
WSAP	Portsmouth, Va.	1490	250	626
WSAR	Fall River, Mass.	1180	1000	455
WSAU	Wausau, Wis.	1400	250	644
WSAV	Savannah, Ga.	1340	250	400
WSAY	Rochester, N. Y.	1240	250	
		1370	1000 C. P.	527
WSAZ	Huntington, W. Va.	930	1000	636
WSB	Atlanta, Ga.	750	50000	397
WSBA	York, Pa.	900	1000	591
WSBC	Chicago, Ill.	1240	250	412
WSBT	South Bend, Ind.	960	1000	422
WSFA	Montgomery, Ala.	1440	500	319
WSGN	Birmingham, Ala.	610	1000	347
WSIX	Nashville, Tenn.	980	5000	605
WSJS	Winston-Salem, N. C.	600	5000	542
WSKB	McComb, Miss.	1230	250	480
WSLB	Ogdensburg, N. Y.	1400	250	525
WSLI	Jackson, Miss.	1450	250	480
WSLS	Roanoke, Va.	1240	250	627
WSM	Nashville, Tenn.	650	50000	605
WSMB	New Orleans, La.	1350	5000	443
WSNJ	Bridgeton, N. J.	1240	250	497
WSNY	Schenectady, N. Y.	1240	250	528
WSOC	Charlotte, N. C.	1240	250	536
WSON	Henderson, Ky.	860	500	437
WSOO	Sault Ste. Marie, Mich.	1230	100	471
WSOY	Decatur, Ill.	1340	250	412
WSPA	Spartanburg, S. C.	950	1000 5000 C. P.	598
WSPB	Sarasota, Fla.	1450	250	393
WSPD	Toledo, O.	1370	5000	557

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WSPR . . .	Springfield, Mass.	1270	1000	458
WSRR . . .	Stamford, Conn.	1100	250	382
WSTN . . .	Staunton, Va.	1100	250 C. P.	628
WSTP . . .	Salisbury, N. C.	1190	250	512
WSTV . . .	Steubenville, O.	1310	250	557
WSUI . . .	Iowa City, Iowa	910	5000	425
WSUN . . .	St. Petersburg, Fla.	620	5000	392
WSVA . . .	Harrisonburg, Va.	550	1000	625
WSYB . . .	Rutland, Vt.	1380	1000	621
WSYR . . .	Syracuse, N. Y.	570	5000	529
WTAD . . .	Quincy, Ill.	930	1000	414
WTAG . . .	Worcester, Mass.	580	5000	459
WTAL . . .	Tallahassee, Fla.	1310	250	393
WTAM . . .	Cleveland, O.	1100	50000	553
WTAQ . . .	Green Bay, Wis.	1360	5000	639
WTAR . . .	Norfolk, Va.	790	5000	626
WTAW . . .	College Station, Texas	1150	1000	609
WTAX . . .	Springfield, Ill.	1240	100	415
WTBO . . .	Cumberland, Md.	1450	250	419
WTCM . . .	Traverse City, Mich.	1400	250	471
WTCN . . .	Minneapolis, Minn.	1280	1000	175
WTEL . . .	Philadelphia, Pa.	1310	100	585
WTHT . . .	Hartford, Conn.	1230	250	381
WTIC . . .	Hartford, Conn.	1080	50000	381
WTJS . . .	Jackson, Tenn.	1390	1000	603
WTMA . . .	Charleston, S. C.	1250	1000	595
WTMC . . .	Ocala, Fla.	1490	250	391
WTMJ . . .	Milwaukee, Wis.	620	5000	611
WTMV . . .	East St. Louis, Ill.	1490	500	413
WTNJ . . .	Trenton, N. J.	1310	500	499
WTOC . . .	Savannah, Ga.	1290	5000	401
WTOL . . .	Toledo, O.	1230	250	559
WTOP . . .	Washington, D. C.	1500	50000	386
WTRC . . .	Elkhart, Ind.	1310	250	417
WTRY . . .	Troy, N. Y.	980	1000	531
WTSP . . .	St. Petersburg, Fla.	1380	500	392
WTTM . . .	Trenton, N. J.	920	1000	499
WVCX . . .	Sitka, Alaska	1220	15 (Amer. Expeditionary Station)	647
WWDC . . .	Washington, D. C.	1450	250	386
WWJ . . .	Detroit, Mich.	950	5000	463
WWL . . .	New Orleans, La.	870	50000	443
WWNC . . .	Asheville, N. C.	570	1000	535
WWNY . . .	Watertown, N. Y.	790	1000	533
WWPG . . .	Palm Beach, Fla.	1310	250	391
WWRL . . .	Woodside, N. Y.	1600	250	534
WWSR . . .	St. Albans, Vt.	1420	1000	624
WWSW . . .	Pittsburgh, Pa.	1490	250	586
WWVA . . .	Wheeling, W. Va.	1170	50000	637
WXYZ . . .	Detroit, Mich.	1270	5000	463

# 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.

\* Joins Blue June 15, 1945; \*\* Joins CBS June 15, 1945.

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Aberdeen, S. D.	KABR	M	Bakersfield, Calif.	KERN	
Aberdeen, Wash.	KXRO	M		KPMC	M
Abilene, Texas	KRBC	M-B	Baltimore, Md.	WBAL	N
Ada, Okla.	KADA	B		WCAO	C
Akron, Ohio (Tallmadge)	WADC	B		WCBM	B
	WAKR	B		WFBR	M
	WHKK			WITH	
Alamosa, Colo.	KGIW		Bangor, Me.	WABI	C
Albany, Ga.	WALB	M		WLBZ	N
	WGPC	C	Bartlesville, Okla.	KWON	M
Albany, N. Y.	WABY	M	Batavia, N. Y.	WBTA	M
	WOKO	C	Baton Rouge, La.	WJBO	B
Albany, Oregon	KWIL	M	Battle Creek, Mich.	WELL	B
Albert Lea, Minn.	KATE	M-B	Bay City, Mich.	WBCM	B
Albuquerque, N. M.	KGGM	N	Beaumont, Tex.	KFDM	B
	KOB	N		KRIC	
Alexandria, La.	KALB	B	Beckley, W. Va.	WJLS	C
Alexandria, Va.	WPIK		Bellingham, Wash.	KVOS	
Allentown, Pa.	WSAN	N	Bend, Ore.	KBND	M
Altoona, Pa.	WFBG	N	Berkeley, Calif.	KRE	
Amarillo, Texas	KFDA	B	Bessemer, Ala.	WJLD	
	KGNC	N	Big Spring, Tex.	KBST	B-M
Ames, Iowa	WOI		Billings, Mont.	KGHL	N
Anchorage, Alaska	KFQD		Binghamton, N. Y.	WNBF	C
Anderson, Ind.	WHBU	B		WAPI	C
Anderson, S. C.	WAIM	C		WBRC	N
Ann Arbor, Mich.	WPAG			WSGN	B
Anniston, Ala.	WHMA	B	Bismarck, N. D.	KFYR	N
Appleton, Wisc.	WHBY	M	Bloomington, Ill.	WJBC	
Ardmore, Okla.	KVSO	B	Bluefield, W. Va.	WHIS	N
Arecibo, Puerto Rico	WKVM		Blytheville, Ark.	KLKN	
Asbury Park, N. J.	WCAP		Boise, Idaho	KIDO	N
Asheville, N. C.	WISE	M-N	Boone, Iowa	KFGQ	
	WWNC	C	Boston, Mass.	WBZ	N
Ashland, Ky.	WCMI	M		WCOP	B
Ashland, Wisc.	WATW	M		WEEI	C
Ashtabula, Ohio	WICA			WHDH	B
Astoria, Ore.	KAST	M		WMEX	
Atchison, Kans.	KVAK	M		WNAC	M
Athens, Ga.	WGAU	C		WORL	
Atlanta, Ga.	WAGA	B	Bowling Green, Ky.	WLBJ	M
	WATL	M	Bozeman, Mont.	KRBM	N
	WGST	C	Brady, Texas	KNEL	
	WSB	N	Bridgeport, Conn.	WICC	M
Atlantic City, N. J.	WBAB	C		WNAB	B
	WFPG	B	Bridgeton, N. J.	WSNJ	
Auburn, N. Y.	WMBO	M	Bristol, Tenn.	WOPI	N
Augusta, Ga.	WGAC	B	Brooklyn, N. Y.	WBBR	
	WRDW	C		WBYN	
Augusta, Me.	WRDO	N		WL1B	
Aurora, Ill.	WMRO		Brownsville, Texas	KEEW	B
Austin, Texas	KNOW	B-M	Brownwood, Texas	KBWD	M
	KTBC	C	Brunswick, Ga.	WMOG	
Baker, Ore.	KBKR		Buffalo, N. Y.	WBEN	N
				WBNY	



City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
	WEBR	M	Columbus, Ga.	WRBL	C
	WGR	B		WDAK	B-M
	WKBW	C	Columbus, Miss.	WCBI	M
Burlington, Ia.	KBUR	B	Columbus, Ohio	WBNS	C
Burlington, N. C.	WBBB	M		WCOL	B
Burlington, Vt.	WCAx	C		WHKC	M
Butler, Pa.	WISR			WOSU	
Butte, Mont.	KGIR	N	Concord, N. C.	WEGO	
Cairo, Ill.	WKRO		Conway, S. C.	WLAT	
Calumet, Mich.	WHDF	M	Cookeville, Tenn.	WHUB	C
Camden, N. J.	WCAM		Coos Bay, Ore.	KOOS	M
Canton, Ohio	WHBC	M	Cordele, Ga.	WMJM	
Cape Girardeau, Mo.	KFVS		Corpus Christi, Tex.	KEYS	C
Carlsbad, N. M.	KAVE			KWBU	B
Carthage, Ill.	WCAZ			KRIS	M-N
Casper, Wyoming	KDFN		Corsicana, Texas	KAND	M
Cedar City, Utah	KSUB	C	Corvallis, Ore.	KOAC	
Cedar Rapids, Iowa	WMT	C-M	Covington, Va.	WKKEY	B
Cedartown, Ga.	WGAA	B	Cumberland, Md.	WTBO	N
Centralia-Chehalis, Wash.	KELA	M	Dallas, Texas	KRLD	C
Champaign, Ill.	WDWS	C		KGKQ	
Charleston, S. C.	WCSC	C		KSKY	
	WTMA	N		WFAA	N
Charleston, W. Va.	WCHS	C		WRR	M
	WGKV	N	The Dalles, Ore.	KODL	
Charlotte, N. C.	WAYS	B-M	Dalton, Ga.	WBLJ	M
	WBT	C	Danville, Ill.	WDAN	C
	WSOC	N	Danville, Va.	WBTM	B
Charlottesville, Va.	WCHV	B	Davenport, Iowa	WOC	B
Chattanooga, Tenn.	WAPO	N	Dayton, Ohio	WHIO	C
	WDEF	B-M		WING	B
	WDOD	C	Daytona Beach, Fla.	WMFJ	B
Cheyenne, Wyo.	KFBC	B	Decatur, Ala.	WMSL	M
Chicago, Ill.	WAAF		Decatur, Ill.	WSOY	C
	WAIT		Decorah, Iowa	KWLC	
	WBBM	C	Denton, Texas	KDNT	
	WCFL		Denver, Colo.	KFEL	M
	WCRW			KLZ	C
	WEDC			KMYR	
	WENR	B		KOA	N
	WGES			KPOF	B
	WGN	M		KVOD	C-B
	WIND		Des Moines, Iowa	KRNT*	C
	WJJD			KSO**	B-M
	WLS	B		WHO	N
	WMAQ	N	Detroit, Mich.	WJBK	N
	WMBI			WJLB	
	WSBC			WJR	
Chico, Calif.	KHSL	M		WWJ	C
Cicero, Ill.	WHFC			WXYZ	N
Cincinnati, Ohio	WCKY	C	Devils Lake, N. D.	KDLR	B
	WCPO		Dodge City, Kans.	KGNO	M
	WKRC	M	Dothan, Ala.	WAGF	B
	WLW	N	Dublin, Ga.	WMLT	
	WSAI	B	Du Bois, Pa.	WCED	C
Clarksburg, W. Va.	WBLK	N	Dubuque, Ia.	KDTH	M
Clarksdale, Miss.	WROX			WKBB	B
Clarksville, Tenn.	WJZM	M	Duluth, Minn.	KDAL	C
Clayton (St. Louis) Mo.	KFUO			WEBC	N
Cleveland, Ohio	WGAR	C	Durango, Colo.	KIUP	
	WHK	M	Durham, N. C.	WDNC	C
	WJW	B	East Lansing, Mich.	WKAR	
	WTAM	N	East St. Louis, Ill.	WTMV	
Clinton, Ia.	KROS	M	Easton, Pa.	WEST	M-N
Clovis, N. M.	KICA	M	Eau Claire, Wisc.	WEAU	N
Coffeyville, Kans.	KGGF	B	El Centro, Calif.	KXO	M
College Station, Tex.	WTAW	B	El Dorado, Ark.	KELD	B
Colorado Springs, Colo.	KVOR	C	Elizabeth City, N. C.	WCNC	M
Columbia, Mo.	KFRU	B	Elk City, Okla.	KASA	
Columbia, S. C.	WCOS	B	Elkhart, Ind.	WTRC	B
	WIS	N	Elmira, N. Y.	WENY	M-N
	WKIX				

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
El Paso, Tex.	KROD	C	Greenville, S. C.	WFBC	N
	KTSM	N		WMRC	B
Emporia, Kans.	KTSW	M	Greenwood, Miss.	WGRM	B
Enid, Okla.	KCRC	B	Greenwood, S. C.	WCRS	N
Erie, Pa.	WERC	C	Griffin, Ga.	WKEU	M
	WLEU	B-M	Grove City, Pa.	WSAJ	
Escanaba, Mich.	WDBC	M	Gulfport, Miss.	WGCM	B
Eugene, Ore.	KORE	M	Hagerstown, Md.	WJEJ	M
Eureka, Calif.	KIEM	M	Hamilton, O.	WMOH	
Evansville, Ind.	WEOA	C	Hammond, Ind.	WJOB	
	WGBF	N	Hannibal, Mo.	KHMO	B
Everett, Wash.	KRKO	M	Harlan, Ky.	WHLN	
Fairbanks, Alaska	KFAR		Harlingen, Texas	KGBS	C
Fairmont, W. Va.	WMMN	C	Harrisburg, Ill.	WEBQ	
Fall River, Mass.	WSAR	M	Harrisburg, Pa.	WHP	C
Fargo, N. D.	WDAY	N		WKBO	M-N
Fayetteville, N. C.	WFNC	M		WHGB	
Fergus Falls, Minn.	KGDE	M	Harrisonburg, Va.	WSVA	
Findlay, Ohio	WFIN		Hartford, Conn.	WDRC	C
Fitchburg, Mass.	WEIM	M		WHTD	B
Flint, Mich.	WFDF	B		WHTT	M
Florence, S. C.	WOLS	B		WTIC	N
Fond du Lac, Wis.	KFIZ	M	Hastings, Neb.	WHAS	
Fort Dodge, Iowa	KVFD	M	Hattiesburg, Miss.	WFOR	
Fort Myers, Fla.	WINK	C	Hazleton, Pa.	WAZL	N-N
Fort Smith, Ark.	KFPW	M	Helena, Ark.	KFFA	M
Fort Wayne, Ind.	WGL	N	Helena, Mont.	KPFA	N
	WOWO	B	Henderson, Ky.	WSON	
Fort Worth, Tex.	KFJZ	M	Henderson, N. C.	WHNC	
	KGKO	B	Herrin, Ill.	WJPF	
	WBAP	N	Hibbing, Minn.	WMFG	N
Frederick, Md.	WFMD	C	Hickory, N. C.	WHKY	B
Fredericksburg, Va.	WFVA	B	High Point, N. C.	WMFR	B
Freemont, Neb.	KORN		Hilo, Hawaii	KHBC	C
Freeport, N. Y.	WGBB		Hobbs, N. M.	KWEW	
Fresno, Calif.	KARM	C	Holyoke, Mass.	WHYN	M
	KMJ	N	Honolulu, Hawaii	KGMB	C
	KFRE	M		KGU	N
Gadsden, Ala.	WJBY	M	Hopkinsville, Ky.	WHOP	C
Gainesville, Fla.	WRUF	M	Hot Springs, Ark.	KTHS	B
Gainesville, Ga.	WGGA	M		KWFC	M
Galesburg, Ill.	WGIL		Houston, Texas	KPRC	N
Galveston, Texas	KLUF	M		KTRH	C
Garden City, Kans.	KIUL	M		KXYZ	B
Gastonia, N. C.	WGNC	B		KTHT	M
Glendale, Calif.	KIEV		Huntington, W. Va.	WSAZ	B
Globe, Ariz.	KWJB	N	Huntsville, Ala.	WBHP	M
Gloversville, N. Y.	WENT	C-M	Huntsville, Tex.	KSAM	
Goldsboro, N. C.	WGBR	M	Hutchinson, Kans.	KWBW	N
Grand Forks, N. D.	KFJM		Idaho Falls, Idaho	KID	M
	KILO	C	Indianapolis, Ind.	WFBM	C
Grand Island, Neb.	KMMJ	B		WIBC	N
Grand Junction, Colo.	KFXJ	M		WIRE	N
Grand Rapids, Mich.	WLAV	M-B		WISH	B
	WOOD	N	Iowa City, Iowa	WSUI	
	WJEF	C	Ironwood, Mich.	WJMS	M
Grants Pass, Ore.	KUIN	M	Ithaca, N. Y.	WHCU	C
Great Bend, Kans.	KVGB	M	Jackson, Mich.	WIBM	B
Great Falls, Mont.	KFBB	C	Jackson, Miss.	WJDX	N
Greeley, Colo.	KFKA			WJXN	
Green Bay, Wis.	WTAQ	C		WSLI	B
Greenfield, Mass.	WHAI	C	Jackson, Tenn.	WTJS	B
Greensboro, N. C.	WBIG	M	Jacksonville, Fla.	WJAX	N
	WGBG	B		WJHP	B
	WHJB			WMBR	C
Greensburg, Pa.	WHJB			WPDQ*	M
Greenville, Miss.	WJPR	M	Jacksonville, Ill.	WLDS	
Greenville, N. C.	WGTC	M	Jamestown, N. Y.	WJTN	B
			Jamestown, N. D.	KSJB	C-M

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Janesville, Wisc.	WCLO	M	Los Angeles, Calif.	KFI	N
Jefferson City, Mo.	KWOS	M		KFSG	
Jersey City, N. J.	WHOM			KFVD	
Johnson City, Tenn.	WJHL	B		KFWB	
Johnstown, Pa.	WJAC	N		KGFJ	
Joliet, Ill.	WCLS			KHJ	M
Jonesboro, Ark.	KBTM	M		KMPC	
Joplin, Mo.	WMBH	M		KMTR	
Juneau, Alaska	KINY			KNX	C
Kalamazoo, Mich.	WKZO	C		KRKD	
Kalispel, Mont.	KGEZ			KRKD	
Kansas City, Kans.	KCKN	M	Louisville, Ky.	WAVE	N
Kansas City, Mo.	KCMO	B		WGRC	M
	KMBC	C		WHAS	C
	WDAF	N		WINN	B
	WHB	M	Lowell, Ariz.	KSUN	C
Kearney, Nebr.	KGFW		Lowell, Mass.	WLLH	M
Keene, N. H.	WKNE	C	Lubbock, Texas	KFYO	B
Ketchikan, Alaska	KTKN		Ludington, Mich.	WKLA	M
Kilgore, Texas	KOCA		Lufkin, Texas	KRBA	
Kingsport, Tenn.	WKPT	N	Lynchburg, Va.	WLVA	B
Kingston, N. Y.	WKNY	M	Macon, Ga.	WBML	B
Kinston, N. C.	WFTC	B		WMAZ	
Klamath Falls, Ore.	KFJI	M		WNEX	C
	KFLW		Madison, Wisc.	WHA	
Knoxville, Tenn.	WBIR	B		WIBA	N
	KNOX	C	Manchester, N. H.	WFEA	N
	WROL	N		WMUR	B
Kokomo, Ind.	WKMO	C	Mandan, N. D.	KCGU	M
Laconia, N. H.	WLNH	M	Manhattan, Kans.	KSAC	
LaCrosse, Wisc.	WKBB	N	Manitowoc, Wisc.	WOMT	
Lafayette, Ind.	WASK		Mankato, Minn.	KYSM	N
Lafayette, La.	KVOL	N	Mansfield, Ohio	WMAN	B
La Grange, Ga.	WLAG	M	Marion, Ohio	WMRN	B
La Grande, Ore.	KLBM		Marquette, Mich.	WDMJ	
LaJunta, Colo.	KOKO		Marrinette, Wisc.	WMAM	N
Lake Charles, La.	KPLC	N	Marshalltown, Ia.	KFJB	M
Lakeland, Fla.	WLAK	N	Martinsville, Va.	WMVA	N
Lancaster, Pa.	WGAL	M-N	Marysville, Calif.	KMYC	M
Lansing, Mich.	WJIM	B	Mason City, Iowa	KGLO	C
Lapeer, Mich.	WMPD		Mayaguez, P. R.	WPRA	
Laredo, Tex.	KPAB	M	McComb, Miss.	WSKB	
Las Vegas, N. M.	KFUN		Medford, Ore.	KMED	N
Las Vegas, Nev.	KENO	B	Medford, Wisc.	WIGM	
Laurel, Miss.	WAML	N	Memphis, Tenn.	WHBQ	M
Lawrence, Kans.	KFKU			WMC	N
	WREN	B		WMPS	B
Lawrence, Mass.	WLAW	C		WREC	C
Lawton, Okla.	KSWO	M	Merced, Calif.	KYOS	M
Lewiston, Ida.	KRLC	M	Meridian, Miss.	WCOC	C
Lewiston, Me.	WCOU	M	Miami, Fla.	WIOD	N
Lewistown, Pa.	WMRF	N		WQAM	C
Lexington, Ky.	WLAP	B-M		WFTL**	M
Lihue, Hawaii	KTOH		Miami Beach, Fla.	WKAT	
Lima, Ohio	WLOK	N	Middletown, N. Y.	WALL	
Lincoln, Nebr.	KFAB	C	Midland, Texas	KRLH	M
	KFOR	B-M	Miles City, Mont.	KRJF	
Little Rock, Ark.	KARK	N	Milwaukee, Wisc.	WEMP	B
	KGHI	B		WISN	C
	KLRA	C		WTMJ	N
Logan, Utah	KVNU	M	Minneapolis, Minn.	WCCO	C
Logan, W. Va.	WLOG			WDGY	
Long Beach, Calif.	KFOX			WLB	
	KGER			WLWL	M
Longview, Texas	KFRO	B-M		WTCN	B
Longview, Wash.	KWLK	M	Minot, N. D.	KLPM	M
Los Angeles, Calif.	KECA	B	Missoula, Mont.	KGVO	C
	KFAC		Mobile, Ala.	WALA	N
				WMOB	B-M
			Modesto, Calif.	KTRB	
			Monroe, La.	KMLB	B
				KNOE	N
			Monterey, Calif.	KDON	M

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Montgomery, Ala.	WCOV	C	Owensboro, Ky.	WOMI	M
	WSFA	N	Paducah, Ky.	WPAD	C
Moorhead, Minn.	KVOX	M	Palestine, Texas	KNET	K
Morgantown, W. Va.	WAJR		Palm Beach, Fla.	WWPG	B-M
Moultrie, Ga.	WMGA		Pampa, Texas	KPDN	M
Muncie, Ind.	WLBC	C	Panama City, Fla.	WDLP	M
Muscle Shoals City, Ala.	WLAY	M	Paris, Texas	KPLT	B-M
Muskegon, Mich.	WKBZ	B-M	Parkersburg, W. Va.	WPAR	C
Muskogee, Okla.	KBIX	B	Pasadena, Calif.	KPAS	
Nampa, Idaho	KFXD			KPPC	
Nashville, Tenn.	WLAC	C		KWKW	
	WSIX	B-M	Pasco, Wash.	KPKW	
	WSM	N	Paterson, N. J.	WPAT	
Natchez, Miss.	WMIS		Pawtucket, R. I.	WFCI	B
Newark, N. J.	WHBI		Pecos, Texas	KIUN	
	WAAT		Pendleton, Ore.	KWRC	
New Albany, Ind.	WGRC	M	Pensacola, Fla.	WCOA	N
New Bedford, Mass.	WNBH	B	Peoria, Ill.	WMBD	C
New Bern, N. C.	WHIT	M	Petersburg, Va.	WBHD	
Newburgh, N. Y.	WGNV		Philadelphia, Pa.	KYW	N
New Castle, Pa.	WKST			WCAU	C
New Haven, Conn.	WELI	B		WDA5	
	WHNC			WFIL	B
New Kensington, Pa.	WKPA			WHAT	
New London, Conn.	WNLC	M		WIBG	
New Orleans, La.	WDSU	B		WIP	M
	WJBW			WPEN	
	WNOE	M		WTEL	
	WSMB	N	Phoenix, Ariz.	KOY	C
	WWL	C		KPHO	B
Newport News, Va.	WGH	B		KTAR	N
New York	WABC	C	Pierre, S. D.	KGFX	
	WBNX		Pine Bluff, Ark.	KOTN	M
	WEAF	N	Pittsfield, Mass.	WBRK	M
	WEVD		Pittsburg, Kans.	KOAM	N
	WHN		Pittsburgh, Pa.	KDKA	N
	WINS			KQV	B
	WJZ	B		WCAE	M
	WMCA			WJAS	C
	WNEW			WWSW	
	WNYC		Plainview, Texas	KVOP	
	WOV		Plattsburg, N. Y.	WMFF	B
	WOR	M	Pocatello, Ida.	KSEI	N
	WQXR		Ponca City, Okla.	WBZ	
Niagara Falls, N. Y.	WHLD		Ponce, Puerto Rico	WPAB	
Norfolk, Neb.	WJAG			WPRP	
Norfolk, Va.	WTAR	N	Pontiac, Mich.	WCAR	
Norman, Okla.	WNAD		Poplar Bluff, Mo.	KWOC	
Northfield, Minn.	WCAL		Port Angeles, Wash.	KONP	
North Platte, Neb.	KODY	N	Port Arthur, Tex.	KPAC	M
Oakland, Calif.	KLS		Port Huron, Mich.	WHLS	M
	KLX		Portland, Me.	WC5H	N
	KROW			WGAN	C
Ocala, Fla.	WTMC	B	Portland, Ore.	KALE	M
Ogden, Utah	KLO	M		KBPS	
Ogdensburg, N. Y.	WSLB	M		KEX	B
Oklahoma City, Okla.	KOCY	M		KGW	N
	KOMA	C		KOIN	C
	KTOC	B		KWJJ	
	WKY	N		KXL	
Okmulgee, Okla.	KHBG	M	Portsmouth, N. H.	WHEB	M
Olean, N. Y.	WHDL	B	Portsmouth, Ohio	WPAY	M
Olympia, Wash.	KGY	M	Portsmouth, Va.	WSAP	M
Omaha, Nebr.	KBON	M	Poughkeepsie, N. Y.	WKIP	B
	KOIL	C	Powell, Wyo.	KPOW	
	KOWH	B	Poynette, Wisc.	WIBU	M
	WOW	N	Prescott, Ariz.	KYCA	N
Opelika, Ala.	WJHO	M	Presque Isle, Me.	WAGM	K
Orlando, Fla.	WDBO	C	Price, Utah	KEUB	M
	WLOF	B	Providence, R. I.	WEAN	M
Oshkosh, Wisc.	WOSH	B		WJAR	N
Ottumwa, Iowa	KBIZ	M		WPRO	C

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Provo, Utah	KOVO	M	San Antonio, Texas	KMAC	M
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.	KOTA			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			KSAN	
Rice Lake, Wisc.	WJMC	M		KSFO	
Richmond, Ind.	WKBV	M		KYA	
Richmond, Va.	WBBL		San Jose, Calif.	KQW	C
	WMBG	N	San Juan, Puerto Rico	WKAQ	C
	WRIV			WNEL	
	WRNL	B		WIAC	
	WRVA	C	San Luis Obispo, Calif.	KVEC	M
Riverside, Calif.	KPRO	B	Santa Ana, Calif.	KVOE	M
Roanoke, Va.	WDBJ	C	Santa Barbara, Calif.	KDB	M
	WSLS	B		KTMS	B
Roanoke Rapids, N. C.	WCBT	M	Santa Fe, N. M.	KVSF	C
Rochester, Minn.	KROC	N	Santa Rosa, Calif.	KSRO	
Rochester, N. Y.	WHAM	N	Saranac Lake, N. Y.	WNBZ	B
	WHEC	C	Sarasota, Fla.	WSPB	C
	WSAY	M	Sault Ste. Marie, Mich.	WSOO	B
Rockford, Ill.	WROK	B	Savannah, Ga.	WSAV	N
Rock Hill, S. C.	WRHI			WTOC	C
Rock Island, Ill.	WHBF	M	Schenectady, N. Y.	WGY	N
Rock Springs, Wyo.	KVRS	M		WSNY	
Rocky Mount, N. C.	WEED	B	Scottsbluff, Nebr.	KGKY	
Rome, Ga.	WRGA	M	Scranton, Pa.	WARM	B
Roseburg, Ore.	KRNR	M		WGBI	C
Roswell, N. M.	KGFL	K		WQAN	
Royal Oak, Mich.	WEXL		Seattle, Wash.	KEVR	
Rutland, Vt.	WSYB	M		KIRO	C
St. Albans, Vt.	WWSR			KJR	B
St. Augustine, Fla.	WFOY	C		KOL	M
St. Cloud, Minn.	KFAM	N		KOMO	N
St. Joseph, Mo.	KFEQ	B		KRSC	
St. Louis, Mo.	KMOX	C		KTW	
	KFUO			KXA	
	KSD	N	Sedalia, Mo.	KDRO	
	KWK	M	Selma, Ala.	WHBB	M
	KXOK	B	Sharon, Pa.	WPIC	
	WEW		Shawnee, Okla.	KGFF	B
	WIL		Sheboygan, Wisc.	WHBL	M
St. Paul, Minn.	KSTP	N	Shenandoah, Ia.	KFNF	
	WMIN			KMA	B-M
St. Petersburg, Fla.	WSUN	B	Sheridan, Wyo.	KWYO	
	WTSP	M	Sherman, Texas	KRRV	M
Sacramento, Calif.	KFBK	B	Shreveport, La.	KRMD	B
	KROY	C		KTBS	N
	KCRA			KWKH	C
	KXOA		Sidney, Mont.	KGCX	C
Safford, Ariz.	KGLU	N	Siloam Springs, Ark.	KUOA	
Saginaw, Mich.	WSAM	N	Sioux City, Ia.	KSCJ**	B
Salem, Mass.	WESX			KTRI	M
Salem, Ore.	KSLM	M	Sioux Falls, S. D.	KELO	N
Salina, Kans.	KSAL	M		KSOO	N
Salisbury, Md.	WBOC	M	South Bend, Ind.	WSBT	C
Salisbury, N. C.	WSTP	M		WHOT	B
Salt Lake City, Utah	KDYL	N	Spartanburg, S. C.	WORD	B
	KALL			WSPA	C
	KNAK		Spencer, Ia.	KICD	M
	KSL	C	Spokane, Wash.	KFIO	M
	KUTA	B		KFPY	C
San Angelo, Texas	KGKL	B-M		KGA	B
San Antonio, Texas	KABC	B		KHQ	N
			Springfield, Ill.	WCBS	B
				WTAX	C

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Springfield, Mass.	WBZA	N	Waco, Texas	WACO	B-M
	WMAS	C	Wallace, Ida.	KWAL	M
	WSPR	B	Walla Walla, Wash.	KUJ	M
Springfield, Mo.	KGBX	N	Warren, Ohio	WRRN	M
	KTTT	C-M	Washington, D. C.	WINX	
	KWTO	B		WTOP	C
Springfield, Ohio	WIZE	B		WMAL	B
Stamford, Conn.	WSRR	B		WOL	M
Sterling, Colo.	KGEK			WRC	N
Steubenville, Ohio	WSTV	M		WWDC	
Stevens Pt., Wisc.	WLBL		Washington, N. C.	WRRF	B
Stockton, Calif.	KGDM	C	Washington, Pa.	WJPA	
	KWG	B	Waterbury, Conn.	WATR	B
Suffolk, Va.	WLPM	B		WBRY	C
Sumter, S. C.	WFIG		Waterbury, Vt.	WDEV	
Sunbury, Pa.	WKOK		Waterloo, Ia.	KXEL	B
Superior, Wisc.	WDSM	M-B		WMT	C-M
Sweetwater, Texas	KXOX		Watertown, N. Y.	WATN	M
Sidney, Mont.	KGCS			WWNY	C
Syracuse, N. Y.	WAGE	B	Watertown, S. D.	KWAT	
	WFBL	C	Wastonville, Calif.	KHUB	B
	WOLF	M	Wausau, Wisc.	WSAU	C
	WSYR	N	Waycross, Ga.	WAYX	M
Sylacauga, Fla.	WFEB		Welch, W. Va.	WBRW	
Tacoma, Wash.	KMO	M	Wenatchee, Wash.	KPO	B
	KTBI		Weslaco, Texas	KRGV	N
	KVI		West Palm Beach, Fla.	WJNO	C
Tallahassee, Fla.	WTAL	M	West Lafayette, Ind.	WBAA	
Tampa, Fla.	WDAE	C	West Point, Ga.	WRLD	B
	WFLA	N	West Yarmouth, Mass.	WECB	B
Temple, Texas	KTEM	M-B	Wheeling, W. Va.	WKWK	C
Terre Haute, Ind.	WBOW	N		WWVA	B
Texarkana, Tex.	KCMC	B-M	White Plains, N. Y.	WFAS	
Thomasville, Ga.	WPAX		Wichita, Kans.	KANS	N
Toccoa, Ga.	WRLC	M		KFBI	B-M
Toledo, Ohio	WSPD	N		KFH	C
	WTOL	B	Wichita Falls, Tex.	KWFT	C
Topeka, Kans.	WIBW	B	Wilkes-Barre, Pa.	WBAX	M
Town of Allegany, N. Y.	WHDL	C		WBRE	N
Traverse City, Mich.	WTCT	M	Williamson, W. Va.	WBTH	
Trenton, N. J.	WTNJ		Williamsport, Pa.	WRAC	N
	WTTM	N	Willmar, Minn.	KWLM	B-M
Troy, N. Y.	WHAZ		Wilmington, Del.	WDEL	N
	WTRY	B		WILM	M
Tucson, Ariz.	KTUC	C	Wilmington, N. C.	WMFD	B
	KVOA	N	Wilson, N. C.	WGTM	M
Tucumcari, N. M.	KTNM	M	Winchester, Va.	WINC	B
Tulsa, Okla.	KOME	B-M	Winona, Minn.	KWNO	B-M
	KTUL	C	Winston-Salem, N. C.	WAIR	B-M
	KVOO	N		WSJS	N
Tupelo, Miss.	WELO	M	Wisconsin Rapids, Wisc.	WFHR	M
Tuscaloosa, Ala.	WJRD		Woodside, N. Y.	WWRL	
Tuscola, Ill.	WDZ		Worcester, Mass.	WAAB	M
Twin Falls, Ida.	KTFI	N		ORC	B
Tyler, Texas	KGKB	M		WTAG	C
Uniontown, Pa.	WMBS	C	Yakima, Wash.	KIT	M
Urbana, Ill.	WILL			KTYW	
Utica, N. Y.	WIBX	C	Yankton, S. Dak.	WNAX**	C
Valdosta, Ga.	WGVO	M	York, Pa.	WORK	M-N
Valley City, N. D.	KVOC	M		WSBA	B
Vancouver, Wash.	KVAN		Youngstown, Ohio	WFMJ	B
Vermilion, S. D.	KUSD			WKBN	B
Vernon, Texas	KVWC	M	Yuma, Ariz.	KYUM	C
Vicksburg, Miss.	WQBC	B	Zanesville, Ohio	WHIZ	N
Victoria, Texas	KVIC		Zarephath, N. J.	WAWZ	N
Vincennes, Ind.	WAOV	M			
Virginia, Minn.	WHLB	N			
Visalia, Calif.	WTKC	B			

# ALABAMA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

## W H M A

ANNISTON—EST. 1938

BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts  
Owned By.....Anniston Broadcasting Co.  
Operated By.....Anniston Broadcasting Co.  
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.....Standard  
Representative.....Sears & Ayer, Inc.

### Personnel

Owner.....Harry M. Ayers  
Station-Commercial Manager.....J. W. Buttram  
Program-Publicity Director.....Ruby Meigs  
Production Manager.....Malcolm Street  
Sales Promotion Manager-Musical Director....  
Mrs. Ruby Meigs  
Chief Engineer.....James Hudson  
Director of War Programs.....J. W. Buttram

## W J L D

BESSEMER—EST. 1942

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By.....George Johnston  
Address.....1831—4th Ave. N.  
Phone Number.....2300; 2301; 6-6172  
Transmitter Location.....Blue Lake Site  
Time on the Air.....6 a.m. to 10 p.m., weekdays;  
7 a.m. to 12 p.m., Sundays.

News Service.....AP  
Transcription Service.....World Broadcasting  
System-Keystone Broadcasting System.

### Personnel

Owner.....William R. Terry  
Station Manager.....Hal Falter  
Commercial Manager.....Eugene P. Well  
Production Manager.....Miriam Bunkin  
Program Director.....Hal Falter  
Chief Announcer.....Hal Falter  
Chief Engineer.....George Harrison, Jr.

## W B R C

BIRMINGHAM—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 860 Kc. Power: 5000 Watts  
Owned-Operated By.....Birmingham Broadcast-  
ing Co., Inc.

Address.....WBRC Bldg., Second Ave. and  
18th St. N.

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  
Station Manager.....John M. Connolly  
Director of War Programs.....Herbert C. Grieb  
Chief Engineer.....G. P. Hamann

## 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, Montevallo; 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.....Lionel Baxter  
Publicity Director.....Mary Bennett  
Musical Director.....Stanleigh Malone  
Chief Engineer.....N. S. Hurley

## 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 midnigt  
 Newspaper Affiliation...Birmingham News;  
 Birmingham Age-Herald  
 News Service.....AP  
 Transcription Service.....NBC Thesaurus,  
 Langworth  
 Representative.....Headley-Reed Co.

**Personnel**

General Manager.....Henry P. Johnston  
 Assistant to Manager.....Evelyn Hicks  
 Program Director.....Jack McCormack  
 Production Manager.....Jack McCormack  
 Chief Engineer.....Gordon F. Bishop

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**W M S L**

**DECATUR—EST. 1935**

MUTUAL BROADCASTING SYSTEM  
 KEYSTONE BROADCASTING SYSTEM  
 NORTH ALABAMA NETWORK

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.....6:30 a.m. until 10:15 p.m.  
 News Service.....UP  
 Transcription Service...World Broadcasting  
 System and WBS  
 Representative.....Headley-Reed Co.

**Personnel**

President.....Melvin Hutson  
 Secretary-Treasurer.....Clyde Hendrix  
 Station-Commercial Manager...Ernest Mobley  
 Program Director-Director of  
 War Programs.....Denny Wright  
 Production Manager.....Otis Dodge  
 Publicity Director.....Pat Wright  
 Chief Announcer.....Frank Lokey  
 Chief Engineer.....J. Roser  
 Record Master of Ceremony...Otis Dodge,  
 Frank Lokey, Ernest Cramer

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**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

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**W J B Y**

**GADSDEN—EST. 1928**

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By...Gadsden Broadcas-  
 ting 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

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**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.....Athens Pike  
 Time on the Air.....Unlimited license  
 News Service.....UP

**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

.   
**W A L A**

**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

**W M O B**

MOBILE—EST. 1939

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  
 Studio Address.....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  
 Sales Promotion Manager...Miss Bea Quigley  
 Program Director.....Miss Clara Malone  
 Production Manager.....Mrs. Adele Hull  
 Publicity Director.....Miss Bea Quigley  
 Chief Engineer.....T. L. Greenwood

**W C O V**

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.....Weston Britt  
 Chief Engineer.....W. D. Weatherly

**W S F A**

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.....6:00 a.m. to midnight  
 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 Shelkotsky

**W L A Y**

MUSCLE SHOALS CITY—EST. 1933  
 MUTUAL BROADCASTING SYSTEM  
 KEYSTONE 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.....6:30 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.....F. M. Farris, Jr.  
 Station and Commercial Manager and  
 Publicity Director.....E. J. Sperry  
 Program-Musical Director and  
 Production Manager...Mrs. Josephine Sperry  
 Sales Promotion Mgr....Mrs. Lucille Johnston  
 Chief Announcer.....G. W. Orton, III

# 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  
Transcription Service: NBC and Keystone  
Broadcasting System

## Personnel

Station Manager and  
Chief Engineer: F. Marion Hyatt  
Commercial Manager: James T. Ownby  
Publicity Director: Anne Davis  
Musical Director: Ben Parsons  
Sales Promotion: James T. Ownby  
Program Director: Anne Davis

# 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.  
Chief Engineer: T. F. Kelley, Jr.

# W F E B

SYLACAUGA\*

Frequency: 1340 Kc. Power: 250 Watts  
Owned By: Alabama Broadcasting Co.  
President: E. E. Forbes, Sr.

\* C.P. only.

# 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 273-287

# 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 & Safford  
Phone Number: Globe 41  
Studio Address: South Globe, Arizona  
Transmitter Location: South Globe, Arizona  
Time on the Air: 6:30 a.m.-11 p.m., daily;  
7 a.m.-12.15 a.m., Sunday

Representative: Paul H. Raymer  
News Service: AP, INS, UP  
Transcription Service: Standard Radio

## Personnel

President: Louis F. Long  
General Manager: Paul Merrill  
Commercial and Sales

Manager: Edward E. Furman  
Chief Engineer: Herbert Hartman  
Record Master of Ceremony: Willard Shoecraft

# K S U N

BIRBEE—EST. 1933

CBS

ARIZONA NETWORK

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Copper Electric Co., Inc.  
Address: Box C, Birbee, Ariz.

Phone Number.....Birbee 9  
 Transmitter Location.....Lowell, Ariz.  
 Time on the Air.....7 a.m. to 10:30 p.m.  
 News Service.....UP  
 Representative.....John Blair & Co.

**Personnel**

President-Owner.....James S. Maffeo  
 Station Manager.....Carleton W. Morris  
 Commercial Manager.....Eleanor Cervisi  
 Program Director.....Marion McKinney  
 Chief Announcer.....Hugh Keyes

**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.....838 North Central Avenue  
 Phone Number.....4-4144  
 Transmitter Location.....12th St. & Camel-  
 back Rd.  
 Time on the Air.....8 a.m. to 12:00 midnight  
 Newspaper Affiliation.....Prairie Farmer  
 Publishing Co., Arizona Farmer  
 News Service.....UP; 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  
 General Manager.....Albert D. Johnson  
 Program Director.....John R. Williams  
 Chief Announcer and  
 Production Manager.....Joe Dana  
 Musical Director.....Alfred Becker  
 Chief Engineer.....Lewis Sublett

**K P H O**

PHOENIX—EST. 1941

BLUE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Phoenix Broadcasting, Inc.  
 Business Address.....Adams Hotel, Phoenix, Ariz.  
 Phone Number.....4-7367  
 Studio Address.....Adams Hotel, Phoenix, Ariz.  
 Transmitter Location.....24th Ave. & Buckeye Rd.  
 Time on the Air.....6 a.m. to midnight  
 News Service.....INS  
 Transcription Service.....ASCAP, BMI, SESAC  
 Representative.....Howard H. Wilson Co.

**Personnel**

President-Owner.....Rex Shepp  
 Station Manager.....Charlie Garland  
 Sales Manager & Sales Promotion  
 Arnold J. Gregory  
 P/Program Director.....Libby Quinn  
 Director of War Programs.....Libby Quinn  
 Production Manager.....Libby Quinn  
 Publicity Director.....Mollie Munger  
 Chief Announcer.....John Wages  
 Musical Director.....Mollie Munger  
 Chief Engineer.....Ross Griffith  
 Record MC.....John Wages & Graham Alexander

**K T A R**

PHOENIX—EST. 1922

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**

Chief Owner-Ch. of Bd.....John J. Louis  
 President & General Manager.....Dick Lewis  
 Commercial Manager.....J. R. Heath  
 Sales Promotion Manager.....L. D. Bradbury  
 Program Director.....J. Howard Pyle  
 Director of War Programs.....J. Howard Pyle  
 Publicity Director.....John Snow  
 Artists' Bureau Head.....Mary Louise Watson  
 Chief Engineer.....Harold Haughawout

**K Y C A**

PRESCOTT—EST. 1940

NATIONAL BROADCASTING COMPANY

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Southwest Broad-  
 casting Company  
 Address.....East Gurley St.  
 Phone Number.....244  
 Transmitter Location.....East Gurley St.  
 Time on the Air.....Unlimited License

News Service.....INS and AP  
 Transcription Service.....Standard Library  
 Representative.....Paul Raymer Co.

**Personnel**

Station and Commercial Mgr....Harold Ritter  
 Program Director.....Roberta Pfister  
 Artists' Bureau.....Byron Lee McCall  
 Dir. of War Programs.....Roberta M. Pfister  
 Production Manager.....Shirley Ritter  
 Publicity Director.....Byron Lee McCall  
 Chief Announcer.....Robert Giroux  
 Musical Director.....Catharine F. Girard  
 Chief Engineer.....George Eitel  
 Office Manager.....Oddlite Ritter

Transcription Service.....Associated Record  
 Program. Service & World Broadcasting  
 System  
 Representative.....John Blair & Co.

**Personnel**

Station Manager.....Lee Little  
 Sales Manager.....Eugene Packer  
 Chief Announcer.....Graham French  
 Program Director and  
 Dir. of War Programs.....Wayne Sanders  
 Chief Engineer.....Cliff Livingston  
 Production Manager.....Gerry O'Brien  
 Musical Director.....Wayne A. Sanders

**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.....Safford, Ariz.  
 Phone Number.....15  
 Transmitter Location.....1218 - 6th Ave.  
 Time on the Air.....7 a.m. - 11p.m. daily  
 News Service.....AP; INS; UP  
 Transcription Service.....Standard Radio  
 Representatives.....Paul H. Raymer Co.

**Personnel**

President.....Louis F. Long  
 Station Manager.....Paul Merrill  
 Commercial and Sales  
 Promotion Manager.....Edward E. Furman  
 Publicity Director.....Paul Merrill  
 Program Director, Production Manager and  
 Chief Announcer.....Norman B. Harrington  
 Chief Engineer.....Herbert Hartman  
 Dir. of War Programs...Norman B. Harrington  
 Musical Director.....Alberta Hunt  
 Record MC.....Thomas B. Greenhaw

**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.....900 E. B'way  
 Phone Number.....1400  
 Transmitter Location.....900 E. B'way  
 Time on the Air.....6 a.m. to 11 p.m.  
 News Service.....UP

**K V O A**

TUCSON—EST. 1929

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.....6 a.m.-11 p.m.  
 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 11:00 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  
 Station Manager.....Ray Smucker  
 Program Director and  
 Dir. of War Programs.....D. Clark Hayden  
 Chief Engineer.....Leavenworth Wheeler

# ARKANSAS

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

## K L C N

**BLYTHERVILLE—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, Ark.  
Phone .....1313  
Transmitter Location....Country Club Colony  
Time on the Air.....6:45 a.m. to 10:30 p.m.  
News Service.....AP  
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  
Chief Announcer.....James Broach  
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 12 p.m.:  
Sundays, 8:00 a.m. to 10:00 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  
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 D. Ewing  
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  
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Clyde E. Wilson  
 Address.....819½ Central  
 Phone Number.....412-3  
 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.....Ann Hiryak  
 Production Manager and  
 Publicity Director.....Jon Hackett  
 Chief Engineer.....Earl H. Butler

## 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.....Tower Place, East of  
 Jonesboro

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.....Mrs. M. J. Fox

## K A R K

LITTLE ROCK—EST. 1931

NATIONAL BROADCASTING CO.  
 SOUTH-CENTRAL 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.....6:00 a.m.-11:05 p.m.;  
 Sundays, 7:00 a.m. to 11:05 p.m.

News Service.....AP, INS  
 Transcription Service.....Standard  
 Representative.....Edward Petry & Co.

### Personnel

V.P. and Gen. Mgr.....G. E. Zimmerman  
 Commercial Manager.....Julian F. Haas  
 Studio Manager.....Jack Rumrill  
 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

### Personnel

General Manager.....S. C. Vinsonhaier  
 Commercial Manager.....R. E. Rives  
 Program Director.....Dorothy Weise  
 Chief Engineer.....V. D. Vandusen

## 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.....LD 132  
 Transmitter Location.....7 miles out on  
 Memphis Hi-Way

Time on the Air: 5:00 a.m. to 12:05 a.m. Mon-  
 days through Saturday; 7 a.m. to 12:05 a.m.,  
 Sundays.

Newspaper Affiliation.....Arkansas Gazette  
 News Service.....UP  
 Transcription Service.....World Broadcasting  
 Service  
 Representative.....The Katz Agency

### Personnel

President.....J. N. Heiskell  
 Station Manager.....Roy Judge  
 Merchandising Manager and  
 Publicity Director.....Claude Miller  
 Program Director.....Raymond P. Lang  
 Production Manager.....Raymond P. Lang  
 Musical Director.....Tom Scott  
 Chief Engineer.....K. F. Tracy

# KOTN

PINE BLUFF—EST. 1934

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....B. J. Parrish  
 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. Eiter  
 Program Director.....Ayleene Somervell  
 Chief Engineer.....B. J. Parrish

# KUOA

SILOAM SPRINGS—EST. 1922

KEYSTONE BROADCASTING SYSTEM

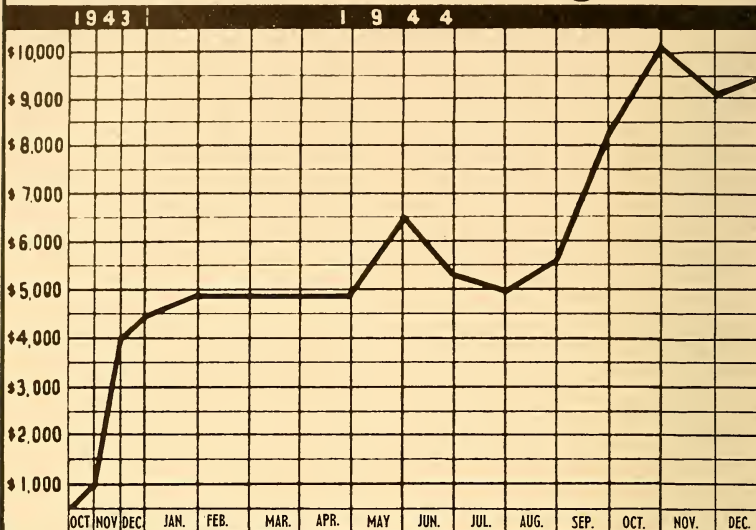
Frequency: 1290 Kc.....Power: 5000 Watts  
 Owned-Operated By.....KUOA Incorporated  
 Address.....Siloam Springs, Ark.  
 Phone Number .....77  
 Transmitter Location.....Siloam Springs, Ark.  
 Time on the Air.....6:30 a.m. to Local Sunset  
 News Service .....UP  
 Transcription Service.... World Broadcasting  
 System, Keystone Broadcasting System  
 Representative .....The Walker Company

## Personnel

President.....John E. Brown  
 Station and Commercial  
 Manager.....Storm Whaley  
 Program Director.....Gilberta Walton  
 Director of War Programs.....Storm Whaley  
 Chief Engineer.....Kenneth Maxwell  
*For KCNC, Texarkana, see Texas listings.*

FOR QUALITY  
 AP !

# The *Beeline* Advertising Index



The above chart shows the gross dollar volume of national spot business per month, broadcast on the **BEELINE** during the first fifteen months of its existence.

TODAY, NEARLY ALL NATIONAL SPOT ACCOUNTS ADVERTISING IN CENTRAL CALIFORNIA AND WESTERN NEVADA ARE USING THE BEELINE.

Robert A  
STREET  
National  
Sales Manager

Paul H.  
RAYMER CO.  
National  
Representative

**McClatchy  
Broadcasting  
Company**

**Sacramento, California**





# CALIFORNIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

## 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  
Chief Engineer .....Verne Shatto

## KPMC

BAKERSFIELD—EST. 1935  
MUTUAL—DON LEE

Frequency: 1560 Kc.....Power: 1000 Watts  
Owned-Operated By...Pioneer Mercantile Co.  
Business Address...Box 1709, Bakersfield, Calif.  
Phone Number .....8-8151  
Transmitter Location.....307 East 21st St.  
Time on the Air...6:30 a.m.-12:00 p.m. week-  
days; 7:00 a.m.-12:00 p.m. Sunday  
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. 1922

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 Hamblly  
Chief Announcer.....Phil McKernan  
Musical Director.....Harold 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: 1230 Kc...Power: 250 Watts 250 N  
Owned-Operated By.....Valradio, 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.....Mabel Dalton  
Chief Announcer.....Jerry Oppell  
Chief Engineer.....Leroy Bellwood

# K I E M

EUREKA—EST. 1933

MUTUAL—DON LEE

Frequency: 1480 Kc. Power: 1000 Watts  
 Owned-Operated By Redwood Broadcasting 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 & Alluvial 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  
 Publicity Director Eldora Roth  
 Program Director John Garrick  
 Chief Engineer R. M. Dorothy

# 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 St.  
 Time on the Air 5:00 a.m. to 12:00 midnight  
 News Service UP  
 Transcription Service Associated Music Publishers and World  
 Representative John Blair & Co.

## Personnel

Owner J. E. Rodman  
 General Manager Paul R. Bartlett  
 Program Director Gene Chencult  
 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. Kernan  
 Time on the Air 24 hours daily  
 Newspaper Affiliation The Fresno Bee (McClatchy Newspapers)  
 News Service UP & AP  
 Transcription Service NBC Thesaurus  
 Representative Paul H. Raymer Co.

## Personnel

President Eleanor McClatchy  
 Station Manager Keith Collins  
 National Sales Manager (N. Y. C.) Robert Sriteet  
 Sales Manager Coyle Chambers  
 Sales Promotion Manager Jack Griffith  
 Traffic Manager Margaret Vogelsang  
 Special Events Director A. D. Patterson  
 Program and Musical Director and  
 Production Manager Andy Patterson  
 Publicity Director Jack Griffith  
 Chief Engineer Wm. N. Wallace  
 War Program Director Andy Patterson

# 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  
 Chief Announcer.....R. W. Muller  
 Chief Engineer.....Lee Gustafson

**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 & INS  
 Transcription Service: World Broadcasting Sys-  
 tem, Standard Radio, Lang-Worth, McGregor  
 and Associated  
 National Representative.....Spot Sales, Inc.

**Personnel**

President-Gen'l Manager...C. Merwyn Dobyns  
 Commercial Manager.....Lee Wynne  
 Sales Promotion Manager...Thomas P. Hunter  
 Musical Director.....Helene Smith  
 Production Manager.....Irene Cook  
 Chief Engineer.....Ronald Oakley

**K E C A**

LOS ANGELES—EST. 1929

BLUE NETWORK

Frequency: 790 Kc.....Power: 5000 Watts

Owned-Operated By....Blue Network Co., Inc.  
 Address.....1440 No. Highland Ave.  
 Phone Number.....Hillside 8231  
 Transmitter Location....2951 S. Fairfax Ave.  
 Time on the Air.....6:00 a.m. to 12 midnight:  
 6:45 a.m. to midnight, Sunday  
 News Service.....UP, AP  
 Transcription Service.....Thesauras  
 Representative.....Blue Network Spot Sales

**Personnel**

President.....Earle C. Anthony  
 General Manager.....Clyde Scott  
 Commercial and Sales Mgr.....Amos Baron  
 Program Manager.....John Edwards  
 Musical Director.....Claude Sweeten  
 Production Manager.....Wm. Davidson  
 Publicity Director.....Virginia West  
 Continuity Editor.....Katherine Calvert  
 Chief Engineer.....Ralph Denechaud

**K F A C**

LOS ANGELES—EST. 1929

Frequency: 1330 Kc.....Power: 1000 Watts  
 Owned-Operated By: Los Angeles Broadcast-  
 ing Company, Incorporated  
 Address.....645 South Mariposa  
 Phone Number.....Fltzroy 1231  
 Transmitter Location....3725 Chesapeake,  
 L. A., Calif.  
 Time on the Air.....168 hours a week  
 News Service.....AP

**Personnel**

President-General Manager...Calvin J. Smith  
 Program Director.....Harry Mitchell  
 Publicity Director.....Eileen Wheatley  
 Traffic Manager.....Lucile R. Blake  
 Chief Announcer.....Harry Mitchell  
 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.....Almee Semple McPherson  
 Station Manager.....Rev. Jack Carmaine  
 Musical Director.....Esther Fricke Stuart  
 Chief Engineer.....Myron Kluge

\* Non-Commercial Station.

BOB HOPE JACK BENNY  
 AMOS 'N' ANDY  
 EDDIE CANTOR  
 INFORMATION PLEASE  
 FRED WARING ONE MAN'S  
 HOUR OF CHARM FAMILY  
 RED SKELTON

FIBBER McGEE  
 BERGEN AND MOLLY  
 AND McARTHUR  
 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.*

## 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,  
 Except Tues.—12 Hours  
 News Service.....UP  
 Transcription Service: Standard Radio, Lang-  
 Worth  
 Representative.....Edward Pety & Co., Inc.

### Personnel

President.....Earle C. Anthony  
 General Manager.....William B. Ryan  
 Sales Manager.....Geo. A. Whitney  
 Program Director.....Don McNamara  
 Production Manager.....Bob Hiestand  
 Publicity Director.....Harold Carlock  
 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

## KFWB

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

General Manager.....Harry Maizlish  
 Production Manager.....William Ray  
 Program Director.....William Ray  
 Chief Announcer.....Harry Hall  
 Musical Director.....Leon Leonardi  
 War Program Director.....Sara Langman  
 Chief Engineer.....Harry Myers

## 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.

## **4 NEWS SERVICES**

1. Associated Press
2. United Press
3. International News Service
4. Reuters

## **4 NETWORK COMMENTATORS**

1. Sam Balter
2. John B. Hughes
3. Bill Pennell
4. Peter De Lima

A L L

On

Warner Bros.

# **K F W B**

Hollywood

*—and more public service programs  
than any other station in the West.*

**5,000 WATTS DAY AND NIGHT**

Harry Maizlish  
General Manager

William Rambeau, National Representative

News Service.....UP  
 Transcription Service.....Lang-Worth,  
 MacGregor

**Personnel**

President-Station Manager.....J. Frank Burke  
 Commercial Manager.....F. J. Smalley, Jr.  
 Program Dir.-Chief Announcer...Howard Gray  
 Publicity Director.....Toni Reeder  
 Director of War Programs.....Howard Gray  
 Chief Engineer.....William Gass

**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 Koplun  
 Production Mgr.....Carolyn Caro  
 Program Director.....Rene Bozarth  
 Chief Engineer.....Homer Obuchon

**K H J**

LOS ANGELES—EST. 1921

MBS—DON LEE

Frequency: 930 Kc.....Power: 5000 Watts  
 Owned-Operated By: Don Lee Broadcasting  
 System  
 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 S. Lee  
 Vice-President and  
 General Manager.....Lewis Allen Weiss  
 Vice President and  
 Assistant Manager.....Willet H. Brown  
 Commercial Manager.....Sydney Gaynor  
 Sales Promotion and  
 Publicity Director.....Fair Taylor  
 Traffic Manager.....Mary E. Ryan  
 Musical Director.....Frank Du Vol  
 War Program Director.....Tony La Frano  
 Chief Engineer.....Frank M. Kennedy

**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 Hattle  
 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



*What's a Man?*

Generally speaking, he's a time or space buyer, merchandise manager, account executive, or other *genus homo* seeking and devising ways and means to influence women. In Los Angeles, the male species finds the *best* way to influence women is through the station programmed and managed by women—KGFJ.

THE TWENTY-HOUR STATION 1230 KC

**KGFJ**

Thelma Kirchner, Manager

"Los Angeles' BIGGEST Little Station"  
 1417 South Figueroa St., Los Angeles 15, Calif.

# K M T R

LOS ANGELES—EST. 1924

Frequency: 570 Kc.....Power: 1000 Watts  
 Owned-Operated By.....KMTR 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. AP  
 Transcription Service...Lang-Worth; Standard  
 Radio, MacGregor  
 Representative .....Burn-Smith Co.

## Personnel

General Manager.....Kenneth O. Tinkham  
 Program Manager.....Jim Strain  
 Publicity Director.....Hal Halley  
 Traffic Manager.....Marion Page  
 Recording Division.....Lyman M. Smith  
 Musical Director.....Salvatore Santaella  
 Chief Engineer.....Pete Wilson

*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



**KMTR** *The "Top" Radio Station with—*

**570 KC**  
*"TOP" of the  
 DIAL*



**NEWS**

**EVERY HOUR—ON THE HOUR**

**24 HOURS A DAY**

*Exclusive One Minute Announcement*

Offered in Middle of any Five Minute News broadcast on-the-hour at regular five minute Card Rate. Write for availabilities:

**K M T R — Hollywood — BURN-SMITH CO., INC.**

California

New York

Chicago

**KNX**

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, Torrance, Calif.

Time on the Air.....24 hours daily  
News Service.....AP; INS; UP  
Transcription Service..Lang-Worth, 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. Moskovics  
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

**KRKD**

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 Lemoyne  
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

**KMYC**

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.....Hedley Hall  
Program Director and

Production Manager.....Ruth Parmeter  
Chief Engineer.....A. J. Powell, Jr.  
Chief Announcer.....Hedley Hall

**KYOS**

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  
National Sales Office.....582 Market St., San Francisco

Representative.....W. S. Grant

**Personnel**

General Director.....Hugh McClung  
Station Manager.....Mel Marshall  
Commercial Manager.....J. C. MacFarland  
Sales Promotion Manager....George Spelvin

Program Director.....Herb James  
Chief Engineer.....Malcolm R. Beavers

**KTRB**

MODESTO—EST. 1933

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.  
Sales Manager.....Virgil V. Risley  
Program Director.....Cecil Lynch  
Chief Engineer.....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,  
 Associated

## Personnel

President . . . . . Paul H. Caswell  
 Station Managers . . . . . Howard V. Walters,  
 Bernard E. Cooney  
 Program Director . . . . . Howard Walters  
 Chief Announcer . . . . . Edward C. Duty, Jr.  
 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  
 Phone Number . . . . . Glencourt 0660  
 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  
 Sales Promotion Manager . . . . . Walter Brown  
 Program Director . . . . . Leon Churchon  
 Publicity Director . . . . . Gladys Herst  
 Musical Director . . . . . Charles Short Ridge  
 Chief Engineer . . . . . Ross Smith  
 War Program Director . . . . . Leon Churchon

# KLX

HAS HIGH  
 PRIORITY ON

## “LISTENER LOYALTY”

From pioneer to pace setter since 1921. That's the record of radio station KLX, Metropolitan Oakland's leading Independent.

From its broadcast of the Dempsey-Carpentier fight in Jersey City, July 2, 1921, to the vital war news of today, KLX has given its listeners a high standard of radio programs and outstanding public service.

That's why it's "just natural" to tune to KLX.

The TRIBUNE STATION, Oakland 4, California  
 National Representative, JOSEPH HERSHEY MCGILLVRA, Inc.

LISTENER deci  
 ther LOYALTY  
 e LISTENER tu  
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 or LOYALTY if  
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 mer LOYALTY

# K R O W

OAKLAND—EST. 1925

Frequency: 960 Kc. ....Power 1000 Watts  
 Owned-Operated By.....KROW, Inc.  
 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.....6 a.m. to Midnight  
 News Service .....INS  
 Transcription Service.....Standard Radio;  
 Langworth

## Personnel

President .....Sheldon Sackett  
 Vice-President-General  
 Manager .....Philip G. Lasky  
 Commercial Manager.....Ralph Wiener  
 Program Director.....R. W. Wassenberg  
 Production Manager.....Jim Boswell  
 Publicity Director.....Mercedes Prosser  
 Chief Announcer.....Jim Boswell  
 Chief Engineer .....C. E. Downey  
 Director of War Programs.....Phyllis Flynn

**710,113 people**

**in Metropolitan  
 OAKLAND**

Metropolitan Oak-  
 land extends nearly  
 30 miles (all solidly  
 built-up CITY) along  
 the eastern shore of  
 San Francisco Bay.



# K R O W

"The Home Interest Station"

*IS Oakland's Leading Station*

RADIO CENTER BUILDING, 19TH and BROADWAY  
 OAKLAND, CALIFORNIA

Philip G. Lasky, General Manager

# K L S

OAKLAND—EST. 1921

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.....F. Wellington Morse  
 Commercial and Sales  
 Promotion Manager.....F. W. Morse  
 Program Director .....C. de Costa  
 Chief Engineer.....Howard Faulkner

# 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  
 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 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  
General Manager: William J. Beaton  
Commercial Manager: William J. Beaton  
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 Broad-  
casting Co.

Business Address: Box 1525  
Phone Number: 1646, 1647  
Studio Address: Highway No. 99  
Transmitter Location: Highway No. 99  
Time on the Air: 6:00 a.m. to 12:00 p.m.  
News Service: UP  
Transcription Service: Standard Radio;  
C. P. MacGregor

Representative: Will Grant

## Personnel

President: Hugh McClung  
Station Manager: Ralph R. Bryan  
Commercial Manager: Fred M. Stuepnagel  
Program Director: Lyle Mathis  
Chief Engineer: Russell B. Pope

# K P R O

RIVERSIDE—EST. 1941

BLUE NETWORK

Frequency: 1440 Kc. Power: 1000 Watts  
Owned-Operated By: Broadcasting Corpora-  
tion of America

Business Address: 3401 Russell St., Riverside,  
Calif.

Phone Number: Riverside 6290, San Bernar-  
dino 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 4 a.m.  
News Service: INS and AP  
Transcription Service: Associated Music Pub-  
lishers and MacGregor

Representative: Joseph Hershey McGillvra

## Personnel

President-General Manager: W. L. Gleeson  
Station Manager: W. L. Gleeson  
Sales Promotion and  
Publicity Director: M. Thorne  
Program Director: Lee Lamley  
Chief Engineer: Amon Dolde

# K C R A

SACRAMENTO—EST. 1944

Frequency: 1340 Kc. Power: 250 Watts  
Owned By: Central Valleys Broadcasting Co.  
Business Address: Capital Nat'l Bank Bldg.  
Phone Number: 3-7363  
Studio Address: Capital Nat'l Bank Bldg.  
Transmitter Location: 27th & American River  
Time on the Air: 6:00 a.m. to 12:00 midnight  
News Service: AP  
Transcription Service: World Broadcasting  
System

## Personnel

Owned By: Ewing C. Kelly, David R. McKinley,  
Vernon Hansen  
Station Manager: Ewing C. Kelly  
Commercial Manager: Norman Hodgkinson  
Program Director: Jack Eliassen  
Production Manager: Christine Ness  
Chief Engineer: Marvin D. Myers

# 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 Librarian: Rosalie Brandt  
Chief Engineer: Stam Sronce

# K X O A\*

SACRAMENTO

Frequency: 1490. Power: 250 Watts

\* CP issued to Lincoln Dellar.

you're in swell company  
on **KFMB**...



Walter Winchell



George V. Denny, Jr.



Don McNeil



Ed Wynn



Westbrook Van Voorhis

with BASIC BLUE NETWORK SHOWS . . . plus local programming attuned to the listening habits of the rich San Diego market . . . a highly concentrated market where \$808,000,000.00 annually is spent by the 450,000 BUYING civilians who make up this great area. That means, in the layman's language, over \$15,000,000.00 is spent EVERY WEEK in San Diego. (Not to mention the unquotable millions in PLUS earnings and spendings by the Military personnel located in and near San Diego.)

KFMB is the spark-plug for the San Diego market . . . it is the station that REACHES and INFLUENCES this wealthy population. KFMB is San Diego's busy . . . progressive station!!



Tom Ereneman



Gracie Field



Paul Whiteman



Joe E. Brown



Drew Pearson

**KFMB**  
SAN DIEGO, CALIF.  
JACK O. GROSS  
PRESIDENT & GENERAL MANAGER

**SAN DIEGO'S BLUE NETWORK STATION**

REPRESENTED BY RAMBEAU

## 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, 7:00 a.m. to 12 midnight.

News Service: UP  
 Transcription Service: Associated Recorded  
 PGM. Library  
 Representative: Joseph Hershey McGillvra

### Personnel

President-Owner: Royal Miller  
 Station Manager: Mrs. Royal Miller  
 Public Relations Manager: Howard Smiley  
 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 midnight

News Service: UP  
 Transcription Service: World Broadcasting  
 System  
 Representative: John Blair & Co.

### Personnel

Partners: J. C. & E. W. Lee  
 Station Manager: Maury A. Vroman  
 Program Director: Charles Craig  
 Sales Manager: N. Pratt Smith  
 Chief Engineer: George Ewing  
 Director of War Programs: Charles Craig

## 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 Bldg.  
 Time on the Air: 6:00 a.m. to 12:15 a.m.

News Service: AP  
 Transcription Service: Standard Radio  
 Representative: William G. Rambeau Co.

### Personnel

President, Station and  
 Commercial Manager: Jack Gross  
 Sales Promotion Manager: John Eves  
 Program Director and  
 Production Manager: Hal Moon  
 War Program Director: Hal Moon  
 Chief Engineer: Caleb Frisk  
 Publicity Director: Shirley Hawley

## K F S D

**SAN DIEGO—EST. 1926**

**NATIONAL BROADCASTING COMPANY**

Frequency: 600 Kc. Power: 1000 Watts  
 Owned-Operated By: Airfan Radio  
 Corporation, Ltd.

Address: U. S. Grant Hotel,  
 San Diego 12  
 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 Manager: Larry Scalf  
 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: 1017 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.....155 Montgomery St.  
 Phone Number.....Exbrook 6544  
 Transmitter Location..S144 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.....T. B. Palmer  
 Sales Manager.....Byron H. Nelson  
 Promotion-Publicity  
 Manager.....Robert F. Laws  
 Program Director.....Robert H. Wesson  
 Production Manager.....Robert H. Wesson  
 Chief Announcer.....Berton Bennett  
 Chief Engineer.....A. E. Evans  
 Musical Director.....Phil Bouere  
 Record Master of Ceremony..George Fenneman

# K J B S

SAN FRANCISCO—EST. 1925

Frequency: 1100 Kc.....Power: 500 Watts  
 Owned By.....KSBS Broadcasters  
 Operated By.....KSBS Broadcasters  
 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; AP  
 Transcription Service.....Standard  
 Representative.....William G. Rambeau Co.,  
 Homer Owen Griffith

## Personnel

President.....E. P. Franklin  
 Chief Engineer.....Cecil H. Dutton  
 Manager.....E. P. Franklin  
 Program Director.....C. F. Pendleton

# K P O

SAN FRANCISCO—EST. 1922

NATIONAL BROADCASTING COMPANY

Frequency: 680 Kc.....Power: 50,000 Watts  
 Owned-Operated By...National Broadcasting Company  
 Address.....Taylor & O'Farrell Sts.  
 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  
 Local Manager.....Alfred Crapsey  
 Program Director.....Wendell Williams  
 Assistant to 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.....Carl Nielsen  
 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.....1357 Market St.  
 Time on the Air.....Unlimited  
 News Service.....AP  
 Transcription Service.....Langworth

**Personnel**

President.....S. H. Patterson  
 Station and Commercial  
 Manager.....Jerry Akers  
 Program Director.....Lee Giroux  
 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.....Wilton Gunzendorfer  
 Commercial and Sales  
 Promotion Manager...Wilton Gunzendorfer  
 Program Director.....Richard M. Oddie  
 Publicity Director.....Dorothy Burtis  
 Chief Engineer.....R. V. Howard  
 Operations Director.....Allan A. Kees

**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 1:00 a.m.  
 News Service.....INS, AP and UP  
 Transcription Service..Associated Music Pub-  
 lishers and Standard Library Service  
 Representative.....Spot Sales, Inc

**Personnel**

President and Station Manager..Don Feddersen  
 Sales and Sales Promotion  
 Manager.....D. E. Lundy  
 Program Director and  
 Production Manager.....Dick Wynne  
 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; AP  
 Transcription Service.....Standard Radio;  
 NBC Thesaurus  
 Representative.....Edward Petry & Co., Inc.

**Personnel**

President.....Ralph R. Brunton  
 General and Sales Manager..C. L. McCarthy  
 Vice President and  
 Sales Promotion Mgr.....Wade Thompson  
 Program Director.....Ken Craig  
 Production Manager and  
 Chief Announcer.....Fred Ruegg  
 Musical Director.....Ray Hackett  
 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.....W. S. Grant Company

**Personnel**

Owner.....Christina M. Jacobson  
 Manager.....Les Hacker  
 Commercial and Sales  
 Promotion Manager.....Joe Shuttleworth

Program Director and  
 Production Manager.....Brad Harris  
 Chief Announcer and Musical  
 Director.....Anthony Ricca  
 Chief Engineer.....Earle Travis

# KVOE

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-R  
 Studio Address.....2825 West 5th St.  
 Transmitter Location.....2825 West 5th St.  
 Time on the Air: 7 a.m. to 12 midnight; Sun-  
 days, 7:00 a.m. to 11:00 p.m.  
 Transcription Service.....C. P. MacGregor  
 Representative.....W. S. Grant Co.

## Personnel

President and General Manager,  
 Ernest L. Spencer  
 Program Director-Chief  
 Engineer.....Wallace S. Wiggins

# KDB

SANTA BARBARA—EST. 1921  
 MUTUAL—DON LEE BROADCASTING  
 SYSTEMS

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Operated By  
 Don Lee Broadcasting System  
 Address.....1309 State St.  
 Phone Number.....Santa Barbara 4131  
 Transmitter Location.....17 East Haley  
 Time on the Air: 6:45 a.m. to 11:00 p.m.;  
 Sat., 6:45 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.....Fin Hollinger  
 Musical Director.....Dorris Helene Doughty  
 Chief Engineer.....William C. Buckley

# KTMS

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...6:30 a.m. to 12:00 Midnight;  
 7 Days Weekly  
 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....Louis F. Kroeck  
 Program Director and  
 Production Manager.....Frank P. Weltmer  
 Chief Announcer.....Frank Weltmer  
 Musical Director.....Carol Lee  
 Chief Engineer.....Albert Nicolay

# KSRO

SANTA ROSA—EST. 1937

Frequency: 1350 Kc. ....Power: 1000 Watts  
 Operated By.....Eddie Handley  
 Owned By.....Ruth W. Finley  
 Business Address.....425 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 .....UP  
 Transcription Service:  
 World Broadcasting System; Standard

## Personnel

President .....Ruth Finley  
 Station Manager.....Eddie Handley  
 Chief Engineer.....Howard McCauley  
 Production Manager.....Wm. Frost  
 Sales Manager.....Ben Weaver

# KGDM

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 hwy  
 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

**K T K C**

VISALIA—EST. 1937

BLUE NETWORK

Frequency: 940 Kc.....Power: 5,000 Watts  
 Owned-Operated By..Tulare-Kings Counties  
 Radio Associates

Business Address.....Post Office Box 511  
 Phone Number ..... 575, 576  
 Studio Address.....Hotel Fresno, Fresno, Calif.  
 Transmitter Location...1¾ miles southwest  
 of Visalia, California

Time on the Air... 5:45 a.m. to 12:10 Midnight  
 Newspaper Affiliation: Visalia Times-Delta,  
 Tulare Times and Advance Register, Hanford  
 Sentinel, Porterville Recorder

News Service ..... AP  
 Transcription Service....World Broadcasting  
 System, Standard

National Sales Office Address:  
 Wm. Rambeau, Chicago and New York  
 Representatives: Wm. Grant Co., San Fran-  
 cisco

**Personnel**

Station Manager.....Chas. P. Scott  
 Sales Manager.....C. E. Niete  
 Production Manager.....Wilson Monroe

Chief Engineer.....Bert Williamson  
 Chief Announcer.....Bill Gracey  
 Publicity Director.....Jean Banks

**K H U B**

WATSONVILLE—EST. 1936

BLUE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts  
 Operated By.....Luther E. Gibson  
 Owned By.....Luther E. Gibson  
 Business Address.....Atkinson Lane  
 Phone Number ..... 1700-1  
 Studio Address.....Atkinson Lane  
 Transmitter Location.....Atkinson Lane  
 Time on the Air.....6:45 a.m. to 11:15 p.m.  
 News Service ..... AP  
 Transcription Service ...World Broadcasting  
 System  
 Representative.....W. S. Grant Co.

**Personnel**

President.....Luther E. Gibson  
 Station Manager.....Roger R. Hunt  
 Commercial Manager.....Roger R. Hunt  
 Program Director.....Don De Wald  
 Chief Announcer.....James Byron  
 Chief Engineer.....George Kenville

**FOR QUALITY**  
**AP!**

# COLORADO

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

## 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.....7:00 a.m.-8:30 p.m.

### Personnel

Owner .....E. L. Allen

## KVOR

COLORADO SPRINGS—EST. 1922

CBS

Frequency: 1300 Kc.....Power: 1000 Watts  
 Owned-Operated By..... Outwest Broad-  
 casting Company  
 Address ..... Antlers Hotel  
 Phone Number..... Main 278  
 Transmitter Location...2803 E. Platte Avenue  
 Time on the Air: 6:30 a.m. to 11:30 p.m.:

Saturdays, 6:30 a.m. to 12 midnight  
 Newspaper Affiliation .....Oklahoma  
 Publishing Co.  
 News Service .....AP  
 Transcription Service..... World Broadcasting  
 System  
 Representative .....The Katz Agency

### Personnel

President .....E. K. Gaylord  
 Station and Commercial  
 Manager .....Everett Shupe  
 Program Director.....Isabelle McClung  
 Dir. of War Programs..... Isabelle McClung  
 Musical Director..... Isabelle McClung  
 Chief Engineer.....Cozine Strang

## KFEL

DENVER—EST. 1922

MUTUAL

Frequency: 950 Kc.....Power: 5000 Watts  
 Owned-Operated By .... Eugene P. O'Fallon,  
 Inc.  
 Address ..... Albany Hotel

The daily news commentaries of  
**SHEELAH CARTER and B. S. BERCOVICI**  
 now originate from the studios of  
**KFEL in DENVER**

MANAGED BY GENE O'FALLON

REPRESENTED BY BLAIR

Phone Number .....KEystone 0178  
 Transmitter Location ...5350 West 20th Ave.  
 Time on the Ai.....6 a.m. to 12 midnight  
 News Service .....AP  
 Transcription Service.....Standard Radio  
 and Associated Record  
 Representative.....John Blair & Co.

**Personnel**

President-Manager.....Gene O'Fallon  
 Director .....Frank Bishop  
 Program Director.....Milli Virgien  
 Chief Announcer.....Tom Crago  
 Chief Engineer.....Tom Atherstone  
 Musical Director.....Ned Lynch  
 Dir. of War Programs.....Milli Virgien

•  
**K L 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 .....Standard.  
 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 Rambeaux  
 Musical Director.....Les Weelans  
 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 Pleased  
 Production Manager.....Lowell Switzer  
 Chief Announcer.....Vernon Hiner  
 Musical Director.....Martha Goetz  
 Chief Engineer.....Glen James  
 Record MC.....Dick Schmidt

•  
**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.....NBC Spot Sales

**Personnel**

President, National Broadcasting Co.  
 \_\_\_\_\_  
 \_\_\_\_\_  
 Station Manager.....James R. MacPherson

★ ★ ★ ★

Few Stations in the  
 Nation Can Equal KOA's  
 Dominance:  
 68.8% DEALER PREFERENCE  
 69% LISTENER LOYALTY  
 9 OUT OF 10 TOP PROGRAMS  
 50,000 WATT POWER  
 7 STATE COVERAGE  
 Represented Nationally by Spot Sales  
 50,000 WATTS  
 850 K.C.  
**KOA**  
 FIRST IN DENVER

★ ★ ★ ★

Sales Manager.....Duncan McColl  
 Program Director.....Clarence C. Moore  
 Dir. of War Programs...James R. MacPherson  
 Sales Promotion Manager.....Charles Phillips  
 Production Manager.....T. Ellsworth Stepp  
 Publicity Director.....Charles H. Philips  
 Chief Announcer.....Gilbert Verba  
 Musical Director.....Milton Shrednik  
 Chief Engineer.....Robert H. Owen

## 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 6:00 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 6:00 to 8:30 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.....Tabor 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. Nile  
 Assistant Program  
 Director.....Thelma Smallenberger  
 Secretary.....Elaine Barcroft  
 Chief Engineers...W. D. Pyle and T. C. Ekrem

## K I U P

DURANGO—EST. 1935

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By..San Juan Broadcastin'  
 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  
 News Service.....UP  
 Transcription Service...World Broadcasting  
 System and World Broadcasting System  
 Representative.....Walker Company

### Personnel

Station and Sales Manager.....Rex Howell  
 Farm News Editor.....Tom Page  
 Chief Announcer.....Jack Lund  
 Musical Director.....Toni Mueller  
 Chief Engineer.....D. E. Towne  
 Auditor.....Charles Howell  
 Dir. of War Programs.....Mildred Fuller  
 Program Director.....Mildred Fuller

## K F K A

GREELEY—EST. 1921

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

### Personnel

President-Station Manager.....Francis Price  
 Program Director.....Charles Sumerau  
 Chief Engineer.....Kenneth Cooper

# K K O

LA JUNTA—EST. 1937

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned & Operated By.....The Southwest  
 Broadcasting Co.  
 Business Address.....P. O. Box 485  
 Transmitter Location.... U. S. Highway No. 50  
 Time on the Air: 7 a.m.-2 p.m.; 5:30 p.m.-  
 8:45 p.m.  
 Phone Number .....42  
 News Service .....RNA  
 Transcription Service .....Keystone  
 Broadcasting System & Standard Radio  
 Representative.....Thomas F. Clark Co.

## Personnel

Chief Owner-Secy.-Treas....Leonard E. Wilson  
 Station Manager.....Leonard E. Wilson  
 Sales Manager.....Margaret W. Johnson  
 Program Dir.- Dir. of  
 War Programs.....Margaret E. Hiltabield  
 Production Manager.....Leonard E. Wilson  
 Chief Engineer.....Leonard E. Wilson

# K G H F

PUEBLO—EST. 1928

THE BLUE NETWORK

Frequency: 1350 Kc.....Power: 1000 d.; 500 n.  
 Owned-Operated By.....Curtis P. Ritchie

Address.....P.O. Box 293  
 Phone Number ..... 3877  
 Transmitter Location: 3 miles south on High-  
 way 85  
 Time on the Air: 6:30 a.m.-11 p.m. daily; 7 a.m.-  
 11p.m. Sundays  
 News Service .....UP  
 Transcription Service.... World Broadcasting  
 System  
 Representative.....Joseph H. McGillvra, Inc.

## Personnel

Owner .....Curtis P. Ritchie  
 Station Manager.....Curtis P. Ritchie  
 Commercial Manager .....Maxson I. Bevens  
 Chief Engineer.....Willis C. Shanks  
 Program Director-Chief Announcer..Fred Amos  
 Publicity Director.....Maxson I. Bevens

# K G E K

STERLING—EST. 1926

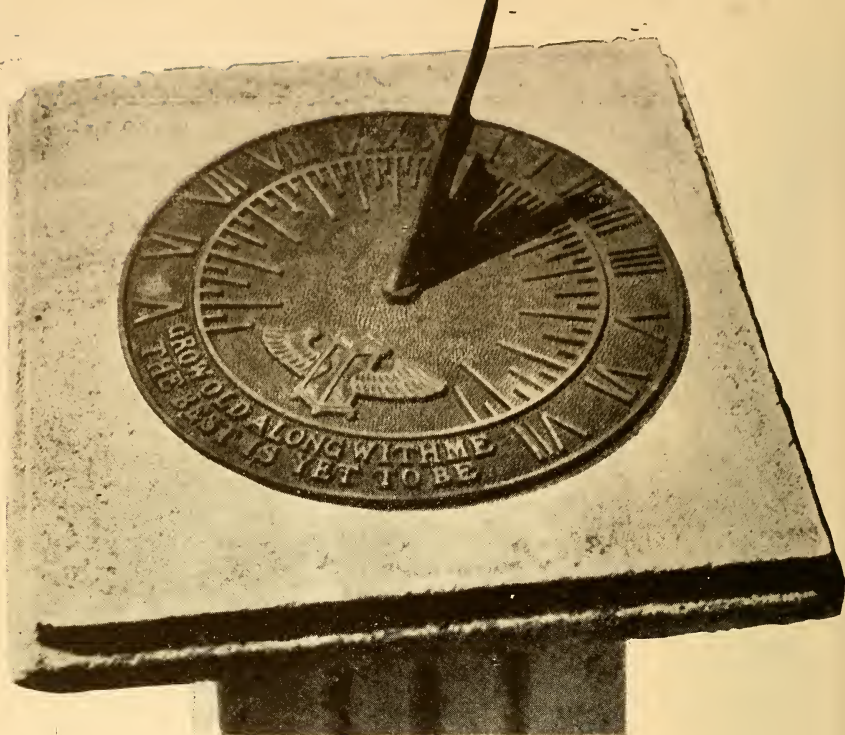
KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Elmer G. Beehler  
 Address .....Fleming Road  
 Phone Number ..... 679  
 Transmitter Location ..... Sterling  
 Time on the Air.....Limited Time

## Personnel

Owner .....Elmer G. Beehler

FOR QUALITY  
 AP !



## THE BEST IS YET TO BE . . .

Already the wonder child of our age, radio is so busy with its future that it has little time to dwell upon an exciting past.

We can look back over 22 years of public service. We can reminisce with many of our friends over the way programming and acasting have improved. We can

recount the countless success stories of our clients, and talk about the phenomenal buying power through the years of The Hartford Market.

The past has been as amazing, as big and dynamic as America itself. But we prefer to look ahead and join our industry in saying, "*The best is yet to be.*"



**WDRG**  
HARTFORD 4 CONNECTICUT  
W D R G - F M

BASIC CBS  
Connecticut's  
Pioneer  
Broadcaster

# CONNECTICUT

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

## 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 .....Stratfield Hotel  
Phone Number ..... 6-1121  
Transmitter Location .....Pleasure Beach, Bridgeport  
Time on the Air .....6 a.m. to 2 a.m.  
News Service .....AP and INS  
Transcription Service .....Associated; Standard Radio  
Representative ...Edward Pety & Co., Inc.

### Personnel

President .....Wm. F. O'Neil  
Executive Vice-President .....Linus Travers  
Vice-President .....George Steffy  
Station Manager .....Joseph Lopez  
Assistant Manager .....Florence B. Robinson  
Sales Manager .....Norman Whittaker  
Sales Promotion .....James S. Powers  
Merchandising Manager .....Arthur Lathrop  
Program Director .....Florence Robinson  
Musical Director .....Carl V. Larson  
Chief Engineer .....George Keich

## 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 .....UP  
Representative .....William G. Rambeau Co.

### Personnel

Owner .....Harold Thomas  
Station Manager .....Levon Thomas  
Acting Sales Mgr. ....Leo Langevin  
Program Director .....Jean O'Shea  
Chief Engineer .....Vinnie De Laurentis  
Sales Promotion .....Sidney Peters  
Dir. of War Programs .....Jean O'Shea  
Musical Director .....Dick McCutchen

## W D R C

HARTFORD—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1360 Kc. Power: 5000 Watts  
Owned-Operated By .....WDRG, Inc.  
Address .....750 Main St.  
Phone Number .....7-1188-9  
Transmitter Location .....839 Blue Hills Ave., Bloomfield, Conn.  
Time on the Air: 6:45 a.m.-12:05 a.m. weekdays; 8 a.m.-12:05 a.m. Sundays  
News Service .....AP & UP  
Transcription Service .....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  
Traffic Manager and Educational Director,  
Sterling V. Couch  
Public Service Counselor Rev. Charles Graves  
Chief Engineer .....Italo Martino  
Dir. of War Programs .....Walter B. Haase  
Production Manager .....Harvey Olson  
Record MC's .....James Garrett,  
Lavern Colton

## W H T D

(Formerly Known as WNBC)  
HARTFORD—EST. 1935

BLUE NETWORK

Frequency: 1410 Kc. Power: 5000 Watts  
Owned-Operated By .....The Yankee Network  
Address .....54 Pratt St. (Hartford)  
Phone Number .....Hartford 7-9131  
Transmitter Location .....Newington, Conn.  
Time on the Air .....6 a.m.  
News Service .....UP  
Transcription Service .....Standard Radio and Associated  
National Sales Office .....Headley-Reed Company, New York, Detroit, Chicago

### Personnel

Ch. of Bd. of Directors of  
The Yankee Network .....John Shepard, III  
Station Supervisor .....Ralph D. Kanna  
Program Director .....Richard B. Bronson  
Musical Director .....Maurice Sechtman  
Chief Engineer .....Rogers Holt

# Two requisites for Sales Success

## SOUTHERN NEW ENGLAND has them both

### THE MARKET



The sales possibilities of the Southern New England market are ably demonstrated by the fact that the approximately 3,000,000 people who comprise this market possess an effective buying income more than 60% higher than the average for the entire United States. These folks have money to spend—and spend it. And they'll spend it for your product once they're convinced of its merits.

### THE MEDIUM

The power exerted by 50,000 WATTS and the authority gained by twenty years of faithful service (February 10, 1945), combine to make WTIC an outstanding sales medium. The people of Southern New England have a deep respect for the high standards of quality to which WTIC has long adhered. They heed your sales message when it is spoken by the friendly and familiar voice of WTIC.



**IN SOUTHERN NEW ENGLAND**

**PEOPLE ARE IN THE *Habit* OF LISTENING TO 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



# WTIC

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 . . . . . John DeLisa

Musical Director . . . . . Moshe Paranov

Plant Manager . . . . . H. D. Taylor

Program Manager . . . . . Leonard J. Patricelli

Dir. of War Programs . . . . . Paul Lucas

Publicity Director . . . . . J. F. Clancy

# WTHT

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.

Newspaper Affiliation . . . . . Hartford Times

News Service . . . . . AP

Transcription Service . . . . . Lang-Worth

Representative . . . . . J. P. McKinney & Son

## Personnel

President . . . . . Francis S. Murphy

Station Manager . . . . . C. Grover DeLaney

Sales Manager . . . . . F. E. Beiber

# WELI

NEW HAVEN—EST. 1935

BLUE NETWORK—CONNECTICUT STATE

NETWORK

Frequency: 960 Kc. . . Power: 1,000 d.; 500 n.

SOMETHING NEW



IN NEW ENGLAND:

**U**NDER the new ownership of Harry C.

Wilder and Associates, WELI of New Haven will prize its character above all else. We stand for The Square Deal — symbolized above.

**IN LISTENERSHIP:** The highest audience levels that expert, imaginative, quality programming can produce. Preserving nothing mediocre. Seeking always for something better. Deserving complete confidence of listener and sponsor.

**IN SELLING:** In spite of growing demands, time on WELI will be apportioned, not just sold out. No sound advertiser will ever be

denied the use of WELI in starting to build a postwar franchise in this market.

**IN PROMOTION:** For years our friends have known that our stations give them more than their order calls for. That phrase is solidly linked with us throughout the radio industry.

**IN INFLUENCE:** Character is reflected in a station's influence with its listeners. It's a priceless intangible, and it is a corner of our Square Deal policy.

New Advertisers are constantly joining us with new and finer programs. We welcome you to this important market.

RICHARD W. DAVIS, General Manager

Station WELI, New Haven — Associated with WSYR, WTRY, WKNE

WELI Represented by Headley-Reed

Owned-Operated By.....City Broadcasting Corporation  
 Address .....221 Orange Street  
 Phone Number.....8-1133  
 Transmitter Location.....Hamden, Conn.  
 Time on the Air.....7:00 a.m.-12 midnight  
 News Service.....UP  
 Transcription Service.....World Broadcasting System Library  
 Representative .....Headley-Reed Co.

**Personnel**

President.....H. C. Wilder  
 Manager.....Richard W. Davis  
 Sales Manager.....Clair H. Shadwell  
 Program Director.....Roland Furman  
 Chief Engineer.....Fred T. King  
 Dir. of War Programs.....Roland Furman  
 Chief Announcer.....Jack Ryan

**WNHC**

NEW HAVEN—1944

Frequency: 1340 Kc.....Power: 350 Watts  
 Owned-Operated By.....The Elm City Broadcasting Corp.  
 Business Address.....1110 Chapel Street  
 Phone Number .....8-3151  
 Transmitter Location.....350 Kimberly Ave.  
 Time on the Air.....Unlimited License  
 Representative.....Wm. G. Rambeau Co.

**WNLC**

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, 8:00 a.m. to 12:15 a.m.  
 News Service.....AP  
 Representative.....The Walker Company

**Personnel**

President .....R. L. Morey  
 Station Manager and Program Director.....G. J. Morey  
 Commercial and Advertising Manager.....Ivon B. Newman  
 Chief Engineer.....G. J. Morey  
 Chief Announcer.....Leslie Morson

**WSRR**

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.....Harold H. Meyer  
 Sales Promotion Manager.....K. MacEwen  
 Program Director.....Fred Briggs  
 Publicity Director.....D. Hay  
 Chief Engineer.....Edward Markman  
 Dir. of War Programs.....Julian Schwartz  
 Production Manager.....Ernest Hartman  
 Chief Announcer.....Stanley Roberts

**WSRR**

STAMFORD, CONNECTICUT

*Ask Anyone!*

Musical Director.....Bob Henry  
 Record MCs.....Stanley Roberts,  
 Ernie Hartman, Bob Henry

**W A T R**

WATERBURY—EST. 1934

BLUE—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.....Helen Morris  
 Chief Announcer.....John Lotas  
 Publicity Director.....John Deegan  
 Musical Director.....Edith Sacco  
 Chief Engineer.....Russel Jensen  
 Dir. of War Programs.....Helen Morris  
 Sales Promotion Manager.....John Deegan

**W B R Y**

WATERBURY—EST. 1934

CBS

Frequency: 1590 Kc.....Power: 1000 Watts;  
 Owned-Operated By.....American Re-  
 publican, 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 Ameri-  
 can; 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.....Charles Lynch  
 Publicity Director.....E. Christy Erk  
 Chief Engineer.....Frank Hales  
 Dir. of War Programs.....Charles Lynch  
 Production Manager.....Charles Lynch

**FOR QUALITY**  
**AP !**

# DELAWARE

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

## 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.....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

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 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 273-287

## 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. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 1260 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Cowles Broadcasting  
 Company  
 Address . . . . . 1627 K Street, N.W.  
 Phone Number . . . . . Metropolitan 0010  
 Transmitter Location . . . . . Hyattsville, Maryland  
 Time on the Air . . . . . 19 Hours, 35 Mins.  
 News Service . . . . . UP, AP, Washington News  
 Service  
 Transcription Service . . . . . Lang-Worth; Standard  
 Radio; Texas Ranger Library  
 Representative . . . . . The Katz Agency, Inc.

### Personnel

President . . . . . Gardner Cowles, Jr.  
 Ch. of Board . . . . . John Cowles  
 Vice-President . . . . . T. A. M. Craven  
 Vice-Pres. & Gen. Mgr. . . . . Merle S. Jones  
 Sales Manager . . . . . Henry V. Seay

## WMAL

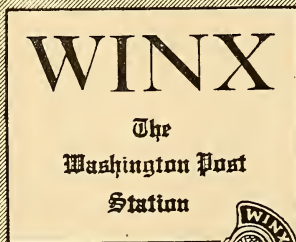
WASHINGTON, D. C.—EST. 1926

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  
 Program Director . . . . . John R. Edmunds  
 Musical Director . . . . . Sidney  
 Dir. of Women's Activities . . . . . Ruth Crane  
 Production Manager . . . . . Gordon Hubbel  
 Chief Engineer . . . . . Dan Hunter



WASHINGTON 1, D. C.

National Representative  
 FORJOE & CO.

Publicity-Sales Promotion Mgr.....Tom Means  
 Production Manager.....George Sutherland  
 Traffic Manager .....Lillian Ruppert  
 Continuity Director.....Martha Cram  
 Musical Director.....Susan Mylroie  
 Technical Advisor to  
 All Cowles Stations.....T. A. M. Craven  
 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  
 Transcription Service.....NBC Thesaurus,  
 Associated, Standard  
 Representative ...National Broadcasting Co.

**Personnel**

President.....Niles Trammell  
 Vice-President.....Frank M. Russell  
 General Manager.....Carleton D. Smith  
 Asst. to Gen. Mgr.....George Y. Wheeler  
 Commercial Manager....Mahlon A. Glascock  
 Sales Promotion Manager....Albert V. Cole  
 Production-Program Director.....Fred Shawn  
 Musical Director.....Fritz Balzer  
 Chief Engineer.....Donald Cooper  
 Record MC.....Bill Herson

**W T O P**

WASHINGTON—EST. 1928  
 COLUMBIA BROADCASTING SYSTEM

Frequency: 1500 Kc. ....Power: 50,000 Watts  
 Owned-Operated By..Columbia Broadcasting  
 System  
 Address .....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 1:05 a.m.  
 News Service.....AP; UP  
 Transcription Service....World Broadcasting  
 System  
 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  
 Chief Engineer.....Clyde Hunt  
 Record MC.....Arthur Godfrey

**W W D C**

WASHINGTON, D. C.—EST. 1941

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 1:00 a.m.;  
 Sundays, 8:00 a.m. to 12:00 midnight  
 News Service...AP, UP and Washington City  
 News Service  
 Transcription Service .....NBC Thesaurus  
 Representative.....Weed & Co.

**Personnel**

President.....Joseph Katz  
 Station Manager.....G. Bennett Larson  
 Commercial Manager.....Ben Strouse  
 Sales Promotion.....Ben Strouse  
 Program Director.....Norman Reed  
 Musical Director.....Leonard Friendly  
 Chief Engineer.....Ross H. Belville  
 Production Manager.....Norman Reed  
 Dir. of War Programs.....Norman Reed  
 Artists Bureau.....District Sales Agency  
 Record MC....."Mike" Hunnicutt

**FOR QUALITY**  
**AP !**

# FLORIDA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

## 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 ..... 91

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

Program Director.....Jack Winfree

Publicity Director.....Crystal Palmer

Chief Engineer.....William C. Shelton

## WINK

FORT MYERS—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts

Owned-Operated By..Fort Myers Broadcasting Co.

Business Address.....54 East First St. WINK Bldg.

Phone Number .....818

Studio Address...54 East First St., WINK Bldg.

Transmitter Location.....54 East First St. WINK Bldg.

Time on the Air.....6:00 a.m. to 12:00 a.m.

News Service .....AP

Representative.....John E. Pearson

### Personnel

President.....Ronald B. Woodyard

Station Manager.....Mary Martin

Sales Manager.....Mary Martin

# W M F J

DAYTONA BEACH, FLORIDA

250 WATTS

1450 KILOCYCLES

BLUE

COX & TANZ

**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.....18 Hours Monday-Sat.,  
 17 Hours on Sunday  
 News Service.....UP  
 Transcription Service.....World Broadcasting System, Langworth  
 Representative.....Burn-Smith Co., Inc.

**Personnel**

Director.....Garland Powell  
 Commercial Manager.....Rem James  
 Sales Promotion Manager....George Dinnick  
 Program Director.....Irene Stanlis  
 Chief Announcer.....David Martin  
 Musical Director.....Helen Edwards  
 Chief Engineer.....Dr. Palmer Craig  
 Director of War Programs.....David Braun

**WJAX**

**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  
 Chief Announcer.....Grant Frankish  
 Musical Director.....Frank Morris

**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.....18 Hours Daily,  
 16 Hours Sunday.  
 Newspaper Affiliation...Jacksonville Journal  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....John H. Perry Associates

**Personnel**

Owner.....John H. Perry  
 Station Manager.....Ted Chapeau  
 Sales Manager.....Ted Chapeau  
 Chief Engineer.....B. Hayford  
 Merchandising Manager.....Carmen Macri  
 Director of War Programs.....Ray Herbert  
 Musical Director.....Ray Herbert

**WMBR**

**JACKSONVILLE—EST. 1928**  
**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.

**WJAX**  
**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



**Personnel**

President-Station Manager ..... Frank King  
 Commercial-Sales Promotion Manager  
   Glenn Marshall, Jr.  
 Chief Engineer.....E. B. Vordermark

**W P D Q**

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.....6:30 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  
                         Manager.....Frank Taylor, Jr.  
 Production Manager.....Bob Willard  
 Chief Announcer.....Gary Allen  
 Publicity Director.....Bob Truere  
 Chief Engineer.....James R. Donovan  
 Director of War Programs.....Dot Horstall  
 Record Master of Ceremony....Tommy Morton

**W L A K**

LAKELAND—EST. 1936  
 NATIONAL BROADCASTING CO.  
 ORANGE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned, Operated By.....S. O. Ward  
 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-Engineer.....Wm. P. Lee

**W F T L**

MIAMI—EST. 1939  
 MUTUAL BROADCASTING SYSTEM

Frequency: 710 Kc.....Power: 10,000 Watts  
 Owned by.....The Fort Industry Co.

Operated by.....The Fort Industry Co.  
 Address.....1605 Biscayne Blvd., Miami  
 Studio Address.....1605 Biscayne Blvd.  
 Phone Number.....9-2401 Miami  
 Transmitter Location.....22 miles north of  
                         Miami on Road 26  
 Time on the Air.....6:30 a.m. to 12 midnight  
 News Service.....AP  
 Transcription Service.....NBC Thesaurus  
 Representative.....Headley-Reed Co.

**Personnel**

Owner.....Comdr. Geo. B. Storer  
 Station Manager.....Robert Venn  
 Sales Manager.....M. N. Babcock  
 Promotion Manager.....W. M. Skidmore  
 Program Director  
                         and Production Manager....Don M. Butler  
 Publicity Director.....Edith Dare  
 Musical Director.....Jane P. Butler  
 Chief Engineer.....John A. Rutherford  
 Director of War Programs....W. M. Skidmore

**FOR QUALITY**  
**AP !**

**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...Weekdays, 6:00-12:05 a.m.;  
 Sundays, 8:00-12:05 a.m.

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.....Martha Henriquez  
 Program Director.....Robert Fidler  
 Musical Director.....Earle Barr Hanson  
 Chief Studio Engineer.....Wilton R. Chiles

**W Q A M**

MIAMI—EST. 1922

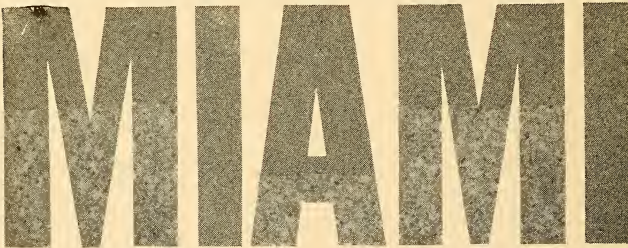
COLUMBIA BROADCASTING SYSTEM

Frequency: 560 Kc.....Power: 5000 Watts d.,  
 1000 Watts, n.

Owned-Operated.....Miami Broadcasting Co.  
 Address.....Postal Bldg.  
 Phone Number.....26121  
 Transmitter Location.....Biscayne Bay  
 Time on the Air.....6:30 a.m. to 1:05 a.m.  
 News Service.....AP  
 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.....Edw. Davenport  
 Musical Director.....Alaine Powell



WIOD covers this new rich  
 market as completely as  
 Miami's magic sun!

National Representatives  
 GEORGE P. HOLLINGBERY CO.  
 Southeast Representative  
 HARRY E. CUMMINGS

JAMES M. LeGate,  
 Gen. Manager



5,000 WATTS \* 610 KC \* NBC

# WKAT

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,  
 Weekdays: 8:00 a.m.-12 midnight, Sundays  
 News Service.....Reuters; UP  
 Transcription Service.....AMP  
 Representative.....Radio Advertising Co.

## Personnel

Owner.....A. Frank Katzentine  
 Station Manager and  
 Program Director.....John I. Prosser  
 Commercial and Sales Promotion  
 Manager.....John I. Prosser  
 Production Manager.....John I. Prosser  
 Publicity Director.....Madelaine Fullman  
 Musical Director.....Betty Lee Taylor  
 Engineers.....Tom Magee, Arthur Smith

# WTMC

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  
 Studio Address.....Anthony & Henry Sts.  
 Transmitter Location...Anthony & Henry Sts.  
 Time on the Air...7:00 a.m. to 12:00 Midnight  
 Unlimited  
 Newspaper Affiliation.....John H. Perry  
 Newspapers  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....John H. Perry Associates

## Personnel

President.....John H. Perry  
 Station and Commercial  
 Manager.....T. S. Gilchrist, Jr.  
 Program Director.....T. S. Gilchrist, Jr.  
 Chief Engineer.....Beecher Hayford  
 Publicity Director.....Wilma Drum

# WDBO

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..Dubsread 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.....W. G. McBride  
 Publicity Director.....Rosalind Boggs  
 Musical Director.....Dorothy Morton Parks  
 Chief Engineer.....J. E. Yarbrough  
 Director of War Programs.....G. Davidson

# WLOF

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

# WWPG

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.....Donald S. Greenlief  
 Chief Engineer.....Paul McGinty  
 Commercial Manager.....D. S. Greenlief  
 Chief Announcer.....Ben Decker

**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..... Mercer & Beach Drive  
 Phone Number ..... 777  
 Transmitter Location..... Mercer & Beach Drive  
 Time on the Air..... 6:45 a.m. to 11:00 p.m.  
 News Service..... UP  
 Transcription Service..... Standard Radio  
 Representative..... John H. Perry Associates

**Personnel**

President..... John H. Perry  
 Station Manager..... Byron Hayford  
 Chief Engineer..... Elmer Scott  
 Commercial Manager..... Byron Hayford  
 Program Director..... John Thomas  
 Production Manager..... Donnel Brookins  
 Publicity Director..... Jack Rathbun  
 Chief Announcer..... Elmer Scott

**W C O A**

**PENSACOLA—EST. 1926**  
**NATIONAL BROADCASTING CO.**

Frequency: 1370 Kc. .... Power 1000 d.; 500 n.  
 Owned-Operated By... New Journal Publishing  
 Company  
 Address..... San Carlos Hotel  
 Phone Number ..... 4111-4112  
 Transmitter Location..... Pensacola Bay Bridge  
 Time on the Air..... 6 a.m.-12 Midnight  
 Newspaper Affiliation... New Journal Publish-  
 ing Company  
 News Service..... UP  
 Transcription Service..... Associated Music  
 Publishers  
 Representative ..... John H. Perry Associates

**Personnel**

President..... John H. Perry  
 General and Commercial  
 Manager..... Jack Rathbun  
 Program Director and Production  
 Manager ..... Lamar Morgan  
 Publicity Director..... Ruth Fillingam  
 Chief Engineer..... Bert Meade

**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  
 Park  
 Time on the Air..... 6:00 a.m. to 12:05 a.m.  
 News Service ..... UP  
 Representative..... Weed & Co.

**Personnel**

President..... Glenn Marshall, Jr.  
 General Manager..... J. Allen Brown  
 Sales and Sales Promotion  
 Manager..... J. Allen Brown  
 Publicity Director..... Sara Prince  
 Program Director..... (Miss) Frankie  
 Collyer Walker  
 Chief Engineer..... Carl DeLay

**W S U N**

**ST. PETERSBURG—EST. 1927**  
**BLUE NETWORK**

Frequency: 620 Kc. .... Power: 5000 Wat\*  
 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..... William G. Rambeau Co.

**Personnel**

President..... Nelson P. Poynter  
 Station Manager..... Lex L. D. Herron  
 Traffic and Publicity  
 Manager ..... Jean Allyn  
 Sales Promotion and  
 Program Director..... Jack Dadswell

**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.....7:25 a.m. to 11:15 p.m.  
News Service.....UP  
Transcription Service.....World Broadcasting

**Personnel**

President.....R. C. Jones, Jr.  
Station Manager.....John Browning  
Program Director.....Mrs. John B. Browning  
Chief Announcer.....Eric Provost  
Chief Engineer.....James E. Grant

**W T A L**

TALLAHASSEE—EST. 1943

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. .... Power: 250 d.; 250 n.  
Owned-Operated  
By.....Capitol City Broadcasting Corp.  
Manager Theresa M. Myers  
Address.....Thomasville Road  
Phone Number.....2160  
Time on the Air...7:00 a.m. to 12:00 midnight  
News Service.....UP  
Transcription Service...Standard & Thesaurus

**Personnel**

President.....Mrs. John H. Phipps  
Station Manager.....Mrs. Teresa M. Myers  
Program Director.....Paula M. Page  
Chief Announcer.....William A. Snowden, Jr.  
Chief Engineer.....William A. Snowden, Jr.

**W D A E**

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.....6:45 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.....L. Spencer Mitchell  
Station Manager.....L. S. Mitchell  
Chief Engineer.....William Pharr Moore  
Program Director.....Kenneth W. Skelton  
Chief Announcer.....S. J. Fleischman  
Musical Director.....Elvan B. Wilson

**W F L A**

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  
Transmitter Location: East Entrance, Davis  
Causeway, Columbus Drive  
Time on the Air: 6:45 a.m. to midnight Un-  
limited  
Newspaper Affiliation.....Tampa Tribune  
News Service.....UP  
Transcription Service.....NBC Thesaurus;  
Standard and Lang-Worth  
Representative.....John Blair & Co.

**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.....Eva Byron

**W J N O**

WEST PALM BEACH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned-Operated By.....WJNO, Inc.  
Business Address.....P. O. Box 189  
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

*Albany +6.7%*  
*Atlanta +4.6%*  
*Columbus +25.6%*

U. S. BUREAU OF CENSUS  
 Report on  
 SHIFT IN POPULATIONS  
 Metropolitan Counties

## To Marching 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 swell Georgia's ever-mounting total of retail sales.

Now's the time to sell your products in Georgia's prosperous *urban* markets making up your list, pick stations that you *concentrated coverage* in Georgia Cities, where the pay-roll dollars are

WATL

ATLANTA

1400 KC      MBS

WRBL

COLUMBUS

1230 KC      CBS

WGPC

ALBANY

1450 KC      CBS

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 273-287

## 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 10:20 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  
Station Manager.....Abner M. Israel  
Commercial Manager.....Mildred Huie  
Promotion Director.....A. M. Israel  
Chief Engineer.....DeForest T. Layton  
Chief Announcer.....Wally Jones

## 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 Road  
Time on the Air.....6:30 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 Manager.....Margaret Kinnett,  
Acting Manager  
Program Director.....Elivelta Powers  
Production Manager.....Theora Brown  
Chief Announcer.....Eric Chanler  
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.....5:30 a.m. to 12 midnight  
News Service.....AP, INS  
Transcription Service.....NBS Thesaurus  
Representative.....Headley-Reed Co.

### Personnel

President.....Lt. Comm. George B. Storer  
Station Manager...Charles A. Smithgall, Jr.  
Commercial Manager.....Bob Venn  
Sales Promotion and  
Publicity Manager .....Ewald Kockritz  
Program Director.....John Barlett  
Production Manager.....John Barlett  
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, 7:00 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  
Sales Manager.....Sam Kane  
Program Director.....Dan Hornsby  
Production Manager.....Larry Miller  
Publicity Director.....Dan Hornsby  
Chief Announcer.....Ted Fenster  
Music Director.....Cliff Cameron  
Chief Engineer.....R. W. Minton

# HISTORY

Licensed as  
WSB  
on  
March 15<sup>th</sup>  
1922

PIONEERED  
in Dixie

First Newscast  
First Church Service  
First Farm Program  
First Educational  
Program  
First Sports  
Broadcast,

23 Years  
of Public Service  
which accounts for  
the largest and  
most loyal audience  
in Georgia

The First Choice of  
The Listener  
The Advertiser  
The  
Public Servant

Future?  
FM and  
Television--  
whatever new  
develops in radio  
WSB  
will continue to  
pioneer!

## LEAVES FROM WSB'S NOTEBOOK • 1922 TO 1945

Since the early days of earphones, W S B has made radio history in the South. Conservative in policy and progressive in program direction, the services of this station rank high with our commercial friends and with our large listening audience. The leaves of achievement through the years are countless . . .

**THE VOICE OF THE SOUTH**

GEORGIA'S ONLY 50,000 WATT, CLEAR CHANNEL STATION

# WSB

750 MC

ATLANTA

## THE ATLANTA JOURNAL STATION

AFFILIATED WITH NATIONAL BROADCASTING COMPANY

EDWARD PETRY and CO., INC., National Representatives



# WGST

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

# WSB

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

Transmitter Location..... Tucker, Ga.

Time on the Air... 5:00 a.m.-12:30 a.m. daily;

7:00 a.m.-12:30 a.m. Sunday

Newspaper Affiliation.... The Atlanta Journal

News Service..... AP, UP and INS

Transcription Service... Standard Radio, World

Representative..... Edward Petry & Co.

## Personnel

Managing Director..... J. Leonard Reinsch

General Manager..... John M. Outler, Jr.

Sales Promotion Manager..... Tom Downing

Artists' Bureau Head..... Harrison Kimball

Publicity Director..... Frank Cason

Production Manager..... M. K. Toolson

Musical Director..... Albert Coleman

Chief Engineer..... C. F. Daugherty

# WGAC

AUGUSTA—EST. 1940

BLUE NETWORK

Frequency: 1240 Kc..... Power: 250 Watts

Owned-Operated By.. The Twin States Broad-  
casting Company



**WGST**  
**ATLANTA**  
**920 Kc.**

**CBS**  
Affiliate

# TOPS

**In program  
entertainment  
through its spirited  
local showmanship  
and its affiliation  
with CBS**



A member of  
The Georgia  
Major Market  
Trio, WGST is  
also available in  
combination with  
WTOG Savannah and  
WMAZ Macon—  
for complete cover-  
age of Georgia at  
one low cost.

Represented Nationally by

**THE KATZ AGENCY, Inc.**

Address ..... Augusta  
 Phone Number.....2-2692  
 Transmitter Location...Sand Bar Ferry, Md.,  
 Augusta, Ga.  
 Time on the Air.....6:30 a.m. to 12 midnight  
 News Service.....AP  
 Transcription Service.....NBC Thesaurus  
 Representative .....Headley-Reed Company

**Personnel**

President.....J. B. Fuqua  
 Sales Manager.....J. B. Fuqua  
 Program and Publicity.....Steve Manderson  
 Chief Engineer .....John Lyon

**WRDW**

**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. Ringins  
 Commercial Manager.....Thurston Bennett  
 Program-Publicity Director....W. Charles Roe  
 Chief Announcer.....Ben Lucas  
 Musical Director.....Gil Evans  
 Chief Engineer.....Harvey Aderhold

**WMOG**

**BRUNSWICK—EST. 1940**

**KEYSTONE BROADCASTING SYSTEM  
 SOUTH GEORGIA NETWORK**

Frequency: 1490 Kc....Power: 250 d.; 100 n.  
 Owned-Operated By...Coastal Broadcasting  
 Company  
 Address .....St. Simons Island Causeway  
 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

**WGAA**

**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

**WDAK**

**COLUMBUS—EST. 1940**

**BLUE NETWORK—MBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Valley Broadcasting  
 Company  
 Address .....1028½ Broadway  
 Phone Number.....3-2771  
 Transmitter Location.....Brick Yard Rd.:  
 Phenix City, Ala.  
 Time on the Air.....6 a.m. to midnight  
 News Service.....AP  
 Representative.....Headley-Reed Co.

**Personnel**

President-Owner.....L. J. Duncan  
 Station Manager.....Allen M. Woodall  
 Program Director.....Dora Anna Gay  
 Publicity Director.....Mrs. Walter Harvey  
 Chief Announcer.....Tommy Tucker  
 Chief Engineer.....Denzil Pulley

**WRBL**

**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..... 3009½ Howard Ave.  
 Time on the Air..... 6:00 a.m. to 12:05 a.m.;  
 Sundays, 6:30 a.m. to 12:05 a.m.  
 News Service .....UP  
 Transcription Service..... Lang-Worth  
 Representative.....Spot Sales, Inc.

**Personnel**

President.....J. W. Woodruff  
 Station Manager.....W. Heldon Herrin  
 Commercial Manager.....W. S. Massie  
 Musical Director.....Gertrude Handley  
 Publicity Director.....Ed Hennessy  
 Chief Engineer.....Albert Timms

**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.....20th Ave. and B St.  
 Phone Number .....666  
 Studio Address.....20th Ave. & B St.  
 Transmitter Location.....20th Ave. & B St.  
 Time on the Air.....7 a.m. to 8:00 p.m.;  
 Sundays, 7:00 a.m. to 12:00 p.m.  
 Transcription Service...Keystone Broadcasting  
 Representative.....Thomas F. Clarke

**Personnel**

Station Manager.....James S. Rivers  
 Commercial Manager.....R. H. Thompson  
 Program Director.....Tenna Powers  
 Publicity Director.....James S. Rivers  
 Chief Announcer.....Bruce Smith  
 Musical Director.....George Waters  
 Chief Engineer.....Howard V. Harrell

**W B L J**

**DALTON—EST. 1940**

**MUTUAL & KEYSTONE**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By...Dalton Broadcasting  
 Address.....111 So. Pentz Street  
 Phone Number.....Dalton 684  
 Transmitter Location.....River Bend Rd.  
 Time on the Air.....6:45 a.m. to 10:00 p.m.  
 Representative.....Cox & Tanz

**Personnel**

President.....H. C. Kenemer  
 Manager.....W. V. Williams  
 Sales Promotion Manager.....T. H. McMillan  
 Program Director.....Barbara Brinkman  
 Production Manager.....Ed Craigmiles  
 Chief Announcer.....Paul Crandall  
 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.....1600-1601  
 Time on the Air.....6:00 a.m. to 11:05 p.m.  
 News Service.....UP  
 Transcription Service.....Lang Worth

**Personnel**

President.....Charles Smithgall  
 Vice-President.....H. Russ Holt  
 Secretary.....E. F. MacLeod  
 Program and Production.....Claude Putnam  
 Publicity Director.....James Vocalis  
 Director of War Programs...Mildred Thompson  
 Chief Engineer.....C. M. Callicott

**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**

**KEYSTONE 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  
 Station Manager.....Edwin Mullinax  
 Program Director.....Josephine Moncrief  
 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 a.m. to 12 midnight;  
Sunday, 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.....Charles W. Pittman  
General Manager.....Charles W. Pittman  
Commercial Manager.....Walter Graham  
Sales Promotion Manager.....Harold Beatty  
Program Director.....Mary Hester Richardson  
Production Director.....Harold Beatty  
Chief Announcer.....Harold Beatty  
Director of Women's Activities and  
Publicity.....Peggy Halliburton  
Musical Director.....Mary Hester Richardson  
Chief Engineer.....H. S. Goodrich

**WMAZ**

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.....5:30 a.m. to 12:30 a.m.  
News Service.....INS, AP  
Transcription Service.....World Broadcasting  
System; Lang-Worth  
Representative.....The Katz Agency

**Personnel**

President, Chief Engineer  
George P. Rankin, Jr.  
Station Manager.....Wilton E. Cobb  
Commercial & Sales Promotion  
Mgr.....Frank Crowther  
Traffic Director.....Dorothy Small  
Publicity Director.....Wilton Cobb  
Chief Announcer.....Frank Hubbs  
Musical Director.....Albert Sanders  
Director of War Programs.....Frank Hubbs  
Chief Engineer.....George P. Rankin,  
William J. Bryan (Chief Trans. Op.)

**WMGA**

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,  
Keystone, World

**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

**WRGA**

ROME—EST. 1929

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....Rome Broadcasting  
Corp.  
Address.....National City Bank Building  
Phone Number.....6589-7737  
Transmitter Location.....Seventh Ave., Rome  
Time on the Air.....Unlimited license

**Personnel**

President.....John W. Quarles  
Gen'l Mgr. & Treasurer.....Happy Quarles  
Sales Manager.....Lamar Talley  
Program Director.....George Eubanks  
Director of War Programs.....George Eubanks  
Chief Engineer.....Doc Williams

**WSAV**

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 the Air.....7 a.m. to 12:05 a.m.  
News Service.....AP  
Transcription Service.....Associated Music  
Publishers  
Representative.....George P. Hollingbery  
Company

**Personnel**

President.....Harben Daniel  
Station Manager.....Harben Daniel  
Commercial Manager.....N. W. Brandon  
(U. S. Army)  
Sales Promotion Manager.....L. H. Thesmar  
Program Director.....Gibson Jackson  
Director of War Programs.....Alberta Robertson  
Production Manager.....Gibson Jackson  
Publicity Director.....L. H. Thesmar  
Musical Director.....Ruth Christiansen  
Chief Announcer.....Francis Harden  
Chief Engineer.....Meredith Thompson

# W T O C

SAVANNAH—EST. 1929

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc. . . . . Power: 5000 Watts  
 Owned By . . . . . Savannah Broadcasting Company  
 Operated By . . . . . Savannah Broadcasting Co.  
 Address . . . . . 516 Abercorn Street  
 Phone Number . . . . . 20127-28-29  
 Transmitter Location . . . . . Central Junction  
 Time on the Air: 6:00 to 12 midnight; Sundays, 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.  
 Sales-Merchandising Manager . . . . . Bill Smart  
 Local Sales Mgr. . . . . Ben Williams  
 Program Director . . . . . Ben Quick  
 Production Manager . . . . . Dwight James Bruce  
 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 . . . . . 7:30 a.m. to 10:00 p.m.

## Personnel

Station Manager . . . . . H. Wimpy  
 Commercial Manager . . . . . Al Feinberg  
 Chief Announcer and Engineer. James W. Poole

# 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: 6:00 a.m. to 11:00 p.m. weekdays; 8:00 a.m. to 11:00 p.m. Sundays  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth; BMI; Keystone

## Personnel

Owner . . . . . R. G. LeTourneau  
 General and Commercial  
 Manager . . . . . Virgle E. Craig  
 Program Director . . . . . 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 . . . . . Valdosta, Ga.  
 Time on the Air . . . . . 7:00 a.m. to midnight  
 News Service . . . . . UP  
 Representative . . . . . The Walker Co.

## Personnel

Owner . . . . . E. D. Rivers  
 Station Mgr. . . . . Mrs. E. D. Rivers  
 Sales Manager . . . . . W. R. Link  
 Chief Engineer . . . . . James W. Stewart

# 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 midnight  
 Newspaper Affiliation . . . . . Waycross Journal-Herald  
 News Service . . . . . UP  
 Transcription Service . . . . . World Broadcasting System; Keystone Broadcasting System  
 Representative . . . . . The Walker Company

## Personnel

President . . . . . Jack Williams  
 Station Manager . . . . . John J. Tobola  
 Program Director . . . . . R. C. Tuten  
 Chief Engineer . . . . . John J. Tobola

# W R L D

WEST POINT—EST. 1944

BLUE

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By: Valley Broadcasting Co.  
 Address . . . . . Gen. Tyler Hotel Bldg.  
 Phone Number . . . . . 173 or 437  
 Studio Address . . . . . Gen. Tyler Hotel Bldg. and Cherry St., Lanett, Ala.  
 Time on the Air . . . . . 6 a.m. to 12 midnight  
 News Service . . . . . AP  
 Transcription Service . . . . . World Broadcasting  
 Representative . . . . . Headley-Reed

## Personnel

Chief Partner & Gen. Mgr. . . . . L. J. Duncan  
 Sales Manager . . . . . Allen Woodall  
 Program Director . . . . . Frances Ledhetter  
 Production and Publicity . . . . . Francis Harden  
 Chief Engineer . . . . . Dige Bishop  
 Record Master of Ceremony . . . . . Dick Fennell

# IDAHO

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

## K I D O

BOISE—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1380 Kc...Power: 2500 d.; 1000 n.  
Owned By.....G. M. Phillips  
Operated By.....G. M. Phillips  
Address.....Hotel Boise  
Phone Numbers.....660; 661; 682  
Transmitter Location...4½ miles northwest of  
City  
Time on the Air: 6:00 a.m. to 12:00 midnight  
News Service.....UP and AP  
Transcription Service...World Broadcasting  
System  
Representative.....John Blair & Company

### Personnel

President.....G. M. Phillips  
Commercial and Sales Promotion  
Manager.....Boyd Braithwaite  
Station Manager.....Walter E. Wagstaff  
Chief Announcer.....Billy Phillips  
Production Manager.....George D. Snell  
Publicity Director.....John A. Casstevens  
Chief Engineer.....James Johnstz

## 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.....3-4  
Transmitter Location.....Ammon Road  
Time on the Air.....6:00 a.m. to 11:00 p.m.

### Personnel

President.....Walter Bauchman  
General & Nat'l Sales Manager. Frank McIntyre  
Assistant & Local Sales Manager,  
Leonard Wasden  
Sales Promotion Manager...Leonard Wasden  
Program Director.....Harry J. Woodle  
Production Manager.....Gene Ackerley  
Publicity Director.....Frank McIntyre  
Chief Announcer.....Gene Ackerley  
Artists Bureau.....John Sinclair  
Musical Director.....Dick Barber  
Chief Engineer.....C. N. Layne

## 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.....7:00 a.m.-11:00 p.m.  
News Service.....UP  
Transcription Service...World Broadcasting  
System; Longworth Feature Programs  
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. 1929

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;  
8th & Grant, Caldwell, Idaho  
Transmitter Location..1024 Twelfth St., South;  
Radio Sta. KSL, Salt Lake City, Utah  
Time on the Air.....6 a.m.-10 p.m.  
News Service.....UP-AP  
Transcription Service: NBC Thesaurus; Lang-  
Worth

### Personnel

Owner.....Frank E. Hurt  
Program Director.....Nancy Buehler  
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 Library  
 Representatives.....The Walker Co.; Homer Owen Griffith

**Personnel**

President .....O. P. Soule  
 Station Manager.....F. M. Gardner  
 Sales Promotion Manager.....L. Otto  
 Program Director and Chief Announcer .....Charles S. Crabtree  
 Musical Director.....Anton Guyer  
 Chief Engineer.....Franklyn Ver Cox  
 Publicity Director.....Eloise Webb  
 Artists Bureau.....Victor Bruno  
 Record Master of Ceremonies...V. I. Philippet

**K W A L**

WALLACE—EST. 1939

KEYSTONE BROADCASTING SYSTEM  
 DON LEE 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 .....Wallace  
 Time on the Air.....Unlimited Time  
 Transcription Service..Keystone Broadcasting System; Standard Radio; Associated Music Publishers

**Personnel**

General Manager.....R. G. Binyon  
 Asst. Manager.....W. Mondell Spencer  
 Sales Promotion-Commercial Manager  
 Howard Olson  
 Program Director.....Turner Dreher  
 Production Manager.....E. Camey  
 Chief Announcer .....W. Mondell Spencer  
 Chief Engineer.....Arvo Haapanen

**FOR QUALITY  
 AP !**

**PRESS ASSOCIATION, Inc.**

50 ROCKEFELLER PLAZA  
 NEW YORK, N. Y.



**—read the staggering  
facts on listening  
habits in America's  
2nd biggest market!**

We asked: "What station do  
you listen to most?"

**42%** SAID  
WMAQ

MORE PEOPLE ANSWERED

**"WMAQ"**

THAN THE NEXT 3  
STATIONS COMBINED!

**WMAQ  
CHICAGO**

*The station most people  
listen to most*

**670 ON YOUR DIAL—50,000 WATTS**

REPRESENTED BY NBC SPOT SALES

In a recent nation-wide, all-county survey,  
people were asked:

*"What radio station do you  
listen to most?"*

In the Chicago area—America's second  
largest market—42% of the thousands who  
answered named WMAQ. This overwhelm-  
ing choice of WMAQ is greater than that  
accorded to all other Chicago network out-  
lets combined.

This fact is a fitting tribute to the great  
shows, the expert production and the fine  
transmission which are characteristic of  
NBC's key Midwest outlet.

To blanket the 2,855,700 families in the  
Chicago area—to cut a cash slice of this  
\$3,500,000,000 market—astute advertisers  
place their local and spot campaigns on  
WMAQ.



A Service of Radio  
Corporation of America



# ILLINOIS

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

## W M R O

AURORA—EST. 1938

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. Coffey  
Program-Musical Director...Dorothy O'Brien  
Dir. of War Programs.....Dorothy O'Brien  
Publicity and Production  
Director.....Jeanne Doran  
Chief Announcer.....J. T. Hankinson  
Supervising Engineer.....Vincent Coffey  
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 Ave. Normal, Ill.  
Time on the Air.....Unlimited license  
Transcription Service.....World  
Representative.....Sears and Ayer, Inc.

### Personnel

Director.....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  
Business Address.....324 B'way, Cape Girardeau, Mo.  
Phone Number.....1490  
Transmitter Location.....Cairo  
Time on the Air.....7:30 a.m. to 10 p.m.; Sunday, 8 a.m. to 9 p.m.  
News Service.....UP

### Personnel

Owner.....Oscar C. Hirsch  
Station Manager.....Merrill C. Currier  
Chief Engineer.....Oscar C. Hirsch

## 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.....Carthage  
Time on the Air...Daytime to local sunset  
News Service.....UP  
Transcription Service.....NBC Thesaurus  
Representative.....Thomas F. Clark Co., Inc.

### 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  
Transcription Service.....World

### Personnel

General Manager.....J. A. McDermott  
Station Manager.....Marajen S. Dyess  
Sales Manager.....Frank R. Mills  
Program Director.....Juanita Hall  
Dir. of War Programs.....Juanita Hall  
Chief Engineer.....Jack R. Baum

## 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.

# WCFL - CHICAGO

10000 Watt Transmitter

1000 Kilocycles

100% Reception

You Get  
Your  
Money's  
Worth  
at  
**WCFL  
CHICAGO**

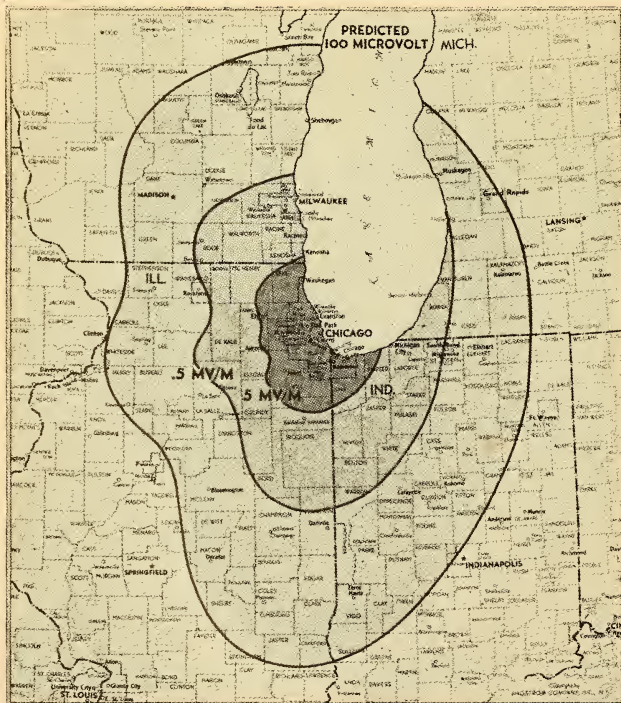
**THE  
VOICE OF  
LABOR**

Accepted  
Interpretation  
of the  
News by . . .

Martin Agronsky  
Baukhage  
Walter Kiernan  
Richard Harkness  
Dr. Schacher

Currently  
Featured:

Metropolitan Opera  
Breakfast Club  
Ladies Be Seated  
Appointment with  
Life  
London Calling  
Lies from Tokyo  
Transatlantic Quiz  
Land of the Lost  
Atlantic Spotlight  
Harry Wismer's  
Sports Review  
Coast to Coast on a  
Bus  
Soldiers with Wings  
Boston Symphony  
Orchestra



*Programs expertly styled for listening pleasure and Sales Appeal*

Newspaper Affiliation.....Drovers Journal Publishing Co., Inc.  
 Time on the Air...6:30 a.m. to local sunset  
 News Service.....UP, AP, Transradio  
 Transcription Service.....Standard Radio  
 Representative...George P. Hollingbery Co.

**Personnel**

President .....Ward A. Neff  
 Station and Commercial  
 Manager .....Bradley R. Eidmann  
 Sales Promotion Manager...Nicholas Frank  
 Production Manager.....Russell Ryan  
 War Program Director.....Cynthia Coyle  
 Chief Engineer.....Carl Uhrlich  
 Musical Director.....Helen Colton  
 Chief Announcer.....Russell Ryan  
 Record MC.....Paul Dixon

**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  
 Transcription Service .....AMP  
 Representative.....Howard Wilson Co.

**Personnel**

Managing Director .....Gene T. Dyer  
 Station Manager.....Joseph Rudolph  
 Commercial Manager.....Joseph J. Rudolph  
 Program Director and Chief  
 Announcer .....Linn Burton  
 Sales Promotion Manager...George Provol  
 War Program Director.....Joseph Rudolph  
 Musical Director .....Elizabeth Hinzman  
 Chief Engineer .....E. W. Jacker  
 Record MC.....Tom Moore

**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 1:30 a.m.;  
 Sundays, 7:00 a.m. to 1:30 a.m.  
 News Service.....AP; INS; UP  
 Transcription Service.....Lang-Worth, World,  
 Associated Recorded Program Service  
 Representative .....Radio Sales

**Personnel**

Vice-President in Charge of  
 Western Division.....H. Leslie Atlas  
 Station Manager.....J. L. Van Volkenburg  
 Commercial Manager.....E. H. Shomo  
 Sales Promotion Manager...Jonathan Snow  
 Program Director .....Walter J. Preston  
 Dir. of War Programs.....Walter J. Preston  
 Production Manager.....Fred Kilian  
 Dir. of Press Information.....Don Kelley  
 Musical Director.....Caesar Petrillo  
 Chief Announcer.....Val Sherman  
 Chief Engineer .....J. J. Beloungy

**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...6:00 a.m. to 12:00 Midnight;  
 Sundays, 8:00 a.m. to 12 Midnight.  
 News Service.....UP  
 Transcription Service...World Broadcasting  
 System  
 Representative.....The Katz Agency

**Personnel**

President.....John Fitzpatrick  
 Commercial and Sales Manager...M. B. Wolens  
 Program Director.....Howard Keegan  
 Station Manager.....Howard Keegan  
 Sales Promotion Manager...Melvin B. Wolens  
 Director of War Programs...Howard Keegan  
 Production Manager.....Howard Keegan  
 Publicity Director.....Melvin B. Wolens  
 Chief Announcer.....Roy Franklyn  
 Musical Director.....Jack Kelly  
 Chief Engineer.....Richard Pappin

**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**

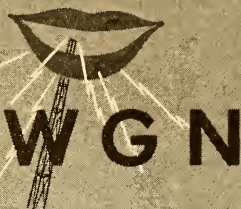
Owner.....Clinton R. White

**W E D C**

CHICAGO—EST. 1926

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By...Emil Denmark, Inc.

# THE VOICE OF THE PEOPLE



Through this medium of communication flows a constant stream of human action and emotion expressed in the shape of news—music—sports—drama—comedy—pathos—science—homemaking—mystery—and all things affecting and reflecting the lives of a host of faithful WGN listeners.

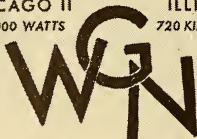
Since 1924 Radio and WGN have been synonymous in the Midwest.

WGN is truly the radio institution that evolved into the Voice of The People.

*A Clear Channel Station*

CHICAGO II  
50,000 WATTS

ILLINOIS  
720 KILOCYCLES



MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York 17, N. Y.

Edward S. Townsend Co., Russ Building, San Francisco, Cal.

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

**Personnel**

President.....Emil Denmark  
 General and Commercial  
 Manager.....Frank J. Kotnour  
 Program Director and Chief  
 Announcer.....Bill Mack  
 Director of War Programs.....Ruth Roberts  
 Publicity Director.....Serena Notari  
 Production and Musical Director....Bill Brady  
 Chief Engineer.....Chester Lewicki

**WENR**

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: Monday thru Saturday, 6:30-  
 7:00 p.m.; Monday thru Friday, 3:00 p.m.-  
 6:00 p.m. and 800 p.m.-1:00 am.; Saturday,  
 3:00 p.m.-6:00 p.m and 12:00 Midnight-100  
 am.; Sunday, 12:00 Noon to 7:00 p.m. and  
 8:00 p.m.-1:00 a.m.

News Service.....AP; INS; UP  
 Transcription Service.....Standard Radio  
 Representative.....Spot Sales

**Personnel**

President.....Mark Woods  
 Advertising and Sales Promotion Manager,  
 E. J. Huber  
 Chief Announcer.....F. Edmund Kasser  
 Publicity Director.....Ell Henry  
 Production Manager.....Maurice Wetzel  
 Sales Manager.....Roy McLaughlin  
 Director of Public Service Programs,  
 Robert White  
 Chief Engineer.....E. C. Horstman  
 Station Manager.....Roy McLaughlin  
 Program Director.....Gene Rouse  
 Artists Bureau.....L. E. Douglass  
 Musical Director.....Rex Maupin

**WGES**

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 So. Kedzie Ave.  
 Time on the Air..7:00 a.m. to 12:00 midnight  
 News Service.....UP  
 Transcription Service.....World

**Personnel**

President-Owner.....Partnership  
 Station Manager.....John A. Dyer  
 Commercial Manager.....E. M. Hinzman  
 Sales Promotion Manager....E. M. Hinzman  
 Program Director.....Herbert Rudolph  
 Musical Director.....John Van Kanegon  
 Dir. of War Program.....Herbert Rudolph  
 Production Manager.....Herbert Rudolph  
 Publicity Director.....M. V. Baker  
 Chief Announcer.....Robert Zelens

**WGN**

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.)

**Personnel**

President.....Col. Robert R. McCormick  
 Station Manager.....Frank P. Schreiber  
 Commercial Manager...William A. McGuineas  
 Program Director...Buckingham W. Gunn  
 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

**WIND**

CHICAGO—EST. 1927

Frequency: 560 Kc.....Power: 5000 Watts  
 Owned-Operated By...Johnson-Kennedy Radio  
 Corp.

Business Address...230 North Michigan Ave.  
 Phone Number.....State 4176  
 Transmitter Location.....Black Oak, Ind.  
 Time on the Air.....24 Hours a Day  
 News Services.....AP, INS, UP  
 Transcription Service.....Standard  
 Representative.....John E. Pearson Co.

**Personnel**

President-Owner.....Ralph L. Atlas  
 Station Manager.....Ralph L. Atlas  
 Sales Manager.....John T. Carey  
 Sales Promotion Manager...John T. Carey  
 Program Director.....Fred Willson



Waste paper collected when WLS played Ottawa, Illinois, provides relaxation for WLS comic Pat Buttram.



Our premiere of Paramount picture based on WLS National Barn Dance drew huge crowds.



Helen Joyce of WLS Feature Foods (center) in one of many WLS broadcasts from national political conventions.

## Microphones at Work in Midwest America

"We'll be there" is the phrase heard over four states, as WLS microphones bring direct to WLS listeners the important, the human, the profitable and new. It *might be possible*, in this *entire* yearbook to picture every WLS special broadcast of 1944. On this one page, we can only suggest a *very few* highlights. Basically, it is the WLS policy to cover every

part of the vivid life in Midwest America; to bring our listeners *all the voices* that can inspire, entertain or help. This policy, in practice more than twenty years, has built an audience that LISTENS and ACTS! WLS microphones are at work in Midwest America. Put them to work for *YOU*. Find out why we say so often: WLS GETS RESULTS!



REPRESENTED BY  
JOHN BLAIR & COMPANY

CHICAGO 7

390 KILOCYCLES  
50,000 WATTS  
BLUE NETWORK



HARRING D. BEVLER  
President  
GLENN SVEDER  
Manager

MANAGEMENT AFFILIATED WITH

*The Arizona Network*

**KSUN**

Bisbee - Lowell  
Carl Morris, Manager  
1230 Kilocycles  
250 Watts

**CBS**

**550  
KC  
CBS**  
**Key**

AL JOHNSON  
MANAGER

**PHOENIX**

**KTUC**

TUCSON  
Lee Little, Manager  
1400 Kilocycles  
250 Watts

**CBS**

BOTH WLS AND THE ARIZONA NETWORK ARE REPRESENTED BY JOHN BLAIR & COMPANY

Publicity Director.....Joan Kauffman  
 Chief Announcer.....Jim Dale  
 Musical Director.....Reba Jane Chapman  
 Chief Announcer.....Victor Voss

# 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.....STate 5466  
 Transmitter Location.....Box 296 G, Des-  
 plaines, Illinois  
 Time on the Air: 4 a.m. to sundown, Salt Lake  
 City  
 Transcription Service .....World  
 Newspaper Affiliation.....Chicago Sun  
 News Service.....AP, UP  
 Representative.....Paul H. Raymer Co.

## Personnel

President and Station Manager..Marshall Field  
 Station Manager.....H. Leslie Ailass  
 Sales Promotion Manager.....Bob Ward  
 Commercial Manager.....Fred G. Harm  
 Musical Director.....Ken Nelson  
 Publicity Director.....Bob Ward  
 Chief Engineer.....Walter Myers  
 Program Director.....Randy Blake  
 Dir. of War Programs.....Randy Blake  
 Chief Announcer.....Don Doolittle

# W L S

CHICAGO—EST. 1924

BLUE NETWORK

Frequency: 890 Kc.....Power: 50000 Watts  
 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: Sat., 5:00 a.m.-3:00 p.m.;  
 and 6:00 p.m.-12:00 a.m.; Mon. thru Fri., 5:00  
 a.m.-3:00 p.m. and 6:00 p.m.-8:00 p.m.;  
 Sun., 8:00 a.m.-12:00 p.m. and 7:00 a.m.-  
 8:00 p.m.

News Service.....AP, UP, Transradio  
 Transcription Service.....Standard  
 Representative.....John Blair & Co.

## Personnel

President.....Burridge D. Butler  
 Station Manager.....Glenn Snyder  
 Commercial Manager...Charles M. Freeman  
 Artists' Bureau Head.....George Ferguson  
 Farm Program Director.....Arthur C. Page  
 News Editor.....Julian Bentley  
 Production Manager.....Al Boyd  
 Musical Director.....Ozzie Westley  
 War Program Director...Harold A. Safford  
 Chief Engineer.....Thomas L. Rowe  
 Sales Promotion.....Don Finlayson

Program Director.....Harold A. Safford  
 Publicity Director.....Wilma Gwilliam  
 Continuity Director.....Harry Templeton

# W M A Q

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. Lutgens  
 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

# W J J D

Chicago's

Largest

Independent

Station

20,000 WATTS

# CHICAGO

Publicity Director ..... Jack Ryan  
 Continuity Editor..... William Murphy  
 Production Manager..... Arthur Jacobson  
 Sales Manager..... Oliver Morton  
 Business Manager..... John F. Whalley  
 Program Manager..... Jules Herbuveaux  
 Advertising and Sales Promotion Manager,  
 Emmons C. Carlson  
 Musical Director..... Roy Shield  
 Director of Public Service Programs,  
 Judith Waller

## W M B I

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

Station Manager.....H. Coleman Crowell  
 Program Director.....Rev. Wendell P. Loveless  
 Dir. of War Programs.....Robert H. Parsons  
 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.)

## W S B C

CHICAGO—EST. 1925

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Radio Station WSB  
 Address.....2400 West Madison St.  
 Phone Number.....Monroe 9060  
 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.....UP  
 Transcription Service.....Associated Music  
 Publishers

### Personnel

Station Manager.....Robert O. Miller  
 Commercial Manager.....Julius Miller  
 Sales Promotion Manager.....Julius Miller  
 Program Director.....Robert O. Miller  
 Dir. of War Programs.....Robert O. Miller  
 Musical Director.....Arnold B. Miller

## W H F C

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.....7:00 a.m.-12 Midnight  
 News Service.....UP

### Personnel

General Manager.....R. W. Hofman  
 Manager.....M. E. Clifford  
 Chief Announcer.....Wm. H. Scott  
 Chief Engineer.....George M. Ives, Jr.

## W D A N

DANVILLE—EST. 1938

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned By.....Northwestern Publish-  
 ing Co.  
 Operated By.....Danville Commercial News  
 Address.....17-19 W. North St.  
 Phone Number.....1000  
 Transmitter Location.....E. Woodlawn and  
 Washington Ave.  
 Time on the Air.....7 a.m. to 10:15 p.m., Mon.  
 to Sat.; Sun., 8 a.m.-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.....Robert J. Burow  
 Program Director.....Cody Noble Chapman  
 Chief Announcer.....Francis Hourigan  
 Chief Engineer.....Ted Magin  
 Publicity Director.....Bette Austin  
 Musical Director.....Bette Austin  
 Chief Engineer.....Ted G. Magin  
 Publicity Director.....Honore Ronan

## 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  
 Program Director.....Easter Straker  
 War Program Director and Chief  
 Announcer.....E. B. Pennhallegon  
 Acting Chief Engineer.....Paul Wnorowski

**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 1:05 a.m.;  
 Sundays, 7 a.m. to 1:05 a.m.  
 News Service.....INS  
 Representative.....Sears & Ayer, Inc.

**Personnel**

President-General Manager...Carlin S. French  
 Commercial Manager.....Frank J. Prendergast  
 Sales Promotion Manager.....Thomas Riggs  
 Program Director.....Agnes Mites  
 Publicity Director.....Michael Henry  
 Musical Director.....William Hart  
 Chief Announcer.....Bob Terry  
 Chief Engineer.....Erle White  
 Record MC.....Bob Baker  
 Dir. of War Programs.....Agnes Mites  
 Production Manager.....Michael Henry

**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.....Mary Downen  
 Production Manager-Publicity Director  
 Bill Bailey  
 Chief Engineer.....Joseph R. Tate  
 Sales Promotion Mgr.....Bernie Smith  
 Dir. of War Programs.....Inglis M. Taylor  
 Chief Announcer.....Bill Bailey

**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 10:15 p.m.  
 News Service.....UP  
 Transcription Service.....World

**Personnel**

President.....Orville W. Lyerla  
 Station and Commercial Manager...Charles R.  
 Cook  
 Production Manager.....Betty Kinler  
 Chief Announcer.....Ellis Joe  
 Chief Engineer.....Marian F. Sawyer

**W L D S**

**JACKSONVILLE—EST. 1942**

**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.,  
 Joliet & 362 E. Court St., Kankakee  
 Phone Number.....Joliet 4761  
 Transmitter Location.....Joliet  
 Time on the Air.....Unlimited  
 Transcription Service.....Associated Music  
 Publishers

**Personnel**

President.....Walter Ashe  
 General Manager.....Robert L. Bowles  
 Station Manager.....Robert M. Holt  
 Commercial Manager.....Robert L. Bowles  
 News Editor.....Ted Blair  
 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.; Sun-  
 days, 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.....Paul Ruhle  
 War Program Director.....Fred Leo  
 Artists Bureau.....Vernon Nolte  
 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...Lee Broadcasting, Inc.  
 Address.....W.C.U. Bldg., 510 Main St.  
 Phone Number.....6200  
 Transmitter Location.....Quincy Gardens  
 Time on the Air.....6 a.m. thru 12:05 a.m.  
 News Service.....AP; UP  
 Transcription Service...Lang-Worth, Standard  
 Representative.....The Katz Agency

**Personnel**

President.....Lee Loomis  
 Secretary-Treasurer.....Frank Eighmey  
 Station Manager.....Walter J. Rothschild  
 Asst. Manager.....Nancy Halsor  
 Program Director.....C. Arthur Fifer  
 Dir. of War Programs.....C. Arthur Fifer  
 Production Manager.....Dick Falter  
 Chief Announcer.....Dick Falter  
 Musical Director.....Jean Fessler  
 Chief Engineer.....J. E. Gray

**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  
 Newspaper Affiliation.....Rockford Morning  
 Star, Rockford Register Republic  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Headley-Reed Co.

**Personnel**

President-Owner.....Albert G. Simms  
 General Manager.....Walter Koessler  
 Comm. Manager.....John J. Dixon  
 Program Director.....Morey Owens  
 Promotion Director.....Wm. R. Traum  
 Chief Engineer.....Maurice H. Nelson

**W H B F**

**ROCK ISLAND—EST. 1925**

**MUTUAL BROADCASTING SYSTEM**

Frequency: 1270 Kc.....Power: 5000 Watts

**ROCKFORD**

**ILLINOIS**

**W  
R  
O  
K**

1000 Watts

*Blue* NETWORK

✓ Check with  
HEADLEY-REED

THE *only* STATION THAT WILL  
DO A JOB FOR YOU IN ROCKFORD

Owned-Operated By.....Rock Island Broad-  
casting Co.  
Business Address.....1800 Third Ave.  
Phone Number.....917, 918 and 919  
Studio Addresses...1800 Third Ave., Fifth Ave.  
Bldg., Moline  
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, Transradio  
Transcription Service....Standard Radio,  
Lang-Worth, NBC Thesaurus  
Representative...Howard H. Wilson Company

**Personnel**

President.....John W. Potter  
Station 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.....Robert J. Sinnett  
Dir. of War Programs.....Forest W. Cooke  
Musical Director.....John Gilbert

**W C B S**

SPRINGFIELD—EST. 1922

BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-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. Neeld  
Program Director.....John C. Geil  
Sales Promotion-Publicity Director  
Carroll W. Neeld  
Musical Director.....John Geil  
Chief Announcer.....Ken Spengler

**W T A X**

SPRINGFIELD—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 100 Watts  
Owned-Operated By.....WTAX, Inc.

Business Address.....204 Reisch Bldg.  
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  
Sales Manager.....Jay A. Johnson  
Dir. of War Programs.....Jay A. Johnson  
Publicity Director.....Bonnie Baker  
Chief Announcer.....Randall Furnace  
Musical Director.....Betty Cole

**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....7:00 a.m. to Local Sunset  
Transcription Service.....Lang-Worth  
Representative.....Howard H. Wilson Co.

**Personnel**

General Manager.....Walter C. Schafer

**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.....A. C. Willard  
Station Manager.....Joseph F. Wright  
Program Director.....Frank E. Schooley  
Publicity Director.....Art Wildhagen  
Musical Director.....Lanson F. Demming  
Chief Engineer.....A. James Ebel  
Dir. of War Programs.....Frank E. Schooley  
Chief Announcer.....Nelson F. Norman

# Listeners Eat Our Words...

*When you're cooking up Food\* advertising plans, remember... we always have Something Tasty to add to your sales recipes — thousands and thousands of richly seasoned regular Listeners who eat a good thing when they hear about it on*



# WFBM

BASIC C.B.S. 5000 WATTS DAY and NIGHT  
INDIANAPOLIS

*Represented nationally by* **THE KATZ AGENCY**

*\* or what have you?*

# INDIANA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

## W H B U

ANDERSON—EST. 1922

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: Anderson Broad-  
casting Corp.

Business Address: Citizens Bank Bldg.  
Phone Number: 7791  
Studio Address: 1110 Meridian St.  
Transmitter Location: 1110 Meridian St.  
Time on the Air: 6:30 a.m. to midnight; 7:00  
a.m. to midnight Sun.

News Service: UP  
Transcription Service: Standard Radio  
Representative: Weed & Company

### Personnel

President-General Manager,  
C. Bruce McConnell  
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: 6 a.m. to 12 midnight  
Newspaper Affiliation: Elkhart Daily Truth  
News Service: UP  
Transcription Service: World; Standard Radio  
Representative: Bum-Smith Company, Inc.

### Personnel

President: C. D. Greenleaf  
General Manager: R. R. Baker  
Commercial Manager: Paul Upson  
Program-Musical Director: Margaret Lantz  
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: Full Time  
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.

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: Full Time  
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:

Farnsworth Television and Radio Corp.  
Business Address: 925 So. Harrison St.  
Phone Number: Eastbrook 3366  
Transmitter Location: 925 So. Harrison St.  
Time on the Air: 6:30 a.m. to 12:30 a.m.—  
Sun., 8:00 a.m. to 12:30 a.m.

News Service: UP  
Transcription Service: Standard Radio  
Representative: NBC Spot Sales



## A Clear Channel To A Bigger Market

The advertiser who wants the broadest coverage of the rich Central Indiana Market will unquestionably select radio station WIBC as his medium. The lower frequency of this station, 1070 Kilocycles, on a clear channel, and with 5000 Watts power, covers a wider radius than any other Indianapolis station. Write or wire for information about the intensive merchandising support this station offers to its advertisers.



OWNED AND  
OPERATED BY  
THE  
INDIANAPOLIS  
NEWS

Represented Nationally by John Blair & Company

# W I B C

A Mutual STATION • Indianapolis, Indiana

**Personnel**

Gen'l Mgr. . . . . Frank V. Webb  
 Station Manager . . . . . Frank V. Webb  
 Commercial Manager . . . . . Wm. R. Aldrich  
 Sales Promotion Mgr. . . . . Wm. R. Aldrich  
 Program Director . . . . . Wm. R. Aldrich  
 Director of War Programs . . . . . Paul Roberts  
 Chief Engineer . . . . . Howard Beck  
 Asst. Program Director . . . . . Rosemary Stanger

**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  
 Representative . . . . . National Broadcasting Co.

**Personnel**

Vice-President . . . . . Walter Evans  
 Station Manager . . . . . Paul E. Mills  
 Commercial Manager . . . . . H. D. Longworth  
 Program Director . . . . . Carl Vandagriff  
 Publicity Director . . . . . Amy Scharf  
 Chief Announcer . . . . . J. Howard Ackley  
 Musical Director . . . . . Guy Fitzsimmons  
 Chief Engineer . . . . . Bruce Ratts  
 Director of War Programs . . . . . Tom Carnegie

**W J O B**

**HAMMOND—EST. 1928**

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 4:00 a.m.  
 News Service . . . . . UP  
 Representative . . . . . Cox & Tanz

**Personnel**

Station Manager . . . . . O. E. Richardson  
 Commercial Manager . . . . . Robert C. Adair  
 Sales Promotion Manager . . . . . R. W. Widdel  
 Program Director . . . . . L. B. Weller  
 Chief Announcer and  
 Publicity Dir. . . . . Ed Rees  
 Musical Director . . . . . J. Gibbs Spring  
 Chief Engineer . . . . . Stanley Strasburg  
 Record MC . . . . . Ted Lindgren

**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 . . . . . Norman Travis  
 Musical Director . . . . . Walter H. Reuleaux  
 Chief Engineer . . . . . Harold Holland  
 Record MC . . . . . Sam K. Sims

**W I B C**

**INDIANAPOLIS—EST. 1938**

**MUTUAL BROADCASTING SYSTEM**

Frequency: 1070 Kc. . . . . Power: 5000 d.; 1000 n.  
 Owned By . . . . . Indiana Broadcasting Corp.  
 Operated By . . . . . The Indianapolis News  
 Address . . . . . 350 N. Meridian St.  
 Phone Number . . . . . LI 2305  
 Transmitter Location . . . . . 59th & Hollingsworth Rd.  
 Time on the Air . . . . . 5 a.m. to 1:00 a.m.  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Lang-Worth, Associated  
 Representative . . . . . John Blair & Co.

**Personnel**

President . . . . . C. Walter McCarty  
 Station Manager . . . . . Alex Campbell, Jr.  
 Program Director . . . . . Stan Corley  
 Musical Directors,  
 Walter Jackson and Jean Williams  
 Chief Engineer . . . . . Harry Adams  
 Chief Announcer . . . . . Hal Shidler

**W I R E**

**INDIANAPOLIS—EST. 1924**

**NATIONAL BROADCASTING CO.**

Frequency: 1430 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Indianapolis Broad-  
 casting, Inc.  
 Address . . . . . Claypool Hotel  
 Phone Number . . . . . Riley 1541-2-3-4  
 Transmitter Location . . . . . 44th & Ralston Road  
 Time on the Air . . . . . Full Time

News Service..... AP; UP  
 Transcription Service...World Broadcasting,  
 Lang-Worth  
 Representative.....John E. Pearson Co.

**Personnel**

President & Gen. Mgr.....Eugene C. Pulliam  
 Commercial Manager.....Rex Schepp  
 Program Director.....Bill Dean  
 Musical Director.....Harry Bason  
 Chief Engineer.....Eugene E. Alden

**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 12:30 a.m.  
 News Service.....AP  
 Transcription Service.....Standard Radio  
 Representative .....Free & Peters, Inc.

**Personnel**

President-Gen. Manager...C. Bruce McConnell  
 Commercial Manager....Robert E. Bauman  
 Program Director.....Felix D. Adams  
 Musical Director.....Margaret Pryce  
 Chief Engineer.....Stokes Gresham, Jr.  
 Sales Promotion Manager...Lyman G. Hunter

**W K M O**

KOKOMO—EST. 1941

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By .....Kokomo Broad-  
 casting Co.  
 Address .....400 North Main St.  
 Phone Number .....5171-5172  
 Transmitter Location.....Morgan & Ohio Sts.  
 Time on the Air.....6:00 a.m. to 12:05 a.m.  
 Transcription Service .....Lang-Worth  
 Representative.....Howard Wilson Company

**Personnel**

President.....Dr. R. Spencer Taylor  
 General and Sales Mgr.....John Carl Jeffrey

**WKMO**

INDIANA'S  
 PUBLIC SERVICE  
 STATION PLUS  
 Columbia  
 Broadcasting  
 System Programs

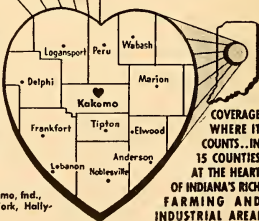
**Solidly Entrenched  
 in The Hearts  
 of the folks in  
 The Heart of Indiana**

WKMO offers the advertiser one of the most powerful audience-loyalty-wise stations in radio. In the heart of Indiana—1400 kn's just another spot on the dial—it is the friendly voice of a loyal public servant, known—and loved—and listened to—by more than half a million Indiana folks. And there's a double plus—the plus of Columbia Broadcasting System attractions and the plus of great signal strength provides strong, clear reception throughout the WKMO area.

All of which adds up to SUPERIOR SALES POWER in this rich market.

Write or call

John Carl Jeffrey, Gen. Mgr., WKMO, Kokomo, Ind.,  
 Howard H. Wilson Co., Chicago, New York, Holly-  
 wood, San Francisco, Seattle.



**COVERAGE  
 WHERE IT  
 COUNTS...IN  
 15 COUNTIES  
 AT THE HEART  
 OF INDIANA'S RICH  
 FARMING AND  
 INDUSTRIAL AREA**



Program Director.....Ward Charles Glenn  
 Record MC.....Paul Price  
 Chief Engineer .....George Palmer  
 Publicity Director.....J. C. Jeffrey

**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.  
 Phone Number.....Lafayette 4300  
 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. High-  
 way No. 35, So. of Muncie  
 Time on the Air.....6:30 a.m. to 12:10 a.m.  
 News Service .....AP  
 Transcription Service.....Standard Radio  
 Representative .....Waler Company

**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 K B V**

RICHMOND—EST. 1926

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 100 Watts

AMERICA'S MIDDLETOWN  
***THE TEST MARKET***

**103,000 Radio Homes**

COLUMBIA NETWORK

**W L B C**

MUNCIE, IND.

Represented By THE WALKER CO.  
 Chicago — New York

Owned-Operated By.  
 Central Broadcasting Corp.  
 Address.....25 S. 9th St.  
 Phone Number.....1156  
 Transmitter Location.....Richmond  
 Time on the Air.....Unlimited License  
 Transcription Service: Lang-Worth; Keystone

**Personnel**

President.....J. Robert Quigg  
 General Manager.....G. F. Albright  
 Comm. Mgr.....R. L. Nusbaum

**W H O T**

**SOUTH BEND—EST. 1944**

BLUE

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By: South Bend Broadcasting Corp.

Business Address.....St. Joseph & Monroe Sts.  
 Phone Number.....3-4155  
 Studio Address and Transmitter Location: St. Joseph and Monroe Sts.

Time on Air: 6:30 a.m. to 12 midnight—Sun., 7:30 a.m. to 12 midnight

News Service.....AP  
 Transcription Service: NBC Thesaurus and Standard

Representative.....Weed and Company

**Personnel**

President.....C. Bruce McConnell  
 Station and Sales Manager.....Harry Burdick  
 Promotion Manager.....Don Harding  
 Chief Engineer.....Jack Willson

**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: 6:15 a.m. to 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. Swintz  
 Program Director-Chief

Announcer.....Marc Boyden  
 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.....Banks of the Wabash, Inc.  
 Address.....303 South Sixth Street

Phone Number.....Crawford 3394-3395  
 Transmitter.....First St. and Peyton Ave.

Time on the Air: 17¼ hrs. daily—16½ hrs. Sunday

Newspaper Affiliation.....Saturday Spectator  
 News Service.....UP-AP

Transcription Service.....Standard Radio  
 Representative.....Weed & Company

**Personnel**

President.....Alvin Eades  
 General Manager.....George M. Jackson  
 Sales Promotion.....Jill Girrard  
 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: 6:00 a.m.-11:00 p.m. daily; 8:00 a.m.-11:00 p.m. Sundays

Newspaper Affiliation.....Vincennes Sun-Commercial

News Service.....UP  
 Representative.....John E. Pearson Co.

**Personnel**

President.....Eugene C. Pulliam  
 Station Promotion Manager.....Victor H. Lund  
 Commercial Manager.....Richard B. Harris  
 Chief Engineer.....Eugene E. Alden

**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.....92-2128

Transmitter Location.....6 miles south of Lafayette

Time on the Air.....9:30 a.m. to 7:00 p.m.  
 News Service.....AP

Transcription Service.....Standard Radio

**Personnel**

Business Manager.....John W. Ditamore  
 Chief Engineer.....Paul Franklin

# IOWA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

## W O I

AMES—EST. 1921 (9YI)

Frequency: 640 Kc...Power: 5000 Watts Day  
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 .....World

### Personnel

President (of Iowa State College):

Charles E. Friley

Station Director.....W. I. Griffiths  
Program Director and

Production Manager.....Richard B. Hull  
Production Manager.....Edward Wegener

Publicity Director.....Ione McNay  
Chief Announcer.....Richard Vogl

News Editor.....Robert Mulhall  
Musical Director.....Edward Wegener

Market Editor.....R. C. Bentley  
Chief Engineer.....L. L. Lewis

Farm Editor.....Dale Williams  
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.....Lydia Smabils  
Chief Engineer.....L. L. Lewis

(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.....6 a.m.-11 p.m.  
News Service.....UP  
Transcription Service .....World  
Representative.....William G. Rambeau Co.

### Personnel

President-General Manager..G. B. McDermott  
Commercial Manager.....G. B. McDermott

Sales Promotion Mgr.....Mary Mangold  
Program Publicity Director....Mary Mangold

Production Manager.....Walter Stone  
War Program Director.....Mary Mangold

Chief Announcer.....Dick Mosena  
Chief Engineer.....John Gallino

Record MC.....Ray Bennett

## W M T

CEDAR RAPIDS, WATERLOO—

EST. 1922

CBS & MBS

Frequency: 600 Kc.....Power: 5000 Watts  
Owned-Operated By: American Broadcasting

Stations, Inc.  
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

News Services.....AP; UP  
Transcription Service..Lang-Worth & Standard

Representative .....The Katz Agency

### Personnel

President.....Mrs. Helen S. Mark  
Exec. V.-P. and

General Manager.....William B. Dolph  
Station Manager..W. B. Quarton (Cedar Rapids)

V. A. L. Linder (Waterloo)  
Commercial Manager.....Donald D. Sullivan

Merchandising Manager.....Leo F. Cole  
Program Director.....Douglas B. Grant

Production Manager-Chief  
Announcer.....Robert C. Leefers

Musical Director.....Maureen Canavan  
Chief Engineer.....George P. Hixenbaugh

## K R O S

CLINTON—EST. 1941

MUTUAL—NORTH CENTRAL & TALL CORN  
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 ..... Walker 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..... Marshall Dane  
 Musical Director..... George Sontag  
 Chief Announcer ..... Clark Hayden  
 Chief Engineer..... Paul Arvidson

## 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 Trlhus  
 Chief Announcer ..... Olive Sharpes

Chief Engineer and  
 Production Manager..... O. M. Eltrim  
 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: Cowles 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  
 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.  
 Station Manager..... Phil Hoffman  
 Commercial Manager..... Bob Dillon  
 Program Director..... Charles Miller  
 Director of War Programs..... Wayne Crew  
 Sales Promotion Manager..... Orville Lawson  
 Publicity Director..... Mary Little  
 Chief Engineer..... Charles Quentin

## K S O

DES MOINES—EST. 1921

BLUE NETWORK—MBS—

Frequency: 1460 Kc..... Power: 5000 Watts  
 Owned-Operated By..... Kingsley H. Murphy  
 Address..... 800 Old Colony Bldg.  
 Phone Number ..... 3-0571  
 Transmitter Location... S.E. 22nd & Park  
 Avenue  
 Time on the Air..... Full Time  
 Newspaper Affiliation... Des Moines Register  
 and Tribune  
 News Service..... AP; UP  
 Transcription Service..... Standard Radio;  
 Lang-Worth  
 Representative ..... Headley-Reed Co.

### Personnel

Gen. Mgr..... George J. Higgins  
 Program Director..... Ed Linehan  
 Director of War Programs... W. Lyle Flanagan  
 Sales Promotion Manager..... Ken M. Lufkin  
 Publicity Director..... Mary Little  
 Production Manager and  
 Musical Director ..... Eddie Truman  
 Chief Engineer..... F. E. Bartlett  
 Record MC ..... Dan Lawrence

**W H O**

**DES MOINES—EST. 1924**  
NBC & CORNBELT WIRELESS

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.....E. H. 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. Loyel

**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.....Charles Cain

**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.....UP  
Transcription Service.....Associated Music  
Publishers  
Representative.....Burn-Smith Co., Inc.

**Personnel**

Vice President and Station  
Manager.....James D. Carpenter  
Local Sales Manager...Harry Hatzenbuehler  
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**

Frequency: 1400 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  
Sales Promotion Mgr...Mrs. Marjorie Rudolph  
Program Director.....Drexel Peterson  
Production Manager.....Frank Strode  
Chief Announcer.....Robert Elston  
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 G L O

MASON CITY—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 1300 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Lee Radio, Inc.  
 Address.....12 2nd St., N.E.  
 Phone Number.....2800  
 Transmitter Location.....Highway 18, west  
 of Mason City  
 Time on the Air.....6 a.m. to 12 p.m.  
 News Service.....AP; UP  
 Transcription Service.....Standard  
 Lang-Worth  
 Representative.....Weed & Co.

## Personnel

Station Manager.....F. C. Eighmey  
 Commercial Manager.....Herbert Ohrt  
 Sales Promotion.....Nancy M. Halsor  
 Program Director.....Merritt Milligan  
 Publicity Director.....Charles Hilton  
 Chief Engineer.....Roger Sawyer

# K F J B

MARSHALLTOWN—EST. 1923

MUTUAL—TALL CORN NETWORK

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 midnight  
 News Service.....UP  
 Transcription Service.....Langworth

## Personnel

President and Station Manager...Earl Peak  
 Program Director.....O. L. Russell  
 Musical Director.....Thelma LaValley  
 Chief Engineer.....Eugene Peak

# K B I Z

OTTUMWA—EST. 1941

MUTUAL

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....KBIZ, Inc.  
 Address.....117 E. Main St.  
 Phone Number.....5600  
 Transmitter Location.....Community Gardens  
 Time on the Air.....6:00 a.m. to midnight  
 News Service.....UP  
 Transcription Service.....World

## Personnel

President-Owner.....James J. Conroy  
 Production Manager.....R. L. Dawson  
 Sales Manager.....Eleanor M. Haling  
 Program Director.....Isabel Meier  
 Publicity Director.....Eleanor M. Haling  
 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.....405 Sycamore St.  
 Phone Number.....1  
 Transmitter Location.....Shenandoah  
 Time on the Air: 6 a.m. to 3 p.m. and 6 p.m.  
 to 12 mid., weekdays; 8 a.m.-3:30 p.m. & 6  
 p.m.-12 mid., Sundays  
 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.....N. Elm St.  
 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 Promotion.....Owen Sadler  
 Program Director.....Terry Moss  
 Production Manager.....Hugh Aspinwall  
 Publicity Director.....Harriet Lingo  
 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.....Leeds, Iowa  
 Time on the Air.....6 a.m. to 12 midnight  
 News Service.....AP  
 Newspaper Affiliation.....Journal-Tribune  
 Transcription Service.....C. P. MacGregor  
 Representative.....Geo. P. Hollingsbery Co.

## Personnel

President.....William R. Perkins  
 Station Manager.....Eugene T. Flaherty  
 Sales 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  
 TALL CORN NETWORK

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  
 Commercial Manager..... Ray Jensen  
 Program Director-Chief Announcer.. Al Triggs  
 Production Manager..... Andrew Bogue  
 Publicity Director..... Mary Lou Sheer  
 Musical Director..... Bernie Mahr  
 Chief Engineer..... Bob Beck

FOR QUALITY

AP!

The Northwood Anchor  
 Macon Republican and Standard  
 Ottumwa Daily Courier  
 The Macon Republican  
 The Iowa Journal  
 The Cedar Rapids Daily  
 The Howard County Times  
 Hardin County Index  
 THE GARNER LEADER  
 The Fayette County Union  
 CEDAR VALLEY DAILY TIMES  
 The Cedar Rapids Daily  
 The Keokuk County News  
 Wright County Monitor  
 The Toledo  
 NEVADA EVENING JOURNAL  
 THE HUMBOLDT REPUBLICAN  
 The Daily Freeman-Journal  
 The Grundy Register  
 The Clayton County Register  
 The Bulletin-Journal  
 The Pioneer-Republican  
 HAMPTON CHRONICLE  
 The New Hampton Tribune  
 THE BOONE NEWS-REPUBLICAN  
 THE GLOBE-GAZETTE

**Promotion**

**Acceptance**

**Goin' Places**

**KXEL**

BASIC BLUE

JOSH HIGGINS BROADCASTING CO.  
 STUDIOS IN WATERLOO AND CEDAR FALLS, IOWA

**50,000 WATTS**  
 CLEAR CHANNEL

• • REPRESENTED BY JOHN BLAIR AND COMPANY • •



**KICD**

SPENCER—EST. 1942

MUTUAL BROADCASTING SYSTEM  
TALL CORN NETWORKFrequency: 1240 Kc. . . . . Power: 250 Watts  
Owned By . . . . . Iowa Great Lakes  
Broadcasting Co.Operated By . . . . . G. H. Sondergaard  
Address . . . . . P. O. Box 631, Spencer  
Phone Number . . . . . 45  
Transmitter Location . . . . . North of Spencer  
on Highways 18 and 71Time on the Air . . . . . 6 a.m. to 12 p.m.  
News Service . . . . . AP  
Transcription Service . . . . . Lang-Worth  
National Representative . . . . . Hal Holman**Personnel**President . . . . . L. W. Andrews  
Station and Commercial  
Manager . . . . . G. H. Sondergaard  
Program Director . . . . . Mardelle Ludwig  
Production and Publicity  
Director . . . . . Jerry Ashe  
Chief Engineer . . . . . Hewitt Grotewohl**KXEL**

WATERLOO—EST. 1942

BLUE NETWORK

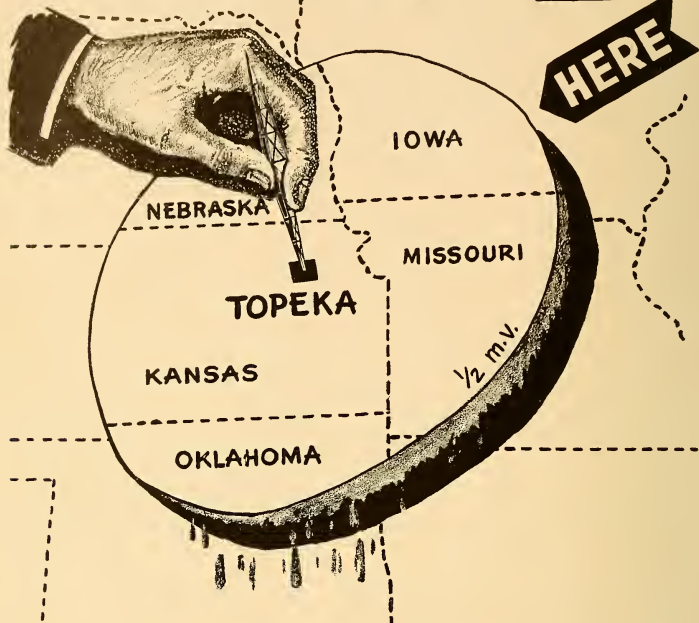
Frequency: 1540 Kc. . . . . Power: 50000 Watts  
Owned-Operated By . . . . . Josh Higgins  
Broadcasting Co.Address . . . . . Insurance Bldg.  
Phone Number . . . . . 3371  
Transmitter Location . . . . . Dysart  
Time on the Air . . . . . 5:30 a.m. to 12:30 a.m.  
News Service . . . . . AP  
Transcription 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 . . . . . E. M. Owen  
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

HELP

THE

RED CROSS

**GIVE YOUR SALES A LIFT**



For almost 20 years, WIBW has been lifting sales for its advertisers—and *keeping* them lifted. We can do the same for you! Here's why.

WIBW is the "easiest heard" and "most listened to" station in this area. (Personal surveys by Dr. F. L. Whan as reported in "Kansas Radio Audience, 1944").

We have the confidence and good-will of more than five million farm and small town listeners. We have it because our programs and entertainment are deliberately keyed to their *known* preferences . . . our services to the promotion of their interests and welfare.

That's why WIBW advertisers get immediate, wholehearted buying response. It's why we're absolutely certain that we can do the same for you and your product. Let us prove it!

**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

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

## K V A K

ATCHISON—EST. 1939

MUTUAL

Frequency: 1450 Kc. Power 250 Watts  
Owned By..... S. H. Patterson  
Operated By..... S. H. Patterson  
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  
Representative..... Thomas Clarke

### Personnel

President-Owner..... S. H. Patterson  
Station Manager..... Jerry Akers  
Commercial Manager..... David G. Roberts  
Program Director..... Joseph Peck  
Chief Engineer..... Charles Rayburn

## K G G F

COFFEYVILLE—EST. 1930

THE BLUE NETWORK

Frequency: 690 Kc. Power: 1000 d.; 500 n.  
Owned-Operated By..... Hugh J. Powell  
Address..... 8th and Elm  
Phone Number..... 147  
Transmitter Location..... South Coffeyville  
Time on Air..... Sundays, 7 a.m.-11 p.m.;  
Weekdays, 6 a.m. to 11 p.m.  
Newspaper Affiliation..... Coffeyville Journal  
News Service..... AP  
Transcription Service..... NBC Thesaurus  
Representative..... Weed & 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

## K G N O

DODGE CITY—EST. 1930

KEYSTONE BROADCASTING SYSTEM

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 Rd.

Time on the Air..... Unlimited  
Newspaper Affiliation..... Dodge City Daily Globe  
News Service..... AP  
Transcription Service..... World  
Representative..... Arthur H. Haag and  
Associates

### Personnel

President..... J. C. Denlous  
Manager..... N. C. Peterson  
Sales Manager..... Dorothy Stavig  
Program Director..... Herschell Holland  
Chief Engineer..... Ralph Hickman

## K T S W

EMPORIA—EST. 1939

MUTUAL BROADCASTING SYSTEM

KANSAS STATE NETWORK

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By..... Emporia Broad-  
casting 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..... AP  
Transcription Services..... World

### Personnel

President..... Selleck B. Warren  
Station Manager..... J. Nelson Rupard  
Program Director..... Miriam Porter  
Production Manager..... Duane Tucker  
Musical Director..... Rosalee Askew  
Chief Engineer..... Harold C. Davis

## K I U L

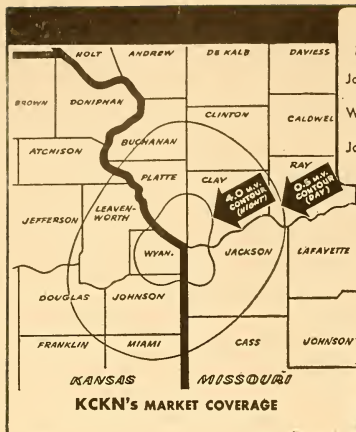
GARDEN CITY—EST. 1935

MUTUAL

Frequency: 1240 Kc. Power: 100 Watts  
Owned-Operated By..... F. D. Conard  
Business Address..... 509 N. Main  
Phone Number..... 666  
Studio Address..... 509 N. Main  
Transmitter Location..... Northwest of  
Garden City  
Time on the Air..... 7 a.m. to 10 p.m.  
News Service..... UP  
Transcription Service..... C. P. McGregor,  
Keystone Broadcasting System  
Representatives..... Cox & Tanz

### Personnel

President..... F. D. Conard  
Station and Commercial Manager..... Al Pyatt  
Program..... Frances Ewing  
Chief Engineer..... Robert W. Snyder



### GREATER KANSAS CITY MARKET DATA

METROPOLITAN COUNTIES (and Important Cities)	Est. City Population 12-1-43	EFFECTIVE Buying Income	TOTAL RETAIL SALES	HOUSES WITH RADIOS
Jackson (Mo.) . . .	494,200	\$827,743,000	\$371,050,000	133,067
Kansas City . . .	431,700	700,302,000	352,224,000	112,945
Wyandotte (Ks.) . . .	147,100	201,627,000	73,708,000	36,676
Kansas City . . .	135,000	180,114,000	68,066,000	31,163
Johnson (Ks.) . . .	40,900	25,964,000	12,358,000	8,552

NO GREATER CONCENTRATION OF

*Buying Power*

UNTIL YOU REACH THE PACIFIC COAST

#### MARKET DATA SOURCES

Homes with Radios—Bureau of Census.  
All other data—Sales Management's  
"SURVEY OF BUYING POWER," May 10, 1944.  
(Reprinted with Permission)

★

#### 24 HOURS A DAY

KCKN is the only Kansas City station broadcasting day and night—all night.

★

#### "THIS IS MUTUAL"

At 6 P. M. KCKN becomes a BASIC station of the Mutual Broadcasting System.

★

Except for Los Angeles, San Francisco and Seattle, there's no greater concentration of effective buying income in the entire western half of the United States than is to be found in Greater Kansas City.

And directly upon this nine hundred million dollar market KCKN concentrates ALL of its effort—no attempt whatever being made to program for the thinly-spread farm and small town audience surrounding Greater Kansas City. KCKN is strictly a metropolitan station for metropolitan listeners.

KCKN offers you the all-important MASS MARKET BUYING POWER of Greater Kansas City *without* the rate penalty of out-state coverage.

Contact your nearest **Capper** office for availabilities.

*Music by Day - Mutual at Night*



*The Voice of Greater Kansas City*

**BEN LUDY**, GENERAL MANAGER, KCKN, KANSAS CITY... **WIBW, TOPEKA**  
**ELLIS ATTEBERRY**, MANAGER, KCKN, KANSAS CITY

**CAPPER PUBLICATIONS, Inc.**

NEW YORK 17: 420 LEXINGTON AVENUE  
SAN FRANCISCO 41: 1207 RUSS BUILDING

MONAWK 4-3280  
DOUGLAS 3220

CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977  
KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3864

# K V G B

GREAT BEND—EST. 1937  
MUTUAL BROADCASTING SYSTEM  
KANSAS STATE NETWORK

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: KVGB, Inc.  
Address: Cork Bldg.  
Phone Number: 1080, 1081  
Transmitter Location: South Great Bend  
Time on the Air: 6:30 a.m. to 10 p.m.  
News Service: UP  
Transcription Service: Lang-Worth  
Representative: John E. Pearson

## Personnel

President: R. C. Russell  
Vice-President and General Manager: Clem Morgan  
Sales Promotion: Herbert W. Clarr  
Program Director: Ray Beals  
Chief Engineer: Leo Legleiter

# K W B W

HUTCHINSON—EST. 1935  
NATIONAL BROADCASTING CO.

Frequency: 1450 Kc. Power: 250 Watts  
Owned By: Wm. Wyse & Stanley Marsh  
Operated By: The Nation's Center Broadcasting Co.  
Address: 101 East Avenue A  
Phone Number: 5202  
Transmitter Location: Hutchinson  
Time on the Air: Unlimited Time  
News Service: UP  
Transcription Service: Lang-Worth

## Personnel

President and General Manager: William Wyse  
Commercial Manager: Vernon Minor  
Chief Engineer: Millard Clary

# K C K N

KANSAS CITY—EST. 1925 (as WLBF)  
1936 (as KCKN)  
MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: The KCKN Broadcasting Company  
Address: 901 North 8th St.  
Phone Number: Drexel 4300  
Transmitter Location: 901 North 8th St.  
Time on the Air: Full Time  
Newspaper Affiliation: The Kansas City Kansas  
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: Almada Boeth  
Production Manager: George Stump  
Director of Continuity: Peggy Osborne  
War Program Director: Ellis Atteberry  
Musical Director: Milan Mahale  
Chief Engineer: Max Williams

# 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: Between Lawrence, Kans., & Kansas City, Mo.  
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: Milton E. Eisenhower  
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, Day  
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.....John E. Pearson Co.

**Personnel**

President.....E. Victor Baxter  
Station Manager.....R. E. Wade  
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  
Representative.....Capper Publications, Inc.  
& Walter Biddick Co. (West Coast)

**Personnel**

President.....H. S. Blake  
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.

**Personnel**

President.....H. K. Lindsley  
Station Manager.....Robert K. Lindsley  
Sales Promotion Manager.....Ralph Varnum  
Chief Engineer.....K. W. Pyle  
Program Director.....L. L. F. Weatherway  
Musical Director.....F. E. Markwell

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.....Ray Y. Jensen  
Program Director.....Roland Preusch  
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.....4-2387  
Transmitter Location.....Wichita  
Time on the Air.....6:30 a.m. to midnight  
Transcription Service.....NBC Thesaurus;  
Representative.....Headley-Reed Co.  
Standard Radio

**Personnel**

President.....Herb Hollister  
General Manager.....Jack Todd  
Program Director.....Vic Rugh  
Supervising Engineer.....Charles Lucy

**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.....2000 E. First St.  
Phone Number.....2-1447  
Transmitter Location.....42nd and Broadway  
Time on the Air.....19 hours daily  
News Service.....INS & UP  
Transcription Service.....World  
Representative.....George P. Hollingberry Co.

**Personnel**

President.....H. K. Lindsley  
Station Manager.....Robert K. Lindsley  
Sales Promotion Manager.....Ralph Varnum  
Chief Engineer.....K. W. Pyle  
Program Director.....L. L. F. Weatherway  
Musical Director.....F. E. Markwell

**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, UP

Transcription Service .....Lang-Worth  
 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  
 Chief Announcer .....Dave Wilson  
 Program Director.....Vernon E. Reed  
 Production Manager.....John Speer  
 Musical Director.....Wayne Euchner  
 Chief Engineer.....Amos C. Dadisman

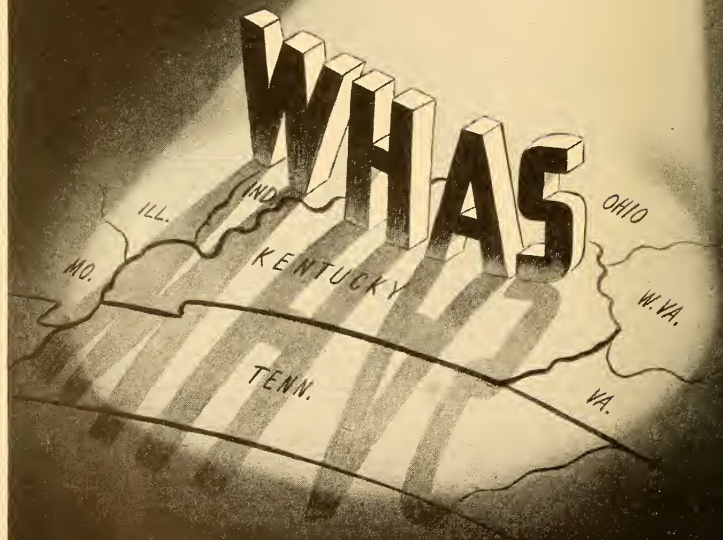
FOR QUALITY  
 AP!

**COVERING A VITAL MARKET**  
**DAY and NIGHT**

Round the clock . . . round the calendar  
. . . a continuous broadcast backed by the  
power of 50,000 watts over a clear channel  
basic CBS network!

**Radio Station WHAS**  
Louisville, Kentucky

50,000  
WATTS





# KENTUCKY

For Latest U. S. Census Population And Radio Homes Data And  
Statistics on "Shifting Population" Please Turn To Pages 273-287

## W C M I

ASHLAND—EST. 1935

MUTUAL

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 Ohio River,  
Ashland, Ky.  
Time on the Air. . . . . 6:30 a.m. to 12 midnight  
Weekdays; 8 a.m.-12 Midnight, Sundays.  
News Service. . . . . UP  
Transcription Service. . . . . NBC Thesaurus  
Representative. . . . . John E. Pearson Co.

### Personnel

President. . . . . Gilmore Nunn  
Vice-President. . . . . J. Lindsay Nunn  
General Manager. . . . . L. D. Newman  
Chief Engineer. . . . . Clarence Weaver

## W L B J

BOWLING GREEN—EST. 1940

MUTUAL—SOUTHERN NETWORK

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Operated By. . . . . Bowling Green Broad-  
casting Co., Inc.  
Address. . . . . Fairview & Lehman Aves.  
Phone Number. . . . . 1340-1  
Transmitter Location. . . . . Fairview & Lehman Aves.  
Time on the Air. . . . . 6 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. . . . . Ken D. Given  
Program Director. . . . . Helen Given  
Chief Engineer. . . . . James Hight

## W H L N

HARLAN—EST. 1941

MUTUAL AND KEYSTONE BROADCASTING  
SYSTEM

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Operated By. . . . . Blanford Radio

Company, Incorporated

Address. . . . . South Main St.  
Phone Number. . . . . 625  
Time on the Air. . . . . 6:30 a.m.-10:30 p.m.  
News Service. . . . . UP  
Transcription Service. . . . . Lang-Worth  
World Broadcasting System, Keystone  
Representative. . . . . Burn-Smith Co.

### Personnel

Owner-Station Manager. . . . . R. B. Helms  
Commercial Manager. . . . . Stuart O'Dell, Jr.  
Chief Engineer. . . . . J. Francke Fox  
Record MC. . . . . Bob McKeehan

## W S O N

HENDERSON—EST. 1941

Frequency: 860 Kc. . . . . Power: 500 Watts, Day  
Owned-Operated By. . . . . Henderson Broad-  
casting Co., Inc.  
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 & AP  
Transcription Service. . . . . NBC Thesaurus, Asso-  
ciated Music  
Representative. . . . . Sears & Ayer, Inc.

### Personnel

President-General Mgr. . . . . Pierce E. Lackey, Sr.  
Station and Commercial Manager. . . . . Hecht S.  
Lackey  
Program Director. . . . . Martha Jane Reed  
Production Manager. . . . . B. A. Smith  
Chief Engineer. . . . . B. A. Smith

## W H O P

HOPKINSVILLE—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Operated By. . . . . Hopkinsville Broad-  
casting Co., Inc.  
Phone Number. . . . . 1025, 1026  
Business Address. . . . . 9th & Main  
Transmitter Location. . . . . Cadiz Pike  
Time on the Air. . . . . 6 a.m. to 11:05 p.m.  
News Service. . . . . UP & AP  
Transcription Service. . . . . World Broadcasting  
System, Associated Music Publishers  
Representative. . . . . Sears & Ayer

**Personnel**

President.....Pierce E. Lackey  
 General and Commercial Manager..F. Ernest Lackey  
 Chief Engineer.....Charles W. Stratton

**W L A P**

LEXINGTON—EST. 1934

BLUE, MUTUAL, AND SOUTHERN NETWORK  
 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.....5:45 a.m. to 12 midnight  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....John E. Pearson Co.

**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 & AP  
 Transcription Service.....NBC Thesaurus, Lang-Worth  
 Representative.....Free & Peters, Inc.

**Personnel**

President.....Major Geo. W. Norton, Jr.  
 Station Manager.....Nathan Lord  
 Chief Engineer.....Wilbur E. Hudson

**W G R C**

LOUISVILLE—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 Elsby Bldg., New Albany, Ind.

Transmitter Location: Preston and Woodbine Streets, Louisville, Ky.

Time on the Air.....6 a.m. to midnight  
 News Service.....AP & UP  
 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  
 Sales Promotion.....Harry Hunter  
 Program Director.....Ward Hatcher  
 Musical Director.....J. Bertram Harmon  
 Chief Engineer.....Perry Esten

**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, Standard  
 Representative.....Edward Pety & Company

**Personnel**

Owner.....Barry Bingham (With U. S. Navy)  
 Vice-President &  
 General Manager.....Mark Ethridge  
 General Manager.....W. Lee Coulson  
 Commercial Manager.....Joe Eaton  
 Production Manager.....Jean Clos  
 Musical Director.....Robert Hutsell  
 Choral Director.....Edward Barret  
 Assistant Chief Engineer...D. C. Summerford  
 Chief Engineer.....Orrin W. Towner  
 (See Page 436)

**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 5148

Transmitter Location..... On top Tyler Hotel  
 Time on the Air..... 6 a.m. to 12 midnight  
 News Service..... AP  
 Transcription Service..... C. P. MacGregor & Standard  
 Representatives: Peggy Stone, New York;  
 George Roesler, Chicago; Homer Griffith Co.,  
 Los Angeles and San Francisco.

**Personnel**

President and Station Manager..... Mrs. Nelle M. Kendrick  
 Station Manager..... Harry McTigue  
 Commercial Manager..... G. F. Bauer  
 Program Director..... M. K. McCarten  
 Production Manager..... Dick Brown  
 Chief Engineer..... Lynn Lemond

**W O M I**

**OWENSBORO—EST. 1938**

MUTUAL

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Operated By..... Owensboro Broadcasting Co.  
 Address..... Owensboro  
 Phone Number..... 420, 421  
 Transmitter Location..... Owensboro  
 Time on the Air..... 7 a.m. to 10:35 p.m.

News Service..... AP  
 Representative..... Burn-Smith Co.

**Personnel**

President..... Lawrence W. Hager  
 General Manager..... Hugh O. Potter  
 Commercial Manager..... Malcolm Greep  
 Chief Engineer..... Leslie Goodaker

**W P A D**

**PADUCAH—EST. 1930**

COLUMBIA BROADCASTING SYSTEM  
 KENTUCKY NETWORK

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Operated By..... Paducah Broadcasting 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 & AP  
 Representative..... Sears & Ayer

**Personnel**

President & General Mgr..... Pierce E. Lackey  
 Sales Manager..... Gene Peak  
 Chief Engineer..... U. C. Morris

**W I N N**



**LOUISVILLE**

*Basic Blue Network*

Represented by

BROADCAST SALES CO. . . . . New York and Chicago  
 HOMER GRIFFITH CO. . . . . Hollywood and San Francisco

GREATER COVERAGE IN A MARKET WHERE

**effective  
buying  
power**

**SHOWS  
A 102%  
GAIN\***



Few markets can boast of so great an increase in the effective buying power of its people as this tri-state area comprising sections of Louisiana, Texas and Arkansas.

This increase in income of \$573,000,000 over 1940 is from basic industries industries such as oil, gas, lumber, minerals, livestock and agriculture which have long contributed big incomes to this intensely active market.

Though there has been no increase in population figures since the 1940 census, retail sales show a gain of 58% with food and drug sales up 74.7% and 81.2% respectively.

Yes, today this market is prosperous, but there can be no doubt as to its stability in the postwar period. To get your full share of present and future sales opportunities you need only KWKH for it offers greater coverage than any other single medium.

*\*Based on latest figures as compared with 1940 census.*

*In its primary area alone,  
KWKH serves 49 counties  
with a total population of  
1,456,167.*

*The  
Shreveport Times  
Station*

**JOHN D. EWING**  
*President*

**FRED OHL**  
*General Manager*

**KWKH**

**CBS ★ 50,000 WATTS**

**SHREVEPORT, LOUISIANA**

**Represented by The Branham Co.**

# LOUISIANA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

## KALB

ALEXANDRIA—EST. 1935

BLUE NETWORK  
LOUISIANA NETWORK

Frequency: 580 Kc. Power: 1000 Watts  
Owned-Operated By: Alexandria Broad-  
casting Co., Inc.

Address: 505 Johnston St.  
Phone Number: 3335  
Transmitter Location: S.E. of Pineville  
Time on the Air: 6:30 a.m. to 11 p.m.; Sunday,  
8 a.m. to 10:05 p.m.

News Service: INS-AP  
Transcription Service: Standard Radio  
Representatives: Weed & Co.

### 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

## WJBO

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. Hollingbery Company

### Personnel

President: Charles P. Manship  
Vice-Pres. & Gen. Mgr.: J. R. Dabadie

## KVOL

LAFAYETTE—EST. 1935

AFFILIATION NATIONAL BROAD. CO.

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Evangeline Broad-  
casting Company, Inc.

Business Address: 519 S. Buchanan  
Phone Number: 336, 2062  
Studio Address: 519 S. Buchanan  
Transmitter Location: Scott Road  
Time on the Air: 6:30 a.m. to 10:30 p.m.

News Service: UP  
Transcription Service: World

### Personnel

President: Morgan Murphy  
Station Manager: Geo. H. Thomas  
Commercial Manager: B. H. Bailey, Jr.  
Program Director-Chief Announcer: Henry Wood  
Chief Engineer: B. H. Bailey, Jr.

## KPLC

LAKE CHARLES—EST. 1935

AFFILIATED WITH  
NATIONAL BROADCASTING CO.  
& LOUISIANA NETWORK

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: Earl C. Moses

## KMLB

MONROE—EST. 1930

BLUE NETWORK & LOUISIANA NETWORK

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Liner's Broadcasting  
Station, Inc.

Address: Frances Hotel  
Phone Number: 4321  
Transmitter Location: Millhaven Rd.  
Time on the Air: Unlimited license  
News Service: UP  
Transcription Service: Standard Radio

### Personnel

President: O. C. Liner  
General Manager: J. C. Liner  
Sales Promotion Manager: J. C. Liner  
Program and Publicity  
Director: Marjorie Watson  
Chief Announcer: Carley Fox  
Chief Engineer: O. L. Morgan

• • • LOUISIANA

# KNOE

MONROE—EST. 1944

NBC

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . James A. Noe  
 Business Address . . . . . Bernhardt Bldg.  
 Phone Number . . . . . 912  
 Transmitter Location: 23rd St. Extension from  
 Louisville Ave., Monroe, La.  
 Time on the Air . . . . . 6:00 a.m.-12 mid., daily  
 Representative. Joseph Hershey McGillvra, Inc.

### Personnel

President . . . . . James A. Noe  
 Vice-Pres.-Gen. Mgr. . . . . James E. Gordon

# WDSU

NEW ORLEANS—EST. 1923

BLUE NETWORK

LOUISIANA STATE NETWORK

Frequency: 1280 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By: Stephens Broadcasting  
 Co.

Address . . . . . Hotel Monteleone  
 Phone Number . . . . . Raymond 7135  
 Transmitter Location . . . . . Whitney Ave.  
 Time on the Air . . . . . 24 Hours Daily  
 News Service . . . . . UP, AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . John Blair Co.

### Personnel

Partner & Sta. Mgr. . . . . Fred Weber  
 Sales Promotion Manager. Jeanne Spoonmoor  
 Program Director . . . . . Stanley Holiday  
 Production Manager . . . . . Fred Hill  
 Chief Announcer . . . . . Roy Hill  
 Musical Director . . . . . James Forsyth  
 Chief Engineer . . . . . Charles Whitney

# WJBW

NEW ORLEANS—EST. 1926

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Charles C. Carlson  
 Address . . . . . 540 Audubon Building  
 Phone Number . . . . . Magnolia 3488-9  
 Transmitter Location . . . . . 3617 Bruxelle St.  
 Time on the Air . . . . . 7:00 a.m. to 12:00 midnight  
 News Service . . . . . AP  
 Transcription Service . . . . . C. P. MacGregor  
 Representative . . . . . Cox & Tanz

### Personnel

Gen. Mgr. . . . . P. K. Ewing

# WNOE

NEW ORLEANS—EST. 1926

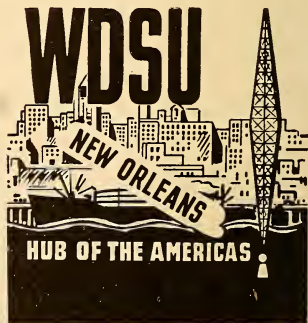
MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc. . . . . Power: 250 Watts

# The New WDSU

offers . . .

- ★ 5,000 WATTS, DELIVERING 20,000 WATTS, IN THE POPULATED AREAS OF SOUTH LOUISIANA-MISSISSIPPI
- ★ ONLY NEW ORLEANS STATION WITH BOTH PA AND UP NEWS SERVICES
- ★ OCCUPIES A CENTRAL DIALING POSITION
- ★ IS AFFILIATED WITH THE BLUE NETWORK
- ★ EMPHASIZES LOCAL PROGRAMMING
- ★ 24-HOUR SERVICE



. . . LOUISIANA . . .

Owned By.....James A. Noe  
 Address.....St. Charles Hotel, 211 St.  
 Charles St.  
 Phone Number.....Raymond 0423  
 Transmitter Location.....3915 Euphrosine St.  
 Time on the Air.....20 hours daily  
 News Service.....AP  
 Transcription Service.....Standard Radio  
 Representative.....Joseph Hershey McGillvra

**Personnel**

President.....James A. Noe  
 Sta. & Com. Manager.....James Gordon  
 Program Director.....Beverly Brown  
 Chief Engineer.....A. J. Bourgeois

**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**

Station Manager.....W. H. Summerville  
 Commercial Manager.....Larry Baird  
 Merchandising Manager.....Alice R. Barclay  
 Program and Production  
 Director.....Dean Long  
 Director of War Programs.....Stanley Reyes  
 Agricultural Director.....Gordon Loudon  
 Chief Engineer.....J. D. Bloom, Jr.

**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

**Personnel**

General & Commercial Manager..G. V. Wilson  
 Station Director.....Elizabeth Alford  
 Musical Director.....Elizabeth Alford  
 Chief Engineer.....J. C. Irby, Jr.

**K T B S**

**SHREVEPORT—EST. 1928**  
 NATIONAL BROADCASTING CO.

Frequency: 1460 Kc.....Power: 1000 Watts  
 Owned-Operated By: Radio Station KTBS (A  
 Partnership)  
 Studio Address.....Commercial Bldg.  
 Transmitter Location.....Hart Island Road  
 Phone Number.....3-3673  
 Time on the Air.....6:30 a.m. to midnight  
 News Service.....AP, UP  
 Transcription Service.....NBC Thesaurus;  
 Lang-Worth  
 Representative.....Edward Petry & Co.

**Personnel**

General Manager.....John C. McCormack  
 Assistant Manager.....B. G. Robertson  
 Commercial Manager.....Leslie H. Peard, Jr.  
 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  
 Representative.....The Branham Co.

**Personnel**

President.....John D. Ewing  
 Station Manager.....Fred Ohl  
 Commercial Manager.....J. A. Oswald  
 Sales Promotion.....James T. Briggs  
 Program Director.....Howard Langfitt  
 Chief Engineer.....W. E. Antony

(See Page 440)

# MAINE

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

## 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 1  
News Service . . . . . UP  
Transcription Service . . . . . Associated Music  
Publishers  
Representatives . . . . . Weed & Company  
Bertha Bannan

### Personnel

President . . . . . Adeline B. Rines  
Station Manager . . . . . Quenton Crandall  
Commercial Manager . . . . . Walter Weightman  
Program Director . . . . . Dan Kelly  
Chief Engineer . . . . . Harold T. Dinsmore

## WABI

BANGOR—EST. 1921

COLUMBIA BROADCASTING SYSTEM  
NEW ENGLAND NETWORK

Frequency: 910 Kc . . . 1000 Watts. C.P. 5000  
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

### 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.  
Address . . . . . 100 Main St.  
Phone Number . . . . . 6023

Transmitter Location . . . . . Bangor  
Time on the Air . . . . . Unlimited license  
Transcription Service . . . . . NBC Theaurus  
Representative . . . . . Weed & Co.

### Personnel

President . . . . . William H. Rines  
Station Manager . . . . . Edward E. Guernsey  
Program Director . . . . . Norman Lambert  
Chief Announcer . . . . . Irving Hunter  
Chief Engineer . . . . . John Wibby

## WCOU

LEWISTON—EST. 1938

MUTUAL BROADCASTING SYSTEM  
YANKEE NETWORK

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Twin City Broad-  
cast- 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

Covering  
Maine's Richest Industrial Area

## WCOU

Mutual's Voice in Maine  
Serves

LEWISTON—AUBURN  
PORTLAND

The No. 1 and No. 2 Maine Markets

Primary Coverage—293,937  
Radio Homes—66,230

AT LOWEST COST PER LISTENER

Represented Nationally by  
Forjoe & Company

New York • Chicago • Philadelphia



Transcription Service.....Standard  
 Representative.....Forjoe & Co.

**Personnel**

President .....Faust Couture  
 Station and Commercial  
 Manager.....Oscar J. Normand  
 Program Director .....Harold Dyer  
 Publicity Director and  
 Chief Announcer .....Lavern Colton  
 Musical Director.....Marion Payne Louistell  
 Chief Engineer.....John T. Duty

**W C S H**

PORTLAND—EST. 1925

NBC-YANKEE-NEW ENGLAND REGIONAL  
 AND YANKEE

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;  
 Sundays, 8 a.m. to 12 midnight  
 News Service.....UP & AP  
 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.....Arthur Owens  
 Publicity Director.....Linwood T. Pitman  
 Musical Director.....Norman Ayres  
 Chief Engineer.....C. 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.....2-7489  
 Transmitter Location .....Portland  
 Time on the Air.....6:30 a.m. to 12:00 mid.;  
 Sundays, 8:00 a.m. to 12:00 mid.  
 Newspaper Affiliation ...Gannett Publishing  
 Co.  
 Transcription Service.....Standard Radio  
 Representative .....Paul H. Raymer Co.

**Personnel**

President.....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

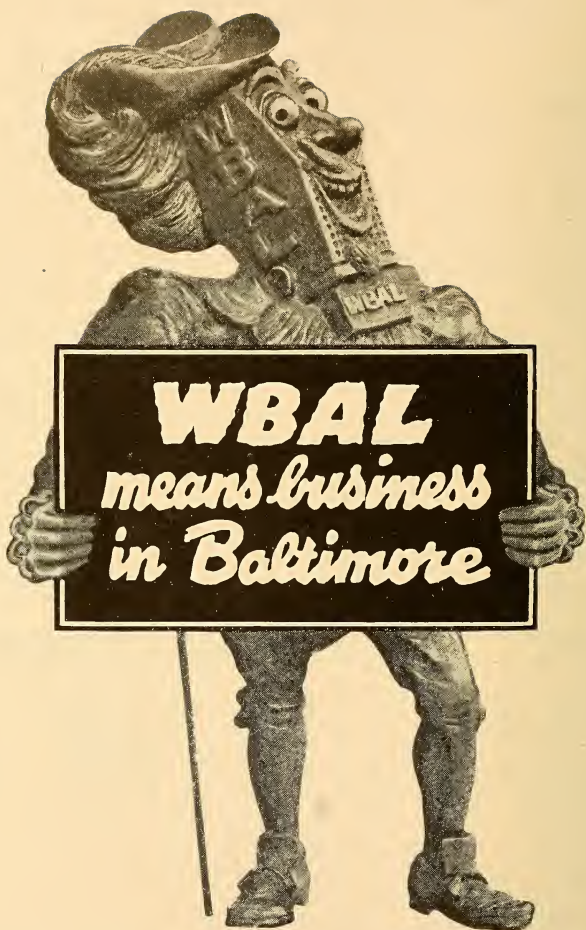
Frequency: 1450 Kc.....Power: 100 Watts  
 Owned-Operated By.....Aroostook Broadcast-  
 ing Corporation  
 Address.....Northern National Bank Bldg.  
 Phone Number.....8821  
 Transmitter Location...Northern National Bank  
 Bldg.  
 News Service .....UP  
 Transcription Service....World, R. C. Foster,  
 Cox & Tanz

**Personnel**

President .....Hugh McQuire  
 Station and Commercial  
 Manager.....Harold D. Glidden  
 Chief Announcer.....Carl Pacifici  
 Chief Engineer.....Lester E. Hughes

**FOR QUALITY**

**AP !**



ON THE BASIC NBC NETWORK

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 273-287

## 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.....6 a.m.-1:30 a.m.  
News Service.....INS; UP & AP  
Transcription Service.....Standard Radio;  
World Broadcasting System  
Representative.....Edward Petry & Co.

### Personnel

Station Manager.....Harold C. Burke  
Program Director.....James M. Kennedy  
Musical Director.....Joseph C. Miller  
Chief Engineer.....Gerald W. Cooke

Address.....North at Harford  
Phone Number.....University 8400  
Transmitter Location.....1100 East Cold Spring Lane  
Time on Air.....6:30 a.m.-1 a.m.  
News Service.....INS, UP  
Transcription Service: Lang-Worth & MacGregor  
Representative.....Free & Peters, Inc.

### Personnel

President and Commercial  
Manager.....John Elmer  
Station Manager.....George H. Roeder  
Sales Promotion.....P. E. Wolfe  
Publicity Director.....Newell A. Warner  
Program and Production  
Manager.....Charles A. Roeder  
Musical Director.....Jack B. Rohr  
Chief Engineer.....A. E. Eckels

(See Page 448)

## 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  
Representative.....Paul H. Raymer Company

### Personnel

President.....Lewis M. Milbourne  
Vice-President-General  
Manager.....L. Waters Milbourne  
Program Directors.....Gordon A. Schelting, 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. Imbroglio  
Chief Engineer.....William Q. Ranft

## W C B M

BALTIMORE—EST. 1924

BLUE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Baltimore Broadcast- ing Corporation



## *Fish* Make Poor Customers!

History tells us Demosthenes practised while walking back and forth along the sands, making his speech to the ocean.

But he delivered his famous orations before tremendous crowds. Thus, he gave some of the masterpieces of oratory to posterity.

The story of

Demosthenes is the story of radio. No matter how excellent your program, unless the public is tuned-in . . . you're *broadcasting to the ocean.*

Baltimore's  
Listening Habit

# WCBM

Your sales message broadcast over WCBM reaches the Baltimore market, for listening to WCBM is a habit in Baltimore.

**John Elmer**  
President

**Free & Peters, Inc.**  
Exclusive National Representatives

**George H. Roeder**  
General Manager

**W I T H**

**BALTIMORE—EST. 1940**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned By.....Maryland Broadcasting Co.  
 Operated By.....Thomas G. Tinsley, 2nd  
 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 & Associated  
 Representative.....Headley-Reed Company

**Personnel**

President-Station Mgr.. Thomas G. Tinsley, 2nd  
 Assistant Station Manager.....Helen Powers  
 Commercial Manager.....R. C. Embry  
 Program Director-Chief Announcer  
 Raymond W. Baker  
 Production Manager.....James T. Mahoney  
 Musical Director.....James T. Mahoney  
 Chief Engineer.....James Duff  
 (See Page 450)

**W T B O**

**CUMBERLAND—EST. 1929**

**NATIONAL BROADCASTING SYSTEM**

Frequency: 1450 Kc.....Power: 250 Watts  
 Operated By: Associated Broadcasting Corporation  
 Address.....31 Frederick St.  
 Phone Number.....Cumberland 298 and 299  
 Transmitter Location.....Fort Hill, Cumberland  
 Time on the Air: 7:00 a.m. to 12 midnight;  
 Sundays, 8:00 a.m. to 12 midnight  
 News Service.....UP  
 Transcription Service.....World Broadcasting System  
 Representative.....Spot Sales, Inc.

**Personnel**

President-General Manager.. Aurelia S. Becker  
 News Editor.....Nelson Spencer  
 Office Manager.....Angela Ryland

**W F M D**

**FREDERICK—EST. 1936**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 930 Kc.....Power: 500 Watts  
 Owned-Operated By.....Monocacy Broadcasting 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.

*Approved*

THE

**WTBO-NBC**

**AFFILIATION**

**APPROVAL CONFIRMED**

by

**SPONSORS**

**NEW ACCOUNTS and RENEWALS**

**LISTENERS**

**HIGH HOOPER RATINGS**

**WTBO**

*Cumberland*  
**MARYLAND**



## *IN BALTIMORE*

You'll be glad to know that W-I-T-H,  
the successful independent, delivers more  
listeners-per-dollar-spent, than any of  
the other 4 stations in town.

# **W I T H**

*TOM TINSLEY, President*

*Represented Nationally by HEADLEY-REED*

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 & AP  
Transcription Service . . . . World Broadcasting  
System & Lang-Worth  
Representative . . . . . Howard H. Wilson Co.

**Personnel**

President . . . . . Major Laurence Leonard  
Chief Announcer . . . . . Ed McCurdy  
Commercial Manager . . . . . Wm. E. Hardy  
Program Director . . . . Eve Chamberlain Leonard  
Chief Engineer . . . . . Julius Thiel

**W J E J**

HAGERSTOWN—EST. 1932

MUTUAL BROADCASTING SYSTEM  
MARYLAND ALL-HOME NETWORK

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Hagerstown Broad-  
casting Co.

Address . . . . . Franklin Court  
Phone Number . . . . . 2323  
Transmitter Location . . . . . Carrol Heights  
Time on the Air . . . . . 7:00 a.m. to 2:00 a.m.  
Transcription Service . . . . . Associated  
News Service . . . . . AP

**Personnel**

Gen. Manager . . . . . Grover C. Crilley  
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

**W B O C**

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**

General Manager . . . . . Charles J. Truitt  
Assistant Program Director . . . . . Jane Allen  
Chief Announcer . . . . . Lonnie Starr  
Musical Director . . . . . Russell Yohe  
Chief Engineer . . . . . Peter A. Alfonsi

**FOR QUALITY !**  
**AP**

**NEW TO THE  
BLUE  
JUNE 15, 1945**

A decorative border consisting of multiple thin, wavy horizontal lines that create a ripple effect across the width of the page.

**WCOP Boston**

**A COWLES STATION**

*Represented Nationally by the KATZ AGENCY*



# MASSACHUSETTS

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

## WBZ & WBZA

BOSTON & SPRINGFIELD

EST. 1921

NATIONAL BROADCASTING CO.

NEW 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.....George W. Slade  
Chief Engineer.....W. H. Hauser (WBZ)  
Chief Engineer.....H. E. Randol (WBZA)

## WCOP

BOSTON—EST. 1935

BLUE NETWORK

Frequency: 1150 Kc. Power 500 Watts

Owned By.....Massachusetts Broadcasting Corp.  
Operated By.....Massachusetts Broadcasting  
Corp.

Address.....Copley-Plaza Hotel  
Phone Number.....COMmonwealth 1717

Transmitter Location.....Allston, Mass.

Time on the Air.....6 a.m. to Midnight

Newspaper Affiliation.....Des Moines Register  
and Tribune, Minneapolis Star

News Service.....INS, AP, UP  
& Lang-Worth

Transcription Service.....Standard Radio

### Personnel

President.....Gardner Cowles, Jr.  
Station Manager.....A. N. Armstrong, Jr.  
Sales Manager.....Paul Belaire  
Sales Promotion Manager.....Harry D. Goodwin

Program Director.....John D. Maloy  
Production Manager.....John D. Maloy  
Chief Engineer.....Roland C. Hale

## WEEI

BOSTON—EST. 1924

COLUMBIA BROADCASTING SYSTEM  
CBS NEW ENGLAND NETWORK

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 Park-  
way, Medford, Mass.

Time on the Air: 5:30 a.m. to 1:05 a.m.; Sun-  
days, 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

Sales Promotion Manager.....Guy H. Cunningham

Production Manager.....R. G. Girardin

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 12:30 a.m.;  
Sunday, 7 a.m. to 12:30 a.m.

News Service.....UP and AP

Transcription Service.....World Broadcasting  
System, Associated Recorded Program Ser-  
vice, NBC Thesaurus

Representative.....Spot Sales, Inc.

### Personnel

President.....A. E. Matheson

Station Manager.....Ralph G. Matheson

Sales Manager.....R. G. Matheson

Sales Promotion Manager.....J. P. Higgins

Musical Director.....E. M. Knabe

Program Director.....Russell Offhaus

Chief Engineer.....R. G. Matheson



**This little budget went  
to WOBL, Boston**

**W M E X**

**BOSTON—EST. 1934**

Frequency: 1510 Kc.....Power: 5000 Watts  
 Owned-Operated By .....Northern Corp.  
 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  
 Sales Mgr., Prom. Dir.....Wm. S. Pote

**W N A C**

**BOSTON—EST. 1922**

**MUTUAL BROADCASTING SYSTEM  
 YANKEE NETWORK KEY STATION**

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 2 a.m.  
 News Service.....AP & INS  
 Transcription Service.....  
 and Standard  
 Representative.....Edward Petry & Co., Inc.

**Personnel**

President.....William F. O'Neil  
 Chairman of the Board and  
 General Manager.....John Shepard, 3rd  
 Executive Vice-President and  
 Station Manager .....Linus Travers  
 Promotion Director.....James S. Powers  
 Publicity Director.....Phyllis Doherty  
 Program Director.....Eleanor Geer  
 War Program Director.....George Steffy  
 Production Director.....George Steffy  
 Musical Director.....Bobby Norris  
 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.....6:30 a.m. to Sunset  
 News Service.....AP and UP

**Personnel**

General Manager.....George Lasker  
 Publicity Director.....H. Lucy  
 Program Director.....Robert N. Perry  
 Chief Engineer .....John Parker

**W O C B**

**WEST YARMOUTH\*—EST. 1944**

Frequency: 1240 Kc.....Power: 250 W.  
 Owned-Operated By...E. Anthony & Sons, Inc.  
 Business Address.....South Sea Ave.,  
 West Yarmouth, Mass.  
 Phone Number .....501  
 Transmitter Location.....South Sea Ave.,  
 West Yarmouth, Mass.  
 Time on the Air: Sunday, 8:30 a.m. to 11:30  
 p.m.; Weekdays, 7:30 a.m. to 11:30 p.m.  
 Representatives.....Wm. G. Rambeau Co.  
 and Bertha Bannon

**Personnel**

Manager.....Hugh R. Norman  
 Program Director.....Don Sellers  
 \* Cape Cod.

**W S A R**

**FALL RIVER—EST. 1921**

**MUTUAL—YANKEE**

Frequency: 1480 Kc.....Power: 1000 Watts  
 Owned-Operated By: Doughty & Welch Elec-  
 tric Co.  
 Address .....Academy Bldg.  
 Phone Numbers: 7-9477-8 (studio); 2,4261  
 (Transmitter)  
 Transmitter Location.....So. Somerset  
 Time on the Air.....7:30 a.m. to 12 midnight  
 News Service .....INS  
 Newspaper Affiliation..Fall River Herald News  
 Transcription Service.....Standard Radio  
 Representative.....Headley Reed Co.

**Personnel**

President.....C. E. Sevigny  
 Station Manager.....F. M. Headley  
 Asst. Station Manager..Philomena J. Mauretti  
 Program Director.....Josephine Y. Welch  
 Commercial Manager.....Leonard C. Cox  
 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  
 News Service.....AP

Transcription Service ..... Standard  
National Representative.....The Walker Co.

**Personnel**

Operating Partner.....Milton H. Meyers  
Station Manager and  
Program Director.....Earle G. Clement  
Commercial Manager and  
Publicity Director...Thimter Silverman, Jr.  
Chief Announcer.....Robert Reynolds  
War Program Director....Dorothy McKittrick  
Chief Engineer.....Theodore Kallin  
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.

**Personnel**

Owner.....John W. Haigis  
Station Manager.....Horace W. Nichols  
Commercial-Sales Promotion  
Manager.....Horace W. Nichols  
Publicity Director.....Horace W. Nichols  
Program Director.....Ross Miller, Jr.  
Chief Announcer and  
Musical Director.....Ross Miller, Jr.  
Chief Engineer.....Leland F. Wheeler

**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; Sun-  
days, 8 a.m. to 12 midnight  
Newspaper Affiliation....Holyoke-Transcript  
Telegram; Daily Hampshire Gazette (Nor-  
thampton)  
News Service.....UP  
Transcription Service.....Standard  
Representatives.....Bertha Bannon

**Personnel**

President .....Mrs. William R. Dwight  
Station and  
Commercial Manager...Patrick J. Montague  
Program Director.....Thomas R. Humphrey  
Chief Announcer.....Ward Gardner  
Chief Engineer.....Thomas Humphrey

**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.  
News Service.....UP  
Transcription Service..Standard Radio & World  
Representative.....The Katz Agency, Inc.,  
National New England Radio Adv. (Regional)

**Personnel**

President.....Irving E. Rogers  
Station Manager.....George H. Jaspert  
Commercial Manager.....David M. Kimel  
Program Director.....Joseph P. Oakes  
Production Manager.....Fred P. Laffey  
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.....AP  
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  
Chief Engineer.....Raiph Newton

**W E S X**  
SALEM—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 the Air...7 a.m. to 11 p.m. weekdays;  
 8:00 a.m.-11:00 p.m. Sundays  
 Transcription Service....World Broadcasting  
 System; Associated Music Publishers; NBC  
 Thesaurus; Keystone  
 Representative...New England Radio Adv. Co.

**Personnel**

President.....Charles W. Phelan  
 General Manager.....A. V. 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  
 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-  
 News Service.....AP  
 Transcription Service.....NBC Thesaurus  
 Representative.....William G. Rambeau,  
 R. C. Foster, Boston

**Personnel**

President.....Basil Brewer  
 Station Manager.....Hugh R. Norman  
 Sales Promotion Manager....Theo. M. Healy  
 Program Director.....Evelyn Mello  
 Chief Announcer.....Bill Pendergrast  
 Director War Programs.....Earle D. Wilson  
 Chief Engineer.....Everett Parker

**5000  
WATTS**

**680  
KC.**

Serving  
 New England's  
 3rd Largest Concentrated Audience

**W L A W**

LAWRENCE, MASS.

The Voice  
 of

Northern New England

**CLEAR  
CHANNEL**

**SEND FOR  
COVERAGE MAP**

# W B R K

PITTSFIELD—EST. 1938

MUTUAL—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: The Walker Co.

## Personnel

President-Station Manager: Monroe B. England  
 Station Manager: John Parsons  
 Program Director: William Geary  
 Sales Promotion Manager: William Geary  
 Chief Engineer: Leonard Lavendol

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; Sundays, 8 a.m. to 12 midnight  
 News Service: AP  
 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. Relly

# 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 Petry & Co.

## Personnel

President: A. S. Moffat  
 General Manager: Warren M. Greenwood  
 Production Manager: Ben C. Sweet  
 Chief Announcer: Harry Robator  
 Chief Engineer: Earle G. Hewinson

# W A A B

WORCESTER—EST. 1930

MUTUAL-YANKEE NETWORK

Frequency: 1440 Kc. Power: 5000 Watts  
 Owned-Operated By: The Yankee Network, Inc.  
 Address: 34 Mechanic St.  
 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 & INS  
 Transcription Service: Associated Music Publishers and Standard  
 Representative: Edward Petry & Co., Inc.

## Personnel

President: William F. O'Neil  
 Exec. Vice-President: Linus Travers  
 Chairman of the Board and General Manager: John Shepard, 3rd  
 Executive Vice-President: Linus Travers  
 Station Manager: H. William Koster  
 Publicity Director: James S. Powers  
 Merchandising: Arthur Lathrop  
 Sales Promotion Manager: Arthur Lathrop  
 Program Director: Harmon H. Hyde  
 Musical Director: Robert Pooley  
 Chief Engineer: Joseph Grahm

# W S P R

SPRINGFIELD—EST. 1936

BLUE NETWORK

Frequency: 1270 Kc. Power: 1000 Watts, Day; 500 Night  
 Owned-Operated By: WSPR, Inc.  
 Address: 63 Chestnut Street

**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 Bannan

**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  
 Production Supervisor.....Dol Brissette  
 Publicity Director.....Mitzi Kornetz  
 War Program Director.....Mary Lou Evans  
 Chief Announcer.....Philip Brook  
 Musical Director.....Dol Brissette  
 Chief Engineer.....Elliot A. Browning

**FOR QUALITY**  
**AP !**

*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**



# MICHIGAN

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

## 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  
News Service.....AP, UP

Newspaper Affiliation.....Enquirer-News  
Transcription Service.....World

Representative.....Burn-Smith Company, Inc.

### Personnel

President .....A. L. Miller  
General Manager.....D. E. Jayne  
Commercial Manager.....E. P. Mills  
Program Director.....Frank Jayne  
Chief Announcer.....Bruce O'Leary  
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., Inc.

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  
Musical Director.....L. H. DeRemer  
Chief Engineer.....Ralph H. Carpenter

## WHDF

CALUMET—EST. 1929

MUTUAL—NORTH CENTRAL BROADCAST

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 Address.....515 Scott St., Calumet

Transmitter Location.....Laurium, Michigan  
Time on the Air.....6:30 a.m. to 10:30 p.m.

Newspaper Affiliation...Daily Mining Gazette  
Transcription Service.....World,

Standard, Lang-Worth, Keystone  
Representative.....Sears and Ayer, Inc.

### Personnel

Exec. V. P. & Gen. Mgr.....John W. Rice  
Commercial Manager.....Albert W. Payne  
Program Director.....Earl Nordeen  
Publicity Director.....J. W. Rice  
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 Wilson 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 Krieholr  
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 Broadcasting, Inc.

Address...31st and 34th Floor, Eaton Tower  
Phone Number.....Cadillac 7600

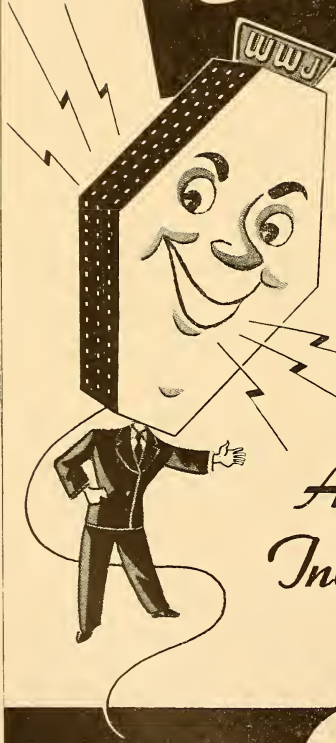
Transmitter Location...7310 Woodward Ave.  
Time on the Air.....6:00 a.m. to 2:30 a.m.

News Service.....AP  
Transcription Service.....Standard

Representative.....Burn-Smith Co.

### Personnel

President-General Manager...John L. Booth  
Station Manager.....Hugh V. Gray



*The Preferred  
Station in  
Detroit —*

*America's Greatest  
Industrial Market.*

**WWJ**

*America's Pioneer Broadcasting Station—First in Detroit  
Owned and Operated by The Detroit News*

950 KILOCYCLES—5000 WATTS

**THE GEORGE P. HOLLINGBERRY COMPANY**

National Representatives

ASSOCIATE FM STATION WENA  
NBC BASIC NETWORK

• • • MICHIGAN • • •

Sales Manager.....Eric V. Hay  
 Sales Promotion Mgr.....Mitchell Jachminski  
 Program Director & Production Mgr.....Doug Wright  
 Chief Announcer.....Tom McCullough  
 Musical Director.....Herbert Mertz  
 Publicity Director.....Rita Powers  
 Chief Engineer.....Edward Clark

•  
**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.....Madisen 4440  
 Studio Address: 28th Floor Fisher Building  
 Transmitter Location.....Wyandotte, Mich.  
 Time on the Air.....20 Hrs. Daily  
 News Service.....AP, INS & UP  
 Transcription Service.....World Broadcasting System; Standard Radio, Lang-Worth & Thesaurus  
 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 Directors.....Samuel Benavie & Paul LaVoie  
 Chief Engineer Trans.....Merrill Mitchell  
 Chief Engineer Studio.....Andrew Friedenthal  
 Chief Announcer.....Franklin "Bud" Mitchell  
 Record M.C.....Russ Mulholland

•  
**W W J**

DETROIT—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 950 Kc.....Power: 5000 Watts  
 Owned-Operated By: EveningNews Association  
 Business Address.....630 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 a.m. to 12 midnight; Sunday 8 a.m. to midnight  
 Newspaper Affiliation.....The Detroit News  
 News Service.....UP & AP  
 Transcription Services.....Standard  
 Representative.....George P. Hollingsbery Co.

**Personnel**

President.....W. E. Scripps  
 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.....Don DeGroot  
 Publicity Director.....Herschell Hart  
 Musical Director.....Mischa Kottler  
 Chief Engineer.....Herbert F. Tank

•  
**W X Y Z**

DETROIT—EST. 1925

BLUE NETWORK—MICHIGAN RADIO NETWORK

Frequency: 1270 Kc.....Power: 5000 Watts  
 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  
 General Manager.....H. Allen Campbell  
 Asst. Comm. Mgr.....James G. Riddell  
 Sales Promotion, Advertising Mgr. ....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

•  
**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.....Standard

**Personnel**

Station Manager.....Robert J. Colsmen  
 Chief Engineer.....Norris Grover  
 (Non-Commercial Station)

national network originations  
make WXYZ a great station!



**W D B C**

ESCANABA—EST. 1941

MUTUAL—NORTH CENTRAL—WOLVERINE  
 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 F D F**

FLINT—EST. 1922

BLUE NETWORK  
 MICHIGAN RADIO NETWORK

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned-Operated By....Flint Broadcasting Co.  
 Address .....Mott Bldg.  
 Business Office Studios..Mott Bldg., Flint, Mich.  
 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 & Thesaurus  
 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  
 Sales Promotion Manager.....F. S. Loeb  
 Chief Announcer.....Marvin Levey  
 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  
 ABC NETWORK—WOLVERINE

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.

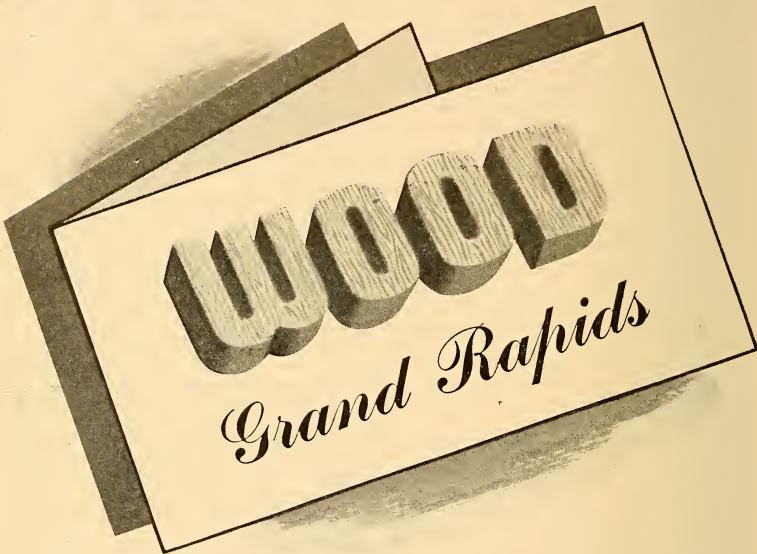
**Personnel**

Owner.....Leonard A. Versluis  
 Station Manager.....Hy M. Steed  
 Sales Manager.....Hy Steed  
 Traffic Manager.....Elizabeth Shutter  
 Production Manager.....Joe Hooker  
 Chief Engineer.....Raymond Plank

FOR QUALITY  
 AP !

# NBC

*for  
Western  
Michigan*



**WOOD**

*Grand Rapids*



**TOPS IN PROGRAMS**

**WOOD** *has more than twice as many Grand Rapids listeners as any other station anywhere . . . and Grand Rapids is Michigan's Greatest Market outside Detroit*

# W O O D

**GRAND RAPIDS—EST. 1930**  
**NATIONAL BROADCASTING CO.**

Frequency: 1300 Kc.....Power: 5000 Watts  
 Owned-Operated By.....King-Trendle Broad-  
 casting Corporation

Address.....14th 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; Sun-  
 days, 8 a.m. to 12 midnight

News Service.....UP  
 Transcription Service.....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  
 Publicity Director.....Lenore Little  
 Musical Director.....Sandy Meek  
 Chief Engineer.....Fred W. Russell

# W J E F

**GRAND RAPIDS—EST. 1945**

CBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned By.....Fetzer Broadcasting Co.  
 Operated By: John E. Fetzer, Managing Di-  
 rector

Business Address.....Pantlind Hotel

Phone Number.....6-8512

Transmitter Location.....Pantlind Hotel

Time on the Air.....7 a.m. to 12:05 a.m.

News Service.....AP

Transcription Service.....Associated

Representative.....Free & Peters, Inc.

## Personnel

Managing Director.....John E. Fetzer  
 Station Manager.....John E. Fetzer  
 Sales Manager.....John W. O'Harrow  
 Sales Promotion Mgr.....John W. O'Harrow  
 Program Director.....Willis F. Dunbar  
 Publicity Director.....Susan James  
 Chief Announcer.....Miles Olson  
 Chief Engineer.....Carl E. Lee

# W J M S

**IRONWOOD—EST. 1931**

**MUTUAL BROADCASTING SYSTEM**

**NORTH CENTRAL BROADCASTING SYSTEM**

Frequency: 1450 Kc.....Power: 250 Watts

Owned-Operated By: Upper Michigan-Wiscon-  
 sin 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.....J. W. Huss

Program Director.....Laura Johnson

Publicity Director.....Don Hoover

Production Manager.....Harold Ladin

Musical Director.....Laura Johnson

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.....Hotel Hayes

Phone Number.....6121

Transmitter Location.....228 West Michigan

Avenue

Time on the Air.....6:45 a.m. to 11:30 p.m.

Representative.....Forjoe & Company

## Personnel

President.....Herman Radner

Station Manager.....William Cizek

Sales Promotion Manager.....William Cizek

Chief Announcer.....Derwood Carn

Chief Engineer.....C. W. Wirtanen

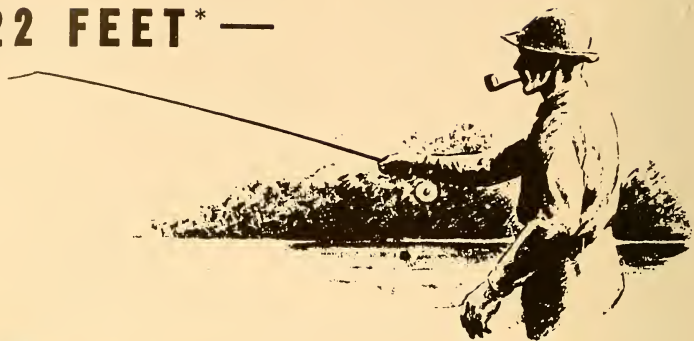
**NATIONAL  
 NETWORK  
 ORIGINATIONS**

**MAKE  
 W X Y Z**

**A  
 GREAT  
 STATION**

**1700 STROH BUILDING  
 DETROIT, MICHIGAN**

YOU MAY BE ABLE TO "CAST"  
422 FEET\* —



**BUT—YOU CAN'T BROADCAST INTO WESTERN  
MICHIGAN FROM CHICAGO OR DETROIT!**

Pardon the pun—but it really *isn't* possible to throw a "plug" into Western Michigan, from ANY outside station, with ANY hope of adequate or consistent performance.

The reason is an actual physical barrier in the matter of geographical location, which gives Western Michigan an almost impenetrable fading condition. Distant stations simply can't put a dependable signal into the area. But WKZO and WJEF *can*—and *do*.

WKZO in Kalamazoo and WJEF in Grand

Rapids—both CBS, both programmed especially for their specific areas—do the kind of job that these two big markets deserve. Sold in combination at a bargain rate per thousand radio homes covered, they are by long odds your best choice for *real coverage* in Grand Rapids, Kalamazoo, Battle Creek and all of Western Michigan. Let us send you the whole story—or just ask Free & Peters!

\* Wm. J. Lovely of St. Louis did it at Chicago in Sept., 1943!

**WKZO**

**CBS - FOR KALAMAZOO, BATTLE  
CREEK, AND WESTERN MICHIGAN**

**WJEF**

**CBS-FOR GRAND RAPIDS  
AND KENT COUNTY**



BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES



# WKZO

KALAMAZOO—EST. 1923

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)

Phone Numbers . . . . . 3-1223 (Kalamazoo);

6-1222 (Grand Rapids)

Studio Addresses: 7th Fl., Burdick Hotel (Kalamazoo)

Transmitter Location . . . . . Parchment, Michigan

Time on the Air . . . . . 6 a.m. to 12:05 a.m.

News Service . . . . . AP

Transcription Service . . . . . Lang-Worth

Representative . . . . . Free & Peters, Incorporated

## Personnel

President-General Manager . . . . . John E. Fetzer

Commercial Manager . . . . . John W. O'Harrow

Program Director . . . . . Willis F. Dunbar

Publicity . . . . . Susan James

Director of War Programs . . . . . Rhea Y. Fetzer

Chief Engineer . . . . . Carl E. Lee

# WJIM

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, Lang-Worth

## Personnel

President . . . . . Lt. Harold F. Gross

Acting Station Manager . . . . . Fred W. Wagenvoord

Commercial Manager . . . . . O. S. Jones

Sales Promotion Manager . . . . . Jack Parker

Production Manager . . . . . Jack Parker

Program Manager . . . . . Bob Innes

Chief Engineer . . . . . Melvin Wirth

# WKLA

LUDINGTON—EST. 1944

MUTUAL—BLUE

MICHIGAN & WOLVERINE & ABC

Frequency 1450 . . . . . Power 250 Watts

Owned & Operated By . . . . . Ludington Broadcasting Co.

Address . . . . . Masonic Temple Bldg.

Phone . . . . . 842

Transmitter Location . . . . . E. Ludington Ave.

Time on the Air . . . . . 7 a.m. to 10 p.m.; Sunday, 7:30 a.m. to 11:00 p.m.

Transcription Service . . . . . McGregor

Representatives . . . . . Burn-Smith Co.

## Personnel

President . . . . . Karl F. Ashbacher

Station Manager . . . . . Karl F. Ashbacher

Sales Manager . . . . . C. Leonard Pell

Program Director . . . . . Peter A. Mars

Chief Engineer . . . . . Hale Blakely

# WMPC

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)

# WDMJ

MARQUETTE—EST. 1931

MUTUAL—NORTH CENTRAL—WOLVERINE

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 . . . . . UP

Transcription Service . . . . . World Broadcasting

## Personnel

General Manager . . . . . Gordon H. Brozek

# WKBZ

MUSKEGON—EST. 1926

BLUE NETWORK

MICHIGAN RADIO NETWORK

BLUE—WOLVERINE

Frequency: 1490 Kc. . . . . Power: 250 Watts

Owned-Operated By . . . . . Ashbacher Radio Corp.

Business Address . . . . . 432 Apple Ave.

Phone Number . . . . . 26-051

Studio Address . . . . . 432 Apple Ave.

Transmitter Location . . . . . Muskegon Township

Time on the Air . . . . . 6 a.m. to 12 Midnight

News Service .....UP  
 Transcription Service.. Associated, Lang-Worth  
 & McGregor  
 Representative..... Burn-Smith Co.

**Personnel**

President.....Grant F. Ashbacker  
 Station Manager.....L. A. Haney  
 Commercial Manager.....William C. Wester  
 Sales Promotion Manager...G. F. Ashbacker  
 Program Director.....Al Vredveld  
 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  
 Program-Production Director....Wayne Byers  
 Administrative Secretary.....Cloman Pipe  
 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...Harmon LeRoy Stevens  
 and Herman LeRoy Stevens  
 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.....Standard Radio

**Personnel**

President-Station Manager..Harmon L. Stevens  
 Commercial Manager.....Robert Mackin  
 Sales Promotion Manager.....V. O. Cram  
 Musical Director.....Lyle Patterson  
 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  
 Chief Engineer.....Jerome Steadley

**W S A M**

SAGINAW—EST. 1940

NBC

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By...Saginaw Broadcasting  
 Co.  
 Business Address .....610 Eddy Bldg.  
 Phone Number.....2-5109



MICHIGAN'S

Most Powerful

Independent Station

**W - C A R**

Pontiac



Studio Transmitter.....2745 Bay St.  
 Time on the Air.....7 a.m. to midnight  
 News Service.....INS  
 Transcription Service.....Standard Radio  
 Representative.....Headley-Reed Co.

**Personnel**

President.....Milton L. Greenebaum  
 Station Manager.....Robert W. Phillips  
 Commercial Manager.....Robert W. Phillips  
 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.....6:45 a.m. to 11 p.m.  
 Newspaper Affiliation.....Sault Ste.  
 Marie Evening News  
 News Service.....AP  
 Transcription Service.....Standard Radio

**Personnel**

President.....Stanley R. Pratt  
 Commercial Manager.....Richard Y. Burnett  
 Program Director.....Herb Mitchell  
 Promotion Manager.....Wilfred Morley  
 Chief Announcer.....Ray Ulbrich  
 Chief Engineer.....Eugene Kaari

**W T C M**

TRAVERSE CITY—EST. 1941

MUTUAL—WOLVERINE

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Midwestern Broad-  
 Casting Company

Address.....Anderson Building  
 Phone Number.....Traverse City 1150  
 Time on the Air.....6 a.m. to 11 p.m.  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....Associated Radio Sales

**Personnel**

President.....Les Biederman  
 Sales Manager.....Drew McClay  
 Program Director.....Don Mullen  
 Publicity Director.....Virginia Halsal  
 Chief Engineer.....Wm. Kiker

**MINNESOTA**

For Latest U. S. Census Population And Radio Homes Data And  
 Statistics on "Shifting Population" Please Turn To Pages 273-287

**K A T E**

ALBERT LEA—EST. 1937

MUTUAL BROADCASTING SYSTEM &  
 BLUE NETWORK

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 a.m. to 12 midnight  
 News Service.....UP  
 Transcription Service.....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.....James Delmont  
 Program Director.....Robert C. Paulson  
 Chief Engineer.....Lawrence Lawson

**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; MacGregor  
 Representative.....Free & Peters, Inc.

**Personnel**

President-Station Manager..Dalton LeMasurier  
 Commercial Manager.....Odin S. Ramsland  
 Sales Promotion and Publicity  
 Manager.....Joseph C. Cook  
 Program and Production  
 Director.....Don Mathers  
 Chief Engineer.....Robert A. Dettman

through

network YOU NOW REACH  
A FARM MARKET OF

\$7,039,223.00

76 stations  
offering you a  
blanket coverage  
of

- Missouri
- Montana
- Nebraska
- North Dakota
- South Dakota
- Wisconsin
- Illinois
- Indiana
- Iowa
- Kansas
- Michigan
- Minnesota

### ONE NETWORK TO REACH ONE FARM AUDIENCE

**NCBS** is now ready to offer you a farm network exclusive of anything that has previously been available in the way of a rural audience. Thru the combination of Mississippi Valley Network, which is operated by North Central Broadcasting System, Inc., you have an agricultural coverage of 1,598,762 farm radios. Potential customers for all farm products. Programs presented will be created exclusively for the farm population eager for your advertising message.

The Mississippi Valley Network will give blanket coverage of the principal sections in the United States which produce more than three-fourths of the agricultural products, grain and livestock each year. North Central Broadcasting System presents a maximum rural coverage over this exclusive agricultural network.



# Mississippi Valley Network..

OPERATED BY **NORTH CENTRAL BROADCASTING SYSTEM, INC.**

for further information  
write to.....  
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Lexington 2-6892

**JOHN W. BOLES, President**  
St. Paul, Minnesota  
First National Bank Bldg.  
Cedar 3379

Chicago, Illinois  
360 North Michigan Avenue  
State 0361

# W E B C

DULUTH—EST. 1924  
 NATIONAL BROADCASTING  
 CO.—ARROWHEAD NETWORK  
 NORTHWEST NETWORK

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. Hollingbery  
 Co.

## Personnel

Station Manager . . . . . Walter C. Bridges  
 Dir. of Operations . . . . . H. E. Westmoreland  
 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 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 . . . . . KGDE Broadcasting Co.  
 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 Broad-  
 casting Co.

Address . . . . . Androy Hotel  
 Phone Number . . . . . 1150  
 Transmitter Location . . . . . Androy Hotel  
 Time on the Air . . . . . Unlimited time  
 News Service . . . . . UP  
 Representative . . . . . George P. Hollingbery Co.

## Personnel

Station Manager . . . . . H. S. Hyett  
 Dir. of Operations . . . . . H. E. Westmoreland

# K Y S M

MANKATO—EST. 1938  
 NBC

SOUTHERN MINNESOTA NETWORK  
 NORTHWEST NETWORK

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Operated By . . . . . Southern Minnesota Supply Co.  
 Owned . . . . . F. B. Clements & Co.  
 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 &  
 Lang-Worth  
 Representative . . . . . John E. Pearson Co.

## Personnel

President . . . . . F. B. Clements  
 General Manager . . . . . John F. Meagher  
 Sales Promotion Managers . . . . . Kay McKenna &  
 Glenn Hershey  
 Program Director . . . . . Bob Gardner  
 Production Manager . . . . . Bob Gardner  
 Publicity Director . . . . . Dick Johnson  
 Musical Director . . . . . Maurice Piche  
 Chief Announcer . . . . . Larry Turner  
 Chief Engineer . . . . . James Houts  
 Record MC . . . . . John Morris

# 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

President . . . . . William S. Paley  
 General Manager . . . . . A. E. Joscelyn  
 Program Director . . . . . Al Sheehan  
 Sales Promotion Manager . . . . . Sam H. Kaufman  
 Director of Press Information . . . . . Sam Kaufman  
 Musical Director . . . . . Wallace Olson  
 Chief Engineer . . . . . Hugh S. McCartney

# WE KNOCKED THE TOP OFF YOUR POST-WAR HUMP- THREE YEARS AGO! . . .

No matter how complete your post-war plans, you won't be over the hump until you've successfully marketed your product.

KSTP can take care of that for you here in the vital Twin Cities Market. Because for the past three years we have been busy carrying out our "Pre-War Plan for Post-War Selling." For the past three years we have been busy building increased station acceptance throughout our coverage area. For the past three years we have been busy building a merchandising machinery that really works.

We've promoted an even greater audience in the Metropolitan Twin Cities area. We've greatly increased our audience in Rural Minnesota. And we've developed Planalyzed Promotion—the exclusive KSTP plus merchandising service advertisers and agencies tell us is outstanding in the country. If you're not personally familiar with Planalyzed Promotion, ask any agency or advertising executive for whom it has worked.

We, or our national representatives, will be glad to tell you more about this "Pre-War Plan for Post-War Selling." Give us the opportunity when you're planning your next schedule.

50,000 WATTS **KSTP** CLEAR CHANNEL

MINNEAPOLIS - ST. PAUL

Exclusive NBC Affiliate for the Twin Cities . . . The Northwest's Leading Radio Station

Represented Nationally by Edward Petry & Co.

**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: Richard M. Day  
 Musical Director: Walter Rudd  
 Chief Engineer: Dr. Geo. W. Young  
 Technical Supervisor: George K. Jacobsen

**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: E. W. Ziebarth  
 Program Director: Betty T. Girling  
 Chief Announcer: Paul Brissey  
 Production Manager: Delwin Dusenberry  
 Publicity Director: Ruth Swanson  
 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: Standard  
 Representative: John E. Pearson Co.

**Personnel**

President: Ralph L. Atlas  
 General Manager: E. S. Mittendorf  
 Commercial Manager: Fred F. Laws  
 Sales Promotion Manager: Mary Bowers  
 Program Director: Edna Brautigan  
 Production Manager: Tish Post  
 Musical Director: Verne Rooney  
 Engineering Supervisor: Gene Brautigam  
 Technical Advisor: Harvey Headen

**W T C N**

**MINNEAPOLIS—EST. 1934**

BLUE NETWORK

DAIRYLAND NETWORK

Frequency: 1280 Kc. Power: 5000 d.; 1000 n.  
 Owned By: St. Paul Dispatch-Pioneer Press &  
 Minnesota Tribune Co.  
 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  
 News Service: AP & UP  
 Transcription Service: Associated Music  
 Publishers & Langworth  
 Representative: Free & Peters

**Personnel**

President: Clarence C. Hagman  
 Station Manager: C. T. Hagman  
 Commercial Manager: F. Van Konyenburg  
 Sales Promotion Manager: C. J. Rian  
 Program Director: Judy Bryson  
 Production Manager: Douglas Davies  
 Publicity Director: C. J. Rian  
 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),  
 Radio City (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

MINNESOTA

News Service..... AP, UP  
Radio News Association  
Transcription Service..... NBC Thesaurus,  
World Broadcasting, Lang-Worth, Standard  
Radio  
Representative..... Edward Petry & Company

Personnel

President-General Mgr... Stanley E. Hubbard  
Vice-President-Assistant Mgr... K. M. Hance  
Sales Manager..... Ray C. Jenkins  
Program Director..... Corinne Jordon  
Sales Promotion and Publicity  
Manager..... Sam Levitan  
Public Service Director..... Sam Levitan  
Farm Editor..... Gary Wiegand  
News Editor..... John Verstraete  
Artists' Bureau Head..... David Stone  
Musical Director..... Leonard Leigh

WMIN

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.

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..... Helene Nesgard  
Chief Engineer..... Warren Fritze

KVOX

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..... 6 a.m. to 11 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..... Jocelyn Birch  
Chief Engineer..... Harry E. Vose

WCAL

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... 6 a.m. to 10:30 a.m. daily;  
7 to Sunset, Sunday

Personnel

President..... Dr. Clemens M. Grankov  
Director of Station..... Milford C. Jensen  
Program Director..... David Johnson  
Chief Announcer..... Richard Copperud  
Musical Director..... Oscar R. Overby  
Chief Announcer..... Otto Haldorsen  
(Non-Commercial Station)

KROC

ROCHESTER—EST. 1935

NBC

NORTHWEST NETWORK  
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 &  
Standard  
Representative..... Radio Advertising Corp.

Personnel

President..... Agnes P. Gentling  
Station Manager..... Gerald H. Wing  
Commercial Manager..... Larry Nuss  
Program Director..... Cal Smith  
Chief Engineer..... Fred C. Clarke

KFAM

ST. CLOUD—EST. 1938

NBC—NORTHWEST 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, Radio City, Minneapolis  
 Representatives.....Edward Petry Co.

**Personnel**

President-General Manager....Fred Schllplin  
 Commercial Manager.....John P. Paulson  
 Program Director.....Lucile Miller  
 Chief Engineer.....Robert B. Witschen

**W H L B**

VIRGINIA—EST. 1936

NATIONAL BROADCASTING CO.

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  
 Transmitter Location.....Virginia  
 Time on the Air.....7 a.m. to 10:30 p.m.  
 Newspaper Affiliation.....Superior Telegram  
 News Service.....UP  
 Representative.....George P. Hollingbery Co.

**Personnel**

Manager.....O. H. Peterson  
 Dir. of Operations.....H. D. Westmoreland

**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, week-  
 days; 7:30 a.m. to 12 midnight, Sundays  
 News Service.....UP  
 Representative.....John E. Pearson Co.

**Personnel**

President-Mgr.....W. H. Linder  
 Program Director.....Willard Linder  
 Chief Engineer.....Lloyd Stenberg

**K W N O**

WINONA—EST. 1938

BLUE NETWORK

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.; Saturday  
 6:30 a.m. to 1 a.m.  
 Newspaper.....Winona Republican Herald  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....John E. Pearson Co.

**Personnel**

President.....M. H. White  
 Treasurer.....H. R. Weicking  
 General and Commercial Mgr..L. L. McCurnin  
 Sales Promotion Manager.....P. J. Love  
 Program-Publicity Director.....Mary Leu  
 Production-Artists Bureau.....H. I. Tingley  
 Chief Announcer.....Irving Tingley  
 Chief Engineer.....L. L. McCurnin

**FOR QUALITY**

**AP** !

# MISSISSIPPI

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

## W R O X

CLARKSDALE—EST. 1944

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts  
 Owned By..... Clarksdale Broadcasting Co.  
 Business Address..... 321 Delta Ave.  
 Phone Number..... 218  
 Studio Address..... 321 Delta Ave.  
 Transmitter Location... 1 mile No. of Clarksdale  
 Time on Air... 6 a.m. to 11 p.m. daily; 7 a.m. to 11 p.m. Sunday  
 Transcription Service..... World & Keystone  
 Representatives..... Sears and Ayers

### Personnel

Station Manager..... David M. Siegel  
 Sales Manager..... William R. Pharr  
 Program Director..... Carroll Jackson  
 Musical Director..... Hugh W. Smith  
 Chief Engineer..... Charles R. Hicks

## W C B I

COLUMBUS—EST. 1940

MUTUAL BROADCASTING SYSTEM

MID-SOUTH NETWORK

Frequency: 1340 Kc. Power: 250 Watts  
 Owned & Operated By..... Birney Imes, Jr.  
 (U. S. Army Air Corps.)  
 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 Imes, 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

MISSISSIPPI NETWORK

Frequency: 1340 Kc. Power: 250 Watts

Owned-Operated By..... John R. Pepper  
 Address..... 107 So. Poplar  
 Phone Number..... 1770  
 Transmitter Location..... North on Highway  
 No. 1  
 Time on the Air..... 6:30 a.m. to 10:30 p.m.  
 News Service..... UP  
 Transcription Service..... World

### Personnel

Owner..... John R. Pepper  
 General Manager..... Emmet H. McMurry  
 Commercial Manager..... Frank W. Baldwin  
 Program Director..... Bill McHan  
 Production Manager..... Emmet H. McMurry  
 Chief Engineer..... Horace S. Colby

## W G R M

GREENWOOD—EST. 1938

BLUE NETWORK

MISSISSIPPI NETWORK

Frequency: 1240 Kc. Power: 250 Watts

# WGCM

Voice of the  
 MISSISSIPPI GULF COAST  
 BLUE NETWORK  
 Gulfport, Biloxi, Miss.

### OFFERS

INCREASE IN  
 POPULATION  
 BUYING POWER  
 PAYROLLS

SITUATED IN ONE OF  
 THE RICHEST MARKETS  
 IN THE SOUTH.

National Reps.:  
 SEARS & AYER, INC.  
 Chicago, New York  
 and San Francisco



Owned-Operated By.....P. K. Ewing  
 Address .....222 Howard Street  
 Phone Number .....1900  
 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.....Lorene Wood  
 Chief Announcer.....Josephine Williams  
 Chief Engineer.....David L. Dodd

**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  
 Sales Manager.....Mrs. O. L. Owens  
 Publicity Director.....Mary Scearce  
 Musical Director.....Len Campbell  
 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

**NOW AVAILABLE!**

*The* **MIDSOUTH NETWORK**

**WCBI — WELO — WROX**

COLUMBUS  
 Miss.

TUPELO  
 Miss.

CLARKSDALE  
 Miss.

(LINE FACILITIES BETWEEN ALL STATIONS AVAILABLE)

**AT ATTRACTIVE PACKAGE RATES**

REACH THE GREATER MISSISSIPPI MARKETS WITH THESE  
 PROGRESSIVE STATIONS

Birney Imes, Jr.  
 Owner

Bob McRaney  
 General Manager

SEARS & AYER, Reps.

NEW YORK — CHICAGO — HOLLYWOOD — SEATTLE — KANSAS CITY  
 SAN FRANCISCO PORTLAND

**Personnel**

President and General Manager... C. J. Wright  
 Commercial Manager... H. L. Patterson  
 Program Director... Ed Jenkins  
 Chief Engineer... L. E. Sanders

**W J D X**

**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... Frank Gentry  
 Sales Promotion Manager... Maurice Thompson  
 Program Director... W. Taylor Briggs  
 Publicity Director... Rena T. Foster  
 Chief Announcer... Alan W. Bee  
 Chief Engineer... P. G. Root

**W S L I**

**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... AP  
 Transcription Service... Standard Radio  
 Representative... Weed & Co.

**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  
 REBEL 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 11:05 p.m.  
 News Service... UP  
 Transcription Service... Standard Radio  
 Representative... George P. Hollingberry Co.

**Personnel**

President... D. A. Matison  
 Station Manager... H. M. Smith  
 Commercial Manager... W. C. DeHority  
 Program Director... Frank Holifield  
 Chief Engineer... Bruce Dennis

**W S K B**

**McCOMB—EST. 1939**

**KEYSTONE BROADCASTING SYSTEM  
 MISSISSIPPI NETWORK**

Frequency: 1230 Kc... Power: 250 Watts  
 Owned-Operated By... McComb Broadcasting  
 Corp.  
 Business Address... Box 111  
 Phone Number... 37  
 Studio Address... WSKB Bldg.  
 Transmitter Location... Pike County  
 Time on the Air... 6 a.m. to 10 p.m.  
 News Service... AP  
 Transcription Service... Associated

**Personnel**

President... Robert L. Sanders  
 General and Commercial  
 Manager... George Blumenstock  
 News Director... Joseph Trainor  
 Program Director... Julia D. Blumenstock  
 Publicity Director... Carl Simmons  
 Chief Announcer... Robert Nickey  
 Musical Director... Julia D. Blumenstock  
 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 Broad-  
 casting 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  
 Transcription Service... NBC Thesaurus  
 Standard

**Personnel**

General and Commercial Mgr... D. W. Gavin  
 Program-Musical Director... Mrs. D. W. Gavin

# WMIS

NATCHEZ—EST. 1941  
MISSISSIPPI NETWORK  
LOUISIANA NETWORK

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....Natchez Broadcasting Co.  
Address.....City Bank & Trust Co. Bldg.  
Phone Number.....1515  
Transmitter Location...Highway No. 61, North  
Time on the Air...7 a.m. to 10 p.m., weekdays;  
9 a.m. to 10 p.m., Sundays  
News Service .....UP  
Transcription Service .....World

## Personnel

President.....P. K. Ewing  
Station Manager.....P. K. Ewing, Jr.  
Commercial Manager.....Mac Howell  
Chief Engineer.....Thos. Patterson

# WELO

TUPELO—EST. 1944  
MUTUAL BROADCASTING SYSTEM  
KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....Birney Imes, Jr.  
Business Address.....WELO Bldg.  
Phone .....1242  
Studio .....WELO Bldg.  
Transmitter Location.....Highway 45  
Time on the Air.....6 a.m. to 10:30 p.m.  
News Service.....AP  
Transcription..Standard, Lang-Worth, Keystone  
Representatives.....Sears & Ayers

## Personnel

President-Owner.....Birney Imes, Jr.  
Station Manager.....Gene Tibbet  
Sales Manager.....Bob Evans  
Chief Engineer.....Leroy Green

# WQBC

VICKSBURG—EST. 1931  
BLUE NETWORK

Frequency: 1420 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  
News Service.....AP  
Transcription Service.....World Broadcasting

## Personnel

President.....L. P. Cashman  
General Manager.....O. W. Jones  
Chief Engineer.....C. E. Drake

**16** years of service  
to the entertainment  
world.

# ROSS FEDERAL SERVICE, Inc.

One of the Nation's oldest and  
largest Marketing Research  
Organizations.

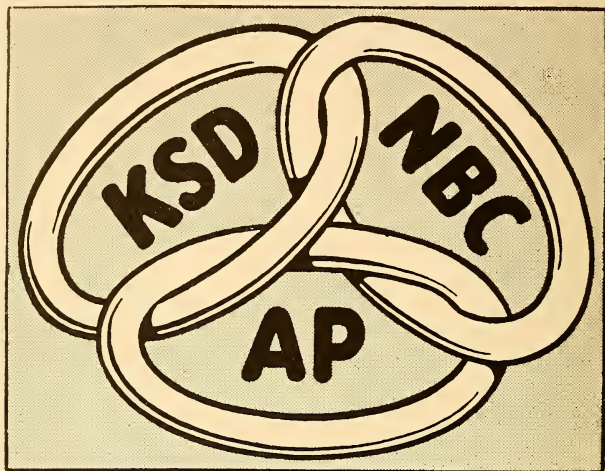


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CORPORATION

18 East 48th Street, New York  
and 31 Key Cities  
Coast-to-Coast

# *The Combination that -C-L-I-C-K-S- in St. Louis*



KSD is the NBC basic station for St. Louis. It is 225 miles to the nearest other outlet of "The Network Most People Listen to Most." • KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—combining the special radio wires of Press Association, Inc., with the world-famous news wires of AP. • KSD is a distinguished broadcasting station, recognized throughout its listening area for its high standards of programming and advertising acceptance. • To sell the great St. Louis market, use "The Combination that Clicks."

Owned and Operated by  
**THE ST. LOUIS  
POST-DISPATCH**

Nationally Represented by  
**FREE & PETERS, Inc.**

# **KSD**

**ST. LOUIS • 550 KC**

# MISSOURI

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

## 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.; Sun-  
days, 8 a.m. to 9 p.m.  
News Service . . . . . UP  
Transcription Service . . . . . Standard Radio

### Personnel

President-General Manager . . . Oscar C. Hirsch  
Sales Manager . . . . . Ralph L. Hirsch  
Program Director . . . . . Virginia Bahn  
Chief Engineer . . . . . R. L. 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 Publish-  
ing Company, St. Louis  
News Service . . . . . UP  
Transcription Service . . . . . NBC Thesaurus &  
Standard  
Representative . . . . . John Blair & Co.

### Personnel

President . . . . . Elzey Roberts  
Station Manager . . . . . Foster H. Brown, Jr.  
Commercial Manager . . . Foster H. Brown, Jr.  
Program Director . . . . . Harold Douglas  
Musical Director . . . . . Dorothy Jacques  
Chief Engineer . . . . . Robert Haigh

## K H M O

HANNIBAL—EST. 1941

BLUE NETWORK

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . Courier Post Publish-  
ing Co.  
Address . . . . . 102½ S. Main St.  
Phone Number . . . . . 3450-51  
Transmitter Location . . . . . Lindell Ave.

Time on the Air . . . . . 5:30 a.m. to 12 midnight;  
Sundays, 8 a.m. to 12 midnight  
Newspaper Affiliation . . . Hannibal Courier-  
Post  
News Service . . . . . AP  
Transcription Service . . . . . Lang-Worth & NBC  
Representative . . . . . John E. Pearson Co.

### Personnel

Pub., Courier-Post . . . . . E. L. Sparks  
General and Commercial  
Manager . . . . . Wayne W. Cribb  
Program Director . . . . . Maxine Dierking  
Promotion and Publicity  
Director . . . . . Wayne W. Cribb  
Chief Engineer . . . . . Robert Schenke

## K W O S

JEFFERSON CITY—EST. 1936

MUTUAL BROADCASTING SYSTEM

KEYSTONE 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. Roze  
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 . . . Thesaurus & Standard  
Representative . . . . . Sears & Ayer

### Personnel

President-Station Manager . . . . . D. J. Poynor  
Commercial Manager . . . . . Abe Radunsky

*In 1945*

**GO PLACES IN KANSAS CITY  
WITH**

**KCMO**



KCMO offers as bonus without cost to KCMO advertisers, the most vigorous program promotion campaign in town:

**OUTDOOR POSTER SHOWINGS** in Kansas City, Missouri, and Kansas City, Kansas, reaching an audited net advertising circulation or 3,555,405 people every week.

**SPOT MOVIE SHORTS**, each showing to an estimated audience of 335,250 entertainment seekers in leading Kansas City theaters.

These are given further impetus by KCMO broadcast contest tie-in and newspaper advertising. Get full details from your nearest John E. Pearson Company office . . . check KCMO availabilities, and find out why KCMO is the best time buy in Kansas City for '45.

*Represented Nationally by*  
**JOHN E. PEARSON COMPANY**  
New York — Chicago — Kansas City

**Kansas City's Basic  
and ONLY  
BLUE Network Station**

**E. K. (JOE) HARTENBOWER, General Manager**



Sales Promotion Manager..Mrs. V. A. Leverett  
 Musical Director.....Stella Lukens  
 Director of War Programs.....Jane Farrell  
 Artists Bureau Head.....Abe Radunsky  
 Chief Engineer.....Richard Meek

**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.....John E. Pearson Co.

**Personnel**

President.....T. L. Evans  
 Station & Sales Manager...E. K. Hartenbower  
 Program Director.....James Coy  
 Publicity Director.....F. C. Strawn  
 Musical Director.....Gene Moore  
 Chief Announcer.....James Coy  
 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 & Belinder Road  
 Time on the Air.....5:30 a.m. to 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  
 Studio Director.....Kenneth Krahl  
 Artists Bureau Head...James W. McConnell  
 Musical Director.....P. Hans Flath  
 Chief Engineer.....A. R. Moler

**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 & Sunday, 6 a.m. to 12  
 midnight  
 Newspaper Affiliation..The Kansas City Star  
 News Service.....AP  
 Transcription Service.....Standard  
 Representative...Edward Petry and Company

**Personnel**

President.....Earl McCollum  
 Station Manager.....Dean Fitzer  
 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.....Spot Sales

**Personnel**

President and Commercial  
 Manager.....Donald Dwight Davis  
 General Manager.....John T. Schilling  
 Promotion-Publicity Director....Gene Garrett  
 Program Director.....John Wahlstedt  
 Chief Announcer.....Bob Dean  
 Musical Director.....Willie Ganz  
 Chief Engineer.....Henry Goldenberg  
 Production Manager and Director of War  
 Programs.....Dick Smith

**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 7 p.m.; Sundays, 8  
 a.m. to 7 p.m.

Newspaper Affiliation....American Republic  
Daily  
News Service.....AP  
Transcription Service.....World  
Representative.....John E. Pearson Co.

**Personnel**

General Manager.....P. H. Cunningham  
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...6 a.m. to midnight daily; 7  
a.m. to midnight, Sunday

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  
Promotion Manager.....J. Ted Branson  
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.....491 South Twelfth Blvd.  
Phone Number.....Central 8240  
Transmitter Location..16 miles south of St. Louis  
Time on the air...Sundays, 6 a.m. to 1 a.m.;  
weekdays, 5 a.m. to 1:30 a.m.

News Service.....AP, Transradio, UP  
Transcription Service.....Associated Music  
Publishers; Lang-Worth

Representative.....Radio Sales

**Personnel**

General Manager.....Frank E. Falknor  
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  
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 a.m. to 1 a.m. daily; 7 a.m.  
to 1 a.m. Sunday

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

**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 1 a.m.  
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  
Program Director.....John Tinnea  
Publicity Director.....Bob Richardson  
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.

Address.....12th and Delmar Bldgs.  
Phone Number.....CHestnut 3700  
Transmitter Location.....Horse Shoe Lake,  
Madison County, Ill.

Time on the Air...5 a.m. to 1 a.m. daily; 6 a.m.  
to 1 a.m. Sunday

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.....C. L. Thomas  
 Promotion Manager.....M. Medearis  
 Production Manager.....E. Muschany  
 Publicity Director.....Paul Godt  
 Musical Director.....Robert W. Swain  
 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  
 Sales Manager.....Leonard Frankel  
 Program Director.....Don Lochner  
 Publicity Director.....Clifford Lanctot  
 Musical Director.....Ralph Stein  
 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 Hotel  
 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.....Ken Parke  
 Program Director.....Mel Kampe  
 Production Manager.....Neil Norman  
 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.....World

**Personnel**

Station Manager.....Herman H. Hohenstein  
 Production Manager-Chief Announcer,  
 Elmer Knoernschild  
 Accountant-Office Manager..William C. Krato  
 Musical Director.....Gerhardt Schroth  
 Chief Engineer.....Carl H. Meyer

\* Non-Commercial Station.

**K D R O**

SEDALIA—EST. 1939

MUTUAL BROADCASTING SYSTEM  
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By..Milton J. Hinlein d/b as  
 KDRO Broadcasting Station  
 Address.....2100 W. Broadway  
 Phone Numbers.....4004, 4005, 4006  
 Transmitter Location.....2100 W. Broadway  
 Time on the Air...6 a.m. to 10 p.m.; Sundays,  
 7 a.m. to 10 p.m.  
 News Service.....UP  
 Transcription Service..Keystone Broadcasting  
 System

**Personnel**

President.....Milton J. Hinlein  
 Sales Manager.....Milton J. Hinlein  
 Program Director.....Phoebe E. Trout  
 Chief Announcer.....Herbert Brandes  
 Chief Engineer.....Wayne Pash

**K G B X**

SPRINGFIELD—EST. 1924

NATIONAL BROADCASTING CO.

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  
 Newspaper Affiliation.....Springfield News-  
 papers, Inc.  
 News Service.....AP  
 Transcription Service.....NBC Thesaurus  
 Representative.....George P. Hollingberry Co.

**Personnel**

President ..... H. S. Jewell  
 Station and Commercial  
 Manager ..... J. Gordon Wardell  
 Program Director ..... Carl Fox  
 Chief Announcer ..... Dudley Morris  
 Chief Engineer ..... E. Dennis White

**K T T S**

SPRINGFIELD—EST. 1941

COLUMBIA

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 1 a.m.; Sundays,  
 7 a.m. to 1 a.m.  
 News Service ..... AP  
 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 ..... M. Dale Thurman  
 Acting Chief Engineer ..... Wm. F. Curry

**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 ..... Fremont Road  
 Time on the Air ..... 5 a.m. to midnight  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Representative ..... John E. Pearson

**Personnel**

Chief Executive & Station Manager... Ralph D.  
 Foster  
 Sales Manager ..... Leslie L. Kennon  
 Sales Promotion and Publicity  
 Manager ..... M. Wayland Fullington  
 Program Director ..... Ralph A. Nelms  
 Director of War Programs ..... Ralph Nelms  
 Production Manager ..... Al Stone  
 Musical Director ..... Hugh M. Aspinwall  
 Chief Engineer ..... Fritz Bauer

**MONTANA**

For Latest U. S. Census Population And Radio Homes Data And  
 Statistics on "Shifting Population" Please Turn To Pages 273-287

**K G H L**

BILLINGS—EST. 1928

NBC NETWORK

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  
 General Manager ..... Franz Robischon  
 Station Manager ..... V. Braunberger  
 Publicity Director ..... Frank Manzari  
 Program Director ..... Julie Bell  
 Chief Announcer ..... Harry Turner

Musical Director ..... Harry Turner  
 Chief Engineer ..... Jeff Kiichli

**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 ..... 103 W. Main St.  
 Phone Number ..... 1420  
 Transmitter Location ..... East of Bozeman  
 Time on the Air ..... 7:30 a.m. to 10:30 p.m.  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... The Walker Co.

**Personnel**

President & Station Manager... Ernest A. Neath  
 Commercial Manager... Win Neely  
 Sales Promotion ..... George Davenport  
 Program Director ..... Larry Binder  
 Chief Engineer ..... Jack Provis

# KGIR

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 a.m. to 11 p.m.  
News Service . . . . . UP  
Transcription Service . . . . . Lang-Worth;  
C. P. McGregor; Keystone  
Representative . . . . . The Walker Co.

## Personnel

Manager . . . . . Ed. B. Craney  
Sales Manager . . . . . Arne Alzjoh  
Chief Engineer . . . . . Jack Provis

# KFBB

GREAT FALLS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1310 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . Buttrey Broadcast, Inc.

Address . . . . . 605 First National Bank Building  
Phone Number . . . . . 4377, 4378  
Transmitter Location . . . . . 4½ miles west of Great Falls  
Time on the Air . . . . . 6 a.m. to 11:30 p.m. daily;  
8 a.m. to 11:30 p.m. Sunday  
News Service . . . . . UP  
Transcription Service . . . . . NBC Thesaurus,  
Standard Radio  
Representative . . . . . Weed & Company.

## Personnel

President . . . . . F. A. Buttrey  
Program Director . . . . . LeRoy Stah'  
Chief Engineer . . . . . Wilbur Myhre

# KPFA

HELENA—EST. 1937

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

# KGHL

BILLINGS, MONTANA



AFFILIATED  
STATION

*The Dominant Station  
in Montana and  
Northern Wyoming*

5000 WATTS • 790 Kc. • N. B. C.

Represented by **THE KATZ AGENCY, Inc.**

Representative.....The Walker Co., Pacific Northwest Broadcasters

**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  
 Lessee.....A. W. Talbot  
 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.....8 a.m. to 8 p.m.  
 News Service.....UP  
 Transcription Service.....MacGregor

**Personnel**

President.....A. W. Talbot  
 Station & General Manager.....Donald C. Treloar  
 Commercial Manager.....Glenn E. Millhouse  
 Program-Musical Director.....Oliver G. Colburn  
 Chief Engineer.....Oliver G. Colburn

**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. Flinn  
 Station Manager.....Don Tannehill  
 Program Director.....R. D. Wilson  
 Chief Engineer.....I. A. Elliot

**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 midnight

News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Howard Wilson Co.

**Personnel**

President and Station Manager...A. J. Mosby  
 Assistant Manager-Program Director,  
 James Alden Barber  
 Sales Manager.....John R. Lindsay  
 Publicity Director.....Merrilyn Wentz  
 War Programs.....Ione Furniss  
 Record MC.....Syd McSloy  
 Chief Engineer.....Fred U. Wamble

**K G C X**  
**SIDNEY—EST. 1926**

**—KEYSTONE BROADCASTING SYSTEM  
 NORTH CENTRAL BROADCASTING SYSTEM**

Frequency: 1480 Kc.....Power: 1000 Watts  
 Owned-Operated By.....E. E. Krebsbach  
 Business Address.....108 S. Central Ave.  
 Phone Number.....408  
 Studio Address.....Suckstorf Bldg.  
 Transmitter Location.....4½ miles N. E. of Sidney

Time on the Air.....8 a.m. to 8:15 a.m.  
 Transcription Service.....World

**Personnel**

President-Station Manager...E. E. Krebsbach  
 Sales Manager.....J. F. Krebsbach  
 Program Director.....Helen Knopp  
 Chief Engineer.....Frank Toomey

**FOR QUALITY !**  
**AP !**

# NEBRASKA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

## KORN

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 9:30 p.m.  
News Service... AP  
Transcription Service... Lang-Worth  
Representative... Sears and Ayer, Inc.

### Personnel

President... Arthur Baldwin  
General Manager... Lumir Urban  
Commercial Manager... Lumir Urban  
Program Director... Natalie Mensing  
Chief Announcer... Richard Coffey  
Publicity... Esther Hosterman  
Record MC... Jim O'Neill  
Chief Engineer... H. G. Alexander

## KMMJ

GRAND ISLAND—EST 1926

Frequency 750 Kc. Power: 1000 Watts  
Owned-Operated By... KMMJ, Inc.

Address... Cedar at Division  
Phone Number... 703  
Transmitter Location... Phillips, Nebr.  
Time on the Air... Sunrise to Sunset  
News Service... UP  
Transcription Service... Standard Radio  
Representative... Headley-Reed Co.

### Personnel

President... Don Searle  
Station Manager... Wick Heath  
Commercial Manager... Rex Lathen  
Publicity... Ed Skinner  
Program Director... Orie Kerwood  
Production Manager... Dutch Woodward  
Record MC... Orie Kerwood  
Musical Director... Dave Rogers  
Chief Engineer... D. Swanson  
Chief Announcer... George C. Kister

## KHAS

HASTINGS—EST. 1940

KEYSTONE BROADCASTING SYSTEM

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... Weekdays 6:30 a.m. to 10 p.m.; Sundays 8:30 a.m. to 9 p.m.  
Newspaper Affiliation... Hastings Daily Tribune  
News Service... AP  
Transcription Service... World Broadcasting System

### Personnel

President... Fred A. Seaton  
Station Manager... Duane L. Watts  
Program Director... Max Brown  
Chief Engineer... Harold Hardy

## KGFW

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... Peg Biber  
Publicity Director... Harry Gehrett  
Musical Director... Peg Biber  
Chief Engineer... Jack Lewis  
Chief Announcer... Leonard East  
Artists Bureau... Emil Swanberg

## KFAB

LINCOLN—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1110 Kc. Power: 10000 Watts  
Owned-Operated By... KFAB Broadcasting Company

Address... Sharp Bldg.  
Phone Number... 2-3214  
Transmitter Location... 17th and Holdrege Sts.

Time on the Air... 5 a.m. to 12:05 a.m.  
Newspaper Affiliation... Nebraska State Journal, Lincoln Star

News Service... AP & UP  
Transcription Service... Standard Radio, Columbia Master Works  
Representative... Paul H. Raymer Co.

**Personnel**

President ..... Fred Sidles  
 General Manager ..... Hugh M. Feltis  
 Station Manager ..... Earl Williams  
 Sales Promotion Manager ..... Harold E. Roll  
 Program Director ..... W. E. MacDonald  
 Publicity Director ..... Dan Shoemaker  
 Music Librarian ..... Alene McKinney  
 Chief Engineer ..... Mark Bullock

**KFOR**

LINCOLN—EST. 1924

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By ... Combelt Broadcasting Corporation  
 Address ..... Stuart Bldg.  
 Phone Number ..... 2-6965  
 Transmitter Location ..... 4745 Vine St.  
 Time on the Air .. 7 a.m. to 12 midnight; 8 a.m. to 12 midnight Sundays  
 News Service ..... INS; AP  
 Transcription Service ..... Standard Radio, Associated, BMI  
 Representative ..... Edward Petry & Co., Inc.

**Personnel**

President ..... Charles T. Stuart  
 General Manager ..... Gordon Gray  
 Station Manager ..... Melvin Drake  
 Promotion Manager ..... Bill Malone  
 Program Director ..... Ozzie Osborn  
 Chief Announcer ..... Sam Clark  
 Chief Engineer ..... Charles Winkler

**WJAG**

NORFOLK—EST. 1922

Frequency: 780 Kc. .... Power: 1000 Watts  
 Owned-Operated By ... Norfolk Daily News  
 Business Address ..... Hotel Norfolk  
 Phone Number ..... 432  
 Studio Address ..... Hotel Norfolk  
 Transmitter Location ..... West of Norfolk  
 Time on the Air: 6:30 a.m. to 6 p.m.; Sundays, 9 a.m. to 5:15 p.m.  
 Newspaper Affiliation .... Norfolk Daily News  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... The Walker Co.

**Personnel**

President ..... Gene Huse  
 Station Manager ..... Art Thomas  
 Sales Manager ..... Harold Kiine  
 Chief Engineer ..... Frank Weidenbach

**KODY**

NORTH PLATTE—EST. 1930

NATIONAL BROADCASTING COMPANY

Frequency: 1240 Kc. .... Power: 250 Watts

Owned-Operated By .... Radio Station WOW, Inc., Omaha  
 Address ..... 1521 West 12th St.  
 Phone Number ..... 382  
 Time on the Air ... 6 a.m. until 12 midnight  
 News Service ..... UP and AP  
 Transcription Service ..... Standard, Lang-Worth  
 Representative ..... John Blair & Co.

**Personnel**

President ..... John J. Gillin, Jr.  
 General Manager ..... John Alexander  
 Commercial Manager ..... Joe Di Natale  
 Chief Engineer ..... Buford Eaves

**KBON**

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  
 Transmitter Location ..... 2027 Dodge St.  
 Time on the Air ..... 6 a.m. to midnight  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth, World  
 Representative ..... William G. Rambeau Co.

**Personnel**

President ..... John K. Morrison  
 Station Manager ..... Paul R. Fry  
 Sales Promotion Manager ..... M. K. Doyle  
 Production Manager ..... R. McCann  
 Chief Engineer ..... Richard Wlna  
 Program Director ..... Marie C. Maher  
 Record MC ..... Don Perazzo

**KOIL**

OMAHA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc. .... Power: 5000 Watts  
 Owned-Operated By ... Central States Broadcasting Co.  
 Address ..... Omaha National Bank Bldg.  
 Phone Number ..... Jackson 7826  
 Transmitter Location ..... Council Bluffs, Iowa  
 Time on the Air: 6 a.m. to 12:05 a.m.; Sundays, 7 a.m. to 12:05 a.m.  
 News Service ..... INS; AP  
 Transcription Service ..... Standard Radio, Associated  
 Representative ..... Edward Petry & Co.

**Personnel**

President ..... Charles T. Stuart  
 Sales Manager ..... W. O. Edholm  
 General Manager ..... Gordon Gray  
 Assistant Manager ..... Harold Hughes  
 Sales Prom-Merchandising Mgr. .... Earl W. Malone  
 Program Director ..... Harold Hughes  
 Musical Director ..... Teresa Bredar  
 Chief Engineer ..... Charley Winkler



# 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 a.m.; Sundays,  
 7 a.m. to 1:05 a.m.  
 News Service.....UP, Chicago Daily News  
 Foreign Service, AP

Transcription Service.....NBC Thesaurus;  
 Lang-Worth; Standard  
 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  
 Publicity Director.....Bill Wiseman  
 Director of War Programs.....Harry Burke  
 Sports Editor.....Tom Dailey  
 Musical Director.....Stanley Rucker  
 Chief Engineer.....Wm. J. Kotera

# K G K Y

SCOTTSBLUFF—EST. 1930

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Hilliard Co.  
 Business Address.....1517 Broadway  
 Phone Number.....856  
 Studio Address.....1517 Broadway  
 Transmitter Location.....South Broadway  
 Time on the Air.....6 a.m. to 10 p.m.  
 News Service.....UP  
 Transcription Service.....NBC Thesaurus;  
 Standard Radio

## Personnel

Manager.....L. L. Hilliard  
 Asst. Manager.....R. M. Stewart  
 Chief Engineer.....H. Morrison

# NEVADA

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 Statistics on "Shifting Population" Please Turn To Pages 273-287

# 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

Station Manager.....Maxwell Kelch  
 Commercial Manager.....Paul R. Gang  
 Program Director.....Don J. Erskine

# K O H

RENO—EST. 1928

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;  
 Sundays, 8 a.m. to 12 midnight  
 Newspaper Affiliation...The Sacramento Bee;  
 Modesto Bee; Fresno Bee  
 News Service.....UP  
 Transcription Service.....NBC Thesaurus  
 Representative.....Paul H. Raymer Co.

## Personnel

Station Manager.....Robert L. Stoddard  
 Chief Engineer.....Irwin Carlsen

We PUT it there!

Gardner Advertising Company  
NEW YORK      SAINT LOUIS  
915 OLIVE STREET • ST. LOUIS 1, MO

November 3, 1944

Mr. Dal Wyant, Promotion Director  
Radio Station WHEB  
Portsmouth, New Hampshire

Dear Mr. Wyant:

Thank you for that splendid brochure you sent us reporting on your WHEB "Tom Mix Party!" Frankly, we have been very much impressed with it.

You may be interested to know that your report has been passed around to everybody at The Ralston Purina Company. They have all been lavish in their compliments. The whole affair was one of those grand jobs that mere words cannot repay.

To you goes our sincere appreciation for all the co-operation you have given us. We feel that the substantial increase in the Tom Mix Hooperating for the month of October is due in no small part to such grand promotional achievements as yours.

Cordially yours,

GARDNER ADVERTISING COMPANY

*Claire Cari Cari*  
(Mrs. J. E. Cari-Cari)

CCC:ACB



**B** LUSHINGLY, we sunshine this page of praise.

- Typically, it attests both as to Quality and Quantity of WHEB Pro-MOTIONS. "Tom Mix Party" for Ralston Purina Company serves active proof of how it's done. Inset photo proves kids liked it, too!
- Yes, WHEB puts the MOTION in Pro-MOTION!

**W H E B**

PORTSMOUTH, NEW HAMPSHIRE

Represented Nationally by:

William G. Rambeau Co.      Bertha Bannan  
New York      Chicago      Los Angeles      Boston

# NEW HAMPSHIRE

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Statistics on "Shifting Population" Please Turn To Pages 273-287

## WKNE

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  
Vice President-General Manager.....David  
Carpenter  
Commercial Manager.....Richard G. Bath  
Program Director.....Robert M. Peebles  
Promotion Director.....Esther Linder  
Chief Engineer.....Ernest Batchelder

## WLNH

LACONIA—EST. 1922

MUTUAL—YANKEE

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....Northern Broadcasting  
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.;  
News Service..... AP  
Transcription Service.....NBC Thesaurus  
Representative.....Bertha Bannan

### Personnel

President.....Vernon Mason  
General Manager.....Martin B. Avery  
Chief Engineer.....Louis Steady

## WFEA

MANCHESTER—EST. 1932

NATIONAL BROADCASTING CO.

YANKEE NETWORK, NEW ENGLAND

REGIONAL NETWORK

Frequency: 1370 Kc.....Power: 5000 Watts  
Owned-Operated By.....N. H. Broadcasting  
Address.....Carpenter Hotel, 323 Franklin St.  
Transmitter Location.....Merrimack, N. H.  
Time on the Air.....6 a.m. to 12:05 midnight  
News Service..... UP  
Transcription Service.....NBC Thesaurus  
Representative: Weed & Co.; Bertha Bannan

### Personnel

President.....Harry M. Bitner  
Station Manager.....Caleb Paine  
Commercial Manager.....Caleb Paine  
Chief Engineer.....Reginald A. B. Schow

## WMUR

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 a.m. to 11:30 p.m.  
News Service.....AP  
Transcription Service.....World Broadcasting  
System  
Representative.....Spot Sales, Inc.  
R. C. Foster & Company

### Personnel

President.....Francis P. Murphy  
Station Manager.....Harvey Carter  
Commercial Manager.....Hervey Carter  
Chief Engineer.....Vincent H. Chandler

## WHEB

PORTSMOUTH—EST. 1932

MUTUAL BROADCASTING SYSTEM

YANKEE NETWORK

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, World  
Broadcasting System  
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.....Dal Wyant  
Chief Announcer.....Philip N. Johnson  
Director War Programs.....W. Bettinson  
Musical Director.....Robert Athearn  
Chief Engineer.....Paul Lindsay

# BUY THIS **WHOM** PACKAGE!

A BIG **3** for **1** VALUE . . .



More Italians than in Leghorn and Bologna, Italy combined

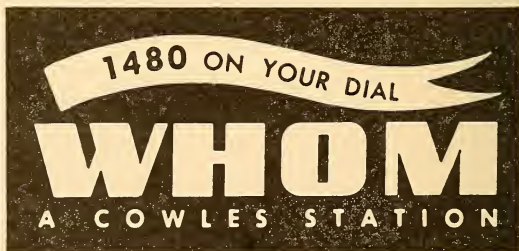


More Poles than in Krakow, Poland



More Americans than in St. Louis, Boston, Washington and Los Angeles combined

*Ask for details on the Tri-Lingual package featured by*



*Represented nationally by the Katz Agency  
N. Y. studios and sales offices  
29 W. 57th St., N. Y. C. 19, N. Y.  
PL 3-4204*

*Jersey City Studios—2866 Hudson Blvd.*

**WATCH WHOM IN "FORTY-FIVE"**

**1000 watts day • 500 watts night**

# NEW JERSEY

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

## 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  
Studio Address....Marine Studios, Boardwalk  
Convention Hall  
Transmitter Location.....W. Bangs Avenue,  
Neptune, N. J.  
Time on the Air: Shares with WCAM & WTNJ  
News Service .....AP  
Representative.....Spot Sales, Inc.

### Personnel

President.....Walter W. Reid, Jr.  
Station Manager.....V. N. Scholes  
Chief Announcer.....Robert Scott  
Chief Engineer.....V. I. Gordon

## W B A B

ATLANTIC CITY—EST. 1941

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 12:05 midnight  
Newspaper Affiliation: Atlantic City Press;  
Atlantic City Evening Union  
News Service .....AP  
Transcription Service.....World Broadcasting  
System  
Representative.....Headley-Reed Co.

### Personnel

President.....Albert J. Feyl  
General Manager.....Monroe L. Mendelsohn  
Program Director.....Ralph Shoemaker  
Chief Engineer.....Earle Godfrey  
War Programs.....Monroe Mendelsohn

## W F P G

ATLANTIC CITY—EST. 1940

BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Neptune Broad-  
casting Corporation  
Business Address ..... Steel Pier  
Phone Number.....I-2188  
Transmitter Location.....Steel Pier

Time on the Air.....6:55 a.m. to 1 a.m.  
News Service.....UP  
Transcription Service .....Associated Music  
Representative.....Burn-Smith Company, Inc.

### Personnel

President.....John J. Laux  
Station Manager.....Edwin E. Kohn  
Program Director.....Edgar A. Sweet  
Chief Engineer.....Blair K. Thron  
Record MC.....Ray Starr

(See Page 557)

## W S N J

BRIDGETON—EST. 1937

KEYSTONE BROADCASTING SYSTEM  
QUAKER NETWORK

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....Eastern States  
Broadcasting Corp.  
Address.....P. O. Box 166  
Phone Number .....Bridgeton 1600  
Transmitter Location.....Carl's Corners  
Time on the Air....Sunday, 7 a.m. to 10 p.m.;  
Monday and Tuesday, 7 a.m. to 9 p.m., Wed-  
nesday, Thursday, Friday & Saturday, 7 a.m.  
to 8:05 p.m.  
News Service .....UP  
Transcription Service...Keystone, Lang-Worth  
Representative.....Thomas F. Clark Co., Inc.

### Personnel

President-Manager .....Elmer Wene  
Station Manager.....Paul Alger  
Commercial Manager.....Burt McKinnie  
Program Manager .....Lowell Ayars  
Chief Announcer.....Charles D. Murrey  
Record MC.....Earl Becktel  
Chief Engineer.....Francis C. Fekel  
War Programs.....Lowell C. Ayars

## W C A M

CAMDEN—EST. 1926

Frequency: 1280 Kc.....Power: 500 Watts  
Owned-Operated By.....City of Camden  
Address .....City Hall  
Phone Number.....Camden 8690  
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  
Representative.....Mack Radio Sales Co.

**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

**W H O M**

**JERSEY CITY—EST. 1928**

Frequency: 1480 Kc. Power: 1000 d.; 500 n.  
 Owned-Operated By... New Jersey Broadcasting Corporation  
 Operated By... Cowles Broadcasting Co.  
 Business Address... 29 W. 57th St., New York, N. Y.  
 Phone Number... Plaza 3-4204  
 Studio Addresses... 2866 Hudson Boulevard; 29 W. 57th St., New York City  
 Transmitter Location... Washington Street  
 Time on the Air... 6:30 a.m. to 1 a.m.  
 News Service... AP & UP  
 Transcription Service... Lang-Worth; BMI  
 National Sales Office... H. T. Ens, Jr., 29 West 57th St., N. Y. C.  
 Representatives... The Katz Agency

**Personnel**

President... Gardner Cowles, Jr.  
 Station Manager... Craig Lawrence  
 Commercial Sales Manager... J. M. Compler  
 Program Director-Production Manager  
 Chas. Baltin  
 Publicity Director... Fred Coll  
 Sales Promotion Manager... Jack Paige  
 Musical Director... Joseph DeLuca  
 Chief Engineer... Theodore Gemp  
 (See Page 496)

**W A T**

**NEWARK—EST. 1926**

**NEW JERSEY STATE NETWORK**

Frequency: 970 Kc. Power: 1000 Watts  
 Owned-Operated By... Bremer Broadcasting Corporation  
 Address... 11 Hill St., Newark  
 Phone Number... Mitchell 2-6400  
 Studio Address... 15 Hill St., Newark  
 Transmitter Location... Kearny  
 Time on the Air... 24 hours daily  
 News Service... UP & AP  
 Transcription Service... World Broadcasting System, Associated  
 Representative... Radio Advertising Co., Chicago

**Personnel**

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... Dale Kennedy

Director War Activities... Ed Cossman  
 Production Manager... Lee Stewart  
 Director of Research... Jay Stanlee  
 Publicity... Roland Trinchard  
 Chief Announcer... David Miller  
 Record MC... Paul Brenner  
 Chief Engineer... Frank V. Bremer  
 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 Broadcast 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

**W P A T**

**PATERSON—EST. 1941**

Frequency: 930 Kc. Power: 1000 Watts  
 Owned-Operated By... North Jersey Broadcasting 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... Howard H. Wilson Co.

**Personnel**

President... James V. Cosman  
 Vice-President and General Manager  
 Sidney J. Flamm  
 Commercial Manager... A. Lewis King  
 Sales Promotion... Bernard J. Shaw  
 Chief Announcer... Wm. Bohack  
 Program Director... Ted Webbe  
 Publicity Director... David Golden  
 Record MC... Bob Bright  
 Chief Engineer... Earl F. Lucas

**W B R B**

**RED BANK—EST. 1944**

Frequency: 1240 Kc. Power: 100 Watts  
 Owned-Operated By... Monmouth Broadcasting Co., Inc.  
 Address... 63-65 Broad St.  
 Transmitter Location... 63 Broad St.  
 Time on the Air... Show Time  
 Representative... Forjoe & Company

**Personnel**

Sales Manager... John C. Bird

# W T N J

TRENTON—EST. 1923

Frequency: 1310 Kc.....Power: 500 Watts  
 Owned-Operated By.....WOAX, Inc.  
 Address .....416 Bellevue Avenue  
 Phone Number .....8149  
 Transmitter Location: Lincoln Point, Morrisville, Pa.  
 Time on the Air..7 a.m. to 10:30 a.m.; 5 p.m. to 8 p.m.  
 News Service..... UP  
 Transcription Service....Langworth; C. P. MacGregor

## Personnel

Vice-President-General Manager..F. J. Wolff  
 Commercial Manager.....A. M. Jordan  
 Sales Promotion Manager.....J. A. Marti  
 Chief Engineer.....Edward P. Knowles

# W T T M

TRENTON—EST. 1941

NATIONAL BROADCASTING COMPANY  
 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.....7:30 a.m. to 12 midnight  
 News Service.....UP  
 Transcription Service.....Associated  
 Representative .....Spot Sales, Inc.

## Personnel

President.....Elmer H. Wene  
 Station Manager .....Paul Alger  
 Chief Engineer.....Theodore P. Kilmer

# 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  
 Chief Engineer.....N. L. Wilson  
 (Non-Commercial Station)



## THE LARGEST BLOCK of PRODUCTIVE TIME

*for the least amount of money*

For low cost sponsorship that brings results . . . it's WPAT. Smart programming keeps a large and varied listening audience tuned to 930 all day long . . . every day in the week . . . every week in the year. Get to know WPAT . . . the fastest growing station in the metropolitan area.

**WPAT** } PATERSON, NEW JERSEY ● PARAMOUNT BLDG. NEW YORK

# NEW MEXICO

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

## K G G M

ALBUQUERQUE—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1260 Kc. Power: 1000 Watts  
Owned-Operated By...New Mexico Broadcasting Company

Address ..... Box 1388  
Phone Number ..... 4544  
Transmitter Location...Rio Grande River Delta,  
West of Albuquerque

Time on the Air:.....6 a.m. to 12 midnight  
News Service.....Transradio; UP  
Transcription Service...World Broadcasting System

Representative .....Weed & Co.

### Personnel

General Manager.....A. R. Hebenstreit  
Acting Manager.....Bob Bissell  
Sales Promotion Manager.....Jerry Oppel  
Program Director .....Robert Chapman  
Publicity .....I. Stockwell  
Musical Director.....Wall. Peterson  
Chief Engineer.....Leonard Dodds

## K O B

ALBUQUERQUE—EST. 1921

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 770 Kc. Power: 50000 d.; 25000 n.  
Owned-Operated By...Albuquerque Broadcasting Company

Address.....418 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.....BMI, Ascaph  
Representative.....Free & Peters, Inc.

### Personnel

President .....T. M. Pepperday  
.....Frank Quinn  
Traffic Manager.....Martha Summers  
Chief Engineer.....Geo. S. Johnson

## K A V E

CARLSBAD—EST. 1937

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By...Carlsbad Broadcasting 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  
Representative.....Howard H. Wilson Co.

### Personnel

General Manager.....Norman R. Loose  
Chief Engineer .....Carl C. Cook

## K I C A

CLOVIS—EST. 1933

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated by.....DeWitt Landis  
Address .....4th & Main

Phone Number .....3  
Transmitter Location .....Clovis  
Time on the Air.....Full Time  
News Service .....UP  
Transcription Service.....Associated  
Record Program Service Publishers  
Representative.....Spot Sales, Inc.

### Personnel

Station-Commercial Manager...R. B. McAllister  
Sales Promotion.....Grady Maples  
Chief Engineer.....Vernon Hughes

## K W E W

HOBSBS—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 1000 Watts  
Owned-Operated By .....W. E. Whitmore  
Address .....Hardin Hotel

Transmitter Location .....Hobbs  
Time on the Air.....7 a.m. to 9 P.M.  
News Service.....UP  
Transcription Service.....C. P. MacGregor

### Personnel

President-Owner .....W. E. Whitmore  
Station Manager.....Gertrude Dimpel  
Chief Engineer.....Roy T. Evans

## K F U N

LAS VEGAS—EST. 1941

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By.....Southwest Broadcasters, Inc.

Business Address.....P. O. Box 710  
Phone Number .....12  
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 .....UP  
 Transcription Service..Standard Radio. World  
 Broadcasting System  
 Representative.....William G. Rambeau Co.

**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**

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-Krutzner  
 Address .....Tucumcari  
 Phone Number .....100  
 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

FOR QUALITY

AP



# W O K O

## Basic CBS

for low-cost coverage and  
*experienced* dealing with the  
buyers of the Capital Area—  
one of the top markets of the  
country.

### The RADIO CENTRE STATION

# W O K O

## ALBANY — TROY — SCHENECTADY

### NEW YORK

National Representatives: J. P. McKinney & Son

# NEW YORK

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

## 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 2 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.....Herbert Lundberg  
Sales Promotion Manager.....Paul Dennis  
Program Director.....Joseph E. Nolan  
Director War Programs.....Joseph E. Nolan  
Musical Director.....Carl Miller  
Chief Engineer.....James A. Corey  
Record MC.....E. L. Trudeau

## 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 1:05 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 Promotion Manager.....Paul Dennis  
Program Director.....Carl Mattison  
War Programs.....Carl Mattison  
Musical Director.....Carl Miller  
Chief Engineer.....O. A. Sardi  
Record MC.....Forrest Willis

## W M B O

AUBURN—EST. 1926

KEYSTONE BROADCASTING SYSTEM  
MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts

Owned-Operated By.....WMBO, Inc.  
Address.....Metcalfe Building, 141 Genesee St.  
Phone Number.....433  
Transmitter Location.....Corner York and  
Division Streets

Time on the Air.....8 a.m. to 11:15 p.m.  
Newspaper Affiliation.....Auburn Citizen  
Advertiser

News Service.....AP  
Transcription Service.....Standard Radio  
Representative.....Thomas F. Clark Co., Inc.

### 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. 1941

MUTUAL BROADCASTING SYSTEM

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 11 p.m.; Sundays,  
9 a.m. to 10 p.m.

News Service.....UP  
Transcription Service.....NBC Thesaurus  
Representative.....Sears & Ayer, Inc.

### Personnel

President.....E. R. Gamble  
Station Manager.....Carl R. Switendick  
Sales Manager.....Frederick R. MacLaughlin  
Program Director.....Harriette Taylor  
Chief Engineer.....Howard Cochran

## W N B F

BINGHAMTON—EST. 1927

COLUMBIA 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 1:05 a.m.

News Service.....UP  
Transcription Service.....World Broadcasting  
Representative.....John Blair & Co.

ON WLIB YOU'LL *Never* HEAR...



# CUSTOM-PROGRAMMED to the Cream of the New York Market!

▶ **WLIB** carries your advertising message into the homes of New York's solid middle income families.

▶ **WLIB's** civilized programs avoid irritating its listeners with what they don't want. Gives them plenty of what they do want. "The Popular Classics with a Blend of the Modern" . . . a winning combination, not consistently duplicated by any other New York station.

▶ **RESULTS:** 66% of WLIB's listeners are over 30 years of age ("Pulse of New York")\* 69% of WLIB's listeners are middle income ("Pulse of New York")\* . . . 61% of WLIB's listeners do not tune in on any other station 15 minutes before or after listening to WLIB ("Pulse of New York")\* . . . WLIB gained 20% greater share of total audience (Jan. 1944 to Oct. 1944) †

\* "Pulse of New York" † Hoopratings



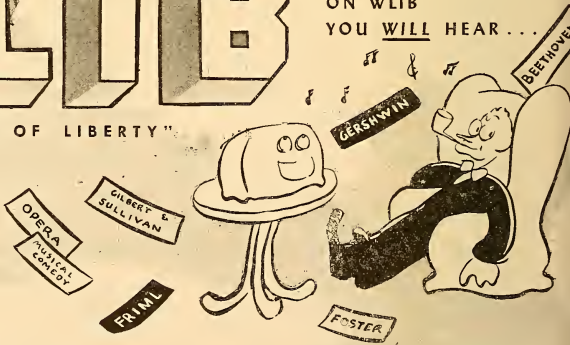
NEW YORK'S

# WLIB

"THE VOICE OF LIBERTY"

WLIB Delivers Your Advertising Message Where It Will Do YOU The Most Good!

ON WLIB  
YOU WILL HEAR . . .



1190

ON YOUR DIAL  
CLEAR CHANNEL

**Personnel**

President ..... John C. Clark  
 General Manager ..... Cecil D. Mastin  
 Sales Promotion Manager... E. Ray McCloskey  
 Program Director ..... E. Ray McCloskey  
 Musical Director ..... W. J. Gillen  
 Chief Engineer ..... Lester H. Gilbert  
 Record MC ..... Ralph Carroll

**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 Meserole St.  
 Time on the Air ..... Unlimited  
 News Service ..... AP; INS  
 Transcription Service ..... NBC Thesaurus

**Personnel**

General Manager ..... William Norris  
 Program Director ..... Tedd Lawrence  
 Chief Engineer ..... Peter Testan  
 (See Page 506)

**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 ..... 180 Morgan Ave.  
 Time on the Air...Sunrise to sunset in Ft. Wayne, Ind.  
 News Service ..... AP, UP, Reuters  
 Newspaper Associated ..... New York Post  
 Transcription Service ..... Associated Music and World  
 National Representative ..... The Forjoe Co., Chicago

**Personnel**

Owner ..... Dorothy S. Thackrey  
 President ..... Elias Godofsky  
 Sales Manager ..... Robert M. Scholle  
 Station Manager ..... Paul Gould  
 Program Director ..... Leonard Carlton  
 Publicity Director ..... Peggy Byrne  
 Chief Announcer ..... Murray Jordon  
 Musical Director ..... Eddy Brown  
 Technical Director ..... Frank Knecht

**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 E. Eagle St.  
 Time on the Air...7 a.m. to 1 a.m.; Sundays, 9 a.m. to 12 midnight  
 News Service ..... Transradio; AP; UP

**Personnel**

General Manager ..... Roy L. Albertson  
 Commercial Manager ..... 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.

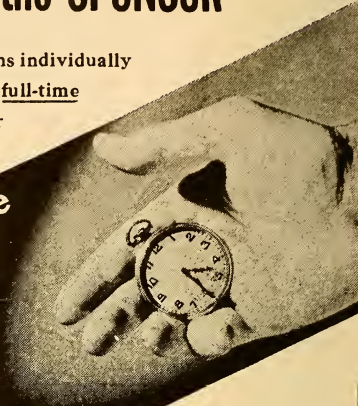
# Every Minute for the SPONSOR

To cover Brooklyn's Three Millions individually every minute—put Brooklyn's only full-time Radio Station, WBYN to work for your product...at the lowest cost per dollar...per listener...per result!

"minute station" service  
exclusively with

**WBYN**  
BROOKLYN

1430 ON THE DIAL



# Every Minute for the LISTENER

a minute of news (A. P.—I. N. S.), local, state, national, overseas...then a minute of music...followed by a minute of racing results (*exclusive* "from the track" reports 12 to 8:30 daily)...then music again...then other sports... Continuous minute spotting of all you want to hear... on *one* station, WBYN the *only* Minute Station!

For availabilities, write WILLIAM NORINS, Gen. Mgr.,  
Station WBYN, 1 Nevins Street, Brooklyn, N. Y.

# WBEN

BUFFALO—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 930 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WBEN, Inc.  
 Address .....Hotel Statler  
 Phone Number.....Cleveland 6400  
 Transmitter Location.....Grand Island, N. Y.  
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,  
 8:30 a.m. to midnight  
 Newspaper Affiliation.....Buffalo Evening  
 News  
 News Service .....AP, UP  
 Transcription Service.....NBC Thesaurus;  
 Lang-Worth; Standard  
 Representative.....Edward Petry & Co., Inc.

## Personnel

President.....Edward H. Butler  
 Vice-President.....A. H. Kirchhofer  
 Station Manager.....C. Robert Thompson  
 Program Director.....Woodrow Magnuson  
 Publicity Director.....Darrell Martin  
 Chief Announcer and War  
 Programs.....Edward Wegman  
 Musical Director.....Sinclair Armstrong  
 Record MC .....Clint Buehlman  
 Chief Engineer.....Ralph J. Kingsley  
 Record MC.....Clinton Buehlman

# WEBR

BUFFALO—EST. 1924

MUTUAL BROADCASTING SYSTEM

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 1 a.m.; Sundays,  
 8:30 a.m. to 1 a.m.  
 Newspaper Affiliation..Buffalo Courier-Express  
 News Service.....AP, INS  
 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.....Robert F. Kliment  
 Publicity .....Jim Kennedy  
 Chief Announcer .....C. L. Allen  
 Musical Director.....Irving Shire  
 Record MC .....Ed Tucholka  
 Chief Engineer .....Raymond Lamy

# WGR

BUFFALO—EST. 1922

BLUE NETWORK

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  
 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

**In Buffalo it's**

BUFFALO Courier-Express STATION

**WEBR**

**MUTUAL NETWORK**

for

**FULL COVERAGE**

at

**LOWEST COST**

Nationally Represented by WEED & CO.

**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.....18 hours daily  
News Service.....UP  
Transcription Service.....World Broadcasting System  
Representative .....Free & Peters

**Personnel**

President .....H. W. Deyo  
Executive Vice-President.....L. 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 .....Mark Twain Hotel  
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 System  
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 E N T**

**GLOVERSVILLE—EST. 1944**

COLUMBIA BROADCASTING SYSTEM  
MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By...Sacandaga Broadcasting Corp.

Address .....8 West Fulton St.  
Phone .....4900  
Transmitter Location.....Harrison Ave.  
Time on the Air.....7 a.m. to midnight  
News Service .....AP  
Transcription Service .....Lang-Worth  
Representatives .....Spot Sales, Inc.

**Personnel**

President & Station Manager..George F. Bissell  
Sales Manager.....Arthur McCracken  
Chief Engineer.....Wm. Murtough

**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.....World Broadcasting System  
Representative.....Howard H. Wilson Co.

**Personnel**

Station Manager.....Michael R. Hanna  
Commercial Managers.....H. Stilwell 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. 1936**

BLUE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By...James Broadcasting Company, Inc.

Address.....208 Hotel Jamestown Bldg.  
Phone Number .....7-151  
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  
Representative . . . . . Wm. G. Rambeau Co.

**Personnel**

President . . . . . Jay E. Mason  
General Manager and  
Treasurer . . . . . Dayton S. Wilkins  
Promotion Manager-Program  
Director and War Programs . . . . . A. E. Spokes  
Publicity Director . . . . . Catherine Lindstrom  
Chief Engineer . . . . . Harold J. Kratzer

**W K N Y**

**KINGSTON—EST. 1939**

**MBS—THE FRIENDLY GROUP**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Kingston Broad. Corp.  
Address . . . . . 601 Broadway  
Phone Number . . . . . Kingston 4500  
Transmitter Location . . . . . Plainfield St., Ulster  
Time on the Air . . . . . 7 a.m. to 12 midnight  
News Service . . . . . UP  
Representative . . . . . Spot Sales, Inc.

**Personnel**

President . . . . . John J. Laux  
Station Manager . . . . . Lou Stekete  
Commercial Manager . . . . . George Hard  
War Programs . . . . . Dick McCarthy  
Chief Engineer . . . . . Francis Boisvert

(See Page 557)

*For*

**RESULTS**

*In*

Southwestern New York and  
Northwestern Pennsylvania

*Ask*

**William G. Rambeau**

Company

*About*

**W J T N**

Jamestown, N. Y.

**Blue Network**

**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 . . . . . 3119  
Transmitter Location . . . . . 229 Monhagen Ave.  
Time on the Air . . . . . 8 a.m. to 11 p.m.  
News Service . . . . . AP

**Personnel**

Co-Presidents . . . . . Martin Karig, Jr.  
Station Manager . . . . . Martin Karig, Jr.  
Commercial Manager . . . . . Z. E. Van Fleet  
Sales Promotion Manager . . . . . Arthur L. Cooper  
Program Director . . . . . John W. Jones  
Chief Engineer . . . . . M. Karig, Jr.

**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 . . . . . 4-600  
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 Affiliations . . . . . Poughkeepsie  
Newspapers, Inc.  
News Service . . . . . UP  
Transcription Service . . . . . Standard

**Personnel**

President . . . . . Merritt C. Spidel  
General Manager . . . . . Harold W. Cassill  
Sales Manager . . . . . Joseph Rake  
Program Director . . . . . Richard Crans  
Chief Engineer . . . . . Marvin Seines  
Record MC . . . . . Joseph Dean

**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.; 109  
W. 39th St.; 111 E. 58th St.  
Transmitter Location: Columbia Island, New  
Rochelle, N. Y.  
Time on the Air . . . . . 5.00 a.m. to 2 a.m.; Sunday,  
6 a.m. to 2 a.m.

NEW YORK

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.....G. Richard Swift  
 War Programs.....G. Richard Swift  
 Manager of Studio  
 Operation.....D. Gordon Graham  
 Director of Women's  
 Programs.....Margaret Allen  
 Manager of Press Information.....J. E. Doyle  
 Script Editor.....Arnold Michaelis  
 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.....MELrose 5-0333  
 Transmitter Location.....Carlstadt, N. J.  
 Time on the Air...¾ time shared with WAWZ  
 News Service.....AP  
 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  
 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

1920

RADIO'S 25th ANNIVERSARY

1945

**WB NX**

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 millions who have money to spend. Let us give you the facts.

Daily Programs In

- ENGLISH
- 
- ITALIAN
- 
- GERMAN
- 
- JEWISH
- 
- POLISH



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,  
 Standard Radio  
 Representative . . . NBC National Spot & Local  
 Sales

**Personnel**

President . . . . . Niles Trammell  
 Assistant Manager . . . . . deLancey Provost  
 Program Director . . . . . J. C. McCray  
 Promotion Manager . . . . . Charles B. H. Vaill  
 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 . . . . . Dwight Herrick  
 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.; Sundays, 11  
 a.m. to 3 p.m., 8 p.m. to 1 a.m.; Saturdays,  
 7 a.m. to 1 a.m.

**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

**FOR QUALITY !**  
**AP**

5000 WATTS 1330 KC  


**ENGLISH · JEWISH · ITALIAN**

For millions of high-income families in the great Metropolitan New York Market WEVD is the *first* station of interest . . .

because nowhere 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.

# THE TOWER THAT DEMANDS ATTENTION



## DOMINATION

50,000 Watts at 1050 KC; Covers more than 15,000,000 people in primary area . . . Actually 11.6% of all people in U. S. A.

## ADDITION

Secondary coverage includes prosperous New England states.

## RECOGNITION

Top station for SPORTS—MUSIC—NEWS in North Eastern U. S. A.

## CONFIRMATION

76% Renewed contracts prove satisfaction.

AMERICA'S MOST POWERFUL  
INDEPENDENT STATION

Represented by  
RAMBEAU

**WHN**  
**1050**  
NEW YORK

**W H N**

**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.; Sunday, 7  
 a.m. to 2 a.m.  
 News Service.....UP; AP  
 Transcription Service.....World Broadcasting  
 System

Representatives..Wm. G. Rambeau Co., Bertha  
 Bannan, Boston

**Personnel**

Director.....Herbert L. Petley  
 Director of Sales.....Bertram Lebar, Jr.  
 Sales Promotion.....Robert F. Anthony  
 Program Director.....Frank Roehrenbeck  
 Publicity Director.....George Lewis  
 Night Manager.....Tod Williams  
 Musical Director.....Don Albert  
 Chief Engineer.....Paul Fuelling  
 Record MC.....Dick Gilbert and Earl Hague

The Red Cross Needs

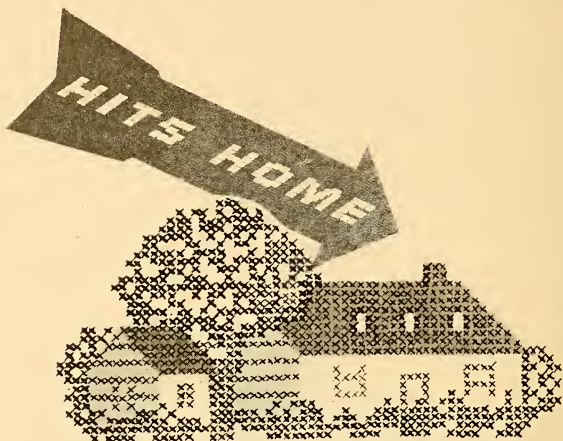


Your Unstinting Assistance

**GIVE!**

# WINS

NEW YORK



Ever stop to consider New York as a city of Homes?

Well, it is...3,000,000 of them within the WINS primary coverage radius. 3,000,000 homes is more than the *Combined Total* of homes in the next *Three* largest cities...*Chicago, Philadelphia and Los Angeles.*

How does WINS attack this bonanza *Home Market*?

By "*Home Programming*"; a simple, yet sound formula of *Listenable* radio designed for whoever's home at any specified time of day. *Resultful?* WINS' *Audience Ratings Are Climbing Every Day.* WINS' *List Of Happy Advertisers Is Longer Than It's Ever Been...And Getting Longer Daily.*

3,000,000 radios...3,000,000 *Salesmen*...are ready to go to work for you over WINS.

NEW YORK'S HOME STATION

10,000 WATTS ... 1010 ON THE DIAL

**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  
 Representative.....Paul H. Raymer Co.

**Personnel**

Station Manager.....Willard Schroeder  
 Sales Manager.....John T. Adams, Jr.  
 Sales Promotion.....Ann M. Wright  
 Program Director.....Mary Daly  
 War Programs.....Mary Daly  
 Chief Announcer.....Joseph Tobin  
 Musical Director.....Henry Sylvern  
 Chief Engineer.....Charles B. Reynolds

**WJZ**

NEW YORK—EST. 1921

THE BLUE NETWORK—KEY STATION

Frequency: 770 Kc.....Power: 50000 Watts  
 Owned-Operated By...American Broadcasting  
 Corp.  
 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 & INS  
 Transcription Service.....NBC Thesaurus,  
 Standard  
 Representative.....Blue Spot Sales

**Personnel**

Chairman of Board.....Edward J. Noble  
 Vice Chairman of Board.....Chester LaRoche  
 President .....Mark Woods  
 Manager.....John H. McNeil  
 Sales Manager.....Robert Garver  
 Commercial Program Director.....John Hade  
 Program Director.....Charles Barry  
 Publicity Director.....Don Rich  
 Chief Announcer.....Ray Diaz  
 Musical Director.....Paul Whiteman  
 Record MC.....Stan Shaw  
 Chief Engineer.....George Milne

(For additional personnel see listings under  
 The Blue Network in network section of this  
 volume).

**FOR QUALITY**  
**AP!**

**BEST SPOT**

**on America's  
busiest airline...**

**BEST APPROACH**

**to America's  
busiest market...**

**wmca**

**FIRST on New York's dial**

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.....6:30 a.m. to 1:30 a.m.  
 News Service ..... AP  
 Transcription Service.....World Broadcasting  
 System  
 Representative.....Weed & Co.

## Personnel

President .....Nathan Straus  
 Vice-President and  
 General Manager .....Charles Stark  
 War Programs and Director of  
 News and Publicity.....Leon Goldstein  
 Sales Promotion Manager....Howard Klarman  
 Production Manager.....Charles Wilshin  
 Chief Announcer.....Joseph A. O'Brien  
 Artists Bureau .....Charles Wilshin  
 Musical Director.....Jerry Sears  
 Chief Engineer.....Frank Marx  
 Record MC.....Jerry Lawrence and Steve Ellis

# 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  
 War Programs.....Sylvia Davies  
 Chief Announcer.....T. H. Cowan  
 Musical Director.....Herman Neuman  
 (Non-Commercial Station)

# W A A T

(See New Jersey)

FOR QUALITY  
**AP** !

Here's one reason

# WHY NEW YORK TUNES TO WNEW 24 HOURS A DAY!

WNEW knows how to pick the winners! Yes! After eleven years, WNEW knows *just* the type of radio entertainment New Yorkers enjoy.

Here are six "winners" who have found a loyal audience in the millions of listeners throughout the Metropolitan area—listeners who *buy* the products these stars recommend!

These are sales-producing programs! But they are *only* a part of WNEW's 24-hour-a-day power-packed schedule. If you like picking a winner, let WNEW go to work for you!



**MAKE-BELIEVE BALLROOM**  
*with Martin Block*  
Monday thru Saturday  
10:00-11:30 mornings  
5:35-7:30 evenings



**THE WIFESAVER**  
*with Allen Prescott*  
Monday thru Friday  
9:35-10:00 a.m.



**MILKMAN'S MATINEE**  
*with Art Ford*  
Monday thru Sunday  
12:00 mid.-6:30 a.m.



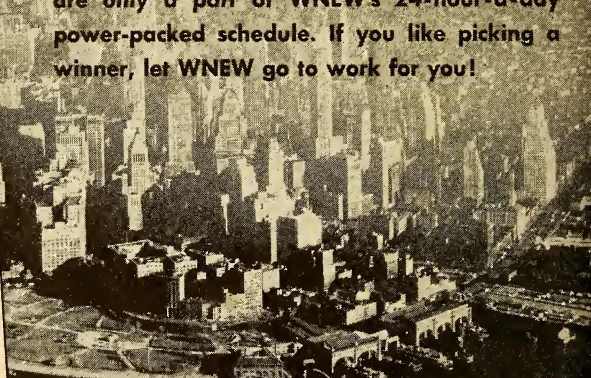
**HOLLYWOOD DIGEST**  
*with Paula Stone*  
Monday thru Saturday  
5:15-5:30 p.m.



**WAR DIARY**  
*with George Brooks*  
Monday thru Saturday  
7:35-7:45 p.m.



**MAGIC OF MUSIC**  
*with Bill Williams*  
Monday thru Saturday  
8:00-9:00 p.m.



# WNEW

NEW YORK 22, NEW YORK

TEN THOUSAND WATTS—1130 ON THE DIAL—ON THE AIR TWENTY-FOUR HOURS A DAY

REPRESENTED NATIONALLY BY JOHN BLAIR AND COMPANY

**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 .....Berlice 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. Welner

*For Up-To-The-Minute*

**POPULATION AND RADIO HOMES STATISTICS AND DATA  
 ON "SHIFTING POPULATIONS" IN THE UNITED STATES**

*Please Turn to Pages 273-287*



**NETWORK INFORMATION**

*Please Turn to Pages 289-320*



**FEDERAL COMMUNICATIONS COMMISSION**

*Please Turn to Pages 215-219*



**NATIONAL ASSOCIATION OF BROADCASTERS**

*Please Turn to Pages 961-970*

1 2 3 **1944** 4 5 6  
7 8 9 10

**M**onth after month during 1944 WOR  
carefully clocked the 10 most  
popular local shows carried by *all*  
New York stations.

WOR now finds that 84% of these  
great programs were broadcast by WOR  
during the entire year.

**WOR**

—*that power-full station*  
*at 1440 Broadway, in New York*

member of the mutual broadcasting system

**WOR**

**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 St.; 200 W. 48th St.  
 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...M. L. Tyler (Boston); John  
 Shelton, DeWitt Mower, Robert A. White  
 (Chicago); Edward S. Townsend (San Fran-  
 cisco)

**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.....Eugene King  
 Continuity Director.....Robert Simon

**FOR QUALITY**  
**AP !**



---

*The High Fidelity Station*

---

**WQXR**

**10,000 WATTS • NIGHT AND DAY**



**WQXQ**

**NEW YORK'S FIRST F. M. STATION**



**THE RADIO STATIONS OF**  
***The New York Times***



**INTERSTATE BROADCASTING COMPANY, Inc.**

**730 FIFTH AVENUE • NEW YORK 19, N. Y.**

**Circle 5-5566**

**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 12:05 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

**Personnel**

Chairman of the Board . Arthur Hays Sulzberger  
 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

*A*NOTHER FIRST FOR

**PA**



**PA**

Originated Hourly Spot News

Summaries on the Special



News Wire



# **TWO GOOD GRIPS**

## *on the NEW YORK MARKET*

**W**OV's firm hold on two great and responsive audiences gives this important station a continuous, impressive, around-the-clock audience that results in satisfied sponsors anytime of the day or night • In the daytime, according to January Pulse, WOV dominates metropolitan New York's Italian-speaking audience, reaching as many as 76% of the 520,000 Italian radio homes • And in the evening, between the Hooper checking hours of 7:30 and 10:00 p.m., WOV reaches more radio homes, at the lowest cost per listener, than any other New York Independent station.

RALPH N. WEIL, GENERAL MANAGER  
JOHN E. PEARSON CO., NAT'L REP.





**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.....Standard Radio  
Representative.....John E. Pearson Co.

**Personnel**

Station Manager.....Ralph N. Weil  
Commercial Manager.....Ralph Nardella  
Publicity Manager.....Judith Vallen  
Program Director.....Arnold Hartley  
Artists' Bureau Director.....Syd Leipzig  
Musical Director.....Paul Romeo  
Chief Engineer.....Hillis W. Holt  
Record MC.....Alan Courtney

**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; Associated Music  
Representative .....Headley-Reed Company

**Personnel**

President.....Alanson C. Deuel  
General Manager.....Earl C. Hull  
Commercial Manager.....Richard G. Robbins  
War Programs and  
Program Director.....Robert Manning  
Musical Director.....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 12 midnight

News Service .....UP  
Transcription Service .....NBC Thesaurus  
Representative .....Walker Co.

**Personnel**

President-Commercial Manager,  
Joseph R. Brandy  
Station Manager.....Harold J. Frank  
Sales Promotion Manager.....Harold Frank  
Program Director.....H. J. Frank  
War Programs.....Hilda Trotter  
Record MC.....Jerry Boyce  
Chief Engineer.....Clifford Moore

**W H D L**

**OLEAN—EST. Tupper Lake, 1928**

**BLUE NETWORK**

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 a.m. to 11 p.m.  
Newspaper Affiliation .....Olean Times  
Herald

News Service .....UP  
Transcription Service .....World  
Representative .....J. P. McKinney & Son

**Personnel**

President.....Col. E. B. Fitzpatrick  
General Manager.....Thomas L. Brown  
Sales Manager.....Fred G. Meyer  
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 Broad-  
casting Corporation

Address .....Radio Centre  
Phone Number .....1600

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.....Spot Sales, Inc.

**Personnel**

President-Station Manager...George F. Bissell  
Commercial Manager.....Joel H. Scheier  
Program Director.....Betty Swift  
Chief Engineer.....John Vrindten

# WHAM



ROCHESTER, NEW YORK

## YOUR WESTERN NEW YORK SALESMAN

- ... a fifty thousand watt salesman who covers all of this rich territory every broadcast hour of every day.
- ... a visitor who is always welcome in the 741,410 radio homes of this 43 county area.
- ... a salesman who always delivers a glowing call report ... proved by mail response and audience surveys.
- ... a full-time day and evening representative who keeps the door open for your message.
- ... one of the family, whose friendly greeting introduces you to your most worthwhile prospects.



*"This is WHAM, the Stromberg-Carlson Station with Studios in the Sheraton Hotel, Rochester, N.Y."*

**50,000 WATTS • CLEAR CHANNEL • 1180 ON THE DIAL**

*Affiliated with*

**THE NATIONAL BROADCASTING COMPANY**

*National Sales Representative: George P. Hollingbery Co.*

*"The Stromberg-Carlson Station"*

# WKIP

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  
News Service ..... AP  
Transcription Service.....NBC Thesaurus  
Representative .....Headley-Reed Company

## Personnel

President.....Merritt C. Speidel  
General Manager.....Harold W. Cassill  
Station Manager.....Bruff W. Olin  
Chief Engineer.....John Burke

# WHAM

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. Hollingsbery 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  
Production Manager.....Eugene Lane  
Musical Director.....Eugene Zacher  
Publicity Director.....Truman Brizee  
Chief Announcer.....Dean Harris  
Director of News.....Jack Ross  
Director of Sports.....Robert Turner  
Educational Director.....John Tesch  
Technical Supervisor.....Ken Gardner

# WHEC

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.....Monday through Friday,  
6:30 a.m. to 12:30 a.m.; Saturday, 6:30 a.m.  
to 1 a.m.; Sunday, 8:30 a.m. to 12:30 a.m.  
Newspaper Affiliation.....Gannett News-  
papers, Inc.

News Service ..... AP  
Transcription Service.....Associated Music &  
Standard  
Representative .....J. P. McKinney & Son

## Personnel

President.....Frank E. Gannett  
Vice-President.....Clarence Wheeler  
Treasurer-General Manager...Gunnar O. Wiig  
Commercial Manager.....L. C. Wheeler  
Program Director.....William J. Adams  
Chief Engineer.....Bernard C. O'Brien

# WSAY

ROCHESTER—EST. 1936

MUTUAL BROADCASTING SYSTEM

BLUE NETWORK

Frequency: 1370 Kc. Power: 1000 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.....Brighton, N. Y.  
Time on the Air.....6:30 a.m. to 12:30 a.m.  
News Service ..... INS  
National Sales Office...Jos. H. McGillvra, Inc.

## Personnel

President-Chief Engineer &  
Station Manager.....Gordon P. Brown  
Sales Manager.....E. J. Walz  
Sales Promotion Manager....Elmer J. Walz  
Musical Director.....Viola Brown  
Chief Engineer.....Gordon Brown

# WNBZ

SARANAC LAKE—EST. 1937

KEYSTONE BROADCASTING SYSTEM

Frequency: 1320 Kc. Power: 100 Watts  
Owned-Operated By...Upstate Broadcasting  
Corporation

Business Address.....14 Broadway  
Phone Number.....1320  
Studio Address.....14 Broadway  
Transmitter Location.....3 Olive St.  
Time on the Air.....Daytime license  
Transcription Service.....Standard Radio  
Representative.....Thomas F. Clark Co., Inc.

## Personnel

President-General Manager....John F. Grimes  
Program Director.....Albert C. Bagdasarian  
Chief Engineer.....H. Berwind Williams

# 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

Manager of Broadcasting: R. S. Peare  
 Asst. Manager Broadcasting: B. J. Rowan  
 Station Manager: Kolin Hager  
 Asst. Manager: A. G. MacDonald  
 Sales Manager: A. G. MacDonald  
 Sales Promotion: Kay Kempton  
 Program Manager: A. O. Coggeshall  
 Asst. Program 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

# 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.

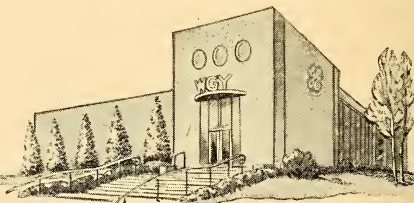
Time on the Air: 6:45 a.m. to 12:05 a.m.; Sundays, 8 a.m. to 12:05 a.m.

News Service: AP  
 Transcription Service: Standard Radio; Lang-Worth

Representative: Helen Wood

## Personnel

President: Winslow P. Leighton  
 Vice-President & General Manager: George R. Nelson



# WGY

**The MUST Station in the Great Hudson Circle**

# WGY

**For Power, Programming, and Prestige**

# WGY

**50,000 Watts - NBC - 22 Years of Service**

Represented Nationally by NBC Spot Sales

**GENERAL ELECTRIC** SCHENECTADY, NEW YORK

WGY-216

Program Manager.....Edward F. Flynn  
 Production Manager.....Cecil Woodland  
 Chief Engineer .....I. Beck

# WAGE

SYRACUSE—EST. 1941  
 BLUE NETWORK

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,  
 8 a.m. to 1 a.m.  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Representative ..... Edward Petry & Co., Inc.

## Personnel

President ..... Frank C. Revolt  
 Station Manager ..... William T. Lane  
 Sales Manager..... Aaron Beckwith  
 Merchandising Director..... Aaron Beckwith  
 Production Manager..... Alfred Dinsdale  
 Musical Director..... Thelma Jean McNeill  
 Record MC..... Fred Jeske  
 Chief Engineer..... Charles Brannen

# WOLF

SYRACUSE—EST. 1940  
 MUTUAL BROADCASTING SYSTEM

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.....6 a.m. to 2 a.m.  
 Transcription Service ..... Standard  
 Representative.....The Walker Co.

## Personnel

President-Commercial Manager...T. S. Marshall  
 Program Director.....Hamilton Woodle  
 Production Manager..... Hamilton Woodle  
 Publicity Director ..... Eleanor Merz  
 Chief Announcer ..... Sid Posner  
 Chief Engineer.....David Foote

# WSYR

SYRACUSE—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 570 Kc.....Power: 5000 Watts  
 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.; Sunday, 8  
 a.m. to 1 p.m.  
 News Service ..... UP  
 Transcription Service: Associated Recorded  
 Program Service; Lang-Worth & Standard  
 Representative..... Paul H. Raymer Company

## Personnel

President.....Harry C. Wilder  
 Vice-President..... E. R. Vadeboncoeur  
 Treasurer..... N. L. Kidd  
 Commercial Manager..... W. R. Alford, Jr.  
 Promotion Manager ..... R. Boyd  
 Program Director..... Bill Rothrum  
 Chief Announcer..... Ralph Wallace  
 War Programs..... George Reed  
 Musical Director ..... M. Bernthal  
 Chief Engineer..... Armand Belle Isle  
 Record MC..... Paul Coleman



**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.

THE STATION OF THE STARS



# WFBL

SYRACUSE, N. Y.

*the Greatest Selling -  
Power in Central New York*

More listeners . . . day or night . . . make WFBL the powerful selling force in the rich Central New York Market.

Nearly 50% of the daytime listeners prefer WFBL . . . the remainder is divided among the three other Syracuse stations. The same predominance prevails among night time listeners.

WFBL sells more potential buyers in this "post-war-prepared" market than any other station. (Figures available if you want them.)

MEMBER BASIC NETWORK  
COLUMBIA BROADCASTING SYSTEM

FREE and PETERS \* Exclusive National Representatives

**FIRST**  
FOR WFBL

Always a leader in its field, WFBL today enjoys the reputation of holding 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 the 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."

Central New York's leading station is first in the introduction of new local programs and the development of radio personalities.

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.

# W F B 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 ..... Collamer, 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  
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 Gantter  
Chief Engineer.....A. R. Marcy

# 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  
Assistant Manager.....Woodbury Carter  
Program Director.....E. W. Rossell

Publicity Director.....Edward Walker  
Musical Director and  
Chief Announcer .....E. Rossell  
Chief Engineer.....W. Whitman  
Record MC.....Don Jarvis

# W H A Z

TROY—EST. 1922

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

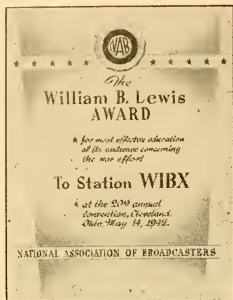
## Personnel

President.....Dr. W. O. Hotchkiss  
Promotion Manager.....W. J. Williams  
Sales Manager .....W. C. Stoker  
Program Director.....A. O. Niles  
Chief Announcer .....R. Schmelzer  
Chief Engineer .....H. Harris

FOR QUALITY  
AP !

*Cited for . . .*

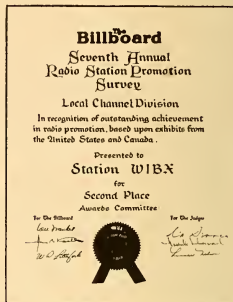
# SUPER PUBLIC SERVICE



1942

1943

1944



The William B. Lewis Award of 1942  
and  
The Billboard Citation of 1943  
speak for themselves

However, the 1944 World Series promotion was something phenomenal as far as the 400,000 listeners in the Utica-Rome, N.Y., area were concerned. It was these folks who asked us to broadcast the World Series; they knew that if WIBX failed them, they would not hear the series (no other station carrying the series being audible in the territory). So through the co-operation of the late Judge Kenesaw Mountain Landis, the Gillette Safety Razor Company and their agency, Maxon, Inc. (as well as the CBS Network and P. & G. and Standard Brands in relinquishing their time), the World Series of 1944 was heard in all its glory over WIBX. Thousands of letters, cards and messages came from far and near.

Yes, things like these do make WIBX your super public service station in the Mohawk Valley.

CBS **WIBX** 1230 KC

*"The Voice of the Mohawk Valley"*

UTICA, NEW YORK



# WIBX

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 & UP  
 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 Manager: Gladys Moore  
 Executive Vice-President: Elliott Stewart  
 National Sales-Merchandising  
 Manager: N. W. Cook  
 Program Director: Elliott Stewart  
 Production Manager: Michael Carlo  
 Publicity Director: N. W. Cook  
 Musical Director: Walter Griswold  
 Chief Engineer: J. T. Dowdell

# WATN

WATERTOWN—EST. 1941

MUTUAL BROADCASTING SYSTEM  
 ASSOCIATED

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 12:15 p.m. daily; 8  
 a.m. to 12:15 a.m. Sunday

News Service: AP  
 Transcription Service: Standard Radio  
 Representatives: Sears & Ayers

## Personnel

President-Sales Manager: G. Harry Richter  
 Program Director: Theodore W. Austin  
 Acting Chief Engineer: J. A. Perry

# WWNY

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 B. Johnson  
 Station Manager: Thomas E. Martin  
 Commercial Manager: Louis Saiff, Jr.  
 Sales Promotion: Thomas R. McHugh  
 Program Director: James W. Higgins  
 Chief Engineer: Maynard B. Davis

# WFAS

WHITE PLAINS—EST. 1932

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Westchester Broad-  
 casting Corp.

# WFAS

*A Class Station in  
 A Class Market*

Listener acceptance outstripping leading  
 metropolitan independents in this area  
 by as much as 5 to 1\*.

Advertiser acceptance: 1944 sales 58%  
 ahead of 1943!

Reasons: A quality-music policy for  
 more than 10 years . . . plus compre-  
 hensive World and local news . . . plus  
 active cooperation in the community's  
 civic life.

# WFAS in Westchester

Roger Smith Hotel  
 White Plains

Represented by

HEADLEY-REED COMPANY

Chrysler Building  
 New York

\*Crossley listening study on request

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. Seltz  
 Commercial Manager ..... Harold Levy  
 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

**Personnel**

President and General  
 Manager ..... William H. Reuman  
 Asst. General Manager ..... Edith Dick  
 Program Director ..... Bob Mann  
 Man. Foreign Lang. Pro. .... Lou Cole  
 Chief Announcer ..... Lou Cole  
 Chief Engineer ..... Joseph Franz, Jr.

**W W R L**  
**NEW YORK**

**LOW**  
**COST**  
**PROGRAMMING**

**THAT**  
**SELLS**  
**IN**

**NEW**  
**YORK'S**  
**HIGH**  
**COST**  
**MARKET**

**1600 KC**  
**FULL TIME**

# NORTH CAROLINA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

## W I S E

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.....Ken Beachboard  
Promotion Manager.....Charles A. Bachman  
Program Director.....Floye Bowers  
Chief Engineer.....Madeline Hollerith

## W W N C

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: 6:30 a.m. to 12:05 a.m. daily;  
7:45 a.m. to 12:05 a.m. Sundays  
Newspaper Affiliation.....Asheville Citizen-  
Times  
News Service.....AP & UP  
Transcription Service.....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

## W B B B

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 a.m. to local sunset  
News Service.....UP; AP  
Transcription Service.....Standard Radio;  
Keystone; Lang-Worth

### Personnel

Secretary and General Manager. E. Z. Jones  
Commercial & Sales Promotion  
Manager.....Roy Springer  
Program Director and Chief  
Announcer.....Earl Caton  
Production Manager.....Earl Caton  
Record MC.....Al Nelson  
War Program Director.....E. Z. Jones  
Publicity Director.....Dot Marlowe  
Artists Bureau.....Laurine Skinner  
Chief Engineer.....Berry Tysor

## W A Y S

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 1 a.m.  
News Service.....INS & AP  
Transcription Service.....Lang-Worth; Standard  
Representative.....Weed & Co.

### Personnel

President.....George W. Dowdy  
Station Manager.....Walter H. Goan  
Chief Engineer.....John C. Price  
Program Director.....W. H. Porcher, Jr.

## W B T

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 1 a.m. daily; 7 a.m.  
to 1 a.m. Sunday  
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.....William F. Carley  
 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

**WSOC**

CHARLOTTE—EST. 1928  
 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, 8 a.m. to 12 midnight  
 News Service .....AP  
 Transcription Service.....NBC Thesaurus;  
 Standard Radio  
 Representative .....Headley-Reed Company

**Personnel**

President.....E. J. Gluck  
 Commercial Manager.....W. C. Irwin  
 Program Director.....Ronald G. Jenkins  
 Chief Engineer.....L. L. Caudle

**WEGO**

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 & AP  
 Transcription Service.....Standard Music,  
 Keystone

**Personnel**

Owner .....Wayne Nelson

**WDNC**

DURHAM—EST. 1928

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 midnight  
 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

**WCNC**

ELIZABETH CITY—EST. 1939

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.....Elizabeth Blair  
 Chief Engineer.....Joseph J. Benonis

**WFNC**

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.....The Walker Co.

**Personnel**

Station Manager.....W. C. Ewing  
 Commercial Manager.....Paul Moyle  
 Program Director-Chief  
 Announcer .....Ray Woodard

# WGNC

GASTONIA—EST. 1939

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

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.  
 News Service .....UP  
 Representative .....Cox & Tanz

## Personnel

Owner.....F. C. Todd  
 Manager .....Pat McSwain  
 Commercial Manager.....F. C. Abernathy  
 Program Director.....Earl Holder  
 Chief Engineer.....W. C. Groves, Jr.

# WBIG

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 Numbers .....6125, 6126, 6127  
 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; NBC Thesaurus  
 Representative ....George P. Hollingbery Co.

## Personnel

Station and Commercial  
 Manager .....Edney Ridge  
 Program Director.....Inez Connelly  
 Publicity Director.....Madge Banks  
 Production Manager-Chief  
 Announcer .....Wally Williams  
 News Editor .....Margaret Leonard  
 Musical Director.....Margaret Banks  
 Chief Engineer.....Earl Allison



"The PRESTIGE  
 STATION of the  
 CAROLINAS"



*famed*  
 for  
 Showmanship



GEO. P. HOLLINGBERY, INC. *Natl. Reps.*

## 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.....Victor Smith  
Program-Production Manager....Stan Conrad  
Chief Engineer .....Joseph Warlick

## W G B R

**GOLDSBORO—EST. 1939**

MUTUAL BROADCASTING SYSTEM

TOBACCO NETWORK

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By..Eastern Carolina Broad-  
casting Corp.

Business Address.....P. O. Box 1024  
Phone Number .....1550  
Studio Address.....Borden Bldg.  
Transmitter Location .....Goldsboro-Raleigh  
Highway  
Time on the Air....6 a.m. to 1:05 p.m. daily;  
8 a.m. to 11:05 p.m. Sunday  
News Service .....UP, AP  
Transcription Service ..... World  
Representative.....The Walker Co.

### Personnel

President.....A. T. Hawkins  
General Manager.....Harry G. Bright  
Sales Manager.....Leland B. Nelson  
Program Director.....John Gay Britt  
Publicity Director.....Grace Carroll  
Chief Announcer.....Hal Grant  
Chief Engineer.....Daniel B. Trueblood  
Office Manager.....V. H. Hooks  
Musical Director.....Margaret Long

## W G T C

**GREENVILLE—EST. 1940**

MUTUAL BROADCASTING SYSTEM

TOBACCO NETWORK

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By....Greenville Broadcast-  
ing Company

Address .....Falkland Highway,  
P. O. Box 898  
Phone Number .....3182  
Transmitter Location.....Falkland Highway  
Time on the Air.....15 hours Sundays;  
1 1/2 hours daily  
News Service.....UP  
Transcription Services....Lang-Worth & World

### Personnel

President .....Julian J. White  
Station and Sales Promotion  
Manager .....Margaret J. Laughinghouse  
Publicity Director.....Richard Stokes, III  
Program Director.....Margaret Richardson  
Chief Announcer.....Charles Whedbee  
Chief Engineer.....Hank Tribley

## WGBR in Goldsboro

*Is Eastern Carolina's Number  
One Station Serving Eastern  
Carolina's Number One  
Market.*

*Affiliated with*

**Mutual Broadcasting System  
The Tobacco Network**

Represented by The Walker Co.

## W G B R

Harry G. Bright, *Gen. Mgr.*

GOLDSBORO NORTH CAROLINA

## 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 . . . . . 2½ miles SE of Hickory  
 Time on the Air . . . . . 6:30 a.m. to 12 midnight  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Howard H. Wilson

### **Personnel**

President . . . . . Carl V. Cline  
 Station Manager . . . . . Edmund S. Long  
 Program Director-Chief  
     Announcer . . . . . Bing Bennett  
 Chief Engineer . . . . . E. S. Long

## W M F R

**HIGH POINT—EST. 1935**

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

NORTHSTATE NETWORK

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Radio Sta. WMFR, Inc.  
 Address . . . . . 156½ S. Main St.  
 Phone Number . . . . . 4593  
 Transmitter Location . . . . . 156½ S. Main St.  
 Time on the Air . . . . . 6 a.m. to 12 midnight  
 News Service . . . . . UP  
 National Representative . . . . . Burn-Smith Co.

### **Personnel**

President . . . . . James M. Lambeth  
 Station Manager . . . . . Helen M. Lambeth  
 Commercial Manager . . . . . Pat Taylor  
 Program Director . . . . . Gary Davis  
 Chief Engineer . . . . . Robert P. Boyd

## 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.  
 Time on the Air . . . . . 6:45 a.m. to 11 p.m., Monday  
     through Friday and Sunday; 6:45 a.m. to 1  
     a.m. on Saturday  
 Representative . . . . . Burn-Smith Company

### **Personnel**

President . . . . . Jonas Weiland  
 Sales Manager . . . . . Lester L. Gould  
 Program Director . . . . . Louis Brooks  
 Chief Engineer . . . . . David Hardison

## W H N C\*

**HENDERSON, N. C.**

Frequency: 890 Kc. . . . . Power: 250 Watts  
 Owned By . . . . . Henderson Radio Corp.  
 Officials: S. S. Stevenson and Nathan Frank

\* Construction Permit.

FOR QUALITY

AP !

# 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 12 midnight; week-  
 days; 8 a.m. to 12 midnight Sunday  
 News Service ..... UP  
 Transcription Service .....Lang-Worth,  
 NBC Thesaurus

## Personnel

President-Station Manager...Louis N. Howard  
 Sales Promotion Manager...Paul Parker  
 Program-Production Director...Ed. W. Burwell  
 Publicity Director.....Ellen Hancock  
 Assistant Traffic Manager.....Martha Bullock  
 Chief Engineer .....Glen Neuville

# 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 Numbers .....8311-12-13  
 Transmitter Location.....Cary, N. C.  
 Time on the Air.....6 a.m. to 1 a.m.  
 News Service .....AP; UP  
 Transcription Services...NBC Thesaurus, World  
 Representative.....Free & Peters

## Personnel

President and Treasurer...J. R. Weatherspoon  
 Station Manager.....Richard F. Mason  
 Sales Manager.....Ollie L. Carpenter  
 Program Director.....Garrett W. Morrison  
 Publicity Director.....Fay E. Biggs  
 Chief Engineer.....Henry Hulick, Jr.

# W R A L

RALEIGH—EST. 1939

MUTUAL BROADCASTING SYSTEM  
 TOBACCO NETWORK

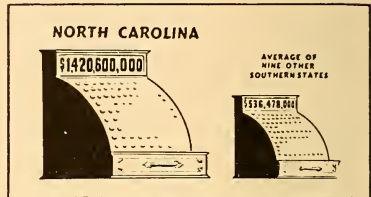
Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By...Capitol Broadcasting  
 Company  
 Address.....130 S. Salisbury Street  
 Phone Number.....6411  
 Transmitter Location.....S. Davie St.  
 Time on the Air.....6:30 a.m. to 11 p.m., EWT  
 News Service .....AP  
 Transcription Service .....Lang-Worth  
 Representative .....Weed & Co.

## Personnel

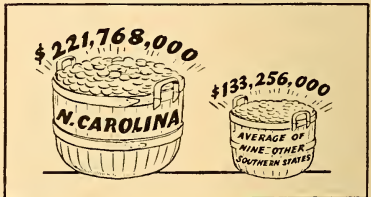
President.....A. J. Fletcher  
 Sales Promotion Manager.....Steve Woodson  
 Commercial Manager.....C. D. Moore  
 Program Director.....Ray Reeve  
 Chief Engineer.....Stanley Brown

# NORTH CAROLINA IS THE SOUTH'S No.1 STATE

## IN INDUSTRY



## IN AGRICULTURE



# W P T F

(CARRYING N. B. C.  
 WITH 50,000 WATTS  
 AT 680 KC)

IS NORTH CAROLINA'S  
 No.1 SALESMAN  
 WPTF • RALEIGH



FREE & PETERS, INC.  
 NATIONAL REPRESENTATIVES



## 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

Transcription Services . . C. P. MacGregor, Key-  
stone, World

National Representative. Nathan Frank Agency

### Personnel

President . . . . . S. E. Crew

Commercial Manager . . . . Nathan Frank

Program Director . . . . . Mamie Nash

Chief Engineer . . . . . C. W. Mears

## 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 . . Washington-Chocowinity  
Highway

Time on the Air . . . . . 7 a.m. to local sunset

News Service . . . . . AP

National Representative . . . . . Forjoe & Co.

### Personnel

President . . . . . W. R. Roberson, Sr.

Station Manager . . . . . W. R. Roberson, Jr.

Sales Manager . . . . . W. R. Roberson, Jr.

Program Director . . . . . Mary Miller

Publicity Director . . . . . Merrill Daniels

Chief Announcer . . . . . Bob Armstrong

Production Manager . . . . . George Walston

Chief Engineer . . . . . George Martin

In Eastern North Carolina it's

# WRRF

**1000 Watts  
Washington**

**930 Kilocycles  
North Carolina**

**COMPLETELY COVERS THIS  
HUNDRED MILLION DOLLAR MARKET**

In the center of the bright leaf tobacco belt . . . one of America's richest agricultural areas . . . WRRF offers the advertiser exceptional profit opportunities for his advertising dollar **RIGHT NOW.**

WRRF is **THE** regional station . . . with national programming . . . in a trade territory of over 600,000 population, with 67,144 radio homes satisfactorily reached by no other station. Here are 6,188 retail outlets with an annual volume of over \$100,000,000.00.

WRRF carries the cream of the Blue Network's programs, assuring a large listener audience. Get **YOUR SHARE** from this most fertile field now, through consistent advertising on WRRF. Write us today for our new informative folder.

**TAR HEEL BROADCASTING SYSTEM, INC.**  
Washington, North Carolina

National Radio Representatives **FORJOE & CO.** New York • Chicago • Philadelphia

## 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 11 p.m.  
 News Service.....AP

### Personnel

Owner-Manager.....W. Avera Wynne  
 Sales Manager.....Ray Bandy  
 Chief Engineer.....W. W. Primm

## 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: Yadkin Hotel, Salisbury;  
 Swanee Theatre Bldg., Kannapolis, N. C.  
 Transmitter Location.....Statesville Highway  
 Time on the Air.....7 a.m. to 12 midnight  
 News Service.....AP  
 Representative.....Burn-Smith Co.

### Personnel

Manager.....W. J. Murphy  
 Assistant Manager.....W. C. Mitcham  
 Program-Production Director.....Russell McIntire  
 Chief Engineer.....Carl Watson

## 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 Numbers.....2188, 2189  
 Transmitter Location.....Wilson  
 Time on the Air.....6 a.m. to 12:05 a.m.  
 News Service.....UP  
 Transcription Service.....Lang-Worth & World  
 Representative.....Burn-Smith Co.

### Personnel

Owner.....P. T. Watson  
 Station Manager.....Allen Wannamaker  
 Commercial Manager.....Robert B. Brunson  
 Chief Engineer.....Warren Wooten

## 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.....BML  
 Representative.....Burn-Smith Company

### Personnel

Owner.....R. A. Dunlea  
 Commercial Manager.....Claud O'Shields  
 Chief Engineer.....E. I. Herring

## W A I R

**WINSTON-SALEM—EST. 1937**

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....WAIR Broadcasting Co.  
 Address.....Pepper Bldg.  
 Phone Number.....2-1133  
 Transmitter Location.....Reynolda, N. C.  
 Time on the Air.....8 a.m. to midnight  
 News Service.....AP  
 Transcription Service.....World Broadcasting  
 System

### Personnel

Station Manager.....George D. Walker  
 Commercial Manager.....C. G. Hill  
 Sales Promotion Manager.....Ruth Pitts  
 Program Director.....Doris Pardington  
 Chief Engineer.....Lee King  
 Record MC.....Larry Patrick

## W S J S

**WINSTON-SALEM—EST. 1930**

NATIONAL BROADCASTING CO.

Frequency: 600 Kc.....Power 5000 Waats  
 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.;  
 Newspaper Affiliation: Winston-Salem Journal;  
 Twin City Sentinel

News Service.....UP  
 Transcription Service.....Associated Music  
 Representative.....Headley-Reed Co.

### Personnel

President.....Gordon Gray  
 Managing Director.....Harold Essex  
 Sales Manager.....Harry B. Shaw  
 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 273-287

## KFYR

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: Standard  
Representative: John Blair & Company

### Personnel

President: P. J. Meyer  
Station and Commercial Manager: F. E. Fitzsimonds  
Program Director-Chief Announcer: Cal Culver  
Musical Director: Curt Dirlam  
Production Manager: Cal Culver  
Chief Engineer: Ivar Nelson

## KDLR

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

### Personnel

President and General Manager: Bert Wick  
Chief Engineer: Richard Moritz

## WDAY

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; Sunday, 7 a.m. to midnight  
Newspaper Affiliation: Fargo Forum  
News Service: UP & AP

Transcription Service: NBC Thesaurus  
Representative: Free & Peters

### Personnel

President: E. C. Reineke  
Station Manager: Jack Dunn  
Sales Manager: Tom Barnes  
Program Director and Chief Announcer: Ken Kennedy  
War Program Director: Howard Nelson  
Production Manager: David Henley  
Sales Promotion-Publicity Director: Mildred Gregerson  
Musical Director: Dick Hall  
Chief Engineer: Julius Hetland

## KFJM

GRAND FORKS—EST. 1923

Frequency: 1440 Kc. Power: 1000 d.; 500 n.  
Owned-Operated By: University of North Dakota  
Address: Woodworth Hall, University Campus  
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)

## KILO

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: 6:30 a.m. to midnight daily;  
8 a.m. to midnight Sunday  
News Service: UP  
Transcription Service: Lang-Worth  
Representative: Headley-Reed Co.

### Personnel

Owner-Station Manager: Dalton Le Masurier  
Commercial Manager: Elmer Hanson  
Chief Engineer: Arnold Petrich

## KSJB

JAMESTOWN—EST. 1937

COLUMBIA BROADCASTING SYSTEM  
MUTUAL BROADCASTING SYSTEM  
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 600 Kc.....Power: 250 Watts Day,  
100 Watts Night  
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 11 p.m.  
News Service.....AP & UP  
Representative...North Central Broadcasting  
System

**Personnel**

President.....L. J. McNeil  
Station Manager & Sales.....Lloyd R. Amoo  
Sales Promotion.....Betty Henry  
Program Director.....Florence Putnam  
Publicity Director.....Betty Henry  
Chief Engineer.....Lloyd R. Amoo

**K G C U**

MANDAN—EST. 1925

BLUE NETWORK

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.  
Representative...North Central Broadcasting  
System

**Personnel**

President.....W. S. Russell  
Station Manager.....M. J. Reichert  
Program Director.....Merritt Bushee  
Chief Engineer.....LeRoy Gunderson

**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.  
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  
MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts  
Owned.....KOV.C, Inc.  
Operated By.....Robert E. Ingstad  
Address.....312 Fifth Ave.  
Phone Number.....408  
Transmitter Location.....312 Fifth Ave.  
Time on the Air.....7:30 a.m. to 10:05 p.m.

**Personnel**

President & Owner.....Robert E. Ingstad  
Transcription Service.....Keystone  
General and Commercial  
Manager.....Robert E. Ingstad  
Sales Promotion-Program  
Director.....George L. Brooks  
Director of War Programs.....Bob Ingstad  
Chief Engineer.....Charles Sjostrom

**FOR QUALITY !**

**AP !**

# 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 273-287

## 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.  
News Service UP & Trans.  
Transcription Service Standard Radio & Lang-Worth  
Representative Geo. P. Hollingbery Co.

### Personnel

President-Station Manager Allen T. Simmons  
Commercial-Station Promotion Manager R. B. Wilson  
Program Director-Chief Announcer H. H. Hageman  
Publicity Director Robert Wass  
Production Manager C. R. Jolliff  
Chief Engineer Larry Hennigan  
Record MC J. J. Rattay

## 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 & UP  
Transcription Service NBC Thesaurus, Standard  
Representative Weed & Co.

### Personnel

President-Station Manager S. Bernard Berk  
Commercial Manager Kenneth M. Keegan  
Sales Promotion Manager V. G. Berk  
Program Director Stanley N. Schultz  
Musical Director Stanley Schultz  
Chief Engineer George V. Paul

## W H K K

AKRON—

MUTUAL BROADCASTING SYSTEM

Frequency: 640 Power: 1000 Watts  
Owned-Operated By United Broadcasting Co.  
Address 51 West State St.  
Phone BL 7101  
Transmitter Location Akron-Peninsula Rd.  
Time on the Air 8 a.m. to Pacific Sunset  
Sign Off  
Newspaper Affiliation Forrest City Pub. Co.  
News Service AP  
Transcription Service World  
Representative Radio Advertising Co.

### Personnel

Chief Executive H. K. Carpenter  
General Manager H. K. Carpenter  
Station Manager R. W. Richmond  
Sales Manager J. A. Harrington  
Program Director Lew Henry  
Chief Engineer James Hill  
\*CP

## 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  
Studios 221 Center St., Ashtabula; State St., Painesville, Ohio  
Transmitter Location Jefferson Road, RFD  
Time on the Air Local sunrise to sunset  
News Service UP  
Transcription Service World  
Representative The Walker Co.

### Personnel

President C. A. Rowley  
Manager R. B. Rowley  
Commercial Manager Donald Fassett  
Sales Promotion Manager A. B. Newkirk  
Program Director W. W. Walrath  
Publicity Director Al Newkirk  
Musical Director Mary Pavolino  
Chief Engineer Homer Johnson

## W H B C

CANTON—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 1480 Kc. Power: 1000 Watts  
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, 9 a.m. to 12 midnight  
 Newspaper Affiliation.....Brush-Moore News-  
 papers, Inc.  
 News Service.....AP & UP  
 Transcription Service.....World  
 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.....Homer A. Ray  
 Technical Director.....Kenneth Sliker

**WCKY**

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.....Wells Bruen  
 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

**W H K K**

*Akron*

640 K. C.

1000 WATTS

UNITED BROADCASTING CO.

Operators of WHK, Cleveland; WHKK, Akron; WHKC, Columbus

**MUTUAL**

*Represented by* RADIO ADVERTISING COMPANY

**W C P O**

**CINCINNATI—EST. 1922**

Frequency: 1230 Kc. ....Power: 250 Watts  
 Owned-Operated By.....Scripps-Howard  
 Address.....3800 Carew Tower Bldg.  
 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..... Evelyn C. Eppinger  
 Sales Promotion Manager.. Evelyn C. Eppinger  
 Production Manager.....Fred P. Pihler  
 Chief Announcer.....Glen Clark Miller  
 Publicity Director.....Alys V. Kestle  
 Musical Director.....Eugene T. Hoxter  
 Chief Engineer.....Roger Wetz

**W K R C**

**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.  
 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.....H. E. Fast  
 Sales Manager.....U. A. Latham  
 Sales Promotion.....Nelson King  
 Program Director.....Jowel W. Stovall  
 Production Manager.....Syd Cornell  
 Publicity Director.....Jeanne Roberts  
 Musical Director .....Gladys Lee  
 Chief Engineer.....George Wilson

*More Quarter Hours  
 are sold to  
 national and local sponsors on  
 WKRC  
 than on any other  
 network station  
 in  
 Cincinnati*



**W L W**

CINCINNATI—EST. 1922

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: Powell 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  
 Dir. of Promotional Activities: Marshall N. Terry  
 Merchandising Manager: Arthur Griffes  
 Director of War Programs: Katherine Fox  
 Program Director: Howard Chamberlain

Production Manager: Richard Hubbell  
 Publicity Director: William L. Barlow  
 Musical Director: Milton Weiner  
 Chief Engineer: R. J. Rockwell

**W S A I**

CINCINNATI—EST. 1928

BLUE NETWORK

Frequency: 1360 Kc. Power: 5000 Watts  
 Owned-Operated By: Marshall Field  
 Address: 104 West 9th  
 Phone Number: Cherry 1822  
 Studio: 9th & Elm Sts.  
 Transmitter Location: Near Mt. Healthy,  
 Ohio

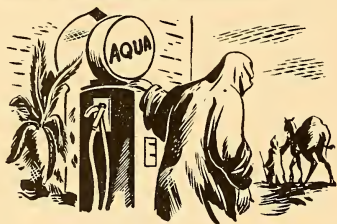
Time on the Air: Unlimited License  
 News Service: AP & UP  
 Transcription Service: World Broadcasting  
 System; NBC Thesaurus  
 Representative: Paul H. Raymer Co.

**Personnel**

President: Marshall Field  
 Station Manager: Walter A. Callahan  
 Sales Manager: Mary Scott Welch  
 Program Director: James Leonard  
 Director of War Programs: Kit Fox  
 Production Manager: William Augenbaugh  
 Publicity Director: Mary Scott Welch

**FOR QUALITY**  
**AP!**

# YUSIF ... THE CAMELS' CHOICE!



In Bagdad-on-the-Cuyahoga, which is also called Cleveland, one Yusif ibn Usif presided over a filling station for camels. He had fresh, sparkling well water, the delight of dry dromedaries. Yet the camel trains disdainfully passed him by. And he eked out a miserable existence, one eke at a time.



On the caravan road, beyond the city gates, he placed an inscription which said, "Stop at Yusif's place. Good drink for man and beast." And another scroll at his station praised the celestial cleanliness of his rest rooms. But, though he also purveyed exotic viands, such as hamburgers, nothing availed.



Then spoke unto him a friend saying, "Listen, droopy burnouse! Hundreds of contented camels drink at city filling stations. For the camel drivers are lured thither from afar — by the magic of wireless — over WHK. Do thou likewise, and the camels will walk a mile to you." And Yusif did. And the camels did. And WHK scored another merchandising hit.

Simply because it sells like crazy,

## WHK

is

"Retailers' Choice in Cleveland"

*Represented by Paul H. Raymer Co.*

United Broadcasting Co., Operators of  
WHK, Cleveland — WHKK, Akron  
WHKC, Columbus

**W G A R**

CLEVELAND—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1220 Authorized..Power: 5000 d.;  
n. 5000Owned-Operated By.....The WGAR Broad-  
casting CompanyAddress ..... Hotel Statler  
Phone Number .....Prospect 0200  
Transmitter Location..Broadview & Atkins Rd.,  
Brecksville, Ohio

Time on the Air.....6 a.m. to 1 a.m.

News Service .....UP

Transcription Service.....World Broadcasting  
System & Lang-Worth

Representative...Edward Petry &amp; Co., Inc.

**Personnel**

President.....George A. Richards

Vice President-General Manager..John F. Patt

Assistant Manager.....Carl E. Moore

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.....Prospect 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,  
BMI

Representative .....Paul H. Raymer Co.

**Personnel**

President .....Sterling E. Graham

Vice-President.....H. K. Carpenter

Sales Manager.....J. B. Maurer

Program Director.....C. M. Hunter

Merchandising Manager.....Sue Cornelius

Chief Announcer.....George Todd

Publicity Director.....Saul Glantz

News Editor .....Arthur O. Beamer

Musical Director.....Willard Pott

Chief Engineer.....Ralph DeLamy

**FOR QUALITY****AP**



...billionarea!

Where thousands go "to see" — millions LISTEN free!

And they bring along a BILLION DOLLARS\* spending money!

*Basic Blue* WJW <sup>850</sup> *Cleveland*



Population: two million  
 Radio Homes: a half million  
 \*Retail Sales: a billion

This is a billion dollars talking. You can't "talk back" to a billion—but you can talk TO it!

**W J W**

CLEVELAND—EST. 1943

BLUE NETWORK

Frequency: 850 Kc. Power: 5000 Watts  
 Owned-Operated By: WJW, Inc.  
 Address: WJW Building, Playhouse  
 Square  
 Phone Number: Superior 0101  
 Transmitter Location: North Royalton, Ohio  
 Time on the Air: Full time  
 News Service: UP  
 Transcription Service: Standard  
 Representative: Headley-Reed Co.

**Personnel**

President and General  
 Manager: William M. O'Neil  
 National Sales Dir.: 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 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: Nil's Trammell  
 Station Manager: Vernon H. Pribble  
 Commercial and Sales Promotion  
 Manager: Howard A. Barton  
 Program Director: Hal Metzger  
 Production Manager: Fred Wilson  
 Musical Director: Lee Gordon  
 Chief Engineer: S. E. Leonard

**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. daily; 8 a.m.  
 to 1:05 a.m. Sunday  
 News Service: AP  
 Transcription Service: Standard Radio  
 Representative: John Blair & Company

**Personnel**

President: Robert H. Wolfe  
 Station Manager: Edgar T. Wolfe  
 Sales and Commercial Manager: W. I. Orr  
 Sales Promotion Manager: Jerome T. Reeves  
 Program Director: Geer Parkinson  
 Production Manager: Tom DeVore  
 Chief Announcer: Irwin A. Johnson  
 Musical Director: Geer Parkinson  
 Publicity Director: Jerome R. Reeves  
 Chief Engineer: Lester H. Natzger

**W C O L**

COLUMBUS—EST. 1934

BLUE NETWORK

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: The Pixleys  
 Business Address: 33 North High St.  
 Phone Number: Main 4581  
 Transmitter Location: 33 North High St.  
 Time on the Air: 24 hours daily  
 8 a.m. to 1 a.m.  
 News Service: INS & AP  
 Transcription Service: World; Lang-Worth  
 Representative: Weed & Company

**Personnel**

Owner: L. A. Pixley  
 Station-Commercial Manager: Jack Kelly  
 Program Director: Howard Donahoe  
 Production Manager: Al Albinger  
 Publicity: Jim Renick  
 Chief Engineer: Leo DeConnick

**W H K C**

COLUMBUS—EST. 1921

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc. Power: 1000 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 1 a.m.  
 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 ..... Ruth Chiappa  
 Chief Announcer ..... Bernard J. Sweeney  
 Artists Bureau Head-Musical  
 Director ..... Abram Ruvinsky  
 Chief Engineer ..... J. E. Anderson  
 Record MC ..... Don Bachman

**Personnel**

President ..... Howard L. Bevis  
 Station Director ..... R. C. Higgy  
 Program Director ..... William H. Ewing  
 Production Manager ..... Edgar Sprague  
 Publicity Director ..... H. K. Schellenger  
 Chief Announcer ..... Edgar A. Sprague  
 Musical Director ..... Ann Charles  
 Chief Operator ..... C. H. Boehnker  
 (Non-Commercial Station)

**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

**W H I O**

DAYTON—EST. 1935

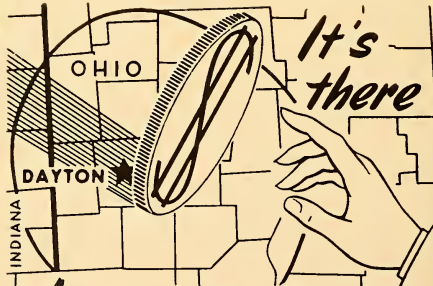
COLUMBIA BROADCASTING SYSTEM

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 ..... 18½ hours daily  
 Newspaper Affiliations: Dayton Daily News;

**DAYTON  
OHIO**

Long recognized  
 as one of the  
 Key Production  
 Centers of the  
 Nation, in peace,  
 in war—a highly  
 Prosperous and  
 Profitable market  
 — For YOU.

**5000  
WATTS**



*It's  
there*

*And You Can Reach It  
Now!!*

**1290  
ON THE  
DIAL**

**G. P.  
HOLLINGBERY  
COMPANY  
Representatives**

**HARRY E.  
CUMMINGS  
Southeastern  
Representative**

**WHIO**

**FOR COMPLETE FULL TIME COVERAGE**

Springfield (O.) News and Sun; Atlanta Journal; Miami Daily News  
 News Service.....UP, INS, Reuters & AP  
 Transcription Service..Standard Radio & World  
 Representative.....George P. Hollingbery Co.  
 Reps. for South..Harry Cummings, Jacksonville,  
 Fla.

### Personnel

President.....James M. Cox, Jr.  
 General Manager.....Robert Moody  
 Sales Manager.....Arthur H. Tomsett  
 Sales Promotion Manager..Garland V. Baldwin  
 Program Manager.....Lester G. Spencer  
 Production Director.....Don Wayne  
 Musical Director.....Henry Lange  
 Chief Announcer.....Sigel A. Roush  
 Chief Engineer.....Ernest L. Adams

## WING

DAYTON—EST. 1939

BLUE NETWORK

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  
 Transcription Service.....Lang-Worth, NBC  
 Thesaurus  
 Representative.....Weed & Company

### Personnel

President.....Ambassador Charles Sawyer  
 Station Manager.....J. P. Williams  
 Sales Manager.....Harold Higgins  
 Sales Promotion Manager.....Ima E. Wing  
 Program Production Director.....Ranny Daly  
 Musical Director.....Charles Reeder  
 Chief Engineer.....Stanley Beck

## WFIN

FINDLAY—EST. 1941

KEYSTONE BROADCASTING SYSTEM

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 & Keystone

### Personnel

General Manager.....Fred R. Hover  
 Sales Manager.....Kent L. Jeffrey  
 Program Director.....Millicent Mertz  
 Musical Director.....Barbara J. Tyner  
 Chief Engineer.....Edgar Smith

## WMOH

HAMILTON—EST. 1944

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By..The Fort Hamilton Broad-  
 casting Co.

Address.....Second National Bank Bldg.  
 Phone.....4664  
 Transmitter Location.....Middletown Pike  
 Time on the Air.....Unlimited  
 News Service.....UP  
 Transcription Service.....NBC Thesaurus;  
 MacGregor

### Personnel

President.....Herbert G. Pabst  
 Station Manager.....Don Ioset  
 Sales Manager.....Joe True  
 Program Director.....Sam Sague  
 Chief Engineer.....Andrew Bruck  
 Musical Director.....Elsie Remp

## WLOK

LIMA—EST. 1938

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....The Fort Industry Co.  
 Address.....620 National Bank Bldg.  
 Phone.....93161  
 Transmitter Location.....1424 Rice Ave.  
 Time on the Air.....7 a.m. to midnight daily;  
 8 a.m. to midnight Sunday  
 News Service.....UP  
 Transcription Service...Lang-Worth, Standard  
 Representatives.....Headley Reed

### Personnel

President.....George B. Storer  
 Vice-President & Gen. Mgr....J. Harold Ryan  
 Sales Promotion Manager.....R. G. Elvin  
 Program Director.....Edgar C. Ulrick  
 Chief Announcer.....John Daniels  
 Chief Engineer.....Richard Gartner  
 Record MC.....Robert Shelley

# W M A N

MANSFIELD—EST. 1939

BLUE NETWORK

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...6:30 a.m. to midnight daily;  
 8 a.m. to midnight Sunday  
 News Service.....UP  
 Transcription Service.....Standard Radio

## Personnel

President-Chief Executive.....J. M. O'Hara  
 Sales Promotion.....Bessie Blackman  
 Program Director.....Robert Christopher  
 Musical Director.....Earl Black  
 Chief Engineer.....William Morrison

# 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.....Unlimited  
 News Service.....UP  
 Transcription Service.....NBC Thesaurus,  
 Standard

## Personnel

President-Station Manager.....Robert T. Mason  
 Commercial Manager.....Geo. A. Speese  
 Sales Manager.....George A. Speese  
 Program Director.....Madge L. Cooper  
 Production Manager.....Harley West  
 Musical Director.....Carol Whirrett  
 Chief Engineer.....S. Robert Morrison

# W P A Y

PORTSMOUTH—EST. 1935

MUTUAL BROADCASTING SYSTEM &  
 OHIO NETWORK

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By..Brush-Moore Newspapers  
 Address.....1009 Gallia St.  
 Phone Number.....1010  
 Transmitter Location.....1009 Gallia St.  
 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.....AP & UP

Transcription Service.....Lang-Worth & BMI

## Personnel

President.....Louis H. Brush  
 Station Manager.....Paul Wagner  
 Sales Promotion.....William Bierley  
 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 & AP  
 Transcription Service.....NBS Thesaurus  
 Representative.....Weed & Co.

## Personnel

President.....Charles Sawyer  
 Exec. Vice-President.....J. P. Williams

*America's Best  
 Test Market --*

✓ EASY TO HANDLE  
 ✓ EASY TO CHECK

# W M A N

MANSFIELD, OHIO

BLUE NETWORK!

*In the Heart  
 of Ohio*





Station Manager.....Adna Karns  
 Promotion-Publicity ..... Jim Newman  
 Program Director..... Arthur Martin  
 Chief Engineer.....Victor Bushong

# WSTV

**STEUBENVILLE—EST. 1940**  
**MUTUAL BROADCASTING SYSTEM**  
**THE FRIENDLY GROUP**  
**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..... George H. Wilson, Jr.  
 Chief Engineer.....Joseph Troesch

# WSPD

**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 1 a.m.  
 News Services.....AP; INS  
 Transcription Service.....NBC Thesaurus &  
 Lang-Worth  
 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.....Robert B. Evans  
 Publicity Director .....Al Ruhfel  
 Chief Engineer Studio.....Frank M. Hilbert  
 Chief Engineer Transmitter...Edward L. Goon

# SHAKE HANDS WITH



# "THE FRIENDLY GROUP"

Introducing Four Stations in Four States under the management of "The Friendly Group". Extending you a friendly hand for more business from these thriving communities.

For further details, write John Laux, Managing Director  
 "The Friendly Group", Steubenville, O.



## WSTV

STEUBENVILLE, O.  
 JOHN LAUX, MGR.  
 MUTUAL

## WFPG

ATLANTIC CITY, N. J.  
 EDDIE KOHN, MGR.  
 BLUE NETWORK

## WJPA

WASHINGTON, PA.  
 JOHNNY CROFT, MGR.  
 MUTUAL

## WKNY

KINGSTON, N. Y.  
 LOU STEKETEE, MGR.  
 MUTUAL



# WKBN

AFFILIATED:  
COLUMBIA BROADCASTING SYSTEM

WKBN TRANSMITTER

## PIONEER WITH VISION

In September, 1926, WKBN began broadcasting as the pioneer station of the Youngstown Area, one of the top industrial regions of the nation . . . ranking third in steel production, alone. Foresight, vision and continuous endeavor in behalf of sponsor and listener have created and retained the leadership enjoyed in the entire area served by WKBN.

The Youngstown Market, unlike many, will not be materially affected by reconversion since the products produced for war are substantially those products which will con-

tinue to be in tremendous demand in the peace time to which we are all looking forward.

With confidence in the future of America we accept the responsibilities our position demands and pledge even greater opportunities to the radio advertisers and listeners of tomorrow.

REPRESENTED BY:

**PAUL H. RAYMER COMPANY**

**WKBN**  
YOUNGSTOWN, O.  
5000 watts  
570 kc

A vintage microphone with the CBS logo is positioned to the right of the text.

# WTOL

TOLEDO—EST. 1938

THE BLUE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By..The Community Broad-  
casting 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 Pub-  
lishers; 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  
Program Director.....Russell Perry  
Publicity Director.....Betty Hartman  
Chief Announcer.....Robert Kreighoff  
Musical Director.....John Sheehan  
Chief Engineer .....John Sheehan

# WRRN

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 .....AP  
Transcription Service...Standard & Lang-Worth  
Representative.....Burn-Smith Company, Inc.

## *Personnel*

Owners.....Frank T. Nied, Perry H. Stevens  
Station Manager.....Emerson J. Pryor  
Commercial Manager.....Frank B. Cannon  
Program Director.....David C. Hale  
Chief Engineer.....Charles J. Hurton

# WFMJ

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

An  
**Outstanding**

**Audience**

in

**Toledo**

**Says**

**WTOL**



*An  
outstanding audience  
in the Toledo area*



*Women follow  
its department store programs*



The listener audience of WTOL throughout the Toledo area is exceptionally department store conscious. For a far higher percentage of leading department stores use radio advertising in Toledo than in most major markets. 5 out of the 6 department stores in Toledo use WTOL. So do *all* of the drug chains and *all* the bread companies. This acceptance signifies the primary influence of WTOL in the Toledo market. Locally owned and operated... it's "The Biggest Little Station in the World".



BASIC *Blue* NETWORK

**WTOL**

*"Toledo's Friendly Station"*

NATIONAL REPRESENTATIVES: RADIO ADVERTISING COMPANY

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.  
 Sales Manager.....Phil Wood  
 Program Director.....Robert B. Mackall  
 Chief Announcer.....Hal Fredericks  
 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.....Foster Harmon  
 Musical Director.....Dwight Merriam  
 Chief Engineer.....B. T. Wilkins (on Leave)

**WHIZ**

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.....6 a.m. to 12 midnight;  
 Sundays, 8 a.m. to 11 p.m.

News Service.....AP  
 Transcription Service.....Standard Radio  
 Representative.....John Blair & Company

**Personnel**

President.....George Storer  
 Managing Director.....Allen L. Haid  
 Sales Manager.....Robert Kerns  
 Program Director.....Ivan Harnew  
 Chief Announcer.....Jack Roeder  
 Chief Engineer.....Wm. Hunt

**OKLAHOMA**

For Latest U. S. Census Population And Radio Homes Data And  
 Statistics on "Shifting Population" Please Turn To Pages 273-287

**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.....AP  
 Representative.....Taylor Howe Snowden

**Personnel**

Owner.....Dr. C. C. Morris  
 Manager.....H. Weldon Stamps  
 Commercial Manager.....LeRoy W. Moses  
 Program Director.....Bill McDowell  
 Chief Engineer.....Harold Walker

**K V S O**

ARDMORE—EST. 1935

THE BLUE NETWORK  
 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.....AP  
 Representative.....Taylor Howe Snowden

**Personnel**

General Manager.....Albert Riesen  
 Commercial Manager.....Hillis Bell  
 Musical Director.....Dolly Dutton  
 Chief Engineer.....C. M. Milner

# KWON

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

President-General Manager..... J. Fred Case  
Commercial Manager..... Jim Case  
Program Director..... George S. Lanham  
Chief Announcer..... D. D. Frieday  
Musical Director..... Martha Boucher  
Chief Engineer..... E. Dallas DeGraffenreid

# KASA

ELK CITY—EST. 1932

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc Power 100 Watts  
Owned-Operated By.... Southwest Broadcast- ing Co.

Address..... Casa Grande Hotel  
Phone Number..... 730  
Transmitter Location..... Casa Grande Hotel  
Time on the Air..... Full time  
News Service ..... AP  
Transcription Service ..... Keystone Broadcast- ing System

## Personnel

President..... L. J. Preston  
Supervisor..... F. E. Mayhew  
Program Director-Chief Announcer... Joe Fenter  
Chief Engineer..... Howard Jeter

# KCRC

ENID—EST. 1929

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..... John E. Pearson Co.

## Personnel

President-Station Manager... Milton B Garber  
Commercial Manager..... H. P. Hale

Program Director..... Marjorie Hromas  
Publicity Director..... Eleanor Hoehn  
Chief Announcer..... Gleason Kistler  
Chief Engineer..... Murray Coleman

# KSWO

LAWTON—EST. 1941

KEYSTONE BROADCASTING SYTEM

Frequency: 1150 Kc..... Power: 250 Watts  
Owned-Operated By.... Carver & Ross Ra- dio Broadcasters

Business Address..... 1710 E. Avenue  
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;  
Associated

## Personnel

President ..... Byrne Ross  
Station and Commercial Manager.. Byrne Ross  
Sales Promotion Manager-Chief  
Announcer ..... K. Burkett  
Program-Musical Director..... Winifred Ross  
Chief Engineer..... W. E. Billington

# KBIX

MUSKOGEE—EST. 1936

THE BLUE NETWORK  
OKLAHOMA NETWORK

Frequency: 1490 Kc..... Power: 250 Watts  
Owned-Operated By:

Oklahoma Press Publishing Co.  
Business Address..... Barnes Bldg.  
Phone Number ..... 303  
Studio Address ..... Barnes Building  
Transmitter Location ..... Barnes Building  
Time on the Air..... 6 a.m. to 12 midnight;  
Sundays, 7 a.m. to 12 midnight  
Newspaper Affiliation..... Muskogee Daily  
Phoenix & Times Democrat  
News Service ..... AP  
Representative..... Radio Advertising Co.

## Personnel

President ..... Tams Bixby, Jr.  
General and Commercial Mgr.... Jimmie Barry  
Chief Engineer..... Glenn Barnett

# WNAD

NORMAN—EST. 1922

Frequency: 640 Kc..... Power: 1000 Watts  
Owned-Operated By.. University of Oklahoma  
Business Address... Faculty Exchange, Norman  
Phone Number ..... 900; Station No. 124  
Studio Address ..... Student Union Bldg.  
Transmitter Location..... 1140 Jenkins Ave.

Time on the Air.....Daytime License  
News Service.....AP

**Personnel**

Station Director.....John W. Dunn  
Musical Director.....Mrs. Gerald Hollman  
Production Manager.....John W. Dunn  
Technical Supervisor.....Clyde Farrar  
Chief Engineer.....Jack Boyer  
(Non-Commercial Station)

**K O C Y**

OKLAHOMA CITY—EST. 1938

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 12 midnight  
News Service.....AP  
Transcription Service.....Associated Music  
Publishers; Standard Radio; NBC Thesaurus  
Representative.....The Walker Co.

**Personnel**

President.....John D. Thomas  
Manager.....M. H. Bonnebrake  
Commercial Manager.....George Tarter  
Program Director.....Harold Durham  
Production Manager.....Paul Duncan  
Chief Engineer.....George W. Brock

**K O M A**

OKLAHOMA CITY—EST. 1932

(as KFJF—1923)

COLUMBIA BROADCASTING SYSTEM

REGIONAL NETWORK (KOMA-KWFT-KTUL)

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.....World Trans. Service  
Publishers, NBC Thesaurus  
Representative.....Free & Peters

**Personnel**

President.....Kenyon Brown  
Station Manager.....Kenyon Brown  
Commercial Manager.....C. A. Minor, Jr.  
Production-Program Director.....Paul Buening  
Musical Director.....Mickey 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 by.....O. L. "Ted" Taylor  
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 & UP  
Transcription Service.....World; Lang-Worth  
Representative.....Taylor Howe Snowden

**Personnel**

President.....O. L. "Ted" Taylor  
Station Manager.....Robert D. Enoch  
Commercial Manager.....Frank J. Lynch  
Promotion-Publicity Director.....Elizabeth Giles  
War Program Director.....Harold Shreve  
Musical Director.....Jean Knight Saxton  
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 Library  
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.....Bloyce Wright  
Continuity Director.....George Hamaker  
Director of Child Education.....Edyth Wallace  
Chief Announcer.....Ben Morris  
News Editor.....Dow Mooney  
Musical Director.....Allan Clark  
Traffic Manager.....Darryl 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 ..... 3546  
 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 Ludwick

**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 ..... 433  
 Transmitter Location..... 615 Grand Avenue  
 Time on the Air ..... 7:00 a.m.

**Personnel**

Managing Director ..... A. L. Carrell  
 Sales Promotion-Station Manager... Boyd Kelly  
 Sales Manager..... L. C. McKenney  
 Chief Announcer..... Don Chadd  
 Chief Engineer..... Lewis E. Brown

**K G F F**

**SHAWNEE—EST. 1930**

**BLUE NETWORK  
 OKLAHOMA NETWORK**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By..... KGGF Broadcast-  
 ing Co.  
 Address..... Aldridge Hotel  
 Phone Numbers..... 4390 also 3918  
 Transmitter Location..... Shawnee Country  
 Club  
 Time on the Air: 6:30 a.m. to 12 midnight; Sun-  
 days, 7 a.m. to 12 midnight  
 Newspaper Affiliation... Stauffer Publications  
 News Service ..... **AP**  
 Representative..... Taylor Howe Snowden

**Personnel**

President ..... Oscar Stauffer  
 Secretary-Treasurer and  
     General Manager..... Joseph W. Lee  
 Commercial Manager ..... Maxine Eddy  
 Promotion-Publicity Director..... Eileen Tice  
 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.  
 Operated By..... Harry Schwartz  
 Address ..... Radio Bldg., 910 S. Boston  
 Phone Number ..... 3-4121  
 Transmitter Location..... 3904 S. Newport  
 Time on the Air..... Unlimited also full time  
 News Service ..... **AP**  
 Transcription Service... Standard & Lang-Worth  
 National Representative..... Joseph Hershey  
 McGillvra, Inc., also Taylor Howe Snowden

**Personnel**

President ..... Harry Schwartz  
 General Manager ..... Harold Grimes  
 Nat'l Adv. Manager and  
     Counselor ..... Fred Schwartz  
 Commercial Manager..... H. E. Grimes  
 Sales Promotion-Publicity  
     Manager ..... Mary Corkill  
 Program Director ..... Dick Campbell  
 Continuity Director ..... Lucille Burns  
 Traffic Manager ..... Mary Corkill  
 Musical Director..... Alfred Fox  
 Chief Engineer..... Roy Brown  
 Record MC..... Etta May Avery

**K T U L**

**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.; Sun-  
 days, 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  
 Merchandise Manager..... L. A. Blust  
 Program Director..... Eddie McKeen  
 Publicity Director..... Billee Chandler  
 Continuity Chief ..... Bernice Ash  
 Production Manager-Chief  
     Announcer ..... Leslie Scott



Musical Director.....Glenn Hardman  
 Director of War Programs.....Mildred Gillespie  
 Chief Engineer.....Robert Snider

# KVOO

TULSA—EST. 1925

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.; Sat-

urday, 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,  
 W. T. McClarin  
 Program-Production Director.....Allan Page  
 Chief Announcer.....Bud Jackson  
 Musical Director.....Joe O'Neill  
 Director of War Programs.....Allan Page  
 Chief Engineer.....L. W. Stinson

# OREGON

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

# KWIL

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  
 Program Director.....Howard Parent  
 Corvallis Studio Manager.....Bob Reinholdt  
 Musical Director.....Nancy Fisher  
 Chief Engineer.....Herb Davidson

# KAST

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  
 Chief Engineer.....James M. Titus

# KBKR

BAKER—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Inland Radio, Inc.  
 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.....W. S. Grant Co.

## Personnel

General Manager.....Lee W. Jacobs  
 Director of War Programs.....Grace Baer  
 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 sign-off; Sundays,  
 9 a.m. to 9 p.m.  
 Transcription Service.....C. P. MacGregor,  
 Keystone  
 News Service.....UP

**Personnel**

President-General Manager,  
 V. Barney Kenworthy  
 Station 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 F J I**

**KLAMATH FALLS—EST. 1928**

**MBS-DON LEE BROADCASTING SYSTEM**

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**

Manager ..... Jack Keating

**K F L W\***

**KLAMATH FALLS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned By.....Herald Publishing Co.  
 \* Construction Permit.

**K L B M**

**LA GRANDE—EST. 1938**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Inland Radio, Inc.  
 Address .....La Grande  
 Phone Number..... 220  
 Transmitter Location ....One mile east of La Grande  
 Time on the Air.....Unlimited time  
 News Service ..... UP  
 Transcription Service.....Standard Radio;  
 Keystone; Lang-Worth

**Personnel**

General Manager.....Lee W. Jacobs  
 Representative.....W. S. Grant  
 Chief Engineer.....Sidney Williams

**K O O S**

**MARSHFIELD—EST. 1928**

**MBS-DON LEE BROADCASTING SYSTEM**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By .....Koons, 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.....Freddie Vigder  
 Office Manager.....Lucy Johnson  
 Chief Announcer .....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

# BREAKING NEW GROUND



"To sell 'em—tell 'em over KGW." That's the keynote of something new in radio—a spot announcement campaign launched some months ago by KGW, Portland, Oregon, over WQXR New York and its FM affiliate WQXQ, introducing timebuyers to the vast market potentialities of the Pacific Northwest area KGW serves. This unique experiment in radio selling radio has won plaudits from the entire radio industry.

## WQXR Announcements tell story of the KGW MARKET

### AGRICULTURE

"Oregon's amazing growing climate puts the state in the lead in production of many farm products. According to agricultural bulletins, over half the area planted to hops in the U.S. is in Oregon. The Willamette Valley—included largely in the KGW area—produces nearly all the fiber flax grown in the nation."

### PURCHASING POWER

"The per capita income of Portland residents is twice the national average. In the KGW area retail sales have steadily shown the effective purchasing power of this \$2,196 per capita figure. Yet, the ratio of net after retail purchase to income is 57.5, according to figures from Sales Management Magazine."

### PAYROLLS

"A great story about the KGW market area is told by the November payroll report of the Oregon State Unemployment Compensation commission. Portland and Multnomah county payroll figures for the fourth quarter of 1943 alone amounted to more than the whole year of 1940."

### ELECTRIC POWER

"A magic word has stirred the KGW area ever since the vast Bonneville dam was built. The word is POWER. The Columbia river is producing with Bonneville and Grand Coulee as much electricity as was used in 1929 in the entire United States."

THE STATION WITH EAR APPEAL  
**KGW**  
 PORTLAND, OREGON



REPRESENTED NATIONALLY  
 BY EDWARD PETRY & CO. INC.

Transcription Service.. World Program Library;  
 Associated Music Publishers  
 Representative.....Free & Peters, Inc.

**Personnel**

President..... P. L. Jackson  
 Commercial Manager.....Norman A. Davis  
 Director of Commercial Relations,  
 Harry H. Buckendahl  
 Advertising Manager.....Charles Couche  
 Program Director.....Harold Bratsberg  
 Production Manager.....Ralph Langley  
 Musical Director.....John Emmel  
 Chief Engineer.....A. E. Richmond

**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.....Westinghouse Radio  
 Stations, Inc.  
 Business Address.....1011 S. W. Sixth Ave.  
 Phone Number.....Beacon 6364  
 Studio Address.....1011 S. W. 6th  
 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**

General Manager.....Lee B. Wailes  
 Manager.....J. B. Conley  
 Commercial Manager.....Norman J. Sugg  
 Traffic Manager.....Mildred Lester  
 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.....Palmer Hoyt  
 Assistant Manager.....Arden X. Pangborn  
 Sales Manager.....Jack Wasson  
 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.....Earl E. Petersen  
 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.....Lou Gillette  
 Publicity Director.....Enoch Squires  
 Musical Director.....Red Dunning  
 Technical Director.....Louis Bookwalter  
 Chief Engineer.....Louis Sumner Bookwalter

**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.....Unlimited time  
 Newspaper Affiliation..Roseburg News-Review  
 News Service .....AP  
 Transcription Service.....Standard Radio  
 Representative.....John Keating, Howard H.  
 Wilson Co.

**Personnel**

President.....Harris Ellsworth  
 General Manager.....M. H. Pengra  
 Program-Publicity  
 Director .....Iris Helliwell  
 War Program Director .....Gilbert Walters  
 Prom. Dir.-Chief Announcer...Gilbert Walters  
 Chief Engineer.....Henry Chandler, Jr.

**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.....Full time  
 News Service .....UP, INS  
 Transcription Service.....Standard Radio  
 National Representative.....Burns-Smith Co.,  
 Homer Griffith Co.

**Personnel**

President .....Wilbur J. Jerman  
 Sec.-Treas., Promotion Manager...J. C. Egan  
 Sales Promotion Manager...L. D. Henderson  
 Program-Production Manager.....Art Morey  
 Chief Announcer .....Les Marcus  
 Chief Engineer .....W. J. Jerman  
 Record MC.....Frank Hood

**K S L M**

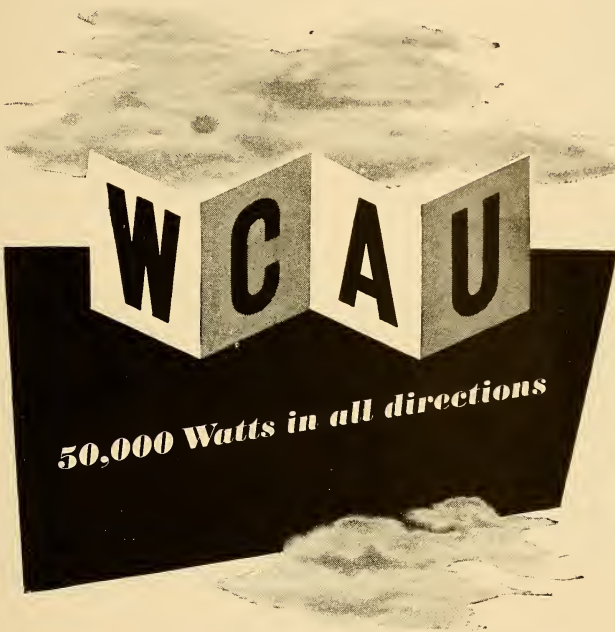
SALEM—EST. 1933

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



PHILADELPHIA'S LEADING RADIO INSTITUTION

# PENNSYLVANIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

## W S A N

ALLENTOWN—EST. 1923

NATIONAL BROADCASTING COMPANY

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 a.m. to 1 a.m.  
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  
Chief Engineer.....R. H. Musselman

## W F B G

ALTOONA—EST. 1924

NATIONAL BROADCASTING CO.  
QUAKER NETWORK  
PENNSYLVANIA NETWORK

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.....7:15 a.m. to midnight  
News Service .....AP  
Transcription Service....World Broadcast-  
ing System; Langworth  
Representative .....Headley-Reed Co.

### Personnel

President .....George P. Gable  
Managing Director.....Roy Thompson  
Program Direct.....Dorothy Jones  
Chief Engineer.....George Burgoon

## W I S R

BUTLER—EST. 1941

VICTORY NETWORK

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.....McKinley Ave.  
Time on the Air.....7 a.m. to Sundown  
News Service .....UP  
Transcription Service ....World Broadcasting  
Service, Keystone

### Personnel

President-Station Manager,  
David H. Rosenblum  
Commercial-Sales Promotion  
Manager .....Leon Bernard  
Program Director.....Lee Blaine  
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.  
Newspaper Affiliation .....DuBois Courier  
Express

News Service .....UP  
Transcription Service.....Lang-Worth  
Representative.....Spot Sales, Inc.

### Personnel

President.....H. T. Grey  
General Manager.....Jason S. Gray  
Station Manager.....Les Ryder  
Commercial-Promotion  
Manager .....Les Ryder  
Program Director.....Virginia Wade  
Director of War Programs-Artists  
Bureau .....Virginia Wade  
Chief Announcer.....Frank Faro  
Chief Engineer .....Vernon Stahl



# WEST

EASTON—EST. 1936

NATIONAL BROADCASTING COMPANY  
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.....6:55 a.m. to 1 a.m.  
News Service ..... UP  
Transcription Service ..... Standard  
Representative ..... Radio Advertising Co.

## Personnel

Station Executive.....Clair R. McCullough  
Station 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.....6:30 a.m. to 1 a.m.  
News Service.....AP & Transradio  
Transcription Service.....NBC Thesaurus

## Personnel

President.....Leo J. Omellan  
Vice-President and General  
Manager .....V. Hamilton Weir  
Program Director.....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.

**NBC—MUTUAL**

National Representative: **RADIO ADVERTISING CO.**

# W E R C

ERIE, PENNSYLVANIA

NBC-AFFILIATE

1490 Kc, 250 Watts

*National Representative*

WEED and COMPANY



THE TOP

**SPORTS**

STATION

IN

**ERIE**



A T O P  
M A R K E T

# W E R C

## ERIE

### COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 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 a.m. to 1 a.m. daily; 8 a.m.  
 to 1 a.m. Sunday

News Service . . . . . UP  
 Transcription Service . . . . . Associated Muslc;  
 Lang-Worth & World  
 Representative . . . . . Weed & Co.

### Personnel

President . . . . . Jacob A. Young  
 General Manager . . . . . C. E. Denny  
 Commercial Manager . . . . . Ed Pearson  
 Program Director . . . . . J. J. Young  
 Chief Announcer . . . . . Paul Bedford  
 Chief Engineer . . . . . Thomas Phillips, Jr.

# W H J B

## GREENBURG—EST. 1934

### COLUMBIA SUSTAINING

Frequency: 620 Kc. . . . . Power: 250 Watts, Daytime  
 Owned-Operated By . . . . . Pittsburgh Radio  
 Supply House

Address . . . . . 128 N. Pennsylvania Ave.  
 Phone Number . . . . . Greensbrug 3740  
 Transmitter Location . . . . . 128 N. Pennsylvania  
 Ave.

Time on the Air . . . . . 7 a.m. to sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representatives . . . . . Spot Sales, Inc.

### Personnel

President . . . . . H. J. Brennen  
 Station & Commercial Manager . . . . . E. J. Podyeyn  
 Chief Engineer . . . . . Lyle L. Allen

# 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. Kettler  
 Station Manager-Chief  
 Engineer . . . . . H. W. Harmon  
 (Non-Commercial Station)

FOR QUALITY  
**AP** !

**W H G B\***

HARRISBURG

Frequency: 1400 Kc.....Power: 250 Watts  
Owned By.....Harrisburg Broadcasting Co.  
\* Construction Permit.

**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)  
Time on the Air..6 a.m. to 1 a.m. daily; 8 a.m.  
to 1 a.m. Sunday  
News Service.....UP & AP  
Representative .....John Blair & Company

**Personnel**

Station and Commercial  
Manager .....A. K. Redmond  
Chief Engineer.....R. S. Duncan

**W K B O**

HARRISBURG—EST. 1921

NATIONAL BROADCASTING COMPANY  
MUTUAL BROADCASTING SYSTEM  
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.....6:30 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

NATIONAL BROADCASTING COMPANY  
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.....6:55 to 1 a.m.  
News Service.....UP  
Transcription Service.....NBC Thesaurus  
Representative .....Radio Advertising Co.

## Personnel

Station Executive.....Clair R. McCollough  
Station Manager.....V. C. Diehm  
National Sales Manager.....J. Robert Gulick  
Program Manager.....Don Murray  
Technical Director.....J. E. Mathiot

# WGAL

LANCASTER—EST. 1922

NATIONAL BROADCASTING COMPANY  
MUTUAL BROADCASTING SYSTEM  
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.....6:55 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.....Walter O. Miller  
National Sales Manager.....J. Robert Gulick  
Program Manager.....Ernest Stanziola  
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.



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.  
 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**  
**QUAKER 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  
 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.....Alan Freed  
 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  
 Chief Announcer .....Jack Craddock  
 Chief Engineer.....W. W. Neely

**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 .....LOcut 3760  
 Transmitter Location.....Whitemarsh, Pa.  
 Time on the Air.....Full time  
 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. Beyley  
 Sales Manager.....John S. deRussy  
 Sales Promotion Manager...Eleanore F. Ulmer  
 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 & United Press  
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 Manager.....Robert N. Pryor  
Director of Programs.....Stan Lee Broza  
Production Manager.....Horace Feyhl  
Asst. Publicity Director.....Helen Parks  
Musical Director.....Elliott Lawrence  
Chief Announcer.....Hugh Walton  
Chief Engineer.....George Lewis

# WDAS

PHILADELPHIA—EST. 1924

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....WDAS Broadcasting  
Station, Inc.

Address.....1211 Chestnut Street  
Phone Number.....Locust 7400  
Transmitter Location.....Woodside Park  
Time on the Air...7 a.m. to 12 midnight daily;  
9 a.m. to midnight Sunday

News Service.....AP  
Transcription Service.....Lang-Worth & World  
Representatives.....Forjoe & Co.

## Personnel

President.....Alexander W. Dannenbaum  
Vice-President-General Manager..P. J. Stanton  
Commercial Manager.....Charles Stahl  
Program Director.....Polly Whitaker  
Production Manager.....Gene Edwards  
Production Manager.....Gil Morris  
Publicity Director.....P. J. Stanton  
Chief Announcer.....Jack Molley  
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

---

*It's the Character of a  
radio station which counts!*

TO  
the listener  
power, coverage,  
millivolt contours, audience  
measurement means little. It's the  
character and purpose . . . the ideals and  
courage . . . the personality and vigor . . . the  
spirit of sincere public service which counts most. ★ ★  
Since its inception WFIL has striven ably and effectively . . . has  
spared nothing . . . to bring to Philadelphians the type of radio enter-  
tainment which they prefer. It's because of this WFIL is deep-rooted in the  
hearts of Philadelphians. ★ ★ What gives a radio station character?  
Not necessarily the cold, insensitive figures which appear in  
audience ratings—most of which are due to network situ-  
ations beyond the control of the individual station  
—but the warmth and sincerity which peo-  
ple feel. Ask a Philadelphian which  
station they feel is *their*  
station—invariably  
they answer,  
WFIL.

A BLUE NETWORK AFFILIATE

*Represented nationally  
by The Katz Agency*

**WFIL**

**• 560 KC**

**PHILADELPHIA'S MOST PROGRESSIVE RADIO STATION**

---



# WFIL

PHILADELPHIA—EST. 1922

BLUE NETWORK  
QUAKER NETWORK

Frequency: 560 Kc.....Power: 1000 Watts  
Owned By.....Lit Bros.  
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.  
News Service.....INS, AP  
Transcription Service.....Associated Music  
Representative.....The Katz Agency, Inc.

## Personnel

President 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  
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.....5:30 a.m. to 1 a.m.  
News Service.....AP  
Transcription Service.....NBC Thesaurus  
New York Representative.....Joseph Lang  
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  
Musical Director.....Eric Wilkinson  
Chief Engineer.....John H. Henninger  
Record MC.....Douglas Arthur

*In Philadelphia* **WIBG** *is the station!*

**for NEWS**

19 News Programs  
Daily! WIBG keeps  
Philadelphians in-  
formed and Phila-  
delphians buy prod-  
ucts advertised on  
this sales-minded  
station!

**for SPORTS**

Baseball! Football!  
Basketball! In Phila-  
delphia "Sports  
Means WIBG"—  
and sports means  
audience — and  
audience means  
s-a-l-e-s!

**for MUSIC**

Doug Arthur's  
"Danceland" is the  
"smoothest thing  
this side of heaven."  
Just another exam-  
ple of WIBG "sell-  
ing power."

REPRESENTED (In New York) BY JOSEPH LANG, • (Nationally) SPOT SALES INC.

Philadelphia's

# WIBG

Most Powerful Independent

**10,000 WATTS**

**990 KILOCYCLES**

**B**roadcasting 24 hours a day, 7 days a week, at 610 kilocycles with 5000 watts of power, WIP is truly "Philadelphia's Pioneer Voice" to the nearly 8,000,000 prosperous, free-spending folk who live within this fertile 14,000 square mile area. Discerning advertisers speaking to this huge, wealthy audience over WIP have invariably found **PROFIT . . .** and that's the last word on the worth of any station!

*Bessie Gimbel Jr.*

PRESIDENT



5000 WATTS

610 K. C.

Philadelphia MUTUAL Affiliate  
Represented Nationally by Geo. P. Hollingbery Co.

# 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) and from Midnight to 7 a.m.  
 News Service .....AP  
 Representatives.....Regional Radio Sales,  
 Chicago Ill.

## Personnel

President-Owner.....William A. Banks  
 General-Commercial  
 Manager .....Milton Laughlin  
 Program Director .....Joseph A. Grady  
 Publicity Director.....Les Alexander

# 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.....George P. Hollingberry

## Personnel

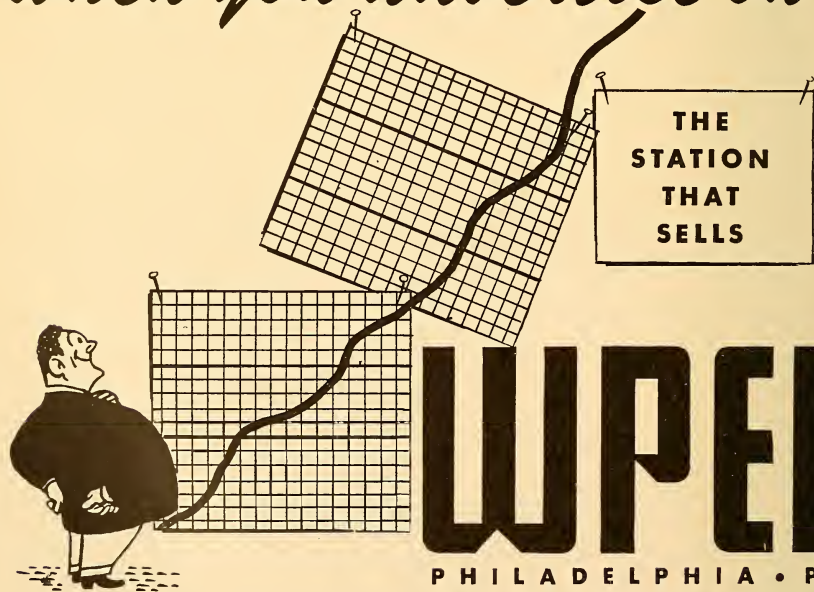
President & Station  
 Manager.....Benedict Gimbel, Jr.  
 V-P and Director of Sales..Edward A. Davies  
 Program Director .....Edward Wallis  
 Assistant Program Manager-  
 Publicity .....Sam Serota  
 Production Manager.....Edwin Halbert  
 Musical Director.....Joe Frasetto  
 Technical Supervisor.....James M. Tisdale

FOR QUALITY  
 AP !

*That's what  
happens to*

**SALES**

*when you advertise on*



**THE  
STATION  
THAT  
SELLS**

**W P E N**

**PHILADELPHIA • PA •  
950 ON THE DIAL • 5000 WATTS**

**W P E N**

PHILADELPHIA—EST. 1929

Frequency: 950 Kc.....Power: 5000 Watts  
 Owned By.....Philadelphia Bulletin  
 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

**Personnel**

General Manager.....Richard W. Slocum  
 Commercial Manager .....Alfred Dienert  
 Program Director and  
 Production Manager.....Lewis L. London  
 Chief Engineer.....Charles Burtis

**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.....Rowlandville, Pa.  
 Time on Air.....Shares with WHAT-WCAM

**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.....Grant Bldg.  
 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  
 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.....J. F. McMahon

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...Allegheny Broadcasting  
 Corp.

Address.....196 Union Trust Bldg.  
 Phone Number.....Atlantic 6802  
 Studio.....Chamber of Commerce Bldg.  
 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**

Chief Executive and  
 General Manager.....G. S. "Pete" Wasser  
 Commercial Manager.....James Murray  
 Program Director .....Alicia Fuller  
 Sales Promotion Manager.....Ben Edson  
 Chief Engineer.....Walter W. McCoy

**W C A E**

PITTSBURGH—EST. 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 1250 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WC AE, 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  
 Station Manager .....R. Clifton Daniel  
 Sales Manager.....Willard Schroeder  
 Promotion-Publicity.....Mitchell B. DeGroot  
 Chief Announcer.....Bob Donley  
 Program Manager.....R. Clifton Daniel  
 Production Manager.....Ben Muros  
 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: 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 & UP  
Representative: Wm. G. Rambeau Co.

## Personnel

General Manager: H. J. Brennen  
Program and Production: James M. Hughes  
Publicity Director: Marian Caughey  
Chief Announcer: Si Mann  
Chief Engineer: Walter W. McCoy

# W W S W

PITTSBURGH—EST. 1932

VICTORY NETWORK

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; Associated Music Publishers; Lang-Worth

## Personnel

President-Station Manager: Frank R. Smith, Jr.  
Commercial Manager: Thomas B. Price  
Sales Promotion: Paul Jones  
Program Director: Fred Joyner  
War Program Director: Fred Joyner  
Production Manager: David S. Tyson  
Chief Announcer: David Tyson  
Musical Director: Homer Ochenhirt  
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

President: George J. Feinberg  
General Manager: J. M. Nassau  
Program Director: J. Calvin Jackson  
Sales Manager: Robert Magee  
Chief Engineer: H. O. Landis

# W R A W

READING—EST. 1921

NATIONAL BROADCASTING CO.

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 daily;  
9 am. to midnight Sunday

News Service: UP  
Transcription Service: NBC Thesaurus  
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  
Chief Engineer: Edward A. Gurtowski

# W A R M

SCRANTON—EST. 1940

BLUE NETWORK

MULTI BROADCASTING SYSTEM

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  
Commercial & Promotion Manager: William "Bill" M. Dawson  
Program Director: Kenneth Beghold  
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.....1000 Wyoming Ave.  
Transmitter Location.....Drinker Turnpike,  
Dunmore, Pa.

Time on the Air .6 a.m. to 1:05 a.m.; Sundays,  
7 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  
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

THERE'S NOTHING BETTER THAN A....

# BULLSEYE!



# WARM

## THE BLUE NETWORK

Represented Nationally by George P. Hollingbery Company

News Service..... UP  
 Transcription Service..... Associated Music  
 Publishers  
 Representative..... Howard H. Wilson  
 Company

**Personnel**

President & General  
 Manager..... John Fahnlne, Jr.  
 Commercial Manager..... J. T. Van Sweringen  
 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**

President-Owner..... H. H. Haddon

Secretary-Treasurer &  
 Station Manager..... B. A. Beck  
 Sales Manager..... Ben Irvin  
 Chief Engineer..... Harold Bower

**W M B S**

UNIONTOWN—EST. 1937  
 COLUMBIA BROADCASTING SYSTEM  
 ATLANTIC SPORTS NETWORK

Frequency: 590 Kc..... Power: 1000 Watts  
 Owned-Operated By ..... Fayette Broadcast-  
 ing 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 &  
 Standard  
 National Representative..... Radio  
 Advertising Co.

**Personnel**

President and Station  
 Manager..... Joseph C. Burwell  
 Commercial Manager..... Harry Burwell  
 Program-Production Director..... Sullivan Sages  
 Chief Engineer ..... William Henzly  
 Record MC..... Harry Ellis

N.E. Pennsylvania's Listenable Station for

Sports — News — Music

**W B A X**

Wilkes-Barre, Penn.

M.B.S.

John H. Stenger, Jr.

Owner and Licensee

N.E. Pennsylvania's Oldest Station



# W B A X

WILKES-BARRE—EST. 1922  
MUTUAL BROADCASTING SYSTEM  
PENNSYLVANIA NETWORK

Frequency: 1240 Kc.....Power: 100 Watts  
Owned-Operated By.....John H. Stenger, Jr.  
Address .....141 South Main St.  
Phone Number.....3-0196  
Transmitter Location...East End, Wilkes Barre  
Twp.  
Time on the Air.....7 a.m. to midnight  
News Service ..... UP  
Transcription Service ..... Associated  
Representative ..... Burns Smith

## Personnel

President-Station Manager...John Stenger, Jr.  
General Manager .....A. W. Grebe  
Commercial Manager.....Jones Evans  
Program & Production  
Manager .....Richard H. Owen  
Production Manager.....Richard H. Owen  
Chief Announcer.....Richard Owens  
Musical Director.....Phil Cusick  
Publicity Director.....John Stenger, 3rd  
Chief Engineer .....John Stenger, Jr.

# W R A K

WILLIAMSPORT—EST. 1929  
NBC

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....WRACK, 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 midnight  
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  
Program Director.....Sarah Jane Person  
Production Manager.....Irving A. Berndt, Jr.  
Chief Announcer .....Leon Kelly  
Chief Engineer .....Louis Persio

## IT'S ABOUT "TIME"!

Yes, and when you want "TIME"  
on a progressive wide-awake  
station in a rich, productive  
market, you'll want "TIME" on

# W R A K

WILLIAMSPORT PENNSYLVANIA

*National Representative*

J. P. MCKINNEY AND SON

New York — Chicago



# W J P A

WASHINGTON—EST. 1942

MUTUAL BROADCASTING SYSTEM  
THE FRIENDLY STATIONS GROUP  
QUAKER NETWORK  
PENNSYLVANIA NETWORK  
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, Standard  
National Representative.....Spot Sales, Inc.

## Personnel

President .....John Laux  
Station-Commercial Manager....John M. Croft  
Program Director and

Chief Announcer .....Hunter Reams  
Sales Promotion.....Charles R. DuVall  
Publicity Director.....Patricia Phillips  
Musical Director.....Ellen Jane Smith  
Chief Engineer .....Joseph M. Troesch  
(See Page 557)

# 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 & Sta. Manager...Louis G. Baltimore  
Commercial Manager.....A. C. Baltimore  
Program Director.....James McCarthy  
Sales Promotion Manager....Stanley H. Smiley  
Musical Director.....L. Savitt  
Chief Engineer.....Charles Sakoski

FOR QUALITY  
**AP** !

# W O R K

YORK—EST. 1932

NATIONAL BROADCASTING COMPANY  
MUTUAL BROADCASTING SYSTEM  
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

# W S B A

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....World Broadcasting  
System  
Representative .....Spot Sales, Inc.

## Personnel

President.....Louis J. Appell  
Executive Director .....Louis Vyner  
Commercial Manager .....Sydney Robbins  
Program Director-Chief  
Announcer .....Otis Morse, 4th  
Production Manager &  
Publicity Director.....Roy Baxter  
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

*In Rhode Island*

# WFCT

## HAS A TIME BUYER'S DREAM AREA IN THE SHADOW OF ITS TOWERS!

**L**ATEST available figures show 550,298 of Rhode Island's 713,364 souls happily compressed into Providence County . . . "happily," because of per-capita saving deposits approximately **TWO AND ONE-HALF TIMES HIGHER** than the nation's average! Here's a Utopian proving ground — compact, and with money to spend for more than mere necessities. What a post-war market!

● **SPOT-SELL** the vociferously-loyal army of youngsters who listen to Hop Harrigan, Dick Tracy, Terry & The Pirates, Jack Armstrong, Capt. Midnight, and the Lone Ranger. Their product-preferences control much of the buying in most of the homes.



**NEW STUDIOS, OFFICES... PROVIDENCE BILTMORE**

WALLACE A. WALKER  
*General Manager*

★

STUDIOS AND OFFICES:  
Biltmore Hotel, Providence  
450 Main St., Pawtucket

*Representatives:*  
THE KATZ AGENCY, INC.

★

**The Voice of the "BLUE" in Southern New England**

# RHODE ISLAND

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

## 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..... 5:55 a.m. to 1 a.m. daily:  
7:55 a.m. to 1 a.m. Sundays; 5 a.m. to 2 a.m. Saturdays  
News Service ..... AP  
Transcription Service..... Standard Radio  
Representative..... William G. Rambeau Co.

### Personnel

President..... Howard W. Thornley  
Station Manager..... Wallace A. Walker  
Treasurer..... Frank F. Crook  
Commercial Manager..... Wallace A. Walker  
Program Director..... Harry Moreland  
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..... 6 a.m. to 2 a.m.  
News Service ..... AP & INS  
Representative..... Edward Petry Co., Inc.

### Personnel

President..... Wm. H. O'Neil  
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..... Wampanoag 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  
Production Manager..... M. Sothorn Abbott  
Chief Engineer..... Thomas Prior

FOR QUALITY  
**AP** !

SERVING THE SMALLEST STATE  
IN THE BIGGEST WAY

**W P R O**

PROVIDENCE

630 KC

5000 WATTS

**BASIC COLUMBIA**

IN NEW ENGLAND'S SECOND MARKET

# WPRO

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 midnight

News Service ..... AP; UP  
 Transcription Service.....NBC Thesaurus,  
 Lang-Worth  
 Representative..... Paul H. Raymer Company

## Personnel

General Manager.....Fred R. Ripley  
 Program Director.....Morton I. Blender  
 Promotion Manager.....Virginia M. R. Benson  
 Educational Director.....Mollie B. Cherry  
 Musical Director.....Edwin F. Drew  
 Chief Engineer.....John V. Ferr

# SOUTH CAROLINA

For Latest U. S. Census Population And Radio Homes Data And  
 Statistics on "Shifting Population" Please Turn To Pages 273-287

# WAIM

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 Numbers .....800, 1444  
 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; also Lang-Worth

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.....John Ostrom  
 Publicity.....Ann T. Finnell  
 Musical Director.....Louise Wilkins  
 Chief Engineer.....Wilbur Albee  
 (See Page 596)

## Personnel

Owner .....Wilton E. Hall  
 Commercial Manager.....G. Paul Browne  
 Program Director.....Randy Davison  
 Production Director.....D. McCoy  
 Artists Bureau.....Carroll Lee  
 Chief Engineer.....Randy Davison

# WTMA

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.....133 Church St., St. Andrews  
 Parish  
 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 &  
 Thesaurus

# WCSC

CHARLESTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1390 Kc..Power: 1000 d.; 500 n.  
 Owned-Operated By.....John M. Rivers  
 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.

# WCSC thinks CBS is tops...BUT!



Good as CBS sports coverage is (and we think it's tops) we know we need more than the best in network programs to click with Charleston sports fans. We need locally planned, locally produced programs. Programs that reach the heart, the civic pride of Charleston. We think we have them.

Programs like our "Sports Reporter", sponsored six days a week at 6:05 p.m. since 1938 by Royal Crown Cola. Our sports reporter, Johnny Ostrom (he used to teach English at the Citadel) isn't content to read the national sports news right off the wire. He interviews visiting and local sports celebrities. He's a part of the Coastal Carolina's local sports: basketball, baseball, boating, golf, track, tennis and swimming; the high school, semi-pro and service teams; and he ties his listeners in with his predictions of the results of games from big-league baseball

to the middle-aged teams of local business firms. Johnny Ostrom is Charleston's "Sports Reporter."

The "Sports Reporter" is another of the programs that have made WCSC a Coastal Carolina institution. Another example of WCSC planned, produced, successful programs. These programs sell products, too. Just ask Royal Crown Cola!

## WCSC

CHARLESTON, SOUTH CAROLINA

John M. Rivers, Owner

Represented Nationally by Free & Peters





**Personnel**

Station Manager ..... R. E. Bradham  
 Commercial Manager ..... W. P. Speight  
 Program Director ..... A. F. Witte  
 Chief Engineer ..... D. M. Bradham

•  
**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 a.m. to midnight  
 News Service ..... AP  
 Transcription Service ..... Standard Radio  
 Representative ..... Howard Wilson

**Personnel**

President ..... H. F. Kinscey  
 General Manager ..... W. C. Bochman  
 Program Director ..... Moody McElveen  
 Record M.C. & Production ..... Dave Campbell  
 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 Shafiq  
 Commercial Manager ..... J. D. Saumenig  
 Program Director ..... Ray A. Furr  
 Production Manager-Chief Announcer ..... Jack Peterson  
 Chief Engineer ..... Joseph Davenport

•  
**W K I X\***

**COLUMBIA**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned By ..... Inter-City Adv. Co.  
 \* Construction Permit.

•  
**W O L S**

**FLORENCE—EST. 1939**

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM  
 PALMETTO STATE NETWORK

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Florence Broadcasting Co., Inc.

Operated By ..... M. F. Schnibben  
 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 ..... Lang-Worth  
 Representative ..... Cox & Tanz

**Personnel**

Owner ..... M. F. Schnibben  
 Station Manager ..... Nat L. Royster  
 Program Director-Chief Announcer, Raymond Caddell  
 Publicity Director ..... Nat L. Royster  
 Musical-War Program Director. Claude Putnam  
 Chief Engineer ..... Herman Hanks

•  
**W F B C**

**GREENVILLE—EST. 1933**

NATIONAL BROADCASTING CO.

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  
 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.....James Klosky  
 War Program Director.....Moddell Howell  
 Chief Engineer.....George D. Tate

**W C R S**

**GREENWOOD—EST. 1941**

NATIONAL BROADCASTING CO.  
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 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.....Standard Radio

**Personnel**

President.....Douglas Featherstone  
 Station Manager.....Dan Crosland  
 Program Director.....Newton S. Smyth  
 Chief Engineer.....E. C. Niemann

**W R H I**

**ROCK HILL—EST. 1944**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned and Operated By.....York County  
 Broadcasting Co.  
 Address.....Rock Hill National Bank Bldg.  
 Phone No.....294  
 Time on Air.....Unlimited license  
 News Service.....AP

**Personnel**

General Manager.....James S. Beatty, Jr.  
 Commercial Manager.....Albert S. Drew  
 Chief Engineer.....James S. Beatty, Jr.

**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 12 midnight  
 News Service.....AP  
 Transcription Service.....NBC Thesaurus

**Personnel**

Vice-President and General Manager,  
 J. M. Bryan  
 Station Manager.....Frank R. Knutti  
 Chief Engineer.....Clyde Burdette

**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.....2½ miles Northeast  
 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 Director.....Harold B. Shaw  
 Chief Engineer.....Harold Beckholt

**W F I G**

**SUMTER—EST. 1940**

BLUE 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.....7:00 a.m. to 12 midnight;  
 Sunday 8 a.m. to midnight  
 News Service.....UP  
 Transcription Service.....Keystone Broad-  
 casting System

**Personnel**

President-Station Manager...Julius S. Brody  
 V.-P.-Sec'y.....T. Doug Youngblood  
 Commercial Manager.....T. Douglas  
 Chief Engineer.....Neil Shubert

# SOUTH DAKOTA

For Latest U. S. Census Population And Radio Homes Data And  
Statistics on "Shifting Population" Please Turn To Pages 273-287

## K A B R

ABERDEEN—EST. 1934

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: 6:30 a.m. to 12 midnight  
News Service: AP  
Representative: The Walker Company

### Personnel

President: H. C. Jewett, Jr.  
Station, Commercial, Sales  
Manager: A. A. Fahy  
Program Director: Lois M. Clocksin  
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: UP  
Transcription Service: Keystone Broadcast-  
ing System  
Representative: Cox & Tanz

### Personnel

Director: Ida A. McNeil  
Chief Engineer: Robert H. Dye

## K O T A

RAPID CITY—EST. 1936

Frequency: 1380 Kc. Power: 5000 Watts  
Owned-Operated By: Black Hills Broadcast  
Company of Rapid City  
Address: Alex Johnson Hotel  
Phone Number: 2000  
Transmitter Location: 3 miles South of Rapid  
City  
Time on the Air: 6 a.m. to 11 p.m. weekdays;  
7 a.m. to 11 p.m. Sundays

News Service: UP  
Transcription Service: Lang-Worth; Thesaurus;  
Standard  
Representative: The Walker Company

### Personnel

President: Robert J. Dean  
Station-Commercial Manager: Robert J. Dean  
Program Director-Production  
Manager: Rolf Hertsgard  
Publicity Director: Ruth Miller  
Artists Bureau Head: Ruth Miller  
Chief Engineer: A. E. Griffiths  
Chief Announcer: Carl Glenn  
Musical Director: John E. Simpson  
Director of War Programs: Lillian Ross  
Sales Manager: Albert Ziegler

## W C A T

RAPID CITY—EST. 1921

Frequency: 1230 Kc. Power: 100 Watts  
Owned-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  
Chief Engineer: E. E. Clark  
(Non-Commercial Station)

## KELO

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. 12  
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  
 Vice-President in Charge  
 of Sales ..... George R. Hahn  
 Vice-President, Treasurer &  
 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. 12  
 Time on the Air ..... 5:45 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  
 Vice-President in Charge  
 of Sales ..... George R. Hahn  
 Vice-President, Treasurer & Sales  
 Promotion Manager ..... S. Fantle, Jr.  
 Chief Announcer ..... Verl K. Thompson  
 Musical Director ..... Ted West  
 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.; Sunday  
 3:30 p.m. to 6 p.m.

**Personnel**

Station Manager ..... Prof. Hale Aarnes  
 Program Director ..... Kenneth Christiansen  
 Chief Engineer ..... Steve Graff

**K W A T**

**WATERTOWN—EST. 1940**

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned By.....Midland National Life Insur-  
 ance Company  
 Operated By... Midland National Life Ins. Co.  
 Address ..... Watertown  
 Phone Number ..... 777  
 Transmitter Location ..... Watertown  
 Time on the Air.....7 a.m. to 10 p.m.  
 News Service ..... UP

**Personnel**

Station Manager ..... F. L. Bramble  
 Commercial Manager ..... M. W. Plowman  
 Chief Announcer ..... Charles Chronister  
 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 Manager ..... Don E. Inman  
 Sales Promotion Manager ..... James H. Allen  
 Program Director ..... Gene P. Loffler  
 Director of War Programs ..... Arthur J. Smith  
 Production Manager ..... Al Constant  
 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 273-287

## WOPI

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: Mrs. Audrey Hassinger  
Continuity Director: Marjorie Freels  
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: W A P O 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: W D O D Broad-  
casting 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

RESEARCH  
DEPT.



*Here are the FACTS  
you should know  
about*

STATION **WMC** MEMPHIS

- OWNED AND OPERATED BY THE COMMERCIAL APPEAL
- 5000 WATTS DAY AND NIGHT
- N B C NETWORK — THE WORLD'S FINEST!
- OUTSTANDING PRODUCER OF LOCAL AND REGIONAL SHOWS!
- THE MID-SOUTH'S FAVORITE STATION — (LATEST HOOPER REPORTS)
- COVERING A DAYTIME AREA OF MORE THAN 2,000,000 PEOPLE
- NATIONAL REPRESENTATIVES, THE BRANHAM COMPANY



*"No wonder it's the station that  
MOST people listen to MOST  
in the Mid-South!"*

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

**W J H L**  
**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 & AP  
 Transcription Service..... Standard Radio  
 Representative..... Howard H. Wilson

**Personnel**

President-Station Manager..... W. Hanes Lancaster  
 Station-Commercial Manager..... Ken Marsh  
 Program-Production Director..... Alice Friberg  
 Chief Engineer..... O. K. Garland

•  
**W K P T**

**KINGSFORT—EST. 1940**

NATIONAL BROADCASTING CO.

DANIEL BOONE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By..... Kingsport Broadcast-  
 ing Co.

Address..... Radio Center  
 Phone Number..... WKPT  
 Transmitter Location..... Kingsport  
 Time on the Air..... 6:30 a.m. to 12 midnight  
 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

•  
**W B I R**

**KNOXVILLE—EST. 1941**

MUTUAL BROADCASTING SYSTEM

BLUE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By..... American  
 Broadcasting Corp.

Address..... 406 W. Church St.  
 Phone Number..... 4-3321  
 Transmitter Location..... Brooks Road &  
 Wilder Place

Time on the Air..... 139 hours weekly  
 News Service..... UP  
 Transcription Service..... Standard  
 Representative..... John E. Pearson

**Personnel**

President.....Gilmore N. Nunn  
 Station-Commercial Manager.....John P. Hart  
 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; Sun-  
 days, 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.....Jorry Collins  
 Chief Announcer.....Tys Terwey  
 Chief Engineer.....  
 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.  
 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**

Owner .....S. E. Adcock  
 Commercial Manager.....C. H. Frazier  
 Sales Promotion Manager.....Allen Stout  
 Program-Publicity Director.....John Reese  
 Musical Director.....Harry Nides  
 Chief Engineer.....James N. Gilbert

**WHBQ**

**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.....24 hours daily  
 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.....H. La McGee  
 Chief Engineer.....Welton Roy  
 Record MC.....Alfred Kerr

**WREC**

**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.

**WMC**

**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 Com-  
 mercial Appeal



News Service ..... UP  
 Transcription Service ..... NBC Thesaurus;  
 Lang-Worth; Standard; Sesac  
 Representative ..... The Branham Co.

**Personnel**

Station Manager ..... H. W. Slavick  
 Commercial Manager ..... Cliff Goodman  
 Assistant Commercial Manager ..... Cliff Goodman  
 Program Director ..... Bob Atherton  
 Production Manager ..... Bill Trotter  
 Chief Engineer ..... E. C. Frase, Jr.  
 (See Page 602)

**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  
 Merchandising Manager ..... Robert Hobgood  
 Director of War Programs ..... Francis Chamberlin  
 Chief Engineer ..... J. G. Deaderick

**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 Broad-  
 casting Service  
 Operated By.....WLAC Broadcasting Ser-  
 vice  
 Address.....Third National Bank Bldg.  
 Phone Number ..... 6-0161  
 Transmitter Location ..... Dickerson Road  
 Time on the Air .6 a.m. to 12 midnight; Sun-  
 days, 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  
 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 Engineer.....Bascom E. Porter

**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  
 Artists' Bureau Head.....Ford Rush  
 Musical Directors, Pietro Brescia, Beasley Smith  
 Acting Chief Engineer.....George Reynolds

# THE TEXAS STATE NETWORK is close to the people of TEXAS



## TEXAS STATE NETWORK STATIONS

KFJZ -- Fort Worth	KNOW-- Austin
WRR -- Dallas	KABC and KMAC
KRRV -- Sherman	San Antonio
KPLT -- Paris	KRLH -- Midland
KCMC-- Texarkana	KBST -- Big Spring
KFRO -- Longview	KBBC -- Abilene
WACO-- Waco	KGKL -- San Angelo
KTEM-- Temple	KBWD-- Brownwood

\*T.S.N. area covers 140 Texas Counties,  
11 in Oklahoma and  
7 in Arkansas.

To cover this immense area with  
maximum effectiveness you  
need "T.S.N."

When you get away from the 4 major cities in Texas (which embrace only 17.3% of Texas population) you are in the small communities and rural area comprising 82.7% of the radio listeners in Texas.

And, any type of survey will bear out the fact that the folks in the "Texas State Network" area listen more hours of the day to their nearby home-town "T.S.N." station because of the high quality programs fed by "MUTUAL" and the "BLUE" (and delivered with less interference) to the strategically located "T.S.N." stations.

Here are the facts about the area you can cover on the 15 Texas State Network Stations in one simple operation.

Population .....	4,255,000
Families .....	1,107,260
Native White .....	3,478,700
Retail Outlets .....	54,629
Retail Sales .....	\$1,030,794,000
Food Stores .....	16,257
Food Store Sales .....	\$245,567,000
Gen. Mdse. Stores .....	2,044
Gen. Mdse. Sales .....	\$159,595,000
Apparel Stores .....	1,835
Apparel Sales .....	\$60,835,000
Lbr. & Hdw. Stores .....	2,464
Lbr. & Hdw. Sales .....	\$86,858,000
Drug Stores .....	2,166
Drug Store Sales .....	\$49,639,000

## THE TEXAS STATE NETWORK, Inc.

1201 West Lancaster

FORT WORTH 2, TEXAS

### National Representative, WEED and COMPANY

New York

Detroit

Chicago

San Francisco

Boston

Hollywood

# TEXAS

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

## 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

## 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  
Station-Commercial Manager...H. P. Roberson  
Sales Promotion Manager-Program Director  
Bonnie Bennett  
Chief Engineer.....Howard Blaker

## K G N C

AMARILLO—EST. 1922

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

Newspaper Affiliations: Amarillo Daily News;  
Amarillo Globe; Lubbock Avalanche Journal  
News Service.....UP  
Transcription Service.....NBC Thesaurus,  
Standard  
Representative...Taylor Howe Snowden, Radio  
Sales

### Personnel

General Manager.....Gene Howe  
Station Manager.....Raymond Hollingsworth  
Sales Manager.....Aubrey Jackson  
Musical Director.....Frances Jensen

## K N O W

AUSTIN—EST. 1924

BLUE NETWORK  
MUTUAL BROADCASTING SYSTEM  
TEXAS STATE NETWORK

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 a.m. to 12 midnight  
News Service.....UP  
Representative.....Weed & Co.

### Personnel

President.....H. M. Fentress  
Station Manager.....Hardy C. Harvey  
Commercial Manager.....Marion H. Coleman  
Sales Promotion Manager.....Joseph E. Roehl  
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 Weedon  
Sales Manager.....R. J. Crissey  
Publicity-War Program Director...J. Mabel Clark  
Chief Engineer.....M. W. Jelfus

**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

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....KRIC, Inc.  
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**

General Manager.....Jack Neil  
Sales Manager.....G. L. Kirk  
Program Director.....Lorraine Kelley  
Publicity Director.....Martha Swafford  
Musical Director.....Mary Bond Campbell  
Chief Engineer.....Ben Hughes

**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.....Lewis O. Seibert  
Commercial Manager.....James Lawson  
Program Director.....Verne J. Stevens  
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.....East Brady, Texas

Time on the Air .....Unlimited license  
Representative .....Cox & Tanz

**Personnel**

General Manager.....G. L. Burns  
Commercial Director.....J. S. Sloane

**K E E W**

BROWNSVILLE—EST. 1937

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 d.; 100 n.

LOOK OVER...  
NOT OVER LOOK  
250,000 PROSPECTS  
IN THE SABINE AREA OF TEXAS

**K F D M**

BEAUMONT, TEXAS

BLUE NETWORK, 560 K.C., 1,000 WATTS

MEANS BUSINESS

REPRESENTED BY  
TAYLOR-HOWE-SNOWDEN

Owned-Operated By.....G. L. Burns  
 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.....G. L. Burns  
 Program-Production Director.....Forest Cox  
 Chief Engineer.....Dorman Patton

**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.; Sun-  
 day, 7:30 a.m. to 10:30 p.m.  
 News Service.....AP  
 Transcription Service.....NBC Thesaurus  
 Representative.....The Walker Co.

**Personnel**

Station Manager.....Wendell Mayes  
 Commercial Manager.....Ingram S. Roberts  
 Program-Publicity Director.....Pat Laurence  
 Production Manager.....Dorthea Dunlap  
 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

**KEYS**

**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.....Nueces 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

**K W B U**

**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

**K A N D**

**CORSICANA—EST. 1937**

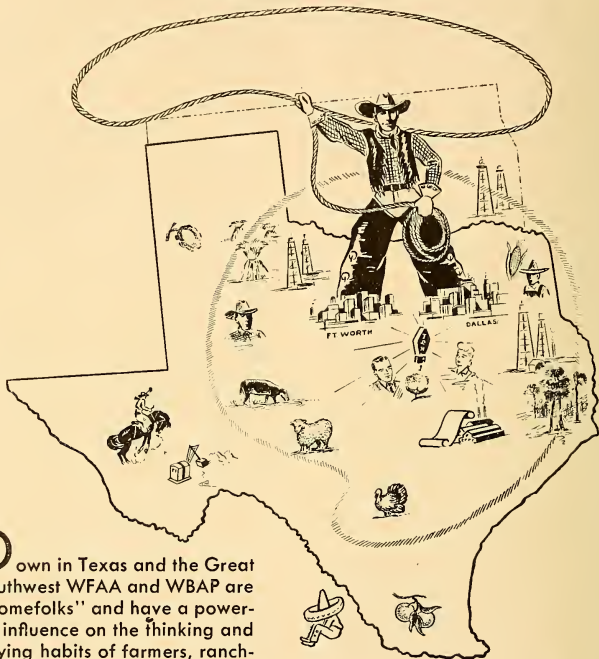
**MUTUAL BROADCASTING SYSTEM  
 KEYSTONE BROADCASTING SYSTEM**

Frequency: 1340 Kc....Power: 250 Watts  
 Owned-Operated By.....Navarro Broadcast-  
 ing Association  
 Business Address.....P. O. Box 959  
 Phone Number.....141

Lasso

## THE RICH SOUTHWEST MARKET

METROPOLITAN DALLAS AND FORT WORTH  
RICH SUBURBAN OIL COMMUNITIES  
RURAL FARM AND RANCH SECTIONS



**D**own in Texas and the Great Southwest WFAA and WBAP are "homefolks" and have a powerful influence on the thinking and buying habits of farmers, ranchers, business men and housewives. You can talk business to these folks through these Stations — on a Clear Channel at 820 Kc.

DALLAS

# WFAA-WBAP

FORT WORTH

LARGEST 50,000-WATT COVERAGE IN THE UNITED STATES

National Representatives . . . EDWARD PETRY & CO.

AFFILIATED WITH THE NATIONAL BROADCASTING COMPANY

Transmitter Location ..... ½ mile north of Corsicana Highway No. 75  
 Time on the Air ..... 18 hours daily  
 News Service ..... AP & UP  
 Representatives ..... Hal Holman Co.; The Walker Co.

**Personnel**

President ..... J. C. West  
 Station Manager ..... Aubrey H. Escoe  
 Chief Engineer ..... Eugene R. Hellums

**K R L D**

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  
 Musical Director ..... Lawrence N. Morrell  
 Chief Engineer ..... R. M. Flynn

**K S K Y**

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  
 Chief Engineer ..... Morris M. Ming

**W F A A**

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 5:30 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

**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

KEYSTONE BROADCASTING SYSTEM

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**

General Manager ..... Harwell V. Shepard

# KGGTO

for low cost, effective coverage  
of the **SOUTHWEST**



SERVING \*126 COUNTIES  
IN TEXAS AND OKLAHOMA

Population . . . . . 4,056,753

Radio Homes . . . . . 728,600

\*Daytime coverage

*Affiliated with*

The Dallas Morning News—The Fort Worth Star-Telegram

# KGGTO

**5000 WATTS • 570 KC.**

**FORT WORTH • DALLAS, TEXAS  
BLUE NETWORK AFFILIATE  
KEY STATION LONE STAR CHAIN**

National Representatives  
**EDWARD PETRY & CO., INC.**



# 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 .....AP  
 Transcription Service...Associated; Standard  
 Representative .....Howard H. Wilson Co.

## Personnel

Owner.....Dorrance D. Roderick  
 Station Manager .....Val Lawrence  
 Commercial Manager.....Cecil L. Trigg  
 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. Hollingsbery Co.

## Personnel

President.....Frances W. Bredburg  
 Vice President-General  
 Manager .....Karl O. Wyler  
 Commercial Manager .....Willard L. Kline  
 Program Director.....Virgil C. Hicks  
 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.....Gene L. Cagle  
 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  
 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-Tele-  
 gram; 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.....James Byron  
 Music Librarian.....Al Bowman  
 Musical Director.....Gene Baugh  
 Chief Engineer.....R. C. Stinson

# W B A P

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 . . . . . Roy Bacus  
 Sales Promotion-Publicity Manager . . . . . Helen Schmal  
 Program Director . . . . . Ed Lally  
 Production Manager . . . . . Gene Reynolds  
 Continuity Chief . . . . . Lyman Brown  
 Traffic Manager . . . . . Eileen Flake  
 Chief Newscaster . . . . . James Byron  
 Music Librarian . . . . . Al Bowman  
 Musical Director . . . . . Gene Baugh  
 Chief Announcer . . . . . Frank Mills  
 Chief Engineer . . . . . R. C. Stinson

**KLUF**

**GALVESTON—EST. 1928**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . The KLUF Broadcasting Co.  
 Business Address . . . . . 60th & Broadway  
 Phone Number . . . . . 6676  
 Studio Address . . . . . 60th & Broadway  
 Transmitter Location . . . . . 60th & Broadway  
 Time on the Air . . . . . Unlimited license  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard Radio;  
 Lang-Worth

**Personnel**

President . . . . . Geo. Roy Clough  
 General Manager . . . . . L. D. Clough  
 Commercial 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**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Harbenito Broadcasting 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 . . . . . Troy McDaniel  
 Commercial Manager . . . . . Dave Bennett  
 Program Director-Chief Announcer . . . . . Steel McClanahan  
 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 Post  
 Phone Number . . . . . Fairfax 7101  
 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

**KTHT**

**HOUSTON—EST. 1944**

**MUTUAL BROADCASTING SYSTEM**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Texas Star Broadcasting Co.  
 Address . . . . . Southern Standard Bldg.  
 Transmitter Location . . . . . 315 N. Ennis St., Houston  
 Time on the Air . . . . . Full time  
 Representative . . . . . Weed & Company

**Personnel**

President . . . . . Roy Hoheinz  
 Station Supervisor . . . . . Ted Hills  
 Commercial Manager . . . . . Max Armstrong

**KTRH**

**HOUSTON—EST. 1930**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 740 Kc. . . . . Power: 50000 Watts  
 Owned-Operated By . . . . . KTRH Broadcasting Co.  
 Address . . . . . Rice Hotel  
 Phone Number . . . . . Preston 436  
 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 Chlinski

**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**

Owner.....W. J. Harpole & J. C. Rothwell,  
 partnership  
 Station Manager .....J. C. Rothwell  
 Commercial Manager .....J. B. McShan  
 Chief Engineer.....Sam Love

**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.....Orland Foster  
Chief Announcer.....Ruby Lee Leary  
Musical Director.....James H. Stiff  
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 .....Lufkin  
Phone Number .....272  
Studio Address .....Lufkin  
Transmitter Location .....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  
Promotion 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 89,  
(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...Glady L. McDonald  
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.....7 a.m. to 10 p.m.  
News Service .....UP  
Transcription Service.....Standard Radio;  
Keystone Broadcasting System  
Representative .....Walker Co.

**Personnel**

Station-Commercial Manager....B. A. Laurie  
Program Director.....L. M. Laurie  
Chief Engineer.....Eugene Kintz

**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. Holles  
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 10:30 p.m.  
Newspaper Affiliation .....Pampa News  
News Service .....AP  
Transcription Service ....World Broadcasting  
Representative .....None

**Personnel**

Chief Executive.....Jack Hanna  
Station-Commercial Manager..Wayne Phelps  
Chief Engineer.....R. L. Thomas

**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: 1/4 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  
 Representative.....John E. Pearson Co.

**Personnel**

President.....A. G. Pat Mayse  
 Station-Commercial Manager...Patt McDonald  
 Chief Engineer.....Mitchell Secrest

**KIUN**

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.....Homer Griffith Co.

**Personnel**

Co-Owner-General Manager...Jack Hawkins  
 Co-Owner-Publicity Director...Barney Hubbs  
 Director of War Programs....Louise Hawkins

**KVOP**

PLAINVIEW—EST. 1944

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned and Operated By: W. J. Harpole and  
 J. C. Rothwell  
 Address.....111 West 6th Street  
 Phone Number.....1400  
 Time on the Air.....Unlimited License  
 News Service .....AP  
 Transcription Service.....Standard Personnel

**Personnel**

General Manager.....W. J. Harpole  
 Program Director.....J. E. Stanton  
 Chief Engineer.....Jesse Simms

**KPAC**

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  
 Chief Engineer.....Cliff Hamilton

**KGKL**

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

**KABC**

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: Joe Allison  
 Musical Director: Edmund Barker  
 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: Gene A. Howe  
 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. Hall  
 Commercial Manager: Cecil K. Beaver  
 Sales Promotion: Fred A. Peery  
 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  
 Chief Engineer: Tom John  
 Chief Announcer: Connie Wendell  
 Program Director: Eloise Jouvenat

# K X O X

**SWEETWATER—EST. 1939**

**KEYSTONE BROADCASTING SYSTEM**

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 &  
 Keystone

**Personnel**

President.....J. S. McBeath  
 Station-Commercial Manager,  
 J. Harley Hubbard  
 Program Director-Chief Announcer,  
 Doyce Elliott  
 Publicity Director.....Zeb Williams  
 Chief Engineer.....George W. Dotson

**K T E M**

TEMPLE—EST. 1936

BLUE NETWORK  
 MUTUAL BROADCASTING SYSTEM  
 KEYSTONE 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**

General Manager.....Frank W. Mayborn  
 Station Manager.....Burton Bishop  
 Commercial Manager....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 Engineer.....Paul McCaslin

**K G K B**

TYLER—EST. 1929

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned By.....East Texas Broadcasting Co.  
 Address .....115 South College Street  
 Phone Number ..... 1106  
 Transmitter Location.....Sandflat Road  
 Time on the Air.....6 a.m. to 12 midnight  
 News Service .....UP  
 Transcription Service .....Standard Radio  
 Representative.....John E. Pearson Co.

**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 Broad-  
 casting 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. Mingus  
 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.

# Tonight

INTERMOUNTAIN AMERICA  
WILL HEAR . . . . .

FSK



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 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**

President ..... Harlan Fentress  
 Station Manager ..... R. E. Lee Glasgow  
 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  
 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  
 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  
 Musical Director ..... Lucille Crouch  
 Chief Engineer ..... John Adams

**UTAH**

*For Latest U. S. Census Population And Radio Homes Data And  
 Statistics on "Shifting Population" Please Turn To Pages 273-287*

**K S U B**

CEDAR CITY—EST. 1937  
 KEYSTONE BROADCASTING SYSTEM  
 INTERMOUNTAIN NETWORK

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Southern Utah  
 Broadcasting Co.

Address ..... Escalante Hotel  
 Phone Number ..... 398

Transmitter Location ... 591 West 2nd South St.  
 Time on the Air ..... 7 a.m. to 10 p.m.  
 News Service ..... AP & UP  
 Transcription Service ... Keystone Broadcasting  
 System

Representative ... Jos. Hershey McGillvra, Inc.

**Personnel**

President ..... Ivan Sharp  
 Chief Announcer ..... Melvin Rowley  
 Chief Engineer ..... Hurschell Urte

# 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  
Commercial Manager.....Fred Sears  
Chief Engineer.....Carroll Secrist

# K L O

OGDEN—EST. 1930  
MUTUAL BROADCASTING SYSTEM  
INTERMOUNTAIN NETWORK

Frequency: 1430 Kc.....Power: 5000 Watts  
Owned-Operated By.....Interstate Broad-  
casting 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  
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.....George B. Morgan  
Sales Promotion Manager.....Lynn Meyer  
Chief Engineer.....W. D'Orr Cozzens

# 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.....Price  
Time on the Air.....Full time  
News Service.....UP  
Representative.....Joseph Hershey  
McGillvra, Inc.

### Personnel

Commercial Manager.....Jack Richards

# 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.

### Personnel

President and Manager.....Clifton A. Tolboe  
Sales Manager.....S. G. Carter

In the **SALT LAKE MARKET**

*Today* It's **KDYL** for  
radio's most popular shows

*Tomorrow* It will be  
**KDYL**  
for **TELEVISION**

This station is the first between the Mississippi  
and the West Coast to be granted a license by  
the FCC for experimental television broadcasting



National Representative  
JOHN BLAIR & CO.

Program Director-Chief  
 Announcer.....W. Shirl Black  
 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.....6 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.....George A. Provol &  
 John M. Baldwin

Secretary-Treasurer.....L. A. Loeb  
 Commercial Manager.....George A. Provol  
 Sales Promotion-Publicity.....Frank Baker

Program Director.....Alvin G. Pack  
 Production Manager.....Mildred Baker  
 Chief Announcer.....Ken Hegard

Musical Director.....Bob Reese  
 Technical Director & 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  
 Transcription Service .....Standard Radio;  
 Lang-Worth; Associated  
 Representative ....Edward Petry & Company

### Personnel

President.....J. Reuben Clark, Jr.  
 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  
 Chief Engineer.....Lyle Wahlquist

## K A L L \*

SALT LAKE CITY

Frequency: 910 Kc.....Power: 1000 Watts  
 Owner.....Salt Lake City Broadcasting Co.  
 \* Construction Permit.

## K N A K \*

SALT LAKE CITY

Frequency: 1400 Kc.....Power: 250 Watts  
 Owner: Granite District Radio Broadcasting  
 Co.  
 \* Construction Permit.

# VERMONT

For Latest U. S. Census Population And Radio Homes Data And  
 Statistics on "Shifting Population" Please Turn To Pages 273-287

## W C A X

BURLINGTON—EST. 1931

COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc.....Power: 1000 Watts  
 Owned-Operated By.....WCAx Broadcasting  
 Corp.

Business Address.....137 Main St.

Studio Address.....137 Main St.  
 Phone Number.....Burlington 2000  
 Transmitter Location.....Colchester, Vermont  
 Time on the Air..6:55 a.m. to 1 p.m.; Sundays,  
 8 a.m. to 11:30 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 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  
 Business Manager..... J. H. Weiss  
 Chief Engineer.....Norval K. Ramson

**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 ..... Swanton Road  
 Time on the Air.....7 a.m. to Sunset  
 News Service ..... UP  
 Transcription Service ..... World  
 Representatives.....Howard H. Wilson Co. &  
 Bertha Bannon

**Personnel**

President ..... Lloyd E. Squier  
 Station Manager.....Winston L. Blake  
 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  
 Representative ..... Howard H. Wilson Co.

**Personnel**

Station Manager.....Lloyd E. Squier  
 Commercial and Sales Promotion Manager,  
 William G. Ricker  
 Chief Engineer.....Harold Grout

**VIRGINIA**

For Latest U. S. Census Population And Radio Homes Data And  
 Statistics on "Shifting Population" Please Turn To Pages 273-287

**W P I K**\*

ALEXANDRIA

Frequency: 730 Kc.....Power: 250 Watts  
 Owned By.....Potomac Broadcasting Corp.  
 Chief Executive.....Howard B. Hayes  
 Chief Engineer.....Carl L. Lindberg  
 \* Construction Permit.

**W C H V**

CHARLOTTESVILLE—EST. 1932

THE BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

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 ..... Standard  
 Representative.....Cox & Tanz

**Personnel**

President-Station Manager, Charles Barham, Jr.  
 Commercial Manager.....Randolph Bean  
 Chief Engineer.....Walter W. Gray

**W K E Y**

COVINGTON—EST. 1941

THE BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

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  
 Chief Engineer.....James Garber

**W B T M**  
**DANVILLE—EST. 1930**

BLUE NETWORK  
 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 .....AP  
 Transcription Service .....Lang-Worth  
 Representatives...Tri-City Stations Association

**Personnel**

President.....L. N. Dibrell  
 Station Manager.....R. Sanford Guyer  
 Commercial Manager.....A. C. Evans  
 Chief Engineer.....Harry W. Spencer

**W F V A**  
**FREDERICKSBURG—EST. 1939**

BLUE NETWORK  
 KEYSTONE BROADCASTING SYSTEM

Frequency 1290 Kc.....Power: 250 Watts  
 CP 1230

Owned-Operated By....Fredericksburg Broad-  
 casting Corporation

Address .....528 Wolfe St.  
 Phone Number .....1260  
 Transmitter Location ...Two miles south of  
 Fredericksburg on King's Highway

Time on the Air..Local sunrise to local sunset  
 CP Full time

Transcription Service .....Keystone Broad-  
 casting System

**Personnel**

President.....Richard F. Lewis, Jr.  
 Sales Manager.....Nan Winkler  
 Program Director.....Phil Whitney  
 Chief Announcer .....Phil Whitney  
 Musical Director .....Hal Weiss  
 Chief Engineer.....Phil Whitney

**W S V A**

**HARRISONBURG—EST. 1936**

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.....Robert B. Harrington

Commercial-Sales Promotion  
 Manager.....Robert B. Harrington

Program Director .....Richard H. Johnson  
 Chief Announcer.....Dick Johnson

Chief Engineer.....Warren L. Braun

**W L V A**

**LYNCHBURG—EST. 1930**

BLUE NETWORK

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 .....Forest St.  
 Time on the Air.....7 a.m. to 12:05 a.m.

News Service .....AP  
 Transcription Service...Lang-Worth; Standard  
 Radio

Representative.....Tri-City Stations Assn.

**Personnel**

President.....Edw. A. Allen  
 Station Manager.....Philip P. Allen

Commercial Manager.....J. P. Read, Jr.  
 Production Mgr.....C. G. Read

Publicity Manager.....Mrs. Gilbert H. Wilson  
 Program Director.....Evelyn M. Hamlet

Chief Announcer.....Wayne Tyler  
 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.....6:30 a.m. to 11:15 p.m.

News Service .....AP  
 Representative.....Howard H. Wilson Co.

**Personnel**

President.....William C. Barnes  
 Station Manager.....John W. Shultz

Commercial-Production  
 Manager.....C. Robert Ray

Program Director.....John W. Shultz

Sales Promotion.....Charles F. Adams  
 Director of War Programs...Barbara Harding  
 Musical Director.....Barbara Harding  
 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,  
 7:15 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 E. Bottom  
 V.P.-General Manager.....Edward E. Bishop  
 Commercial Manager.....Edward E. Edgar  
 Chief Engineer.....Wm. P. Grether

**W T A R**

**NORFOLK—EST. 1923**

**NATIONAL BROADCASTING CO.**

Frequency: 790 Kc.....Power: 5000 Watts  
 Operated By.....WTAR Radio Corp.  
 Owned By.....Norfolk Newspapers, Inc.  
 Address ...National Bank of Commerce Bldg.  
 Phone Number.....25871  
 Transmitter Location .....Glen Rock  
 Time on the Air.....5:30 a.m. to 1 a.m. daily;  
 7:30 a.m. to 1 a.m. Sunday  
 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.....Blair Eubanks  
 Production Manager.....Bailey Barco  
 Chief Engineer.....Julius L. Grether

**WBHD\***

**PETERSBURG**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned By: Southside Virginia Broadcasting  
 Corp.

\* Construction Permit.

**WSAP**

**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 a.m. to 12 midnight  
 News Service .....UP  
 Transcription Service .....World

**Personnel**

President.....Tom E. Gillman  
 General Manager.....T. W. Aydlett  
 Sales Mgr.....Jack Norfleet

**WBBL**

**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)

**WMBG**

**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 Engineer.....Wilfred H. Wood

# WRIV\*

RICHMOND

Frequency: 1450 Kc.....Power: 250 Watts  
 Time on Air: Unlimited Except When WBBL Operates  
 Owner.....Thomas G. Tinsley, Jr.  
 \* Construction Permit.

# WRVA

RICHMOND—EST. 1925  
 CBS

Frequency: 1140 Kc.....Power: 50000 Watts  
 Owned-Operated By.....Larus & Brothor 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 & Schwegler  
 Representative.....Paul H. Raymer Co.

## Personnel

General Manager.....C. T. Lucy  
 Business Manager.....Barron Howard  
 Program Director.....Irvin G. Abeloff  
 Production Manager.....Samuel S. Carey  
 Publicity Director.....Anne E. Raidabaugh  
 Chief Engineer.....D. C. Woods

# WRNL

RICHMOND—EST. 1927

BLUE NETWORK  
 MUTUAL BROADCASTING SYSTEM

Frequency: 910 Kc.....Power: 5000 Watts  
 Owned By.....Richmond Newspapers, Inc.  
 Operated By.....Richmond Radio Corp.  
 Address.....323 E. Grace St.  
 Phone Number.....33436  
 Transmitter Location.....Wilkinson Road  
 Time on the Air.....5 a.m. to 2 a.m.; Sundays, 7 a.m. to 2 a.m.  
 News Service.....AP  
 Transcription Service.....Standard  
 Representative.....Edward Petry & Co.

## Personnel

Chief Executive.....John D. Wise  
 Station Manager.....E. S. Whitlock  
 Asst. Mgr. & Publicity.....G. Mallory Freeman  
 Musical Director.....Conrad Rianhard  
 Acting Production Manager.....Warde Adams  
 Chief Engineer.....Walter R. Selden

# WDBJ

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  
 Production Manager.....Irving Sharp  
 Chief Engineer.....J. W. Robertson

# WSLS

ROANOKE—EST. 1940

BLUE NETWORK

TRI-CITY STATIONS (WLVA-WBTM-WSLS)  
 Frequency: 1240 Kc.....Power: 250 Watts

# WRNL

## 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

Owned-Operated By.... Roanoke Broadcast-  
ing 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.; Sun-  
days 7:30 a.m. to 12:01 a.m.

News Service .....AP  
Transcription Service .....NBC Thesaurus;  
Langworth, BMI

Representative .....Tri-City Stations

**Personnel**

President ..... Paul C. Buford  
Station Manager..... James H. Moore

Commercial Manager..... Horace Fitzpatrick  
Production Manager ..... Kay Lee

Program Dir..... Bill Saunders  
Chief Announcer..... Walter Harris

Chief Engineer ..... Philip Briggs

**WSTN\***

STAUNTON

Frequency: 1400 Kc.....Power: 250 Watts  
Owner..... Charles P. Blackley

\* Construction Permit.

**WLPM**

SUFFOLK—EST. 1940

BLUE NETWORK

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..... Unlimited

News Service .....UP  
Transcription Service .....NBC Thesaurus

Representative .....Sears & Ayer

**Personnel**

President-Station Manager &  
Sales Manager..... Fred L. Hart

Program Director..... Jim Hardie  
Musical Director..... James R. Pond

Chief Engineer..... Fred Wagner

**WINC**

WINCHESTER—EST. 1941

THE BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By... Richard Field Lewis, Jr.

Address ..... WINC Bldg.  
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  
Production Manager..... Leslie Golliday

Chief Engineer..... R. F. Lewis, Jr.

**FOR QUALITY**

**AP**





# WASHINGTON

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

## K X R O

**ABERDEEN—EST. 1926**

MUTUAL—DON LEE BROADCASTING CO.  
Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: KKRO, Inc.  
Business Address: 207½ E. Market St.  
Phone Number: Aberdeen 4098  
Studio Address: 207½ E. Market St.  
Transmitter Location: Finch Farms  
Time on the Air: Unlimited time  
News Service: UP  
Transcription Service: Standard Radio  
Representative: Howard H. Wilson Co.

### Personnel

President: Harry R. Spence  
Manager: Fred G. Goddard  
Production Manager-Chief Announcer: Art Lindsey

### Sales Promotion-Publicity

Director: Ruth Poindexter  
Record MC: Stan Spiegle  
Commercial Manager: Ross W. Bates  
Program Dir.: Edith Garret  
Director of War Programs: Ruth Poindexter  
Chief Engineer: K. Grinde

## K V O S

**BELLINGHAM—EST. 1929**

**EVERGREEN NETWORK**

Frequency: 790 Kc. Power: 250 Watts  
Owned-Operated By: KVOS, Inc.  
Address: 1321 Commercial St.  
Phone Number: 4200  
Transmitter Location: Roeder & E St.  
Time on the Air: 6 a.m. to 11 p.m.  
News Service: UP  
Transcription Service: Standard & MacGregor  
Representative: John Keiting

### Personnel

President: Regan Jones  
Station Manager: Frank Adams  
Sales Manager: Fred O. Elsethagen  
Program Director: Earle Alcott  
Director of War Programs: Earle Alcott  
Chief Engineer: J. C. Haley

## K E L A

**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: 7 a.m. to 11 p.m.  
News Service: UP  
Transcription Service: Lang-Worth; C. P. MacGregor

Representatives: Howard H. Wilson Co.; John Keating (Portland)

### Personnel

President: J. Elroy McCaw  
Manager: Joe Chytil  
Commercial Manager: Robert Brister  
Sales Promotion Manager: Schuyler Hill  
Program Director: Elsie Gaylord  
Publicity Director: Hal Nelson  
Director of War Programs: Pete Logan  
Chief Engineer: Ellwood Lippencott

## K R K O

**EVERETT—EST. 1920**

**KEYSTONE BROADCASTING SYSTEM  
MUTUAL—DON LEE**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: Everett Broadcasting  
Address: Highway 99, No. City Limits  
Phone Numbers: Main 526-867  
Transmitter Location: Everett  
Time on the Air: 6:30 a.m.-11:15 p.m.  
News Service: UP  
Transcription Service: World

### Personnel

President-Gen. Mgr.: Wm. R. Taft  
Chief Engineer: Roy Towne  
Sales Manager: Donald G. Wilde  
Sales Promotion Manager: Donald G. Wilde  
Program Director: Vern Mack

## K W L K

**LONGVIEW—EST. 1938**

**MBS—DON LEE BROADCASTING SYSTEM**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: Twin City Broadcasting Corp.

Address: National Bank of Commerce  
Phone Number: Longview 1500  
Transmitter Location: Ocean Beach Highway

Time on the Air: 7 a.m. to 12 midnight  
Transcription Service: NBC Thesaurus  
News Service: UP  
Representative: Howard Wilson Co.

**Personnel**

President ..... C. O. Chatterton  
 Station Manager ..... C. O. Chatterton  
 Sales Manager ..... Kenneth Evans  
 Sales Promotion Manager ..... F. H. Chatterton  
 Chief Engineer ..... Harry Hale

**K G Y**

OLYMPIA—EST. 1922

MUTUAL—DON LEE

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By ..... Tom Olsen  
 Address ..... Rockway, Leland Bldg.  
 Phone Number ..... 6636  
 Transmitter Location ..... Rockway, Leland Bldg.  
 Time on the Air ..... 6 a.m. to 11 p.m.  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Howard Wilson & Co.

**Personnel**

President-Station Manager ..... Tom Olsen  
 Sales Manager ..... J. Harris Dorr  
 Program Director & War Prog. .... Eve Knutson  
 Chief Engineer ..... Charles Roark

**K P K W\***

PASCO

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned By ..... Western Radio Corp.

\* Construction Permit.

**K O N P\***

PORT ANGELES

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned By ..... Evening News Press, Inc.

**Personnel**

Chief Executive ..... C. N. Webster  
 General Manager ..... H. J. McAllister  
 Chief Engineer ..... J. U. Ernst

\* Construction Permit.

**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 ..... Divides time with KTW  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth

**Personnel**

Station Manager ..... Glenn Jones  
 Program Dir. .... E. Barr  
 Chief Engineer ..... Robert E. Baird  
 (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 ..... Bartley Sims  
 Sales Manager ..... Bartley Sims  
 Sales Promotion Manager ..... Max Coie  
 Program Director ..... Harry Jordan  
 War Program Director ..... Bartley Sims  
 Chief Engineer ..... Arthur A. Shultz  
 Record MC ..... Don Porter

**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 ..... Vashon-Maury  
 Island, Wash.

Time on the Air ..... 6 a.m. to 1 a.m.  
 News Service ..... AP-INS  
 Transcription Service ..... Association Music Pub-  
 lishers, Standard Radio, Lang-Worth Feature  
 Programs

Representative ..... Free & Peters

**Personnel**

President ..... Louis K. Lear  
 Asst. Business Mgr.-Director of National  
 Sales ..... Loren B. Stone  
 Local Sales Manager ..... J. F. Hiddleston  
 Director of Operations ..... Rowland Spence  
 Chief Announcer ..... C. Bruce Calhoun  
 Director of Education ..... Kenneth Yeend  
 Sales Promotion Manager ..... W. F. Tucker  
 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: 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. West Waterway  
 Time on the Air. .6 a.m. to 12 midnight; Sunday  
 through Saturday  
 News Service ..... UP  
 Transcription Service ..... NBC Thesaurus  
 Representative ..... Paul H. Raymer Co.

**Personnel**

President ..... O. W. Fisher  
 Station Manager ..... Birt F. Fisher  
 Commercial Manager ..... W. B. Stuhl  
 Publicity-Research-Advertising... Bill Moshier  
 Production Manager-Program  
 Director ..... Robt. Gentry  
 News Director ..... Fred Delano  
 Auditor ..... J. B. Henley  
 Chief Engineer ..... F. J. Brott

**K O L**

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  
 News Service ..... UP  
 Transcription Service: C. P. MacGregor; As-  
 sociated Music Publishers; Standard Radio;  
 World  
 Representative ..... John Blair & Company

**Personnel**

President ..... Archie Taft, Sr.  
 Station Manager ..... Oliver A. Runchey  
 Commercial Manager ..... Archie Taft, Jr.  
 Program & Production Director... Jerry Morris  
 Publicity Director ..... Elisabeth Leonard  
 Chief Announcer ..... Wheeler Smith  
 Chief Engineer ..... Perry C. Lind

**K O M O**

SEATTLE—EST. 1925

NATIONAL BROADCASTING CO.  
 NORTHWEST RADIO TRIANGLE

Frequency: 1000 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... Fisher's Blend Sta-  
 tion, Inc.  
 Address ..... Skinner Bldg.  
 Phone Number ..... Elliott 5890  
 Transmitter Location ..... 2600 26th Ave., S.W.  
 Time on the Air. .6 a.m. to 12 midnight; Sunday  
 through Saturday  
 News Service ..... AP  
 Transcription Service ..... NBC Thesaurus  
 Representative ..... Edward Petry & Co.

**Personnel**

President ..... O. W. Fisher  
 Station Manager ..... Birt F. Fisher  
 Commercial Manager ..... W. B. Stuhl  
 Research-Advertising Manager... Bill Moshier  
 Program Director-Production Manager  
 Robt. Gentry  
 Dir. War Programs ..... John Pearson  
 News Director ..... Fred Delano  
 Auditor ..... J. B. Henley  
 Chief Engineer ..... F. J. Brott

**K R S C**

SEATTLE—EST. 1926

Frequency: 1150 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... Radio Sales Cor-  
 poration  
 Address ..... 2939 Fourth Avenue South  
 Phone Number ..... Elliot 2480  
 Transmitter Location ... 2939 Fourth Ave. South  
 Time on the Air ..... 6:45 a.m. to 2 a.m.  
 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

**K T W**

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 ..... James S. Ross  
 (Non-Commercial Station)

**K X A**

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 a.m. to local sunset;  
 10 p.m. to 3 a.m.  
 News Service ..... UP

**Personnel**

President.....R. F. Meggee  
 Vice-President & Station Manager  
     Florence Wallace  
 Sales Mgr.....Rodney McArdle  
 Program Director.....Helen-Marie Brennan  
 Publicity Director.....Virginia H. Rubin  
 War Program Director.....Helen-Marie Brennan  
 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 a.m. to 11 p.m.  
 News Service.....UP  
 Transcription Service.....NBC Thesaurus

**Personnel**

President.....Arthur L. Smith  
 Station-Commercial Manager  
     Richard G. McBroom  
 Program Director.....Dorothy Thomson  
 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; World  
 Representative.....The Walker Co.

**Personnel**

President.....Mrs. Frances R. Symons  
 Vice-President-Station Manager  
     Arthur L. Bright  
 National Sales & Sales Promotion  
 Manager.....Richard E. Green  
 Program Manager.....R. W. Brazeal  
 Director of War Programs.....Katherine Leuer  
 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, 17 hrs. Sundays  
 Transcription Service.....World  
 Representative.....Edw. Petry & Co., Inc.

**Personnel**

Owner.....Louis Wasmer  
 General Manager.....Harvey Wixson  
 Program Dir.....Curtis Roberts  
 Musical Director.....Earl Shinkoskey  
 Publicity Director.....Harvey Wixson  
 Chief Engineer.....C. W. Evans

**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.....World  
 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; Lang-Worth  
 Representatives.....Joseph H. McGilvra, Inc.

**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 ..... Clementine Wacula  
 Chief Engineer ..... Joe Kolesar

**K T B I**

TACOMA—EST. 1941

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..... 6 a.m. to 12 midnight  
 News Service ..... AP & UP  
 Transcription Service ..... Associated

**Personnel**

President ..... H. J. Quilliam  
 Station Manager..... B. W. Ormsby  
 Sales Manager ..... King Mitchell  
 Sales Promotion ..... King Mitchell  
 Program Director ..... Burke Ormsby  
 Record MC..... George Cole, Warren Reed,  
 Jim Foster  
 Chief Announcer..... Burke Ormsby  
 Chief Engineer ..... George Cole

**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... Associated Music Pub-  
 lishers; 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 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  
 Program Director ..... Charlene Jackson  
 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.; John Keating (Portland) and (Seattle)

**Personnel**

President and General  
 Manager..... H. E. Studebaker  
 Commercial-Sales Promotion Manager  
 Norval Armes  
 Production ..... Robert Dunton  
 Chief Announcer ..... Howard Rhoades  
 Women's Features Director..... Ruth Denning  
 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... 6:15 a.m. to 11:15 p.m. daily;  
 8:30 a.m. to 11 p.m. Sunday  
 News Service ..... UP  
 Transcription Service..... NBC Thesaurus

• • • WASHINGTON - WEST VIRGINIA • • •

Representative  
Joseph Hershey McGillyvra, Inc.

**Personnel**

President ..... Rogan Jones  
Station Manager ..... Mrs. Helen Wylie  
Sales Manager ..... Mrs. Meryle Thompson  
Program Director ..... Mrs. Mildred Dahlhauser  
Chief Engineer ..... R. B. Sutton

**KIT**

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, 7 a.m. to 12 midnight  
News Service ..... UP & AP  
Transcription Service ..... Lang-Worth; World  
Broadcasting System  
Representative ..... Jos. Hershey McGillyvra, Inc.

**Personnel**

Owner ..... Carl E. Haymond  
Station Mgr. .... James A. Murphy  
Sales Mgr. .... H. A. Miller

Program Manager ..... C. A. Carlson  
War Program Director ..... C. A. Carlson  
Chief Announcer ..... Fred Roberts  
Chief Engineer ..... H. Murphy

**KTYW**

YAKIMA—EST. 1944

CBS, EVERGREEN

Frequency: 1460 Kc. .... Power: 500 Watts  
Owned-Operated By ..... Cascade Broad-  
casting Company, Inc.  
Business Address ..... Box 702  
Phone Number ..... 6104  
Studio Address ..... E. Terrace Heights Blvd.  
Transmitter Location ..... E. Terrace Heights Blvd.  
Time on the Air: 6 a.m. to 12 midnight daily;  
8 a.m. to 10 p.m. Sundays  
News Service ..... AP  
Transcription Service ..... Lang-Worth; Thesaurus

**Personnel**

President-Owner ..... A. W. Talbot  
Station Manager ..... Miss E. J. Hamilton  
Sales Manager ..... Pat O'Halleron  
Program Director ..... Jim Thain  
Sales Promotion Manager ..... Pat O'Halleron  
War Program Director ..... E. J. Hamilton  
Chief Announcer ..... John Griswold  
Artists Bureau ..... Barry Sherman Co.  
Chief Engineer ..... Dave Gordon

**WEST VIRGINIA**

For Latest U. S. Census Population And Radio Home's Data And  
Statistics on "Shifting Population" Please Turn To Pages 273-287

**WJLS**

BECKLEY—EST. 1939

CBS

KEYSTONE BROADCASTING SYSTEM

Frequency: 560 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: 6 a.m. to 12 midnight; Sun-  
days, 7 a.m. to 12 midnight.  
News Service ..... UP  
Transcription Service ..... Standard Radio;  
Lang-Worth  
Representative ..... Burn-Smith Co., Inc.

**Personnel**

Owner ..... Joe L. Smith, Jr.  
Station Manager ..... Mrs. V. N. Cooper

Sales Manager ..... John T. Gelder, Jr.  
Publicity Director ..... Kenneth A. Schaffer  
Program Manager ..... Terence M. Harcourt  
Continuity Director ..... Midge Lee  
Chief Announcer ..... Jack Pevara  
Auditor ..... V. Z. Cooper  
Chief Engineer ..... Al J. Ginkel

**WHIS**

BLUEFIELD—EST. 1928

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1440 Kc. .... Power: 1000 d.; 500 n.  
Owned-Operated By ..... Daily Telegraph  
Printing Co.

Address.....412 Bland St.  
 Phone Number.....WHIS  
 Transmitter Location.....Route No. 52,  
 Harry Heights  
 Time on the Air.....5 a.m. to 12 midnight,  
 Monday through Saturday; 8 a.m.-12:05 p.m.,  
 Sunday  
 Newspaper Affiliation....Bluefield Daily Tele-  
 graph; Sunset News  
 News Service.....UP  
 Transcription Service: World Broadcasting Sys-  
 tem  
 Representative.....The Katz Agency

**Personnel**

President.....H. I. Shott  
 Manager.....Hugh I. Schott, Jr.  
 Asst. Manager.....P. T. Flanagan  
 Sales Manager.....Ruby Brewer  
 Production Manager.....C. H. Murphey  
 Program Director.....P. T. Flanagan  
 Continuity Editor.....Janie Lambert  
 Publicity Director.....Elsie Thomas  
 News Editor.....Stuart Odell  
 Chief Announcer.....C. H. Murphey  
 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.....5:30 a.m. to 1 a.m.  
 News Service.....AP; UP  
 Transcription Service.....World  
 Representative.....The Branham Co.

**Personnel**

President.....John A. Kennedy  
 Vice-President-Managing Director,  
 Howard L. Chernoff  
 Technical Advisor.....Odes E. Robinson  
 Sales Manager.....Howard L. Chernoff  
 Sales Promotion Manager....Elizabeth Camp  
 Program Director.....Jos. J. Herget  
 Traffic Director.....Carolyn Johnson  
 Musical Director.....Leah Perry Sloman  
 War Program Director.....Joseph J. Herget  
 Production Manager.....Berton Sonis  
 Publicity Director.....Elizabeth Camp  
 Chief Engineer.....Odes Robinson

**W G K V**

CHARLESTON—EST. 1939  
 NATIONAL BROADCASTING CO.

Frequency: 1480 Kc.....Power: 100 Watts  
 Owned-Operated By.....Kanawha Valley  
 Broadcasting Company  
 Address.....208-212 Dickinson St.  
 Phone Number.....37-541  
 Transmitter Location.....Coal Branch Heights  
 Time on the Air.....19 hours per day  
 News Service.....UP  
 Transcription Service.....NBC Thesaurus,  
 Standard Radio  
 Representative.....Joseph Hershey McGillvra, Inc.

**Personnel**

Presidents.....E. R. Custer, R. M. Venable  
 Station Manager.....Joseph B. Matthews  
 Commercial Manager.....Robert Bowles  
 Program Director.....C. P. Vogel, Jr.  
 Continuity & Promotion.....Gilbert Canfield  
 Publicity Director.....C. P. Vogel, Jr.  
 Musical Director.....Al Stein  
 Chief Engineer.....Melvin Swilinger

**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 a.m.-1 p.m., Mon. thru  
 Sat.; 9 a.m.-1 p.m., Sun.  
 News Service.....AP  
 Transcription Service.....WBS  
 Representative.....The Branham Company

**Personnel**

President.....Capt. John A. Kennedy  
 Station Manager.....G. C. Blackwell  
 Sales Manager, Sales Promotion Mgr.,  
 War Program Director, Publicity  
 Director.....G. C. Blackwell  
 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

## WEST VIRGINIA

Time on the Air.....5 a.m. to 12: midnight  
News Service.....AP  
Transcription Services.....Standard Radio  
Representative.....John Blair & Co.

### Personnel

President.....Lt. Comdr. George B. Storer  
Station-Commercial Manager  
Stanton P. Kettler  
Office Manager.....R. C. Warden  
Sales Promotion Mgr.....Stanton P. Kettler  
War Program Director.....Frank Lee  
Musical Director.....DeWitt Wyatt  
Program Director.....Frank Lee  
Continuity Director.....Mary Jane Schultz  
Artists Bureau.....Mrs. Rhoda J. Ledford  
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.....4106  
Transmitter Location.....28th St., West  
Time on the Air.....Unlimited license  
Newspaper Affiliation: Huntington Herald-  
Dispatch; Huntington Advertiser  
News Service.....AP  
Transcription Service.....Standard Radio;  
Langworth  
Representative.....The Branham Co.

### Personnel

President and General  
Manager.....John A. Kennedy  
Station Manager.....Marshall L. Rosene  
Commercial Manager.....John L. Henry  
Sales Promotion Manager.....Mildred Chernoff  
Program Director.....W. Aldridge  
Production Manager.....W. O. Aldridge  
Publicity Director.....Marcia Young  
Chief Announcer.....Don Yeager  
Artists Bureau.....L. P. Swann  
Musical Director.....Phyllis Vickers  
Chief Engineer.....Leroy Kilpatrick

## W L O G

LOGAN—EST. 1940

KEYSTONE BROADCASTING SYSTEM

KING KOLE NETWORK

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  
Station Manager.....James E. McGowan  
Sales Manager.....Jo Anne Humphries  
Sales Promotion Mgr.....James E. McGowan  
Program Director.....Harmon Calver  
War Program Director.....Harmon Calver  
Chief Announcer.....John Moses  
Chief Engineer.....Lloyd Beckworth

## W A J R

MORGANTOWN—EST. 1940

MBS

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 11:00 p.m., daily  
Newspaper Affiliation....Morgantown News-  
Dominion, Morgantown Post  
News Service.....AP & BBC  
Transcription Service....World Broadcasting  
System

### Personnel

President.....H. C. Greer  
General Manager.....Norman Knight  
Program Director.....Numa Fabre, Jr.  
Promotion Director.....Eleanor Negri  
Musical Director.....Owen Dietz  
Chief Announcer.....John Gibbs  
Traffic Manager.....Clara Mutter  
Studio Manager.....William Goods  
Commercial Manager.....Frank Greeng  
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 1:05 a.m.  
News Service.....AP  
Transcription Service.....Standard Radio  
Representative.....Branham Company



**Personnel**

President.....Capt. John A. Kennedy  
 Station Manager.....George H. Clinton  
 Program Director.....Carl Loose  
 War Program Director.....Paula Carr  
 Publicity Director.....Tom Garten  
 Chief Announcer.....Bill Sherman  
 Artists Bureau.....Chas. Burroughs  
 Chief Engineer.....Cecil Knowles

**W B R W**

**WELCH—EST. 1940**

KEYSTONE BROADCASTING SYSTEM

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 9:00 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  
 General Manager.....J. H. Metz  
 Program Director.....John Villani  
 Chief Announcer-Director of  
 War Programs.....John Villani  
 Chief Engineer.....Jerry H. Metz

**W K W K**

**WHEELING—EST. 1941**

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Community Broad-  
 casting, Inc.  
 Address.....16th & Market Sts.  
 Phone Number.....Wheeling 5320  
 Transmitter Location.....16th & Market Sts.  
 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.....Weed & Co.

**Personnel**

President.....Joe L. Smith, Jr.  
 Station Manager.....John B. Reynolds  
 Sales Manager.....John T. Gelder, Jr.  
 Program Director.....Edward L. Blockinger

War Program Director.....Edward L. Blockinger  
 Chief Announcer.....Deen Brooks  
 Musical Director.....Oliver Edwards  
 Chief Engineer.....Fred Baker

**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  
 Local Sales Manager.....Wm. E. Rine  
 Station Manager.....George W. Smith  
 Sales Promotion Manager-Publicity  
 Director.....Ruth Lee Miller  
 Production Manager.....Paul J. Miller  
 Program Director.....Lew Clawson  
 Director of War Programs.....Walt Turner  
 Chief Announcer.....Walt Turner  
 Musical Director.....Robert Nesbitt  
 Chief Engineer.....Edward L. Keim

**W B T H**

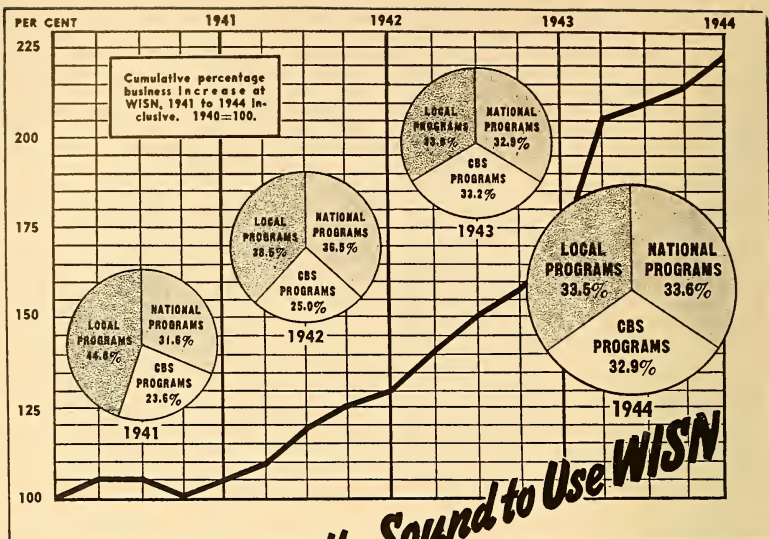
**WILLIAMSON—EST. 1939**

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.....Mrs. L. C. Tierney  
 Station-Commercial Manager.....Alice Shein  
 Acting Program Director.....Alice Shein  
 Chief Announcer.....Charles R. French  
 Chief Engineer.....Robert W. Bullio



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GASTON W. GRIGNON, General Manager

5,000 WATTS DAY AND NIGHT • 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 273-287

## 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: 7 a.m.-11 p.m.  
News Service: AP  
Transcription Service: Standard Radio

### Personnel

Chief Executive: Rev. J. A. Wagner  
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: 250 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 11 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.  
ARROWHEAD NETWORK

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: AP  
Transcription Service: Langworth & World  
Representative: George P. Hollingbery Co.

### Personnel

President: W. C. Bridges  
Commercial Manager: Clyde Riddle  
Production Manager: Howard Dunavan  
Sales Promotion Manager: Bert Ausman  
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, 7:30 a.m.-11 p.m.  
Newspaper Affiliation: The Commonwealth Reporter  
Transcription Service: Standard Radio

### Personnel

President: A. H. Lange  
Station Manager: Lucille Fairbanks  
Commercial Manager: William O'Brien  
Program Director: Joyce A. Bahr  
Chief Announcer: Allen Sampson  
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.....Al Ludwig  
 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.....6:45 a.m.-11 p.m.  
 Newspaper Affiliation.....Janesville Daily  
 Gazette  
 News Service.....AP  
 Transcription Service.....Langworth  
 Representative.....Wm. G. Rambeau Co.

### Personnel

President.....Sidney H. Bliss  
 Station Manager.....Bob Page  
 Sales Manager.....Gordon Downey  
 Program Director.....Dorothy Alan  
 Chief Engineer.....Wayne Clay

## WKBH

LA CROSSE—EST. 1926  
 BLUE NETWORK

NATIONAL BROADCASTING CO.  
 Frequency: 1410 Kc.....Power: 1000 Watts  
 Owned-Operated By.....WKBH, Inc.  
 Business Address.....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.....UP  
 Transcription Service.....Standard Radio  
 & World

### Personnel

Chief Executive.....H. B. McCarty  
 Acting Director.....William G. Harley  
 Acting Program Director.....Walter Krulevitch  
 Chief Engineer.....John Stiehl  
 (Non-Commercial Station)

## WIBA

MADISON—EST. 1924  
 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  
 & Standard  
 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 10 p.m.  
 News Service.....UP  
 Transcription Service.....World Broadcasting  
 System  
 Representative.....Regional Radio Sales

### Personnel

General Manager.....F. M. Kadow  
 Production & Promotion Manager.....L. J. Kadow  
 Commercial Manager.....Maurice Daley  
 Program Director.....Russ Russell  
 Chief Engineer.....W. F. Dubin

**W M A M**

**MARINETTE—EST. 1939**

**WOLVERINE WISCONSIN NETWORK**

Frequency: 570 Kc.....Power: 250 Watts  
 day, 100 night  
 Owned-Operated By.....M. & M. Broadcast-  
 Address.....Radio Park  
 Phone Number.....570  
 Transmitter Location.....Radio Park  
 Time on the Air.....6:30 a.m.-10 p.m.  
 News Service.....UP  
 Transcription Service.....Associated Music  
 Representative.....Howard Wilson

**Personnel**

President.....W. E. Walker  
 Station Manager.....Joseph D. Mackin  
 Sales and Merchandising  
 Manager.....Howard Emich  
 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.....Raymond Bohnert

**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....Ellis Saxton  
 Program Director.....Woods Dreyfus  
 Musical Director.....E. Krebs  
 Chief Engineer.....Dick Richards

**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 &  
 Publicity Director.....Bruce Wallace  
 Chief Announcer.....Robert J. Heiss  
 Musical Director.....Maurice Kipen  
 Chief Technician.....D. W. Gellerup

# BIGGER Every Year!



Linda, Pat and Michael Lanphier

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BIGGER List of Local Accounts  
BIGGER List of National Accounts  
BIGGER Audience  
BIGGER Results

*Year In and Year Out*

**WEMP** *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 Broad-  
casting Co.

Address .....710 N. Plankinton Ave.  
Phone Number.....Marquette 7725  
Transmitter Location....710 No. Plankinton  
Time on the Air....7 a.m.-Midnight, Sunday;  
6:30 a.m.-3:30 a.m. Daily

News Service ..... UP  
Representative.....Howard H. Wilson Co.

**Personnel**

Station Manager.....C. J. Lanphier  
Program & Production Director...Conrad Rice  
Musical Director.....Elmer Ihrike  
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 Broad-  
casting Corp.

Address .....151½ Main Street  
Phone Number .....4580  
Transmitter Location.....Bowen Street  
Time on the Air.....6:30 a.m. to 11 p.m.

News Service ..... UP  
Transcription Service.....World  
Representative.....Regional Radio Sales

**Personnel**

President.....Myles H. Johns  
General Manager.....Ben A. Laird  
Sales Manager.....Wilmer J. LaFond  
Program Director.....Marjorie Hilliard  
Chief Announcer-Farm Editor...Jack Kessenick  
Chief Engineer.....Nathan Williams

**W I B U**

POYNETTE—EST. 1925

MUTUAL BROADCASTING SYSTEM

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 Densing

**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.....Mount Pleasant, Wisc.  
Time on the Air.....8:30 a.m. to 10 p.m.

Newspaper Affiliation ....Racine Journal-  
Times

News Service ..... AP  
Representative.....Regional Radio Sales

**Personnel**

President & General  
Manager.....Harry R. LePoidevin  
Station & Commercial  
Manager.....Harold J. Newcomb  
Program Director.....Garrett Adams  
Musical Director.....Orson White  
Chief Engineer.....F. Lee Dechant

**W J M C**

RICE LAKE—EST. 1939

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By..Indianhead Broadcasting  
Co.

Address.....1615 S. Main St.  
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 ..... AP  
Transcription Service .....Standard Radio

**Personnel**

President.....Walter C. Bridges  
Director of Operations...H. W. Westmoreland  
Sales Manager.....Leonard Anderson

# 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 11 p.m.  
Newspaper Affiliation ..... Sheboygan Press  
News Service ..... UP  
Transcription Service ..... Standard Radio  
Representative ..... John Pearson

## Personnel

Executive Director..... A. Matt Werner  
Station Manager ..... G. P. Richards  
Program & Musical Director..... Glen James  
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..... Frederic Riddell  
Chief Engineer ..... Melvin Laskey

# W S A U

WAUSAU—EST. 1937

COLUMBIA  
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 ..... World  
Representative..... Howard H. Wilson

## Personnel

President..... Lt. Col. W. E. Walker  
General Manager..... Ben F. Hovel  
Commercial Manager..... J. W. Killeen  
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  
Representatives..... Burn Smith Co.

## Personnel

Owner..... William F. Huffman  
General Manager..... George T. Frechette  
Commercial Manager..... Bruce G. Belchl  
Program Director..... Arnold Strape  
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 273-287

## 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

Owner-Manager.....Donald L. Hathaway  
Program Director.....Marcus R. Nichols  
Chief Announcer.....Harrison Brewer  
Chief Engineer.....D. L. Hathaway

## 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..... Frank Flynn  
Program-Publicity Director..... Jeanette Flynn  
Announcer ..... Dick Lane  
Chief Engineer..... Wm. C. Grove

## 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..... Langworth, Keystone  
Broadcasting System  
Representatives

Sears & Ayer, Homer Owen Griffith

### Personnel

Owner ..... A. J. Meyer  
Station Manager..... Del Brandt  
Chief Engineer..... Del Brandt

## K V R S

ROCK SPRINGS—EST. 1938

MUTUAL BROADCASTING

INTERMOUNTAIN NETWORK

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By..... Wyoming Broadcast-  
ing Company  
Address ..... 1307 Wyoming Street  
Phone Number ..... 93  
Time on the Air..... 7:30 a.m.-10:30 p.m.  
News Service..... AP  
Transcription Service ..... NBC Thesaurus;  
Keystone Broadcasting System

### Personnel

President ..... Mrs. H. L. McCracken  
Station Manager..... H. L. McCracken  
Sales Director..... Michael Reid  
Musical Director..... Carmen Megeath  
Chief Announcer..... John H. Gann  
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 Broad-  
casting 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  
Chief Engineer..... Bob Crossthalte

*It's so Good and True—Again We Advise*

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  
164—Stations (States)

TERRITORIES—POSSESSIONS .....

Transcription Service.....Lang-Worth; Keystone Broadcasting System; Army Special Service

Representative.....Pan American Broadcasting Co.

#### Personnel

Owner-Station Manager...William J. Wagner  
Commercial Manager...Program  
Director.....Ken Laughlin  
Chief Announcer.....Allen Walker  
Chief Engineer.....David O. Fields

### K F A R

FAIRBANKS—EST. 1939

Frequency: 660 Kc. Power: 10000 Watts  
Owned-Operated By.....Midnight Sun Broadcasting Co.  
Address.....508 Second Avenue—Lathrop Building  
Phone Number.....East 380 Lathrop 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.....Henry M. Hogue  
Chief Engineer.....Murray Durham

### 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.; Sundays, 10:30 a.m. to 9 p.m.  
Representatives.....Spot Sales, Inc.

#### Personnel

Owner.....Edwin A. Kraft  
Station Manager.....Henry M. Hogue  
Program Director.....Gordon Chandler  
Chief Engineer.....Murray M. Durham

### W V C X

SITKA

1220 Kc. 15 Watts, American Expeditionary Station

# 72%

# OF PUERTO RICO'S POPULATION

*The Link of the Americas*  
**WNEL**

*San Juan, Puerto Rico*



With great pleasure we quote a paragraph from one of the letters received daily by Station WNEL.

"WE BELIEVE YOU WILL BE INTERESTED TO KNOW THAT WE RECENTLY MADE A HOUSE TO HOUSE CHECK ON THIS PROGRAM DURING ITS BROADCAST. OUR SURVEY SHOWED 72% OF THE RADIO LISTENERS TUNED TO THIS PROGRAM. WE FEEL THE RESULTS ACHIEVED THIS YEAR WITH THIS PROGRAM ARE MOST GRATIFYING AND, IN ACCORDANCE WITH OUR RECENT CONVERSATION, WE ARE PLANNING TO CONTINUE IT IN THE SAME FORM NEXT YEAR."

ORIGINAL ON FILE

TOTAL IMPORTS DURING YEAR 1941..... \$156,039,176

including

Food, Animal and Vegetable Products.....	52,276,598
Machinery and Vehicles.....	20,566,992
Chemical and Drug Products.....	10,870,012
Misc. Products.....	72,325,574



5000 WATTS  
N.B.C. AFFILIATE

# WNEL

JUAN PIZA

New York Office:  
470 Park Ave.

ELdorado 5-6788

**Hawaii**

**K H B C**

HILO—EST. 1936

CBS—MBS

HAWAIIAN BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By...Hawaiian Broadcast-  
ing 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  
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.....Lorin P. Thurston  
General Manager.....M. A. Mulrony

**K T O H**

LIHUE—EST. 1940

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By....Garden Island Pub-  
lishing Co.

Address .....Lihue  
Transmitter Location .....Northeast of Lihue  
Time on the Air.....Unlimited license  
Newspaper Affiliation....Garden Island Pub-  
lishing Co.

**Personnel**

General Manager .....C. J. Fern

**Puerto Rico**

**W K V M\***

ARECIBO—EST. 1944

Frequency: 1230 Kc. Power: 250 Watts  
Owned By.....American Colonial  
Broadcasting Co.

\*(Construction Permit)

**W P R A**

MAYAGUEZ—EST. 1937

Frequency: 990 Kc. Power: 5000 d. 1000 u.  
Owned-Operated By....Puerto Rico Advt. 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 Playa  
Time on the Air.....Unlimited license  
News Service .....AP  
Representative.....West Indies Adv.

**Personnel**

President .....Pedro Juan Serralles  
Station Manager.....Miguel Soltero  
Chief Engineer.....Jose Sepulveda

# Puerto Rico

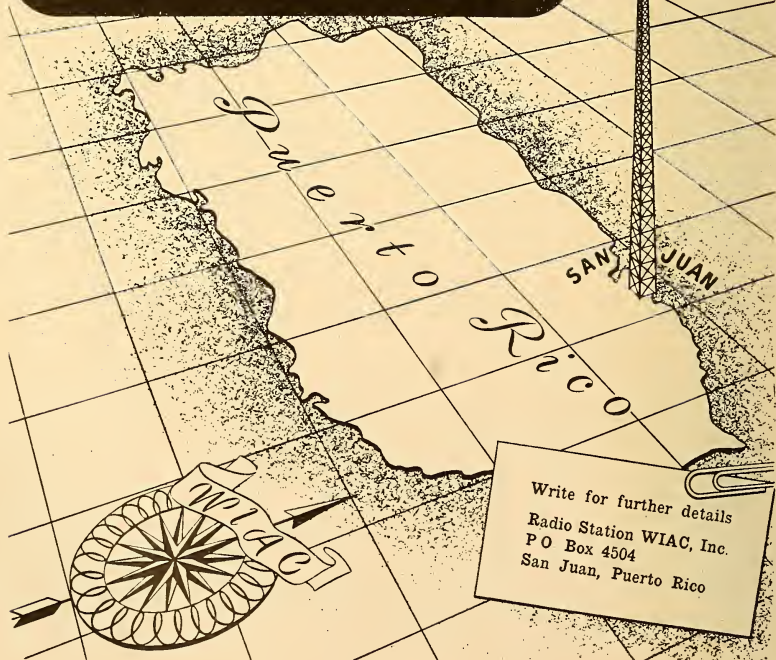
IS MORE THAN JUST AN ISLAND  
SURROUNDED BY WATER . . .

Here indeed is a market that should not be overlooked. There are 2,000,000 American Citizens in PUERTO RICO. Their yearly purchases from the United States amount to the impressive figures of \$125,000,000.00. And more impressive is the fact that their preferred dial spot is WIAC. WIAC offers Full Coverage of Puerto Rico, The Virgin Islands as well as partial coverage of all the West Indies.

# WIAC

5000 WATTS

580 K C



Write for further details  
Radio Station WIAC, Inc.  
PO Box 4504  
San Juan, Puerto Rico

# 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..Radio Station WIAC, Inc.  
 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.....Unlimited  
 News Service.....AP  
 Transcription Service.....Standard Radio  
 Representative.....West Indies Advt. Co.

## Personnel

Owner.....Mrs. Enrique Abarca  
 Station-Commercial Manager....Tomas Muniz  
 Commercial Manager.....Julo Aguirre  
 Program Director.....Rafael H. Benitez  
 Publicity Director.....Samuel Badillo  
 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.....30 Tetuan St.  
 Phone Number.....San Juan 2014  
 Transmitter Location.....Hato Rey  
 Time on Air.....7 a.m. to 11 p.m.,  
 Sundays, 8 a.m. to 10:30 p.m.

News Service.....Transradio  
 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. Irisarry  
 Program Director.....Manuel Ochoa  
 Musical Director.....Joaquin Bursat  
 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

## NEWS COMMENTATOR

PRODUCER-ANNOUNCER

# EMILY AULL

ASSOCIATED PRESS NEWS—WIAC

MUSICAL AMERICA—WNEL

SAN JUAN

PUERTO RICO



**CBC                      TRANS-CANADA                      NETWORK**

COAST-TO-COAST: 31 BASIC AND SUPPLEMENTARY STATIONS

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**CBC                      DOMINION                      NETWORK**

COAST-TO-COAST: 38 BASIC AND SUPPLEMENTARY STATIONS

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**CBC                      FRENCH                      NETWORK**

PROVINCE OF QUEBEC: 11 BASIC AND SUPPLEMENTARY STATIONS

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**COMMERCIAL DIVISION**

**TORONTO**  
354 Jarvis St.

**MONTREAL**  
1231 St. Catherine St. W.

**CANADIAN BROADCASTING CORPORATION**





# CANADA



*Stations*



*Alphabetical Index*

*By Call Letters*



*Networks*



# CANADIAN Broadcasting Corporation

## OFFICES

Victoria Bldg., Ottawa  
55 York St., Toronto  
Keefer Bldg., Montreal  
1231 St. Catherine St. W., Montreal

## Board of Governors

Howard B. Chase, Chairman, Montreal, Que.  
Rene Morin, K.C., Montreal, Que.  
Mrs. T. W. (Mary) Sutherland, Revelstoke, B. C.  
F. J. Crawford, Toronto, Ont.

B. K. Sandwell, Toronto, Ont.  
W. J. Parker, Winnipeg, Man.  
(3 vacancies)

## Personnel

General Manager.....Dr. Augustin Frigon  
(Ottawa and Montreal)  
Assistant General Manager...Donald Manson  
(Ottawa)  
Treasurer.....Harry Bramah  
(Ottawa)  
Director of Personnel & Administrative  
Services.....R. P. Landry  
(Ottawa)  
Director General of Programs....E. L. Bushnell  
(Toronto)  
Assist. Supervisor of Programs....C. Jennings  
(Toronto)  
Commercial Manager.....E. A. Weir  
(Toronto)  
Assistant Commercial Manager..W. E. Powell  
(Toronto)  
Commercial Manager,  
Quebec Region.....J. A. Dupont  
(Montreal)  
Supervisor of Press and Information  
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)

British Columbia—Ira Dilworth, Vancouver,  
B. C.  
Overseas Unit—A. E. Powley, Broadcasting  
House, London, England.

## Trans-Canada Network

CJCB, Sydney  
\*CBH, Halifax  
\*CBA, Sackville  
CHSJ, Saint John  
CFNB, Fredericton  
\*CBM, Montreal  
\*CBO, Ottawa  
CKWS, Kingston  
\*CBL, Toronto  
CKSO, Sudbury  
CFCH, North Bay  
CJCL, Kirkland Lake  
CKGB, Timmins  
CKY, Winnipeg  
CJCA, Edmonton  
CFAC, Calgary  
CIOC, Lethbridge  
CFJC, Kamloops  
CKOV, Kelowna  
CJAT, Trail  
\*CBR, Vancouver

## Dominion Network

CJFX, Antigonish  
CHNS, Halifax  
CFCY, Charlottetown  
CKCW, Mouton  
CKNB, Campbellton  
CJLS, Yarmouth  
CHLT, Sherbrooke  
CFCE, Montreal  
CKCO, Ottawa  
CHOV, Pembroke  
CFBR, Brockville  
\*CJBC, Toronto  
CHEX, Peterborough  
CFPL, London  
CFCO, Chatham  
CFPA, Port Arthur  
CJRL, Kenora  
CKRC, Winnipeg  
CKX, Brandon  
CJGX, Yorkton  
CKRM, Regina  
CHAB, Moose Jaw  
CFQC, Saskatoon  
CKBI, Prince Albert  
CFCN, Calgary  
CFRN, Edmonton  
CHWK, Chilliwack  
CJOR, Vancouver  
CJVL, Victoria

## French Network

(All Quebec)

\*CBF, Montreal  
\*CBV, Quebec  
\*CBI, Chicoutimi  
CHNC, New Carlisle  
CJBR, Rimouski  
CHGB, Ste. Anne de la Pocatiere  
CKCH, Hull  
CKVD, Val d'Or  
CKRN, Rouyn  
CHAD, Amos  
\*CBC-owned and operated

## Regional Representatives

Maritimes—George Young, Halifax, N. S.  
Quebec—J. M. Beaudet, Montreal, Que.  
Quebec—D. Claringbull, 805 Davenport Rd.,  
Toronto, Ont.  
Prairies—J. Finlay, Winnipeg.

# 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 Letters	City	Frequency in Kilocycles	Power in Watts	See Page
CBA . . . .	Sackville, N. B. . . . .	1070	50000	663
CBF . . . .	Montreal, Que. . . . .	690	50000	674
CBH . . . .	Halifax, N. S. . . . .	1240	100	663
CBJ . . . .	Chicoutimi, Que. . . . .	1580	1000	674
CBK . . . .	Watrous, Sask. . . . .	540	50000	679
CBL . . . .	Toronto, Ont. . . . .	740	50000	670
CBM . . . .	Montreal, Que. . . . .	940	50000	674
CBO . . . .	Ottawa, Ont. . . . .	910	1000	667
CBR . . . .	Vancouver, B. C. . . . .	1130	5000	660
CBV . . . .	Quebec, Que. . . . .	980	1000	676
CFAB . . . .	Windsor, N. S. . . . .	1450	100	664
CFAC . . . .	Calgary, Alta. . . . .	960	1000	657
CFAR . . . .	Flin Flon, Man. . . . .	1230	250	661
CFBR . . . .	Brockville, Ont. . . . .	1450	250	664
CFCF . . . .	Montreal, Que. . . . .	600	500	675
CFCH . . . .	North Bay, Ont. . . . .	600	100	666
CFCN . . . .	Calgary, Alta. . . . .	1010	10000	657
CFCO . . . .	Chatham, Ont. . . . .	630	100	664
CFCY . . . .	Charlottetown, P. E. I. . . . .	630	1000	673
CFGP . . . .	Grande Prairie, Alta. . . . .	1350	1000	658
CFJC . . . .	Kamloops, B. C. . . . .	910	1000	658
CFNB . . . .	Fredericton, N. B. . . . .	550	1000	662
CFOS . . . .	Owen Sound, Ont. . . . .	1400	250	667
CFPA . . . .	Port Arthur, Ont. . . . .	1230	250	668
CFPL . . . .	London, Ont. . . . .	1570	1000	666
CFPR . . . .	Prince Rupert, B. C. . . . .	1240	50	659
CFQC . . . .	Saskatoon, Sask. . . . .	600	1000	678
CFRB . . . .	Toronto, Ont. . . . .	860	1000	670
CFRC . . . .	Kingston, Ont. . . . .	1490	100	666
CFRN . . . .	Edmonton, Alta. . . . .	1260	1000	657
CHAB . . . .	Moose Jaw, Sask. . . . .	800	1000	678
CHAD . . . .	Amos, Que. . . . .	1340	100	674
CHEX . . . .	Petersborough, Ont. . . . .	1430	1000	668
CHGB . . . .	St. Anne de la Pocatiere, Que. . . . .	1230	250	677
CHGS . . . .	Summerside, P. E. I. . . . .	1480	100	673
CHLN . . . .	Three Rivers, Que. . . . .	1450	250	677
CHLP . . . .	Montreal, Que. . . . .	1490	250	675
CHLT . . . .	Sherbrooke, Que. . . . .	1240	250	677

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
CHML	Hamilton, Ont.	900	5000	665
CHNC	New Carlisle, Que.	610	1000	675
CHNS	Halifax, N. S.	960	1000	663
CHOV	Pembroke, Ont.	1340	250	667
CHPS	Parry Sound, Ont.	1450	250	667
CHRC	Quebec, Que.	800	1000	676
CHSJ	Saint John, N. B.	1150	5000	663
CHUM	Toronto, Ont.	1050	1000	670
CHWK	Chilliwack, B. C.	1340	100	658
CJAT	Trail, B. C.	610	1000	659
CJBC	Toronto, Ont.	1010	5000	670
CJBR	Rimouski, Que.	900	5000	676
CJCA	Edmonton, Alta.	930	1000	657
CJCB	Sydney, N. S.	1270	5000	664
CJCH	Halifax, N. S.	1320	1000	664
CJ CJ	Calgary, Alta.	1230	100	657
CJCS	Stratford, Ont.	1240	100	668
CJEM	Edmundston, N. B.	1240	250	662
CJFX	Antigonish, N. S.	580	5000	663
CJGX	Yorktown, Sask.	1460	5000	679
CJIC	Sault Ste. Marie, Ont.	1490	250	668
CJKL	Kirkland Lake, Ont.	560	1000	666
CJLS	Yarmouth, N. S.	1340	100	664
CJMH	Medicine Hat, Alta.	1490	100	658
CJOC	Lethbridge, Alta.	1060	1000	658
CJOR	Vancouver, B. C.	600	1000	660
CJSO	Sorel, Que.	1400	100	677
CJRL	Victoria, B. C.	1480	5000	660
CJVI	Kenora, Ont.	1220	1000	665
CKAC	Montreal, Que.	730	5000	675
CKBI	Prince Albert, Sask.	900	5000	678
CKCH	Hull, Que.	1240	250	674
CKCK	Regina, Sask.	620	5000	678
CKCO	Ottawa, Ont.	1310	1000	667
CKCR	Kitchener, Ont. (Waterloo)	1490	250	666
CKCV	Quebec, Que.	1340	100	676
CKEY	Toronto, Ont.	580	5000	671
CKCW	Moncton, N. B.	1400	250	662
CKFI	Fort Frances, Ont.	1340	250	665
CKGB	Timmins, Ont.	1470	1000	670
CKLN	Nelson, B. C.	1240	250	659
CKLW	Windsor, Ont.	800	5000	673
CKMO	Vancouver, B. C.	1410	100	660
CKNB	Campbellton, N. C.	950	1000	662
CKNX	Wingham, Ont.	920	1000	673
CKNW	New Westminster, B. C.	1230	250	659
CKOC	Hamilton, Ont.	1150	1000 d., 500 n.	665
CKOV	Kelowna, B. C.	630	1000	659
CKPA	Port Alberni, B. C.	1240	250	659
CKPC	Brantford, Ont.	1380	100	664
CKPR	Fort William, Ont.	580	1000	665
CKRC	Winnipeg, Man.	630	1000	661
CKRM	Regina, Sask.	980	1000	678
CKRN	Rouyn-Noranda, Que.	1400	250	676
CKSF	Cornwall, Ont.	1230	250	665
CKSO	Sudbury, Ont.	790	1000	670
CKTB	St. Catharines, Ont.	1550	5000	668
CKUA	Edmonton, Alta.	580	1000	658
CKVD	Val D'Or, Que.	1230	100	677
CKWS	Kingston, Ont.	960	1000	666
CKWX	Vancouver, B. C.	980	1000	660
CKX	Brandon, Man.	1150	1000	661
CKY	Winnipeg, Man.	990	15000	112

# 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.....Forest Lawn  
Time on the Air...6:30 a.m. to 12:00 midnight;  
Sundays, 7:45 a.m.-Midnight

Newspaper Affiliation...Calgary Daily Herald  
News Service.....Press News; BUP  
Transcription Service.....NBC Thesaurus;  
World Broadcasting System; Associated  
Representative....All-Canada Radio Facilities,  
Ltd.; Weed & Co.

### Personnel

President .....H. R. Carson  
Station Manager.....A. M. Cairns  
Commercial Manager.....F. R. Shaw  
Promotion & Merchandising.....F. P. Schofield  
Program Director.....Jack Stewart  
Chief Engineer.....Earl C. Connor  
Musical Director.....Geoffrey Waddington

## CFCN

**CALGARY—EST. 1922**

Frequency: 1010 Kc.....Power: 10,000 Watts  
Owned-Operated By..The Voice of the Prai-  
ries, 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, 8:00 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

Managing Director.....H. G. Love  
Commercial Manager.....E. H. McGuire  
Chief Engineer.....W. V. McLaughlin

## CJ CJ

**CALGARY—EST. 1927**

**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 11:15 p.m.;  
Sundays, 8:30 a.m. to 11:15 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  
Chief Engineer.....Pat Green

## CFRN

**EDMONTON—EST. 1934**

**CBC**

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...Mon.-Sat., 6:30 a.m.-12 Mid.;  
Sundays, 8:00 a.m.-12 Mid.

News Service.....British UP  
Transcription Service.....Standard Radio;  
Lang-Worth; United Transcribed System

Representative: Radio Representatives, Ltd.;  
Jack Slatter

### Personnel

Station Manager.....G. R. A. Rice  
Commercial Manager.....A. Hopps  
Sales Promotion.....A. J. Hopps  
Artists Bureau.....D. M. Atkinson  
Chief Engineer.....F. Makepeace

## CJCA

**EDMONTON—EST. 1922**

**CBC—TRANS. CANADA**

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.....6:15 a.m.-12 Mid.  
Newspaper Affiliation.....Edmonton Journal  
New Service.....Canadian Press;

Press News, Ltd.; AP  
Transcription Service.....NBC Thesaurus;  
World Broadcasting System

Representative....All-Canada Radio Facili-  
ties, Ltd.; Weed & Co.

**Personnel**

Station Manager.....Gordon S. Henry  
 Sales Manager.....Rolle Barnes  
 Assistant Manager.....Walter Blake  
 Public Relations Director.....Tom A. Shandro  
 Chief Engineer.....Gordon Shillakeer

**CKUA\***

EDMONTON—EST. 1927

CBC

Frequency: 530 Kc.....Power: 1000 Watts  
 Owned By.....Government of Alberta  
 Operated By.....Alberta Govt. Telephones  
 Address.....Department of Extension,  
 University of Alberta  
 Phone Number.....32233  
 Transmitter Location.....Calgary Trail,  
 South Edmonton  
 Time on the Air.....11:00 a.m.-10 p.m.

**Personnel**

President of the University..Dr. Robert Newton  
 Chief Engineer.....Roy Usher  
 Station Manager.....J. B. McRae  
 \*(Non-Commercial Stations)

**CFGP**

GRANDE PRAIRIE—EST. 1937

CBC

Frequency: 1350 Kc.....Power: 1000 Watts  
 Owned/Operated By: Northern Broadcasting  
 Corporation, Ltd.  
 Address.....Grande Prairie  
 Phone Number.....153  
 Time on the Air.....6:50 a.m.-11:00 p.m.  
 News Service.....CBC News; BBC News; BUP  
 Transcription Service.....United Transcribed  
 Representative: All-Canada Radio Facilities,  
 Ltd.; Weed & Co.

**Personnel**

President-General Manager.....C. L. Berry  
 Sales Promotion Manager...G. H. Cummings  
 Sales Manager.....C. L. Berry  
 Musical Director.....Jack Ferguson  
 Chief Engineer.....Gordon L. Sadler

**CJOC**

LETHBRIDGE—EST. 1926

FOOTHILLS NETWORK

CANADIAN BROADCASTING CORP.

Frequency: 1060 Kc.....Power: 1000 Watts  
 Owned/Operated By: Lethbridge Broadcasting  
 Co., Ltd.  
 Address.....Marquis Hotel Bldg.,  
 Fourth, Ave., South  
 Phone Number.....3161  
 Transmitter Location.....Broxburn, Alberta  
 Time on the Air.....8 a.m.-11:30 p.m.,  
 News Service.....Canadian Press  
 Transcription Service.....NBC Thesaurus;  
 Lang-Worth  
 Representative.....All Canada Radio Fac-  
 ilities, Ltd.; Weed & Co.

**Personnel**

President.....W. Watson  
 Station Manager.....N. Botterill  
 Production Manager.....C. A. Perry  
 Sales Manager.....John L. Sayers  
 Chief Engineer.....John C. Stewart

**CJMH\***  
 MEDICINE HAT

Frequency: 1490 Kc.....Power: 100 Watts  
 Executive.....J. H. Yuill  
 \*(Non-Commercial Stations)

**BRITISH COLUMBIA**

**CHWK**

CHILLIWACK—EST. 1927

DOMINION 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**

Owners.....C. Casey Wells, Jack Pilling  
 Comm. Manager.....Jack Pilling  
 Chief Engineer.....Frederick Jennings

**CFJC**

KAMLOOPS—EST. 1926

TRANS-CANADA

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  
Chief Engineer.....Dave Sharp

# CKOV

KELOWNA—EST. 1931

CANADIAN BROADCASTING CORP.

Frequency: 630 Kc.....Power: 1000 Watts  
Owned-Operated By....Okanagan Broadcast-  
ers, Ltd.

Business Address.....Box 1515  
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,  
8:30 a.m. to 11 p.m.

News Service.....CBC News; PN Press News  
Transcription Service.....NBC Thesaurus;  
Lang-Worth

Representative....All-Canada Radio Facilities,  
Ltd.; Weed & Co.

## Personnel

Managing Director.....J. W. B. Browne  
Chief Engineer.....J. H. B. Browne  
Asst. to Manager.....H. A. Lethbridge  
Secretary.....Marion E. Lee

# 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.....Radio Avenue  
Transmitter Location.....Radio Avenue  
Time on the Air.....7:30 a.m.-10:30 p.m.  
Newspaper Affiliation.....Nelson Daily News  
Transcription Service.....Standard Radio  
Representative.....Stovin & Wright

## Personnel

President.....F. F. Payne  
Station Manager.....J. B. Stark  
Sales Manager.....Joan Orr  
Sales Promotion Manager.....Joan Orr  
Program Director.....Jean Underwood  
War Program Director.....Jean Underwood  
Publicity Director.....Joan Orr  
Chief Announcer.....Stewart Irving

# CKNW

NEW WESTMINSTER—EST. 1944

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By....International Broad-  
casting Co. Ltd.

Business Address.....Hotel Windsor  
Phone Number.....NW 3000

News Service.....BUP  
Transcription Service.....World Broadcasting  
System

Representative.....Radio Representatives

## Personnel

Chief Owner.....William Rea, Jr.  
General Manager.....William Rea, Jr.  
Commercial Manager.....David Armstrong  
Program Director.....William Fox  
Sales Promotion Manager.....Ferdie Baglo  
Chief Engineer.....Ross McIntyre

# CKPA

PORT ALBERNI—EST. 1944

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....Neal Jordan

## Personnel

Chief Owner.....Neal Jordan

# 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.....336 Second Ave.  
Phone Number.....863  
Studio Address.....336 Second Ave.  
Transmitter Location.....336 Second Ave.  
Time on the Air: 7:30 a.m.-2 p.m. and 4 p.m.-  
11 p.m. weekdays; 10 a.m.-10:30 p.m. Sun.  
News Service.....BUP, PN  
Transcription Service.....C. P. MacGregor  
Representative.....Stovin & Wright

## Personnel

Chief Owner.....Dr. A. Frigon  
General Manager.....C. H. Insulander  
Commercial Manager.....S. J. Anderson  
Publicity Director.....Jean Wait  
Chief Engineer.....C. H. Insulander

# CJAT

TRAIL—EST. 1934

CANADIAN BROADCASTING CORP.

Frequency: 610 Kc.....Power: 1000 Watts  
Owned By.....Kootenay Broadcasting Com-  
pany, 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.; Sun-  
days, 8 a.m. to 11:30 p.m.

News Service.....CBC  
Transcription Service.....NBC Thesaurus  
Representative.....All-Canada Radio Facili-  
ties (Canada); Weed & Co. (U.S.A.)

**Personnel**

President..... B. A. Stimmel  
 Commercial Manager..... N. A. Harrod  
 Station Manager..... Eric C. Ayles  
 Merchandising Manager..... Victor P. Gray  
 Chief Engineer..... Frank E. Fleming

**C B R**

**VANCOUVER—EST. 1925**

CANADIAN BROADCASTING CORP.  
 BRITISH COLUMBIA REGIONAL NETWORK  
 Frequency: 1130 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Canadian Broadcast-  
 ing Corp.

Address.....Hotel Vancouver  
 Phone Number.....MARine 6121  
 Transmitter Location.....Lulu Island, B. C.  
 Time on the Air.....7:30 a.m. to 12 Mid.  
 News Service.....Canadian Press; BUP  
 Representative.....Canadian Broadcast-  
 ing Corp.  
 Regional Representative.....Ira Dilworth

**Personnel**

CBC Representative-Station  
 Manager.....Ira Dilworth  
 CBC Commercial Representative.H. W. Paulson  
 Publicity Representative.....Pat Keatley  
 Director of School Broadcasts.Kenneth Caple  
 Chief News Editor.....Dick Elson  
 Regional Farm Commentator..Fergus Mutrie  
 Chief Engineer.....N. R. Olding  
 Chief Executive.....Dr. Augustin Frigon  
 Program Director.....Kenneth Caple

**C J O R**

**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.....CP, BUP  
 Transcription Service.....NBC Thesaurus;  
 United Transcribed Service  
 Representative.....Young, Inc. (U.S.A.); H.  
 Stovin & Wright (Canada)

**Personnel**

President.....G. C. Chandler  
 Asst. Station Manager.....G. C. Chandler  
 Commercial Manager.....Don Laws  
 War Program Director.....Margaret Jestley

**CKMO**

**VANCOUVER—EST. 1923**

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**

Chief Owner.....Mrs. R. J. Sprott  
 General Manager.....R. Wright

**CKWX**

**VANCOUVER—EST. 1921**

MBS—DON LEE

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.,  
 week days; 8 a.m.-11:30 p.m., Sundays  
 News Service.....Press News & BUP  
 Transcription Service.....World Broadcasting  
 System; Lang-Worth  
 Representative.....All-Canada Radio  
 Facilities, Ltd. (Canada)

**Personnel**

President.....Arthur Holstead  
 Station Manager.....Frank H. Elphicke  
 Reg. Sales Mgr.....John Hunt  
 Director of News.....Sam G. Ross  
 Chief Engineer.....Gordon Fairweather

**C J V I**

**VICTORIA—EST. 1934**

DOMINION-CBC (Secondary)

Frequency: 1480 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Island Broadcasting  
 Company, Ltd.

Address.....7th Floor, Central Building,  
 630 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.....PN  
 Transcription Service.....NBC Thesaurus  
 Representative...All-Canada Radio Facilities,  
 Limited (Canada); Weed & Co. (U.S.A.)

**Personnel**

Chief Owner.....H. R. Carson  
 General Manager.....M. V. Chesnut  
 Commercial Manager.....Lee Hallberg  
 Sales Promotion Manager.....Isabel Stewart  
 Chief Engineer.....J. Sommers



# MANITOBA

## CKX

BRANDON—EST. 1928

DOMINION

Frequency: 1150 Kc. .... Power: 1000 Watts  
 Owned-Operated By .... Manitoba Telephone  
 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  
 News Service .... BUP  
 Representative .... Stovin & Wright

### Personnel

President ..... J. E. Lowry  
 Station Manager ..... W. F. Seller  
 Sales Manager ..... W. T. Grigg  
 Chief Engineer ..... C. E. R. Collins

## CFAR

FLIN FLON—EST. 1937

CBC (Supplementary)

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By .... Arctic Radio Corporation

Address ..... 75 Hill St.  
 Phone Number ..... 290  
 Transmitter Location ..... 75 Hill St.  
 Time on the Air ..... 7 a.m. to 11:00 p.m.,  
 Mon.-Sat.; Sundays, 10:30 a.m.-10:30 p.m.  
 News Service ..... Transradio  
 Transcription Service ..... Lang-Worth  
 Representative ..... H. N. Stovin (Canada);  
 J. H. McGillvra (U.S.A.)

### Personnel

Secretary-Treasurer ..... S. J. Beaufoy  
 Station Manager ..... G. B. Quinney  
 Chief Engineer ..... R. J. Tate

## CKRC

WINNIPEG—EST. 1934

DOMINION NETWORK

Frequency: 630 Kc. .... Power: 1000 Watts  
 Owned-Operated By .... Transcanada Communications, Limited  
 Business Address ..... 300 Carlton St.  
 Phone Number ..... 92266  
 Transmitter Location ..... Middlechurch  
 Time on the Air ..... 17½ hours  
 Transcription Service ..... World Broadcasting System; Lang-Worth; Standard

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## MANITOBA - NEW BRUNSWICK

News Service.....CP, BUP  
Representative...All-Canada Radio Facilities  
(Canada); Weed & Co. (U.S.A.)

### Personnel

President.....Victor Sifton  
Station Manager.....Gerry Gaetz  
Advertising Manager.....Waldo J. Holden  
Sales Promotion Director...Beatrice Parenteau  
Program Director.....J. D. Kemp  
Chief Engineer.....A. W. Hooper

# CKY

WINNIPEG—EST. 1922  
CANADIAN BROADCASTING CORP.

# NEW BRUNSWICK

# CKNB

CAMPBELLTON—EST. 1939  
CANADIAN BROADCASTING CORP.

Frequency: 950 Kc.....Power: 1000 Watts  
Owned-Operated By.....Restigouche Broad-  
casting Co., Ltd.

Address.....P. O. 840  
Phone Number.....8  
Transmitter Location.....Maple Green, N. B.  
Time on the Air...7:55 a.m. to 11:15 p.m.;  
Sundays, 8:55 a.m. to 11:15 p.m.

News Service.....BUP  
Transcription Service.....All-Canada  
Representative: All-Canada Radio Facilities,  
Ltd. (Canada); Weed & Co. (U.S.A.)

### Personnel

Managing Director.....Dr. Charles H. Houde  
Station Manager.....Stan Chapman  
Chief Engineer.....L. P. Paquet

# CJEM

EDMUNDSTON—EST. 1945

Frequency: 1240 Kc.....Power: 250 Watts  
Owned and Operated By.....Edmundston  
Radio, Ltd.

Address.....99 Canada Road  
Phone.....209  
News Service.....PN

### Personnel

General Manager.....J. D. Boudreau  
Chief Engineer.....J. R. McGough

# CFNB

FREDERICTON—EST. 1923  
CBC-BASIC

Frequency: 990 Kc.....Power: 15000 Watts  
Owned-Operated By.....Manitoba Telephone  
System

Address.....Telephone Bldg.  
Phone Number.....92191  
Transmitter Location.....St. Francis Xavier  
Time on the Air.....7 a.m. to 12 Mid.  
News Service.....British UP, CP  
Transcription Service.....NBC Thesaurus  
Joseph Hershey McGillvra (U.S.A.)

### Personnel

Station Manager.....William Backhouse  
Commercial Manager.....A. Messner  
Chief Engineer.....W. A. Duffield

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 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 12:15 p.m.  
News Service.....British UP  
Newspaper Affiliation.....Moncton Times  
Transcription Service.....World Broadcast-  
ing System; United Transcribed Service;  
Lang-Worth  
Representative...Stovin & Wright (Canada);  
Joseph McGillvra (U.S.A.)

### Personnel

President.....J. L. Black  
Chief Engineer.....J. A. White

## C B A

SACKVILLE—EST. 1939

Frequency: 1070 Kc. Power: 5000 Watts  
 Owned-Operated By: Canadian Broadcasting Corporation  
 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 Engineer: H. M. Smith

## CHSJ

SAINT JOHN—EST. 1934

CANADIAN BROADCASTING CORP.

Frequency: 1150 Kc. Power: 5000 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. Bowick  
 Commercial Manager: George Cromwell  
 Chief Engineer: J. G. Bishop

# NOVA SCOTIA

## C J F X

ANTIGONISH—EST. 1942

CANADIAN BROADCASTING CORP.

Frequency: 580 Kc. Power: 5000 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: PN  
 Representative: James L. Alexander

### Personnel

General Manager: J. Clyde Nunn  
 Sales Manager: J. Clyde Nunn  
 Chief Engineer: Gordon MacDougall

## CBH

HALIFAX—EST. 1944

TRANS-CANADA

Frequency: 1240 Kc. Power: 100 Watts  
 Owned-Operated By: Canadian Broadcasting Corp.  
 Business Address: United Service Bldg.  
 Phone Number: 3-6188  
 News Service: PN, BUP  
 Representatives: Canadian Broadcasting Corp.

### Personnel

Chief Owner: Dr. Augustin Frignon  
 General Manager: George Young  
 Chief Engineer: L. A. Canning

## CHNS

HALIFAX—EST. 1923

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 12:15 a.m.  
 News Service: CP; British UP  
 Transcription Service: Langworth; NBC  
 Thesaurus; World Broadcasting System  
 Representative: All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

### Personnel

Managing Director: Major Wm. C. Borrett  
 Station Manager: Gerald J. Redmond  
 Sales Manager: Harry Stephen  
 Chief Engineer: A. W. Greig

# CJCH

HALIFAX—EST. 1944

Frequency: 1320 Kc. Power: 1000 Watts  
 Owned-Operated By: Chronicle Co. Ltd.  
 Business Address: Lord Nelson Hotel  
 Phone Number: 3-7311  
 News Service: PN  
 Transcription Service: World Broadcasting System  
 Representative: National Broadcast Sales, John Hershey McGillvra, Inc.

## Personnel

Chief Owner: Chronicle Co. Ltd.  
 General Managers: Leslie Choyce, J. M. Humphreys  
 Chief Engineer: A. MacWilliams

# CJCB

SYDNEY—EST. 1929

CANADIAN BROADCASTING CORP.

Frequency: 1270 Kc. Power: 5000 Watts  
 Owned-Operated By: Eastern Broadcasters, Ltd.  
 Address: Radio Bldg.  
 Phone Number: 209-1412  
 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

Chief Owner, General Mgr.: N. Nathanson  
 Sales Manager: M. Grant  
 Chief Engineer: A. Vernon

# CFAB

WINDSOR—EST. 1945

Frequency: 1450 Kc. Power: 100 Watts  
 Owned and Operated By: Avarad M. Bishop

# CJLS

YARMOUTH—EST. 1934

CANADIAN BROADCASTING CORP.

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: PN  
 Representative: All-Canada Radio Facilities, Ltd., Weed & Co.

## Personnel

President-Station Manager: Laurie L. Smith  
 Chief Engineer: Donald L. Smith

# ONTARIO

# CKPC

BRANTFORD—EST. 1933

Frequency: 1380 Kc. Power: 100 Watts  
 Operated By: Telephone City Broadcast, Ltd.  
 Address: 49-51 Colborne St.  
 Phone Number: 625  
 Transmitter Location: Gebe 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 Promotion Manager: Jess Jaffray  
 Chief Engineer: Alfred Teague

Frequency: 1450 Kc. Power: CP 250 Watts  
 Owned-Operated By: J. C. Whitby  
 Business Address: Revere House Bldg.  
 Phone Number: 4628  
 Studio Address: Revere House Bldg.  
 Transmitter Location: No. 2 Highway  
 Time on the Air: 8:00 a.m. to 11:00 p.m.  
 Transcription Service: Standard, United  
 Representatives: H. N. Stovin Co., Ltd.; Joseph Hershey McGillvra, Inc.

## Personnel

Owner-Station Manager: J. C. Whitby  
 Sales Manager: L. B. Cohan  
 Chief Engineer: G. W. Andrews

# CFCO

CHATHAM—EST. 1926

CANADIAN BROADCASTING CORP.

Frequency: 630 Kc. Power: 100 Watts  
 Owned-Operated By: John Beardall  
 Business Address: P. O. Box 275

# CFBR

BROCKVILLE—EST. 1925

Phone Number..... 2626  
 Studio Address..... William Pitt Hotel  
 Transmitter Location..... William Pitt Hotel  
 Time on the Air..... 7:15 a.m. to 12:30 p.m.  
 News Service..... British UP

**Personnel**

Owner-Manager..... John Beardall  
 Chief Engineer..... Gordon Brooks

**CKSF**

**CORNWALL—EST. 1944**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By..... Standard-Freeholder,  
 Ltd.

Business Address..... 36 Pitt Street  
 Phone Number..... 1700  
 News Service..... PN  
 Transcription Service..... World  
 Representative..... H. N. Stovin & Co.

**Personnel**

Chief Owner..... H. D. Wightman  
 General Manager..... H. Harrison Flint  
 Chief Engineer..... Mahlon Clark

**CKFI**

**FORT FRANCES—EST. 1944**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Operated By..... CKFL Ltd.  
 Business Address..... 240 Scott Street  
 Phone Number..... 200  
 News Service..... BUP  
 Representative..... All-Canada

**Personnel**

Chief Owner..... J. M. Reid  
 General Manager..... G. E. Tonkin  
 Chief Engineer..... T. Van Ness

**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..... South 315  
 Transmitter Location..... Memorial Ave.,  
 Port Arthur, Ont.

Time on the Air..... 7:30 a.m. to 11 p.m.  
 News Service..... UP, Canadian Press  
 Transcription Service..... NBC Thesaurus;  
 United Transcribed Service  
 Representative..... Radio Representatives, Ltd.,  
 Stovin & Wright (Canada), Howard H. Wilson  
 Co. (U.S.A.)

**Personnel**

President..... H. F. Dougall  
 Station Manager..... J. Basil Scully  
 Chief Engineer..... T. Ross

**CHML**

**HAMILTON—EST. 1927**

Frequency: 900 Kc..... Power: 5000 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.;  
 News Service..... Canadian Press; BUP; PN  
 Transcription Service..... Standard Radio;  
 Associated Music Publishers; United Tran-  
 scribed Service  
 Representatives... Joseph Hershey McGillvra,  
 Inc.; H. N. Stovin

**Personnel**

Chief Owner..... Kenneth D. Soble  
 General Manager..... Claude Cain  
 Chief Engineer..... Bill Crawford

**CKOC**

**HAMILTON—EST. 1922**

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..... 6 a.m. to 12 Mid.  
 News Service..... British U. P.  
 Transcription Service..... World Broadcasting  
 System; NBC Thesaurus; Lang-Worth  
 Representative..... All-Canada Radio Facil-  
 ities (Canada); Weed & Co. (U.S.A.)

**Personnel**

President..... H. R. Carson  
 Station Manager..... W. T. Cranston  
 Commercial Manager..... W. M. Guild  
 Chief Engineer..... Leslie Horton

**CJRL**

**KENORA—EST. 1939**

**CANADIAN BROADCASTING CORP.  
 ONTARIO REGIONAL**

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.  
 News Service..... CP  
 Transcription Service..... United Transcription  
 Representative..... Stovin & Wright,  
 J. H. McGillvra

**Personnel**

Station Manager ..... Howard Clark  
 Sales Manager ..... Howard G. Clark  
 Sales Promotion Manager ..... Stephen Hurley  
 Chief Engineer ..... Gordon T. Sands

**CFRC**

**KINGSTON—EST. 1944**

Frequency: 1490 Kc. .... Power: 100 Watts  
 Owned-Operated By ..... Queen's University,  
 Business Address ..... Queens University  
 Fleming Hall (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  
 Time on the Air ..... 16½ hours  
 Newspaper Affiliation ..... Kingston Whig-  
 Standard

News Service ..... News Press  
 Transcription Service ..... NBC Thesaurus;  
 United Transcribed Service; Lang-Worth  
 Representative... National Broadcasting Sales  
 (Canada)

**Personnel**

President ..... Senator W. R. Davies  
 Station Manager ..... Jack M. Davidson  
 Sales Manager ..... Harry M. Edgar  
 Chief Engineer ..... George McCurdy

**CJKL**

**KIRKLAND LAKE—EST. 1935**

**CANADIAN BROADCASTING CORP.**

Frequency: 560 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... Northern Broadcast-  
 ing & Publishing, Ltd.

Address ..... Govt. Road  
 Phone Numbers ..... 27; 281  
 Transmitter Location ..... Dane, Ontario  
 Time on the Air ..... 7:00 a.m. to 12:00 p.m.  
 Newspaper Affiliation ..... Timmins Daily Press  
 News Service ..... Press News  
 Transcription Service ..... United, NBC Thesaurus,  
 Lang-Worth

Representative: Weed & Co., Nat'l B'cast. Sa'es

**Personnel**

President ..... R. H. Thomson  
 Station Manager ..... Clair Chambers  
 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  
 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 ..... 7:45 a.m. to 11:30 p.m.;  
 Sundays, 9 a.m. to 11:30 p.m.

Newspaper Affiliation ..... London Free Press  
 News Service ..... PN  
 Transcription Service ..... NBC Thesaurus  
 Representative... Joseph Hershey McGillvra,  
 Inc. (U.S.A.)

**Personnel**

Chief Executive ..... Wallis J. Blackburn  
 Station and Sales Manager ..... Philip H. Morris  
 Chief Engineer ..... John Warden

**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 ..... 7:45 a.m. to 11:30 p.m.  
 Newspaper Affiliation ..... Timmins Daily Press

News Service ..... Canadian Press  
 Transcription Service ..... NBC Thesaurus;  
 United Transcribed Service; Lang-Worth  
 Representative... National Broadcasting Sales

**Personnel**

President ..... R. H. Thomson  
 Station Manager.....Cliff Pickrem  
 Sales Manager.....Keith Packer  
 Sales Promotion Manager.....Cliff Wingrove  
 Program Director.....Phil Clayton  
 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 12:03 mid.  
 News Service ..... CBC News  
 Representative.....Canadian Broadcasting  
 Corp.

**Personnel**

General Manager.....Dr. Augustin Frigon  
 Station Manager.....Charles P. Wright  
 Chief Operator.....Max Gilbert

**CKCO**

OTTAWA—EST. 1924

Frequency: 1310 Kc.....Power: 1000 Watts  
 Owned-Operated By .....Dr. G. M. Gelbert  
 Address.....272 Somerset St., West  
 Phone Number ..... 2-3611  
 Time on the Air:8 a.m. to 11 p.m.; Sundays,  
 12 noon to 11 p.m.  
 News Service .....BUP  
 Transcription Service.....Associated Music  
 Publishers: Lang-Worth  
 Representative.....Stovin & Wright (Canada);  
 Joseph Hershey McGillvra (U.S.A.)

**Personnel**

Manager.....G. M. Geldert  
 Chief Engineer.....W. D. McLellan

**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.....Mrs. Muriel Ready  
 Chief Engineer.....William Vallins

**CHPS**

PARRY SOUND—EST. 1942

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Gordon E. Smith  
 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, 9:15 a.m. to 10:15 p.m.  
 News Service .....CP  
 Representative.....Stovin & Wright

**Personnel**

President.....Gordon E. Smith  
 Station Manager.....Gordon E. Smith  
 Program Director.....Harold Vaughn  
 Chief Engineer.....Leslie A. Crouch

**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.....Weekdays, 7:30 a.m. to  
 11:15 p.m.; Sundays, 10:45 a.m. to 11:15 p.m.  
 News Service .....BUP  
 Transcription Service.....NBC Thesaurus  
 Representatives....H. N. Stovin Co. (Canada);  
 Joseph Hershey McGillvra, Inc. (U.S.A.)

**Personnel**

President ..... D. A. Jones  
 Station Manager ..... E. G. Archibald  
 Sales Manager ..... E. G. Archibald  
 Sales Prom. Manager ..... Allan J. Simpson  
 Program Director ..... Isobel Graham  
 Production Manager ..... J. Thomas Sarsfield  
 Musical Director ..... Betty Tomlison  
 Chief Engineer ..... S. L. Panke

**C H E X**

**PETERSBOROUGH—EST. 1942**  
 CANADIAN BROADCASTING CORP.

Frequency: 1430 Kc. .... Power: 1000 Watts  
 Owned By ..... Peterborough Broadcasting Co.  
 Operated By ..... Northern Broadcasting  
 Management  
 Address ..... 115 Hunter St.  
 Phone Number ..... 4641  
 Transmitter Location ..... Keene Road  
 Time on the Air ..... 6 a.m. to 11:15 p.m., daily;  
 10 a.m. to 11:15 p.m., Sunday  
 Newspaper Affiliation ..... Peterborough Ex-  
 aminer  
 News Service ..... Canadian Press  
 Transcription Service ..... NBC Thesaurus;  
 United Transcribed Service, Lang-Worth  
 Representative ..... National Broadcasting Sales  
 (Canada); Weed & Co. (U.S.A.)

**Personnel**

President ..... Sen. W. Rupert Davies  
 Vice-President ..... Roy H. Thomson  
 Station Manager ..... Hal E. Cooke  
 Sales Manager ..... E. L. Jones  
 Sales Prom. Manager ..... H. R. McLay  
 Program Director ..... K. E. Monk  
 War Program Director ..... Ken Campbe'l  
 Publicity Director ..... George Bouck  
 Musical Director ..... Helen Hallihan  
 Record MC ..... Jesse French  
 Chief Engineer ..... Bert Crump

**C F P A**

**PORT ARTHUR—EST. 1944**  
 DOMINION

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Ralph H. Parker  
 Business Address ..... Public Utilities Bldg.  
 Phone Number ..... North 315  
 Transcription Service ..... Standard  
 Representative ..... National Broadcast Sales

**Personnel**

Chief Owner ..... Ralph H. Parker  
 General Manager ..... Ralph H. Parker

**C J I C**

**S S MARIE—EST. 1934**

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;  
 World  
 Representative ..... J. L. Alexander

**Personnel**

General Manager ..... J. G. Hyland  
 Sales Manager ..... J. G. Hyland  
 Sales Prom. Manager ..... V. Haft  
 Chief Engineer ..... F. J. McDiarmid

**C K T B**

**ST. CATHARINES—EST. 1933**

Frequency: 1550 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... Niagara District  
 Broadcasting Co., Ltd.  
 Address ..... 12 Yates Street  
 Phone Number ..... 3900  
 Transmitter Location ..... Port Dalhousie, Ont.  
 Time on the Air ..... 15 hours daily  
 News Service ..... BUP  
 Transcription Service ..... United Transcribed  
 Service  
 Representatives ..... James L. Alexander;  
 Joseph Hershey McGilvra, Inc.  
**Personnel**  
 Chief Owner ..... Capt. W. B. C. Burgoyne  
 General Manager ..... Marion Hallett

**C J C S**

**STRATFORD—EST. 1927**

CBC—DOMINION NETWORK

Frequency: 1240 Kc. .... Power: 100 Watts  
 Owned By ..... Central Broadcasting Co.  
 Operated By ..... Frank M. Squires  
 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  
 Transcription Service ..... United T. S.  
 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





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*for Potential Coverage*

## **ELLIOTT-HAYNES PROGRAM SURVEYS**

*for Actual Listenership*

*They tell the Complete Story*



REPRESENTATIVES

**ADAM J. YOUNG JR., INCORPORATED**

New York

Chicago

**ALL-CANADA RADIO FACILITIES LTD.**

Montreal

# CKSO

SUDBURY—EST. 1935

CANADIAN BROADCASTING CORP.

Frequency: 790 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . W. E. Mason  
 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  
 General Manager . . . . . Don McGill  
 Sales, Mdsq. Manager . . . . . Don McGill  
 Chief Engineer . . . . . J. McRae

# CKGB

CBC

TIMMINS—EST. 1933

Frequency: 1470 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Northern Broadcasting  
 & Publishing, Ltd.  
 Address . . . . . Thomson Bldg., (Cedar St.)  
 Phone Number . . . . . 500  
 Transmitter Location . . . . . Mattagami  
 Heights, Mountjoy Township  
 Time on the Air . . . . . 7:35 a.m. to 12:00 midnight;  
 Sunday, 8:30 a.m. to 11:30 p.m.  
 Newspaper Affiliation . . . . . Timmins Daily Press;  
 Val D'Or Star  
 News Service . . . . . CP  
 Transcription Service . . . . . NBC Thesaurus;  
 Lang-Worth; U.T.S.  
 Representative . . . . . National Broadcast Sales  
 Weed & Co. (U.S.A.)

## Personnel

President . . . . . R. H. Thomson  
 Station Manager . . . . . Harvey C. Freeman  
 Sales Manager . . . . . Al Huggins  
 Program Director . . . . . Martin Silburt  
 Traffic Manager . . . . . Jean Macgregor  
 Chief Announcer . . . . . Albert Aube

# CBL

TORONTO—EST. 1927

CBC—TRANS-CANADA—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 12 mid.  
 News Service . . . . . C.P., BUP  
 National Sales Office Address . . . . . 55 York St.,  
 Toronto  
 Representative . . . . . Canadian Broadcasting  
 Corp.

## Personnel

General Manager . . . . . Dr. A. Frigon  
 Regional Representative . . . . . Dick Claringbull  
 Night Supervisor . . . . . Walter Anderson  
 Commercial Manager . . . . . E. A. Weir  
 Publicity Representative . . . . . H. M. Ball  
 Chief Announcer . . . . . Elwood Glover  
 Music Director . . . . . J. M. Beaudet  
 Regional Engineer . . . . . M. L. Poole  
 Production Manager . . . . . S. C. Dixon  
 Chief Operator . . . . . Howard Hilliard

# 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 . . . . . 6 a.m. to 12:35 a.m.  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . NBC Thesaurus;  
 Lang-Worth; Associated

## Personnel

President . . . . . Harry Sedgwick  
 Station Manager . . . . . E. L. Moore  
 Program Director . . . . . Wes McKnight  
 Musical Director . . . . . Wally Armour  
 Chief Engineer . . . . . Jack Sharpe  
 (See Page 669)

# CHUM

TORONTO—EST. 1944

Frequency: 1050 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . York Broadcasters  
 Limited  
 Business Address . . . . . 21 Dundas Square  
 Phone Number . . . . . Elgin 5018  
 News Service . . . . . BUP  
 Representative . . . . . Adam Young, Inc.;  
 Radio Representatives

## Personnel

Chief Owner . . . . . R. T. Fulford  
 Gen. Mgr., Sales Mgr. . . . . A. E. Leary  
 Sales Promotion Manager . . . . . E. Miles  
 Chief Engineer . . . . . Aurel Boisvert

# CJBC

TORONTO—EST. 1936  
DOMINION—BLUE NETWORK

Frequency: 1010 Kc.....Power: 5000 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.....BUP, CP  
 Transcription Service.....Lang-Worth  
 National Sales Office Address.....55 York St.,  
 Toronto  
 Representative.....Canadian Broadcasting

### Personnel

Commercial Manager-Supervisor of Press  
 and Information.....E. A. Weir  
 Studio Press Representative..T. W. Deachman  
 Regional Engineer.....M. L. Poole  
 Chief Engineer.....Howard Hilliard  
 Chief Owner.....Dr. Augustin Frigon  
 General Manager.....S. W. Caldwell  
 Program Director.....S. W. Caldwell

# CKEY

TORONTO—EST. 1925  
MUTUAL BROADCASTING SYSTEM

Frequency: 580 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Toronto Broadcasting  
 Co., Limited  
 Address.....444 University Ave.  
 Phone Number.....WA 3881  
 Transmitter Location.....Scarboro, Ont.  
 Time on the Air.....24 hours daily  
 News Service.....British UP & PN  
 Transcription Service..World, Standard Radio  
 & Lang-Worth  
 Representatives...National Broadcast Sales;  
 (Montreal); Weed & Co. (U.S.A.)

### Personnel

President, General Manager,  
 Station Manager.....Jack K. Cooke  
 Sales Manager.....Dan Carr  
 Program Director, Production  
 Manager.....Donald W. Insley  
 Publicity Director.....Donald Nairn  
 Musical Director.....Bruce Tremmer



**MORE PEOPLE  
 ARE LISTENING TO  
 CKEY THAN ANY  
 OTHER TORONTO  
 STATION  
 during daytime hours.  
 5000 WATTS**

Representatives:  
 NATIONAL  
 BROADCAST SALES  
 Toronto — Montreal  
 WEED & COMPANY  
 New York — Chicago  
 dial 580

# CKEY

TORONTO

There's a new station in  
**TORONTO, CANADA**

Be sure to get the dope on  
 CHUM, Mr. Time-Buyer—and put  
 "The Friendly Station" down on  
 your schedules!

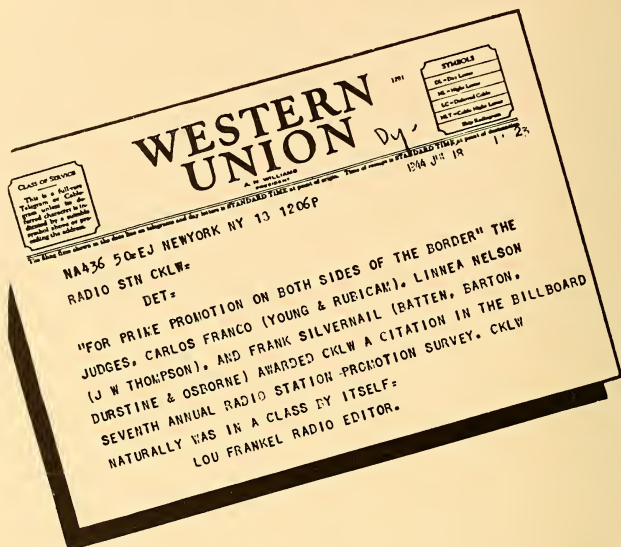
CHUM is a 1,000 Watt Com-  
 munity Station, offering you eco-  
 nomical coverage of Canada's  
 largest market.

# CHUM

The Friendly Station  
 21 DUNDAS SQUARE, TORONTO CANADA

REPRESENTATIVES:  
 ADAM J. YOUNG JR. INC.—NEW YORK • CHICAGO  
 RADIO REPRESENTATIVES LIMITED • MONTREAL

IN THE DETROIT AREA  
**PLAY the WINNER!**



● The policy of constantly publicizing our station so as to benefit both the listener and the advertiser, pays off again and again. The Promotional Award is another symbol of our aggressiveness . . . further proof that for concentrated coverage of this market, CKLW is the buy!

Managing Director



UNION GUARDIAN BLDG.  
 DETROIT 26

5,000 WATTS DAY and NIGHT

800 Kc. MUTUAL SYSTEM

Adam J. Young, Jr., Nat'l Rep.

# CKLW

WINDSOR—EST. 1932  
MUTUAL

Frequency: 800 Kc.....Power: 5000 Watts  
Owned-Operated By.....Western Ontario  
Broadcasting Co.

Business Addresses:..Guaranty Trust Bldg.,  
Windsor; Union Guardiaa Bldg., Detroit,  
Mich.

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, PN, BUP

Transcription Service....World Broadcasting  
System; United T. S.; NBC Thesaurus

Representative...H. N. Stovin & Co. (Canada);  
Adam J. Young, Inc. (U.S.A.)

## Personnel

Chief Owner.....Malcolm G. Campbell  
General Manager.....J. E. Campeau  
Commercial Manager.....Richard E. Jones  
Program Director.....John Gordon

Production Manager-Publicity

Director .....Frank Burke  
Sales Prom. Manager....Barbara MacFarland  
Traffic Manager .....Margaret Pratt  
Chief Engineer.....William J. Carter

# CKNX

WINGHAM—EST. 1926

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.

News Service .....BUP  
Transcription Service .....Thesaurus

Representative.....J. L. Alexander

## Personnel

Chief Owner-  
General Manager.....W. T. Cruickshank  
Commercial Manager.....Frank Johnson  
Program Director.....Frank Johnson  
Sales Promotion Manager.....J. R. Brent  
Chief Engineer.....Cliff Bowers

# PRINCE EDWARD ISLAND

# CFCY

CHARLOTTETOWN—EST. 1924  
CANADIAN BROADCASTING CORP.  
MARITIME NETWORK

Frequency: 630 Kc.....Power: 1000 Watts  
Owned-Operated By.....Island Radio Broad-  
casting Co.

Address .....85 Kent St.  
Phone Number .....741

Transmitter Location...West Royalty, P. E. I.  
Time on the Air.....7:30 a.m. to 12:15 a.m.

News Service....Canadian Press & British UP  
Transcription Service.....Standard Radio;  
Lang-Worth, WBS

Representative...All-Canada Radio Facilities  
(Canada); Weed & Co. (U.S.A.)

## Personnel

President.....Lt. Col. K. S. Rogers  
Program-Commercial Manager,L. A. McDonald  
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.....Summerside  
Time on the Air: 7:30 to 8:30, 10 a.m. to 3 p.m.,  
4 p.m. to 9 p.m.

Transmitter Location .....Holman Building

## Personnel

President .....H. T. Holman  
Station Manager .....R. L. Mollison  
Program Director-Chief  
Announcer .....Albert A. Nicholson  
Chief Engineer.....Angus McKie

# QUEBEC

## CHAD

AMOS—EST. 1942

CANADIAN BROADCASTING CORP.  
NORTHERN QUEBEC BROADCASTING  
SYSTEM

Frequency: 1340 Kc. .... Power: 100 Watts  
Owned By..... Radio Rouyn Abitibi Ltee.  
Business Address.... Reilly Bldg., Rouyn, Que.  
Studio, Transmitter..... Amos, P. Q.  
Time on the Air..... 16 hours daily  
News Service..... Canadian Press

### Personnel

President-Owner..... Hon. Hector Authier  
Chief Executive..... Roland Beaudry  
Station Manager..... Jean Legault  
Program Director..... Bruno Cyr  
Chief Announcer..... Bruno Cyr

## 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..... 7:45 a.m. to 11:30 p.m.  
Representative..... Regional Radio Sales

### Personnel

Station Manager..... Vilmond Fortin  
Chief Announcer..... L. Raymond  
Chief Engineer..... J. E. Roberts

## CKCH

HULL—EST. 1932

CBC (AND PROVINCIAL)

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned By..... CKCH Broadcasting Co.  
Operated By..... Le Droit  
Address..... 85 Champlain Ave.  
Phone Number..... 2-1701  
Transmitter Location... R.R. No. 1, South Hull  
Time on the Air..... 7:50 a.m. to 11:00 p.m.;  
Sundays, 9 a.m. to 11:00 p.m.  
Newspaper Affiliation.... Le Droit (Ottawa)  
Phone Service..... Canadian Press  
Transcription Service..... Thesaurus  
Representative..... Radio Representatives

### Personnel

Station Manager..... Raymond Benoit  
Sales Manager..... Raymond Benoit  
Sales Promotion Manager..... J. E. Lalonde  
Program Director..... Raymond Benoit  
Musical Director..... Aurele Groulx

Publicity Director..... Raymond Benoit  
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..... 7:29 a.m. to 12:03 a.m.  
(mid.)

News Service.... British UP; Canadian Press  
Representative..... Canadian Broadcasting  
Corp.

National Sales Office... 55 York St., Toronto,  
Ont.

### Personnel

General Manager..... Dr. Augustin Frigon  
Station Manager-Program

Director..... Jean Beaudet  
Commercial Manager..... J. Arthur Dupont  
Publicity Director..... Leopold Houle  
Production Manager..... Paul Ledue  
Chief Announcer..... Miville Couture  
Musical Director..... J. J. Cagnier  
Chief Technical Operator..... D. Roberts

## CBM

MONTREAL—EST. 1937

CANADIAN BROADCASTING CORP.  
NATIONAL BROADCASTING CO.

Frequency: 940 Kc. .... Power: 5000 Watts  
Owned-Operated By... Canadian Broadcast-  
ing Corporation

Address..... 1231 Ste. Catherine, West  
Phone Number..... MARquette 8021  
Transmitter Location..... Marieville, P. Q.  
Time on the Air..... 7:29 a.m. to 12:02 a.m.  
(mid.)

News Service.... British UP; Canadian Press  
Representative..... Canadian Broadcasting  
Corp.

Nat'l Sales Office... 55 York St., Toronto, Ont.

### Personnel

General Manager..... Dr. Augustin Frigon  
Station Manager-Program

Director..... Jean Beaudet  
Commercial Manager..... J. Arthur Dupont  
Publicity Director..... Leopold Houle  
Chief Announcer..... Lamont Tilden  
Musical Director..... J. J. Cagnier  
Chief Technical Operator..... 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 1 a.m.;  
Sundays, 8 a.m. to 1 a.m.

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. Hewelson  
Chief Engineer.....A. E. Clapp

# CHLP

**MONTREAL—EST. 1933**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned By.....La Patrie Publishing  
Co., Ltd.

Operated By.....Radio Station CHLP  
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  
Program Director.....M. Lefebvre  
Chief Engineer.....Alphonse Cloutier

# CKAC

**MONTREAL—EST. 1922**

**COLUMBIA BROADCASTING SYSTEM  
PROVINCIAL NETWORK**

Frequency: 730 Kc.....Power: 5000 Watts  
Owned-Operated By.....La Compagnie De  
Publication de la Presse, Ltée.

Address.....980 St. Catherine Street, West  
Phone Number.....MARquette 3611  
Transmitter Location.....St. Hyacinthe, P. Q.

Time on the Air.....Sunday, 8 to 1:05 a.m.;  
Monday to Saturday, 7 to 1:05 a.m.

Newspaper Affiliation .....La Presse  
News Service.....BUP, P.N.  
Transcription Service.....Lang-Worth; United  
Transcribed System; World B.S.  
Representative.....C. W. Wright (Toronto)  
Adam J. Young, Jr. (U.S.A.)

## Personnel

President.....Hon. Sen. P. R. DuTremblay  
Managing Director.....Phil Lalonde  
Commercial Manager.....Louis Leprohon  
Program-Musical Director...Paul-Emile Corbell  
Public Relations.....F. Biondi  
Production Chief.....Bernard Goulet  
Sales Promotion Manager.....Andre Daveluy  
Chief Announcer.....Roy Malouin  
Publicity-News-Traffic Director...Paul Gellinas  
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



## In Montreal

"... a greater ratio of the population listens to radio more of the time than in any other community so far measured by recognized methods."—*Montreal Gazette.*

This statement by C. E. Hooper of C. E. Hooper, Inc., tells the story — In the province of Quebec for *whole family coverage* it's

**CKAC** **MONTREAL**  
Affiliated with  
CBS

Representatives: Canada—C. W. Wright,  
Victory Building, Toronto, Ontario,  
United States—Adam J. Young, Jr., Inc.

Time on the Air.....7:45 a.m. to 11 p.m.  
 Transcription Service...World's Program Service  
 Representative: All-Canada Radio Facilities,  
 Ltd. (Canada); Joseph Hershey McGillvra  
 (U.S.A.)

**Personnel**

President.....Dr. Charles Dumont  
 Station Manager.....Dr. Charles H. Houde  
 Sales Manager.....Viateur Bernard

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**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

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**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.....Adam J. Young, Jr., Inc.

**Personnel**

President.....Hervé Baribeau  
 Station Manager.....J. N. Thivierge  
 Secretary-Treasurer.....Henri Lepage  
 Sales Manager.....J. A. Hardy  
 Program Director.....A. Pelletier  
 Publicity Director.....Maurice Descarreaux  
 Chief Announcer.....Claude Aubin  
 Musical Director.....Ant. Mercier  
 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.  
 Time on the Air.....16 hours  
 Transcription Service.....World Broadcast-  
 ing System  
 Representative...Radio Representatives, Ltd.

**Personnel**

President.....H. Baribeau  
 Station Manager.....Paul Lepage  
 Publicity Director.....Leon Lachance  
 Chief Engineers.....Albert Duberger,  
 Marcel Cote

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**CJBR**

RIMOUSKI—EST. 1937

CBC-QUEBEC REGIONAL NETWORK

Frequency: 900 Kc.....Power: 5000 Watts  
 Owned-Operated By....Central Public Service  
 Corp., Ltd.  
 Address.....1 St. John St.  
 Phone Number.....396  
 Transmitter Location.....Notre-Dame du  
 Sacre 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.....Stovin & Wright (Toronto),  
 Joseph Hershey McGillvra (U.S.A.)

**Personnel**

President.....J. A. Brillant  
 Vice-Pres. and General Mgr....G. A. Lavole  
 Chief Engineer.....F. C. Doak

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**CKRN**

ROUYN-NORANDA—EST. 1939  
 QUEBEC

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned By.....La Cie de Radiodiffusion  
 Rouyn Noranda Ltee.  
 Operated By.....Northern Broadcasting &  
 Publishing, Ltd.  
 Business Address.....Reilly Bldg.  
 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.....PN  
 Transcription Service.....NBC Thesaurus  
 Representative.....National Broadcast Sales



**Personnel**

President-Owner.....Hon. Hector Authier  
 Chief Executive.....Roland Beaudry  
 Commercial Manager.....Allan Rogerson  
 Program Director.....Bruno Cyr  
 Chief Engineer.....George H. Pope

**CHLT**

SHERBROOKE—EST. 1937

CANADIAN BROADCASTING CORP.

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....La Tribune, Limitee  
 Business Address.....3 Marquette Street  
 Phone Numbers.....2071; 2072  
 Studio Address.....3 Marquette St.  
 Transmitter Location.....East Sherbrooke  
 Time on the Air.....16 hours daily  
 Newspaper Affiliation.....La Tribune, Ltee.  
 Transcription Service.....NBC Thesaurus;  
 United Transcribed System

**Personnel**

President.....Hon. Jacob Nicol  
 Manager.....A. Gauthier  
 Program Director.....Jeanne Tremblay  
 Sales Promotion-Production Manager....Jean  
 L. Gauthier  
 Chief Announcer.....Yvon Blais  
 Chief Engineer.....R. Paguette  
 War Program Director.....Yvon Blais  
 Record MC.....Yvon Blais

**CJSO**

SOREL—EST. 1944

Frequency: 1400 Kc.....Power: 100 Watts  
 Owned-Operated By.....Henri Gendron &  
 Arthur Prevost  
 Business Address.....72 du Roi St.  
 Representative.....Radio Representatives

**Personnel**

Chief Owners.....Arthur Prevost,  
 Henri Gendron

**CHGB**

SAINTE ANNE DE LA POCATIERE

EST. 1938

QUEBEC

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By...G. Thomas Desjardins  
 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  
 Transcription Service.....World  
 Representative.....National Broadcast Sales

**Personnel**

Chief Owner.....G. T. Desjardins  
 General Manager.....J. A. Dube  
 Sales Manager.....G. T. Desjardins  
 Sales Promotion Manager.....Antoine Freue  
 Program Director.....Jacques Raymond  
 Publicity.....Alvien Dube  
 Chief Engineer.....L. M. Desjardius

**CHLN**

TROIS-RIVIERES (THREE RIVERS)—  
 EST. 1937

Frequency: 1450 Kc.....Power: 250 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**

Chief Executive.....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-Owner.....Hon. Hector Authier  
 Chief Executive.....Roland Beaudry  
 Station Manager.....Jean Legault  
 Sales Manager.....Allan Rogerson  
 Program Director-Chief Announcer... Bruno Cyr  
 Chief Engineer.....Georges Pope

# SASKATCHEWAN

## CHAB

MOOSE JAW—EST. 1922  
CBC

Frequency: 800 Kc.....Power: 1000 Watts  
Owned-Operated By.....CHAB, Ltd.  
Address.....Grant Hall Hotel  
Phone Number.....2834  
Transmitter Location.....Boharm, Sask.  
Time on the Air.....6 a.m. to 11:30 p.m.  
News Service.....British UP  
Transcription Service.....Lang-Worth & U.T.S.  
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  
Sales Promotion Manager...Miss E. Bradley  
Chief Engineer.....M. Pickford  
\* On Active Service.

## CKBI

PRINCE ALBERT—EST. 1934  
CBC

Frequency: 900 Kc.....Power: 5000 Watts  
Owned-Operated By....Central Broadcast-  
ing System, Ltd.  
Address.....Sanderson Building  
Phone Number.....2621  
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.....Thesaurus  
Representative...All-Canada Radio Facilities  
Weed & Co. (USA)

### Personnel

Chief Executive.....L. E. Moffatt  
Sales Manager.....G. M. Prest  
Sales Promotion Manager...Mary Davidson  
Chief Engineer.....Tom Van Ness  
Program Director.....George Kergan

## CKCK

REGINA—EST. 1922

Frequency: 620 Kc.....Power: 5000 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 11:30 p.m.;  
Sunday, 8 a.m. to 11:30 p.m.  
Newspaper Affiliation.....The Regina  
Leader-Post  
News Service.....British UP; AP  
Transcription Service.....NBC Thesaurus;  
Standard Radio  
Representative...All-Canada Radio Facilities  
(Canada); Weed & Co. (U.S.A.)

### Personnel

Chief Executive.....J. F. Sweeney  
Station Manager.....H. A. Crittenden  
Commercial Manager.....R. J. Buss  
Merchandising Manager.....J. McMurphy  
Chief Engineer.....E. A. Strong  
Record MC.....W. E. Coult  
War Program Director.....H. Cook

## CKRM

REGINA—EST. 1926  
CANADIAN BROADCASTING CORP.  
DOMINION NETWORK

Frequency: 980 Kc.....Power: 1000 Watts  
Owned-Operated By Transcanada Communica-  
tions, Limited  
Address.....Free Press Bldg.  
Phone Number.....7631-2  
Transmitter Location...Victoria Plains, Sask.  
Time on the Air.....6:30 a.m. to 11:30 p.m.  
Newspaper Affiliation...The Regina Leader  
Post; Saskatchewan Farmer  
News Service.....Press News  
Transcription Service.....Lang-Worth &  
World L.S.  
Representative...All-Canada Radio Facilities,  
Ltd. (Canada); Joseph Hershey McGillvra  
(U.S.A.)

### Personnel

President.....Victor Sifton  
Station Manager.....Wm. A. Speers  
Commercial Manager.....Bruce M. Pirie  
Program Director.....Fred E. Laight  
Chief Engineer.....W. McDonald

## CFQC

SASKATOON—EST. 1923  
CANADIAN BROADCASTING CORP.  
DOMINION NETWORK

Frequency: 600 Kc.....Power: 1000 Watts  
Owned-Operated By.....A. A. Murphy &  
Sons, Limited

Address.....216 First Ave., North  
 Phone Numbers .....7282 and 5374  
 Time on the Air.....6:45 a.m. to 11:30 p.m.  
 News Service .....British UP  
 Transcription Service: NBC Thesaurus; Stan-  
 dard Radio; Langworth  
 Representative: Radio Representatives, Ltd.  
 (Canada); Howard H. Wilson Co. (U.S.A.)

**Personnel**

President .....A. A. Murphy  
 Station-Commercial Manager.. Vernon Dallin

**C B K**

**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., Winni-  
 peg, 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  
 Chief Engineer.....R. L. Punshon

**C J G X**

**YORKTON—EST. 1927**

**CANADIAN BROADCASTING CORP.**

**DOMINION NETWORK**

Frequency: 1460 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Yorkton Broad-  
 casting 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.  
 News Service.....BUP  
 Representatives...Stovin & Wright (Canada);  
 Joseph Hershey McGillvra, Inc.  
**Personnel**  
 Chief Executive.....Dawson Richardson  
 General Managers.....A. L. Garside,  
 R. J. Priestly  
 Chief Engineer.....Art Mills

**“CANADIAN BROADCASTER”**

*Meeting place for the Industry  
 and its Sponsors*

**keeps you posted on  
 Radio News and  
 Market Data  
 across Canada**

**\$2 a year**

**\$5 for 3 years**

**371 BAY STREET  
 TORONTO 1, CANADA**

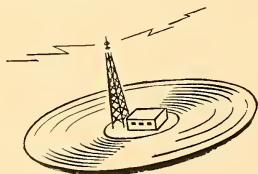
# for Regional ... Local ... and National Advertisers

## WITH LOCALIZED SELLING PLANS

### NBC Radio-Recorded Shows

● When you consider the quality of talent . . . writing . . . and production behind each and every NBC Radio-Recorded show . . . you will quickly understand why they are in such demand by *regional* advertisers whose distribution precludes the use of networks . . . *local* advertisers who want network calibre programs at a modest cost . . . *national* advertisers who wish to put extra sales pressure in certain markets.

Among the outstanding shows produced and recorded by NBC . . . and now reaping excellent results in spot markets for many well-known advertisers . . . are those listed here.



The Weird Circle . . .	78	30 min.	1-a-week
Come and Get It . . .	78	15 min.	3-a-week
Destiny Trails . . .	78	15 min.	3-a-week
Betty and Bob . . .	390	15 min.	5-a-week
Modern Romances	156	15 min.	3-a-week
Stand by for Adventure	78	15 min.	2-a-week 1-a-week
Through The Sport Glass	52	15 min.	Optional
Time Out with Allen Prescott	26	15 min.	Optional
Time Out with Ted Steele and Grace Albert . . .	26	15 min.	Optional
Carson Robison and his Buckaroos . . .	117	15 min.	Optional
The Name You Will Remember	260	5 min.	3-a-week or more
Let's Take a Look in your Mirror with Stella Unger	156	5 min.	3-a-week
Getting the Most Out of Life Today with Dr. Wm. L. Stidger	117	5 min.	3-a-week
Five Minute Mysteries	66	5 min.	Optional
Happy the Humbug . . .	39	15 min.	3-a-week

*The number of programs in each series is as-of-press-time.  
Additional programs frequently added, so check with us*

● For advertisers who want their own custom-built program . . . anything from a Station Break to a Musical Variety Show . . . NBC's complete staff and facilities are available to do the entire job . . . from script to finished pressing. For agencies with their own programming staffs, studio and technical facilities are available.

National Broadcasting Co.



A Service of Radio  
Cooperation of America

# NBC

## RADIO-RECORDING DIVISION

AMERICA'S NUMBER ONE SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, New York, N. Y. . . . Merchandise Mart, Chicago, Ill.  
Trans-Lux Bldg., Washington, D. C. . . . Sunset and Vine, Hollywood, Calif.

PRODUCTION

☆ RADIO ☆  
PRODUCTION



*Program Producers*



*Transcription Companies*




*Libraries*



*Music Performing Rights Societies*  
*Publisher Members*



Just  
playing hours—




or  
Paying hours?

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Break down the number of playing hours into *paying* hours and you'll find ASSOCIATED ranks first! For ASSOCIATED gives you these powerful advantages:

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# PROGRAM PRODUCERS

## **Advance Television Pictures Service, Inc.**

729 Seventh Ave., New York, N. Y. Phone, BRyant 9-5600. President Chas. A. Alicoate; Secretary-Treasurer, F. E. Miles. SERVICES OFFERED: Production of film programs, stock shot film library, cutting rooms, private projection theaters, and distribution of motion pictures for television stations.

## **Advertisers Recording Service, Inc.**

113 West 57th Street, New York, N. Y. Phone, CIrcle 6-0141-0142; President, James A. Miller; Secretary-Treasurer, George R. Smith; Secretary E. B. McCutcheon. SERVICES OFFERED: Program production, Millertape editing, wax and instantaneous recording, studio rental.

## **Air Features, Inc.**

247 Park Ave., New York. Phone, Wickersham 2-2700.

## **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 and writers.

## **American Broadcasting Company**

University Building, Seattle 1, Wash. Executive Producer, John Milton; Program Head, Lorrie Lyn; Accounts Manager, Lionel Lennox; Chief Engineer, E. J. Reilly. SERVICES OFFERED: Acoustical studios for rehearsal available to producers, recorders and producers of transcriptions; developers of radio programs—live and transcribed.

## **American Institute of Food Products**

509 Madison Ave., New York 22, N. Y. Phone, PLaza 3-7146. 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). Also "For Women Only" participating program on WHN, New York City, featuring Frances T. Northcross.

## **American Royal Productions**

7928 Michigan Ave., Oakland 3, Calif. Phone, HIgate 5433. M. Scott Weakley, Manager; M. W. Muga, Producer. SERVICES OFFERED: Commercial recording and transcription service, dramatized announcements, custom-built shows, high fidelity domestic and international short-wave aircheck service.

## **ASCAP Radio Program Service**

American Society of Composers, Authors & Publishers, 30 Rockefeller Plaza, New York, N. Y. Phone, Columbus 5-7464. Director, Script Editor, Madlin Janney. 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.

## **American-Jewish Broadcasting Co.**

86 Chambers St., New York, N. Y. Phones, WOrth 2-3322, REctor 2-5341. President, Herman Younglieb; Secretary, Ann Barbinel. SERVICES OFFERED: Program production, script and transcription library.

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**Arts Recording Studios**

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.

**Associated Program Service**

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). Represented by Loren Wason, 400 Madison Ave., N. Y. C.

**Associated Radio-Television Productions**

11 West 42nd Street, New York 18, New York. Phone, Longacre 5-3710; President, Jay E. Kashuk; Vice-President and Secretary, Lew Kashuk; Treasurer, Robert Jay Fox. SERVICES OFFERED: Radio and television production for agencies, national and local advertisers and radio stations. Syndicated and custom-built transcriptions of spot announcements, singing commercials, also live and transcribed programs. Production of television film.

**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 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.; Television Director, Jay Strong. BRANCH OFFICES: 326 Buckley Bldg., Cleveland, 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; television programs, live and film.

**Batchelor Enterprises, Inc.**

30 Rockefeller Plaza, New York, N. Y. Phone, Circle 6-4224. President, Walter Batchelor; Secretary-Treasurer, Philip E. Anolick. SERVICES OFFERED: Program production.

**Baudry-Harwood Radio Productions**

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<b>"SONGS OF CHEER AND COMFORT"</b> . . . . .	52	1/4-hour shows
<i>Starring Richard Maxwell (Gospel Songs and Philosophy)</i>		
<b>"DAN DUNN, SECRET OPERATIVE No. 48"</b> . . . . .	78	1/4-hour shows
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<i>How America met similar problems of today, in bygone years</i>		
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<i>Real Tennessee Hillbillies</i>		
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<i>Dramatized Life Story of Winston Churchill</i>		
<b>"HISTORY IN THE MAKING"</b> . . . . .	26	1/4-hour shows
<i>Outstanding Events of World War II</i>		
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<b>"FAMOUS MOTHERS"</b> . . . . .	78	5-min. shows
<i>Starring Jane Dillon. All parts enacted by Miss Dillon</i>		
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<i>Starring Jack Stevens, Unusual Sport Stories</i>		
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<b>"UNSOLVED MYSTERIES"</b> . . . . .	39	1/4-hour shows
<i>The Strangest Incidents of All Time</i>		
<b>"TALES OF TREASURE"</b> . . . . .	39	1/4-hour shows
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**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.

**Broadcast Productions**

25 East Jackson Blvd., Chicago, Ill. Phone, Wabash 0711. Owner and Director, John Stamford; Assistant Director, Bryce Talbot; Secy.-Treas., Loretta Clusman. SERVICES OFFERED: Program building, time buying, dramatic production, transcription building, directing and recording, continuity-writing, spot-writing and placement.

**Broadcasters Mutual Transcription Service, Inc.**

818 South Kingshighway Blvd., St. Louis, Mo. Phone, Franklin 2060. President, J. Frank Eschen; Vice-President, James M. Althouse; Secretary-Treasurer, C. E. Harrison. REPRESENTATIVES: Walter Biddick Co., 568 Chamber of Commerce Bldg., Los Angeles, Calif.; Charles Michelson, 545 Fifth Ave., New York, N. Y.; Radioaids, Inc., 1041 North Las Palmas, Hollywood, Calif. SERVICES OFFERED: Transcribed productions and scripts, talent, and program service.

**Walter Biddick Co.**

1151 S. Broadway, Los Angeles 15, Cal. Phone, Richmond 6184. Manager, L. Hill. SERVICES OFFERED: Transcriptions, production.

**G. C. Bird & Associates**

1745 N. Gramercy Place, Hollywood 28, Calif. Phone, Hollywood 3981. General Manager, G. C. Bird. SALES REPRESENTATIVE: Charles Michaelson, 67 West 44th St., New York, N. Y. Phone, MUrray Hill 2-3376. SERVICES OFFERED: Transcribed programs for syndication.

**Fritz Blocki Productions**

420 Madison Ave., New York, N. Y. Phone, PLaza 9-6180. SERVICES OFFERED: Production, scripts, direction, complete package shows.

**Joseph Bloom**

19 West 44th St., New York, N. Y. Phone, VAnderbilt 6-5080. President, Joseph Bloom. SERVICES OFFERED: Program production, scripts, musical jingles.

**Best Records Co.**

29 West 57th St., New York 19, N. Y. Phone, PLaza 3-8676. Owner, R. Steiner; Business Manager, H. H. Borchart; Secretary-Treasurer, Julia Pontell. SERVICES OFFERED: Transcriptions, phonograph records, studio facilities: AM, FM and television "off the air" recordings, production and recording of transcribed programs, spot announcements, audition records and pressings.

**Richard Bradley & Associates**

20 North Wacker Drive, Chicago, Ill. Phone, Randolph 3549. President, Richard Bradley; Vice-President, Ronald R. Mills. SERVICES OFFERED: Program production, air-checks, script service, studios, film projection service, transcribed productions.

**Brandt Production Service**

2063 E. 23rd St., Brooklyn, N. Y. Phone, SHEepshead 3-3075. Associates, Ruth and Mae Brandt. SERVICES OFFERED: Program production, scripts, radio commercials, musical jingles, television scripts.

**Broadcasting Program Service**

45 West 45th St., New York, N. Y. Phone, BRyant 9-4324. Manager, Herbert Rosen. SERVICES OFFERED:

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The popular appeal of music that touches the hearts of millions!

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Vocal and instrumental! The quintet that made radio history!

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Dynamic tales of fate's caprice that changed the destiny of man!



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Guest Star show with brand new twist! Combines features of proved, popular appeal!

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For full information on transcribed and live programs. All pre-tested! All designed for greatest listener appeal!

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145 West 45th St., New York, N. Y. Phone, BRyant 9-8480. SERVICES OFFERED: Program production, talent.

**Carl Byoir & Associates**

10 East 40th St., New York, N. Y. Phone, ASHland 4-3466. Radio Director. Helene Jamieson Jordan; Assistant Radio Director, Carol Jones. BRANCH OFFICES: 829 National Press Bldg., Washington, D. C. Phone National 8945. Executive-in-Charge, William Wright; 310 South Michigan Ave., Chicago, Ill. Phone, Harrison 2022. Executive-In-Charge, George Dye. SERVICES OFFERED: Special events, newscast material, transcribed service, scripts.

**The Caples Company**

535 Fifth Avenue, N. Y. 17, N. Y. Phone, LEXington 2-0850. Maxine Keith, Director of Radio and Television. BRANCH OFFICES: 225 East Erie St., Chicago, Ill., Phone, Superior 6016, R. N. Hartsing, Vice-President, 1504 Dodge St., Omaha, Nebraska, Phone, Jackson 1107, L. M. Branch, Vice-President, 412 West 6th St., Los Angeles, California, Phone, Mutual 4145, Arthur Caron, Manager. SERVICES OFFERED: Complete radio and television services and staff. Programs for both media prepared and executed.

**The Bruce Chapman Co.**

145 West 41st St., New York 18, N. Y. Phone, Wisconsin 7-9244. President, Bruce Chapman; Program Director, Dan Morley; Production Manager, Cecil Secrest; Director of Research, Quentin Gulliver. REPRESENTATIVES: Albert Mitchell, 424 Oakdale Ave., Chicago 14, Ill. Phone, Wellington 7746. Charles Forrester, 21 Brookline Avenue, Boston 15, Mass. Phone, Commonwealth 0800. SERVICES OFFERED: Program production, commercial scripts, package shows.

**Mary D. Chase**

875 Fifth Ave., New York, N. Y. Phone, REgent 7-1120. SERVICES OFFERED: Package shows, program production.

**Leslie Clucas**

333 North Michigan Ave., Chicago, Ill. Phone, Franklin 7100. BRANCH OFFICE: 6331 Hollywood Blvd., Hollywood 28, Calif., Leslie Clucas, Owner. SERVICES OFFERED: Program production of package shows.

**Ted Collins Corporation**

1819 Broadway, New York, N. Y. Phone, Circle 7-0094. President, Program Director and Producer, Ted Collins; Talent-Production, Sam Schiff; Publicity, David O. Alber; Musical Director, Jack Miller; Choral Director, Ted Straeter; Writers, Jean Holloway and Jane Tompkins. SERVICES OFFERED: Program building and producing.

**Russell C. Comer Radio Productions**

15 West 10th St., Kansas City, Mo. Phone, Harrison 3964. President, Russell C. Comer; Vice-President, John C. Fehlandt; Treasurer, Cecil W. Trapp; Secretary, Mrs. Russell C. Comer. SERVICES OFFERED: Production of syndicated programs and serials.

**The Jack L. Cooper Radio Advertising Service**

1335 West 111th Place, Chicago, Ill. Phone, Beverly 2056. Managing Director, Jack L. Cooper; Secretary-Musical Director, Gertrude R. Cooper. BRANCH OFFICE: 14 N. Western Ave., Chicago 12, Ill. Phone, Seeley 8066. Jack L. Cooper, Executive-in-Charge.

**Louis G. Cowan & Co.**

8 S. Michigan Ave., Chicago, Ill. Phone, Randolph 2022. President-Owner, Louis G. Cowan; Business Manager, Frederick A. Asher; Manager, John Wellen; Research Director, Eliza Merrill Hickock; Publicity Director, George Hixon. SERVICES OFFERED: Program production and publicity.

**Cruger Radio Productions**

5800 Carlton Way, Hollywood 28, Calif. Phone, HEMpstead 8254. General Manager, Paul Cruger; Art Director, Elmer Davis; Musical Director, Darrel Calker; Production and Talent, John Carington; Script Editor, Charlie Paul; Writers, Walter Jensen, Al Hill, Jr. BRANCH OFFICE: 25 West 70th St., N. Y. 23, N. Y. Executive-in-Charge, Emil Zubryn.

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A series of 1/2 hour once-a-week dramatic programs with fine musical background. Each program is a complete story. UNIVERSAL listening appeal for teen agers and adult groups.

**PHANTOM INDIAN . . .** produced for 1/4 hour 5 times-a-week broadcasts. One of the finest of adventure shows ever created for youngsters. Develops genuine story interest plus daredevil action. Excellent musical orchestration.

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Calif. Phone, Hillside 5915. In-Charge-  
of-Production, Patrick M. Cuning; As-  
sistant to Producer, Marcia Drake; In  
Charge of Production, Armand Piaggi;  
Ass't on Production, Georgia O'Davoren.  
SAN FRANCISCO OFFICE: Mark Hop-  
kins Hotel; Executive-in-Charge, Armand  
Piaggi. SERVICES OFFERED: Produc-  
tion of television motion pictures and  
radio and television program, transcrip-  
tions.

**Damon Transcription  
Laboratory & Sound Service**

1221 Baltimore Ave., Kansas City, Mo.  
Phone, Victor 2585. Owner, Victor  
Damon; General Manager, B. J. Hum-  
phries. SERVICES OFFERED: Studio  
and portable transcribing, re-recordings  
and vinylite pressings, program and an-  
nouncement production, sound amplifica-  
tion equipment leased.

**Alfred Dixon Speech Systems,  
Inc.**

424 Madison Ave., New York, N. Y.  
Phone, PLaza 8-1246. President, Alfred  
Dixon; Secretary - Treasurer, Rowena  
Stevens; Public Relations, Muriel Fraser.  
SERVICES OFFERED: Speech correc-  
tion, educational radio features.

**Walter P. Downs**

Dominion Square Bldg., Montreal, Que.  
Phone, Marquette 6368. General Man-  
ager, Walter P. Downs; Purchasing,  
R. F. Brown; Manager, Marion Hould.  
BRANCH OFFICES: 123 Braemar  
Ave., Toronto, Ont., Canada. Phone,  
HUDson 0333. Manager, E. J. Piggott;  
3035 Granville St., Vancouver, B. C., Can-  
ada. Phone, BAYview 0732. Manager,  
N. McLeod. Ste. 2 Stuart Court, Fawcett  
Ave., Winnipeg, Man., Canada. Phone,  
48422. Manager, B. L. McGibbon. SER-  
VICES OFFERED: Custom-built tran-  
scriptions, production, recording, direct  
wire service for auditions.

**Harry S. Dube**

1270 Sixth Ave., New York, N. Y.  
Phone, COLUMbus 5-7035. Manager, J.  
Knight. SERVICES OFFERED: Scripts,  
production, talent.

**Christensen Radio Services**

306 S. Wabash Ave., Chicago, Ill.  
Phone Webster 7795. Manager, Carle  
A. Christensen; Sales Manager, John  
Kumler. SERVICES OFFERED: Re-  
cording, scripts, talent, program produc-  
tion, sound-slide.

**Commercial Broadcasting  
Services, Ltd.**

Concourse Bldg., Toronto, Ont., Canada.  
Phone, Elgin 2625. President, E. A. By-  
worth; Vice-President, H. R. Johnston;  
Secretary-Treasurer, A. G. Irwin; Pro-  
gram & Script Department, S. K. Smith.  
SERVICES OFFERED: Live talent  
productions, syndicate transcriptions,  
custom recordings, time placements.

**Dominion Broadcasting Co.**

4 Albert St., Toronto, Ont., Canada.  
Phone, Adelaide 3383. General Man-  
ager, Hal B. Williams; Transcription Di-  
vision Manager, Don H. Copeland. Pro-  
duction Manager, Stan Francis; Script  
Department, Rex Weyman. SERVICES  
OFFERED: Scripts, live talent produc-  
tions, transcriptions and recordings, air  
checks.

**Don Lee Productions**

5515 Melrose Ave., Los Angeles, Calif.  
Phone, Hollywood 8111. Recording Su-  
pervisor, Clifford C. McDonald. SER-  
VICES OFFERED: Recording, program  
production.

**East Texas State Teachers  
College**

Commerce, Texas. W. W. Freeman,  
Maude Webster, Roy Johnson. SER-  
VICES OFFERED: Recordings and  
scripts for educational purposes.

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FERED: Program production, live or  
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nouncements, scripts, completely equipped  
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**Eccles Disc Recordings, Inc.**

6233 Hollywood Blvd., Hollywood, Calif. Phone, Hillside 8351. President, C. R. Douglass; Vice-President, C. R. Alford; Secretary-Treasurer, Alva E. Alford; Comptroller, J. Nichols. SERVICES OFFERED: Transcriptions, air-checks, program production, transcription library.

**B. Ellis Associates Radio Productions**

11 East 44th St., New York 17, N. Y. Phone, MURray Hill 2-7862. Director, Bruce Ellis; Production Director, Harold H. Joseph; Program Director, John H. O'Rourke; Script Editor, Esther MacBain. SERVICES OFFERED: Custom-built programs, syndicated recorded programs, package shows, script service, commercial copywriting, program consultants.

**W. M. Ellsworth**

75 East Wacker Drive, Chicago, Ill. Phone, Central 0942. President, W. M. Ellsworth. SERVICES OFFERED: Custom transcriptions, radio programs, script shows, talent.

**Empire Broadcasting Corporation**

480 Lexington Ave., New York, N. Y. Phone, PLaza 8-3360. President-Treasurer, Helen D. Kelleher; Vice-President, Fred de Jaager; Secretary, Arthur Lubo. SERVICES OFFERED: Transcription and production of transcribed shows.

**Exclusive Radio Features Company, Ltd.**

14 McCaul St., Toronto, Ont., Canada. Phone, Adelaide 5112. President, George W. Halnan. SERVICES OFFERED: Syndicate transcriptions, library service, custom recording and production.

**Fadiman Associates, Ltd.**

1501 Broadway, New York, N. Y. Phone, LAckawanna 4-3544. President, Edwin Fadiman; Vice-President, Clifton Fadiman; Treasurer, William Fadiman. SERVICES OFFERED: Program production.

**Fanchon & Marco**

1501 Broadway, New York, N. Y. Phone, CHickering 4-3956. Radio Director, Charles E. Toffler. SERVICES OFFERED: Production, talent.

**Film Associates Co.**

440 E. Schantz Ave., Dayton 9, Ohio. Phone, Walnut 2164. Owner, E. Ray Arn, Jr.; Sound Engineer, R. D. Higgs; Director, J. Swank. SERVICES OFFERED: Transcriptions, off-the-air checks, slide film recordings. Producers of industrial motion pictures.

**Paul M. Frailey Productions**

123 S. Broad St., Philadelphia, Pa. Phone, Pennypacker 8450. Owner, Paul M. Frailey; Manager, M. L. Sanderson. SERVICES OFFERED: Dramatizations, electrical recordings, complete production, radio shows.

**Frederick Bros. Agency, Inc.**

1270 Sixth Ave., New York, N. Y. Phone, Circle 6-2144. President, L. A. Frederick; Vice-President, W. Carl Snyder; Vice-President, Charles V. Yates; Secretary and Treasurer, B. W. Frederick; Radio Director of New York office, Addison Smith; Manager of Radio Department of Hollywood office, Bill Peck. BRANCH OFFICES: 75 East Wacker Drive, Chicago, Ill. State 0003. Vice-President, W. Carl Snyder. 8584 Sunset Blvd., Hollywood, Cal. Crestview 1-6244. President, L. A. Frederick. SERVICES OFFERED: Package shows (live and transcribed), scripts, production, talent. Also complete spot announcement services.

**Frontenac Broadcasting Co.**

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.

**Gale Associates**

48 West 48th St., New York, N. Y. Phone number LOngacre 3-0350. President, Moe Gale. SERVICES OFFERED: Producers of package radio shows and live talent.

**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. Execu-

tive-in-Charge, Art Frew. SERVICES OFFERED: Program production, package shows, artists' representative.

**William Gernant**

521 Fifth Ave., New York, N. Y. Phone, VAnderbilt 6-1750. SERVICES OFFERED: Packaged shows, production.

**John Gibbs & Co.**

9 Rockefeller Plaza, New York 20, N. Y. Phone, COlumbus 5-6402. Owner, John Gibbs. SERVICES OFFERED: Program production, scripts, talent representative.

**Arthur M. Godfrey Productions**

808 Earle Bldg., Washington 4, D. C. Phone, MetropoliTan 3200. Owner, Arthur M. Godfrey; Secretary, M. Richardson. SERVICES OFFERED: Arthur Godfrey Package.

**Harry S. Goodman Radio Productions**

19 East 53rd St., New York, N. Y. Phone, WI. 2-3338. General Manager,

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Harry S. Goodman; Program Director, Maurice Barrett; Production Manager, Gene Flanagan. BRANCH OFFICES: American National Bank Bldg., Chicago, Ill.; 206 S. Spring St., Los Angeles, Calif. SERVICES OFFERED: Custom-built radio programs; syndicated transcriptions; spot announcement production, television department added.

**Melchor Guzman Co., Inc.**

9 Rockefeller Plaza, New York 20, N. Y. Phone, Circle 7-2450. Vice-President-in-Charge, A. M. Martinez.

**Leland Hayward, Inc.**

444 Madison Ave., New York, N. Y. Phone, ELdorado 5-4100. Radio Director. Lawrence White. BRANCH OFFICE: Hayward-Deverich, Inc., 9200 Wilshire Blvd., Beverly Hills, Calif. Phone, Crestview 1-5151. Radio, Douglas Whitney, Joe Donahue. SERVICES OFFERED: Program production.

**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.

**Gordon Broadcasting & Publishing Co.**

355 S. Broadway, Los Angeles, Calif. Phone, Ma. 8620. Producer, Edgar Gordon. SERVICES OFFERED: Program production, English, Spanish, Hungarian and German language.

**Gordoni Radio Productions**

Hotel Crillon, 1258 S. Michigan Blvd., Chicago, Ill. Phone, CALumet 6700-1370. Owner-Manager, Lilla Gordoni: Musical Director, Grace Ingraham; Voice Coach, Rita Mudra, Radio and Television; Dramatic Coach, Marguerite Clark. REPRESENTATIVE: Juliet Heath, 201 West 49th St., New York, N. Y.

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**Hispano Broadcasting Co.**

105 E. 1st Street, Los Angeles 12, Calif. Phone, Mi 4433. President-General Manager, Tony Sein; Vice-President-Secretary, Robert Jordan; Musical Director, Fortuno Tinoco; Script Department, Beatriz Gurrola; Technical Department, J. I. Medina. SERVICES OFFERED: Spanish program production or participation.

**William F. Holland Agency**

Hotel Sinton, Cincinnati, Ohio. Phone, Main 3450. Owner and Space Buyer, William F. Holland; Office Manager, D. E. Holland; Merchandising, Clyde Hague; Program Director, Jim Parsons; Production, Jean Clark; Statistician, Mack Ferrara; Art Director, Dale Maxey; Recording Engineer, William Nunniker.

**Hummert Radio Features**

247 Park Ave., New York, New York. Phone, Wickersham 2-2700. Partners: Frank & Anne Hummert. BRANCH OFFICE: 289 Greenwich Ave., Greenwich, Conn. Phone, Greenwich 4620. General Manager, Charles Leib. SERVICES OFFERED: Creators and producers of network radio productions.

**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.

**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.

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tion. Program consultants.

**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; Office Manager,  
Robert W. Graham; Production, Record-  
ing, Warren Saunders. SERVICES OF-  
FERED: Custom built live talent and  
transcribed shows; syndicated transcribed  
programs; studio recordings; air checks;  
hillbilly library, production; and scripts.

**Kent-Johnson, Inc.**

34 West 53rd St., New York 18, N. Y.  
Phone, PLaza 3-7246. President, Alan  
Kent; Executive Vice-President, Austen  
Croom-Johnson. SERVICES OFFERED:

**Bob Kerr**

30 Rockefeller Plaza, New York, N. Y.  
Phone, COLUMbus 5-8051. Ben Pratt,  
Publicity; Pete King, Bernie Weissman,  
Jerry Bittick, Arrangers; Clara Frim,  
Office Manager.

**Kermit-Raymond  
Corporation**

14 East 52nd St., New York, N. Y.  
Phone, ELdorado 5-5511. President-  
Treasurer, William J. McCambridge-  
Vice-President & General Manager, Ray-  
mond R. Green; West Coast Sales Man-  
ager, Scrappy Lambert, 9671 Burton  
Way, Beverly Hills, Calif. REPRESENTA-  
TIVES: F. R. Jones, 228 N. La Salle  
St., Chicago, Ill.; Alonzo Hawley, Bul-  
kley Bldg., Cleveland, Ohio; John E. Allen,  
Inc., Rochester, N. Y. SERVICES OF-  
FERED: Production of live and tran-  
scribed program shows, scripts.

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JERRY JEROME  
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ROBIN DENTON  
Announcer

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**Sam Kerner, Inc.**

8272 Sunset Boulevard, Hollywood 46, Calif. Phone, Hempstead 1813. President, Sam Kerner. SERVICES OFFERED: Manage radio artists and programs; personal representative of talent, writers, directors, etc.

**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.

**C. O. Langlois, Inc.**

Steinway Hall, 113 W. 57th St., New York, N. Y. Phone, Circle 6-7410. 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.

**Phillips H. Lord, Inc.**

501 Madison Ave., New York, N. Y. Phone, Wickersham 2-2211. President, Phillips H. Lord; General Manager, Dorothy E. Levy. SERVICES OFFERED: Package shows.

**C. P. MacGregor**

729 So. Western Ave., Hollywood, Calif. Phone, Fitzroy 4191. President, C. P. MacGregor; Treasurer, Paul Quan. SERVICES OFFERED: Transcription library productions; dramatic and musical custom-built programs; recording studios.



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DEPARTMENT OF TIME, INC.

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TIME VIEWS THE NEWS

THE WORLD AND AMERICA

LET'S LEARN SPANISH

APRENDAMOS INGLÉS

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**Management Corp. of America**

745 Fifth Ave., New York, N. Y. Phone, Wickersham 2-8900. Vice-President, Herbert I. Rosenthal; Vice-President, Jack Bertell. SERVICES OFFERED: Program production, package shows.

**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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(Dept. of Time, Inc.)

9 Rockefeller Plaza, New York, N. Y.

Phone, Circle 5-4400. Director of Radio Programs Department, Frank C. Miller. SERVICES OFFERED: Transcribed programs.

**Charles Michelson Radio Transcriptions**

67 West 44th St., New York, N. Y. Phone, MURRAY Hill 2-3376. President, Charles Michelson; Export 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, Harry Gennett, Jr. 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.).

**Michelson & Sternberg, Inc.**

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retary, Aaron Michelson; Vice-President, Charles Michelson; Assistant Treasurer, Martin Diamond. **SERVICES OFFERED:** Exporters of transcription programs and sound effect records.

**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.

**Allan H. Miller Productions**

310-11 Bell Building, Toledo 2, O. **SERVICES OFFERED:** Package shows and live talent.

**Fred C. Mertens & Associates**

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. Shackleton, Kenneth M. Foote; Secretary, C. Orocco. **SERVICES OFFERED:** Program production, transcriptions, commercial copy service.

**Microphone Playhouse**

151 North Craig St., Pittsburgh, Pa. Phone, Schenley 2221. Director, Marjory Stewart; Assistant Director, Hully McFarland; Executive Secretary, Edith R. Russell; Secretary, Helen Maher; Sound Technician, George Meyer. **SERVICES OFFERED:** Program production and announcers training.

**William Morris Agency, Inc.**

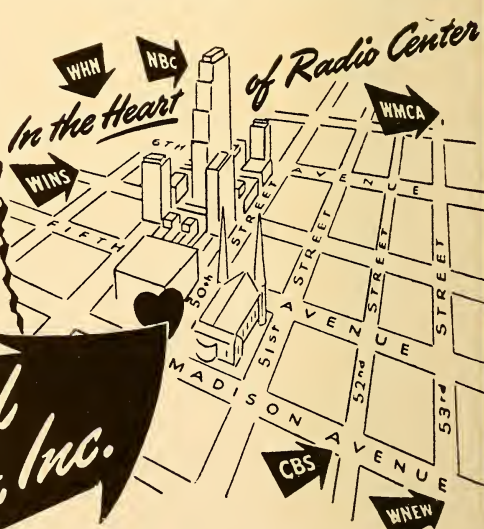
1270 Sixth Ave., New York, N. Y. Phone, Circle 7-2160. Executive-in-Charge of Radio, William B. Murray. **BRANCH OFFICES:** 203 N. Wabash Ave., Chicago, Ill. Phone, State 3632. Executive-in-Charge, Wallace Jordan; 202 N. Canon Drive, Beverly Hills, Calif. Phone, Crestview 1-6161. Executive-in-Charge, George Gruskin, Keith Bldg., Cleveland, Ohio. Phone, Main 1525. Executive-In-Charge, Pat Lombard. **SERVICES OFFERED:** Production of package shows.

**Music Maker Productions**

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SERVICES OFFERED: Production of one-minute musical spot programs.

**Moonbeams Broadcasts, Inc.**

8 West 45th St., New York 19, N. Y. Phone, MUrray Hill 2-7471, 7472. President and Treasurer, George Shackley; Secretary-General Manager, Lillian Stewart. SERVICES OFFERED: Musical and script programs, talent.

**Raymond R. Morgan Co.**

6362 Hollywood Blvd., Hollywood 28, Cal. Phone, Hempstead 4194. President, Raymond R. Morgan; General Manager, R. E. Messer. Account Executives, Robert Temple and Carl Kulberg; Copy Chief, Audrey Kuthe; Production Manager, Ruth Johnson; Account Executives, James McCleery, Robert Raisbaeck, Lucille Hobson. BRANCH OFFICE: Goodkind, Joice & Morgan, Chicago, Ill. Superior 6747. Vice-President (Executive-in-Charge), M. Lewis Goodkind. SERVICES OFFERED: General advertising, merchandising and radio production.

**Motion Picture Productions, Inc.**

(General Broadcasting System, Inc.)  
620 West Superior Ave., Cleveland, Ohio. Phone, Prospect 4900. President-General Manager, Donald C. Jones; Secretary & Office Manager, J. J. Lloyd; Sound Technician, Robt. Haviland; Director, C. A. Meyers; Editorial, Robert A. Godley.

**Music Corporation of America**

745 Fifth Ave., New York, N. Y. Phone, Wickersham 2-8900. Vice-President, David A. Werblin; Vice-President, A. Bart McHugh; Vice-President, Charles Miller; Vice-President - Radio Director, Harold Hackett; Vice-President, Herb Rosenthal. OTHER 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; Vice-President, 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.

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CORPORATION**



*Producers, Creators and Managers  
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Outstanding Radio Ideas, Talent and  
Orchestras For Over Twelve Years*

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**Muzak Corporation**

151 West 46th St., New York 19, N. Y. Phone, BRyant 9-1246. President, C. M. Finney; Vice-President, K. R. Smith; Treasurer, John R. Andrus. SERVICES OFFERED: Vertical and lateral recordings, studio and off-the-line recordings, recording service for advertisers and agencies, custom-built recordings, transcription library, pressing and processing, program consultants.

**National Concert & Artists Corp.**

711 Fifth Ave., New York, N. Y. Phone, PLaza 3-0820. President, Alfred H. Morton; Vice-President, O. O. Bottorff; Vice-President, Marks Levine; Vice-President, Daniel S. Tuthill; Secretary-Treasurer, Thomas Reilly. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 4042. Manager, Sam Harrington; Sunset at Doheny, Los Angeles, Calif. Crestview 1-7121. Manager, Helen Ainsworth, 111 Sutter St., San

Francisco, Calif. Executive-in-Charge, Alexander Haas. SERVICES OFFERED: Program production, talent management.

**National Radio Features**

100 State Street, Albany 7, New York. Phone, Albany 4-8226. General Manager, Allen I. Stock. SERVICES OFFERED: Special promotions and campaigns for radio stations to fill up unused time.

**NBC Radio-Recording Division**

30 Rockefeller Plaza, Radio City, New York 20, N. Y. Phone, Circle 7-8300. Vice-President, C. Lloyd Egner; Business Manager and Eastern Sales Manager (Stations), 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; Assistant Sales Manager (Commercial), Walter B. Davidson. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 8300. Manager, Frank E. Chizzini; Sunset and Vine Sts., Hollywood, Calif. Phone, Hollywood 6161.

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"BILL" CLIFTON

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*Owned, Written and Directed*

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MAGGY FISHER

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**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.

**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.

**Neblett Radio Productions**

360 North Michigan Ave., Chicago 1, Ill. Phone, Central 4144. Owner, John Neblett; Sales Promotion Manager, Ruthe Miller. SERVICES OFFERED: Producers of transcribed and live talent programs.

**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.

**Pan American Broadcasting Co.**

330 Madison Ave., New York 17, N. Y. Phone, MURray Hill 2-0810. Vice-President, E. Bernald. REPRESENTATIVES: F. R. Jones, 228 N. La Salle St., Chicago, Ill.; Alonzo Hawley, 1635 East 25th St., Cleveland, Ohio. Homer Griffith, 6362 Hollywood Blvd., Hollywood, Calif. SER-

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PLaza 3-7246

VICES OFFERED: Transcriptions, program production, script service, talent bookings for Latin American and export fields.

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Box 2222, Hollywood 28, Calif. Phone, Granite 7584; Hillside 8351. President, Jack Parker; Vice-President, Don Masters; Station Relations Manager, Hortense Reid; Script Editor, Ross Van Niebroc; Music Editor, Harold L. Graham; Recording Manager, Charles Alford; Script Writers, Ross Van Niebroc, Hortense Reid, Garland Brunton. SERVICES OFFERED: Program production-recording; scripts; syndicated transcriptions; television production of live talent programs.

**Leo J. Paulin & Associates**

1627 "K" St., N.W., Washington 9, D. C. Phone, National 9349. SERVICES OFFERED: Program ideas, production, scripts. Featuring programs with a "Washington angle."

**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.

**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 A. Mikolajczak. SERVICES OFFERED: Program production (Polish).

*Allan H. Miller Productions*



**B O N D E D**

**Supplementary Sales and Production**



*Service available to stations nationally*



310-11 BELL BUILDING, TOLEDO 2, OHIO

For Bigger and Better  
**FOOD  
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Full Yankee Network  
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PLaza 3-7146

• • PROGRAM PRODUCERS • •

**George Logan Price, Inc.**

946 South Normandie Ave., Los Angeles 6, Calif. Phone, FEderal 7372. President, G. L. Price. SERVICES OFFERED: Transcribed programs, program production, transcription library, scripts and continuity, commercial copy.

**Prockter & Lewis**

67 East 59th St., New York, N. Y. Phone, PLaza 5-9568. Partners, Bernard J. Prockter and Richard Lewis. SERVICES OFFERED: Creation, production and advice on network programs. Package network programs.

**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.



**ERSKINE JOHNSON**

• • PROGRAM PRODUCERS • •

**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.

**Radio Events, Inc.**

535 Fifth Ave., New York 17, N. Y.  
Phone, MUrray Hill 6-3487. Managing Director, Martin Lawrence. SERVICES OFFERED: Production, scripts, casting.

**Radio Programme Producers**

1440 St. Catherine St., West, Montreal, Que., Canada. Phone, Marquette 1182. Producers, Paul L'Anglais, Simon L'Anglais; Associate Producers, Gil Wall, B. Hogue, Jac Des Baillels; Secretary-Treasurer, Roger Gauvin. BRANCH OFFICE: Hotel Statler, Buffalo, N. Y. Producer, Gilbert Wall. SERVICES OFFERED: Program production, recording.

**GALE ASSOCIATES**

*Specialists In*

**RADIO PACKAGES**

and

**RADIO TALENT**

48 W. 48th St.

New York City

A PROGRAM OF  
CHRISTIAN GUIDANCE AND  
INSPIRATION

**HAVEN**  
OF  
**REST**

TENTH CONSECUTIVE YEAR ON  
THE AIR

**COAST TO COAST  
SHORT WAVE AROUND  
THE WORLD**

3660 TRACY STREET  
LOS ANGELES, 26  
CALIF.



*"First Mate Bob"*

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The Voice Library is an integral part of our all-inclusive talent service. On Master Discs we have a permanent file of hundreds of voices, broken down into 117 different classifications according to dialects, types and so on.

Many of these recordings have been made by old friends of yours—many were made by promising newcomers who up to now have not been able to get to you. Now, for the first time, you can hear and judge them—at your leisure in comfortable surroundings.

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## • • PROGRAM PRODUCERS • •

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### **Radio Subsidiaries**

Hotel Schenley, Pittsburgh, Pa. Phone, Mayflower 6400, Schenley 4055. President, William G. Beal; Vice-President & Treasurer, William R. Cullinson.

### **Ray-Tele, Inc.**

604 Fifth Ave., New York, N. Y. Phone number, BRyant 9-5365. President, Allen Kaye Martin. SERVICES OFFERED: Package shows, electrical transcriptions, and live talent.

### **Religious News Service**

381 Fourth Ave., New York, N. Y. Phone, MUrray Hill 3-8246. Managing Editor, Louis Minsky. SERVICES OFFERED: Production of weekly religious news scripts.

### **Richman-Sandford Productions**

10 East 43rd St., New York 17, N. Y. Phone, MUrray Hill 2-2044. Owners, Bill Richman and Ed Sandford; Personnel Di-



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rector, Doris Colby; Research Director, Howard T. Longfellow; Supervising Director, Ed Sandford; Supervising Writer, Bill Richman; Music Director, Hal Levey. SERVICES OFFERED: Radio and television program production, transcriptions, script service, "package" and custom-built shows, writers' representatives, international script and program service, TPB (Television Planning Board).

**Maurice Roffman**

540 West 122nd Street, New York, N. Y. Phone, MOnument 2-3288.

**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.

**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.

**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.

**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.

**Richard Stark & Co.**

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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.

**Robinson Recording  
Laboratories**

35 S. Ninth St., Philadelphia, Pa. Phone, Walnut 6800. Owner, W. P. Robinson; John Eckman, Recording Engineer; Production, Scot Macgregor. 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. REPRESENTATIVES: Dave Pinchot, Chicago, Ill. SERVICES OF-

FERED: Live and transcribed program production.

**The Rocky Mountain Radio  
Council**

21 East 18th Ave., Denver, Colo. Phone, Keystone 5306. Director, Robert B. Hudson; Production Director, Jack Weir Lewis; Engineers, Harold Craig, 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.

**Saltimieras Radio  
Advertisers**

6912 South Western Ave., Chicago 36, Ill. Phone, Prospect 4050. Program Producer, Paul B. Saltimieras; Musical Directress, Pearl Johanson; Music Librarians, Anna Norkus and Joseph Norkus; Business Manager, Julia Saliner.

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"Your Town's War Job"

with Lionel Hampton's Orch.  
(U. S. Employment Service)

SERVICES OFFERED: Program production (fully-talented programs) in English and in foreign languages.

**James L. Saphier Agency**

6331 Hollywood Blvd., Hollywood 28, Calif. Phone, Hollywood 7211. Owner, J. L. Saphier; Associate, James M. Doane. 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, Cecile Lieberman. SERVICES OFFERED: Talent management and program production.

**Sellers Co.**

912 Commerce St., Dallas, Texas. Phone, C-5978. Manager, J. E. Sellers. SERVICES OFFERED: Transcribing recording-programs produced for transcriptions and for live broadcasts several hours daily. Large recorded Hillbilly Library from which programs may be recorded to advertisers' requirements.

**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**

6636 Hollywood Blvd., Hollywood 28, Calif. Phone: Hempstead 3093. Producer-Director, Edward Sloman. SERVICES OFFERED: Transcribed radio productions in half-hour, fifteen minutes and five minute programs. Also produce transcribed programs to order.

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1124 Vermont Ave., N.W., Washington 5, D. C. Phone, Republic 1984. President, Robert J. Coar; Vice-President, Helen B. Coar; Chief Engineer, 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, D. Vanston. SERVICES OFFERED: Transcriptions, program production.

**The Sound Workshop**

445 S. La Cienaga Blvd., Hollywood 36, Calif. Phone, BRadshaw 2-1233. Owner, Producer & Director, Robert E. Grey; Casting, J. R. Lorenz; Script, S. H. Jerome, Antony Ellis; Sound, O. J. Vital. SERVICES OFFERED: All types recording, complete program production, transcriptions, phonograph records, etc.

**Henry Souvaine, Inc.**

30 Rockefeller Plaza, New York 20, N. Y. Circle 7-5666. General Manager,

David Hale Halpern; Business Executives and Producers, Henry Souvaine, Max Chapnick. Archibald U. Braunfeld, Geraldine Souvaine, Harry W. Hoff, Jr., Frank Phares, Russell E. Dill, Harold V. Milligan. SERVICES OFFERED: Package shows (live and transcribed) for radio and television, scripts, production, public relation consultants.

**Richard Stark & Company**

30 Rockefeller Plaza, New York 20, N. Y. Phone, Circle 6-7337. President, Richard Stark; Executive Vice-President, Fred Weihe; Vice-President, Hazel Weihe; Secretary - Treasurer, William Meeder. 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.**

101-5th Avenue, New York 3, N. Y. Phone, ALgonquin 4-4300. President, Myron Zobel; Secretary, E. A. Free-

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Program Director

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Author

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190 North State St., Chicago, Illinois.  
 Phone, Franklin 5025. President, Charles  
 L. Collette; Vice-Pres., Chester C. Wool-  
 ridge; Secretary-Treasurer, E. C. Upton;  
 Chicago Representative, Ann Drobena.  
**SERVICES OFFERED:** Promotion of Bill  
 Eddy television gadgets and tools. Ser-  
 vice organization to the television indus-  
 try.

**Television Enterprises Inc.**

9130 Sunset Boulevard, Hollywood 46,  
 Calif. Phone, Crestview 6-6241. Presi-  
 dent, John W. Swallow. **SERVICES OF-  
 FERED:** "Eye Appeal" Commercial Ad-  
 vertising Films for television, theaters  
 and 16 millimeter. Anything on film is  
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 INC. Write or call for full information.

**Transcribed Radio Shows**

2 West 47th St., New York, N. Y.  
 Phone, Longacre 5-3440. President, M. E.  
 Moore. **SERVICES OFFERED:** Custom-  
 built shows, spot announcements, produc-  
 tion, listener participation, transcribed  
 programs.

**United Radio Shows  
 (United Press)**

220 East 42nd St., New York, N. Y.  
 Phone, Murray Hill 2-0400. Manager,  
 C. Edmonds Allen. **SERVICES OF-  
 FERED:** Production for radio of news  
 service, news scripts, news research and  
 package news shows.

**Universal Radio Productions**

8853 Beverly Blvd., Hollywood 28,  
 Calif. Phone, Crestview 1-5275. Sales Man-  
 ager, Edmund Johnson; Production Man-  
 ager and Director, Les Mitchel; Office  
 Manager, Jack Brandt. **BRANCH OF-  
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 Ill. Phone Superior 3933. **SERVICES  
 OFFERED:** Complete and open-end  
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**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. Valentino. **SERVICES OFFERED:** Custom transcriptions, recordings on wax or film, sound effects library.

**Videor Productions**

*(Div. of Video and Sound Enterprises)*

P. O. Box 413, Philadelphia 5, Pa. Phone, HA 6446. General Manager, Franklin O. Pease; A. E. Smith. **BRANCH OFFICE:** 709 Fidelity Bldg., Kansas City, Mo. **SERVICES OFFERED:** Radio and television program production—script services.

**Chick Vincent & Company**

509 Madison Avenue, New York, N. Y. Phone, ELdorado 5-0734. Producer and Director, Chick Vincent; Casting Director, Natalie Ortoff; Controller, Seymour Schneidman. **SERVICES OFFERED:** Package producers.

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HOLLYWOOD 46, CALIF.  
HILLSIDE 7239

**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.

**Tom Wallace Radio  
Productions**

366 Madison Ave., New York, N. Y. Phone, MURray Hill 2-2636. Owner, Tom Wallace. **SERVICES OFFERED:** Package radio shows.

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156 West 44th St., New York 18, N. Y.  
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908 No. Western Ave., Hollywood 27, Calif. Phone, HOLLYWOOD 6506. Owner, Lou R. Winston; Assistant Manager, Miss R. Baxter. SERVICES OFFERED: FM producers, transcribed feature open end productions. Leased for broadcasting to stations, individual shows, a group of shows, or the complete catalogue.

**Wolf Associates, Inc.**

420 Madison Ave., New York, N. Y. Phone, PLaza 5-7620. 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.**

(Subsidiary of Decca Records, Inc.)  
711 Fifth Ave., New York, N. Y. Phone, Wickersham 2-2100. President, P. L. Deutsch; Executive Vice-President, A. J. Kendrick; Secretary, Milton Diamond; Treasurer, M. R. Rackmil; Station Relations Manager, A. B. Sambrook; Eastern Sales Manager, George DePue; Sales Promotion Manager, Wesley Edson; Chief Engineer, Charles Lauda, Jr. BRANCH OFFICES: Chicago, 301 East Erie St., Chicago 11, Ill. Phone, Superior 9114. W. C. Hutchings, resident manager; Hollywood 1000. N. Seward St., Hollywood, Calif.

**Frederic W. Ziv Co.**


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: 501 Madison Ave., New York, N. Y. Phone, PLaza 3-9612. Vice-President, John L. Sinn. SERVICES OFFERED: Live talent and transcribed programs.

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# Transcription Companies

## **Advertisers Recording Service, Inc.**

113 West 57th St., New York, N. Y.  
Phone, Circle 6-0141. (For detailed in-  
formation see listing under Program  
Producers).

## **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.

## **Acoustic Equipment Company**

323 Walton Building, Atlanta, Ga.  
Phone, WALnut 6714. Owner and Man-  
ager, P. C. Bangs. SERVICES OF-  
FERED: Recording of transcriptions of  
all types from studio, station or net-  
work; off-the-air recordings for check-  
ing programs; audition recordings;  
sound engineering and public address  
equipment.

## **All-Canada Radio Facilities Limited**

305 Victory Bldg., Toronto, Ont., Can-  
ada. 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. Man-  
ager, P. H. Gayner; 923 Dominion  
Square Bldg., Montreal, Que., Canada.  
Phone, Lancaster 6400. Manager, Burt  
Hall; 198 W. Hastings St., Vancouver, B.  
C., Canada. Phone, Marine 9542. J.  
E. Baldwin. SERVICES OFFERED:  
Transcriptions, representative for tran-  
scription companies and stations.

## **American Royal Productions**

7928 Michigan Ave., Oakland 3, Calif.  
Phone, Higate 5433. M. Scott Weakley,  
Manager; M. W. Muga, Producer. SER-  
VICES OFFERED: Commercial record-  
ing and transcription service, dramatized

announcements, custom-built shows, hi-  
fidelity domestic and international short-  
wave aircheck service.

## **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. SER-  
VICES OFFERED: Off-the-air and off-  
the-line transcriptions, commercial rec-  
ords, transcriptions, recordings and pro-  
duction.

## **Associated Music Publishers, Inc.**

25 West 45th St., New York, N. Y.  
Phone, BRyant 9-0845. President, C. M.  
Finney. SERVICES OFFERED: Tran-  
scriptions, library, production, record-  
ing processing and pressing, both lateral  
and vertical, script (Muzak).

## **Associated Radio-Television Productions**

11 West 42nd St., New York 18, N. Y.  
Phone, LO 5-3710. President, Jay E.  
Kashuk; Vice-President and Secretary,  
Lew Kashuk; Treasurer, Robert Jay Fox.

## **Audio-Scriptions, Inc.**

1619 Broadway, New York 19, N. Y.  
Phone, Circle 7-7690. Manager, Ezekiel  
Rabinowitz. SERVICES OFFERED:  
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## **G. C. Bird & Associates**

1745 N. Gramercy Place, Hollywood 28,  
Calif. Phone, Hollywood 3981 and HEmp-  
stead 1753. (For detailed information see  
listing under Radio, Television, FM Pro-  
ducers.)

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NBC Thesaurus after ten years *still* is . . . and will *continue* to be . . . "The Treasure House of Recorded Programs." Small wonder when you consider NBC's pride in perfection . . . its vast modern technical facilities . . . its skilled directors. For further evidence take a look at the outstanding artists listed here. And there are many, many more!

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29 West 57th St., New York 19, N. Y.  
Phone, PLaza 3-8676. (For detailed information see listing under Radio, Television, FM Producers.)

**Richard Bradley & Associates**

20 North Wacker Drive, Chicago 6, Ill.  
Phone, Randolph 3549. (For detailed information see listing under Radio, Television, FM Producers.)

**Continental Engineering Co.**

3860 N. Port Washington Ave., Milwaukee 13, Wisc. Phone, Edg. 8300. President, K. W. Kennedy; Vice-President, A. F. Jurack; Secretary-Treasurer, Anne Blankenheim. SERVICES OFFERED: Commercial recording, distributors of sound and inter-office equipment, and electronic devices.

**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.

**Patrick Michael Cuning  
Television Productions—  
Stage 8**

6530 Sunset Blvd., Hollywood, Calif.  
Phone, Hillside 5915. (For detailed information see listing under Program Producers.)

**Damon Transcription Laboratory & Sound Service**

1221 Baltimore Ave., Kansas City, Mo.  
Phone, Victor 2585. (For detailed information see listing under Radio, Television, FM 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, 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. Owners of WORLD BROADCASTING SYSTEM, INC., transcription services, 711 Fifth Ave., New York 22, N. Y.

**Disco Recording Co., Inc.**

334 Arcade Bldg., St. Louis 1, Mo.  
Phone, Chestnut 5937. President, Harry V. Cheshire; Chief Engineer, Gordon Sherman; General Manager, Bob Reichenbach. 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 Radio, Television, FM Producers.)

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**Eccles Disc Recordings, Inc.**

6233 Hollywood Blvd., Hollywood, Calif. Phone, Hillside 8351. (For detailed information see listing under Radio, Television, FM Producers.)

**Electro-Vox Recording Studios**

5546 Melrose Ave., Hollywood, Calif. Phone, GLadstone 2189. Owner and Manager, Bert B. Gottschalk. SERVICES OFFERED: Complete studio facilities for: "Air-Chek" service; recordings, electrical transcriptions, phonograph recordings, spot announcements.

**Empire Broadcasting Corporation**

480 Lexington Ave., New York, N. Y. Phone, PLaza 8-3360. (For detailed information see listing under Radio, Television, FM Producers.)

**Essex Broadcasters, Inc.**

3300 Union Guardian Bldg., Detroit 26, Mich. Phone, Cadillac 7200. Manager-Director, J. E. Campeau; Engineer, Robert Henderson. SERVICES OFFERED: Transcriptions.

**Exclusive Radio Features Ltd.**

14 McCaul St., Toronto 2B, Ont., Canada. Phone, ADelaide 5112. (For detailed information see listing under Radio, Television, FM Producers.)

**Carl Fischer, Inc. Recording Studio**

119 West 57th St., New York 19, N. Y. Phone, Circle 7-2965. Manager, Max Rittershausen; Studio Director, Fred Herbert-Oettgen; Chief Engineer, George Lewin; Asst. Recorder, Frank J. Brooks. SERVICES OFFERED: Transcriptions, off-the-air and studio recording, master recordings, dubs, processing and pressing, studio facilities for location recording.

**Frankay & Jackson**

48 West 48th St., New York, N. Y. Phone, LONgacre 5-0242. President, Harry Jackson; Vice-President, Frank Fay. SERVICES OFFERED: Transcription,

off-the-air recordings, pressings, rehearsals, all studio facilities.

**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.

**General Broadcasting System**

Rockefeller Bldg., Cleveland 13, Ohio. Phone, Prospect 4900. (For detailed information see listing under Radio, Television, FM Producers.)

**Harry S. Goodman Radio Productions**

19 East 53rd St., New York, N. Y. Phone, WICKersham 2-3338-9. (For detailed information see listing under Radio, Television, FM 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.

**William F. Holland Agency**

Hotel Sinton, Cincinnati, Ohio. Phone, Main 3450. (For detailed information see listing under Program Producers).

**George Heid Productions**

132 Seventh St., Pittsburgh, Pa. Phone, GRant 3696. (For detailed information see listing under Radio, Television, FM Producers.)

**Kasper-Gordon Studios, Inc.**

140 Boylston St., Boston 16, Mass. Phone, Devonshire 7357. (For detailed information see listing under Radio, Television, FM Producers.)

**KMTR Recording Studios**

(Recording Division—KMTR)  
1000 Cahuenga Blvd., Hollywood 38, Calif. Phone, Hillside 1161. Gen. Mgr., K. O. Tinkham; Recording Manager, Lyman M. Smith; Recording Engineer, Rex D. Kepple; Asst. Recording Engineer, Karl Bonawitz, Jr. SERVICES OFFERED: Complete recording and transcription service including masters and pressings, studio recordings, two mobile units operating on self-contained D.C. current as well as exterior A.C.

**Kermit-Raymond  
Corporation**

14 East 52nd St., New York, N. Y.  
Phone, ELdorado 5-5511. (For detailed  
information see listing under Radio, Tele-  
vision, FM Producers.)

**Keystone Broadcasting  
System, Inc.**

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  
Asst. Secretary ..... Joseph Bayer

**Offices**

580 Fifth Ave., New York, N. Y.  
Phone, LOnacre 3-2221

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Director of Station Relations,  
Mort Adams  
Sales & Promotion Consultant  
Alvin Austin  
Statistician ..... Irene Douglas  
Office Manager ..... Rosita Seale  
Account Executive ..... Albert F. Dykes

Account Executive ..... Noel Rhys  
134 North La Salle St.  
Chicago, Ill.  
Phone, State 4590

Secretary-Treasurer ... Sidney J. Wolfe  
Accountant ..... Elizabeth M. Mueller  
Western Sales Manager . Naylor Rogers  
6331 Hollywood Blvd.  
Hollywood, Calif.  
Phone, Hempstead 5338

Program Director ..... Elaine N. Gonda  
Account Executive .... Ralph W. Harker

**SERVICES OFFERED:** Keystone  
Broadcasting System is a transcription  
network principally covering beyond-  
Metropolitan markets from coast to coast.  
Its affiliated stations are joined together  
in a national system by means of trans-  
criptions, eliminating wire charges. At  
time of going to press, the network in-  
cludes 210 affiliated stations. The net-  
work supplies its stations with 84 fully  
scripted sustaining shows per week fill-  
ing 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 offer-  
ing national radio advertisers the oppor-  
tunity to cover the beyond-Metropolitan

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 LIBERTY SHORT STORIES  
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 Pioneer Program Producers Since 1934  
 Murray Hill 2-3376  
 67 WEST 44th ST., NEW YORK 18, N. Y.

CHARLES MICHELSON  
 67 WEST 44th ST., NEW YORK 18, N. Y. U.S.A.

markets intensively, in a single transaction, by means of electrical transcription. The System offers its facilities in block network time periods from one hour down to five minutes, and also makes available announcement periods down to twenty-five word length.

**Major Records Company**

1600 Broadway, New York, N. Y. Phone, Circle 6-4675 and 4676. President, Thomas J. Valentino; Secretary, Elsie F. Valentino. SERVICES OFFERED: Sound-effect record library.

**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.

**C. P. MacGregor**

729 S. Western Ave., Hollywood, Calif. Phone, FITzroy 4191. (For detailed in-

formation see listing under Radio, Television, FM Producers.)

**Mercury Recording Studios**

232 E. Erie St., Chicago, Ill. Phone, DElaware 4786. Owner, Jack Brinkley; Studio Manager, Maxine M. Brinkley. SERVICES OFFERED: Making of transcriptions for other producers and agencies. Also, have a new line of open-end syndicated programs for sale to stations.

**Charles Michelson Radio Transcriptions**

67 West 44th St., New York, N. Y. Phone, MURray Hill 2-3376. (For detailed information see listing under Radio, Television, FM 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.



"From a Cat's Meow to a Lion's Roar  
... a Pistol Shot to a World War"

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SOUND EFFECTS**

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INC.

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**Muzak Corporation**

151 West 46th St., New York 19, N. Y.  
Phone, BRyant 9-1246. (For detailed information see listing under Radio, Television, FM Producers.)

**NBC Radio-Recording Division**

30 Rockefeller Plaza, Radio City, New York 20, N. Y. Phone, Circle 7-8300. Vice-President, C. Lloyd Egner; Business Mgr. and Eastern Sales Manager, Robert W. Friedheim; Assistant Sales Manager (Stations), Willis B. Parsons; Asst. Sales Mgr. (Commercial), Walter B. Davison; 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. Manager, Oscar C. Turner. Trans-Lux Bldg., Washington, D. C. Phone, Republic 4000. Manager, E. William Young; Taylor & O'Farrell Sts., San Francisco, Calif. Phone, Graystone

8700. Manager, Robert Z. Morrison. 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.

**National Radio Features**

100 State Street, Albany 7, N. Y. Phone, 4-8226, 2-7854. General Manager, Allen I. Stock. SERVICES OFFERED: Special promotions and campaigns for radio stations, "using specially produced and written radio shows, and constructed ideas for selling time to merchants, industrial and professional business firms, who ordinarily never use radio, or buy time from their immediate station."

**Eugene P. O'Fallon, Inc.**

Albany Hotel, Denver 2, Colo. Phone, Keystone 0178. Manager, Gene O'Fallon; Director, Frank Bishop. SERVICES OFFERED: Lateral transcriptions.

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for  
*Jewelers  
Furriers  
etc.*

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MFG. COMPANY**

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Hollywood 5107



**Pearl-Tone Recording Studios**

309 Plymouth Bldg., Des Moines 9, Ia. Phone, 3-3626. Proprietor, Sidney J. Pearlman; Recorder, Joseph Gering; Production, Rose Adler; Music, Helen Gale. SERVICES OFFERED: Air-checks, re-recording, dubbing, transcriptions.

**Peterson Radio Productions**

1457 Broadway, New York 18, N. Y. Phone, WISconsin 7-0069. (For detailed information see listing under Radio, Television, FM 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 and script.

**Premier Radio Enterprises, Inc.**

3033 Locust Street, St. Louis 3, Mo. Phone, Newstead 3555. (For detailed information see listing under Radio, Television, FM Producers.)

**George Logan Price, Inc.**

946 South Normandie Ave., Los Angeles 6, Calif. Phone, FEderal 7372. (For detailed information see listing under Radio, Television, FM Producers.)

**Radio Recorders**

7000 Santa Monica Blvd., Los Angeles 38, Cal. Phone, HOLlywood 3917. Partners, F. H. Winter, J. C. Brundage, L. D. Minkler, Ernest Dummell, H. L. Bryant; Sales Manager, J. J. Sameth. SERVICES OFFERED: Recording studio facilities.

**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 Features of America**

37 West 46th St., New York 19, N. Y. Phone, BRyant 9-9622. (For detailed information see listing under Program Producers).

**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 and air check.

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**R** EADY now—today. A baker's dozen of live and transcribed shows of every type and description. All available in packaged form. All shows of proven merit, worthy of the best sponsors and certain of a wide listenership.

Among these shows are: two half-hour dramatic shows; one half-hour variety show; two half-hour quiz shows; two daytime serials. Also four big participating shows, one of which is already a smashing success in Chicago. Two of these participating shows will soon be aired in New York and deserve your immediate attention as the number of sponsors will, of necessity, be limited. Ray-Tele will build complete shows around your product or develop a show to satisfy your particular needs. We have everything necessary for the production of the precise show you have in mind—our facilities are at your disposal at all times and for any purpose.

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**Reeves Sound Studios, Inc.**

1600 Broadway, New York, N. Y. Phone, Circle 6-6686. President, Hazard E. Reeves; Chief Engineer, Lyman J. Wiggin; Studio Manager, Chester L. Stewart; Production Engineers, Richard Vorisek, Ralph Epstein, W. R. Hicks, C. Wall. SERVICES OFFERED: Electrical transcriptions, off-the-air recordings, location recording, film synchronizing, complete film recording services.

**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 Radio, Television, FM Producers.)

**Roth Berdun School of Stage & Radio**

4464 Cass Ave., Detroit 1, Mich. Phone, Temple 1-2552. Manager, Miss Ethel Miller; Director of voice and recording teachers, James C. Young. SERVICES OFFERED: Commercial recordings: vocal, instrumental and speech; air checks. No radio transcriptions made.

**G. Schirmer, Inc.**

3 East 43rd St., New York, N. Y. Phone, MURray Hill 2-8100. President, Gustave Schirmer; Secretary, Helen Fitzpatrick; Chief Recording Engineer, R. V. Hyndman; Recording Engineer, Hugh Gunther; Accompanist-Coach, Ruth Baldwin. SERVICES OFFERED: Transcriptions, spot announcements, audition recording, off-the-air and studio transcriptions, processing, commercial records, recording.

**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).

**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.

**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 Radio, Television, FM Producers.)

**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, 1 E. 54th St., New York, N. Y. Phone, PLaza 3-6690. Alex Sherwood, Sales Manager. P. O. Box 933, Dallas, Texas. Manager, Herbert Denny. SERVICES OFFERED: Library, sound effects library, transcriptions.

**Studio & Artists Recorders**

6107 Sunset Blvd., Hollywood, Calif. Phone, Hillside 8241. General Manager, Mack Finston; Engineer, Jerry Hayman; Assistant Manager, Iva W. Case. SERVICES OFFERED: Studio recordings, air-checks, line-checks, transcriptions.

**L. S. Toogood Recording Co.**  
(Also Known as Chicago Recording Co.)

**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.

**Tel-A-Recordings, Inc.**

2 West 46th Street, New York, N. Y. Phone, BRyant 9-4130. President, Charles H. Phillips; Vice-President, Fred Hall; Treasurer, Arthur Sullivan. **SERVICES OFFERED:** Studio recording facilities for personal records. Recordings off-the-air. Electric transcriptions for broadcast purposes.

**Transcribed Radio Show**

2 West 47th St., New York, N. Y. Phone, LOnacre 5-3440. (For detailed information see listing under Radio, Television, FM Producers.)

**United Broadcasting Co.**

201 North Wells St., Chicago, Ill. Phone, Anover 1685. Director, William L. Klein; Commercial Manager, Egmont Sonderling; Chief Engineer, Matthew Hoffman. **SERVICES OFFERED:** Transcriptions, studio program production, off-the-air and off-the-line recordings, spot announcement service, mobile recordings.

**Universal Recording Co., Inc.**

1270 Sixth Ave., New York, N. Y. Phone, CIRCLE 5-4895. Office Manager, Vera Maillet; Recording Manager, R. M. Baruch. **SERVICES OFFERED:** Transcriptions; off-the-air and off-the-line recordings; master and studio recordings; audition records.

**Thomas J. Valentino, Inc.**

1600 Broadway, New York 19, N. Y. Phone, CIRCLE 6-4675. (For detailed information see listing under Radio, Television, FM Producers.)

**Webber Radio Programs**

401 Shops Bldg., Des Moines, Ia. Phone, Des Moines 2-0225, 2-0226. Owner-Manager, George W. Webber. **SERVICES OFFERED:** Transcriptions and production service.

**Wiederhold Recording Studios**

1941 Richmond Drive, Louisville 5, Ky. Phone, Highland 1567. George Wiederhold, Manager. **SERVICES OFFERED:** Recording service, off-the-air checks, program production, talent booking, vocal and speech instruction for radio.

**Lou Winston: Radio Producers of Hollywood**

908 North Western Ave., Hollywood 27, Calif. Phone, Hollywood 6506. (For detailed information see listing under Radio, Television, FM Producers.)

**World Broadcasting System, Inc.**

(Subsidiary of Decca Records, Inc.)  
711 Fifth Ave., New York 22, N. Y. Phone, Wickersham 2-2100. (For detailed information see listing under Radio, Television, FM Producers.)

**Transtudio Corp.**

473 Virginia St., Buffalo, N. Y. Phone, Cleveland 1160. (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.

**Frederic W. Ziv, Inc.**

2436 Reading Road, Cincinnati, Ohio. Phone, University 6124. (For detailed information see listing under Program Producers.)

# LIBRARIES

*Scripts, Dramatic, Musical, Sound Effects*

## **Associated Music Publishers, Inc.**

25 West 45th St., New York, N. Y. Phone, BRyant 9-0845. Transcriptions. (For detailed information see listing under Radio, Television & FM Producers.)

## **G. C. Bird & Associates**

1745 N. Gramercy Pl., Hollywood 28, Calif. Phones, HEmpstead 1753 and HOLlywood 3981. G. C. Bird, manager. SERVICES OFFERED: Transcribed dramatic radio programs, open end, for syndication.

## **Feature Bureau**

152 West 42nd St., New York, N. Y. Phone, WISconsin 7-9715. Managing Editor, Bert Nevins; Editor, Marion Cahn; Assistant Editor, Nan Brown; Head of Script Dept., Jean Block. SERVICES OFFERED: We provide monthly scripts to women's radio programs . . . offer promotions and give-aways such as recipe and fashion booklets all exclusive to one women's program in a territory.

## **Kasper-Gordon Studios, Inc.**

140 Boylston St., Boston 16, Mass. Phone Devonshire 7357. Transcription. (For detailed information see listing under Radio, Television & FM Producers.)

## **Kermit-Raymond Corporation**

14 East 52nd St., New York, N. Y. Phone, ELdorado 5-5511. Script and transcription. (For detailed information see listing under Program Producers.)

## **Lang-Worth Feature Programs, Inc.**

Steinway Bldg., 113 W. 57th St. Phone, Circle 6-7410. President, C. O. Langlois; Vice-President, W. M. O'Keefe. SERVICES OFFERED: Syndicated transcribed program; for regional and local advertisers. Producers of Lang-Worth Planned Program Service, a library of music in transcription form.

## **Charles Michelson**

67 West 44th St., New York, N. Y. Phone, MUrray Hill 2-3376. Script and transcription. (For detailed information see listing under Radio, Television & FM Producers.) Program Producers.

## **C. P. MacGregor**

729 S. Western Ave., Hollywood, Calif. Phone, FITzroy 4191. Transcription. (For detailed information see listing under Radio, Television & FM Producers.)

## **NBC Radio-Recording**

Radio City, New York, N. Y. Phone, Circle 7-8300. Transcription. (For detailed information see listing under Program Producers.)

## **George Logan Price, Inc.**

946 South Normandie Ave., Los Angeles 6, Calif. Phone, FEderal 7372. Script. (For detailed information see listing under Radio, Television & FM Producers.)

## **Radio Writers Laboratory**

RWL Scripts Building, Lancaster, Pa. Phone, Lancaster 2-1387. Director, M. S. Miller; Script Editor, Scott Clark; Special Features, Clark Addams. SERVICES OFFERED: Script library. Dramatic scripts; prepared commercial copy service; special features.

## **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 information see listing under Radio, Television & FM Producers.)

## **Frederic W. Ziv, Inc.**

2436 Reading Road, Cincinnati, Ohio. Phone, University 6124. Transcription. (For detailed information see listing under Radio, Television & FM Producers.)

# A · S · C · A · P

By **DEEMS TAYLOR**

*President, American Society of Composers, Authors and Publishers*

THE American Society of Composers, Authors and Publishers, the leading performing right society in the United States, is an unincorporated, non-profit, voluntary association. The Society, which is the oldest American performing right society, has a total membership of 1,629 writers and 218 publishers; during the past year more than 39 writers and 15 publishers have become active members.

ASCAP has continued to cooperate with the war effort to the fullest extent of its ability. The ASCAP scripts, which have been so successfully used by more than 600 of the 929 licensed radio stations, have been definitely slanted to emphasize civilian participation in war activities.

Our script department was utilized during the United States Treasury Department's Sixth War Bond drive, when we prepared eight 15-minute broadcasts. These programs were transcribed, and featured not only some of the music from the Society's tremendous repertoire, but also some at-the-front interviews with our service men on Guam, Saipan, and many other theatres of operation. The transcriptions were used by radio stations throughout the entire country.

With the launching of the Liberty Ship Ethelbert Nevin, sponsored by Local 802 of the American Federation of Musicians, the ASCAP board of directors voted to purchase a complete library for the use of the ship's crew.

It is significant that the majority of leading ASCAP songwriters have been tremendously active not only within the organization, but on their own in bringing entertainment to wounded service men in various military hospitals. Through the cooperation of its membership, the Society has furnished entire units for service men's shows at the National Press Club at Washington, D. C.

Last March, ASCAP, in collaboration with the American Theatre Wing Music War Committee, sponsored a concert in tribute to its member, the late Larry Hart. The proceeds from this concert, as well as the proceeds from the concert given last January in conjunction with the Los Angeles Times, were donated to the Armed Forces Master Records, Inc. Some of the money from the Larry Hart concert has been used to establish a "contemporary music" room in the New York Public Library System.

In the field of industrial music ASCAP, in close cooperation with production officials of the war effort, has issued licenses for its entire repertoire in industrial plants for the nominal fee of \$1 per year for the duration.

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## EDWIN H. MORRIS & COMPANY

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By **CLINTON M. FINNEY**  
President

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**Scope:** The AMP repertoire, representing 45 U. S. and European catalogs, has now been increased to include 500,500 titles, of which approximately 18,500 are copyrights. Copyright registration in Washington is in the name of AMP as owner. Ranging from symphonic works to 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.

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# BROADCAST MUSIC, INC.

By **M. E. TOMPKINS**

*Vice-President and General Manager*

**N**INETEEN HUNDRED AND FORTY-FIVE is the twenty-fifth anniversary of radio. BMI wholeheartedly celebrates this great event in the history of the industry which created it, and celebrates at the same time its own fifth anniversary. The broadcasting industry can well be proud of its great record of public service during the past twenty-five years, for radio now occupies an invaluable place in the life of the nation.

More than 600,000 titles are listed as available for use in the latest BMI catalogue. These titles range all the way from arrangements of the classics to the hottest swing.

Bulletins are sent out periodically listing vital changes in the catalogue, so that the Index is always kept up to date. In addition, the Research Department which does this work is always at the service of BMI licensees.

The BMI FIELDMEN are specially trained to be of use to stations. They call on broadcasters with helpful suggestions for better programming, and are continually gathering opinions and suggestions from station men with an eye to making improvements in BMI's service.

The STANDARD DEPARTMENT continues to add music which never falls out of public favor to station libraries.

One of the highlights of standard music service in 1944 was the completion of BMI's affiliation with the American Composers Alliance to which most of America's leading serious composers belong. Through this agreement, broadcasters now have available, without additional cost, symphonic, orchestral and chamber music works, and are able to obtain scores and sets of parts without charge.

BMI's new record catalogue lists approximately 30,000 phonograph records performable exclusively by licensees of BMI.

The Script Department sends out weekly releases of shows that really sell. These programs range all the way from five-minute shows to thirty-minute productions. A sizable sheaf of letters from delighted commercial managers indicates that these programs are a salable product.

According to a station's needs, it receives regular shipments of concert, popular, hillbilly and other music.

The NEWSLETTER carries a weekly message on music to program directors and musical directors.

The BMI MUSIC MEMO is issued weekly to keep the record programs up to the minute on the latest releases, and provide background material on the artists who appear on the discs.

In North America today there are 970 commercial stations licensed by BMI—and a long list of national and regional networks.

This is but a partial list of the many BMI services to its licensees.

More and better service to the broadcasting industry is BMI's keynote for 1945.

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 Frey, Fran & Company  
 Friedley, Lowell G. & Company  
 Friedman, Arthur  
 Friedman, Isidor G.  
 Frish, Frank L.  
 Frye-Ryan-Frankel, Inc.  
 Fumea, Tom  
 G. & W. Music Publishers, Inc.  
 G. D. S. Music Publishers  
 GI Music Pub. Co.  
 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.  
 Gehrmans, Carl Music Forlag  
 General Music Publications  
 Girardi, Joseph  
 Giumarra, Minnie  
 Glen Publishers  
 Globe Publications  
 Golden Gate Publications  
 Golden Tune Publishers  
 Goldstein, Maurice  
 Graessle, George  
 Graham, Gaston  
 Graham, Sgt. Harold L.  
 Graham & Kilhorny  
 Graham Music Company  
 Great Western Music Co.  
 Greater New York Music Corp.  
 Green Music Publications  
 Greene-Revel, Incorporated  
 Greenwood, Livingston  
 Grum, Matthew W., Jr.  
 Grunes, David J.  
 Guinand, Clinton  
 Gunther, Charles, Publicity  
 Gussie, Adeline T.  
 Guy Publishing Company, The  
 Haberstro, Albert W.  
 Haims, P. L.  
 Halmac Co.  
 Hampton Publications  
 Hankins, Holmes, Pub.  
 Harding, Frank Music House  
 Hardtner, Alice D.  
 Hargrow, Paul S.  
 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  
 Hills, Hayden & Eldredge, Inc.  
 Hines, John  
 Hippenstiel, Harold F.  
 Hit Parade Publications  
 Hoffman, Carrie  
 Holdsworth, Elmer  
 Hollywood Hit Publishers  
 Hollywood Melody Publishing Company  
 Hollywood Music Sales  
 Hopkins, Earle C.  
 Horan, Nell  
 Horoscopes In Song  
 Horvath, Joseph  
 House Of Carleton  
 House Of Melody  
 Howard, Jack Publications  
 Hub Publishing Company  
 Hughes, Harold F.  
 Humphries, Bruce, Inc.  
 Hunter's Music House  
 Huttig, Charles M.  
 Hynnes Music Co.  
 Ideal Music Publishing Co.  
 Idelson, Harry  
 Immortal Music Publishing Co.  
 Imperial Music Publishing Co.  
 Independent Music Publishers  
 Indigo Music, Inc.  
 Ineman, James  
 Inspired Music Co.  
 International Dance Studio  
 International Songwriter Club  
 Irma Music Co.  
 Isenberg, Emil F. Music Publishing Co.  
 Jackson Music Corp.  
 Janhke Publishing Company  
 Janis, Stephen  
 Jill Music Co.  
 Jo-Ann Music Company  
 Johnson, Claude  
 Johnson, Elizabeth  
 Johnson, Harry H.  
 Jones, J. Grayson Music Co.  
 Joseph Music  
 Kammen, J. J., Music Company  
 Kampas, Wm. T.  
 Karch, Hank  
 Karr, Jerome J.  
 Kaymusic Publishers  
 Keller, Don  
 Keller, Leo D.  
 Kelly Music Publications  
 Kelly, William A.  
 Kelton-Romm Music Company  
 Kerr, Edward  
 Kessel, George J.  
 Key Music Company  
 Keyser Music Publisher  
 Keystone Music Co.  
 King-Del Music Publishers  
 Kinkade's Songs  
 Knight Publishing Co.  
 Knobloch, M. H.  
 Knowles, Nolan F.  
 Kolbert, Marguerite, Productions  
 Krygier, Joseph  
 Kukula, Frank  
 La Case Del Rio Pub.  
 LaRue Publishing Company  
 Lake Music Pub. Co.

- Lambiotte, O. J. Music Publisher  
 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  
 Lomax, Carl, Music Pub. Co.  
 London Music Corp.  
 Long, J. Baxter  
 Lowden, C. Harold  
 Loy, Valeska  
 Lucky Music Publishers  
 Lynch, Edward J.  
 Lynn, E. A., Publishing Company  
 Lynne Music Company  
 Lyric Music Co.  
 M. & F. Music Publisher, The  
 MacAngelo  
 MacFarlane, Thomas M.  
 MacGregor, Grant  
 Mackley Music Publishing Co.  
 Mack-Nell Publications  
 Maddox, Emily Harris  
 Maestro Music Company  
 Magnolia Music Company  
 Majestic Music Co.  
 Mallory Music Publications  
 Maloney, William  
 Mandeville, Loretta  
 Manhattan Music Company  
 Mank's, Chaw, Blue Ribbon Music Co.  
 Manning Music Co.  
 Mansfield, Frank, Music Pub. Co.  
 Marchant, J. C., Publications  
 Marcy, Victor  
 Marino Music Co.  
 Marion and Son Publishing Co.  
 Marks, Edward B., Music Corp.  
 Mar-Lane Music Publishers  
 Mars Music Publications  
 Marsales, Frank  
 Marston Music  
 Martin, Jack "Tex"
- Marvel Music Pub. Co.  
 Master Music Publishers  
 Material Songs Publishing Company  
 Mathews, James  
 Mayhams Music Company  
 Mayo Music Corp.  
 McCall & Malin Pub. Co.  
 McClaran, Olive Hanson  
 McClaren, Everett F.  
 McClure Music Company  
 McClure, Ruth D.  
 McDaniel, Joe, Music Company  
 McDonald Music Company, The  
 McDowell, Frances Grider  
 McGhee, Berry M.  
 McGinty Music Publishing Company  
 McLean, Gene, Music Co.  
 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.  
 Memphis Music Publishers, Inc.  
 Mercury Music  
 Merico Music Company  
 Merit Music, Inc.  
 Merit Music Publishing Co.  
 Meritt Publications  
 Merrywood Publishers  
 Metropolitan Music Company  
 Metropolitan Music Publishers  
 Miami Music Publishers  
 Midland Music Co.  
 Mike-Tunes  
 Millbrook Music  
 Millburn Music Publishers, Inc.  
 Miller, Charles  
 Miller-Grau  
 Mipa Productions, Inc.  
 Miracle Music Company  
 Mode Music Publishing Co.  
 Modern Melodies Publishing Co.  
 Modern Standard Music Co.  
 Moderne Publications  
 Monarch Music Company  
 Monarch Music Co.  
 Monroe Music Company  
 Monroe Music House  
 Moon Ray Music Publishers  
 Moorhead, Paul G.  
 Morrison & Ewing  
 Morrison Music Co.  
 Motley-Music Pub. Co.
- Motor City Music Publishers  
 Mount Vernon Publications  
 Mountain Music Company  
 Mountain State Music Publishers  
 Movieland Music Publishers  
 Mullin, Mary J.  
 Murray Music Company  
 Murray Music Publishers  
 Musart, L. C., Publications  
 Music Bar Publishers  
 Music City Copyrights  
 Music For Frets  
 Music-Makers Publishing Co.  
 Music Manuscript Reporter  
 Music Mart  
 Music Products, Inc.  
 Musicana, Inc.  
 Musico  
 Nash Chain Song Service, The  
 National Association For Blind Composers, Inc.  
 National Association of Broadcasters  
 National Music Corp.  
 Nationwide Songs, Inc.  
 Nelrod Music Publishers  
 Neptune Music Publishers  
 Network Music Publishers  
 New Era Music Corporation  
 New Harmony Music Publishers  
 N. Y. Music Pub. Co.  
 Newart Song Publications  
 Nclan Music Co.  
 Normay Music Company  
 Nosnaws Music Co.  
 Oahu Publishing Company  
 Ocean-Spray Music Company  
 Olympian Agencies  
 Onyx Publishers  
 Orange Music Publishers  
 Oriental Music Co.  
 Oriole Tunes  
 Out West Music Publisher, The  
 Ozark Mountain Music Publishers  
 P. M. Music Pub. Co.  
 Pacific Music Publications  
 Palmer Music Company  
 Palomar Music Corp.  
 Pan-O-Ram Music Service  
 Parade Music Company  
 Paragon Publishers  
 Patriotic Music Publishing Co.  
 Paty Publishing Company, The  
 The Pearl Music Company, Inc.  
 Peer International Corporation  
 Peerless Music Publishing Co.  
 Pelkonen, Matt Music Co.  
 Penn, Julius, Jr.  
 Penn, Richard T.  
 Penn-Sylvan Publications  
 Peskin Music Pub. Co.  
 Petrie, H. W.



- Pittman, J. H., Jr.  
 Pitts, P. S., Publications  
 Plamor Music Company  
 Pond, Frank Music Company  
 Porgie, Debin & Friedman, Inc.  
 Portland Music Company, The  
 Premier Music Pub. Co.  
 Prestige Music  
 Preview Music Co.  
 Pre-View Publications  
 Pro Musica Publishing Company  
 Process Music Publications  
 Prosser Music Publishing Co.  
 Puritan Publishing Company  
 Quincy Music Publishers  
 R. R. Publishers  
 Radio Music Company (Cal.)  
 Radio Music Publishers  
 Radio-Record Songs  
 Radio Screen Music Pub. Co.  
 Rainbow Melodies Music Co.  
 Rainbow Music Publishers  
 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.  
 Rees, H. E., Music Publishers  
 Regal Music Company  
 Regal Music Company, Ltd.  
 Regent Music Corp.  
 Reid & Singer Music Publishing  
 Company  
 Remark Music Publishing Co.  
 Renown Music, Inc.  
 Republic Music Corporation  
 Retter, Louis Music Company  
 Reveille Music Co.  
 Rex Music Publishers  
 Rhapsody Publications  
 Rhythm Publishing Company  
 Rialto Music Publishers  
 Rich Publications  
 Richmond Melodies  
 Richter, Dr. William B.  
 Ricordi, G., & Co.  
 Rinker, Charles, Music Publish-  
 ing Company  
 Rion, Johnny  
 Rod Jon Music Company  
 Rodenberg, Edward L.  
 Roe, Gilbert  
 Romeo Twin Pub. Co.  
 Rork, Ernest A., & Son  
 Roslyn Music Company  
 Ross & Howard  
 Ross Music Pub. Co.  
 Rossi, Edward & Louis  
 Rousseau Publishing Co.  
 Royal Music Publishing Company  
 Ruby Music Co.  
 Rudell Music Publishing Co.  
 S. B. C. Music Publishers  
 Salamanca Music Pub.  
 Saxonette Music Company  
 Scala Music Publishers  
 Schael, August Company  
 Scheuerle Bros. Music Publishers  
 Schillinger, Arthur E.  
 Schirmer, E. C., Music Co.  
 Scholl Publishing Company  
 Schumann Music Company  
 Sentinel Music Pub.  
 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  
 Skylark Songs  
 Smith, Jerry  
 Society Of Jewish Composers,  
 Publishers and Songwriters  
 Song Shop, The  
 Song-Tex Music Company  
 Sons Music Pub. Co.  
 Standard Publications  
 Stark Music Printing Company  
 Starlight Music Company  
 Steele, Ted Publishing Co.  
 Stern, Jos. W., & Co.  
 Steven, Arthur Publications  
 Stover Music Company  
 Stratton, A. D., Music Co.  
 Striplin, Mary A.  
 Stroube, Walter A.  
 Sun Ray Music Publishers  
 Sunnyside Music Publications  
 Sunshine Music Company  
 Superior Melodies Publishing Co.  
 Sweet Music Publications  
 Swing Music Publishers  
 Symbolic Music Publishing Co.  
 Syncopation Songs  
 Syndicate Music Publishers, Inc.  
 Tait-Douglas, Frederick  
 Tele-Mus Publishing Company,  
 Inc.  
 Televis Music Company  
 The "440" Music Publishing  
 Company  
 Three Boys Music Company,  
 The  
 Tiffany Music Co.  
 Timberland Publishing Co.  
 Time Music Co.  
 Times Square Music Co.  
 Tin Pan Alley Publications  
 Tompkins, Clarence F.  
 Tompkins, Clarence & Cuff,  
 Paul  
 Trans-America Music Publishers  
 Transatlantic Music Company  
 Transradio Music, Inc.  
 Treasure Chest Publications  
 20th Century Music Publishers  
 Tyrone Publications  
 U. S. and International Music  
 Pub.  
 U. S. Music, Inc.  
 United Music, Inc.  
 University Music Co.  
 Urban Publications  
 Valentine Music Publications  
 Valiant Music Company  
 Van Brunt Publishing Company  
 Vance Music Company  
 Vanguard Songs  
 Variety Music Company  
 Vee Bee Music Co.  
 Vernon Music Publishers  
 Victor Publishing Company, Inc.  
 Victory Music Company  
 Wabash Music Company  
 Wade, Franklin, Publications  
 Walden, Orville Co.  
 Waldman, Irving, Music Pub.  
 Co.  
 Waldorf Music Company  
 Warner Studio  
 Washburn, Rozella T.  
 Waters Music Publishing Co.  
 Webster Music Company  
 Wemar Music Corporation  
 Wesjay Music Corp.  
 West Coast Music Publishers  
 West Phila. Music Centre  
 Westmore Music Corp.  
 Westmount Music, Inc.  
 White Way Music Company  
 Whitney, F. E., Publications  
 Wilcox Music Pub. Co.  
 Williams & Williams  
 Willis-Woodward Music Co.  
 Wilson Publishing Co.  
 Winters, Leo., Inc.  
 Witro Music Publishing Co.  
 Wizell, Murray Music Company  
 Woodland Music Company  
 Woods Music Co.  
 World Wide American Classics  
 Worldwide Music Publishers  
 Wright Publishing Company  
 Wrightman, Neale  
 Zaboy-Landino Music Company  
 Zoeller Music Company

# S · E · S · A · C, Inc.

By PAUL HEINECKE

President

**S**ESAC celebrates its fifteenth anniversary as a leading performance rights organization in 1945.

In the years in back of us, we take pride in the growth of our organization and particularly in the confidence in which we are held by the entire radio industry. With practically every one of the 900 odd stations enjoying long term agreements with us, we are facing 1945 and the years to come with but one resolve uppermost in our plans: **To Be Of Service.**

To carry out this watchword of our organization we pledge:

1. Our station relations staff will continue to visit every radio station in the country during the year and assist station executives with their operational problems and music requirements.
2. To augment and pass on to the stations proven sales plans. This work made available by our station relations staff without cost was inaugurated last year and met with the thanks of many operators.
3. To continually improve the service features of our Program Service Department. In addition to helping stations with their programming problems, its main accomplishment of the past year was its preparation and publication of the SESAC PROGRAM BUILDER. This 160 page volume was sent to every station executive in America and met with enthusiastic and unstinted praise and commendation.
4. The past year saw the inauguration and the production of SESAC transcriptions. These transcriptions met with the approval of the many stations throughout the country which purchased them at practically cost. The success of these transcriptions has led us to plan for further developments in this new field.
5. We pledge to continue our liaison work for the United States Treasury in furthering the sale of War Bonds. Since the War started, we have been closely allied with the War Finance Division and our station relations staff, through its voluntary endeavors, has been able to assist the industry with its reports containing constructive suggestions obtained from the stations throughout the country and reporting on the outstanding War Bond programs.

SESAC's vast repertory of music from the catalogs of more than 100 publishers covers the full gamut of the art, from standard tunes to hillbilly. Our First Service feature to the industry is the simplicity of our system of licensing. There is no complicated bookkeeping entailed, no copyright clearance headaches, extra fees, restrictions or making out of troublesome logs.

We want to continue to merit our position and enjoy the industry's confidence in the future as in the past, hence—SESAC is at **Your Service.**

PUBLISHERS

- Accordion Music Publishing Co.; New York including *Deiro, Pietro*
- Albright Music Company (See National Music Company, Inc.)
- Alford, Harry L.; Chicago
- Alkire Publications, Eddie; Easton, Pa.
- Altschuler, J. (See "P.W.P.")
- Aret, M.; Warsaw
- Ashmall Company, Wm. E. (See McLaughlin & Reilly Co.)
- Augsburg Publishing House, Minneapolis, Minn.
- Avalon Music Publishing Co. (See Stirling Music Publishing Co.)
- Barnes, A. S., and Company, Inc.; New York
- Barnhouse Company, C. L.; Oskaloosa, Ia.
- Barwick, 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 including: *Braun Music Co. Braun Organization, The*
- Broadcast Music Publishers (See National Music Company, Inc.)
- Brumley, Albert E.; Powell, Mo.
- Bryant Music Company; New York
- Calbo, N.; Barcelona (compositions as per list issued)
- Capitol Music Co. (See National Music Company, Inc.)
- Catholic Music Co. (See McLaughlin & Reilly Co.)
- Central Music Co. (See Ramsey, Will M.)
- Chart Music Publishing House, Inc.; Chicago including: *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.)
- Composers Press, Inc., The; New York
- Concord Music Publishing Co., Inc.; New York
- Culla, Antonio; Barcelona (compositions as per list issued)
- Dean, Emmet S. )  
Dean & Edmiaston )  
Dean & Evridge ) (See Firm Founda-  
Dean & Franklin ) tion Publishing  
Dean & Hensley ) House)  
Dean & Morgan )  
Dean & Sebrén )
- Deiro, Pietro (See Accordion Music Publishing Co.)
- Denison & Company, 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) including: *Ediciones Musicales Pampa Do Re Mi Fa Casa Editora de Musica*
- Ediciones Musicales Pampa (See Ediciones Internacionales Fermata)
- Ediciones Rodoch (C. Rodriguez); Bilbao (compositions as per list issued)
- Ediciones A. Urmeneta; Barcelona (compositions as per list issued)
- Edition "Jastrzab" (See "P.W.P.") including: *Rudnicki, Walery "W.J.R." Rzepecki, J.*
- Editions "Olympia" (See "P.W.P.")
- Edition Pro Arte (See "P.W.P.")
- Eulenburg, Ltd.; Ernst; London
- Fairbank Company, H. W. (See National Music Co., Inc.)
- Fermata (See Ediciones Internacionales Fermata)
- Ferrill, J. W. (See Quartet Music Company)
- Firm Foundation Publishing House; Austin, Tex. including: *Trio Music Co.*
- Gebethner & Wolff; Warsaw
- Georgi & Vitak Music Co. (See Vitakelsnik Co.)
- Gilbert Music Company (See McLaughlin & Reilly Co.)
- Gornston, David; New York
- Gospel Music Publications (See Hathaway, Franklin Earl)

- Grabcewski, F.; Warsaw
- Haberer-Helasco, Hermann; Madrid-Lisbon  
including:  
*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  
including:  
*Harmonic Publications and Rondo Publications*
- Hart's Music Company (See National Music Co., Inc.)
- Hartford Music Co., The; Hot Springs, Ark.
- Hathaway, Franklin Earl, Music Publisher; Chicago  
including:  
*Gospel Music Publications*
- Helasco (See Haberer-Helasco)
- Henson Music Publisher, J. M.; Atlanta, Ga.  
including:  
*Morris-Henson Music Co.  
Southern Music Plate Co.*
- Hoffman Company, Raymond A.; Chicago
- Holbrooke, Josef (See Modern Music Library)
- Huffer, Fred K. (See Chart Music Publishing House, Inc.)
- Jastrzab (See Edition "Jastrzab")
- Jewell Music Co., Fred; Worthington, Ind.
- Kanner Music Publishing Co. (See Top Music Publishers, Inc.)
- 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  
including:  
*Max and Beatrice Krone*
- Krachtus, John; Chicago
- Krone, Max & Beatrice (See Kjos Music Co.)
- Lebendiger, Henryk (See Ediciones Internacionales Fermata)
- Littig Music Publishing Co., Frank (See Chart Music Publishing House, Inc.)
- Liturgical Music Company (See McLaughlin & Reilly Co.)
- Liturgical Music Press, Inc.; New York
- McLaughlin & Reilly Co.; Boston  
including:  
*Liturgical Music Company  
Catholic Music Co.*
- Also including compositions taken over from  
*Wm. E. Ashmall & Co.  
Berge Music Company  
John Singenberger  
Otto Singenberger  
Gilbert Music Company*
- Modern Music Library, Josef Holbrooke; London
- Mora, Jose; Barcelona (compositions as per list issued)
- Morris-Henson Music Co. (See Henson Music Publisher, J. M.)
- Music Press, Inc.; New York
- Music Products Corporation (See Pallma Music Products)
- National Music Co.; Fort Worth, Texas
- National Music Co., Inc.; Chicago  
including:  
*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 Co. (See Eddie Hanson)  
Standard Songs (See Eddie Hanson)  
Windsor Music Company*
- also including compositions taken over from:  
*E. Eddy Hanson*
- Nattrass-Schenck, Inc., New York
- Network Music Publishers (See Top Music Publishers, Inc.)
- Nowa Scena; Warsaw
- Olympia (See Editions "Olympia")
- Orduna, Leopoldo; Barcelona (compositions as per list issued)
- Pagani, O., & Bro.; New York
- Pallma Music Products; Chicago  
including:  
*Pallma Music Publisher, Frank  
Music Products Corporation*
- Panella, Frank A.; Pittsburgh, Pa.
- Parks Company, J. A., The; York, Neb.
- Parris Music Co.; Jasper, Ala.
- Perry's Sons, A. W.; Sedalia, Mo.
- Pioneer Music Press; Salt Lake City  
including:  
*Wheelwright, Lorin F.*
- Polskie Towarzystwo Muzyki Wspolczesnej; Warsaw (See "P.W.P.")
- Popular Music Publications (See National Music Co., Inc.)

- Pro Arte (See Editions Pro Arte)  
 "PWP" Przedstawicielstwo Wydawnictw  
 Polskich (Association of Polish Pub-  
 lishers); Warsaw
- Quartet Music Company; Fort Worth,  
 Texas  
 including:  
*J. E. Thomas*  
*A. O. Thomas*  
*J. W. Ferrill*
- Radio City Guitar Studio; New York  
 Ramsey, Will M.; Little Rock, Ark.  
 including:  
*Central Music Co.*
- Ramsey & Parker (See Firm Foundation  
 Publishing House)
- Revival Music Company, The; Searcy  
 including:  
*Walls, W. M.*
- Rodoch (See Ediciones Rodoch)  
 Rodriguez (See Ediciones Rodoch)  
 Rondo Publications (See Harmonia Edi-  
 tion)
- Rudnicki, Walery (See Edition "Jas-  
 trzab")
- Rzepecki (See Edition "Jastrzab")
- Sacred Music Foundation, The; Los An-  
 geles, Calif.  
 including:  
*Herbert G. Tovey*
- Sajewski, W. H.; Chicago  
 Schmidt Co., The Arthur P.; Boston  
 Schmitt Music Company, Paul A.; Min-  
 neapolis
- Schubert, Edward, & Co., Inc.; New  
 York
- Select Music Company (See National  
 Music Company, Inc.)
- 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; Toccoa, Ga.
- Smith Music Co., Inc., Wm. J.; New York  
 Solunastra (See Heberer-Helasco)
- Southern Music Plate Co. (See Henson  
 Music Publisher, J. M.)
- Stamps-Baxter Music & Printing Com-  
 pany; Dallas, Texas; Chattanooga,  
 Tenn.; Pangborn, Ark.  
 including:  
*V. O. Stamps Music Company*  
*Stamps-Baxter Music Company*
- Standard Music Company (See National  
 Music Company, Inc.)
- Standard Songs (See National Music  
 Company, Inc.)
- Stirling Music Publishing Co.; New York  
 including:  
*Avalon Music Publishing Co.*
- Tennessee Music and Printing Co.;  
 Cleveland, Tenn.  
 Thomas, J. E.  
 Thomas, A. O.  
 (See Quartet Music Company)
- Top Music Publishers, Inc.; New York  
 including:  
*Kanner Music Publishing Co.*  
*Network Music Publishers*
- Tovey, Herbert G. (See Sacred Music  
 Foundation, The)
- Towarzystwo Wydawnicze Muzyki Pols-  
 kiej; Warsaw (See "P.W.P.")
- Trio Music Co. (See Firm Foundation  
 Publishing House)
- Union De Compositores; Barcelona, Spain  
 (compositions as per list issued)
- Urgelles, J.; Barcelona (compositions as  
 per list issued)
- Urmeneta (See Ediciones A. Urmeneta)
- Vaughan, James D.; Lawrenceburg, Tenn.
- Vitak-Elsnic Co.; Chicago  
 including:  
*Georgi and Vitak Music Co.*
- Walls, W. M. (See Revival Music Com-  
 pany)
- Warde, Harry (See Chart Music Publish-  
 ing House, Inc.)
- Warner, F. Eugene (See Chart Music  
 Publishing House, Inc.)
- Warszawski Towarzystwo Muzyczne  
 (Warsaw Music Society); Warsaw
- Weaner, Maxwell (See Weaner-Levant  
 Publications)
- Weaner-Levant Publications; New York  
 including:  
*Weaner, Maxwell*
- Western Accordion Music Company (See  
 Chart Music Publishing House, Inc.)
- Whitney Blake Music Publishers; New  
 York
- Windsor Music Company (See National  
 Music Company)
- Winsett, R. E.; Dayton, Tenn.  
 "W.J.R." (See Edition "Jastrzab")
- Yanguas, Mariano; Madrid (compositions  
 as per list issued)
- "Zaiks" Związku Autorow, Kampozyto-  
 row I Wydawcow; Warsaw (Authors,  
 Composers and Publishers Associa-  
 tion of Poland) (See "P.W.P.")
- Zalewski, B. J.; Chicago



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*Sports Commentators*

*Announcers*

*Home Economic Directors*

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PENNY SINGLETON and ARTHUR LAKE

“BLONDIE”

CBS



# Radio Artists

★ — their work during 1944 ★

— A —

## ABBOTT, BUD

NBC, Abbott and Costello.

## ACE, GOODMAN

CBS, Easy Aces.

## ACE, JANE

CBS, Easy Aces.

## ADAMS, INGE

Treasury Hour, Ethel Barrymore, Radio Guild, Light of the World.

## ADAMS, WYLLIE

Young Widder Brown, Great Plays, School of the Air.

## ALBA, ALNEY

The Gumps, Al Pearce Show, The Goldbergs, John's Other Wife.

## ALEXANDER, A. L.

MBS, Mediation Board.

## ALLEN, BARBARA JO

(Vera Vague)

NBC, Peppodent Show.

## ALLEN, CHARME

David Harum, Buck Private, Women of Courage, Kate Smith Hour.

## ALLEN, DAYTON

Stage Door Canteen, Cavalcade, Salute to Youth, Philip Morris Playhouse.

## ALLEN, FRED

CBS, Texaco Star Theatre.

## ALLEN, GRACIE

CBS, Swan Soap Show.

## ALLEN, JULIE B.

## ALLEN, MARIAN RANDOLPH

Radio Guild, Women of Courage, Young Dr. Malone, Strange As It Seems.

## ALLEN, VERA

Young Widder Brown, Aunt Jenny, Rudy Vallee Hour, Al Jolson Show.

## ALLENBY, PEGGY

David Harum, Young Dr. Malone, Second Husband, Life Can Be Beautiful, Adventures of a Modern Mother.

## ALIKI

Big Sister, Portia Faces Life, Report to the Nation.

## ALLGOOD, SARA

CBS, Burns & Allen Show.

## ALLMAN, ELVIA

NBC, Abbott & Costello.

## AMECHE, JIM

What's New?, Hollywood Open House, Here's To Romance.

## AMECHE, DON

What's New?, Chase & Sun-borne.

## AMOS, NANCY

KFH, Wichita, Kans.

## AMORY, DAINY

Ellery Queen, Special Broad-casts from Nassau, Bahamas.

## ANDERSON, BARBARA

Road of Life, Guiding Light, Lonely Woman, Bachelor's Children.

## ANDERSON, MARJORIE

The Shadow, Bright Horizon.

## ANDERSON, EDDIE

(Rochester)

NBC, Jack Benny Show.

## ANTHONY, JOHN J.

MBS, Goodwill Hour.

## ANGUS, DR. WM.

CKWS, Kingston, Can.

## ARCHER, JOHN

KHJ, The Shadow.

## ARCHER, OSCEOLA

NBC, WEVD, WBIG.

## ARNOLD, BETTY

CBS, NBC, Ma Perkins.

## ARQUETTE, CLIFF

Blue, Star of Glamour Manor.

## ARTHUR, JACK

NBC, CBS, When a Girl Mar-ries, Gay 90's.

## ARTIST, MICHAEL

CBS Workshop, School of the Air, Let's Pretend, Cresta Blanca Carnival.

## ASCOT, RITA

CBS, NBC, Ma Perkins, WGN.

## ASHWORTH, JEAN

Death Valley Days, March of Time, Truth or Consequences, Big Sister.

## AUDLEY, ELEANOR

Easy Aces, Joe & Mabel, The Goldbergs.

## AUERBACH, ARTIE

NBC, Abbott & Costello, Star Playhouse.

## AYERS, JACKIE

Aunt Jenny, March of Time, Easy Aces, Cresta Blanca Car-nival, Let's Pretend, Salute to Youth.

— B —

## BAIN, DONALD

Grand Central Station, Johnny Presents, Lincoln Highway.

## BAKEN, BONNIE

Coast to Coast on a Bus, Recordings.

## BAKER, ART

MBS, Never Too Old.

## BAKER, PHIL

CBS, Take It or Leave It.

## BALL, GEORGE

WGBR, Goldsboro, Junior Jam-boree.

## BALLARD, FRANCIS

WSLS, Roanoke, Va.

## BARCLAY, JOHN

WGN, Chicago.

## BARLOW, VIVIAN

CBS, Forty-five Minutes in Hollywood, WEAF, A Woman Views the News, Guest Spots.

## BARNES, AMANDA

WBT, Charlotte, N. C. Just

Home Folks.

## BARNES, JEANE

WBT, Charlotte, N. C. Just

Home Folks.

## BARNES, PAUL

WGN, Human Adventure.

## BARNES, RIDGE

WBT, Charlotte, N. C. Just

Home Folks.

## BARRETT, TONY

Molle Mystery, Report to the Nation, We, The People, Famous Jury Trials, Portia Faces Life, Armstrong Theatre, Kate Smith Hour, Big Town, Pepper Young's Family, Man Behind the Gun, Woman of America.

## BARRIER, ERGAR

NBC, The Saint.

## BARROW, BERNARD

WSYR, Syracuse, N. Y.

## BARROWS, RICHARD

Kate Smith Hour, Aldrich Family, March of Time, Ellery Queen.

## BARRYMORE, LIONEL

CBS, Mayor of the Nation.

## BASHEIN, NANCY

Kate Smith Hour, Our Barn, Coast to Coast.

## BATES, JEANNE

NBC, Opportunity.

## BAUER, CHARLOTTE

Blue Playhouse, Second Hus-band, Cavalcade of America.

## BAUERSMITH, PAULA

Julia Ramsey, CBS Workshop, Big Sister.

## BATES, BARBARA

WOW, Omaha, Neb.

## BAXTER, BEATRICE, S.

In Between, Child Heroes, Headlines in Action.

## BEACH, BILL

March of Time, Aldrich Family, Kitty Foyle.

## BEASLEY, IRENE

CBS, "Neighbors."



JACK  
CARSON

Management  
M.C.A.



**MARY MARGARET McBRIDE**



*"Columnist of the Air"*

**BECK, JACKSON**

CBS, Valiant Lady, Brownstone Theatre, WOR, Clisco Kid, Recordings.

**BEGLEY, ED.**

Stella Dallas, Easy Aces, Just Plain Bill, Adventures of Charlie Chan, Big Sister, Mary Marlin.

**BELL, AL.**

WHO, Des Moines, Iowa.

**BALLAVER, BARRY**

Michael & Kitty, Joe & Mabel, Philip Morris Playhouse.

**BELMORE, BERTHA**

BENADARET, BEE  
The Great Gildersleeve.

**BENDIX, WILLIAM**

Blue, The Life of Reilly.

**BENNY, JACK**

NBC, Grape Nuts Flake, Lucky Strike.

**BENSON, ISLAY**

Radio Guild, Young Dr. Malone, Bob Ripley's Show.

**BERCH, JACK**

WOR.

**BERG, GERTRUDE**

CBS, The Goldbergs.

**BERGEN, EDGAR**

NBC, Chase & Sanborn.

**BERGHOF, HERBERT**

Report to the Nation, Uncle Sam, Stage Door Canteen.

**BERLE, MILTON**

CBS, Let Yourself Go.

**BERNTHAL, ROSE**

WSYR, Syracuse, N. Y.

**BERRY, JOHN**

Mercury Theatre of the Air, Campbell Playhouse, CBS Workshop.

**BERRY, YOLANDA D'ESTE**

Pres. Roosevelt's Campaign for Infantile Paralysis, On the Road to Freedom.

**BERWIN, BERNICE**

One Man's Family.

**BETHUNE, IVY**

School of the Air, Betty & Bob, Little Women.

**BILLSBURY, RYE**

WENR, Chicago, Ill.

**BINYAN, CONRAD**

CBS, Mayor of the Town.

**BIRCH, JOSELYN**

KVOX, Moorhead, Minn.

**BISHOP, KATHERINE**

Lincoln Highway, Kate Hopkins, When a Girl Marries.

**BLACKBURNE, ARLINE**

Grand Central Station, Lincoln Highway, Lux Radio Theatre.

**BLACKBURN, JOYCE**

WMBL, Chicago, Ill.

**BLAIR, JULIUS J.**

WSPD, Toledo, O.

**BLANC, MEL**

NBC, Judy Canova, Jack Benny, Abbott & Costello, CBS, Burns & Allen, Jack Carson, Blue, Ice Box Follies.

**BLANC, SHIRLEY**

Finders Keepers, True Story, Road of Life.

**BLOCK, MARTIN**

**BLONDELL, GLORIA**

Hollywood Mystery Time.

**BLYTH, ANN**

Coast to Coast, Our Barn, Dr. Christian.

**BOBURN, BARBARA**

Dramatic Shows Michigan Stations.

**BOGUE, MERVYN**

(Iah Kabibble-, Kay Kyser's College of Musical Knowledge.

**BOLES, ATHENA**

**LORDE**

Kate Smith Hour, Words at War, Young Widder Brown, Grantland Rice, Adventure Ahead.

**BOLES, JIM**

Ellery Queen, Fanny Hurst, Big Sister, Kate Smith Hour, Terry and The Pirates, Arthur Hopkins Presents, Death Valley Days, Mollie Mystery, Girl Back Home, March of Time.

**BONDHILL, GERTRUDE**

CBS, Bachelor's Children.

**BONNELL, SAM**

March of Time, Joe & Ethel Turp, Murder Clinic.

**BOULTON, MILO**

We, The People.

**BOYAR, BURTON**

Coast to Coast on a Bus.

**BRACA, ELLA**

Uncle Sam Series, Lux Theatre, Screen Guild Theatre, Dr. Christian.

**BRACKEN, EDDIE**

NBC, The Eddie Bracken Story.

**BRADLEY, JOE**

'Curley'  
KHJ, Tom Mix Straight Shooters.

**BRADLEY, TRUMAN**

Screen Guild Theatre.

**BRADY, FRED**

Blue, Gracie Fields Show.

**BRAHAM, HORACE**

Woman of Courage, Easy Aces, Helen Hayes, The Goldbergs.

**BRANT, BILL**

KDKA, Pittsburgh, Pa.

**BRENEMAN, MARK**

CBS, Sunny Side of the Street.

**BRENEMAN, TOM**

Blue, Breakfast at Sam's, Tom Breneman Highlights.

**BRENNAN, FRANK**

CHNS, Halifax, Can.

**BREWSTER, JOHN**

Woman of Courage, Stella Dallas, Kate Smith Hour, CBS Workshop.

**BRICE, FANNY**

CBS, Toasties Time, NBC, Maxwell House Coffee Time.

**BRISBANE, YVONNE**

WCBL, Columbus, Miss.

**BRITT, JUANITA**

WLBJ, Bowling Green, Ky.

**BROADLEY, EDWARD**

Campbell's Soup, Columbia Workshop, Lux Radio Theatre.

**BRUCK, ALAN**

WMC-MBS, Joyce Jordan, Salute to Youth, It Might Have Been You.

**BRODY, STEWART (Steve)**

Victory Hour, Armstrong Theatre, Land of the Free.

**BROWN, HELEN**

Chase & Sanborn, Big Town, Maxwell House.

**BROWN, JEFF**

Stage Door Canteen, The Goldbergs, Blue Playhouse.

**BROWN, JOE E.**

Stop or Go.

**BROWNING, ETHEL**

Helen Hayes, Aunt Jenny, Mr. District Attorney.

**BRUCE, BARBARA**

Julie, March of Time, Fred Allen Show.

**BRUCE, EDWIN**

The Open Door, Bright Horizon, Report to the Nation.

**BRUCE, NIGEL**

KHJ, Sherlock Holmes.

**BRYAN, ARTHUR Q.**

NBC, McGee & Molly, Fitch Band Wagon.

**BRYAN, BETTY**

KVCV, Redding, Calif.

**BRYAN, JOAN**

KVCV, Redding, Calif.

**BUCKLEY, FLOYD**

NBC, CBS.

**BUEHLER, BUDDY**

Cavalcade of America, Regular Fellers, March of Time.

# ALAN YOUNG

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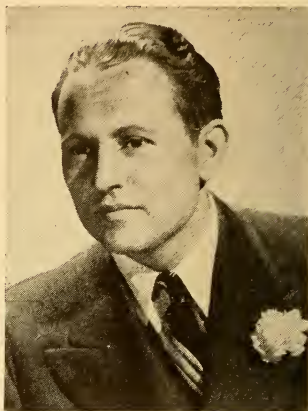
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Walter Guedel  
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**BUELL, HELEN**

The Baxters, Bachelor's Children's, Ma Perkins, Helen Trent, Hot Copy, Author's Playhouse, Road of Life.

**BUNCE, ALAN**

Young Dr. Malone, David Harum, Rudy Vallee Show.

**BURBRIDGE, WM.**

March of Time, Reader's Digest, Fred Waring's Show.

**BURGESS, HAELE**

Marriage Clinic, Big Sister, Chateau Reporter.

**BURKE, BILLIE**

Fashions in Rations, CBS.

**BULEN, MARGARET**

Report to the Nation, Kitty Kelly, Behind the Mike.

**BURNS, BOB**

NBC, The Arkansas Traveller.

**BURNS, EILEEN**

True Story, One of the Fines, Woman of Courage.

**BURNS, GEORGE**

SWAN SOAP SHOW, CBS.

**BUTTERFIELD, HERB.**

WGN, Human Adventure, Freedom of Opportunity, Chicago Theatre of the Air.

**BYRNES, GRACE**

KOY, Phoenix, Ariz., Story Book Hour.

— C —

**CALVERT, LUCILLE**

WIBC, Indianapolis, Ind.

**CALVERT, PATRICIA**

Kitty Kelly, Just Plain Bill, Lux Radio Theatre.

**CAMPBELL, PATSY**

March of Time, Ethel Barrymore Show, Right to Happiness, Keep Up With the World.

**CANOVA, JUDY**

CBS, Judy Canova Show.

**CANTOR, CHARLES**

NBC, Duffy's Tavern.

**CANTOR, EDDIE**

NBC, Time to Smile.

**CAPELL, PETER**

John's Other Wife, Stella Dallas, CBS Workshop.

**CARL, CLIFF**

WHO, Des Moines, Iowa.

**CARLON, FRANCIS**

Against the Storm, Mary Martin, Big Town, John's Other Wife.

**CARLON-REID, LINDA**

The Parker Family, Dr. Christian.

**CARMICHAEL, HOAGY**

KHJ, Tonight at Hoagy's.

**CARNEGIE, DALE**

WOR, New York.

**CARNEY, DON.**

CBS, Uncle Don.

**CARPENTER, LAURA MAE**

The Goldbergs, Street Time, Easy Money.

**CARSON, JACK**

CBS, The Jack Carson Show.

**CARTER, BEN**

NBC, Bob Burns Show.

**CARVER, ZEB**

MBS-WOV.

**CASSIDY, THOMAS P.**

KFAC, Los Angeles, Calif.

**CHAMBERS, GARDE**

WKR, Cleveland, O.

**CHAMBERS, NORMA**

Kathleen Norris, Radio Guild, Light of the World, CBS Workshop.

**CHANDLER, GWEN**

Camel Caravan, Road to Life, Philip Morris Playhouse.

**CHANDLER, RUTH**

Radio Guild, Young Dr. Malone, Your Voice and You.

**CHAPMAN, BRUCE**

WOR, The Answer Man.

**CHIMES, MICHAEL**

WNEW, Time for Chimes.

**CHOAT, HELEN**

Nick Carter, Radio Guild, Lux Theatre, Lincoln Highway.

**CLAIR, EUGENIA**

WNEW, Time for Chimes.

**CLAIRE, HELEN**

Lux Radio Theatre.

**CLAPP, TOMMY**

Blue Playhouse.

**CLARKE, ALICE**

IXO, El Centro, Calif.

**CLARK COTONSEED**

CBS, The Hollywood Barn Dance.

**CLARK, LON.**

WOR, Nick Carter.

**CLARKE, MARJORIE**

March of Time, Big Sister, Radio Guild.

**CLARKE, PHIL**

**CLARKIN, PHYLLIS**

WHEB, Portsmouth, N. H.

**COHN, JEAN ARDEN**

**COLBERT, JEAN**

CBS Workshop, Radio Guild, Lux Theatre.

**COLE, SYLVIA**

Famous Jury Trials, Joe and Ethel Turp.

**COLEMAN, CONSTANCE**

WHN, Consumers Club, WSFA, Montgomery, Ala.

**COLLINS, TOM**

CBS, Dear Jim, The Gallant Heart.

**COLLYER, BUD**

Superman, Truth or Consequences.

**COLMAN, RONALD**

NBC, Everything for the Boys.

**COLOMNA, JERRY**

NBC, The Bob Hope Show.

**CONNORS, FRANKIE**

NBC, Finders Keepers.

**CONNERY, JOHN**

Texaco Star Theatre, Joe and Mabel, School of the Air.

**CONTE, JOHN**

Maxwell House Coffee.

**COOK, IRA**

KFAC, Los Angeles, Calif. Lucky Lager Time.

**COOK, TOMMY**

CBS, Blondie.

**COON, DOROTHY**

WTOL, Toledo, O.

**COOPER, JERRY**

WOR, The Jerry Cooper Show.

**CORRELL, CHARLES J.**

Amos 'N' Andy.

**CORDNER, BLAINE**

Pepper Young's Family, Radio Guild, Rudy Vallee Show.

**COREY, LEE**

KDKA, Pittsburgh, Pa.

**COSTELLO, LOU**

NBC, Abbott and Costello.

**COTSWORTH, STAATS**

Portia Faces Life, Superman, Casey, Press Photographer, Man Behind the Gun, Famous Jury Trials.

**COTTEN, JOSEPH**

KNX, America, Ceiling Unlimited.

**COURTNEY, ALAN**

1280 Club, Korn Koblbers, WOV, New York.

**COWAN, IRENE**

Pittsburgh, Pa.

**COWLING, SAM**

WENR, Chicago, Ill.

**CRAMER, MARJORIE**

The Black Hood.

**CRAWFORD, PERCY REV.**

MBS, Voice of Phophecy.

**CREOKE, PHYLLIS JEANE**

Canteen Girl, My True Story, We, The People.

**CROMWELL, RICHARD**

NBC, Those We Love.

**CROSBY, BOB**

NBC, Old Gold Show.

**CROSBY, HARRY LILLIS**

(Bing) Kraft Hour.

**CROWLEY, MATT**

We, The People, Road of Life, John's Other Wife.

**CURLEY, LEE**

WGN, Tom Mix Straight Shooters.

**JACK HALEY**

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*Irene Beasley*

**CURTIN, JOSEPH**

Second Husband, Al Jolson.  
True Story, Mr. and Mrs.  
North.

**CURTIS, CLAIRE E.**

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**

Kraft Music Hall, Sammy  
Kaye Program.

**DANBRIDGE, RUBY**

Amos 'N' Andy, Hoagy Car-  
michael, Judy Canova, Lux  
Theatre, Silver Theatre.

**DANIELS, MARK**

KEX-RGW.

**DART, VELMA**

KDKA, Pittsburgh, Pa.

**DARWIN, MARY**

Manhattan Mother, Big Town,  
We, the Abbots.

**DAVE, RED RIVER**

WOR.

**DAVIDSON, BILL**

KECA, Memories in Melody.

**DAVIES, GWEN**

CBS, Blue, Blind Date, Let's  
Pretend.

**DAVIS, DICK**

Lux Theatre, I Love a Mys-  
tery, One Man's Family.

**DAVIS, DIX**

NBC, A Date with Judy.

**DAVIS, HUMPHREY**

Portia Faces Life, David  
Harum.

**DAVIS, JACK**

Gangbusters, Helen Hayes,  
Just Plain Bill.

**DAVIS, JOAN**

Frank Morgan Show, Sealtest  
Village Store.

**DAWN, BENDER**

One Man's Family.

**DAY, DENNIS**

Grape-Nuts Flakes.

**DAY, NORMA**

KCMC, Texarkana, Tex.

**DEAN, EDDIE**

CBS, Judy Canova Show.

**DEANE, VIRGINIA**

March of Time, Alice Blair,  
Manhattan at Midnight.

**DECAMP, ROSEMARY**

Dr. Christian.

**De LEON, RAOUL**

March of Time, This Is War,  
Cavalcade.

**DePOLENZSKA, BARONESS**

WINS, WAAT.

**DeSANTIS, JOSEPH**

March of Time, Gaugbusters,  
Kate Smith.

**DESOURDY, M.**

CKRC, Winnipeg, Manitoba,  
Can.

**DEVINE, ANDY**

Melody Round-Up.

**DEVITT, ALAN**

Girl Interne.

**DIAMOND, STEPHANIE**

KDKA, Pittsburgh, Pa.

**DICKS, TERRY**

School of the Air, Behind the  
Mike, Goldbergs, Coast to  
Coast.

**DICKESON, PATRICIA**

KOL, Omaha, Neb.

**DICKSON, ARTELLS**

School of the Air, CBS Work-  
shop.

**DILLON, JANE**

WTIC, The Story Club.

**DOLOKHOV, ADELE**

KDKA.

**DONSON, JIMMY**

The Aldrich Family.

**DONALD, PETER**

Guess Who? Can You Top  
This?

**DONALDSON, TED**

Life Can Be Beautiful, Against  
the Storm.

**DONNELLY, ANDY**

Hearts in Harmony, Second  
Husband, Aldrich Family,  
Philip Morris Playhouse.

**DONNERWORTH, DIANA JOAN**

Dr. Christian, Our Barn, Coast  
to Coast on a Bus.

**DOOLITTLE, DON**

Author's Playhouse, Brewster  
Boy, Mystery House.

**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, The Black  
Castle, MGM Screen-Test.

**DOUGLAS, JACK**

What's New?

**DOUGLAS, SCOTT**

Gangbusters, Counter Spy, Ald-  
rich Family, Crime Doctor.

**DOUGLAS, SHARON**

Sealtest Village Store.

**DOWNEY, MORTON**

Songs by Morton Downey.

**DREICER, MAURICE**

WWRL, Woodside, L. I.

**DRESSLER, ERIC**

Cavalcade of America, Kath-  
leen Norris, Lux Theatre.

**DREW, BARRY**

Lux Theatre, Woodbury Play-  
house.

**DREYFUSS, MICHAEL**

Let's Pretend, Arch Oberler's  
Plays.

**DULE, IRENE**

WHK.

**DUMKE, RALPH**

Hook and Ladder Follies.

**DUNN, EDDIE**

Fun with Dunn.

**DUNN, RICHARD**

WSM, Nashville, Tenn.

**DUNNINGER**

Kem-Tone.

**DURANTE, JIMMY**

CBS, Durante-Moore Show.

**DYKENFORTH, ROBERT**

Human Adventure.

— E —

**EAGER, JOHNNY**

NBC, Finders Keepers.

**EAST, ED & POLLY**

Ladies Be Seated, Fun and  
Folly with Ed and Polly.

**EASTMAN, CARL**

Helen Hayes, Kate Smith, Mr.  
District Attorney.

**EASY ACES**

**EDMUNDS, CLAIRE**

Meet Mr. Meek.

**EDWARDS, JACK Jr.**

Aunt Mary.

**EDWARDS, RALPH**

NBC, "Truth or Consequences."

**ELKINS, JEANNE**

Reader's Digest, Gangbusters,  
We Love and Learn.

**ELLEN, MINETTA**

One Man's Family.

**ELLIS, BOBBY**

WGN, Freedom of Oppor-  
tunity.

**ELLIS, MAURICE**

Goldbergs, Portia Faces Life.

**ELMER, ARTHUR**

It Paps to be Ignorant, Hall  
of Fame, Basin St.

**ELSPETH, ERIC**

Big Sister, Crime Doctor,  
Grand Central Station.

**ELSTER, ANNE**

Stella Dallas.

**EMERSON, HOPE**

Durante-Moore, Duffy's Tav-  
ern, Reader's Digest, Eddie  
Garr Revue, Right to Happi-  
ness, Easy Aces, Goldbergs, Ed  
Wynn Show, Portia Faces Life.

**EMERY, BOB**

Rainbow House.

**AGNES  
MOOREHEAD**



**BOB  
BURNS**



**EMORY, CARL**

Light of the World, Terry & the Pirates.

**EMERY, DOROTHY**

Little Grey Lady, Our Real Riches, Philip Morris Playhouse.

**EMERY, KATHERINE**

Our Gal Sunday, Manhattan at Midnight, Listen America.

**ERICKSON, LOUISE**

Great Gildersleeve, Date with Judy.

**EUSTIS, ELIZABETH**

March of Time, Camel Show, Big Sister.

**EVANS, GEORGE**

**EVELYN, JUDITH**

CBS.

**EVERETT, ETHEL**

Kate Smith Hour.

**EVERETT, MICHAEL**

Five Star Final.

— F —

**FANT, ROY**

David Harum, Valiant Lady.

**FARRELL, JANE**

WMBH, Joplin, Mo.

**FELTON, HAPPY**

NBC, Finders Keepers.

**FELTON, VERNA**

Sealtest Village Store.

**FENWICK, ELLEN**

CBS, NBC.

**FIELDS, GRACIE**

BLUE, Gracie Fields Show.

**FILLBRANDT, LAURETTE**

WGN.

**FISHER, HELEN**

KELO, Sioux Falls, S. Dak.

**FITCH, LOUISE**

That Brewster Boy, Road of Life, Guiding Light.

**FITZGERALD, ED**

WOR, BLUE, The Fitzgeralds.

**FITZGERALD, PEGEEN**

WOR, BLUE, The Fitzgeralds.

**FLIPPEN, J. C.**

CBS, Correction Please.

**FLYNN, CHARLES**

Jack Armstrong, Bachelor's Children.

**FORBES, DON**

Richfield Reporter, Bob Burns, Vox Pop, Sinatra Show, Spotlight Bands, Comedy Theatre.

**FORBES, MURRAY**

Ma Perkins, Mary Marlin, Guiding Light.

**FORD, HELEN**

Paul Whiteman, Ipana, Music Hall of Fame, Rudy Vallee.

**FORD, ED (Senator)**

Can You Top This?

**FORD, PAUL**

Manhattan at Midnight, Famous Jury Trials, Ellery Queen.

**FORESTER, WILLIAM**

Uncle Natchel, Report to the Nation.

**FORMAN, JOE**

WFIL, Philadelphia, Pa.

**FOUNTAINAIRES (Quartet)**

Sealtest Village Store.

**FOX, JANET**

Road of Life, Famous Jury Trials, Manhattan at Midnight, School of the Air.

**FOX, TEMPLETON**

NBC, Those We Love.

**FRAMER, WALT**

**FROST, ALICE**

Big Sister, The Shadow, Philip Morris, Mr. and Mrs. North.

**FULLER, DR. CHARLES C.**

Pilgrim Hour.

— G —

**GAINES, REUBIN**

MBS, Music Depreciation.



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— in —

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SATURDAY EVENINGS

10:15-10:45 P.M., E.W.T.

# GEORGE and GRACIE

The Swan Soap Show

Monday Night

8:30 CBS

(EWT)

## THE FITZGERALDS...WJZ



*Edward*



*Pegeen*

. . . **RADIO ARTISTS** . . .

**GAIR, SONDRÁ**  
WGN, Chicago Theatre of the Air.

**GARDE, BETTY**  
BLUE, CBS, NBC, Ethel Barrymore Show.

**GARDINER, REGINALD**  
Guest appearance.

**GARDNER, ED**  
(Arlie)  
NBC, Duffy's Tavern.

**GARY, ARTHUR**

**GATES, RUTH**  
Mr. Keen, We, The Abbots, Rudy Vallee, Pepper Young's Family.

**GAXTON, WM.**  
Chase & Sanborn Hour.

**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 Theatre.

**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.

**GODFREY, ARTHUR**  
WABC, Arthur Godfrey.

**GOFF, TUFFY (Abner)**  
BLUE, Lum 'n Abner.

**GOODKIN, ALICE SHERRIE**  
Kitty Foyle, Bright Horizon, Easy Aces.

**GOODWIN, BILL**  
CBS, Burns & Allen, Frank Sinatra.

**GORCEY, LEO**  
Blue Ribbon Town.

**GORDON, BERT**  
NBC, Eddie Cantor.

**GORDON, CHARLES**  
Ellery Queen, School of the Air, Pursuit of Happiness.

**GORDON, DON**  
Ma Perkins, Road of Life, Hot Copy, Captain Midnight.

**GORDON, MARY**  
Sherlock Holmes.

**GOSDEN, FREEMAN F.**  
Amos 'n Andy.

**GOSE, CARL**  
Little Orphan Annie, Just Plain Bill, David Harum.

**GOULD, MITZI**  
Life Can Be Beautiful.

**GOULD, SANDRA**  
Cisco Kid, Armstrong Theatre, Bright Horizon, Duffy's Tavern.

**GRAHAM, FRANK**  
NBC, Cavalcade; BLUE, Man Called X.

**GRAINGER, SHARON**  
First Nighter, Hot Copy, Doctors at War, Author's Playhouse, Road of Life.

**GRAY, BILLY**  
Abbott & Costello.

**GREEN, DOROTHY**  
Mid-day Serenade, Tea Time Tales.

**GREEN, EDDIE**  
NBC, Duffy's Tavern.

**GREENE, DENIS**  
Sherlock Holmes.

**GREENE, ROSALINE**  
Grand Central Station, Valiant Lady.

**GREENHOUSE, MARTHA**  
Chaplain Jim, David Harum, Let's Pretend.

**GREENWOOD, CHARLOTTE**

BLUE, Charlotte Greenwood Show; NBC, Pepsodent Show.

**JACKSON BECK**

ACTOR

ANNOUNCER

NARRATOR



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*Sincerely,*

*Tony Barrett*

LExington 2-1100



**JIM BOLES**

Leading Man



**ATHENA LORDE BOLES**

Comedienne

LE. 2-1100

. . . **RADIO ARTISTS** . . .

**GREY, BILL**

CBS, Jack Kirkwood.

**GREY, NAN**

NBC, Those We Love.

**GRISCOM, BERT**

WPEN, Philadelphia, Pa.

**GRUENBERG, SIDONIE**

WOR, For Parents Only.

**GRUNDY, DORIS**

Finders Keepers, School of the Air, Right to Happiness, Goldbergs.

— H —

**HAAAG, BOB**

CBS, Death Valley Sheriff.

**HACKETT, W. J.**

Five Star Final, Headlines on Parade, Life Can Be Beautiful.

**HAEBERLE, ARLETH**

WTCN, Minneapolis, St. Paul, Minn.

**HAINES, LARRY**

Man Behind the Gun, Mr. District Attorney, Stage Door Canteen.

**HALEY, JACK**

NBC, Sealtest Village Store.

**HANES, BOB**

WGY, Schenectady, N. Y.

**HARE, WILL**

They Burned the Books, Salute to Youth, March of Time, True Story.

**HARRIS, SYBIL**

WSIX, WSM, Nashville, Tenn.

**HATHAWAY, JOY**

Amanda, March of Time.

**HAYES, GABBY**

Blue, Andrew Sisters.

**HAYMES, DICK**

NBC, Everything for the Boys.

**HAYWARD, HELEN**

We the Abbots, Meet Mr. Meek, Manhattan at Midnight.

**HENDRICKSON, ROD**

Gangbusters, Mollie Mystery, Mr. & Mrs. North, Information Please.

**HERBERT, WILMS**

WGN

**HEREFORD, JOHNNIE**

CBS, NBC.

**HERMAN, GEORGE**

The Goldbergs, Radio Guild, Valiant Lady.

**HERN, ARTHUR**

WGN, Human Adventure, Freedom of Opportunity.

**HERSHFIELD, HARRY**

Can You Top This.

**HERSHOLT, JEAN**

CBS, Dr. Christian.

**HILL, RUTH K.**

Helen Mencken, Treasury Hour, Irene Rich, Silver Theatre.

**HILLIARD, HARRIET**

Red Skelton Show, Adv. of Harriet & Ozzie.

**HIRST, DON**

Silver Theatre, Calling All Cars, Adv. of Frank Farrell.

**HOENY, WINFIELD**

Mystery Man, Kitty Kelly, The Shadow.

**HOIER, TOM**

The World Is Yours, Mystery Man, School of the Air, Kathleen Norris.

**HOLAHAN, ANNE**

Arch Oboler Plays, 26 by Corwin, Grand Central Station, Report to the Nation.

**HOLLAND, JOSEPH**

Gangbusters, Rudy Vallee, Kate Smith Show, John's Other Wife.

**HOLLAND, ROBERT**

Renfrew of the Mounted, Joe & Ethel Turp.

**HOLLAND, TOM**

CBS, Suspense, I Was There, This Is My Story.

**HOLMES, LOIS**

Hearts in Harmony, Big Sister, Five Star Final, Mr. Keen.

**HOLT, VIVIAN**

Second Husband, Widder Brown, Just Plain Bill.

**NORMA  
NILSSON**

(Age 7)

Lux Show

Burns and Allen

Cavalcade of America

This Is My Best

Chase & Sanborn

Arch Oboler

Salute to the Treasury

(Henry Morgenthau)



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Second Husband, Our Gal Sunday, Reg'lar Fellers, Just Plain Bill.

**HOOKER, BOBBY**  
MBS, Hookey Hall.

**HOPE, BOB**  
NBC, Pepsodent Hour.

**HOPKINS, BARRY**  
Famous Jury Trials, Aldrich Family, Portia Faces Life, Second Husband.

**HOPPER, HEDDA**  
CBS, Hollywood Showcase.

**HORTON, EDWARD EVERETT**  
Blue Ribbon Town.

**HOWARD, EUNICE**  
Pepper Young's Family, American Family Robinson, Fred Allen Show, Kathleen Norris.

**HOWARD, JOE E.**  
CBS, Gay Nineties Revue.

**HOWARD, TOM**  
It Pays to Be Ignorant.

**HOWES, MARY**  
Life Can Be Beautiful, Young Dr. Malone, Sky Over Britain, Letters to London.

**HUBBARD, IRENE**  
Claudia, Helpmates, Amanda, Our Gal Sunday.

**HUBBIER, IRMA**  
WPEN, Philadelphia, Pa.

**HUGHES, HAROLD**  
KOIL, Omaha, Neb.

**HULL, WARREN**  
CBS, Vox Pop.

**HULICK, BUDD**  
Hook N Ladder Follies.

**HUNDINGER, RENA**  
Surprise Party, Sunrise Serenade, Drama Time.

— I —

**INGLESE, ELIZABETH**  
Manhattan at Midnight, We the People, Reader's Digest, Blind Date.

**INTRATOR, ILSE**  
Dedicated to the Truth, Our Secret World.

**IRELAN, JOHN**  
Native Son, Ave Maria Hour.

**KABBLE, ISH**  
(Mervyn Bogue)

**IVES, RAYMOND, JR.**  
Adv. of a Modern Mother,

John's Other Wife, Lone Journey.

— J —

**JAMES, IRMA**  
Road of Life, Helen Trent, Five Star Final.

**JANIS, ELSIE**  
California Carry On.

**JANNEY, LEON**  
Chick Carter, Boy Detective.

**JARVIS, AL**  
NBC, CBS

**JEPHSON, EDWARD**  
Mystery Man, Light of the World, Crime Club.

**JEWELL, ISABEL**  
Newsmakers, Press Club, I Love a Mystery.

**JOHNSON, JIM**  
WGN, Freedom of Opportunity.

**JOHNSON, PARKS**  
CBS, Vox Pop.

**JOHNSON, RAYMOND EDWARD**  
CBS, Inner Sanctum.

**JOHNSTONE, BILL**  
KOIL, Omaha, Neb.

**JORDAN, JIM**  
NBC, Fibber McGee & Molly.

**JORDAN, MARIAN**  
NBC, McGee & Molly.

**JORY, VICTOR**  
CBS, Dangerously Yours.

**JOSTYN, JAY**  
NBC, Mr. District Attorney.

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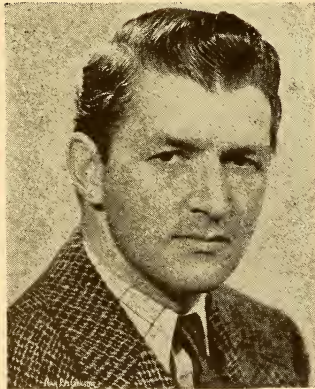


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**ROYCE, BARBARA**  
Famous Jury Trials, Bright  
Horizon, Ave Maria Hour.

**ROYCE, REGIS**  
Ellery Queen, When a Girl  
Marries, Grand Central Station.

— K —

**KADEL, CARLTON**  
In Time to Come, Red Ryder.

**KAREN, ANNA**  
Commandos, Philip Morris  
Playhouse, Superman.

**KAY, BEATRICE**  
NBC, Gaslight Gayeties.

**KAYE, MILTON**  
BLUE.

**KAYE, VIRGINIA**  
Chaplain Jim, Treasury Star  
Parade, Manhattan at Mid-  
night.

**KEANE, CHARLOTTE**  
Lorenzo Jones, My True Story,  
Men Machines, Victory.

**KEANE, TERESA (Teri)**  
Aldrich Family, David Harum.

**KEARNS, JOSEPH**  
CBS, Suspense, Ozzie & Har-  
riet; NBC, Judy Canova, Rudy  
Vallee, Jack Benny, Amos 'n  
Andy, Sherlock Holmes.

**KEATH, DONNA**  
Judy & Jane, Ma Perkins,  
Helen Trent, CBS Workshop.

**KEATING, LARRY**

**KEEFER, DON**  
Blondie, Just Plain Bill, NBC  
Television, Marco Polo.

**KEENE, WILLIAM**  
That They Might Live, Radio  
Reader's Digest, Counter Spy.

**KEITH, MAXINE**

From Me to You, 7 to 17  
Club, Musical Contrasts.

**KEITH, RICHARD K.**  
Bright Horizon, Mary Marlin,  
Aldrich Family.

**KELK, JACKIE**

Aldrich Family, Rosemary,  
Superman.

**KELSO, BILL**  
Bill Kelso Record Session.

**KEMBLE, DIANA**  
Alan Young Show.

**KENT, BOB**  
KFH, Wichita, Kans.; Phan-  
tom Theatre, Parlor Play-  
house.

**KERMAN, DAVID**  
Stage Door Canteen, Dick  
Tracy, Hall of Fame.

**KETZEL, PITTI**  
NBC.  
**KILPACK, BENNET**  
Mr. Keen, Young Widder  
Brown, Linda's First Love.

**KING, JEAN**  
Death Valley Days.

**KING, JOHN REED**  
WOR, Double or Nothing.

**KIPP, EMILY**  
Manhattan at Midnight, Kate  
Smith, We Love and Learn,  
Bright Horizon, Screen Test,  
Weird Circle, Eddie Cantor.

**KIRKLAND, ALEX**  
Helen Hayes, Big Sister,  
School of the Air.

**KIRKLAND, MURIEL**  
Kate Smith, Rudy Vallee,  
Lux Theatre, Central City.

**KIRKWOOD, JACK**

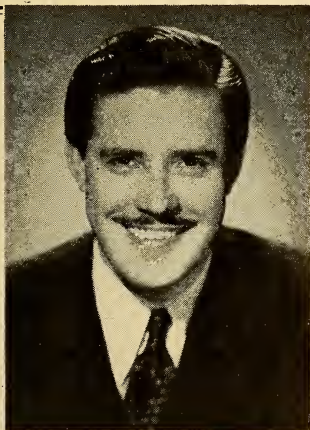
CBS, Jack Kirkwood Show.

**KITTELL, CLYDE**  
Mary Foster, American Family  
Robinson, Lowell Thomas.

**KNIGHT, ETHEL BLUME**  
Easy Aces, Aldrich Family,  
Joyce Jordan.

**KOHL, ARTHUR**  
Mary Marlin, Right to Happi-  
ness, Ma Perkins.

**KROMAN, DAVID**  
WGY.



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**KRUGER, OTTO**  
Cavalcade of America, Lux Theatre, Goodyear, Stars Over Hollywood.  
**KUMMER, ELOISE**  
Hot Copy.

**KYSER, KAY**

— L —

**ABELLE, CLAUDE**  
KGO.  
**ABELLE, RUPERT**  
Mary Marlin.

**LAKE, ARTHUR**  
Blondie.

**LANDICK, OLYN**  
CBS, Death Valley Sheriff.  
**LANGLEY, ROLLY**  
KGO.  
**LANNARD, HERBERT**  
Free World Theatre, Lux Theatre, Lights Out.  
**LARABEE, LOUISE**  
Famous Jury Trials, Mary Marlin, Valiant Lady.  
**LASCHELLES, GEORGE**  
WGY, Schenectady, N. Y.  
**LASSNER, ADELAIDE**  
KDKA, Pittsburgh, Pa.

**LATIMER, ED**

Inner Sanctum, Helen Trent, Famous Jury Trials, Strange Dr. Weird, Thin Man, Armstrong Theatre, Grand Central Station, Mollie Mystery, Mysterious Traveler.

**LAUCK, CHET (Lum)**  
BLUE, Lum 'n Abner.  
**LAURIE, JOE, JR.**  
Can You Top This?, Guess Who?  
**LAWRENCE, CATHY**  
Pepper Young's Family, Helen's Home, Road of Life.  
**LAWRENCE, GERTRUDE**  
Revlon Revue.  
**LAYNE, ZELLA**  
I Want a Divorce, Hawthorne House, Dr. Kate.  
**LAZAR, WILLIAM**  
Philip Morris Playhouse, Crime Doctor, The Bond Wagon.  
**LEAF, ANN**  
Woman of Courage, Amanda, Lorenzo Jones.  
**LE DOUX, LEONE**  
Blondie.  
**LEE, MADELINE**  
Report to the Nation, CBS Workshop, Bright Horizon.  
**LEEDS, DAVID**  
You're in the Army Now, On Your Job, Aldrich Family.

**LE GRAND, DICK**  
The Great Gildersleeve.  
**LEHR, ELMER**  
Valiant Lady, Radio Guild, The World Is Yours.  
**LEIGH, SYLVIA**  
March of Time, Aldrich Family, We the People, Manhattan at Midnight.  
**LEMKE, IRMA**  
WGY, Schenectady, N. Y.  
**LENKOW, BERNARD**  
Fred Allen, Kate Smith, Ripley, Easy Aces.  
**LEON, PAUL**  
Star Theatre, Kate Smith, Campbell Playhouse.  
**LEONARD, GENE**  
Gangbusters, Ellery Queen, Second Husband.  
**LEONARD, LILLIAN**  
Gay Nineties Revue, CBS.  
**LEONE, DANNY**  
Aldrich Family, Superman, Pepper Young's Family.  
**LESSER, JERRY**  
Gangbusters, Rudy Vallee, Mr. District Attorney.  
**LESTER, BILL**  
KOY, Phoenix, Arizona; Victory Playhouse.  
**LETHIN, ANITA**  
WMBI, Chicago, Ill.  
**LEVERTON, BUCK**  
WFHR, Wisconsin Rapids, Wis.  
**LEWIS, ABBY**  
Dr. Christian, City Desk, By Kathleen Norris, Aldrich Family.



EDDIE "ROCHESTER" ANDERSON

GUESS WHO?

p. d.

CAN YOU TOP THIS?



Easy Aces



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**"Boston Blackie"**  
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 JAMES SAPHIER

**LEWIS, CATHY**  
CBS, I Love a Mystery.

**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.

**LEWIS, TOM**  
WHO, Des Moines, Iowa.

**LIEBEN, MELVA**  
KOIL, Omaha, Neb.

**LINKLETTER, ART**  
NBC, People Are Funny.  
CBS, G. E. House Party.

**LINN, MILDRED**  
Manhattan at Midnight, Palm Olive, We the People.

**LIPTON, BILL**  
Chick Carter, Let's Pretend.

**LISKA, MRS. JOSEPH**  
WFHR, Wisconsin Rapids, Wis.

**LISS, RONNY**  
Portia Faces Life, Cities Service.

**LITTEL, PATTI**  
KDKA, Pittsburgh, Pa.

**LIVINGSTONE, MARY**  
Grape Nuts Flakes, Jack Benny Show.

**LLOYD, HAROLD**  
NBC, Comedy Theatre.

**LLOYD, JACK**  
The Commandos, Date With Judy, Air Theatre.

**LLOYD, JACK**  
Kate Smith Show, Dr. Christian, Portia Faces Life, My Best Girls.

**LORING, KAY**  
Pepper Young's Family, John's Other Wife, Second Husband.

**LOUISE, ARTHUR**  
KHJ, Michael Shane Series.

**LOVEJOY, FRANK**  
Brave Tomorrow, Mr. & Mrs. North.

**LOVELESS, WENDELL P.**  
WMBI, Chicago, Ill.

**LOWE, MARYLIN**  
Cavalcade, Helen Hayes, Big Town.

**LOWERY, FRED**  
Horace Heidt's Treasure Chest.

**LUBIN, LOU**  
NBC, Amos 'n Andy.

**LUDDY, BARBARA**  
MBS, First Nighter.

**LUPINO, IDA**  
NBC, CBS.

**LYNN, ROBERT**  
Showboat, Five Star Final, Gangbusters.

**LYTELL, WILFRED**  
Just Plain Bill, Editor's Daughter, Dan Wilson.

— M —

**MACBRYDE, JACK**  
Death Valley Days, Mandrake, Amanda.

**MACDONALD, FLORETTA**  
KFAC, Los Angeles, Calif., Musical Scrapbook, America Calling.

**MAC DONOUGH, SARAH**  
KELD, El Dorado, Ark.; Peter Pan Players.

**MACK, EDWARD**  
KDKA, Pittsburgh, Pa.

**MACK, GILBERT**  
The Thin Man, Arch Oboler's Plays, Lights Out, Kate Smith, Inner Sanctum, Grand Central Station, True Detective Mysteries, Bulldog Drummond, We the People.

**MacLAUGHLIN, DON**  
Twig Is Bent, Lincoln Highway, Death Valley Days, Mary Marlin, Counter Spy.

**MacQUARRIE, HAVEN**

**McBRIDE, MARY MARGARET**  
NBC.

*Lawson Zerbe*

*Hello There!*

from

**TED MALONE**

**BLUE NETWORK**

**War Correspondent**



LURENE TUTTLE



**ED LATIMER**

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**McCAMBRIDGE, MERCEDES**  
I Love a Mystery.

**McCAMMON, BESS**  
Helen Trent, Lone Journey.

**McCARTHY, CHARLIE**  
Chase & Sanborn Hour.

**McCOMB, KATE**  
Heart of Julia Blake, Kate Smith, Cavalcade of America.

**McCONNELL, LULU**  
It Pays to Be Ignorant.

**McCOY, JEAN**  
Chick Carter, Aldrich Family, Pepper Young's Family.

**McGEEHAN, PAT**  
CBS, Don't You Believe It, That's a Good Idea, Suspense, NBC, Abbott & Costello, Ginny Simms, Moore-Durante Show.

**McGOVERN, JOHN**  
Kitty Kelly, Second Husband, Kate Smith.

**McKENZIE, FAY**  
Blue Ribbon Town.

**McMILLAN, BERYL**  
Life Can Be Beautiful.

**McMULLEN, DOUG**  
WGY.

**McNAUGHTON, HARRY**  
It Pays to Be Ignorant.

**McNEILL, DON**  
Blue, Breakfast Club.

**McVEY, TYLER**  
BLUE, Glamour Manor.

**MACY, JERRY**  
NBC, CBS.

**MAHAR, ELLEN**  
Lorenzo Jones, Amanda, Hearts in Harmony.

**MAHER, WALLY**  
KHJ, Michael Shane Series.

**MAIER, DR. WALTER A.**  
MBS, Lutheran Hour.

**MALONE, TED**  
Between the Book-ends, History Is Fun, Blue Network, Overseas Correspondent.

**MANDER, MARYELLYN**  
CBS, Jack Kirkwood.

**MANSON, CHARLOTTE**  
Miss Hattie, Helen Trent, Keeping Up With the World, Nick Carter, Counter-Spy.

**MARLOW, J. FRANK**  
WSM.

**MARR, EDDIE**  
Jack Carson Show, Roma Wines.

**MARSHALL, HERBERT**  
BLUE, The Man Called X.

**MARSHALL, KITTY**  
KVCV.

**MARSHALL, REG. D.**

**MARK, GROUCHO**  
Blue Ribbon Town.

**MASON, SIDNEY**  
Guiding Light, Capt. Midnite, Tom Mix, Ma Perkins, Brewster Boy, Mystery House, Quiz Kids, Author's Playhouse, Starlight Trail.

**MASON, SULLY**  
NBC, Kay Kyser.

**MASSEY, MARY**  
Intimate Theatre, Famous One-Aet Plays, Lux Radio Theatre.

**MASTERS, LYNN**  
Theatre of the Air, Peoples' Playhouse.

**MATESON, RUTH**  
Against the Storm, This Life Is Mine, Lux Theatre.

**MAXADON, JOHN**  
WJR.

**MAYFAIR, ALICE**  
CKRC.

**MEACHAM, MALCOLM**  
Ma Perkins, Kitty Keene, Road of Life.

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NILES  
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# JOSEPH CURTIN

'Mr. North'  
'Mr. & Mrs. North' NBC  
'Grant Cummings'  
'Second Husband' CBS



# ED BEGLEY

Title Role "Charlie Chan" WJZ  
"Chas. Daniels" in 'Big Sister' CBS  
"Daniel Burke" in 'Mary Marlin' CBS



# JACKIE KELK

## "HOMER"



. . . **RADIO ARTISTS** . . .

**MENDL, SIR CHARLES**  
One Man's Family, Press Club,  
Lux Theatre.

**MENKEN, SHEPARD**  
Lincoln Highway, Grantland  
Rice Sport Stories.

**MERCEER, JOHNNY**  
Johnny Mercer's Music Shop.

**MEREDITH, JAY**  
Salute to Youth, Chaplain Jim,  
This Life Is Mine, Parker  
Family.

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Great Plays, Stella Dallas.

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Faces Life.

**MITCHELL, SHIRLEY**  
Fibber McGee & Molly, Bob  
Crosby, Groucho Marx.

**MONKS, JAMES**  
Campbell Playhouse, The  
Shadow, Big Sister.

**MONTGOMERY, RALPH**  
KOIL.

**MOORE, CARL**  
CBS, Coffee Club.

**MOORE, GARRY**  
Durante-Moore Show.

**MOORE, SCOTT**  
Easy Aces, John's Other Wife.

**MOORE, VICTOR**  
Chase & Sanborn.

**MOOREHEAD, AGNES**  
Orson Welles, Jack Carson  
Show, Mayor of the Town.

**MORELAND, MANTON**  
Bob Burns.

**MORGAN, FRANK**  
Maxwell House.

**MORGAN, RAY**  
Dr. Susan, Valiant Lady,  
Americans at Work.

**MORRIS, CHESTER**  
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**MORRIS, ELSYE**  
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**MORRISON, BRET**  
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Ma Perkins, Theatre of the  
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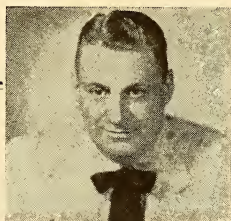
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Judy Canova Show.

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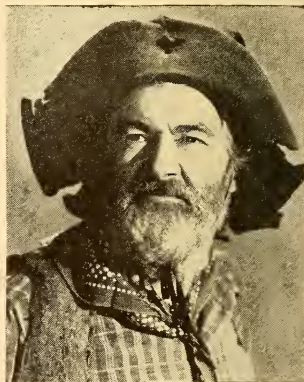
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**URRY, FRANCES**

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Your America, MBS.

**WEAVER, NED**

Young Widder Brown, Big Sister, Dick Tracy, Bulldog Drummond.

**WIELEKER, JOHN**

When a Girl Marries, David Harum, Parade of Progress.

**WHIPPLE, CLARK (Doc)**

Man I Married, One of the Finest, Liberty Short Stories.

**WIDMER, HARRIET**

Aunt Gemma.

**WILLARD, DICK**

MBS, Take It Easy Time.

**WILLIAMS, BOB**

CBS, NBC.

**WILLIAMS, FLORENCE**

Ave Maria Hour, John's Other Wife, Young Widder Brown.

**WILLIAMSON, DUD**

What's the Name of that Song?

**WILLOCK, DAVE**

Jack Carson Show.

**WILLS, SI**

Sealtest Village Store.

**WINCHELL, PAUL**

Blue, Winchell-Kaye Show.

**WINSLOW, PAULA**

Life of Riley.

**WITHERSPOON, CORA**

Against the Storm, The Andersons.

**WOLCOTT, IMOGENE**

What's Your Idea?

**WOLFE, WINIFRED**

One Man's Family.

**WOLFSON, MARTIN**

Betty and Bob, The Goldbergs, CBS Workshop.

**WOOD, BRITT**

CBS, Rhythm Inn.

**WOODLING, MARVEL**

KVCV, Redding, Calif.

**WOODS, DONALD**

NBC, Those We Love.

**WOODS, SIDNEY KING**

Child Heroes, Your Boy Reporter, At Our House.

**WORCESTER, CHUCK**

Columbia's County Journal.

**WRAGGE, BETTY**

Pepper Youngs Family, March of Time, Manhattan at Midnight.

— Y —

**YARBROUGH, BARTON**

One Man's Family, I Love a Mystery.

**YOUNG, ALAN**

Alan Young Show.

**YOUNG, CARLTON**

Hollywood Mystery Time.

**YOUNG, ROBERT**

Maxwell House Coffee.

**YORKE, RUTH**

Life Can Be Beautiful, John's Other Wife, CBS Workshop.

**YOUNG, ROLAND**

Dinah Shore.

— Z —

**ZERBE, LAWSON**

Against the Storm, Helen's Home, Aunt Jenny, Pepper Young's Family, Grand Central Station.

**ZUCKERT, BILL**

Life Can Be Beautiful, Lorenzo Jones, March of Time, Kate Smith.



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## **CHARLIE SPIVAK**

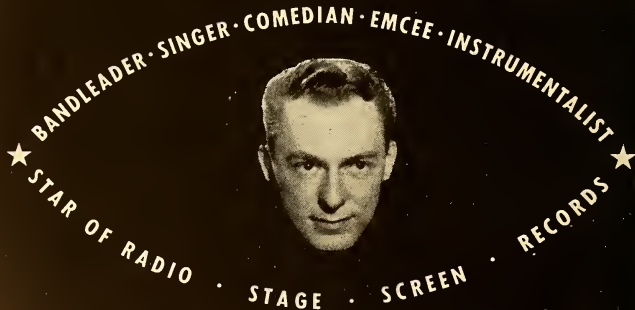
and his Orchestra

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# Orchestra Leaders and Musical Conductors —their work during 1944

## — A —

**ADRIAN, LOUIS**  
NBC, The Saint

**AGNEW, CHARLES**  
NBS

**ALEXANDER, JEFF**  
NBC, Borden's; CBS, Fun With  
Dinn

**ALOMA, HAL**  
MBS

**ANTONINI, ALFREDO**  
MBS, Treasure Hour of Song

**ARDEN, VICTOR**  
CBS, American Melody Hour

**ARMBRUSTER, ROBERT**  
NBC, Cavalcade of America;  
Blue, Electric Show

**ARMOUR, WALLY**  
CBC, Toronto Calling

**ARMSTRONG, LOUIS**  
MBS

**ART, WILLIAM**  
CBS, Blondie

**ASHMAN, EDDY**  
MBS

**AULD, GEORGE**  
CBS, MBS

**AURANDT, RICHARD**  
NBC, A Song Is Born; CBS,  
Heda Hopper Show

## — B —

**BAKALEINKOFF, CONSTANTIN**  
Blue, Hollywood Star Time

**BAKER, DON**  
MBS

**BARGY, ROY**  
CBS, Moore-Durante Show

**BARLOW, HOWARD**  
NBC, Voice of Firestone

**BARON, PAUL**  
CBS, Music That Satisfies

**BARRON, BLUE**  
MBS

**BARRY, GEORGE**  
MBS

**BASIE, COUNT**  
MBS

**BAY, VICTOR**  
CBS, Report to the Nation

**BEECHAM, THOMAS SIR**  
MBS, Cleveland Orchestra

**BELL, FRANK**  
CBS, Coffee Club

**BENNETT, ROBERT RUSSELL**  
MBS, Music for an Hour

**BETHANCOURT, JOSE**  
NBC, Echoes from the Tropics

**BLACK, FRANK DR.**  
NBC, Serenade to America

**BLACKTON, JAY**  
CBS, Johnny Morgan Show

**BLADE, JIMMY**  
NBC, Tin Pan Alley

**BLEYER, ARCHIE**  
NBC

**BLOCH, RAY**  
CBS, Crime Doctor; Take It or  
Leave It, Milton Berle, Here's  
to Romance

NBC, Gaslight Gaieties  
MBS, Quick as a Flash; Keep  
Ahead

**BLUESTONE, HARRY**  
NBC, I Sustain the Wings

**BOTKIN, PERRY**  
MBS, Roy Rogers; NBC, Mel-  
ody Roundup

**BRADLEY, OSCAR**  
CBS, We, the People

**BRECKNER, DENNY**  
MBS

**BROWN, MAURICE**  
CBS, New Voices in Song;  
Let's Pretend

**BRING, LOU**  
Here's to Romance; NBC,  
What's New

**BRUSILOFF, NAT**  
MBS, Jerry Cooper

## — C —

**CALDER, CRANE**  
MBS, Music of Worship

**CALLOWAY, CAB**  
MBS

**CAMDEN, EDDIE**  
MBS

**CARLE, FRANKIE**  
MBS

**CARSON, PAUL**  
CBS, I Love a Mystery; NBC,  
One Man's Family; Blue,  
Bridge to Dreamland

**CASTLE, LEE**  
MBS

**CAVALLARO, CARMAN**  
MBS

**CEPPPOS, MAC**  
MBS, Dick Brown

## CHERNIAVSKY, JOSEF

**CLARKE, BOBBY**  
MBS

**COLUMBIA CONCERT  
ORCHESTRA**  
CBS, Sally Moore, Eileen Far-  
rell

**COLUMBIA SYMPHONY  
ORCHESTRA**  
CBS, Gateways to Music; In-  
vitation to Music

**COPE, FOSTER**  
CBS, Music from the West

**COURTNEY, DEL**  
MBS

**CRANE, LEE**  
MBS

**CROSS, CHRIS**  
MBS

**CUFFE, ROY**  
NBC, Grand Ole Opry

**CUGAT, XAVIER**  
MBS

## — D —

**DANT, CHARLES**  
Blue, Seramby Amby; NBC,  
Gaslight Gaieties

**D'ARCY, PHIL**  
MBS, Anita Ellis

**D'ARTEGA**  
KECA, Los Angeles

**DAVID, RUSS**  
NBC

**DAVIES, LEW**  
Blue

**DEL CASTILLO**  
CBS, Stars Over Hollywood

**DEUTSCH, EMORY**  
NBC

**DeVOL, FRANK**  
NBC, Rudy Vallee

**DIAMOND, LEW**  
MBS

**DOLAN, ROBERT EMMETT**  
NBC, Dinah Shore Show

**DORSEY, JIMMY**  
MBS

**DORSEY, TOMMY**  
MBS

**DRAGON, CARMEN**  
CBS, Fannie Brice Show;  
Toasties Time

**DUCHIN, EDDY**  
U. S. Navy

**DUNHAM, SONNY**  
MBS

**DVONCH, FREDERICK**  
MBS, Steel Horizons; Music  
of Worship

## — E —

## ELLINGTON, DUKE

MBS

**ENNIS, SKINNAY**  
NBC, Bob Hope Show

## — F —

## FAIRCHILD, EDGAR "COOKIE"

NBC, Ginny Simms Show

**FAITH, PERCY**  
NBC, Carnation Hour

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ELLINGTON

and His ORCHESTRA

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VICTOR RECORDS

Winner of  
ESQUIRE'S GOLD AWARD  
and Down Beat and  
Metronome Polls  
• 1944 •

Direction:  
WM. MORRIS AGENCY

# ORCHESTRA LEADERS

**FIELDS, SHEP**

MBS

**FOSTER, CHUCK**

MBS

**FRADKIN, FRED**

CBS, Thin Man

**FRANKLIN, BUDDY**

MBS

**FRASETTO, JOE**

MBS, Sports Parade; Pan-American

## — G —

**GALLICCHIO, JOSEPH**

NBC, Musicana

**GARBER, JAN**

MBS

**GARRETSON, ROBERT**

Blue, Musical Portraits

**GARY, JON**

CBS, Blue

**GASPARRE, DICK**

MBS

**GATES, OPIE**

CBS, Corliss Archer

**GILL, ERNEST**

Blue, Hollywood Mystery Time

**GILLETTE, MICKEY**

CBS, Al Pearce

**GINSBURG, RALPH**

MBS, Palmer House Concert

**GLUSKIN, LUD**

CBS, Suspense

**GOBEL, DOLPH**

Blue.

**GOLSCHMANN, VLADIMIR**

MBS, Cleveland Orchestra

**GOODMAN, AL**

CBS, Family Hour; Texaco Star Theatre

**GOODMAN, BENNY**

MBS

**GOOSSENS, EUGENE**

MBS, Cleveland Orchestra

**GOULD, MORTON**

CBS, Major Bowes

**GRAY, GLEN**

MBS, Navy Bulletin Board

**GUION, KING**

MBS, Curt Massey

## — H —

**HAENSCHEN, GUS**

CBS, Saturday Night Serenade

**HALE, CHARLIE**

Blue, Glamour Manor

**HAMILTON, GEORGE**

MBS

**HARRIS, PHIL**

NBC, Lucky Strikes

**HATCH, WILBUR**

CBS, The Whistler; American

Rhapsody, Screen Guild

**HAWKINS, ERSKINE**

MBS

**HENDERSON, FLETCHER**

NBC, MBS

**HERMAN, WOODY**

MBS

**HERTH, MILT**

MBS

**HIMBER, RICHARD**

CBS, Which Is Which

**HOFF, CARL**

CBS, Erskine Johnson; NBC,

Harold Lloyd Show

**HOFFMAN, BILL**

Blue, Musical Portraits

**HOWARD, EDDY**

NBC, Carton of Cheer

**HUFFMAN, HERBERT**

MBS, Columbus Boy Choir

**HUTTON, INA**

CBS

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Show"

writer - producer

"Melody, U. S. A."

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1944

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Du Pont "Cavalcade of  
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ORCHESTRA LEADERS

— J —

**AMES, HARRY**  
CBS, Danny Kaye Show

**JENKINS, GORDON**  
NBC, Bob Burns; Everything  
for the Boys

**JEROME, HENRY**  
MBS

**JEROME, JERRY**  
NBC, Finder's Keepers

**JONES, SPIKE**  
NBS, Bob Burns

**JOY, JIMMY**  
MBS

— K —

**KATIMS, MILTON**  
NBC, Music as You Like It;  
Music for Tonight; NBC, Con-  
cert Orchestra

**KATZ, BERNARD**  
CBS, This Is My Best; Mayor  
of the Town

**KAY, EDDIE**  
NBC, Those We Love

**KAYE, SAMMY**  
MBS, Tangee Varieties

**KING, HENRY**  
MBS

**KOPP, LEO**  
MBS, Your America

**KORN KOBLERS**  
NBC

**KOSLOFF LOU**  
Blue, Life of Riley

**KOSTELANETZ, ANDRE**  
CBS, Pause That Refreshes

**KRUEGER, KARL**  
MBS, Detroit Symphony Or-  
chestra

**KUHN, DICK**  
MBS

**KYSER, KAY**

NBC, Kay Kyser Show

— L —

**LAVALLE, PAUL**

NBC, Highways in Melody;  
Stradivari Orchestra, Cities  
Service

**LAWRENCE, ELLIOT**

CBS, Listen to Lawrence

**LEINSDORF, ERICH**

MBS, Cleveland Orchestra

**LEVEY, HAROLD**

CBS, Armstrong's Theatre

**LEVIN, SYLVAN**

MBS, Brownstone Theatre;  
Sinfonieta

**LEWIS, TED**

MBS

**LIGHT, ENOCH**

MBS

**LOMBARDO, GUY**

Blue, Chelsea Cigarettes.

**LONG, JOHNNY**

CBS

**LOPEZ, VINCENT**

MBS, Luncheon With Lopez

**LUCAS, CLYDE**

MBS

**LUDLOW, BEN**

CBS, Theatre of Romance

**LYTELL, JIMMY**

MBS, Morton Downey

— M —

**MacINTYRE, HAL**

MBS

**MALNECK, MATTY**

Blue, Stop or Go

**MARSALLA, JOE**

MBS

**MARTIN, FREDDIE**

CBS, Jack Carson Show

**MASTERS, FRANKIE**

MBS

**MAYHEW, WENDELL**

NBC, People Are Funny

**McCUNE, BILL**

MBS

**MILLS, BILLY**

NBC, McGee & Molly

**MILLS, FELIX**

CBS, Burns & Allen

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YOUNG

WESTINGHOUSE



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NBC

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THE KATE SMITH HOUR

CBS

•  
THE ALDRICH FAMILY

CBS

•  
MOLLE MYSTERY

THEATRE

NBC



ORCHESTRA LEADERS

**MILLER, IRVING**

CBS, Ivory Soap and Oxydol Show

**MILLER, JACK**

CBS, Kate Smith Hour; Aldrich Family

**MURRAY, LYN**

CBS, To Your Good Health

— N —

**NEWMAN, RUBY**

CBS, Danny O'Neill

**NOSCO, HENRI**

NBC, Music of the New World

**NOVAK, FRANK**

MBS, Take It Easy

**NOVICK, NAT**

CBS, It Pays to Be Ignorant

— O —

**OLSEN, GEORGE**

MBS

**OWENS, HARRY**

KNX, Sweet Leilani Time

— P —

**PAIGE, RAYMOND**

CBS, Stage Door Canteen

**PANCHO**

MBS

**PAUL, EDDIE**

NBC, Joan Davis-Jack Haley

**PANTON, GEORGE**

MBS

**PERRY, AL**

MBS, Hawaii Calls

**PETRILLO, CAESAR**

CBS, Petrillo, Janette & MacCormack

**PHILADELPHIA ORCHESTRA**

CBS

**PIASTRO, MISHEL**

MBS, Symphonette

**PITT, MERLE**

WNEW, Five Shades of Blue

**POOLE, WALTER**

MBS, Detroit Symphony

**PRIMA, LOUIS**

MBS

— R —

**RAVAZZA, CARL**

MBS

**REDMOND, DON**

MBS

**REEVES, REET-BEAT**

NBC, Duffy's Tavern

**REICHMAN, JOE**

KHJ, Stop That Villain

**REINER, FRITZ**

MBS, Cleveland Orchestra

**REISMAN, LEO**

MBS

**RENARD, JACQUES**

CBS, Milton Berle Show: Take It or Leave It.

**RICH, FREDDIE**

NBC, Abbott & Costello

**RICKEY, AL**

CBS, Mr. Keen

**RINGWALL, RUDOLPH**

MBS, Cleveland Orchestra

**ROGERS, EDDIE**

MBS

**ROLLINI, ADRIAN**

MBS

**ROTH, ALLEN**

NBC, Schaefer Revue

**RUSSELL, LOUIS**

MBS

— S —

**SACK, AL**

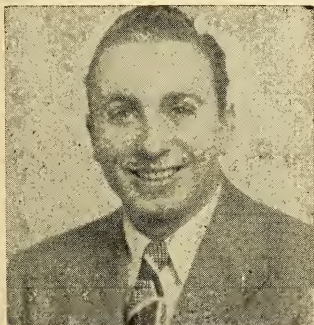
NBC, Maxwell House

**SALTER, HARRY**

U. S. Army

**SANELLA, ANDY**

MBS, Double or Nothing



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**SCOTT, RAYMOND**

CBS

**SEBASTIAN, GEORGE**

CBS, Great Moments in Music

**SELLS, PAUL**

KNX, Sunrise Salute; Hollywood Barn Dance

**SEMMLER, ALEXANDER**

CBS, Land Is Bright

**SHERWOOD, BOBBY**

MBS

**SHIELDS, ROY**

NBC

**SHREDNIK, MILTON**

NBC, Music By Shrednik

**SILVERS, LOUIS**

CBS, Lux Radio

**SLATTERY, ED**

CBS, Friday on B'Wway

**SOREY, VINCENT**

MBS

**SOSNIK, HARRY**

NBC, Raleigh Room

**SPITALNY, H. LEOPOLD**

NBC

**SPITALNY, PHIL**

NBC, Hour of Charm

---

**SPIVAK, CHARLIE**

MBS

---

**STORDHAL, AXEL**

CBS, Frank Sinatra Show.

---

**STABLE, DICK**

U. S. Coast Guard

**STANLEY, ROBERT**

MBS, Music for Remembrance;

Musi for Half an Hour, Mutual

Musiale

**STRAETER, TED**

CBS, Rhythm Inn

**STRAND, MANNY**

Blue, Tom Breneman High-

lights

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**STEELE, TED**

NBC, Chesterfield Supper Club.

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**STERN, HAL**

MBS

**STERNEY, GEORGE**

MBS

**STORDAHL, AXEL**

CBS, Sinatra Show

**SUES, LEONARD**

NBC, Eddie Cantor

**SWEETEN, CLAUDE**

NBC, Gildersleeve; KFI

---

**SYLVERN, HENRY**

NBC, CBS, Blue

---

— T —

**TRACE, AL**

MBS

**TRENDLER, HAROLD**

MBS, Swing's the Thing

**TROTTER, JOHN SCOTT**

NBC, Kraft Musi Hall

**TUCKER, TOMMY**

MBS

---

— V —

**VAN CLEAVE**

CBS, Radio Reader's Digest;

Blue, Variations by Van Cleave

**VAN STEEDEN, PETER**

CBS, Thanks to the Yanks

**VELAZCO, EMIL**

U. S. Navy

---

**VOORHEES, DON**

NBC, Telephone Hour, Caval-

cade of America, March of

Time.

---

— W —

**WALLENSTEIN, ALFRED**

MBS, L. A. Philharmonic  
Symphonics for Youth

---

**WARING, FRED**

Blue, Owens-Illinois Glass Co.

---

**WARNOW, MARK**

CBS, Hit Parade; NBC, All  
Time Hit Parade; Westing-  
house

**WARRINGTON, JOHNNY**

CBS

**WEBER, HENRY**

MBS, Chiago Theatre of the  
Air

**WELK, LAWRENCE**

MBS

**WELTY, GLEN**

NBC, National Barn Dance

**WESTON, PAUL**

NBC, Johnny Merer Show

**WHITEMAN, PAUL**

Blue-Hall of Fame

**WILLIAMS, COOTIE**

MBS

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— Y —

---

**YOUNG, VICTOR**

NBC, Westinghouse.

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— Z —

**ZIMMERMAN, HARRY**

MBS, Feeling Is Mutual

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# Vocal Artists

## —their work during 1944

### — A —

**ADDY, CLYDE**  
KOLB, Omaha, Neb.

**ALBANESE, LICIA**  
MBS.

**ALM, JEANNE**  
WDAY, Fargo, N. D.

**ALLEN, ELDA**  
WCAE, Pittsburgh, Pa.

**ALLEN, ROSALIE**  
WAAT, Newark, N. J.  
WOV, New York, N. Y.

**ALLEN, ROSALIE**  
NBC, Tex Grand & Range  
Riders, Alka Seltzer Barn  
Dance.

**ALMAGUER, ROSITA**  
WOAI, San Antonio, Texas.

**ALT, DOROTHY**  
WBN, Buffalo, N. Y.

**ALVAREZ, VIRGINIA**  
WHK, Cleveland, O.

**AMADON, ARTHUR**  
WBZ, Boston, Mass.

**AMADON, ARTHUR**  
WBZA, Springfield, Mass.

**AMECHE, DON**  
NBC, Charlie McCarthy.

**ANDELIN, WILLARD**  
WGN.

**ANDERSON, ANDY**  
WOWO, Fort Wayne, Ind.

**ANDREW SISTERS**  
Blue, Andrew Sisters Show.

**ARIZONA WRANGLERS**  
KVCV, Redding, Cal.

**ARRES, DON**  
WHN, New York, N. Y.

**ARTHUR, GEORGE**  
WOWO, Fort Wayne, Ind.

**ARTHUR, JACK**  
NBC, CBS.

**ASHWORTH, MARY**  
NBC, Chesterfield Supper Club.

**AUDETTE, JEAN**  
WGRC, Louisville, Ky.

**AUSTIN, CHARLES**  
WIBX, Utica, N. Y.

### — B —

**BABBITT, HARRY**  
NBC, Kay Kyser Show.

**BAIRD, PAUL**  
KID, Idaho Falls, Idaho.

**BAKER, CURLY**  
KXEL, Waterloo, Iowa.

**BAKER, GENE**  
CBS, American Rhapsody, Song  
of the Week.

**BAKER, JACK**  
KWTO, Springfield, Mo.

**BAKER, JERRY**  
WMCA, New York, N. Y.  
Kitty Kelly Shoes.

**BAKER, JOHN**  
MBS.

**BAKER, KENNY**  
CBS, Blue Ribbon Town.

**BAKER, NORMA**  
WLLH, Lowell - Lawrence,  
Mass.

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**BALLADIERS**

WCCO, Minneapolis - St. Paul, Minn.

**BALLARD, PAUL**

WELQ, Tupelo, Miss.

**BARTELL, ED**

KDKA, Pittsburgh, Pa.

**BARR, BETTY**

KPHO, Phoenix, Ariz.

**BARRETT, CHARLOTTE J.**

WCOL, Columbus, O.

**BARRY SISTERS**

WHN, Gloom Dodgers.

**BARTON, EILEEN**

CBS, Sinatra Show, Berle Show.

**BATES, LULU**

NBC, All-Time Hit Parade.

**BAXTER, JEANNE**

KDKA, Pittsburgh, Pa.

**BEASLEY, IRENE**

CBS, Neighbors.

**BENNET, ANNE**

WHOM, Jersey City, N. J.

**BENTLEY, JUNE (WAC)**

KHJ, Los Angeles, Cal.

**BERENS, NORMAN**

NBC, CBS.

**BERG, FLORENCE**

KDKA, Pittsburgh, Pa.

**BLAINE, BOBBY**

WOWO, Fort Wayne, Ind.

**BENNETT SISTERS**

WBEM, Chicago, Ill.

**BETTS, JOHNNIE**

**BOMBARDIERS, THE**

NBC, Ginny Simms Show.

**BOND, ANN**

KOMA, Oklahoma City, Okla.

**BOND, JOHNNY**

CBS, Hollywood Barn Dance;

NBC, Gilmore Rancho; Blue,

Al Pierce.

**BORN, CHARLIE**

WELQ, Tupelo, Miss.

**BOUIN, ROSE MAE**

KVOL, Lafayette, La.

**BRADSHAW, GWEN**

CKRC, Winnipeg, Man., Can.

**BREHMER, LARRY**

KTBI, Tacoma, Wash.

**BRENEMAN, MARK**

CBS, Sunny Side of the Street.

**BRINEY, MARY MARTHA**

KDKA, Pittsburgh, Pa.

**BRITO, PHIL**

Blue, MBS.

**BROOKS, DOROTHA**

WTAM, Cleveland, O.

**BROOKS, JOAN**

CBS.

**BROWN, DICK**

Mutual, Dick Brown Show.

**BROWN, KENNIE**

KSOO, Sioux Falls, S. D.

**BROWN, NELLIE**

KSOO, Sioux Falls, S. D.

**BROWN, RUSS**

WBEM, Chicago, Ill.

**BURFORD, ANNETTE**

MBS.

**BUTTON, SARA EVANS**

WDBJ, Roanoke, Va.

**BYRD, PAUL**

WGBR, Goldsboro, N. C.

— C —

**CADETS, THE**

Breakfast Club.

**CALDER, CRANE**

MBS.

**CALLOWAY, GLENNA**

WSIX, Nashville, Tenn.

**CAMPBELL, GUY**

WOWO, Fort Wayne, Ind.

**CANAVAN, MAUREEN**

WMT, Cedar Rapids, Iowa.

WMT, Waterloo, Iowa.

**CANTOR, EDDIE**

NBC, Time to Smile.

**CAREY, RUTH**

WCOB, Boston, Mass.

**CARLTON, CAROL**

KFWB, Los Angeles, Cal.

**CAROL SISTERS**

WGAR, Cleveland, O.

**CARROLL, GEORGIA**

NBC, Kay Kyser Show.

**CARROLL, GLORIA**

WEEL, Boston, Mass.

**CARROLL, MARTHA**

WFEM, Indianapolis, Ind.



LENA  
HORNE

VOCALISTS

— D —

**CARSON, ANN**  
WDAY, Fargo, N. D.

**CART, COLEEN**  
KLRA, Little Rock, Ark.

**CARTER, BOB**  
KDKA, Pittsburgh, Pa.

**CARVER, ZEB**  
WOV, New York, N. Y., Zeb Carver & Cousins; MBS, The Village Barn.

**CASH, JIMMY**  
CBS, Burns & Allen.

**CASHMAN, GENE**  
KWJB, Globe, Ariz.

**CFAR OLD TIMERS**  
CFAR, Flin Flon, Man., Can.

**CHAMBERLAIN, CHARLES**  
CFCY, Charlottetown, P. E. I., Can.

**CHARIOTEERS, THE**  
NBC, Kraft Music Hall.

**CLAIRE, MARION**  
MBS.

**CLAY, JEFFREY**  
WBEN, Buffalo, N. Y.

**CLAYTON, PATTI**  
NBC, Carnation Hour.

**CLINE, LAURIE**  
WOW, Omaha, Neb.

**COLAMARIO, VICI**  
WGY, Schenectady, N. Y.

**COLUMBUS BOY CHOIR**  
WHKC, Columbus, O.

**COMO, PERRY**  
NBC, Chesterfield Supper Club.

**CONTE, JOHN**  
NBC, Maxwell House Coffee Time.

**COOK, SHORTY**  
WOWO, Fort Wayne, Ind.

**COOL, HARRY**  
CBS.

**COOPER, JERRY**  
MBS, Jerry Cooper Show.

**CORFLAGE, MAXINE**  
WB, Kansas City, Mo.

**CORNELL, LLOYD**  
WOW, Fort Wayne, Ind.

**CORRIGAN, MIKE**  
Al Pearce Show.

**CORRIGAN, PAT**  
Al Pearce Show.

**COTTON, CAROLINA**  
CBS, Hollywood Barn Dance.

**COURTNEY, DIANE**  
Blue, R. & H. Beer Show, Alan Young Show.

**COVINGTON, FRANCES**  
WSIX, Nashville, Tenn.

**CRIST, JIM**  
WITH, Baltimore, Md.

**CROSBY, BING**  
NBC, Kraft Music Hall.

**CROSBY, BOB**  
Bob Crosby & Co.

**CROSSROADS QUARTET**  
WSYR, Syracuse, N. Y.

**DALEY, CASS**  
NBC, Kraft Music Hall; CBS, Sammy Kaye Show.

**DANDRIDGE, RUBY**  
Hoagy Carmichael, Judy Canova.

**DARBY, KEN CHORUS**  
NBC, Fitch Bandwagon, Westinghouse.

**DAVIS, DICK**  
CBS, American Rhapsody.

**DAVIS, GEORGE**  
WIBX, Utica, N. Y.

**DAVIS, JOAN**  
KFI, Sealtest Village Store.

**DAVIS, RICHARD**  
Blue, Charlotte Greenwood.

**DAWN, MARIAN**  
WFBR, Baltimore, Md.

**DAY, DENNIS**  
NBC, Grape Nuts.

**DAY, "LAZY" JIM**  
KXEL, Waterloo, Iowa.

**DAYS, BILL**  
CBS, Blue Ribbon Town.

**D'ELLA, ANN**  
WTAG, Worcester, Mass.

**DEAN, EDDIE**  
NBC, Gilmore Furlough Fun.



**EILEEN BARTON**

featured on  
"Frank Sinatra Show"  
CBS



**DICK BROWN**

Sponsored by FORMFIT  
Sundays—  
6:45 P.M., E.W.T. — WOR-Mutual  
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# VOCALISTS

**DELL, THELMA**  
WFBG, Altoona, Pa.

**DE MOSS, LYLE**  
WOW, Omaha, Neb.

**DENTON, JOE**  
WHAS, Louisville, Ky., "Fair Weather."

**De SOLIS, SOLITO**  
Texaco Star Theatre.

**DENTER, JOAN**  
WHAM, Rochester, N. Y.

**DINNING SISTERS, THE**  
NBC, MBS.

**DOE, EDITH**  
WMUR, Manchester, N. H.

**DON AND HELEN**  
WOWO, Fort Wayne, Ind.

**DORN, GEORGE**  
WJLB, Detroit, Mich.

## DOWNEY, MORTON

Blue, MBS, Morton Downey Show.

**DRAGONETTE, JESSICA**  
KNX - CBS, Saturday Night Serenade.

**DRAKE, GEORGE**  
WEW, St. Louis, Mo.

**DRUMMOND, DAVE**  
KGO, San Francisco, Cal.

**DUPLANTE, MARTHA**  
WEBR, Buffalo, N. Y.

**DURAN, LARRY**  
KFBK, Sacramento, Cal.

**DUTIEL, ULDENE**  
WPAY, Portsmouth, O.

**DuVAL, JUSTINE**  
WAAT, Newark, N. J., "Broadwayites."

## — E —

**EBERT, DOROTHY**  
WCAO, Baltimore, Md.

**EDDY, NELSON**  
CBS, Electric House.

**EDWARDS, JOAN**  
CBS, Your Hit Parade.

## ELLIS, ANITA

CBS, MBS.

**ENCHANTERS, THE**  
KLS, Oakland, Cal.

**ERWIN, TRUDY**  
NBC, Kraft Music Hall.

**EVANS, DALE**  
KNX-CBS, Jack Carson Show.

**EVANS, JOYCE**  
WCAO, Baltimore, Md.

**EVANS, REA**  
KMYR, Denver, Colo., "Serenade."

**EVANS, WILBUR**  
Blue.

**EVERETT, MADELINE**  
WSRR, Stamford, Conn.

## — F —

**FALL, PETE**  
WOWO, Fort Wayne, Ind.

**FARRELL, EILEEN**  
CBS.

**FARRELL, SKIP**  
WGN.

**FATS, HAPPY**  
KVOL, Lafayette, La., "Hill Billy," "Rainbow Ramblers."

**FENNEY, JOHN**  
Catholic Hour.

**FIELDS, GRACIE**  
Blue, Gracie Fields Show.

**FITZGERALD, ELLA**  
Blue.

**FLAGLER, CHARLIE**  
WKMO, Kokomo, Ind.

**FLOWERS, SALLY**  
WGH, Newport News, Va.

**FLOYD, JOHN**  
WMVA, Martinsville, Va.

**FONTANA, LOU**  
WSLI, Jackson, Miss.

**FOOTE, BRUCE**  
MBS.

**FORD, PATTY**  
WBBM, Chicago, Ill.

**FORREST, HELEN**  
NBC, CBS.

**FOUNTAINAIRES, THE**  
NBC, Sealtest Village Store.

**FOUR CLUBMEN, THE**  
CBS.

**FOX, ROBERT**  
WLBJ, Bowling Green, Ky.; "None But the Best."

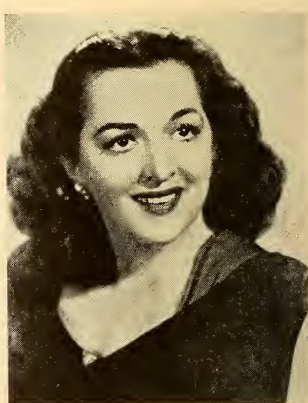
**FRIDAY, PAT**  
CBS, In Time to Come, Roy Rogers Show.

**FULTON, JACK**  
WBBM, Chicago, Ill.



**JERRY COOPER**

Singing Star of  
"The Jerry Cooper Show"  
Sundays, 9:45-10:00 P.M. WOR-MBS  
Per. Mgt.: TAPS M.C.A.



**DIANE COURTNEY**

Management  
PAUL KAPP



VOCALISTS

G

- GAL FRIENDS, THE**  
WDAY, Fargo, N. D.
- GALLAGHER, SGT. FRANK**  
KHJ, Los Angeles, Cal.
- GARY, SID**  
WMCA, New York, N. Y.
- GAYLORD, CHET**  
WBZ, Boston, Mass.  
WBZA, Springfield, Mass.
- GIBBS, GEORGIA**  
CBS, Durante-Moore Show.
- GIRL FRIENDS, THE**  
WBZ, Boston, Mass.  
WBZA, Springfield, Mass.
- GOERS, HANNABELLE**  
KROS, Clinton, Iowa.
- GOLDEN GATE QUARTET**  
CBS.
- GORDINIER, NEDRA**  
WHAS, Louisville, Ky.; "Here's Good Luck to You."
- GORDON, JEAN**  
KTOK, Oklahoma City, Okla.
- GOULD, KATHY**  
WOWO, Fort Wayne, Ind.
- GRAHAM, ROBERT**  
NBC, Rudy Vallee Show.
- GRAHAM, WILLA DEAN**  
WCBL, Columbus, Miss.
- GRANDEY, ROY**  
KGO, San Francisco, Cal.
- GREENWOOD, CHARLOTTE**  
Blue, Charlotte Greenwood.
- GRIMES, THERESA FRO**  
KOME, Tulsa, Okla.
- GROSH, ELSWORTH**  
WDBJ, Roanoke, Va.

- GURNEY, THOMAS**  
WGBG, Greensboro, N. C.; "Hillbilly," "Gurney Thomas & His Hillbilly Pals."

H

**HAINES, CONNIE**

NBC, Abbott & Costello; Blue, Andy Russell.

**HAINES, HAPPY**

WMT, Cedar Rapids, Iowa.  
WMT, Waterloo, Iowa.

**HALPARIN, MONTE**

CKRC, Winnipeg, Man., Can.

**HAPPY AND JADA**

KWJB, Globe, Ariz.

**HARDKE, RUTH**

WSYR, Syracuse, N. Y.

**HARMONY FOUR**

KDKA, Pittsburgh, Pa.

**HARRELL, MACK**

MBS.

**HASKINS, VIRGINIA**

WGN, Chicago, Ill.

**HAUER, VIRGINIA**

WHDH, Boston, Mass.

**HAYDEN, D. CLARK**

KYUM, Yuma, Ariz.

**HAYDEN, JUNE**

KNX, Sunrise Salute.

**HAYES, CLANCY**

KGO, San Francisco, Calif.

**HAYMES, DICK**

CBS, Here's to Romance.

**HAYWORTH, HERB**

WOWO, Fort Wayne, Ind.

**HAZELTINE, H. W.**

KVEC, San Luis Obispo, Cal.

**HEADLAND, LOUISE M.**

WDAY, Fargo, N. D.

**HENRIKSEN, JERRY**

WDGY, Minneapolis-St. Paul, Minn.

**HENZI, MARTHA**

WFSW, Pittsburgh, Pa.

**HICKS, WILBERT**

CFOS, Owen Sound, Ont., Can.

**HIGGINS BOYS**

KXEL, Waterloo, Iowa.

**HILDEGARDE**

NBC, Beat the Band, Raleigh Room.

**HINKLE, EDDY**

WAOV, Vincennes, Ind.

**HOLDEN, CRAIG**

WHOM, Jersey City, N. J.; "A Song—A Dream and a Shoe-string."

**HOLLEY, VERA**

CBS, Fun With Dunn.

**HON, DARREL**

KFPW, Fort Smith, Ark.

**HOOD, ADELYNE**

KDKA, Pittsburgh, Pa.

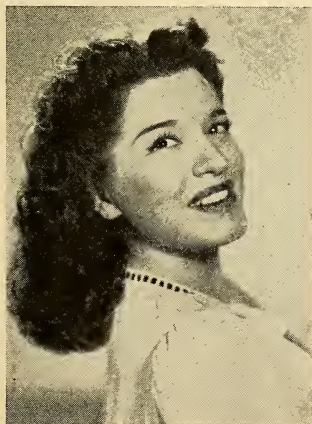
**HORNE, LENA**

**HOUSTON, CORP. BOB**

KHJ, Los Angeles, Cal.

**HOUSTON, JOSEPHINE**

Blue.



**ANITA ELLIS**

Management:

GENERAL AMUSEMENT CORP.



"Smiling"

**JERRY BAKER**

Past 19 Years

New York's Favorite

Staff Soloist

WMCA

VOCALISTS

**THOMAS, MARJORIE**  
KCRG, Enid, Okla.  
**HUFFMAN, MARIE**  
WTOL, Toledo, O.  
**HUTTON, JUNE**  
NBC, Johnny Mercer's Show.

— I —

**INGRAM, LULU BELLE**  
KOME, Tulsa, Okla.  
**INK SPOTS**  
Blue.  
**IVERS, KAY**  
WBZ, Boston, Mass.  
WBZA, Springfield, Mass.  
**IVERSON, ERNEST**  
WDGY, Minneapolis-St. Paul,  
Minn.

— J —

**JACOBS, HAL**  
KEVR, Seattle, Wash.  
**JARVIS, IDA**  
WLAW, Lawrence, Mass.  
**JEANETTE**  
WBBM, Chicago, Ill.  
**JOHNSON, PAUL**  
WOC, Davenport, Iowa.  
**JOHNSON, RUTH**  
KMO, Tacoma, Wash.  
**JOHNSON, SYBIL**  
KFH, Wichita, Kan.  
**JONES, GENE**  
WEEL, Boston, Mass.  
**JONES, PEGGY**  
KFH, Wichita, Kans.  
**JORDAN, DIXIE BOY**  
KOMA, Oklahoma City, Okla.

**JORGENSEN, KENNETH**  
KFOU, St. Louis, Mo.  
**JUBILEE SINGERS**  
KXEL, Waterloo, Iowa.  
**JUDY AND JEN**  
WOWO, Fort Wayne, Ind.

— K —

**KAUFMAN, IRVING**  
WSYR, Syracuse, N. Y.  
**KAYE, PAT**  
NBC, A Song is Born.  
**KAY, LILLIAN**  
WEBR, Buffalo, N. Y.  
**KENNEDY, CLAIRE**  
WHEC, Rochester, N. Y.  
**KENT, ELAINE**  
KCRG, Enid, Okla.  
**KERRIGAN, JACK**  
WHO, Des Moines, Iowa.  
**KEYE, SUZANNE**  
WFVA, Fredericksburg, Va.  
**KILLICK, WHITEY**  
WCAX, Burlington, Vt.  
**KIMBERLY, HELENE**  
WROK, Rockford, Ill.  
**KINDER SISTERS**  
KDKA, Pittsburgh, Pa.  
**KING, ANGELA**  
WTMV, East St. Louis, Ill.  
**KINGS JESTERS**  
WBBM, Chicago, Ill.  
**KINGSLEY, MARIAM**  
WHAM, Rochester, N. Y.  
**KIRBY, FRED**  
WBT, Charlotte, N. C.  
**KIRBY, JOHN**  
KDKA, Pittsburgh, Pa.

**KOCH, TOD**  
KOY, Phoenix, Ariz.  
**KOSTELUK, MAX**  
WEDC, Chicago, Ill.  
**KUZZINS, KRANZ**  
KOVC, Valley City, N. D.

— L —

**LADEROUTE, JOSEPH**  
MBS.  
**LAMONT, HELEN**  
CKCK, Regina, Sask., Can.  
**LANDT TRIO, THE**  
CBS, MBS.  
**LANG, JUDY**  
MBS.  
**LANGFORD, FRANCES**  
NBC, Bob Hope.  
**LANNY AND GINGER**  
MBS.  
**LEE, DORIS**  
WBNS, Columbus, Ohio.  
**LEE, JACKIE**  
WOW, Omaha, Neb.  
**LEE, MARY**  
CBS, Jack Carson Show.  
**LeMASTER, MARY JANE**  
WMBD, Peoria, Ill.  
**LESTER, BILL**  
KOY, Phoenix, Ariz.  
**LEWIS, BOB**  
KXOX, St. Louis, Mo.  
**LEWIS, MONICA**  
CBS, Chesterfield.  
**LEWIS, WALTER**  
WTNJ, Trenton, N. J.  
**LILLEY, JOSEPH SINGER**  
NBC, Dinah Shore Show.



**DON REID**

Tenor

Singing Star of  
**THE JACK KIRKWOOD SHOW**  
C.B.S.

Mon. Thru Fri.

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AMERICA'S FOREMOST SINGING GROUP  
RADIO — STAGE — SCREEN

Exclusive Decca Recording

Personal Management

**HARRY NORWOOD**

6425 Hollywood Blvd. Hollywood, Calif.

# VOCALISTS

**LOCKHART, JACK**  
WDAY, Fargo, N. D.  
**LORRAINE, KAY**  
Blue.  
**LORRE, LUCILLE**  
KVCV, Redding, Cal.  
**LOU, MARY**  
WDAY, Fargo, N. D.  
**LOUISE, LORETTA**  
KOA, Denver, Colo.  
**L.U., LINDA**  
WDAY, Fargo, N. D.  
**LYNNE, EVELYN**  
KVOO, Tulsa, Okla.  
**LYTTLE SISTERS**  
KHJ, Los Angeles, Cal.

## — M —

**MAE, GEORGIA**  
WBZ, Boston, Mass.  
WBZA, Springfield, Mass.  
**MAHIN, CHARLES**  
KMO, Tacoma, Wash.  
**MALLEN, HOWARD**  
WIBC, Indianapolis, Ind.  
**MANN, MARION**  
WENR, Chicago, Ill.  
**MANNERS, LUCILLE**  
NBC.

## MANSFIELD, RONNY

KFI, Los Angeles, Cal.  
KHJ, Los Angeles, Cal.;  
"Gracious Living."

**MANSFIELD, TONY**  
KFI, Los Angeles, Cal.; NBC,  
"A Song Is Born."  
**MARKWELL, BERNIE**  
KDKA, Pittsburgh, Pa.  
**MARTIN, FRANK**  
KVCV, Redding, Cal.  
**MARTIN, NANCY**  
WENR, Chicago, Ill.  
**MARTIN, NOKA**  
NBC, Eddie Cantor.  
**MARTIN, TED**  
WMCA, New York, N. Y.  
**MASON, MARION**  
WFIL, Philadelphia, Pa.  
**MASSEY, CURT**  
MBS, NBC.  
**MATHEWS, SHIRLEY**  
WOC, Davenport, Iowa.  
**MATISON, HENRY**  
KFH, Wichita, Kans.  
**MAXWELL, MARILYN**  
NBC, Kraft Music Hall.  
**McCOY, WALTER**  
KQV, Pittsburgh, Pa.  
**McENERY, DAVE**  
WOAI, San Antonio, Texas.  
**McKENZIE, FAY**  
CBS, Blue Ribbon Town.

## McKEON, JEANNE

CBS, Jack Kirkwood.

**McLEOB, OVILLA**  
CRCK, Regina, Sask., Can.  
**McTERNAN, GRACE NELSON**  
MBS.

**McVITY, DOROTHY**  
WHKC, Columbus, Ohio.

## MEARS, MARTHA

Blue, Al Pearce Show; KFI,  
Anaheim, Cal.

## MELOETTES

WSYR, Syracuse, N. Y.  
**MERCER, JOHNNY**  
NBC, Music Shop.  
**MERRILL, JEAN**  
MBS.  
**MERRILL, ROBERT**  
NBC.  
**MERRIMAN, MARY**  
WJLB, Detroit, Mich.

## MERRY MACS

NBC, CBS.

**MILLER, FRANKIE**  
KOMA, Oklahoma City, Okla.  
**MILLER, NORMA JEAN**  
KGA, Spokane, Wash.  
**MILTON, DON**  
WENR, Chicago, Ill.  
**MITCHEL, JERRY**  
WTJS, Jackson, Tenn.  
**MIXED QUARTET**  
WCCO, Minneapolis-St. Paul,  
Minn.

## MONROE, LUCY

NBC, CBS, Blue.



## JOHNNY THOMPSON

The newest singing star on the  
**BLUE Horizon**

"Set to Music," Sundays, 4:00 P.M., E.W.T.  
Personal Mgt. **BLUE NETWORK** 545 Fifth Ave.  
H. D. Rickert New York City



## CONNIE HAINES

"America's Dainty Lady of Song"

Third Year with **ABBOTT and COSTELLO**  
Featured Weekly with **ANDY RUSSELL**

Personal Management  
Edward Sherman

VOCALISTS

**MOORE, CONNIE**  
CBS, America - Ceiling Un-  
limited.

**MOORE, MARJORIE**  
WDAY, Fargo, N. D.

**MORRIS, BETTY ELLEN**  
KDKA, Pittsburgh, Pa.

**MORROW, LIZA**  
NBC, Listen to Liza,

**MORSE, LEE**  
WILAM, Rochester, N. Y.

**MURRAY, KEN**  
CHOV, Pembroke, Ont., Can.

**MUSIC MAIDS AND HAL, THE**  
NBC, Kraft Music Hall.

**MYLES, DOROTHY**  
WEEL, Boston, Mass.

— N —

**NEAL, YVONNE**  
WVNS, Columbus, Ohio.

**NELMS, NANCY**  
WDBJ, Roanoke, Va.

**NOEL, MADERA**  
WWSW, Pittsburgh, Pa.

**NOLAN, JIMMY**  
Blue, Tom Breneman High-  
lights.

**NORDQUIST, INGEBORG**  
On Stage Everybody, MBS  
Screen Test.

**NORMAN, BEN AND JESSIE**  
WNAX, Yankton, S. D.

**NORTON, LEE**  
WKY, Oklahoma City, Okla.

**NORWINE, JACK**  
KWK, St. Louis, Mo.

**NUGENT, HELEN**  
WKRC, Cincinnati, Ohio.

— O —

**O'HEREN, DICK**  
WHK, Cleveland, Ohio.

**O'ROURKE, HARRIET**  
MBS.

**OLIVER, FRED**  
WOWO, Fort Wayne, Ind.

**ORTEGA, HORTENSE**  
KGLU, Safford, Ariz.

**OWEN'S COWBOYS, TOM**  
WMT, Cedar Rapids, Iowa.

**OWENS, BRUCE**  
WMT, Waterloo, Iowa.

**OWENS, JACK**  
KEVR, Seattle, Wash.

**OWENS, JACK**  
WENR, Chicago, Ill.

**OWENS, JAYNE**  
WDAY, Fargo, N. D.

— P —

**PAGE, PATTI**  
KTUL, Tulsa, Okla.

**PAIGE, CAROL**  
WCAU, Philadelphia, Pa.

**PALMER, EARL**  
MBS.

**PAQUET, MARGUERITE**  
CKCV, Quebec, Can.

**PARKER, FREDNA**  
WEW, St. Louis, Mo.

**PAULEE, MONA**  
MBS.

**PEERCE, JAN**  
MBS.

**PELLEY, CHARLES**  
WEEL, Boston, Mass.

**PERKY, BILL**  
CBS.

**PHILLIPS, SUE**  
WMT, Cedar Rapids, Iowa.

**PICCOLI, WALTER**  
WMT, Waterloo, Iowa.

**PIED PIPERS, THE**  
NBC, Chase & Sanborn.

**PIERSON, WILLIE**  
WNAX, Yankton, S. D.

**PIKE, RUSS**  
KTFL, Twin Falls, Idaho.

**PLUMLEE, RUTH**  
KGLU, Safford, Ariz.

**PONCE, INEZ**  
KMYR, Denver, Colo.

**POOLE, BETTY**  
KROS, Clinton, Iowa.

**POWELL, DICK**  
NBC, Fitch Bandwagon.

**PRESCOTT, PATSY**  
KOY, Phoenix, Ariz.

**PRESTON, DICK**  
WBZ, Boston, Mass.

**PRICE, HOWARD**  
WBZA, Springfield, Mass.

**PRICE, HOWARD**  
KDKA, Pittsburgh, Pa.

— Q —

**QUILLING, AMY**  
KGCX, Sidney, Mont.

**QUILLING, WALTER**  
KGCX, Sidney, Mont.



JEANNE McKEON

"The Jack Kirkwood Show"  
CBS

DAVE  
STREET



Featured Singer  
"SEALTEST VILLAGE STORE"  
NBC—Thursday 9:30 EWT.

VOCALISTS

— R —

**RAMIREZ, CARLOS**  
NBC, Maxwell House Coffee Time.

**RANDOLPH, LILLIAN**  
Great Guildersleve, Al Pearce.

**RCA VICTOR CHORUS**  
NBC, What's New?

**REID, DON**

CBS, Jack Kirkwood Show.

**RAITT, JOHN**  
Shaeffer World Parade, Becker's Pet Parade, KC Jamboree.

**REYNOLDS, BRAD**  
WHN, New York, N. Y.; CBS.

**RISLING, ROBERT**  
WTAG, Worcester, Mass.

**ROBERTS, CURLY**  
KMJ, Fresno, Calif.

**ROBERTSON, "TEXAS" JIM**  
Blue.

**RODENHAUSER, JEANNETTE**  
WTOL, Toledo, O.

**ROESE, RAY**  
WBNS, Columbus, O.

**ROGERS, ROY**

MBS, Roy Rogers Show.

**ROMEOS, THE**  
Blue.

**ROPA, HOWARD**  
WOWO, Fort Wayne, Ind.

**ROSS, SHIRLEY**  
NBC, Bob Burns.

**ROWE, GENEVIEVE**  
MBS.

**ROWE, RALPH**  
WMT, Cedar Rapids, Iowa.  
WMT, Waterloo, Iowa.

**RUVINOFF, NINA**  
WTAM, Cleveland, O.

— S —

**SADLER, SHIRLEY**  
WKY, Oklahoma City, Okla.

**SAHLIN, ALFRED**  
WDGY, Minneapolis-St. Paul, Minn.

**SALATHIEL, JERRY**  
Al Pearce Show.

**SALLY AND SUE**  
WDAY, Fargo, N. D.

**SAXON, DON**  
MBS, Denver, Col.

**SAYLES, FRED**  
WAAT, Newark, N. J.

**SCHOOLEY, IVAN**  
KOA, Denver, Col.

**SCOTT, MARY EVELYN**  
WAPI, Birmingham, Ala.

**SEAGLE, JOHN**  
WGY, Schenectady, N. Y.

**SEAMANS, ADRIAN**  
WDGY, Minneapolis-St. Paul, Minn.

**"SERENADERS"**  
WHB, Kansas City, Mo.

**SEWART, FRANKLYN**  
NBC, Bob Crosby Show.

**SHANNON BILL**  
WIBG, Philadelphia, Pa.

**SHAW, SONIA**  
KGO, San Francisco, Calif.

**SHERMAN, LILLIAN**  
WHK, Cleveland, O.

**SHOEY**  
WDAY, Fargo, N. D.

**SHOOK, LOIS**  
KOAM, Pittsburg, Kans.

**SHORE, DINAH**

NBC, Open House.

**SIMMS, GINNY**  
NBC, Ginny Simms Show.

**SINATRA, FRANK**  
CBS, Frank Sinatra Show;  
Your Hit Parade.

**SLATTERY, JACK**  
CBS, Song of the Week.

**SMITH, BOB**  
WBEN, Buffalo, N. Y.

**SMITH, HELEN**  
WBFB, Rock Island, Ill.

**SMITH, JACK**  
CBS.

**SMITH, KATE**

CBS, Kate Smith Hour.

**SPENCE, WILMA**  
Screen Test, Norman Cordon  
Sings, Mary Margaret McBride.

**SPORTSMEN QUARTET, THE**  
CBS, In Time to Come.

**SONS OF THE PIONEERS**  
Roy Rogers Show.

**STAFFORD, JO**  
NBC, Johnny Mercer Show.

**STALLARD, BILL**  
WOWO, Fort Wayne, Ind.



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WHAM, Rochester, N. Y.  
**STEVENS, HAL**  
Blue, Glamour Manor.  
**STEVENS, KAY**  
WHN, New York, N. Y.  
**STEVENS, LARRY**  
NBC, Lucky Strike, Jack Benny.  
**STEWART, FRANKLYN**  
WCKY, Cincinnati, O.  
**STEWART, LARRY**  
Blue, Hollywood Star Time.

**STREET, DAVE**  
NBC, Sealtest Village Store.

**SULLIVAN, JERI**  
CBS.  
**SWEET, ROGER**  
WLBB, New York, N. Y.  
**SWEETLAND, SALLY**  
NBC, Gashlight Gayeties.

— T —

**TAILOR MAIDS, THE**  
Earl Carroll's.  
**TALLY, RUTH**  
WSIX, Nashville, Tenn.  
**TANNER, EARLE**  
NBC, Carnation Hour.  
**TAYLOR, CONNIE LEE**  
WLAC, Nashville, Tenn.  
**TEXAS, RANGER, THE**  
WDAY, Fargo, N. D.  
**THOMAS, JOHN CHARLES**  
Westinghouse.

**THOMPSON, HUGH**  
MBS.  
**THOMPSON, JOHNNY**  
Blue, Sung Salesman, Benjamin Moore Paint Co.

**THREE SISTERS**  
CBS.  
**TILTON, MARTHA**  
Guest Shots on Jack Benny, Melody Round-Up Hour; Others.  
**TRANELL, TERRY**  
WGAR, Cleveland, O.  
**TRAVIS, MERLE**  
CBS, Hollywood Barn Dance.  
**TUCKER, RICHARD**  
MBS.

— V —

**VALENTINO, FRANCESCO**  
MBS.  
**VICKEE**  
Blue.  
**VICKLAND, FLORENCE**  
MBS.  
**VOCAL GROUP (Mixed)**  
WCCO, Minneapolis-St. Paul, Minn.

— W —

**WAIN, BEA**  
CBS, NBC; Alan Young Show.  
**WALKER, LARRY**  
WBT, Charlotte, N. C.

**WAYNE, JERRY**  
Blue, Jerry Wayne Show.

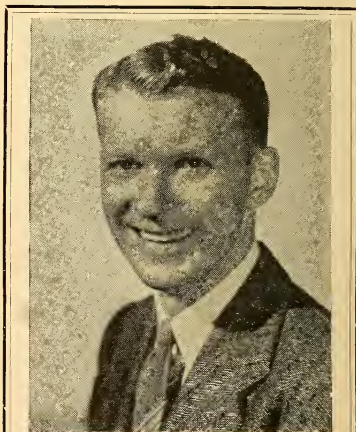
**WEBSTER, JEAN**  
WFBR, Baltimore, Md.  
**WELLS, DICK**  
WTIC, Hartford, Conn.  
**WEST, PENNY**  
WOWO, Fort Wayne, Ind.  
**WEST, WAYNE**  
WMBD, Peoria, Ill.  
**WILKIE, EARL**  
WGN.  
**WILLIAMS, GENE L.**  
WSPD, Toledo, O.  
**WILSON, EILEEN**  
Blue, Remember Hour.  
**WILSON, JANET**  
WSYR, Syracuse, N. Y.  
**WILSON, WOODY**  
WGY, Schenectady, N. Y.  
**WOOD, LARRY**  
WKRC, Cincinnati, O.  
**WOODS, ILENE**  
Blue.  
**WRIGHTSON, EARL**  
Pause That Refreshes, Morton Downey Program, Great Moments in Music, Squibb Program, Cities Service.  
**WYNNE, CAROL**  
WFIL, Philadelphia, Pa.

— Y —

**YEATON, LUCY OLDRUM**  
WSRR, Stamford, Conn.  
**YOUNG, MARC**  
WHOM, Jersey City, N. J.



**EDDIE DEAN**  
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# News Commentators

## —their work during 1944

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KGW, Portland, Oregon

**ABRAMCHIK, WILLIAM**  
WEDC, Chicago, Ill.

**ACKERLEY, GENE**  
KID, Idaho Falls, Idaho

**ADAMS, CHARLES**  
WMVA, Martinsville, Va.

**ADAMS, JOHN**  
CBS, South & Central Pacific

**AGRONSKY, MARTIN**  
Blue

**AITKENS, GAILES**  
WAYS, Charlotte, N. C.

**ALAN, PAT**  
WCLO, Janesville, Wisc.

**ALBRIGHT, DR. ROBERT E.**  
WBEN, Buffalo, N. Y.

**ALCOTT, CARROLL**  
WCAU, Philadelphia, Pa.

**ALDERSON, JOHN**  
WFBR, Baltimore, Md.

**ALDERSON, RON**  
CKRC, Winnipeg

**ALDRICH, BILL**  
CFOS, Owen Sound

**ALDRIDGE, MAHLON**  
KXOX, St. Louis, Mo.

**ALLEN, BOB**  
KFAA, Lincoln, Neb.

### ALLEN, IRWIN

KMTR, Hollywood Merry-Go-Round

### ALLEN, IRWIN

KFIZ, Fond du Lac, Wisc.

**ALLBROOK, ROBERT**  
WLB, Minneapolis, Minn.

**AMOS, FRED**  
KGHF, Pueblo, Colorado

**ANDERSON, ROBERT**  
WSTV, Steubenville, Ohio

**ANDERSON, WARREN**  
WING, Dayton, Ohio

**ANDREWS, RUSS**  
WFBR, Baltimore, Maryland

**ARLINGTON, CHARLES**  
KQW, San Jose, Calif.

**ARMSTEAD, GEORGE**  
WDRG, Hartford, Conn.

**ARMSTRONG, JOHN**  
WHDL, Olean, N. Y.

**ATKINS, GLEN**  
CBS, Chungking

**AYERS, BILL**  
WSBT, South Bend, Ind.

### — B —

**BAILEY, ANGUS**  
WSAR, Fall River, Mass.

### BAKER, ART

Mutual, Never Too Old.  
KFI, Art Baker's Note Book

### BAKER, CHARLES

KOA, Denver, Colo.

**BALTER, SAM**  
KECA, Los Angeles  
KFWB, Los Angeles

**BARRY, JACK**  
WTTM, Trenton, N. J.

**BARRY, JOHN**  
WBZ, WBZA, Boston, Springfield, Mass.

**BARBE, CHARLES**  
KGW, Portland, Ore.

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BERLIN"

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Analysts" in "OFF MIKE"

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published by Macmillan in 1945.



NEWS COMMENTATORS

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**BAUER, G. F. ("Red")**  
WINN, Louisville, Ky.

**BAUKHAGE, H. R.**  
Blue

**BAXTER, LIONEL**  
WAFI, Birmingham, Ala.

**BAYLOR, DAVID**  
WGAR, Cleveland, O.

**BLACK, ALGERNON**  
WQXR, New York, N. Y.

**BIEB, JOSEPH**  
WOR, New York, N. Y.

**BILLMEYER, DOUGLAS**  
KFPY, Spokane, Wash.

**BONO, VICTOR**  
WPAB, Ponce, Puerto Rico

**BEALL, JACK**  
WLW, Cincinnati, O.

**BEATTY, MORGAN**  
WRC, Washington, D. C.

**BEHRENS, MARVIN**  
WBZ & WBZA, Boston, Springfield, Mass.

**BELL, JACK**  
WTCN, Minneapolis, St. Paul, Minn.

**BENEDICT, BARBARA**  
WBYN, Brooklyn, N. Y.

**BENES, JOSEPH**  
WKZO, Kalamazoo, Mich.

**BENTLEY, JULIAN**  
WLS, Chicago, Ill.

**BERCOVICI, B. S.**  
KFEL, Denver, Colo.

**BERRY, DICK**  
WEBQ, Harrisburg, Ill.

**BETTINSON, WINSLOW**  
WHEB, Portsmouth, N. H.

**BOHACK, BILL**  
WPAT, Paterson, N. J.

**BORNE, GLADYS**  
WISR, Butler, Pa.

**BOYER, JOHN**  
KTRB, Modesto, Calif.

**BREEN, ED**  
KVFD, Fort Dodge, Ia.

**BRIGHT, HARRY**  
WGBR, Goldsboro, N. C.

**BRINKMAN, HARRY**  
WTCM, Traverse City, Mich.

**BRONSON, GEORGE**  
WELI, New Haven, Conn.

**BROWN, CECIL**  
MBS.

**BROWN, DICK**  
WINN, Louisville, Ky.

**BROWNE, PAUL**  
WAIM, Anderson, S. C.

**BROWNING, BOB**  
WKNY, Kingston, N. Y.

**BRYAN, RALPH**  
KVCV, Redding, Calif.

**BRYSON, JOHN**  
Blue.

**BULL, ROBERT**  
WSBT, South Bend, Ind.

**BURDETT, WINSTON**  
CBS, Italy and France

**BURKE, J. FRANK**  
KFVD, Los Angeles, Calif.

**BURNS, DICK**  
WTTM, Trenton, N. J.

**BUTLER, JAMES W.**  
WGBR, Goldsboro, N. C.

**BYRON, JAMES**  
KHUB, Waysonville, Calif.

**CAFFEY, BOB**  
WMC, Memphis, Tenn.

**CAIRNS, CY**  
CKRC, Winnipeg, Man., Can.

**CALMFER, NED**  
CBS, New York City

**CANADAY, EWING**  
WKY, Oklahoma City, Okla.

**CARLSON, HUGO**  
KGO, San Francisco, Calif.

**CARLSON, JR., TED**  
KWIL, Albany, Ore.

**CARTER, SHEELAH**  
KFEL, Denver, Colo.

**CHAMBERS, LENOIR**  
WTAR, Norfolk, Va.

**CHAPEL, JOHN K.**  
KROW, Oakland, Calif.

**CHARLES, LEWIS**  
WOV, New York, N. Y.

**CHARLES, HENRY (Free lance)**  
KFWB, Los Angeles, Calif.

**CHASE, MILTON**  
WLW, Cincinnati, O.

**CHILD, RALPH**  
KMA, Shandoah, Ia.


**CHOATE, ROBERT A.**  
KWPC, Hot Springs, Ark.

**CHISTANSEN, K.**  
KUSD, Vermillion, S. D.

**CHRISTOPHER, ROBERT**  
WMAN, Mansfield, O.


**CHURCHILL, TED**  
WCOP, Boston, Mass.

**CLANCY, DORIS**  
CKOC, Hamilton, Ont., Can.



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CBS  
**CLARK, HERBERT M.**  
Blue  
**CLAUSEN, MAJ. WALTER B.**  
WCKY, Cincinnati, O.  
**CLEMENT, EARLE**  
WEIM, Fitchburg, Mass.

**CLOSE, UPTON**

NBC, World News Parade;  
KHJ, Los Angeles, Calif.

**COCHRAN, RONALD V.**  
WHOM, Jersey City, N. J.  
**COE, DONALD**  
Blue  
**COFFEE, DICK**  
KORN, Fremont, Neb.  
**COFFIN, PROF. HARRISON C.**  
WSNY, Schenectady, N. Y.  
**COFFIN, TRIS**  
CBS, Washington, D. C.  
**COGGESHALL, JOE**  
KOB, Albuquerque, N. M.  
**COLLINGWOOD, CHARLES**  
CBS, London & Western Front  
**COLLINS, LEONARD**  
WTTM, Trenton, N. J.

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WHN, New York, N. Y.

**COMPTON, WALTER**  
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KTUL, Tulsa, Okla.  
**CONNELLY, JOHN**  
WHAS, Louisville, Ky.  
**CONLEE, LADE T.**  
KSOO, Sioux Falls, S. D.  
**CONWAY, STEWART**  
WBIR, Knoxville, Tenn.  
**COOK, IL**  
CKCK, Regina, Sask., Can.

**COOK, IRA**  
CFI, Los Angeles, Calif.  
KMPC, Off the Record

**COOLEY, LARRY**  
WBTA, Batavia, N. Y.  
**COOPER, JIM**  
WBNS, Columbus, O.  
**CORBETT, JIM**  
WNAX, Yankton, S. O.  
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WFIL, Philadelphia, Pa.  
**CORDELL, ANN**  
KELD, El Dorado, Ark.  
**COSTELLO, BILL**  
CBS, Washington, D. C.  
**COTIGAN, HOWARD**  
KOL, Seattle, Wash.  
**COX, JR., HOUSTON**  
WCBI, Columbus, Miss.  
**CRAIG, CHARLES**  
KFXX, San Bernardino, Calif.  
**CRAMER, ERNEST**  
WMSL, Decatur, Ala.  
**CRAMER, TED**  
WKY, Oklahoma City, Okla.  
**CROOKS, WILLIAM**  
WFMJ, Youngstown, O.  
**CULL, RICHARD**  
WHIO, Dayton, O.

**CUMMINGS, BOB**  
KTYW, Yakima, Wash.  
**CUNNINGHAM, BILL**  
MBS.  
**CUNNINGHAM, P. H.**  
KWOC, Poplar Bluff, Mo.  
**CURTIS, E. H.**  
WIBW, Topeka, Kans.  
**CZUWARA, WILLIAM**  
WEDC, Chicago, Ill.

— D —

**DEAL, JOHN H.**  
WHCU, Ithaca, N. Y.  
**DEAN, BOB**  
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**DADY, RAY**  
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**DAY, CHARLES**  
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**DAVIDS, LOU**  
WFMJ, Youngstown, O.  
**DAVIDSON, MEADE**  
WWRL, Woodside, N. Y.  
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WTCN, Minneapolis-St. Paul,  
Minn.  
**DAVIS, REX**  
WCKY, Cincinnati, O.  
**DEBNAM, W. E.**  
WPTF, Raleigh, N. C.

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WJR, Detroit, Mich.
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WHEC, Rochester, N. Y.
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KHUB, Waysonville, Calif.
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WIDAN, Danville, Ill.
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NBC
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WMAQ, Chicago, Ill.
- DRYFOOS, L.**  
WLEU, Erie, Pa.
- DUNBAR, WILLIS F.**  
WKZO, Kalamazoo, Mich.
- DUNN, JACK**  
WDAY, Fargo, N. D.
- DUNN, WILLIAM J.**  
CBS, South & Central Pacific

— E —

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WMCA, New York, N. Y.
- EDDY, MAXINE**  
KGEF, Shawnee, Okla.
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WLW, Cincinnati, O.
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- EDWARDS, FRANK**  
WIBC, Indianapolis, Ind.
- EDWARDS, WEBLEY**  
CBS, South & Central Pacific
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WOR, New York, N. Y.
- EID, LEIF**  
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WLIB, New York, N. Y.
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- EWING, WILLIAM**  
Blue

— F —

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- FENGER, AUSTIN**  
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- FERGISON, GENE**  
WEW, St. Louis, Mo.
- FIDLER, JIMMY**  
Blue
- FIELDING, CAPT. MICHAEL**  
WIND, Chicago, Ill.
- FLANNER, JANET**  
Blue

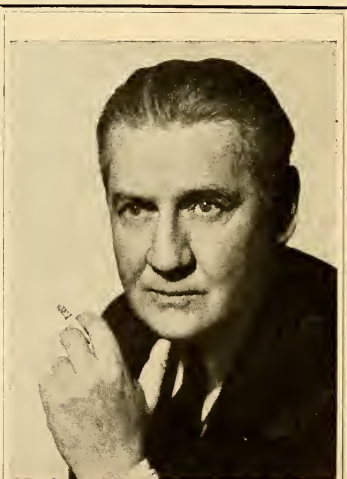
**FLANNERY,  
HARRY W.**  
CBS

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WLAP, Lexington, Ky.
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 KROW, Oakland, Calif.  
**FULTON, PAUL**  
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— G —

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 WILLIAM S.**  
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 WOR, New York, N. Y.  
**GARDINER, DON**  
 Blue

**GARNER, PAT**  
 KFPW, For Smith, Ark.  
**GAYMAN, L. VAUGHN**  
 WKBB, Dubuque, Iowa  
**GEARY, WILLIAM**  
 WBRK, Pittsfield, Mass.  
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 KFH, Wichita, Kans.  
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**GRAHAM, BILL**  
 WDGY, Minneapolis-St. Paul,  
 Minn.  
**GRANT, AUSTIN**  
 WWJ, Detroit, Mich.  
**GRANT, DOUG**  
 WMT, Cedar Rapids, Iowa  
 WMT, Waterloo, Iowa  
**GRANVILLE, CHARLES**  
 KFAC, Los Angeles, Calif.  
**GREBE, EARL C.**  
 WSPD, Toledo, O.  
**GREEN, LORNE**  
 KKEY, Toronto, Ont., Can.

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**GRIFFIN, ALEXANDER**  
 MBS  
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**GROSS, H. R.**  
 KXEL, Waterloo, Iowa  
**GROVE, ROY**  
 WTM, Trenton, N. J.  
**GROVER, TED**  
 WBYN, Brooklyn, N. Y.  
**GWYNN, EDITH**  
 NBC, Rudy Vallee Show

— H —

**HAAS, THEODORE**  
 KOLL, Omaha, Neb.  
**HAGEMAN, H.**  
 WADC, Akron, O.  
**HALE, ARTHUR**  
 MBS  
**HALL, FRED**  
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 WSAM, Saginaw, Mich.

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 HAMILTON  
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**HARRIS, JAMES LIONEL**  
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**HART, W. M.**  
WPAY, Portsmouth, O.

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WHOM, New York

**HEAD, CLOYD**  
WMAQ, Chicago, Ill.

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**HEATTER, GABRIEL**  
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— J —

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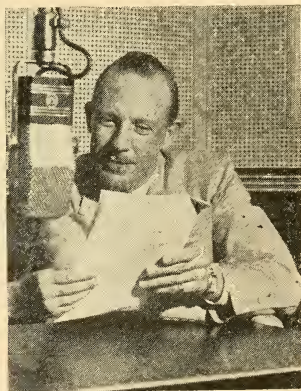
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**JOHNSON, GLEN**  
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— L —

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— M —

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MYERS, ROBERT  
WMBH, Joplin, Mo.

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KRNT, Des Moines, Iowa.  
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WJIM, Lansing, Mich.  
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WICA, Ashtabula, Ohio.

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OVIATT, RAY  
WMRN, Marion, Ohio.

— P —

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PARLIN, AL  
WHKC, Columbus, Ohio.  
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WMT, Cedar Rapids, Iowa.  
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KATE, Albert Lea, Minn.  
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PENNELL, BILL

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KGFJ, Los Angeles, Calif.  
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WQXR, New York, N. Y.  
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WQXR, New York, N. Y.  
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POPE, RUSSELL  
KVCV, Redding, Calif.  
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WFAS, White Plains, N. Y.  
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 WHOT, South Bend, Ind.

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 CBS.

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 Blue.

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 KANS, Wichita, Kans.

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 STANLEY  
 NBC—CBS.

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— S —

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— U —

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CKUA, Edmonton, Can.

**UTLEY, CLIFTON**  
WMAQ, Chicago, Ill.

— V —

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WGAR, Cleveland, Ohio.

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**YOUNG, MURRAY**  
WHK, Cleveland, Ohio.

— Z —

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**ZIEBARTH, E. W.**  
WLB, Minneapolis, Minn.

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U. S. Army.

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**ANDERSON, VINCENT**  
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KROW, Oakland, Calif.

**AUSTIN, JERRY**  
WINS, New York, N. Y.

### — B —

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N. Y.

**BARKER, EDMUND**  
KMAC, San Antonio, Tex.

**BARLOW, JAY**  
WHLN, Harlan, Ky.

**BASEL, MARION**  
WGKY, Charleston, W. Va.

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**BERKOWITZ, MILTON**  
WHTD, Hartford, Conn.

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WHEB, Portsmouth, N. H.

**BIRD, CHARLES**  
WKBZ, Muskegon, Mich.

**BISHOP, BURTON**  
KTEM, Temple, Tex.

**BLAIR, HOWARD "Red"**  
KTTS, Springfield, Mo.

**BLOOM, MARVIN**  
WCED, Dubois, Pa.

**BOCHMAN, BILL**  
WCOS, Columbia, S. C.

**BOLAND, JOE**  
WBSB, South Bend, Ind.

**BOYD, TRENT**  
WSIX, Nashville, Tenn.

**BOZEMAN, JERRY**  
KRMD, Shreveport, La.

**BRADY, BILL**  
WGY, Schenectady, N. Y.

**BRENGEL, BILL**  
WWL, New Orleans, La.

**BRICKHOUSE, JACK**  
WGN, Chicago, Ill.

**BRISTER, BOB**  
KELA, Centralia, Wash.

**BURICK, SI**  
WHIO, Dayton, Ohio.

**BUTLER, JOHNNY**  
WHK, Cleveland, Ohio.

**BUTTON, DAVE**  
KODY, North Platte, Neb.

### — C —

**CAIN, DOYLE**  
KFXD, Nampa, Idaho.

**CAMPBELL, DICK**  
KOME, Tulsa, Okla.

**CAMPOFREDA, NICK**  
WFBZ, Baltimore, Md.

**CARAY, HARRY**  
KXOK, St. Louis, Mo.

**CARLE, LEN**  
WPAB, Parkersburg, W. Va.

**CARSON, TOM**  
WJIM, Lansing, Mich.

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KMJ, Fresno, Calif.  
**CAVERLEE, DR. ROBERT**  
WFVA, Fredericksburg, Va.  
**CLAPMAN, ROY T.**  
KTSM, El Paso, Tex.  
**CHARVAT, JACK**  
KTUL, Tulsa, Okla.  
**CHILDS, LELAND**  
WSFA, Montgomery, Ala.  
**CHRISTIE, GEORGE**  
WFFA, Manchester, N. H.  
**CHRYSDALE, JOE**  
CKEY, Toronto, Ont., Can.  
**CITYL, JOE**  
KELA, Centralia, Wash.  
**CLARK, J. B.**  
WPT, Charlotte, N. C.  
**CLEVELAND, HOWARD**  
KVEC, San Luis Obispo, Calif.  
**COFFEE, R.**  
WAIM, Anderson, S. C.  
**COHAN, JOHN**  
KNET, Palestine, Tex.  
**COLLINS, RAY**  
KORE, Eugene, Ore.  
**COLON, JACK**  
KALE, Portland, Ore.  
**CONDRON, STUART**  
KGNC, Amarillo, Tex.  
**CONRAD, BOB**  
WWL, New Orleans, La.  
**COOKE, BOB**  
CJRL, Kenora, Ont., Can.  
**CORBIN, DAN**  
WWRL, Woodside, N. Y.  
**CORNISH, WORTHEN**  
WGAN, Portland, Ore.  
**CORRAY, FRED**  
WILL, Urbana, Ill.

**COSTIN, JIM**  
WSBT, South Bend, Ind.  
**COULTER, E. C.**  
KFBI, Wichita, Kans.  
**COWAN, COLEY**  
WSON, Henderson, Ky.  
**COX, JR., HOUSTON**  
WCBL, Columbus, Miss.  
WELQ, Tupelo, Miss.  
**CRABTREE, CHIC**  
KTPI, Twin Falls, Idaho.  
**CROSIAR, FRANK**  
WHOT, South Bend, Ind.  
**CROWE, MARTIN**  
KFJB, Marshalltown, Iowa.  
**CRUM, BILL**  
WCHS, Charleston, W. Va.  
**CUDD, JOE**  
KMLE, Monroe, La.  
**CULLEN, BERT**  
CHEX, Petersborough, Ont.,  
Can.  
**CULLUM, DICK**  
WDGY, Minneapolis-St. Paul,  
Minn.  
**CUMMISKEY, JOE**  
WHOM, Jersey City, N. J.

— D —

**DAELEY, JOHN**  
KOVC, Valley City, N. D.  
**DAILEY, TOM**  
WOW, Omaha, Neb.  
**DARROW, JACK**  
WSTV, Steubenville, Ohio.  
**DAVIS, JACK**  
WALL, Middletown, N. Y.  
**DAVIS, JACK**  
WCAU, Philadelphia, Pa.  
**DAVIS, JACK**  
WEAU, Eau Claire, Wis.

**DAVISON, R.**  
WAIM, Anderson, S. C.  
**DAWSON, R. L.**  
KBZ, Ottumwa, Iowa.  
**DELMONT, JAMES**  
KATE, Albert Lea, Minn.  
**DESCARREAU, MAURICE**  
CHRC, Quebec, Quebec, Can.  
**DIEHL, BILL**  
WGH, Newport News, Va.  
**DIETZEN, JOHN**  
WDAN, Danville, Ill.  
**DOAN, BOB**  
WHBF, Rock Island, Ill.  
**DOLAN, JIMMY**  
CBS.  
**DOMAS, ROLAND**  
WMAS, Springfield, Mass.  
**DONALDSON, AL**  
KOMA, Oklahoma City, Okla.  
**DONOVAN, BOB**  
KGPY, Spokane, Wash.  
**DUKE, PAUL**  
WMBG, Richmond, Va.  
**DUNBAR, JIM**  
WHEB, Portsmouth, N. H.  
**DUNCAN, AL**  
CJKL, Kirkland Lake, Ont.,  
Can.  
**DUNPHY, DON**  
WINS, New York, N. Y.  
**DWYER, DAN**  
WOLF, Syracuse, N. Y.  
**DYER, "BILL"**  
WTFH, Baltimore, Md.  
**DYER, HAROLD F.**  
WCSH, Portland, Me.

— E —

**EADE, JOSEPH K.**  
WHDL, Olean, N. Y.

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WSBA, York, Pa.  
**EGAN, G.**  
CFAC, Calgary, Alta., Can.  
**ELLIS, JOE**  
WJPF, Herrin, Ill.  
**ELLIS, STEVE**  
WMCA, New York, N. Y.  
**ELSTON, BOB**  
KVFD, Fort Dodge, Iowa.  
**ERICKSON, C. J.**  
KGCS, Sidney, Mont.  
**EVANS, DON**  
KCMO, Kansas City, Mo.  
**EVANS, JONES**  
WBAX, Wilkes Barre, Pa.  
**EVANS, ROBERT B.**  
WSPD, Toledo, Ohio.

— F —

**FARIS, CLINT**  
WGTM, Wilson, N. C.  
**FELDMAN, BOB**  
WMAS, Springfield, Mass.  
**FLYN, ARTHUR**  
WLAW, Lawrence, Mass.  
**FORD, MILTON**  
WBIR, Knoxville, Tenn.  
**FRENCH, GRAHAM**  
KTUC, Tucson, Ariz.  
**FRENCH, PETE**  
WEAS, Louisville, Ky.  
**FUREY, DUB**  
KPLT, Paris, Tex.  
**FURMAN, EDWARD E.**  
KGLU, Safford, Ariz.

— G —

**GALVIN, VINCE**  
KELO, Sioux Falls, S. D.  
**GARCIA, RAY**  
KFMB, San Diego, Calif.  
**GARDNER, CAROLL A.**  
WSNY, Schenectady, N. Y.  
**GARNES, CLARENCE**  
WDOD, Chattanooga, Tenn.  
**GATES, HILLIARD**  
WOWO, Fort Wayne, Ind.  
**GEE, STAN**  
WFMJ, Youngstown, Ohio.  
**GIBSON, BILL**  
WLB, Minneapolis, Minn.  
**GILL, WESLEY F.**  
WGNV, Newburgh, N. Y.  
**GILLUI, BILL**  
KLZ, Denver, Colo.  
**GIVEN, KEN D.**  
WLBJ, Bowling Green, Ky.  
**GODWIN, AL**  
WHN, New York, N. Y.  
**GOESER, CLARENCE**  
KFIZ, Fon Du Lac, Wisc.  
**GOODRICH, DOGER**  
WHEC, Rochester.  
**GORDON, J. R.**  
KELD, El Dorado, Ark.  
**GOULET, A.**  
CHLP, Montreal, Que., Can.  
**GWODY, CURT**  
KFBC, Cheyenne, Wyo.  
**GRANT, HAL**  
WGBR, Goldsboro, N. C.  
**GREENHOE, BOB**  
WLAV, Grand Rapids, Mich.  
**GREENWALD, MARTY**  
WALL, Middleton, N. Y.  
**GREGORY, LLOYD**  
KPRC, Houston, Tex.

**GUEST, GORDON**  
KVOL, Lafayette, La.  
**GUYPAN, BILL**  
KGO, San Francisco, Calif.

— H —

**HADLEY, IRVING D.**  
WBZ and WBZA, Boston,  
Springfield, Mass.  
**HALL, HALSEY**  
WCCO, Minneapolis, St. Paul,  
Minn.  
**HALLIGAN, MASON**  
KTBI, Tacoma, Wash.  
**HAMRICK, HOWARD**  
WRNL, Richmond, Va.  
**HARING, CLAUDE**  
WIBG, Philadelphia, Pa.  
**HARRINGTON, JOHN**  
WBBM, Chicago, Ill.  
**HARRIS, BILL**  
WHAJ, Greenfield, Mass.  
**HART, WELDON**  
KTBC, Austin, Tex.  
**HEALEY, DAN**  
WBRK, Pittsfield, Mass.  
**HELGESEN, RAY**  
KTUC, Tucson, Ariz.  
**HENDERSON, ART**  
CHAB, Moose Jaw, Sask., Can.  
**HENRY, JOHN**  
KVVO, Tulsa, Okla.  
**HENRY, LEW**  
WEEK, Akron, Ohio.  
**HENSON, PAUL**  
WMOH, Hamilton, Ohio.  
**HINKLIN, MARION**  
WMRN, Marion, Ohio.  
**HODGES, RUSS**  
WOL, Washington, D. C.  
**HOGAN, TERENCE**  
WATW, Ashland, Wisc.  
**HOOKER, JOE**  
WLAV, Grand Rapids, Mich.  
**HOOVER, DON**  
WJMS, Ironwood, Mich.  
**HOYT, WAITE**  
WKRC, Cincinnati, Ohio.  
**HUGGINS, VERNE**  
CKCK, Regina, Sask., Can.  
**HUNTER, RIG**  
KHUB, Wayonville, Calif.  
**HUSEBY, LARRY**  
KVI, Tacoma, Wash.  
**HUSING, TED**  
CBS.  
**HUSS, J. W.**  
WJMS, Ironwood, Mich.  
**HYDEN, VIC, JR.**  
KTSW, Emporia, Kans.

— J —

**JACKSON, CARROLL**  
WROX, Clarksdale, Miss.  
**JACOBS, HENRY**  
KOY, Phoenix, Ariz.  
**JACOBUSSE, ADRIAN**  
WJEF, Grand Rapids, Mich.  
**JASEN, PHILIP**  
WTAG, Worcester, Mass.  
**JEFFREY, JOHN**  
WKMO, Kokomo, Ind.  
**JOHANSEN, EARL**  
KROS, Clinton, Iowa.  
**JOHNSON, ROLLIE**  
WTCN, Minneapolis, St. Paul,  
Minn.  
**JONES, ROBERT L.**  
WSPR, Springfield, Mass.  
**JONES, WES**  
KTBS, Shreveport, La.  
**JORDAN, JOE**  
WIBC, Indianapolis, Ind.

— K —

**KANE, JACK**  
WHEB, Portsmouth, N. H.  
**KEITH, LARRY**  
WSGN, Birmingham, Ala.  
**KELLEY, "CHICK"**  
WBRV, Waterbury, Conn.  
**KELLOW, ED**  
WPAD, Paducah, Ky.  
**KENLO, JOHNNY**  
KALB, Alexandria, La.  
**KERR, ALFRED**  
WHBQ, Memphis, Tenn.  
**KILPATRICK, REID**  
KMTR, Hollywood, Calif.  
**KING, HENRY G.**  
WSAZ, Huntington, W. Va.  
**KIRBY, LEE**  
WPT, Charlotte, N. C.  
**KIRKPATRICK, JIM**  
CKWS, Kingston, Ont., Can.  
**KOBERNAT, RALPH**  
WSAM, Saginaw, Mich.  
**KOESTER, TONY**  
KFBK, Sacramento, Calif.  
**KROECK, LOU**  
KTMS, Santa Barbara, Calif.

— L —

**LACKEY, ERNEST ("Duteh")**  
WHOP, Hopkinsville, Ky.  
**LAKE, BARRY**  
WHO, Des Moines, Ia.  
**LANDIS, DE WITT**  
KFYO, Lubbock, Tex.  
**LASSEN, LEO**  
KRSC, Seattle, Wash.  
**LAWRENCE, JOHNNY**  
WABY, Albany, N. Y.  
**LAWRENCE, TEDD**  
WBYN, Brooklyn, N. Y.  
**LAWSON, JIM**  
KSLM, Salem, Ore.  
**LEAR, ELI**  
WELL, New Haven, Conn.

— LEE, BERT

**WHN.**  
**LEDDEN, JACK**  
WSBT, South Bend, Ind.  
**LEE, FRANK**  
WMMN, Fairmont, W. Va.  
**LENDRICK, PHIL**  
KRBC, Abilene, Tex.  
**LEO, FRED K.**  
WMBD, Peoria, Ill.  
**LEWIS, DAVE**  
KGER, Long Beach, Calif.  
**LINDSAY, WINDELL**  
KPLC, Lake Charles, La.  
**LOMAX, STAN**  
Mutual  
**LONG, TERRY**  
WBNX, Bronx, N. Y.  
**LUNDQUIST, ELDON**  
WTRC, Elkhart, Ind.

— M —

**MADDOCK, LLOYD**  
KROW, Oakland, Calif.  
**MALOY, JACK**  
WEEI, Boston, Mass.  
**MALOY, JOHN D.**  
WCOP, Boston, Mass.  
**MANN, STU**  
WL0L, Minneapolis, St. Paul,  
Minn.

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**MANNING, TOM**  
WTAM, Cleveland, O.

**MARGET, M. M.**  
KVOX, Moorhead, Minn.

**MARKEY, ARTHUR**  
WJAR, Providence, R. I.

**MARKWARD, BILLY**  
WIBG, Philadelphia, Pa.

**MARTIN, CHARLES**  
WRJN, Racine, Wis.

**MARTIN, JACK**  
WKBH, La Crosse, Wis.

**MARTIN, NAT**  
WCHV, Charlottesville, Va.

**MASSE, AL**  
WBTA, Batavia, N. Y.

**MATTISON, CHARLES**  
("Chuck")  
WHOP, Hopkingsville, Ky.

**McANN, DICK**  
KBON, Omaha, Neb.

**McCARTHY, CLEM**  
WHN, New York, N. Y., NBC

**McCARTHY, DICK**  
WKNY, Kingston, N. Y.

**McCLELLAND, PAUL**  
KHMO, Hannibal, Mo.

**McCULLOUGH, TOM**  
WJLB, Detroit, Mich.

**McDONALD, BOB**  
KRGV, Weslaco, Tex.

**McDONALD, JACK**  
KLX, Oakland, Calif.

**McFARLAND, BRUCE**  
CKGB, Timmins, Ont., Can.

**McHAN, BILL**  
WJPR, Greenville, Miss.

**McKNIGHT, WES**  
CFRB, Toronto, Ont., Can.

**McLEAN, NORMAN A.**  
WRRN, Warren, O.

**McLINN, STONEY**  
WIP, Philadelphia, Pa.

**McMAHON, TOM**  
WSYR, Syracuse, N. Y.

**McTIGUE, HARRY**  
WJNN, Louisville, Ky.

**MERCER, JIMMY**  
KWFC, Hot Springs, Ark.

**MERRIN, RICHARD**  
WJMAN, Mansfield, O.

**MIFSUD, PAUL**  
KMAC, San Antonio, Tex.

**MILLARD, HOWARD V.**  
WSOY, Decatur, Ill.

**MILLER, OMER**  
WPAV, Portsmouth, O.

**MILLER, PAUL J.**  
WWVA, Wheeling, W. Va.

**MITCHELL, JOHN**  
KGFV, Kearney, Neb.

**MOORHEAD, THOMAS**  
WFL, Philadelphia, Pa.

**MORLEY, BERNARD S.**  
WHCU, Ithaca, N. Y.

**MORRIS, JAMES M.**  
KOAC, Corvallis, Ore.

**MORRIS, TRUMAN**  
WOMI, Owensboro, Ky.

**MORRISON, A.**  
CKRC, Winnipeg, Man., Can.

**MORRISON, GARRY**  
WPTF, Raleigh, N. C.

**MORTON, EARL**  
CHNS, Halifax, N. S., Can.

**MULHALL, ROBERT**  
WOL, Ames, Iowa

**MURPHY, JACK**  
KVOR, Colorado Springs, Colo.

**MURRAY, FRANNY**  
WIBG, Philadelphia, Pa.

## — N —

**NELSON, TANK**  
WBBB, Burlington, N. C.

**NESBITT, DICK**  
WKRC, Cincinnati, O.

**NOBLE, DEKE**  
WKMO, Kokomo, Ind.

**NOBLES, GENE**  
WLAN, Nashville, Tenn.

**NOLAN, JOE**  
WOKO, Albany, N. Y.

**NORMAN, HAL**  
KFH, Wichita, Kans.

**NORMAN, NEIL**  
WIL, St. Louis, Mo.

## — O —

**O'BRIEN, JOE**  
WMCA, New York, N. Y.

**O'BRIEN, SHERRY**  
WDAS, Philadelphia, Pa.

**OFFICER, JIM**  
KTAR, Phoenix, Ariz.

**O'HALLERON, PAT**  
KTYW, Yakima, Wash.

**O'HARA, JOHN**  
KWK, St. Louis, Mo.

**O'NEILL, JIMMY**  
KORN, Fremont, Neb.

**OSBORN, WAYNE**  
WIND, Chicago, Ill.

**OSTROM, JOHN**  
WCSC, Charleston, S. C.

**OWENS, MAURICE P.**  
WROK, Rockford, Ill.

## — P —

**PAGET, JOE**  
KATE, Albert Lea, Minn.

**PARISH, GUY**  
WEBQ, Harrisburg, Ill.

**PARKES, HAL**  
KROW, Oakland, Calif.

**PARSONS, BEN**  
WJHO, Opelika, Kans.

**PARSONS, MARSHALL**  
WBRC, Birmingham, Ala.

**PATERSON, PAT**  
WMT, Cedar Rapids, Waterloo, Iowa

**PEPE, JOHNNY**  
WPIC, Sharon, Pa.

**PETERS, KEN**  
KTMS, Santa Barbara, Calif.

**EDMUND, PICHE**  
CBV, Quebec, Que., Can.

**PORCHER, W. H., JR.**  
WAYS, Charlotte, N. C.

**POUCHER, WAYNE**  
WSLS, Roanoke, Va.

**POWERS, PERCY**  
WSLI, Jackson, Miss.

**PRICE, DAN**  
KGCX, Sidney, Mont.

**PRINCE, ROBERT**  
WJAS, Pittsburgh, Pa.

**PURCELL, JIM**  
KVAK, Atchison, Kans.

## — Q —

**QUIGLEY, E. C.**  
WIBW, Topeka, Kans.

**QUINTON, CHARLES**  
KGFF, Shawnee, Okla.

## — R —

**RAUBACHER, GEORGE**  
WLO, Janesville, Wis.

**REEVE, RAY**  
WRAL, Raleigh, N. C.

**REILLEY, SPEED**  
KLX, Oakland, Calif.

**REINHARD, HARRY**  
WCAU, Philadelphia, Pa.

**RENICK, JIM**  
WCOL, Columbus, O.

**REYNOLDS, BOB**  
WEIM, Fitchburg, Mass.

**RILEY, DON**  
WCAO, Baltimore, Md.

**ROBERTSON, JIM**  
KSON, Henderson, Ky.

**ROLL, PHIL**  
WGBR, Goldsboro, N. C.

**ROTHRUM, BILL**  
WSYR, Syracuse, N. Y.

**ROUSSEAU, "PORKY"**  
WSOO, Sault Ste. Marie, Mich.

**RUGH, VIC**  
KANS, Wichita, Kans.

## — S —

**SAAM, BYRUM**  
WIBG, Philadelphia, Pa.

**SANDY, MIKE**  
WIBX, Utica, N. Y.

**SARGEANT, ARTHUR**  
WSLS, Roanoke, Va.

**SCHMIDT, RAY**  
WTMV, E. St. Louis, Mo.

**SCHREIBER, MARK**  
KMYR, Denver, Colo.

**SCHULTZ, A. F.**  
KFUN, Las Vegas, N. M.

**SCHULTZ, FRED**  
KXO, El Centro, Calif.

**SCHULTZ, JERRY**  
KPRC, Houston, Tex.

**SCOTT, CHARLES P.**  
KTKC, Visalia, Calif.

**SEARLES, NEIL**  
WEMP, Milwaukee, Wis.

**SEAVEY, CECIL**  
KOA, Denver, Colo.

**SEXTON, MORGAN**  
KROS, Clinton, Iowa

**SHAFFER, MAX J.**  
WBBU, Anderson, Ind.

**SHUDT, ROY**  
WTRY, Troy, N. Y.

**SHUGRUE, E.**  
WNA6, Bridgeport, Conn.

**SIMMONS, WM. T.**  
WIS, Columbia, S. C.

**SIMS, EARL**  
KNOW, Austin, Tex.

**SLATER, BILL**  
MBS

**SLATER, IVAN**  
CHPS, Parry Sound, Ont., Can.

**SMITH, BOB**  
WOOD, Grand Rapids, Mich.

**SMITH, DEAN**  
WTRC, Elkhart, Ind.

**SMITH, FRED**  
WAOV, Vincennes, Ind.

**SMITH, LEE**  
WSRR, Stamford, Conn.

**SNOW, JOHN**  
KTAR, Phoenix, Ariz.

**SONDERGAARD, G. H.**  
KCID, Spencer, Iowa

**SORENSON, FRITZ**  
WFIN, Findley, O.

**SPARKS, JIM**  
KRRV, Sherman, Tex.

**SPOKES, A. E.**  
WJTN, Jamestown, N. Y.

**SQUIRES, FRANK**  
CJCS, Stratford, Ont., Can.

**STALLARD, DAL**  
KCMO, Kansas City, Mo.

**STANLEY, LARRY**  
KFH, Wichita, Kans.

**STAPLETON, BILL**  
KFPW, Ft. Smith, Ark.

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**STEARNS, BILL**  
 WHEB, Portsmouth, N. H.  
**STEELE, ROBERT**  
 WTIC, Hartford, Conn.  
**STEFFES, ARTHUR**  
 KWNO, Winona, Minn.  
**STEMMLER, NICK**  
 WAGE, Syracuse, N. Y.

**STERN, BILL**  
 NBC, Colgate Sports Reel.

**STEVENS, JACK**  
 WDRC, Hartford, Conn.  
**STEWART, M. D.**  
 KNET, Palestine, Tex.  
**STOLAR, PHILIP**  
 WLAC, Nashville, Tenn.  
**STON, RALPH**  
 KSRO, Santa Rosa, Calif.  
**STONE, VIRGIL**  
 KOCA, Kilgore, Tex.  
**STRAIN, JIM**  
 KMTR, Hollywood, Calif.  
**STUELPNAGEL, FRED**  
 KCVC, Redding, Calif.  
**STYDAHAR, DAVID**  
 WBLK, Clarksburgh, W. Va.  
**SULLIVAN, CHARLES**  
 WMC, Memphis, Tenn.  
**SULLIVAN, GENE**  
 KFEQ, St. Joseph, Mo.  
**SUMMIERS, TED**  
 WMUR, Manchester, N. H.  
**SWENEY, BUDD**  
 WHKC, Columbus, O.  
**SWENSON, GIL**  
 WDAY, Fargo, N. D.

— T —

**TANKERSLEY, BILL**  
 KWJB, Globe, Ariz.  
**TAUB, SAM**  
 WHN, BLUE  
**TERRY, BOB**  
 WTMV, E. St. Louis, Ill.  
**THERIOT, ALLISON J.**  
 KVOL, Lafayette, La.  
**THOMPSON, JIMMIE**  
 KQV, Pittsburgh, Pa.  
**THOMPSON, RALPH**  
 KIRO, Seattle, Wash.

**TIBBETT, GENE**  
 WELO, Tupelo, Miss.  
**TRUITT, ROLLIE**  
 KEX, KGW, Portland, Ore.  
**TUCKER, JOE**  
 WWSW, Pittsburgh, Pa.  
**TURNER, ROBERT O.**  
 WHAM, Rochester, N. Y.  
**TYSON, E. L.**  
 WWJ, Detroit, Mich.

— U —

**ULRICK, E. C.**  
 WLOK, Lima, O.  
**UNERTH, DON**  
 WFHR, Wisconsin Rapids, Wis.  
**UPSON, PAUL**  
 WTRC, Elkhart, Ind.

— V —

**VACKNER, CHARLIE**  
 WBNY, Brooklyn, N. Y.  
**VANCE, HENRY (Hy)**  
 WAPI, Birmingham, Ala.  
**VAN ELLS, NEAL**  
 WAOV, Vincennes, Ind.  
**VOGEL, ART**  
 WLEU, Erie, Pa.

— W —

**WADDLE, DOUG**  
 WFMD, Frederick, Md.  
**WAGNER, JAY**  
 WOSU, Columbus, O.  
**WALDEN, PAUL E.**  
 KWRC, Pendleton, Ore.  
**WALDEN, WARREN**  
 WEAN, Providence, R. I.  
**WALKER, MORTON**  
 WGRU, Louisville, Ky.  
**WARD, A.**  
 CFRN, Edmonton, Ontario, Can.  
**WARD, ALAN**  
 KLX, Oakland, Calif.  
**WARREN, WILLIAM**  
 WASK, Lafayette, Ind.  
**WAUGH, IRVING**  
 WSM, Nashville, Tenn.  
**WEBBE, TED**  
 WPAT, Paterson, N. J.

**WEBER, GLENN**  
 WKZO, Kalamazoo, Mich.  
**WEBSTER, DAN**  
 WMOB, Mobile, Ala.  
**WEGMET, NORM**  
 KWYO, Sheridan, Wyo.  
**WIKEHART, C. E.**  
 WHLN, Harlan, Ky.  
**WHITAKER, JOHN**  
 WJOB, Hammond, Ind.  
**WHITE, TOM**  
 KPDN, Pampa, Tex.  
**WILGUS, FRANK**  
 WCAP, Asbury Park, N. J.  
**WILLIAMS, DALE**  
 WOI, Ames, Iowa  
**WILLIAMS, DON**  
 WJOB, Hammond, Ind.  
**WILSON, BERT**  
 WIND, Chicago, Ill.  
**WILSON, DAVE**  
 KFH, Wichita, Kans.  
**WILSON, R. B.**  
 WADC, Akron, O.  
**WILSON, WARD**  
 WHN, New York, N. Y.  
**WINKLER, RAY**  
 KLRA, Little Rock, Ark.  
**WISMER, HARRY**  
 BLUE  
**WOLF, DAN**  
 WBOW, Terre Haute, Ind.  
**WOLF, SOL**  
 WRAK, Williamsport, Pa.  
**WOOD, HENRY**  
 KVOL, Lafayette, Ind.  
**WOODARD, RAY**  
 WFNC, Fayetteville, N. C.  
**WOODLE, HARRY**  
 KID, Idaho Falls, Idaho  
**WOOLFRIES, ANDY**  
 WMT, Cedar Rapids, Waterloo, Iowa  
**WRIGHT, DENNY**  
 WMSL, Decatur, Ala.  
**WRIGHT, HOLLIS**  
 WRC, Washington, D. C.

— Y —

**YACK, GEORGE**  
 WBAA, W. Lafayette, Ind.  
**YANDT, MAX**  
 KGUO, Missoula, Mont.  
**YOUNG, J. J.**  
 WERC, Erie, Pa.

FOR QUALITY  
**AP** !

# ★ Backstage ★

people in radio production during 1944

## — A —

**ACKERLEY, GENE**  
KID, Idaho Falls, Idaho

**ADAMS, WILLIAM J.**  
WHEC, Rochester, N. Y.

**ADAMS, WYLIE**  
Blue

**ALLEN, GEORGE**  
CBS, Los Angeles

**AMREIN, JOHN**  
WSAI, Cincinnati, O.

**ANDERSON, EDMUND**  
WHN, N. Y.

**ANDERSON, VINCENT**  
WKLA, Ludington, Mich.

**ANDREWS, JIM**  
CBS, Tonight in Hollywood

**ANDREWS, MARTIN**  
Blue

**APPLE, WM.**  
KRSC, Seattle, Wash.

**ARIM, THOMAS**  
WSTV, Steubenville, O.

**ARMBRISTER, CYRIL**  
Blue

**ASPINWALL, HUGH**  
KMA, Shenandoah, Iowa

**— B —**

**BAILEY, ED**  
WMAQ, Chicago, Ill.

**BAILEY, JACK**  
CBS, Meet the Missus, Money  
on the Line

**BAILEY, MEL**  
KGW, Portland, Ore.

**BAKER, GEORGE**  
WRC, Washington, D. C.

**BALFE, KIERAN**  
WSTV, Steubenville, O.

**BALTIN, CHARLES**  
WHOM, Jersey City, N. J.

**BAMBRICK, GORDON**  
KGW, Portland, Ore.

**BARCO, BAILEY**  
WTAR, Norfolk, Va.

**BARNHART, LYLE D.**  
WBBM, Chicago, Ill.

**BARTLETT, KENNETH**  
KLX, Oakland, Calif.

**BATES, RICHARD E.**  
WGAN, Portland, Ore.

**BATTY, HAROLD**  
KVCV, Redding, Calif.

**BAXTER, LEO J.**  
WBOW, Terre Haute, Ind.

**BAXTER, LIONEL**  
WAPI, Birmingham, Ala.

**BECKERMAN, LARRY**  
WTOP, Washington, D. C.

**BENOIT, RAYMOND**  
CKCH

**BERGER, HAL**  
KHJ, Hollywood, Calif.

**BEST, EDNA**  
MBS, KHJ

**BIER, JOE**  
WOR, N. Y.

**BLACKS, HENRY**  
WWRL, Woodside, N. Y.

**BOOTH, VIRGIL C.**  
WBDL, Olean, N. Y.

**BOREN, CHARLES C.**  
WELQ, Tupelo, Miss.

**BOSWELL, MIMS, JR.**  
WGBI, Columbus, Miss.

**BOTZER, BEVERLY**  
KSFO, San Francisco, Calif.

**BOWE, GEORGE**  
WTIC, Hartford, Conn.

**BRADY, WILLIAM P.**  
WEDC, Chicago, Ill.

**BRENGEL, GEORGE**  
Blue

**BREWSTER, ROBERT**  
KNX-CBS, Sinatra Show

**BRIDGENS, BURTON**  
WRC, Washington, D. C.

**BRIGGS, FRED**  
WSRR, Stamford, Conn.

**BRISSETTE, DOL**  
WTAG, Worcester, Mass.

**BRITT, JOHN**  
WGBR, Goldsboro, N. C.

**BROACH, JAMES**  
KELD, El Dorado, Ark.

**BRONSON, DICK**  
WHTD, Hartford, Conn.

**BRONSON, EARL**  
WENR, Chicago, Ill.

**BROOK, CHARLIE**  
WWRL, Woodside, N. Y.

**BROWN, DICK**  
WINN, Louisville, Ky.

**BROWN, KEITH**  
Blue

**BUBECK, HARRY**  
WMAQ, Chicago, Ill.

**BUCHANAN, STUART**  
Blue

**BYRNE, JACK**  
Blue

**— C —**

**CALDER, ED**  
KLS, Oakland, Calif.

**CAMERON, PERRY**  
CJOC, Lethbridge

**CARO, CAROLYN**  
KGFJ, Los Angeles, Calif.

**CARR, PAULA**  
WPAR, Parkersburg, W. Va.

**CATON, EARL**  
WBBB, Burlington, N. C.

**CAVALLO, PETE**  
WMAQ, Chicago, Ill.

**CHAMBERS, GARDE**  
WHK, Cleveland, O.

**CHARLES, DICK**  
Blue

**CHRISTENSEN, JAMES**  
WWJ, Detroit, Mich.

**CLARE, GEORGE**  
WBBM, Chicago, Ill.

**CLARK, COTTONSEED**  
CBS, Los Angeles

**CLEARY, JOHN**  
Blue

**CLELAND, ED**  
KTAR, Phoenix, Ariz.

**CHASE, JULIA**  
WBZ & WBZA, Boston, Spring-  
field, Mass.

**CODY, DEL**  
KIQ, KGA, Spokane, Wash.

**COLEMAN, WARD**  
WSLI, Jackson, Miss.

**CONNEL, MIKE**  
WBBM, Chicago, Ill.

**COOK, HAROLD**  
WHOT, South Bend, Ind.

**COOK, JAMES R.**  
WMRC, Greenville, S. C.

**COOPER, A. R.**  
WFDF, Flint, Mich.

**CORNELL, SYD**  
WKRC, Cincinnati, O.

**CORNING, W. D.**  
WNOX, Knoxville, Tenn.

**COX, HENRY**  
Blue

**CRABTREE, CHARLES S.**  
KTFI, Twin Falls, Idaho

**CRAMB, ROSEMARY**  
WSNY, Schenectady, N. Y.

**CRARY, CLARENCE**  
KGER, Long Beach, Calif.

**CREWS, AL**  
WMAQ, Chicago, Ill.

**CROMER, EVELYN**  
WFBC, Greenville, S. C.

**CRUTCHFIELD, CHAS.**  
WBT, Charlotte, N. C.

**CUMMINS, BOB**  
KHJ, Hollywood, Calif.

**CURTAIN, CHARLES E.**  
WNAC

**CZUVARA, NINA**  
WEDC, Chicago, Ill.

**— D —**

**DALY, MARY**  
WINS, N. Y.

**DANA, JOE**  
KOY, Phoenix, Ariz.

**DANIEL, ISABELLE**  
WHEB, Portsmouth, N. H.

**DANIEL, OLIVER**  
Blue

**DAVIDSON, BILL**  
KECA, Los Angeles

**DAVIES, DOUGLAS**  
WTCN, St. Paul, Minn.

**DAWES, EDMUND**  
WFIL, Philadelphia, Pa.

**DAWSON, R. L.**  
KBIZ, Ottumwa, Iowa

**DEAN, BEV**  
WLS, Chicago, Ill.

**DE ANGELO, CARLO**  
CBS, Adventures of Perr,  
Mason

**DEEM, WARREN K.**  
WBBM, Chicago, Ill.

**DE MOSS, LYLE**  
WOW, Omaha, Neb.

**DE VORE, TOM**  
WBNS, Columbus, O.



# PRODUCTION

**DE WALD, DON**  
KHUB, Waysonville, Calif.

**DICK, HENRY**  
Blue

**DINSDALE, ALFRED**  
WAGE, Syracuse, N. Y.

**DIRLAM, C. F.**  
KFYR, Bismarck, N. D.

**DIXON, JOHN J.**  
WROK, Rockford, Ill.

**DODGE, OTIS**  
WMSL, Decatur, Ala.

**DOMINIK, JOHN**  
KFAM, St. Cloud, Minn.

**DONAHUE, NED**  
WHBF, Rock Island, Ill.

**DRUMMOND, DAVE**  
KGO, San Francisco, Calif.

**DUBROW, SANDRA**  
WDOD, Chattanooga, Tenn.

**DUNAVAN, HOWARD**  
WEAU, Eau Claire, Wisc.

**DUNBAR, WILLIS F.**  
WKZO, Kalamazoo, Mich.

**DUSENBURY, DEL**  
WLB, Minneapolis, Minn.

**DUTTON, MYRON**  
Blue, Gracie Fields

**DWAN, ROBERT**  
NBC, Los Angeles

## — E —

**EDWARDS, BILL**  
KMTR, Hollywood

**EDWARDS, JACK, SR.**  
KFI, Los Angeles, Calif.

**EHRMAND, ROBERT**  
WTOP, Washington, D. C.

**EILART, WILLIAM A.**  
WRRN, Warren, O.

**EISENBIES, AL.**  
KFAM, St. Cloud, Minn.

**ELLIOTT, WALLACE**  
KROW, Oakland, Calif.

**ESSER, WRIGHT**  
Blue

## — F —

**FARISS, WILLIAM**  
WEYN, Brooklyn, N. Y.

**FAUST, GIL**  
WBBM, Chicago, Ill.

**FELTON, NORMAN**  
WMAQ, Chicago, Ill.

**FERRIS, RAY**  
WLS, Chicago, Ill.

**FEYHL, HORACE**  
WCAU, Philadelphia, Pa.

**FILLING, GEORGE**  
WCAO, Baltimore, Md.

**FISHER, MAGGY**  
NBC, "Finders' Keepers."

**FISHER, GEORGE**  
KECA, Los Angeles

**FLYNN, ROY**  
WAPI, Birmingham, Ala.

**FOGLE, GEO. L.**  
CBS, Los Angeles

**FORTUNE, CHARLOTTE**  
WNOX, Knoxville, Tenn.

**FRAMER, WALT**  
Blue, Ladies Be Seated

**FRANZEN, RUTH**  
KFI, Los Angeles, Calif.

**FREELAND, FRED**  
WOWO, Fort Wayne, Ind.

**FRENCH, KENNETH**  
WRC, Washington, D. C.

**FULLER, ROBERT**  
WLW, Cincinnati, O.

## — G —

**GARNER, SMITH**  
KFPW, Ft. Smith, Arizona

**GARRETT, JAMES**  
WDRG, Hartford, Conn.

**GIBBS, PARKER**  
WMAQ, Chicago, Ill.

**GIES, MARJORIE**  
WFDF, Flint, Mich.

**GIRARDIN, R. G.**  
WEEI, Boston, Mass.

**GLIDDEN, HAROLD D.**  
WAGM, Presque Isle, Me.

**GONZALO A. del TORO**  
WPAB, Ponce, Puerto Rico

**GOODMAN, JACK**  
WNYC, N. Y.

**GOODWIN, SID**  
Blue, Breakfast at Sardi's

**GORMAN, WALTER**  
Blue

**GOTLIEB, JOSEPH**  
WMAA, N. Y.

**GRACEY, BILL**  
KTKC, Visalia, Calif.

**GRANDEY, ROY**  
KGO, San Francisco, Calif.

**GREEN, DON**  
KEX, Portland, Ore.

**GREEN, LOU**  
WENR, Chicago, Ill.

**GREENHAW, THOMAS B.**  
KGLU, Safford, Ariz.

**GRIBBEN, PAUL**  
KTAR, Phoenix, Ariz.

**GRUENBERG, AXEL**  
NBC, Star Playhouse

**GUEDEL, JOHN**  
NBC, People Are Funny

**GUNN, EARL**  
KALE, Portland, Ore.

## — H —

**HADDON, MRS. D. H.**  
WELQ, Tupelo, Miss.

**HALBERT, EDWIN I.**  
WIP, Philadelphia, Pa.

**HOLINER, MANN**  
NBC, Los Angeles

**HALLEY, HAL**  
KMTR, Name It and Claim It

**HAMMOND, ELLEN**  
KBND, Bend, Ore.

**HANES, BOB**  
WGY, Schenectady, N. Y.

**HANSON, RALPH**  
KUIN, Grants Pass, Ore.

**HARRELL, CHARLES**  
Blue

**HARRINGTON, NORMAN B.**  
KGLU, Safford, Ariz.

**HARRIS, BRAD**  
KVCC, San Luis Obispo, Calif.

**HARRIS, DAVID H.**  
WTAG, Worcester, Mass.

**HARRIS, DEAN**  
WHAM, Rochester, N. Y.

**HARRIS, HARRIETT M.**  
KFWB, Los Angeles

**HARRIS, WILLIAM M.**  
WHA1, Greenville, Mass.

**HASSLER, DOROTHEA**  
WPEN, Philadelphia, Pa.

**HARTSOOK, L. A., JR.**  
WBIG, Greensboro, N. C.

**HAYDEN, D. CLARK**  
KYUM, Yuma, Ariz.

**HAYNIE, DOUGLAS B.**  
KGLU, Safford, Ariz.

**HEATON, ADRIAN**  
WMBI, Chicago, Ill.

**HECK, HOMER**  
WMAQ, Chicago, Ill.

**HEITIN, JAY**  
WHYN, Holyoke, Mass.

**HENLEY, DAVE**  
WDAY, Fargo, N. D.

**HERGET, JOSEPH J.**  
WCHS, Charleston, W. Va.

**HERGONSON, ROBERT W.**  
WINS, N. Y.

**HERRICK, BUELL**  
WGRG, Louisville, Ky.

**HEWESTON, H. H.**  
CFCE, Montreal

**HICKMAN, HENRY**  
WFBR, Baltimore, Md.

**HIGGINS, JAMES W.**  
WVNY, Watertown, N. Y.

**HISCOCK, PIERCE**  
WMBI, Chicago, Ill.

**HOLLIHAN, GARRETT**  
Blue

**HOLMAN, C. T.**  
WEEI, Boston, Mass.

**HOLMES, R. D.**  
KAST, Astoria, Ore.

**HOLT, CORINE**  
WLB, Minneapolis, Minn.

**HOLT, DARELL**  
KMLB, Monroe, La.

**HOOVER, JOE**  
WLAJ, Grand Rapids, Mich.

**HOWARD, HERB**  
WLS, Chicago, Ill.

**HOWLETT, ERIC**  
WJR, Detroit, Mich.

**HUBBELL, RICHARD**  
WELW, Cincinnati, O.

**HUGHES, HAROLD**  
KOIL, Omaha, Neb.

**HULLINGER, BETTY**  
KVCV, Redding, Calif.

**HURD, ROBERT**  
KJR, Seattle, Wash.

## — J —

**JABLONS, MIKE**  
WNYC, N. Y.

**JACKSON, CARROLL**  
WROX, Clarksdale, Miss.

**JARVIS, AL**  
KFWB, Original Make Believe Ballroom

**JEFFRIES, SAVILLA**  
KFUN, Las Vegas, N. M.

**JOHNSON, BIL**  
Blue, Man Called X

**JOHNSON, ERSKINE**  
CBS, Tonight in Hollywood.

**JOHNSON, IRWIN**  
WBNS, Columbus, O.

**JOHNSON, PHILIP N.**  
WHEB, Portsmouth, N. H.

**JONAS, ANN HUBERT**  
WHAS, Louisville, Ky.

**JONES, E. Z.**  
WBFB, Burlington, N. C.

**JONES, JOHN W.**  
WALL, Middletown, N. Y.

**JORDAN, JOHN**  
KTAR, Phoenix, Ariz.

**JUAN, ROMAN B.**  
WPAB, Ponce, Puerto Rico

## — K —

**KAISER, RUSSELL**  
KWK, St. Louis, Mo.

**KARP, RICHARD**  
KDKA, Pittsburgh, Pa.

PRODUCTION

**KERRY, BILL**  
WTCN, Minneapolis, Minn.  
**KERRIGAN, JACK**  
WHO, Des Moines, Iowa  
**KIERAN, FRANCES**  
WHBQ, Memphis, Tenn.  
**KLAVUN, WALTER**  
WCC, Bridgeport, Conn.  
**KNOERNSCHILD, ELMER, REV.**  
KFUO, St. Louis, Mo.  
**KNOFF, ELMER**  
WFDF, Flint, Mich.  
**KOSTE, WALTER**  
WWJ, Detroit, Mich.  
**KUBICZ, JANET**  
WBBM, Chicago, Ill.  
**KURTZE, LARRY**  
WBBM, Chicago, Ill.

— L —

**LADIN, HAROLD**  
WJMS, Ironwood, Mich.  
**LAFFEY, FRED P.**  
WLAW, Lawrence, Mass.  
**LAKE, BARRY**  
WHO, Des Moines, Iowa  
**LAMMERS, CHARLES**  
WLW, Cincinnati, O.  
**LANTON, WALLY**  
WJR, Detroit, Mich.  
**LANE, EUGENE**  
WHAM, Rochester, N. Y.  
**LANGLEY, RALPH**  
KALE, Portland, Ore.  
**LANGMAN, SARA**  
KFWB, Los Angeles  
**LANSWORTH, LEW X.**  
Blue, Murder Will Out  
**LARGE, R. F.**  
CFCY, Charlotetown  
**LATEAU, HERB**  
WMAQ, Chicago, Ill.  
**LAWRENCE, BILL**  
WMAQ, Chicago, Ill.  
**LAWRENCE, DICK**  
KWK, St. Louis, Mo.  
**LEACH, ED**  
WOR, N. Y.  
**LEBAN, JOHN**  
WCAE, Pittsburgh, Pa.  
**LEFFERS, BOB**  
WMT, Cedar Rapids, Waterloo,  
Iowa  
**LETWICH, ALEXANDER**  
Blue  
**LEIGHTNER, D. B.**  
WMBI, Chicago, Ill.  
**LEIGHTON, DERIC**  
Blue  
**LESTER, BILL**  
KOY, Phoenix, Ariz.  
**LEWIS, CHARLES**  
WOL, Washington, D. C.  
**LIGHT, BOB**  
Blue, Flagstaff Show  
**LOCHNER, DON**  
WEW, St. Louis, Mo.  
**LONDON, LEW**  
WPEN, Philadelphia, Pa.  
**LONG, DEANE**  
WWL, New Orleans, La.  
**LOVEMAN, DAVID**  
WSGN, Birmingham, Ala.  
**LUCAS, PAUL**  
WTIC, Hartford, Conn.

— M —

**MacDONALD, WILLIAM E.**  
KFAB, Lincoln, Neb.  
**MACK, FLOYD**  
MBS  
**MACK, HELEN**  
NBC, Los Angeles

**MACK, WAYNE**  
WGAR, Cleveland, O.  
**MacMURRAY, TED**  
Blue  
**MacQUARRIE, HAVEN**  
NBC, Noah Webster Says  
**MAGUIRE, ARNOLD**  
Blue, CBS, NBC  
**MAHONEY, JAMES T.**  
WITH, Baltimore, Md.  
**MALOY, J. D.**  
WEEL, Boston, Mass.  
**MARBLE, EVELYN**  
KIRO, Seattle Wash.  
**MARKS, GEO.**  
WBBM, Chicago, Ill.  
**MARS, PETER A.**  
WKLA, Ludington, Mich.  
**MARSHACK, AL**  
WTOP, Washington, D. C.  
**MARSHAL, FRED**  
KJR, Seattle, Wash.  
**MARSHALL, BILL**  
Blue  
**MARTIN, DON**  
Blue  
**MASTERSON, JOHN**  
Blue, Tom Breneman High-  
lights  
**MEEK, SANDY**  
WOOD, Grand Rapids, Mich.  
**MERDIAN, JOHN L.**  
WSTV, Steubenville, O.  
**MILKEY, GENE**  
WCCO, Minneapolis, Minn.  
**MILLER, ALLEN**  
KOAC, Corvallis, Ore.  
**MILLER, JACK**  
CBS, Jack Kirkwood  
**MILLER, L. A.**  
KFAB, Lincoln, Neb.  
**MILLER, RITA**  
KFAM, St. Cloud, Minn.  
**MILNER, GENE**  
WMBD, Peoria, Ill.  
**MITCHEL, LES**  
CBS, Los Angeles  
**MITCHELL, BERT, JR.**  
KOA, Denver, Colo.  
**MITCHELL, JOHN**  
Blue  
**MOODY, CAROL**  
WBBM, Chicago, Ill.  
**MOODY, RALPH**  
WLW, Cincinnati, O.  
**MOORE, HEYWARD**  
WCSC, Charleston, S. C.  
**MOORE, PAUL**  
WTJS, Jackson, Tenn.  
**MOREY, AL**  
WBBM, Chicago, Ill.  
**MORRIS, JAMES M.**  
KOAC, Corvallis, Ore.  
**MORSE, CARLTON E.**  
Blue, One Man's Family  
**CBS, I Love a Mystery**  
**MORTON, DON**  
WEAN, Providence, R. I.  
**MOSES, JOHN B.**  
WHKC, Columbus, O.  
**MOSS, TERRY**  
KMA, Shenandoah, Iowa  
**MULLEN, BOB**  
KSFO, San Francisco, Calif.  
**MULLINS, BERNARD**  
WTIC, Hartford, Conn.  
**MUNGER, MOLLIE**  
KPHO, Phoenix, Ariz.  
**MURO, BEN**  
WCAE, Pittsburgh, Pa.  
**MUSCHANY, E. G.**  
KXOK, St. Louis, Mo.  
**McCANN, DICK**  
KBON, Omaha, Neb.

**McCARTHY, DICK**  
WKNY, Kingston, N. Y.  
**McCORMACK, JACK**  
WSGN, Birmingham, Ala.  
**McCOY, J. W.**  
WAIM, Anderson, S. C.  
**McCURDY, ED**  
WFMD, Frederick, Md.  
**McGEE, MIKE**  
WMC, Memphis, Tenn.  
**McGHEE, CHARLES WHITE**  
WSGN, Birmingham, Ala.  
**McGREEVEY, JOHN**  
KTRAE, Phoenix, Ariz.  
**McRAE, J. B.**  
CKUA, Edmonton

— N —

**NEILL, EVERETT R.**  
KDKA, Pittsburgh, Pa.  
**NEWHOUSE, JOHN**  
MBS  
**NORMAN, FREDERIC**  
KVCV, Redding, Calif.  
**NORMAN, NEIL**  
WLL, St. Louis, Mo.  
**NYE, BOB**  
KHJ, Michael Shayne  
**NAPOLI, ANTHONY, MRS.**  
WELO, Tupelo, Miss.

— O —

**OBOLER, ARCH**  
NBC, Everything for the Boys  
**O'BRIEN, GERRY**  
KTUC, Tucson, Ariz.  
**OLSEN, DAVE**  
WJR, Detroit, Mich.  
**OLSON, HARVEY**  
WDRG, Hartford, Conn.  
**OWEN, EM**  
KXEL, Waterloo, Iowa  
**OWENS, MAURICE P.**  
WROK, Rockford, Ill.

— P —

**PAGE, ALLAN**  
KVOO, Tulsa, Okla..  
**PAGE, BOB**  
WCLO, Janesville, Wis.  
**PARCHER, OLIVER**  
WSET, South Bend, Ind.  
**PARENT, HOWARD**  
KWIL, Albany, Ore.  
**PARKINSON, GEER**  
WBNS, Columbus, O.  
**PARSONS, ROBERT H.**  
WMBI, Chicago, Ill.  
**PARTRIDGE, GEORGE**  
WHAS, Louisville, Ky.  
**PATTEE, FLOYD**  
WTIC, Hartford, Conn.  
**PATTERSON, ANDY**  
KMJ, Fresno, Calif.  
**PATTON, PHIL**  
WENR, Chicago, Ill.  
**PAYNE, LARRY**  
WJR, Detroit, Mich.  
**PEDRO, JUAN GARCIA T.**  
WPAB, Ponce, Puerto Rico  
**PENNELL, BILL**  
KFWB, Los Angeles  
**PERAZZO, DON**  
KBON, Omaha, Neb.  
**PETERS, KEN**  
KTMS, Santa Barbara, Calif.  
**PETERSON, CLIFF**  
WENR, Chicago, Ill.

# PRODUCTION

**PETERSON, JACK**  
WBBM, Chicago, Ill.  
**PHILLIPS, HOWARD**  
WMCA, N. Y.  
**PHILLIPS, PAUL**  
WCAU, Philadelphia, Pa.  
**PIERCE, WEBSTER**  
Blue, Breakfast at Sardi's  
**POINDEXTER, RUTH**  
KXRO, Aberdeen, Wash.  
**PORCHER, W. H., JR.**  
WAYS, Charlotte, N. C.  
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**PRYOR, JACK D.**  
WRRN, Warren, O.  
**PURCELL, BOB**  
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**PUDNEY, EARLE**  
WGY, Schenectady, N. Y.

## — R —

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WMAS, Springfield, Mass.  
**SWITZER, LOWELL**  
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 CASE, ANN  
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 CHAIKIN, LEE  
 CHAIN, HUBERT  
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 Deed; Transatlantic Call.

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 Casey. Press Photographer.  
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 COLE, PHILIP G.  
 Dinah Shore Program.  
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 COLLINS, HAL  
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 COOK, EFFIE  
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 Woman of America; The Open  
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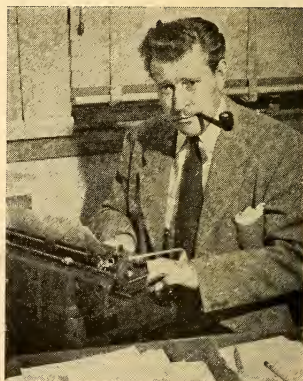
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**GARBER, BERNARD J.**  
**GARDNER, BEVERLY**  
**GARDNER, PAT**  
**GARRRET, DAVID**  
**GARRY, AL**  
 The Kate Smith Hour.  
**GARSON, HENRY**  
**GASKELL, VIRGINIA**  
**GAYLE, MARGOT**  
 WABC Presents Margaret Arlen.  
**GEIGER, MILTON**  
 The Ginny Simms Program;  
 We Who Dream; The Doctor Fights; Radio Hall of Fame.  
**GERBER, JOHN W.**  
**GERSHMAN, BENJAMIN**  
**GERSHON, ALICE J.**  
**GETHIN, LAUREL**  
**GETZ, JANE**  
**GIBBONS, NANCY**  
**GIDDINGS, NERALIE**

**GILBERT, DORIS**  
 Kate Smith Hour.  
**GIRAO, MIGUEL, JR.**  
**GIVEN, HELEN**  
**GIVENS, JEAN**  
**GLEASON, MARION N.**  
**GLICKMAN, WILL**  
 Basin Street Music.  
**GLOVER, ELIZABETH**  
**GLYER, RICHARD J.**  
**GODFREY, GILBERT**  
**GODWIN, HAROLD P.**  
**GOELLER, LEE**  
**GOGGIN, RICHARD J.**  
**GOLDEN, ALFRED L.**  
 Every 40 Seconds.  
**GOLDEN, DAVID T.**  
 Think; Date With Maurice.  
**GOLDEN, MYRON**  
 Beat the Band.  
**GOLDSMITH, CLIFFORD**  
 The Aldrich Family.  
**GOLDSTONE, MERWIN G.**  
**GOLLARD, JERRY**  
 Frank Sinatra.  
**GOODMAN, EVELYN**  
**GOODMAN, JACK**  
**GOODMAN, MAL**  
**GOODSON, MARVIN**  
**GONZALEZ, ALVARO**  
**GORDON, GEORGE**  
**GORDON, GLORIA**  
**GORDON, MATTHEW**  
**GORMAN, ARTHUR**  
**GORMAN, EARL**  
**GOSDEN, FREEMAN**  
 Amos 'n Andy.  
**GOTLIEB, JOSEPH**  
**GOULD, FRANK**

**GRAHAM, JEAN**  
**GRAHAM, JOHN P.**  
**GRANICH, HARRY**  
 El Destino America; Humau Adventure; Columbia School of the Air.  
**GREEN, JOHNNY**  
 Blondie.  
**GREEN, MANLEY M.**  
**GREEN, SYLVIA F.**  
**GREENE, JOSEPH L.**  
 Suspense; Famous Jury Trials.  
**GREGORY, DAVID**  
 Kraft Music Hall.  
**GRIFFIN, GEORGE D.**  
**GROOM, MARTHA**  
**GROVE, BETTY**  
**GRUSKIN, EDWARD I.**  
**GUEDEL, JOHN**  
 People Are Funny.  
**GUEDEL, WALTER**  
 People Are Funny.  
**GUILBERT, ROBERT M.**  
**GUITERMAN, LEON**  
**GUNDERSON, RUSSELL L.**  
**GUSSMAN, CHARLES J.**  
 Broadway Matinee; David Harum; Inspector Hawkes and Son; Mr. Keen, Tracer of Lost Persons.

— **H** —

**HAAKER, ED**  
**HACKETT, WALTER**  
 Thanks to America; Time for Decision; Zip Your Lip.  
**HAFT, HELEN J.**  
**HALES, RUTH E.**  
**HALEY, EUGENE S.**

**FOR QUALITY**

**AP** !

**LARRY MARKS**



**FRED ALLEN**  
**GROUCHO MARX**  
**FRANK SINATRA**  
**JACK CARSON**

**WM. MORRIS AGENCY, Inc.**  
**HOLLYWOOD**

**HALL, DAVID**  
General Motors Symphony of the Air; NBC Concert Hour; NBC String Quartet.

**HALL, MORT**

**HALL, RICHARD E.**

**HALLMAN, DORIS**

**HALLORAN, EDWIN**  
Aunt Jennie True Life Stories, Fannie Hurst Presents; First Nighter; Curtain Time.

**HAMPTON, BETTY JO**

**HAMPTON, NANCY**  
Fashions in Rations.

**HAMMERICKSON, HELEN**

**HAMMERSLEY, EVADNA**

**HAMMOND, LAURENCE**  
We, the People.

**HANKEN, MARGARET**

**HARRIS, HARRIETT M.**

**HARRIS, JAMES L.**

**HARRIS, HOWARD**  
The Arkansas Traveler, Dinah Shore's Open House.

**HARRISON, CECILE**

**HART, ELIZABETH**

**HART, JAMES**

**HART, PATRICIA**

**HARTMAN, LOUIS E.**

**HARTMAN, ROBERT C.**

**HARVEY, EDWARD B.**

**HARVEY, GLENN**

**HASTINGS, MAURICE**

**HASTINGS, MORRIS C.**

**HASTY, JOHN E.**

**HATCH, ERIC**  
Cresta Blanca Carnival.

**HAUSER, DWIGHT**

**HAWARD, ROSEMARY**

**HAWKINS, STUART**  
Cavalcade of America; Armstrong Theatre of Today; Bright Horizons.

**HAWLEY, E. C.**  
Armstrong Theatre of Today.

**HAYES, RAPHAEL**

**HAYUM, LUCILLE**

**HEADY, JEAN**

**HEATH, MAE**

**HEIDER, FREDERICK**

**HEIDT, FRED**

**HEIKEN, NATE**  
Fred Allen Show.

**HEINEMAN, TYBETH B.**

**HEISCH, ELIZABETH**

**HEISCH, GLAN T.**

**HELM, HERVEY**  
Amos 'n Andy.

**HELDENBRAND, PAGE**

**HEMUS, PERCY**

**HENLEY, ARTHUR**

Mary Small Show; Paul Winchell Show.

**HENNING, PAUL**  
Burns & Allen Show.

**HENRY, ELINOR**

**HERBERT, ANN**

**HERENDEEN, FRED**

**HERMAN, GEORGE**

**HERRMANN, HARRY R.**  
Music America Loves Best.

**HERZINGER, CARL**  
Lucky Strike.

**HESLER, CHARTER**

**HESS, HARRY**

**HIBBS, CARLA**

**HICKS, EDWIN P.**  
Salute to Service Men.

**HICKS, MADELINE**

**HIGGINS, KENNETH**

**HIGLEY, PHILO**

**HIKEN, NAT S.**

**HILKER, PAT**

**HILL, FRANK E.**  
This Living World.

**HIMMELFARB, BERNARD**

**HITE, KATHLEEN**

**HOADE, MARTIN**

**HOARE, JEAN**

**HODAPP, WM. C.**

**HOPFMAN, ELWOOD C.**

**HOPFMAN, JAMES**

**HOPMAN, FREDRICK W.**

**HOLLAND, GERALD**  
Atlantic Spotlight.

**HOLLOWAY, JEAN**  
Kate Smith Hour; Theatre of Romance.

**HOLLISTER, LEN D.**

**HOLMES, AUDREY**

**HOLOMAN, KAY**

**HOPE, ORA**

**HORRIGAN, EARL**

**HOTSTON, MARJORIE**

**HOWARD, DAVID B.**

**HOWARD, ELEANOR**  
Listen Ladies.

**HOWARD, FREYA**

**HOWARD, JOHN LASKER**

**HUCKINS, JANET**

**HUDELSON, BEN**

**HUDSPETH, NANCY**

**HUGH, BETTY**

**HULL, ADELE**  
Food for Thought.

**HULL, ALEXANDER**

**HULLINGER, BETTY**

**HUNT, BILLIE**

**HUNTER, HELEN**

**HUNTLEY, CHARLES H.**

**HURD, BETTY**

**HYAMS, BEN**  
N. Y. Philharmonic Symphony Orch.; Invitation to Music; Philadelphia Orchestra; E. Power Briggs; Ellen Farrell; Vera Brodsky.

**HYTON, JEAN G.**

— J —

**JABLONS, MIKE**

**JACKSON, ALAN**

**JACKSON, CHARLES**  
Sweet River.

**JAFFEY, BESSIE**

**JAMES, EDWARD**

**JAMESON, HOUSE B.**

**JANISON, DAVID E.**

**JARVIS, ROBERT**  
Johnny Mercer.

**JENSEN, NELL**

**JENSEN, WALTER L.**

**JOHANSEN, ALFRED**

**JOHNSON, DON**

**JOHNSON, DUANE**

**JOHNSON, ED**

**JOHNSON, LOIS**

**JOHNSON, RUTH**

**JONES, VENZUELLA**

**JORDON, JOSEPH**

**JORGENSEN, E. W.**

**JOSEFBERG, MILT**  
Jack Benny Show.

**JURIST, EDWARD**  
Kate Smith Hour; Friday on B'Way.

— K —

**KAGAN, BEN**  
Words at War; Cavalcade of America; Grantland Rice Sport Stories; Uncle Sam.

**KAGEL, ELIZABETH T.**

**KAHN, MAURITUIS**

**KALTENBORN, H. V.**

**KAMPE, MEL**

**KANDEL, HELEN R.**

**KANE, ALTA JEAN**

**KANNER, JEROME**

**KANTER, HAL**

**KANTER, SHIRLEY IRIS**

**KAPLAN, JAMES**

**KARAN, STANLEY J.**

**KARNEY, BEULAH**

**KARP, WILLIAM**

**KAUFMAN, SAMUEL**

**KAYE, DORIS E.**

**KEEFE, HOWARD S.**

**KEEL, NINA JO**

**KELLER, EVELYN**

**KELLEY, DENNY**

**KELLEY, WELBOURNE**

**KELSEY, JOHN D.**  
My Best Girls.

**KEMP, JUANITA**

**KEMPLE, EDNA**

**KENITZ, JEAN**

**KENNEDY, FRANCIS J.**

**KENNEDY, JAY R.**

**KENT, ALAN**  
Duffy's Tavern.

**KENT, PRISCILLA**  
The Parker Family; Curtain Time; Words at War.

**KIBBE, ROLAND**

**KERRIGAN, JACK**

**KINGSLEY, DOROTHY**

**KIESWETTER, DOROTHY**

**KINGSTON, HENRY**

**KINLER, BETTY**

**KINSELLA, FRANK**

**KIRK, ELLEN**

**KIRK, PETER**

**KLEE, LAURENCE**  
Chaplain Jim USA; Valiant Lady; Aunt Jenny's True Life Stories.

**KLINKER, ZENO**  
Edgar Bergen.

**KLONSKY, MILTON**

**KLUMPH, KAY**

**KNIGHT, RUTH A.**  
Those We Love; Fannie Hurst Presents; Brave Tomorrow; Bachelors Children.

**KNIGHT, VICK**

**KNOX, HELEN M.**

**KOFF, JUDITH**

**KOHNHORST, DAVID**  
Frank Sinatra.

**KOIVISTO, ARMADA**

**KOOP, JEANNIE**

**KOGAN, DAVID**  
Mysterious Traveler; Return of Nick Carter; The Shadow; Red Cross Programs.

**KORCH, FRANK**

**KOSOVITZ, NORMAN**

**KOWALOSKI, RICHARD L.**

**KRAMER, MILTON J.**

**KRAUSE, ARTHUR**

**KREYMBORG, ALFRED**

**KROLL, MARY JANE**  
Margaret Arlen.

**KRONMAN, HARRY**

**KRUM, FAYETTE**

**KURTZMAN, SAMUEL**

**KUTHE, AUDREY B.**

— L —

**LACKAYE, RICHARD**

**LAKE, BERRY**

**LaFRAUDE, JACK**

**LAMBRECHT, KLAUS**

**LAMPELL, MILLARD**  
First in the Air; I Sustain the Wings.

**LAMPMAN, EVELYN S.**

LANE, DAVE  
Dick Powell.

LANGER, TOM  
Lon Stage Everybody.

LANGLEY, EDWARD A.

LANGMAN, SARA

LANSING-JONES, ANNETTE

LANSWORTH, LEW X.

LARA, FRANCISCO J.  
Children's Hour.

LARMER, PAUL

LASCO, LOUIS

LOTUCHE, JOHN

LAVEN, PAUL  
Bob Hope Show.

LAYTON, GEORGIA LEE  
Correction Please; Let's Be  
Charming.

LAZARUS, NANCY

LEA, SANDRA

LEACH, RICHARD P.

LEE, BENJAMIN

LEE, KAY

LEE, LESTER

LEE, ROBERT E.

LEMKUHL, MARVIN A.

LENARD, KAY

LENZ, ELINOR  
Appointment with Life; Grand  
Central Station; Aunt Jennie's  
True Life Stories.

LERWERTH, MARGARET  
Great Moments of Music; Mrs.  
Miniver; Help Mate; Theatre  
of Romance.

LESLIE, ARLEEN  
A Date with Judy.

LESLIE, IRA L.

LESLIE, LEONARD  
Bulldog Drummond.

LESLIE, PHIL  
Fibber McGee and Mollie.

LEVINE, PHYLLIS

LEVINE, SAMUEL E

LEVINSON, LEONARD L.  
Jack Carson Show.

LEWIN, GEORGE

LEWIS, DAVID N.

LEWIS, G. DRAPER, JR.

LEWIS, HERB  
Fred Allen Show.

LEWIS, MILTON  
Adventures of the Thin Man;  
Inner Sanctum.

LEWIS, MORT  
Philco Radio Hall of Fame;  
Telephone Hour.

LEWIS, TOM

LIGHT, ROBERT

LIGON, ERNEST M., DR.

LINDGREN, LILITH

LINDLEY, DOROTHY

LIPSOTT, ALAN  
Life of Reilly.

LIST, VIRGINIA

LITTLE, HERBERT, JR.  
Junior Miss; Mary Small Re-  
vue; Jane Cowl; Death Valley  
Sheriff.

LIVES, AUDREY R.

LOAR, ISABELLE

LOWEL, DORIS

LOMAX, ELIZABETH

LONEY, MARGARET

LONGSTRETH, EDWARD

LOUISELL, C. MEDORA

LOVOCE, PHYLLIS

LOWETHER, GEORGE  
Superman.

LOY, TOM  
Saturday Night Up Street.

LUBOWITZ, SHIRLEY

LUDLEM, GEORGE P.

LUERTH, MARGARET

LUMMIS, TOM

LUSSIER, DANE

LYMAN, BESS

LYNN, VIRGINIA R.

LYNTON, JERRY

LYON, PEYER  
Cavalcade of America; Molle  
Mystery Theatre; Band Wagon;  
Labor for Victory.

— M —

MacDOUGAL, RONALD R.

MacGREGOR, C. P.

MacINTYRE, KATHLEEN

MACK, NILA  
Let's Pretend.

MacKENZIE, KEN

MacLANE, ROLAND  
Edgar Bergen.

MacLEAN, ELIZABETH

MAIR, WALTER E.

MALONE, JOEL

MALONE, MARY V.

MALONEY, THELMA

MANGOLD, MARY

MANHEIM, EMANUEL  
Frank Sinatra Show.

MANKOFF, BILL  
Duffy's Tavern.

MANLEY, WM. F.

MANNING, CARL

MANNING, ZANNIE MAY

MARION, IRA

MARKS, HILLARD

MARKS, LARRY

Fred Allen; Groucho Marx;  
Frank Sinatra; Jack Carson;  
Gracie Fields.

MARKS, SHERMAN

MARTIN, BESS

MARTIN, GENE

MARTIN, HARRY

MARTIN, JOHN C.

MARTIN, J. T. W.

MARTIN, PETER  
The Band Wagon.

MARVIN, JULIE  
Wide Horizons; Video Vistas.

MASKI, JOSEPH

MASS, JESSE B.

MAUS, DOROTHY BENNETT

MAXWELL, ALLAN B.

MAYER, MARGARET  
Mary Small Revue.

MAYER, PEGGY LOU  
Let Yourself Go; The Mary  
Small Revue; Counterspy.

MAYS, RODERICK A.

McGILL, JERRY

Big Town.

MEACHAM, MALCOLM

MEADOW, LEON

MEDBURY, JOHN P.  
Ozzie & Harriet.

MEDFORD, HAROLD

MEER, JEROME L.

MEISER, EDITH  
Adventures of Sherlock  
Holmes.

MENKEN, LAWRENCE  
The Band Wagon; Famous  
Jury Trials.

MELTZER, LEW  
Duffy's Tavern.

MERKEN, GERALDINE L.

MERLIN, MILTON  
Ginny Simms.

MESLIERE, NICOLE C.  
de la.

MESLIERE, NICOLE C., de la

METZ, ZACHARY

MEYERS, J. O.

MICHAEL, PETER

MICHEL, JO

MICHELSON, EDWARD J.

MILES, MADELYN

MILLER, ALBERT G.

MILLER, ARTHUR  
Cavalcade of America.

MILLER, BARNEY R.

MILLER, EDNA M.

MILLER, GARY

MILLER, HALLIE MARGARET

MILLER, MARGARET E.

MILLER, SIGMUND  
Inner Sanctum; Suspense.

MILLER, WAYNE W.

MILLSTONE, ROSALIND

MILWARD, JO U.

MITCHEL, JACK

MITCHELL, BETE

MOFFATT, MAUDE

MOLE, JOHN  
Gang Busters, Counterspy.

MONASH, PAUL  
Famous Jury Trials.

MONROE, CHARLES S.  
Theatre of Romance; La  
Mascara Sonriente; Burl Ives;  
Raymond Scott Show.

MONTANO, CARLOS

MOODIE, SUSAN D.

MOORE, EUGENE

MOORE, FRANK

MOORE, NANCY  
Second Husband.

MOORE, SAN  
The Great Gildersleeve.

MOORE, WM. M.

MORE, ALBERTO

MORGAN, HELEN

MORLEY, BERNARD S.

MORRIS, SHIRLEY

MORSE, CARLETON E.

One Man's Family; I Love a  
Mystery.

MOSENA, DICK

MOSHER, ROBERT  
Edgar Bergen, Johnny Mercer's  
Music Shop.

MULLEN, BOB

MURKOTT, JOEL

MURPHY, JAMES M.

MURPHY, WM. H.

MURRAY, JOHN  
Which Is Which; People Are  
Funny.

MURRAY, NATALIA D.

— N —

NAPOLI, ANTHONY, MRS.

NEILSON, FRANCES F.

NEDIAN, IRVING G.

NELMS, RALPH

NEUMAN, E. J.

NEWMAN, ROBERT  
Inner Sanctum; Adventures  
of the Thin Man; Chief,  
Radio Out Post Division.

NEWTON, CHARLES H., JR.

NICHOLS, ANNE  
Abbie's Irish Rose.

NICKEL, RUTH

NOLT, EVELYN

NORMAN, FREDERIC

NORTON, SYLVIA  
NOWINSON, DAVE

This Is My Country; Cab-  
bages & Kings; Medals in  
Music.

— O —

O'BRIEN, BOBBIE  
Time to Smile.

O'CONNELL, TOM  
O'CONNOR, LEONARD

**OBOLER, ARCH**

Everything for the Boys.

O'HANLON, JAMES  
O'NEILL, CHARLES  
O'REILLY, DANIEL P.  
ORR, JUNE  
OVERBERG, EVELYN

— P —

PACKARD, SAM  
Edgar Bergen.

PAGE, ELSIE  
PAGET, BARRIE  
PALM, TAGE  
PALMER, CHARLES  
PANAMA, NORMAN K.  
PARCHER, OLIVER  
PARKER, EPEE  
PARNETT, LILYAN  
PARSONS, GEORGE  
PARTNOW, HYDE  
PATTEE, FLOYD  
Encores.

PAUL, NORMAN  
Duffy's Tavern.  
PAYNE, JACK F.  
PEARL, ARNOLD  
PEARSON, BEN  
Joe E. Brown.

PEEK, JANET  
PELAEZ, JORGE  
PEREIRA, HELIO J.  
PERRAULT, ERNEST G.  
PERRIGO, EDDIE  
PERRIN, SAM

Jack Benny Show.  
PERSON, BERNARD  
PETERS, BARBARA  
PETERS, PAUL

Cavalcade of America.  
PETERSON, NELLE MARIE  
PIEFER, MARGOT  
PHARES, FRANK  
Texaco Star Theatre.  
PHILLIPS, ARTHUR  
PHILLIPS, PAUL C.  
Lucky Strike.

PLANER, LILLIAN  
PLESTED, DOLORES  
POLETTI, JEAN E.  
POLLARD, MAXWELL  
POLLOCK, LOUIS  
POLONSKY, ABRAHAM  
PORTER, DOROTHY  
POTTER, ANDY  
POWELL, DAWSON  
POWELL, IOLA  
PRAGER, NATALIE P.  
PRAY, RUPERT  
PRICE, JOHN  
PREISMAN, HELGA  
PRICE, ROGER  
PRINCE, JOHN  
PRINGLE, DON  
Abbot and Costello.

PROSER, LEOPOLD  
PRYOR, HUBERT C.  
PUDNEY, EARLE

— Q —

QUILLEN, JOHN  
Eddie Cantor.  
QUINN, DON  
Fibber McGee and Mollie.  
QUINN, EDITHE  
QUINN, LOUIS

— R —

RADCLIFFE, VIRGINIA  
Frank Sinatra.  
RADOM, JANE  
RAMIREZ, HERNANDO  
RANALD, JOSEF  
RAND, SYDNEY  
RANDOLPH, JIM  
RAPOPORT, JOAN  
RAYNOR, HAL  
REAGH, HARRIET  
REDMOND, DICK  
REED, DENA  
Hollywood Radio Theatre;  
Grand Central Station; Radio  
Coverage Story Dept. MGM.

REED, LEWIS  
REID, DON  
REINES, BERNARD  
Scripts for CIAA; We Came  
This Way.

REIS, IRVING  
REISNER, RUTH  
REVITCH, I. D.  
Everything for the Boys.

REV'NER, KATHERINE H.  
REZNICK, SID  
Jimmie Durante Show.

REYNOLDS, ED  
Jackie Gleason Show, Jack  
Pepper; Duffy's Tavern; John-  
ny Morgan; Fun With Dunn.

RHINE, LARRY  
RICE, EDMUND C.  
Broadway Show Time.

RICE, JOSEPHINE  
RICE, LORRAINE  
RICHARDS, KENNETH  
RICHARDS, ROBERT  
Suspense.

RICHARDS, SILVIA  
RICHARDS, STANLEY  
Men at Sea; Lux Radio The-  
atre; This Is Our Cause.

RICHON, ADDY  
This Life Is Mine.

RIZNIK, JOSEPH Q.  
ROBERTS, CHARLES A.  
ROBINSON, JACK  
Durante-Moore Show.

ROBINSON, MAURICE L.  
ROBINSON, MYRTLE  
ROBSON, WM. N.  
Family Hour.

ROCCHIA, ALBERT J.  
ROCKWELL, GEORGE  
ROEBURT, JOHN  
Wide Horizons; Counterspy.

ROEMER, MADGE  
ROGERS, HERMAN L.  
ROGERS, ROSWELL  
Lum and Abner.

ROGERS, SIDNEY  
ROKER, SHIRLEY J.  
ROMAGUERA, OSCAR H.  
ROSEN, NORMAN  
Television Shows; HMS Pina-  
fore; Heredity.

ROSNER, CONSTANCE  
ROSS, ARTHUR  
ROSS, ROBERT J.  
Amos 'n Andy.

ROSTEN, NORMAN  
Cavalcade of America.

ROTH, ROSEMARY  
Margaret Arlen.  
RUBEN, AARON J.  
Burns and Allen.  
RUBIN, ROBERT  
RUBIN, VIRGINIA HASKELL  
RUSCULL, JOSEPH  
Theatre of Romance.  
RUSH, CELESTE  
RUSHTON, J. A., MRS., JR.  
RUSSELL, FRED  
RUSSELL, KAY  
RUSSELL, LUCILLE

— S —

SACHS, MANNY  
Duffy's Tavern.  
SAFARIAN, D. E.  
SAKS, SAL  
Dinah Shore.  
SANGSTER, MARGARET E.  
House on Q Street

SANS, BARBARA  
SANTOS, CRISPIN A.  
SASS, CARL  
Comedy Theatre.

SAVAGE, COURTNEY  
SAVAGE, ROBERT P.  
SAWYER, CAROLYN  
SAYBASH, ADELE  
SAYRE, CHARLENE

SCANLON, ROBERT H.  
SCHEUER, JOHN  
SCHILLER, ALFRED  
SCHMIDT, DICK

Meet the Boys in the Band.  
SCHNEIDER, ADOLPH J.  
SCHOEN, LILLIAN  
The Black Castle.

SCHULTZ, STANLEY N.  
SCHWARTZ, ALBERT  
The Bob Hope Show.

SCHWARTZ, JULIAN  
SCHWARTZ, ROBERT N.  
SCOFIELD, LOUIS  
That Brewster Boy; Woman  
from Nowhere.

SCOTT, ASHMEAD  
Life of Reilly.  
SCOTT, CREIGHTON  
SCULLY, FRANCES  
SEELLEN, JERRY  
Fanny Brice.

SELDES, GILBERT  
SERIANNI, JOAN  
SETARO, RICARDO M. L.  
SEYMOUR, ADELE  
Light of the World.

SEYMOUR, BESSY  
SEYMOUR, KATHARINE  
Light of the World.

SHARP, JACK  
SHARPE, DON W.  
SHARPE, RICHARD L.  
SHAW, BEATRICE H.  
SHAW, BOB

Front Page Farrell; Appoint-  
ment With Life; Mr. Keen,  
Tracer of Lost Persons.

SHAW, LON  
SHELDON, L. JAMES  
SHEPARD, ELAINE  
SHEPARD, HARRY, JR.  
SHERIN, LEO  
Kraft Music Hall.

SHERMAN, IRA  
SHEVEY, HY  
SHEFFELS, PAUL  
SHIPP, RUBEN  
Life of Riley.

SHIRLEY, VIVIAN  
SHOEMAKER, ELEANOR  
SHOECRAFT, WILLARD  
SHORT, FRANCES

SHORT, JOSEPH A.  
 SHORT, VIOLET  
 SHUTT, JOCELYN P.  
 SIERE, HELEN  
 SILVER, PAUL  
 SILVERMAN, SAUL  
 SIMON, ALBERT  
 SIMON, ROBERT  
 Music America Loves.  
 SINGER, HENRY A.  
 SINGER, RAY  
 Joan Davis and Jack Haley.  
 SINGER, SID  
 SINGER, SUE  
 SKATEBOL, LARS  
 SKINNER, VIVIEN  
 SKLAR, MICHAEL  
 New World a Coming; Head-  
 line Parade; Five Star Final.  
 SLANDER, ARTHUR  
 Amos 'n Andy.  
 SLOANE, ALLAN E.  
 Bulldog Drummond.  
 SLOANE, ROBERT  
 Theater of Romance; Inner  
 Sanctum.  
 SLON, SIDNEY  
 The Bond Wagon.  
 SMITH, ALAN  
 Edgar Bergen.  
 SMITH, BURRELL  
 SMITH, EVELYN  
 SMITH, MARSHALL  
 SNAPP, PAULINE  
 Just Between Friends.  
 SNELL, GEORGE D.  
 SOARES, IRINEU M.  
 SODERBERG, ROBERT W.  
 SOLER, EUGENIO  
 SOLLERS, RAY F.  
 SOLOMON, LES  
 Durante and Moore Show.  
 SOLOMON, LOUIS  
 SOMMER, EDITH R.  
 Cavalcade of America.  
 SOMMERS, JAY  
 Basin Street Music; Jimmie  
 Durante Show; Alan Young  
 Show; Shirley Booth.  
 SPAFFORD, ROBERT  
 SPEER, CHARLES C.  
 Saludos Amigos; Cresta Blanca  
 Carnival; Believe It or Not;  
 Armstrong Theater of the Air;  
 Fun With Dunn; Scramby  
 Amby.  
 SPEER, JOHN R.  
 Fun With Dunn.  
 SPENCER, LEE  
 SPENCER, MARIAN  
 SQUIRE, CHRISTINE  
 STAFFORD, EVELYN  
 STAFFORD, GENE  
 STADELMAN, EGON  
 STANLEY, JACK  
 People Are Funny.  
 STARK, SHELDON  
 What's News; On Stage Every-  
 body.  
 STEARN, MARTIN  
 We Love and Learn.  
 STEIN, JOSEPH  
 STEINKIPF, ALVIN J.  
 STELLMAN, GEORGE H.

STERLING, STEWART  
 STERNE, MARTIN  
 STEWART, PAUL  
 STEWART, VIRGINIA  
 STILES, VILLA  
 Land of the Lost.  
 STIRLING, NORA  
 Serenade to America.  
 STEVENS, W. VEDDER  
 STONE, LYNN  
 This Life Is Mine.  
 STONE, WALTER  
 STOOPACK, MURRAY  
 STRAUS, CHARLETTE F.  
 STRESS, HAL E.  
 STREIT, JULIAN, JR.  
 STRIKER, FRAN  
 The Lone Ranger; The Green  
 Hornet.  
 SULLIVAN, NORMAN  
 The Bob Hope Show.  
 SUMSKY, BARBARA  
 SUSSAN, HERBERT S.  
 SUTTON, WAIN  
 SWANN, BOB  
 SWEETS, WILLIAM M.  
 SWING, FRANCES

— T —

TACKABERRY, JOHN  
 Jack Benny Show.  
 TAGLIACOZZA, ENZO  
 TALLMAN, ROBERT  
 Cavalcade of America; This Is  
 My Best.  
 TANNEBAUM, GERALD  
 TAYLOR, DONALD K.  
 TAYLOR, ELIZABETH  
 TAYLOR, FLORENCE  
 TAYLOR, HENRY  
 Jack Carson Show.  
 TAZEWELL, CHARLES  
 The Star and the Story; Mollie  
 Mystery Theatre; Mayor of  
 the Town.  
 TEICHMANN, HOWARD M.  
 TENNANT, JEAN H.  
 TENNIES, VERA  
 TEPPERMAN, EMILE C.  
 Counterspy.  
 TERRETTA, ELLIE  
 THACKER, VIRGINIA  
 Aunt Mary, Press Club.  
 THAYER, HENRY  
 THOMAS, GILBERT  
 THOMAS, GRETCHEN  
 THOMAS, JACKIE, MRS.  
 THOMPSON, JANE  
 THOMPSON, MARY AGNES  
 THOMPSON, MARY J.  
 THOMPSON, PRISCILLA  
 THOMPSON, R. P.  
 THOMSON, BEATRICE  
 VAN HORN  
 THORMANN, WERNER  
 THORN, PHILIP R.  
 THRO, BETTY  
 TILLMAN, PATRICIA VOILS  
 Joan Brooks; Raymond Scott  
 Show.

TODMAN, WILLIAM S.  
 Quiz of Two Cities; Battle of  
 the Boroughs; Connee Boswell  
 Show.  
 TOLG, RUSS  
 TORRE, EMILIO de  
 TORUM, ISMIAL H.  
 TOVROV, ORIN  
 TOWNSEND, DALLAS S., JR.  
 TOWNSEND, LEO  
 TRAVERSARI, ESTER N.  
 DANESI  
 TREY, JACQUELINE W.  
 Counterspy.  
 TRIBBLE, ROBERT DEAN  
 TROUT, BOB  
 TRUDEL, ALLEN R., MRS.  
 TUTHILL, DOROTHY

— U —

UNELL, RICHARD L.

— V —

VAILE, DAVE  
 VALENTINE, HELEN  
 VAN ANTWERP, ALBERT  
 VANDERCOOK, JOHN  
 VAN LIEW, JAMES  
 VAN SICKLE, RAIMOND  
 VARES, GEORGE  
 VARES, VLASTA  
 VARIN, ROGER  
 VARNEY, CHASE  
 VAUGHAN, LIBBIE  
 VERRAL, CHARLES S.  
 VICTOR, DAVID  
 Junior Miss; Mary Small  
 Revue; Jane Cow; Death  
 Valley Sheriff.  
 VICTOR, DON  
 VINSON, ANN  
 VIRGIEN, MILI  
 VISSON, ANATOLE  
 VITTES, LOUIS  
 Two On a Clue; Nero Wolfe;  
 Mr. & Mrs. North.  
 VOILS, PATRICIA  
 VOLAN, LEON  
 Meet the Boys; Lifelines to  
 Victory; Your Chaplain; Mo-  
 rale in Music.  
 VOLLBERTS, HENDRIK  
 Frank Sinatra.  
 VALLMER, LULU  
 VON FLUSS, STARR  
 Imperial Valley Review.  
 VRZAL, KAREL  
 VYDRA, L. H.

— W —

WAKELEE, ARTHUR H.  
 WALKER, ALLEN  
 WALKER, MARY  
 WALLACE, ARDIS L.  
 Kresge's Newark Magazine of  
 the Air.  
 WALLACE, EDWARD R., JR.

WALLISER, RUTH  
Coronet.

WALPOLE, HELEN  
Laura Lawton; Stella Dallas.

WALSH, CLARA

WANG, EUGENE  
Quick as a Flash; Adventures of the Thin Man; Wide Horizons.

WARD, PERRY

WARNER, HUB

WAYNE, MILTON  
Cavalcade of America.

WAYNE, ROSEMARY

WEBB, JANE

WEBB, KENNETH  
Armstrong Theatre of Today.

WEBB, NANCY  
Chic Carter.

WEBBER, GORDON

WEBBER, PEGGY

WEEL, ALICE J.

WEFING, HENRY

WEINER, TEX  
Soldiers With Coupons.

WELCH, WILLIAM A.

WELLS, HELEN  
Jane Porterfield Program.

WELLS, FRANK B.  
Great Novels; We Came This Way; Land of the Free.

WELLINGBROOK, KATHERINE

WELLS, HELEN

WENDELL, DOROTHY D.

WERSHBA, JOSEPH

WEST, JANE

WEST, PAUL

WEST, WALLACE G.

WESTGATE, THEODORE H.

WETZE, ROBERT T.

WETZLER, H. S.

WHEATON GLEN  
The Arkansas Traveler; Dinah Shore Program.

WHEDAN, JOHN  
The Great Gildersleeve.

WHITE, KENNETH

WHITEHEAD, MARGARET L.

WHITEHOUSE, WILLIAM A.

WHITESIDE, CLAIRE R.

WHITESIDE, HARRIETTE

WHITNEY, BETTY

WIDNEY, STAN

WILCOX, JUANITZ

WILKOFF, JOHN

WILLIAMS, ALBERT N.

WILLIAMS, HERSHEL V.

WILLIAMS, ISABEL R.

WILLIAMS, JOHN

WILLIAMS, TOD

WILLS, SI  
Joan Davis and Jack Haley.

WILSON, ALLEN

WILSON, FRANCES G.

WILSON, FRANK  
Stage Door Canteen.

WILSON, GEORGE E.

WILSON, J. DONALD

WILSON, JANE

WILSON, KATHLEEN

WILSON, LEDNA

WILSON, PRISCILLA K.

WILSON, W. RAY

WINIKUS, FRANCES M.

WISHENGRAD, MORTON  
The Eternal Light; Words at War.

WITTY, DON

WOLF, GEORGE

WOLF, STANLEY J.

WOLFE, CHARLES H.

WOOD, LEE

WOODLE, HARRY

WOODS, ALLEN

WORMSER, JACK

WRAY, OLIVE HENRY, MRS.

WRIGHTMAN, IRENE

WRIGHT, BETTE

WRONKOW, GEORGE

WYANT, DAL

— Z —

ZALEMEA, ALBERTO

ZANDER, BETTY

ZANOLLI, SANTOS

ZEGRI, ARMANDO

ZELINKA, SID  
Jimmie Durante Show; Dinah Shore's Open House; Rudy Vallee.

ZEVI, BRUNO

ZIBELL, SERGE

ZIEMER, GREGOR

ZIMDI, MAURICE

ZIMMERSCHIED, BESS

ZOLLINGER, ELINOR

# HARRY VON ZELL

Eddie Cantor

Dinah Shore

# Announcers

## *-their work during 1944*

### — A —

**ABERNATHY, WILLIAM**  
Blue

**ABBOTT, BUD**  
WHAS, Louisville, Ky.

**ACKERLEY, GENE**  
KID, Idaho Falls, Idaho

**ACKLEY, J. HOWARD**  
WOWO, Fort Wayne, Ind.

**ACKORS, GEORGE**  
WCOL, Columbus, O.

**ADAIR, ROSNEY**  
KALE, Portland, Ore.

**ADAMS, GARRET**  
WRJN, Racine, Wisc.

**ADAMS, GLEN**  
WCAU, Philadelphia, Pa.

**ADAMS, MILTON**  
WBTM, Danville, Va.

**ADAMSON, NORAH**  
WBZA, Springfield, Mass.

**AGEE, BILL**  
KUTA, Salt Lake City, Utah

**AGOSTINO, JAMES**  
KJR, Seattle, Wash.

**AITKENS, GAILES**  
WAYS, Charlotte, N. C.

**AKER, RICHARD**  
WKMO, Kokomo, Ind.

**ALBERTS, JIM**  
WTMV, East St. Louis, Ill.

**ALBINGER, AL**  
WCOL, Columbus, O.

**ALDERMAN, JAMES S.**  
WRR, Dallas, Texas

**ALEXANDER, GRAHAM**  
KPHO, Phoenix, Ariz.

**ALEXANDER, LES.**  
WIP, Philadelphia, Pa.

**ALEY, JACK**  
WAIR, Winston-Salem, N. C.

**ALFONSO, ANTONIO**  
WIAC, San Juan, Puerto Rico

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**ALLAN, FRANK**  
WHAS, Louisville, Ky.

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**ALLEN, CLAIR L.**  
WEBR, Buffalo, N. Y.

**ALLEN, DICK**  
KTRB, Modesto, Calif.

**ALLEN, ED**  
WMAQ, Chicago, Ill.

**ALLEN, JEFF**  
WKRC, Cincinnati, O.

**ALLEN, STEPHEN**  
KFAC, Los Angeles, Calif.

**ALLEN, TOM**  
KFJZ, Ft. Worth, Texas

**ALLEN, VIC**  
WAAT, Newark, N. J.

**ALLISON, JOE**  
KMCA, San Antonio, Texas

**ALSPAUGH, W. H.**  
WPTF, Raleigh, N. C.

**ALWIN, FRANCES**  
KWAT, Watertown, S. D.

**AMADON, ARTHUR**  
WBZ, Boston, Mass.

**AMECHE, DON**  
NBC, Charlie McCarthy

**ANDE, GEORGE**  
KOMA, Oklahoma City, Okla.

**ANDERSON, C. R.**  
WLL, Urbana, Ill.

# BILL GOODWIN

## FRANK SINATRA PROGRAM

CBS

WEDNESDAY EVENINGS

• • •

## ANNOUNCERS

• • •

ANDERSON, CLYDE  
WTCN, Minneapolis-St. Paul,  
Minn.

ANDERSON, FRANK  
KLVX, Oakland, Calif.

ANDERSON, JOHN  
KID, Idaho Falls, Idaho

ANDERSON, S. S.  
WSAN, Allentown, Pa.

ANDERSON, SIDNEY  
WOLF, Syracuse, N. Y.

ANDERSON, VINCENT  
WKLA, Ludington, Mich.

ANDERSON, WAYNE J.  
WJTN, Jamestown, N. Y.

ANDRE, PIERRE  
WENR, Chicago, Ill.

ANDREWS, JOHN C.  
KOCA, Kilgore, Texas

ARDUS, BOBBY  
KSAM, Huntsville, Texas

ANSBRO, GEORGE  
Blue

ARANZAMENDI, FRANCISCO  
WPAB, Ponce, Puerto Rico

ARBuckle, WILLIAM  
WFMJ, Youngstown, O.

ARDREY, ROBERT  
WKOK, Sunbury, Pa.

ARIM, THOMAS J.  
WSTV, Steubenville, O.

ARLEN, JAY  
WSAI, Cincinnati, O.

ARMSTRONG, BOB  
WRRF, Washington, N. C.

ARMSTRONG, THOMAS  
WGAR, Cleveland, O.

ARNETT, ROBERT  
KMYR, Denver, Colo.

ARNOLD, ARLINE  
WBOW, Terre Haute, Ind.

ARTAU, A. M.  
WKAQ, San Juan, Puerto Rico

ARTHUR, JOHN  
WLW, Cincinnati, O.

ARTHUR, JOHN E.  
WBNF, Binghamton, N. Y.

ARTHURS, CHARLES  
WBNS, Columbus, O.

ASHIE, JERRY  
KCID, Spencer, Iowa

ASHLEY, WILLIAM W.  
WCAO, Baltimore, Md.

ATCHISON, CHARLES  
WSGN, Birmingham, Ala.

ATHEARN, BOB  
WHEB, Portsmouth, N. H.

AUER, STUART  
WTAR, Norfolk, Va.

AUSMAN, BERT  
WEAU, Eau Claire, Wisc.

AUSTAD, MARK  
WWDC, Washington, D. C.

AUSTIN, FLETCHER  
WDAN, Danville, Ill.

AUSTIN, BETTE  
WBT, Charlotte, N. C.

AUSTIN, JERRY  
WINS, New York, N. Y.

BACK, GUNNAR  
WTOP, Washington, D. C.

BAILEY, E. N.  
WTAG, Worcester, Mass.

NBC, Duffy's Tavern

**BAILEY, JACK**  
CBS, Adventures of Ozzie &  
Harriet

BAILEY, MEL  
KGW, Portland, Ore.  
KEX, Portland, Ore.

BAKER, ART  
NBC, A Song Is Born

BAKER, GENE  
Blue, Lum 'n Abner  
CBS, Story of Sandra Martin

BAKER, JANET  
KALB, Alexandria, La.

BAKER, PAUL  
WGRC, Louisville, Ky.

BAKER, RAYMOND W.  
WPTH, Baltimore, Md.

BALDWIN, GARLAND V.  
WHO, Dayton, O.

BALDWIN, MARVIN  
KEX, Portland, Ore.  
KGW, Portland, Ore.

BALES, ELMER  
KAST, Astoria, Ore.

BALFE, KIERAN  
WSTV, Steubenville, O.

BALL, EVERETT  
WQXR, New York, N. Y.

BALL, GEORGE  
WGBR, Goldsboro, N. C.

— B —

BABB, HUGH W.  
WLAW, Lawrence, Mass.

BABCOCK, WILLIAM E.  
KDKA, Pittsburgh, Pa.

BACHMAN, DON  
WHKC, Columbus, O.

# SIDNEY WALTON

WHN NEWS DIRECTOR

• • •

NIGHTLY ANALYSIS SPONSORED  
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10:45 P.M. (MONDAY THRU SATURDAY)

• • •

*MODERATOR—“Commentator’s Round Table”*

8:00 P.M., FRIDAY

**“ORCHIDS FROM WINCHELL”**



• • • **ANNOUNCERS** • • •

**BALLARD, GEORGE**  
WAYS, Charlotte, N. C.  
**BALLARD, PAUL**  
WELQ, Tupelo, Miss.  
**BAMBRICK, GORDON**  
KEX, Portland, Ore.  
KGW, Portland, Ore.  
**BANGHART, KENNETH**  
WRC, Washington, D. C.  
**BANIAK, MICHAEL**  
WTRY, Troy, N. Y.  
**BANNON, ROBERT**  
WCOP, Boston, Mass.  
**BANTA, DEANE**  
KGO, San Francisco, Calif.  
**BANTON, BERNICE**  
WPIC, Sharon, Pa.  
**BARBER, BETTE**  
KTUL, Tulsa, Okla.  
**BARBER, GEORGE**  
WDEF, Chattanooga, Tenn.  
**BARBER, RICHARD**  
KID, Idaho Falls, Idaho  
**BARCLAY, GEORGE**  
KFI, Los Angeles, Calif.  
**BARLOW, CALVIN**  
KJR, Seattle, Wash.  
**BARLOW, JAY**  
WHLN, Harlan, Ky.  
**BARLOW, MICHAEL**  
WWSW, Pittsburgh, Pa.  
**BAROODY, FRANK**  
WFEA, Manchester, N. H.  
**BARRETT, BILL**  
KVOP, Plainview, Texas  
**BARRICK, ELDON**  
KTRB, Modesto, Calif.  
**BARRIE, GEORGE**  
WMCA, New York, N. Y.

**BARRY, JIM**  
KFI, Los Angeles, Calif.  
**BARRY, LESTER**  
WBEN, Buffalo, N. Y.  
**BARTELL, PAUL**  
WIND, Chicago, Ill.  
**BARTIL, BERNIE**  
WELL, Philadelphia, Pa.  
**BARTLETT, G.**  
WTAG, Worcester, Mass.  
**BARTLETT, SID**  
KSLM, Salem, Ore.  
**BARTON, BILL**  
WMFR, High Point, N. C.  
**BARTON, HAL**  
WTAD, Quincy, Ill.  
**BARTZAK, JOE**  
WFHR, Wisconsin Rapids, Wis.  
**BATCHELDER, JOHN**  
WRC, Washington, D. C.  
**BAUER, GEORGE**  
WMBD, Peoria, Ill.  
**BAULER, ARTHUR**  
WSPD, Toledo, O.  
**BAXTER, LIONEL**  
WAPI, Birmingham, Ala.  
**BAYERS, ED**  
WHDF, Calumet, Mich.  
**BAYLOUR, DONN**  
WASK, Lafayette, Ind.  
**BAYLY, TRAVERS**  
WHIO, Dayton, O.  
**BEACHAM, WALLACE**  
WAPI, Birmingham, Ala.  
**BEADLES, RAY**  
KRLL, Dallas, Texas  
**BEAL, KING**  
KXEL, Waterloo, Iowa

**BEARDSLEY, LEONARD**  
KXA, Seattle, Wash.

**BECKER, SANDY**  
CBS

**BEDFORD, PAUL**  
WERC, Erie, Pa.  
**BEE, ALON W.**  
WJDX, Jackson, Miss.  
**BEEBE, TED**  
WKNE, Keene, N. H.  
**BEEBE, TOM**  
WMRN, Marion, N. Y.  
**BEECHER, FRANK**  
WLAP, Lexington, Ky.  
**BELL, AL**  
WHO, Des Moines, Iowa.  
**BELL, CHARLES**  
WABY, Albany, N. Y.  
**BELL, DICK**  
WLIB, New York, N. Y.  
**BELL, DON**  
WAKR, Akron, O.  
**BELL, GEORGE**  
WJZM, Clarksville, Tenn.  
**BELL, JACK**  
WTCN, Minneapolis, Minn.  
**BELL, KENNETH**  
WSAY, Rochester, N. Y.  
**BELL, TED**  
KRSC, Seattle, Wash.  
**BENCE, BOB**  
KFRC, San Francisco, Cal.  
**BENDER, ROBERT**  
WTAR, Norfolk, Va.



**FRANK GALLOP**

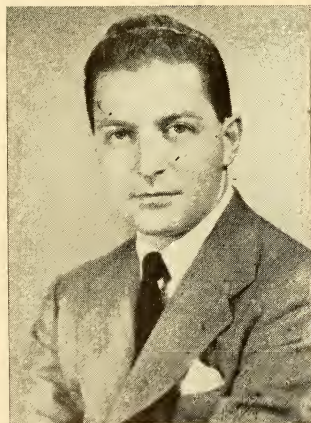


**BEN GRAUER**

NBC

## ANNOUNCERS

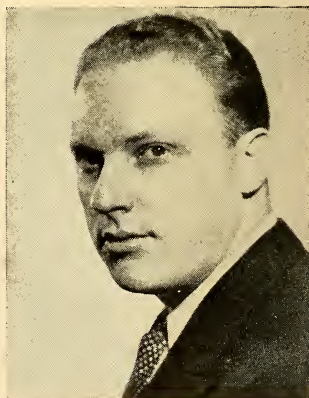
- BENNETT, BERTON**  
KGO, San Francisco, Cal.
- BENNETT, JACK**  
KWK, St. Louis, Mo.
- BENSON, DON**  
KLS, Oakland, Cal.
- BENSON, NORMAN**  
WAAT, Newark, N. J.
- BENSON, R.**  
WHL D, Niagara Falls, N. Y.
- BENUM, ARNOLD K.**  
KMO, Tacoma, Wash.
- BENUM, ROLAND**  
KORE, Eugene, Ore.
- BENWARD, REX**  
WQXR, New York, N. Y.
- BERG, HAROLD**  
WGBI, Scranton, Pa.
- BERGERON, JOLLY**  
WSLB, Ogdensburg, N. Y.
- BERNHHEIM, MRS. LENOKE**  
WMOB, Mobile, Ala.
- BERTHELSON, HURLEY**  
KFXD, Nampa, Idaho.
- BEST, MARVIN**  
KHJ, Hollywood, Cal.
- BEST, VICTOR**  
WERC, Erie, Pa.
- BETTINSON, WINSLOW**  
WHEB, Portsmouth, N. H.
- BETTIS, JAMES**  
KOL, Seattle, Wash.
- BEVAN, TOMMIE**  
WDFD, Flint, Mich.
- BEYDLER, JACK**  
KAVE, Carlsbad, N. M.
- BEYER, RICHARD C.**  
WHTD, Hartford, Conn.
- BIDDLE, RICHARD**  
WWVA, Wheeling, W. Va.
- BIGHAM, ROBERT**  
WIP, Philadelphia, Pa.
- BINDER, LARRY**  
KREB, Bozeman, Mont.
- BIRCH, JOCELYN**  
KVOX, Moorhead, Minn.
- BISII, DON**  
KIDO, Boise, Idaho.
- BISHOP, KENNETH**  
KGNC, Amarillo, Texas.
- BLACK, ALLAN**  
WQXR, New York, N. Y.
- BLACK, CHARLES**  
WSAI, Cincinnati, O.
- BLACK, EARL**  
WMAN, Mansfield, O.
- BLACK, HOWARD**  
WLS, Chicago, Ill.
- BLACK, JOE**  
WHK, Cleveland, O.
- BLACK, JOHN**  
KFMB, San Diego, Cal.
- BLACK, LOU**  
KWTO, Springfield, Mo.
- BLACK, STEVE**  
WHB, Kansas City, Mo.
- BLACKBURN, ROBERT**  
KFAC, Los Angeles, Cal.
- BLACKWOOD, DOYLE**  
WAPO, Chattanooga, Tenn.
- BLAINE, JIM**  
WJPA, Washington, Pa.
- BLAINE, LEE**  
WISR, Butler, Pa.
- BLAKE, JOHN**  
WTMJ, Milwaukee, Wis.
- BLAKE, MILTON**  
KLX, Oakland, Cal.
- BLAKELY, CLINT**  
WAPI, Birmingham, Ala.
- BLOOM, LLOYD**  
KJR, Seattle, Wash.
- BLUME, CARL**  
KMTR, Hollywood, Cal.
- BOCIAN, PETER**  
WWSW, Pittsburgh, Pa.
- BODWIN, HERBERT**  
WKAR, East Lansing, Mich.
- BOHACK, BILL**  
WPAT, Paterson, N. J.
- BOLAND, NORMAN**  
WFBG, Altoona, Pa.
- BOLTON, PAUL**  
KTBC, Austin, Texas.
- BOND, BILL**  
WHAS, Louisville, Ky.
- BOND, LYLE**  
KFI, Los Angeles, Cal.
- BONHAM, DONALD**  
KWNO, Winona, Minn.
- BOREN, CHARLIE**  
WELQ, Tupelo, Miss.
- BOSMAN, JOHN**  
WPTF, Raleigh, N. C.
- BOSWELL, JR., MIMS**  
WCBI, Columbus, Miss.
- BOSWELL, JIM**  
KROW, Oakland, Cal.
- BOSWORTH, BOB**  
WDOD, Chattanooga, Tenn.
- BOUCHIER, ROBERT**  
WLOL, Minneapolis, Minn.
- BOVIN, JAY**  
WCSH, Portland, Me.



### BOB SHEPARD

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**BOWE, GEORGE**  
WMCA, New York, N. Y.

**BOWER, RICHARD**  
WRAK, Williamsport, Pa.

**BOWLES, AL**  
KXA, Seattle, Wash.

**BOYCE, JERRY**  
WSLB, Ogdensburg, N. Y.

**BOYD, JACK**  
WMFR, High Point, N. C.

**BOYD, JIM**  
KWBU, Corpus Christi, Texas.

**BOYD, RONALD**  
WOWO, Fort Wayne, Ind.

**BOYD, RONALD**  
WETA, Batavia, N. Y.

**BOYDEN, MARK**  
WSEB, South Bend, Ind.

**BOYER, JOHN F.**  
KDKA, Pittsburgh, Pa.

**BOZEMAN, JERRY**  
KRMD, Shreveport, La.

**BRADFORD, JOHN**  
WLW, Cincinnati, O.

**BRADLEY, RULON**  
KIDO, Boise, Idaho.

**BRADLEY, TRUMAN**  
CBS, Los Angeles, Cal.

**BRAGG, G. W.**  
WSOC, Charlotte, N. C.

**BRAGG, NELSON**  
WBZ, Boston, Mass.

**BRANDT, SAM**

KNX-CBS, We Deliver the Goods.

**BRANSON, TOD**  
WPEN, Philadelphia, Pa.

**BRANT, BILL**  
WWSW, Pittsburgh, Pa.

**BRAXTON, JACK**  
WMBG, Richmond, Va.

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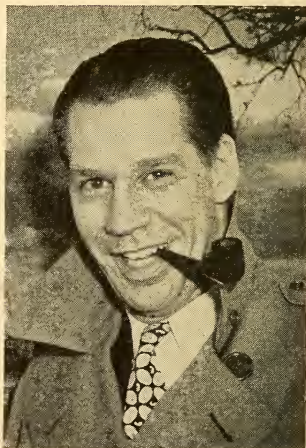
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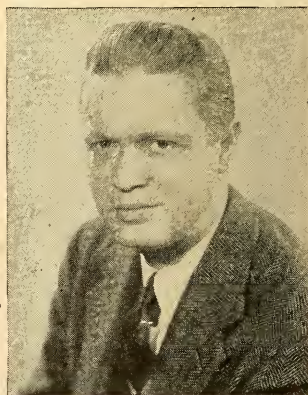
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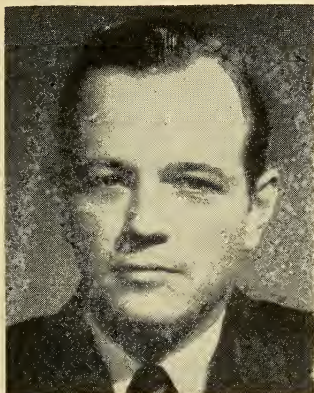
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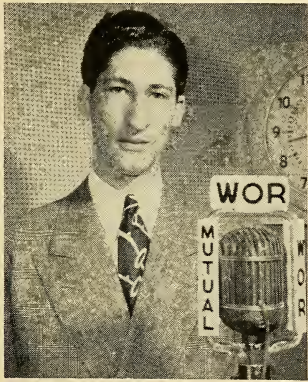
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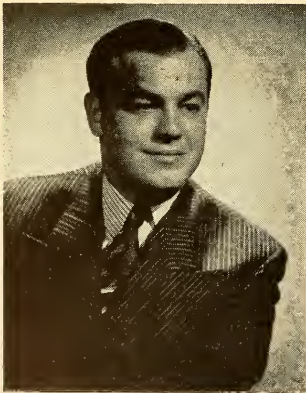
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**HOOVER, DON**  
WMS, Ironood, Mich.

**HORN, ROBERT**  
WIP, Philadelphia, Pa.

**HOWARD, BESSE**  
WCAU, Philadelphia, Pa.

**HUBER, RUSS**  
WKBH, La Crosse, Wisc.

**HUNNICUTT, MIKE**  
WWDC, Washington, D. C.

**HUNT, MEL**  
KFI, Los Angeles, Calif.

**HUNTER, HARRY C.**  
WSAN, Allentown, Pa.

**HUNTER, IRVING**  
WLBZ, Bangor, Me.

**HURST, WILSON**  
KLRA, Little Rock, Ark.

**HURT, ZACK**  
KFJZ, Ft. Worth, Texas

**HUSER, BILL**  
WGBG, Greensboro, N. C.

**HUTCHINSON, GEORGE**  
WSAZ, Huntington, W. Va.

**HYLAND, DANIEL, JR.**  
WAAB, Worcester, Mass.

## — I —

**IRISH, JACK**  
WOR-MBS, New York, N. Y.

**ISAAC, ROSE**  
WJMS, Ironwood, Mich.

## — J —

**JACKSON, BUD**  
KVOO, Tulsa, Okla.

**JACKSON, CARROLL**  
WROX, Clarksdale, Miss.

**JACKSON, JOE**  
WPIC, Sharon, Pa.

**JACKSON, SANDY**  
KBON, Omaha, Neb.

**JACQUES, DOROTHY**  
KFRU, Columbia, Mo.

**JAEGER, JOHN**  
WNEW, New York, N. Y.

**JAMES, FRANK**  
WSYR, Syracuse, N. Y.

**JAMES, HUGH**  
Lowell Thomas Program,  
Voice of Firestone.

**JAMES, KEN**  
KMMJ, Grand Island, Neb.

**JAMES, LEE**  
WMCA, New York, N. Y.

**JAMES, MARJORIE**  
WNAD, Norman, Okla.

**JANKUS, BROOKS**  
WGBI, Scranton, Pa.

**JAYNES, BRYSON**  
KFIO, Spokane, Wash.

**JEFFERAY, BILL**  
WTOP, Washington, D. C.

**JENKINS, BILL**  
WTOP, Washington, D. C.

**JENKINS, BYRON**  
WFBC, Greenville, S. C.

**JENNINGS, DOROTHY**  
WDEJ, Roanoke, Va.

**JENSEN, T. J.**  
KBUR, Burlington, Iowa

**JENSON, LEIF**  
WELL, New Haven, Conn.

**JEROME, MEL**  
WJLB, Detroit, Mich.

**JOE, ELLIS**  
WJPF, Herrin, Ill.

**JOHANSEN, EARL**  
KROS, Clinton, Iowa

**JOHNS, DICK**  
WOC, Davenport, Iowa

**JOHNSON, IRWIN**  
WBNS, Columbus, O.

**JOHNSON, JIM**  
KNOW, Austin, Texas

**JOHNSON, PHILIP N.**  
WHEB, Portsmouth, N. H.

**JOHNSON, ROBERT**  
WNOX, Knoxville, Tenn.

**JOHNSON, WILLIAM**  
WTAR, Norfolk, Va.

**JOHNSON, WILLIAM A.**  
WJMS, Ironwood, Mich.

**JONES, ELLIOTT**  
WPIC, Sharon, Pa.

**JONES, HOWARD**  
WIP, Philadelphia, Pa.

**JONES, LEE**  
KLZ, Denver, Colo.

**JONES, ROBERT L.**  
WSPR, Springfield, Mass.

**JONES, WES**  
KTBS, Shreveport, La.

**JORDAN, FRANK**  
WOLF, Syracuse, N. Y.

**JORDAN, MURRAY**  
WJLB, New York, N. Y.

**JOSEPH, MILDRED**  
WELL, New Haven, Conn.

**JOURNEY, WARREN**  
WFEA, Manchester, N. H.

## JOY, DICK

Blue, Horace Heidt; NBC,  
Those We Love, The Saint,  
and Telephone Hour.

**JOYNER, HENRY**  
WNEF, Binghamton, N. Y.

**JOYCE, JOHN**  
WBRK, Pittsfield, Mass.

**JUSTUS, O. W.**  
WOMI, Owensboro, Ky.

## — K —

**KAARI, EUGENE**  
WSSO, Sault Ste. Marie, Mich.

**KADELL, CARLTON**  
CBS, Jack Carson Show.

**KAMINS, ROBERT**  
WKAR, East Lansing, Mich.

**KANE, A.**  
WTAG, Worcester, Mass.

**KANE, E. P.**  
KUIN, Grants Pass, Ore.

**KANE, MICHAEL**  
WKOK, Sunbury, Pa.



# ANNOUNCERS

**LAYTON, CHARLES**  
 WLW, Cincinnati, O.  
**LEAFER, WOODROW**  
 WQXR, New York, N. Y.  
**LEE, MARY JOHN**  
 WHUB, Cookeville, Tenn.  
**LEE, TED**  
 WISH, Indianapolis, Ind.  
**LEEMANS, STEPHEN**  
 WEAN, Providence, R. I.  
**LEGER, RUSSELL M.**  
 KFAB, Lincoln, Neb.  
**LEGETT, JOANNE**  
 WICA, Ashtabula, O.  
**LENE, WILLARD**  
 WLW, Cincinnati, O.  
**LENHART, GARRETT**  
 WHO, Des Moines, Iowa  
**LEONARD, BOB**  
 KXOK, St. Louis, Mo.  
**LEONARD, HOWARD**  
 WRRN, Warren, O.  
**LEONARD, LEE**  
 WFMJ, Youngstown, O.  
**LESLIE, CHARLES**  
 WENR, Chicago, Ill.  
**LESTER, BILL**  
 KOY, Phoenix, Ariz.  
**LEVERTON, BUCK**  
 WFHR, Wisconsin Rapids,  
 Wisc.  
**LEVEY, MARVIN**  
 WFDF, Flint, Mich.  
**LEVINE, LEO**  
 KOL, Seattle, Wash.  
**LEWIS, BOB**  
 WCAE, Pittsburgh, Pa.  
**LEWIS, DON**  
 WWL, New Orleans, La.  
**LEWIS, HENRY**  
 KOAM, Pittsburg, Kans.  
**LEWIS, WALTER**  
 WTNJ, Trenton, N. J.  
**LINCOVE, DAN**  
 KRMD, Shreveport, La.  
**LINDSAY, ARTHUR W.**  
 KXRO, Aberdeen, Wash.  
**LINFOOT, VICTOR**  
 WWJ, Detroit, Mich.  
**LINGO, TED**  
 WTOP, Washington, D. C.  
**LINGREN, TED**  
 WJOB, Hammond, Ind.  
**LINSTROM, JAMES**  
 KOLL, Omaha, Neb.  
**LIPKER, CHARLES H.**  
 WFIN, Findley, O.  
**LIVINGSTON, ROBERT**  
 WPAV, Portsmouth, O.  
**LOERS, LLOYD**  
 KYUM, Yuma, Ariz.  
**LOEWNER, CAPT. LEROY**  
 WWSA, Harrisonburg, Va.  
**LOGAN, BILL**  
 KFJZ, Ft. Worth, Tex.  
**LOGAN, PETE**  
 KELA, Centralia, Wash.  
**LOFRIDGE, JAMES E.**  
 KRGY, Weslaco, Tex.  
**LOWDER, COLLIN W.**  
 KLO, Ogden, Utah  
**LOWE, DON**  
 BLUE  
**LOWREY, MEADOR**  
 KRLL, Dallas, Tex.  
**LOWRIE, ROBERT O.**  
 KPQ, Wenatchee, Wash.  
**LOWTHER, JAMES**  
 WMMN, Fairmont, W. Va.  
**LUCAS, PETER**  
 WBBM, Chicago, Ill.  
**LUCE, DEAN**  
 WERC, Erie, Pa.  
**LUDLAM, KENNETH**  
 WBC, Washington, D. C.

**LUDWIG, LYTELL L.**  
 WFEM, Indianapolis, Ind.  
**LUDEKE, HARRY**  
 WMBD, Peoria, Ill.  
**LUKENS, ERNEST**  
 WKOK, Sunbury, Pa.  
**LUND, JACK**  
 KFJX, Grand Junction, Colo.  
**LUNQUIST, VERNON**  
 WSIX, Nashville, Tenn.  
**LUNK, BERNARD**  
 KROC, Rochester, Minn.  
**LYNCH, JOHN**  
 WHEM, Jersey City, N. J.  
**LYNN, JOHN**  
 WSPD, Toledo, Ohio

## — M —

**MABARAK, GEORGE**  
 WFDF, Flint, Mich.  
**MABRY, DICK**  
 WIBG, Philadelphia, Pa.  
**Mac BARTON**  
 KOCA, Kilgore, Texas  
**MacCARTHY, JAMES**  
 WBE, Wilkes-Barre, Pa.  
**MacDONALD, MAC**  
 WEW, St. Louis, Mo.  
**MacDONALD, P. L.**  
 WEEI, Boston, Mass.  
**MacDONALD, ROBERT**  
 KJR, Seattle, Wash.  
**MacINTOSH, RAY**  
 WBEW, Buffalo, N. Y.  
**MACK, BILL**  
 WEDC, Chicago, Ill.  
**MACK, WAYNE**  
 WGAR, Cleveland, O.  
**MacLEAN, JOHN**  
 WREC, Rochester, N. Y.  
**MacPHERSON, FRED**  
 KFBK, Sacramento, Calif.  
**MacQUARIE, HAVEN**  
 NBC, Noah Webster Says.  
**MAFFIE, AL**  
 WMUR, Manchester, N. H.  
**MAGNER, BILL**  
 WCCO, Minneapolis-St. Paul,  
 Minn.  
**MAJOR, ADEN**  
 WLLH, Lowell-Lawrence,  
 Mass.  
**MALLER, LEO**  
 WBRV, Waterbury, Conn.  
**MALLICOAT, AL**  
 KGER, Long Beach, Calif.  
**MALLY, CAP**  
 WNAX, Yankton, S. D.  
**MALONE, EDWARD A.**  
 KUIN, Grants Pass, Ore.  
**MANN, ALAN**  
 KFVB, Los Angeles, Calif.  
**MANN, BOB**  
 WWLL, Woodside, N. Y.  
**MANN, CHARLES**  
 KTBI, Tacoma, Wash.  
**MANN, NAT**  
 WSBT, South Bend, Ind.  
**MANNING, TOM**  
 WTAM, Cleveland, O.  
**MANNIS, WILLIAM**  
 WIP, Philadelphia, Pa.  
**MARCELLE, LOU**  
 KFVB, Los Angeles, Calif.  
**MARCUS, LES**  
 KWJJ, Portland, Ore.  
**MARGET, M. M.**  
 KVOX, Moorhead, Minn.  
**MARBLE, W. L.**  
 WWSH, Portland, Me.  
**MARKS, BARNETT**  
 KTAR, Phoenix, Ariz.  
**MARKS, ERNEST**  
 WKOK, Sunbury, Pa.

**MARLOWE, BILL**  
 KALE, Portland, Ore.  
**MARS, PETER A.**  
 WKLA, Ludington, Mich.  
**MARSDEN, WARREN**  
 WWSR, St. Albans, Vt.  
**MARSHALL, JOE**  
 KMBC, Kansas City, Mo.  
**MARSHALL, MARION**  
 WTNJ, Trenton, N. J.  
**MARSTON, BERT**  
 KFXX, San Bernardino, Calif.  
**MARTIN, BOB**  
 WOR-MBS, New York, N. Y.  
**MARTIN, CARL**  
 WIL, St. Louis, Mo.  
**MARTIN, EARL**  
 WFPG, Atlantic City, N. J.  
**MARTIN, EMERSON**  
 WTRC, Elkhart, Ind.  
**MARTIN, GLEN**  
 KLTZ, Denver, Colo.  
**MARTIN, HARRY**  
 WFEM, Indianapolis, Ind.  
**MARTIN, JOE**  
 WNAX, Yankton, S. D.  
**MARTIN, JOHN**  
 WKY, Oklahoma City, Okla.  
**MARTIN, MEL**  
 WKNY, Kingston, N. Y.  
**MARTIN, NAT**  
 WCHV, Charlottesville, Va.  
**MARTIN, THOMAS E.**  
 WWNV, Watertown, N. Y.  
**MARTINSON, ADELE**  
 KWAT, Watertown, S. D.  
**MASON, BILL**  
 KROS, Clinton, Iowa  
**MASON, LEE**  
 KTTS, Springfield, Mo.  
**MASTERS, ED**  
 WOC, Davenport, Iowa  
**MATHERS, KEITH**  
 WMT, Cedar Rapids, Water-  
 loo, Iowa  
**MATHIS, LYLE**  
 KVCV, Redding, Calif.  
**MATTHEWS, JAMES**  
 CBS, American Rhapsody.  
**MATTISON, CHARLES**  
 WHOP, Hopkinsville, Ky.  
**MATTISON, HENRY**  
 KFH, Wichita, Kans.  
**MAYER, WILLIAM**  
 WTAM, Cleveland, O.  
**McADAMS, LON**  
 KMJ, Fresno, Calif.  
**McALISTER, BILL**  
 KHBG, Okmulgee, Okla.  
**McBRIDE, BOB**  
 KWBU, Corpus Christi, Texas  
**McBRIDE, LESTER**  
 KWJB, Globe, Ariz.  
**McCAIN, BILL**  
 WBRV, Birmingham, Ala.  
**McCALL, FRED**  
 WGY, Schenectady, N. Y.  
**McCANN, TOM**  
 WWSA, Cincinnati, O.  
**McKARTHY, DICK**  
 WKNY, Kingston, N. Y.  
**McCOLLUM, RUSSEL**  
 KJR, Seattle, Wash.  
**McCORMACK, MALCOLM**  
 WBZ, Boston, Mass.  
**McCOY, M.**  
 KPND, Pampa, Texas  
**McCOY, O. B.**  
 KRBC, Abilene, Texas  
**McCULLOUGH, DAN**  
 WOR-MBS, New York, N. Y.  
**McCULLOUGH, TOM**  
 WJLB, Detroit, Mich.  
**McCUMBER, GERALD**  
 KJR, Seattle, Wash.



# ANNOUNCERS

**McCUNE, DONALD**  
KRSC, Seattle, Wash.

**McCURDY, ED**  
WFMD, Frederick, Md.

**McCUTCHEN, DICK**  
WNAB, Bridgeport, Conn.

**McDANIEL, CARL**  
KLUP, Galveston, Texas

**McDEVITT, JERRY**  
WKWK, Wheeling, W. Va.

**McDONALD, AL**  
WSFA, Montgomery, Ala.

**McELLEN, JACK**  
WPAT, Paterson, N. J.

**McELVEEN, MOODY**  
WCOS, Columbia, S. C.

**McENROE, THOMAS**  
WSPR, Springfield, Mass.

**McFARLAND, OWEN**  
WMCA, New York, N. Y.

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**McGEEHAN, PAT**  
NBC, Abbott & Costello,  
Durante-Moore Show.

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**McGEHEE, GENE**  
KFH, Wichita, Kans.

**McGRATH, TERRY**  
KMBC, Kansas City, Mo.

**McGREEVEY, JOHN**  
KTAR, Phoenix, Ariz.

**McGUIRE, LEE**  
WJAR, Providence, R. I.

**McHANN, BILL**  
WJPR, Greenville, Miss.

**McINTIRE, JOHN**  
Blue, Man Called X.

**McINTYRE, CHARLES**  
WMBH, Joplin, Mo.

**McKEE, TOM**  
WBEC, Rochester, N. Y.

**McKEEHAN, BOB**  
WELN, Harlan, Ky.

**McKELLAR, DONALD**  
WAAB, Worcester, Mass.

**McKENNA, P. ROBERT**  
KDKA, Pittsburgh, Pa.

**McKENZIE, E.**  
WJBK, Detroit, Mich.

**McKINNEY, J. E.**  
WSOC, Charlotte, N. C.

**McKNIGHT, JOHN**  
WMCA, New York, N. Y.

**MELVILLE, ROLLIE**  
WGRG, Louisville, Ky.

**MENARD, GEORGE**  
WLS, Chicago, Ill.

**MERENS, LYMAN**  
WRJN, Racine, Wis.

**MEROER, ARTHUR**  
WBMB, Chicago, Ill.

**MERRIAM, DWIGHT**  
WKBN, Youngstown, O.

**MERRIDEW, REG**  
WGAR, Cleveland, O.

**MERRIN, RICHARD**  
WMAN, Mansfield, O.

**MERRYMAN, ROBERT**  
WLW, Cincinnati, O.

**METZEL, GEORGE**  
KADA, Ada, Okla.

**MEYERS, TED**  
KFI, Los Angeles, Calif.

**MEZGER, W. L.**  
WEEL, Boston, Mass.

**MICHAEL, HERB**  
WSOO, Sault Ste. Marie, Mich.

**MICKEY, JACK**  
KTSW, Emporia, Kans.

**MIHILL, FLOYD**  
WMBG, Richmond, Va.

**MILES, PAUL**  
WBG, Philadelphia, Pa.

**MILLER, BOB**  
WDGY, Minneapolis-St. Paul,  
Minn.

**MILLER, CHET**  
KUJ, Walla Walla, Wash.

**MILLER, DAVID L.**  
WAAT, Newark, N. J.

**MILLS, DEXTER**  
WDBJ, Roanoke, Va.

**MILLER, DON**  
WTOL, Toledo, O.

**MILLER, GEORGE**  
KADA, Ada, Okla.

**MILLER, GLENN CLARK**  
WCPO, Cincinnati, O.

**MILLER, JOE**  
WLVA, Lynchburg, Va.

**MILLER, JOE**  
KFEL, Denver, Colo.

**MILLER, LINWOOD**  
WSAR, Fall River, Mass.

**MILLER, LOREN**  
WQBC, Vicksburg, Miss.

**MILLER, MARVIN**  
Blue, Andrews Sisters,  
CBS, Stars Over Hollywood.

**MILLER, OTTO**  
KSLM, Salem, Ore.

**MILLER, RITA**  
KFAM, St. Cloud, Minn.

**MILLER, JR., ROSS**  
WHAJ, Greenfield, Mass.

**MILLERHOUSE, GLENN**  
KGEZ, Kalispell, Mont.

**MILLS, FRANK**  
KGKO, Fort Worth, Dallas,  
Texas

**MILLS, GLEN**  
KFBC, Cheyenne, Wyo.

**MITCHELL, FRANKLIN**  
WJR, Detroit, Mich.

**MONTANO, CARLOS**  
KPHO, Phoenix, Ariz.

**MONTGOMERY, RALPH**  
KOIL, Omaha, Neb.

**MONTGOMERY, THEODORE**  
WEXL, Royal Oak, Mich.

**MOON, HAL**  
KFMB, San Diego, Calif.

**MOON, VIRGINIA**  
KRIC, Beaumont, Texas

**MOORE, DICK**  
WEVD, New York, N. Y.

**MOORE, JIM**  
WLAP, Lexington, Ky.

**MOORE, KAY**  
WHBQ, Memphis, Tenn.

**MOORE, WALKER**  
KFJZ, Ft. Worth, Texas

**MORALES, JOSE ANTONIO**  
WPAB, Ponce, Puerto Rico

**MORATH, MAX**  
KVOR, Colorado Springs, Colo.

**MORE, FRANK**  
WMBB, Uniontown, Pa.

**MORRISON, LEE**  
WLIE, Brooklyn, N. Y.

**MORRIS, L. J.**  
WRAJ, Raleigh, N. C.

**MOSELEY, PAUL**  
WCOC, Minneapolis-St. Paul,  
Minn.

**MOSENA, DICK**  
KBUR, Burlington, Iowa

**MOSER, CLYDE**  
WTAR, Norfolk, Va.

**MOSES, BERNARD**  
WCOS, Columbia, S. C.

**MOSES, JOHN**  
WLOG, Logan, W. Va.

**MOTTER, DON**  
KORE, Eugene, Ore.

**MOWERS, ROBERT**  
WTRY, Troy, N. Y.

**MULLINS, BERNARD**  
WTIC, Hartford, Conn.

**MULVHILL, JOSEPH**  
WTAM, Cleveland, O.

**MUNSON, STEWART**  
WMT, Cedar Rapids, Waterloo,  
Iowa

**MURPHEY, C. H.**  
WHIS, Bluefield, W. Va.

**MURPHY, CHARLES**  
WDAY, Fargo, N. D.

**MURRAY, MAL**  
WNAX, Yankton, S. D.

**MURRAY, TOM**  
WHOM, Jersey City, N. J.

**MUSSER, JOE**  
KCMO, Kansas City, Mo.

## — N —

**NABORS, TED**  
KTRH, Houston, Texas

**NAGLE, ASHLEY**  
WADC, Akron, O.

**NASH, BARNES**  
KTBC, Austin, Texas

**NEAL, BOB**  
WMPS, Memphis, Tenn.

**NEATH, ERNEST A.**  
KRBM, Bozeman, Mont.

**NEFF, ROBERT H.**  
WRRN, Warren, O.

**NEHEK, DICK**  
WHO, Des Moines, Iowa

**NEIDIG, JR., JOE**  
KVG, Great Bend, Kans.

**NELLES, ALONZO**  
WEBR, Buffalo, N. Y.

**NELSEN, M. L.**  
WHO, Des Moines, Iowa

**NELSON, AL**  
WBBB, Burlington, N. C.

**NELSON, HOWARD**  
WDAY, Fargo, N. D.

**NELSON, L. C.**  
KAVE, Carlsbad, N. M.

**NELSON, THOMAS**  
KHSL, Chico, Calif.

**NEWCOMB, CHARLES**  
WLW, Cincinnati, O.

**NEWCOMB, HERB**  
WENR, Chicago, Ill.

**NEWELL, H. W.**  
WEEL, Boston, Mass.

**NEWMAN, FLOYD**  
KCRC, Enid, Okla.

**NEWTON, TOMMY**  
KTEM, Temple, Texas

**NICKEY, ROBERT**  
WSKB, McComb, Miss.

**NIDEVER, BRUCE**  
KORE, Eugene, Ore.

**NILES, DAVID**  
WEVD, New York, N. Y.

**NILES, WENDELL**  
Blue, Charlotte Greenwood;  
CBS, Fitch Bandwagon, Billie  
Burke; NBC, Bob Hope, John-  
ny Mercer.

**NOBLE, WEN**  
KHJ, Hollywood, Calif.

**NORMAN, DEL**  
WFB, Kansas City, Mo.

**NORMAN, ERIC**  
WBYN, Brooklyn, N. Y.

**NORMAN, GENE**  
KFWB, Los Angeles, Calif.

**NORMAN, HAL**  
KFH, Wichita, Kans.

**NORMAN, NEIL**  
WL, St. Louis, Mo.

**NORMANN, ELSON F.**  
WILL, Urbana, Ill.

**NORRIS, THERESA**  
KSAM, Huntsville, Texas

**NORTON, IVERS J.**  
WHDL, Olean, N. Y.

# ANNOUNCERS

**NOTARI, SERENA**  
WEDC, Chicago, Ill.  
**NOVELLI, SYLVESTER**  
WHAM, Rochester, N. Y.

**PAGE, CHARLES F.**  
WSPR, Springfield, Mass.  
**PAGE, SAM**  
WNBF, Binghamton, N. Y.  
**PAGE, TOM**  
KFXJ, Grand Junction, Colo.

**PETRIE, HOWARD**  
Durante-Moore Show, Texaco  
Star Theatre.



**O'BRIEN, ELLIS**  
WCAX, Burlington, Vt.  
**O'BRIEN, GERRY**  
KTUC, Tucson, Ariz.  
**O'BRIEN, JOSEPH**  
WMCA, New York, N. Y.  
**OCIOA, CARLOS**  
WKAQ, San Juan, Puerto Rico  
**O'CONNELL, BILL**  
WMCA, New York, N. Y.  
**O'CONNOR, JOE**  
WIBM, Jackson, Mich.  
**O'CONNOR, ROD**  
NBC, Rudy Vallee Show.  
**O'DELL, JR., STUART**  
WHLN, Harlan, Ky.  
**O'DONNELL, HUGH**  
KCKN, Kansas City, Mo.  
**OFFICER, JIM**  
KTAR, Phoenix, Ariz.  
**OGDEN, MAURICE**  
WNAD, Norman, Okla.  
**O'HALLORAN, HAL**  
WLS, Chicago, Ill.  
**O'LEARY, BRUCE**  
WELL, Battle Creek, Mich.  
**OLIPHANT, PAUL**  
WLAC, Nashville, Tenn.  
**OLIVER, DOUG**  
WLAW, Lawrence, Mass.  
**OLIVER, PAUL**  
KMA, Shenandoah, Iowa  
**OLNEY, DEL**  
KIT, Yakima, Wash.  
**OLSEN, JAMES**  
KBST, Big Spring, Texas  
**OLSEN, MILES**  
WJEF, Grand Rapids, Mich.;  
WKZO, Kalamazoo, Mich.  
**OLSON, HARVEY**  
WDRG, Hartford, Conn.  
**ORB, BILL**  
WDAS, Philadelphia, Pa.  
**ORTH, DON**  
WSYR, Syracuse, N. Y.  
**ORTIZ, CARLOS RUBEN**  
WPAB, Ponce, Puerto Rico  
**ORTON, III, G. W.**  
WLAY, Muscle Shoals City,  
Ala.  
**OSBORNE, MARK**  
WPTF, Raleigh, N. C.  
**OSKIERKO, ED**  
WJOB, Hammond, Ind.  
**OSTROM, JOHN**  
WCSC, Charleston, S. C.  
**OTTO, ROSWELL**  
WLB, Minneapolis, Minn.  
**OWEN, EDWARD**  
WLBZ, Bangor, Me.  
**OWEN, JAY**  
WOL, Washington, D. C.  
**OWEN, RICHARD H.**  
WBAX, Wilkes-Bare, Pa.  
**OWENS, MAURICE P.**  
WROK, Rockford, Ill.  
**OWNBY, JIM**  
WJHO, Opelika, Ala.

**PAGET, JOE**  
KATE, Albert Lea, Minn.  
**PALMER, KEN**  
KVOO, Tulsa, Okla.  
**PALMER, LESTER**  
WOW, Omaha, Neb.  
**PARENT, HOWARD**  
KWIL, Albany, Ore.  
**PARK, CHARLES**  
WJR, Detroit, Mich.  
**PARKER, BILL**  
WOC, Davenport, Iowa  
**PASSE, LOEL**  
WSGN, Birmingham, Ala.  
**PATOFF, REGIS**  
WLAV, Grand Rapids, Mich.  
**PATRICK, LARRY**  
WAIR, Winston-Salem, N. C.  
**PATTERSON, B. R.**  
KFDM, Beaumont, Texas  
**PATTERSON, LYLE**  
WHLS, Port Huron, Mich.  
**PAUL, CHARLES**  
KSPD, San Francisco, Calif.  
**PAUL, FRED**  
WGH, Newport News, Va.  
**PAULIN, PIERRE R.**  
KDKA, Pittsburgh, Pa.  
**PAULSON, NORMAN**  
KMA, Shenandoah, Iowa  
**PAULSON, ROBERT**  
KATE, Albert Lea, Minn.  
**PAYNE, AL**  
WHDG, Calumet, Mich.  
**PEARCE, ROY**  
KBST, Big Spring, Texas  
**PEARSON, ED**  
WOR-MBS, New York, N. Y.  
**PEARSON, HERBERT**  
WHTD, Hartford, Conn.  
**PECK, CLARENCE**  
KBIZ, Ottumwa, Iowa  
**PECK, HARRY D.**  
KOLL, Omaha, Neb.  
**PELLE, FRED**  
WMMN, Fairmont, W. Va.  
**PENBERTHY, JOE**  
WJR, Detroit, Mich.  
**PENDERGRAST, BILL**  
WNBH, New Bedford, Mass.  
**PENNELL, BILL**  
KFWB, Los Angeles, Calif.  
**PENNNHALEGON, E. B.**  
WSOY, Decatur, Ill.  
**PENNOCK, JIM**  
WCKY, Cincinnati, O.  
**PENROSE, BERNARD**  
WBAB, Atlantic City, N. J.  
**PERAZZO, DON**  
KBON, Omaha, Neb.  
**PEREZ, RAPHAEL**  
WEDC, Chicago, Ill.  
**PEREZ, ROBERTO**  
WKAQ, San Juan, Puerto Rico  
**PERRAS, MARGARET S.**  
KFPY, Spokane, Wash.  
**PERRIN, KEYS**  
WOR-MBS, New York, N. Y.  
**PERRY, BOB**  
WORLD, Boston, Mass.  
**PERRY, RUSSELL**  
WTOL, Toledo, O.  
**PETERS, ROBERT**  
WFAS, White Plains, N. Y.

**PEYORA, JACK F.**  
WJLS, Beckley, W. Va.  
**PHILLIPS, BILLY**  
KIDO, Boise, Idaho  
**PHILLIPS, DON**  
WEVD, New York, N. Y.  
**PHILLIPS, VAN**  
WEMP, Milwaukee, Wis.  
**PIERCE, CHARLES**  
WWNY, Watertown, N. Y.  
**PIERCE, WEBSTER**  
Blue, Breakfast at Sardi's.  
**PIERSON, H. J.**  
WFBB, Indianapolis, Ind.  
**PILLA, EDMUND**  
WORLD, Boston, Mass.  
**PINTARICH, STANLEY**  
KALE, Portland, Ore.  
**PIRNE, DUNCAN**  
WQXR, New York, N. Y.  
**PLACE, LOU**  
KGFJ, Los Angeles, Calif.  
**PLAMBECK, HERB**  
WHO, Des Moines, Iowa  
**POHL, JANE**  
WFNC, Fayetteville, N. C.  
**POLLARD, J. W.**  
WEEI, Boston, Mass.  
**POLLOCK, CLARK**  
WBAA, West Lafayette, Ind.  
**POPE, MARSHALL**  
WLW, Cincinnati, O.  
**POPOVICH, JEANNE**  
KOAC, Corvallis, Ore.  
**PORTER, DON**  
KEVR, Seattle, Wash.  
**PORTER, WENDEL**  
WMBI, Chicago, Ill.  
**POSNER, SIDNEY**  
WOLF, Syracuse, N. Y.  
**POWERS, CHARLES**  
WSIX, Nashville, Tenn.  
**POWELL, JACK**  
KFEL, Denver, Colo.  
**POWELL, KEN**  
WOR-MBS, New York, N. Y.  
**POWELL, WILLIAM**  
WMMN, Fairmont, W. Va.  
**POWERS, PERCY**  
WSLI, Jackson, Miss.  
**POWERS, RALPH**  
WFBR, Baltimore, Md.  
**PYATT, JAMES L.**  
KTUL, Garden City, Kans.  
**PYLE, HOWARD**  
KTAR, Phoenix, Ariz.



**PAGE, ESTON**  
K TSA, San Antonio, Texas  
**PAGE, HENRY**  
KFDM, Beaumont, Texas  
**PACIFICI, CARL**  
WAGM, Presque Isle, Me.



**QUADE, WARREN**  
WCAE, Asbury Park, N. J.  
**QUILLA, JEAN**  
KGFJ, Shawnee, Okla.  
**QUINN, BOB**  
KRRV, Sherman, Tex.  
**QUINN, PAT**  
WJR, Detroit, Mich.

# ANNOUNCERS

## — R —

**RADLEY, JAMES**  
KBST, Big Spring, Tex.

**RAEFERTY, DAN**  
WHO, Des Moines, Iowa

**RANDOM, DONN**  
KROW, Oakland, Calif.

**RANG, JACK C.**  
WOAI, San Antonio, Tex.

**RAINEY, BRUCE**  
KWKH, Shreveport, La.

**RAINEY, DON**  
WAPO, Chattanooga, Tenn.

**RALSTON, H. E.**  
WBFB, Rock Island, Ill.

**RAND, ED**  
KALB, Alexandria, La.

**RANEY, WALTER**  
WRC, Washington, D. C.

**RAPIEFF, KENNETH**  
WICC, Bridgeport, Conn.

**RAST, MALCOLM**  
WCOS, Columbia, S. C.

**RAWLINGS, FRED**  
WCAE, Pittsburgh, Pa.

**RAYMOND, ART**  
WBYN, Brooklyn, N. Y.

**RAYMOND, STAN**  
WTMA, Charleston, S. C.

**REA, BOBBY**  
WLAY, Muscle Shoals, City, Ala.

**REAMS, HUNTER**  
WJPA, Washington, Pa.

**RECTOR, BRUCE**  
WAGE, Syracuse, N. Y.

**REDDY, TOM**  
BLUE

**REED, PHIL**  
WTOL, Toledo, O.

**REEVES, BILL**  
WMC, Memphis, Tenn.

**REEVES, ELTON**  
KFIO, Spokane, Wash.

**REITFENSTEIN, ANNE**  
KFGQ, Boone, Iowa

**REILLY, EARL**  
KXA, Seattle, Wash.

**REITZ, ROBERT**  
WSPD, Toledo, O.

**REITZEN, JACK**  
KGFJ, Los Angeles

**REMINGTON, DALE**  
WSAM, Saginaw, Mich.

**RENARD, BOB**  
KDAL, Duluth, Minn.

**RENICK, HARRY**  
KGNC, Amarillo, Tex.

**REPERT, JAMES**  
WSM, Nashville, Tenn.

**RESCH, PAUL**  
WEED, Rocky Mount, N. C.

**REYNOLDS, BILO**  
KTBS, Shreveport, La.

**REYNOLDS, CARROLL**  
WBOT, South Bend, Ind.

**REYNOLDS, CONGER**  
WMAN, Marinette, Wisc.

**REYNOLDS, MARY JO**  
WROK, Rockford, Ill.

**REYNOLDS, ROBERT**  
WEIM, Fitchburg, Mass.

**RHOADES, HOWARD**  
KUJ, Walla Walla, Wash.

**RHODES, BILL, JR.**  
KMO, Tacoma, Wash.

**RHODES, DUSTIN**  
KMTR, Hollywood, Calif.

**RIBICK, E. A.**  
WBFB, Rock Island, Ill.

**RICAU, LIONEL**  
WSM, Nashville, Tenn.

**RICCA, ANTHONY**  
KVEC, San Luis Obispo, Calif.

**RICE, JAMES**  
WVNY, Watertown, N. Y.

**RICH, DON**  
KCKN, Kansas City, Mo.

**RICH, PEGGY**  
WRAW, Reading, Pa.

**RICHARDS, DON**  
WBHU, Anderson, Ind.

**RICHARDS, FLOYD**  
WTIC, Hartford, Conn.

**RICHARDS, ROD**  
KHUB, Waysonville, Calif.

**RICHARDS, RONNIE**  
WFMJ, Youngstown, Ohio.

**RIGGS, GLENN**  
BLUE

**RIGSBY, LOU**  
WBBB, Burlington, N. C.

**RING, BILL**  
KWTO, Springfield, Mo.

**RISSLING, R.**  
WTAG, Worcester, Mass.

**ROARK, CHARLES "TEX"**  
KGY, Olympia, Wash.

**ROBATOR, HARRY**  
WMAS, Springfield, Mass.

**RODGERS, DAVID**  
WFBM, Indianapolis, Ind.

**RODGERS, DON**  
WKBN, Youngstown, O.

**ROEDEL, JOHN**  
WBOW, Terre Haute, Ind.

**ROEDER, JACK**  
WHIZ, Zanesville, O.

**ROEN, LOUIS**  
WMAQ, Chicago, Ill.

**ROGERS, CAROL**  
KGHF, Pueblo, Colo.

**ROGERS, CHARLES**  
WTMV, East St. Louis, Ill.

**ROGERS, ED**  
WTOP, Washington, D. C.

**ROGERS, PAUL**  
WMAS, Springfield, Mass.

**ROGERS, RALPH**  
WAPI, Birmingham, Ala.

**RONAN, HONORE**  
WDAN, Danville, Ill.

**ROPP, JOHN**  
WCOS, Columbia, S. C.

**ROSE, BOB**  
WOOD, Grand Rapids, Mich.

**ROSE, JOHN**  
WROL, Knoxville, Tenn.

**ROSEN, ELEANOR C.**  
KABR, Aberdeen, S. D.

**ROSENTHAL, MORT**  
WGBI, Scranton, Pa.

**ROSS, BOB**  
WTCN, Minneapolis-St. Paul, Minn.

**ROSS, JACK**  
WHAM, Rochester, N. Y.

**ROSSMAN, VERN**  
KCRC, Enid, Okla.

**ROUSH, SIGEL A.**  
WHIO, Dayton, Ohio.

**ROWE, RALPH**  
WMT, Cedar Rapids, Waterloo, Iowa.

**ROWLAND, FRANK**  
WWJ, Detroit, Mich.

**ROWLEY, MELVIN**  
KSUB, Cedar City, Utah.

**ROWLEY, ROBERT**  
WJR, Detroit, Mich.

## ROY, MICHAEL

Blue

**ROYSTER, N. L.**  
WOLS, Florence, S. C.

**RUCKLE, HOWARD**  
WSIX, Nashville, Tenn.

**RUEGG, FRED**  
KQW, San Jose, Cal.

**RUIHE, PAUL**  
WMBD, Peoria, Ill.

**RUMORE, JOE**  
WAPI, Birmingham, Ala.

**RUSK, CLAY**  
WHO, Des Moines, Iowa.

**RUSON, RICHARD E.**  
KOAC, Corvallis, Ore.

**RUSSELL, BILL**  
KANS, Wichita, Kans.

**RUSSELL, BOB**  
KFEQ, St. Joseph, Mo.

**RUSSELL, EARLE JR.**  
KFBK, Sacramento, Cal.

**RUSSELL, JOE JR.**  
WELQ, Tupelo, Miss.

**RUSSELL, JOHN**  
WCSC, Charleston, S. C.

## — S —

**SADLER, JOHN**  
WROL, Knoxville, Tenn.

**SAFFORD, EDWARD L.**  
KTSM, El Paso, Tex.

**SAGE, JOHN**  
KROW, Oakland, Cal.

**SAGE, MICHAEL**  
WMCA, New York, N. Y.

**SAGRAVES, EDWARD**  
WPAY, Portsmouth, O.

**SALERA, JACK**  
WJAR, Providence, R. I.

**SALERNO, FRANK**  
WBEN, Buffalo, N. Y.

**SANDERS, HUGH**  
WOR, MBS.

**SANDERS, WAYNE A.**  
KTUC, Tucson, Ariz.

**SATHER, DICK**  
KFAM, St. Cloud, Minn.

**SAUNDERS, BOB**  
WMUR, Manchester, N. H.

**SAUNDERS, GIL**  
WKZO, Kalamazoo, Mich.

**SAUNDERS, JOHN**  
WGAR, Cleveland, O.

# ANNOUNCERS

- SAUNDERS, ROBERT**  
WENS, Columbus, O.
- SAWYER, BILL**  
KEX, KGW, Portland, Ora.
- SAWYER, VERONON E.**  
KMO, Tacoma, Wash.
- SAXON, JAMES**  
WJPA, Washington, Pa.
- SAXON, JOE**  
WPAD, Paducah, Ky.
- SAXTON, LLOYD**  
KDON, Monterey, Cal.
- SAYLES, FRED**  
WAAT, Newark, N. J.
- SCANLON, ART**  
WINS, New York, N. Y.
- SCANLON, JACK**  
WOR, MBS.
- SCHAUGHENCY, EDWIN L.**  
KDKA, Pittsburgh, Pa.
- SCHELLENBERG, H. C.**  
WBNY, Buffalo, N. Y.
- SCHUEER, JOHN**  
WFIL, Philadelphia, Pa.
- SCHILLING, FRED**  
WVNY, Watertown, N. Y.
- SCHINDLER, FRANK**  
KVAK, Atchison, Kans.
- SCHLEKER, VERNE**  
KBTM, Jonesboro, Ark.
- SCHLICHTER, JOHN**  
KCKN, Kansas City, Mo.
- SCHMELZER, R.**  
WHAZ, Troy, N. Y.
- SCHMIDT, RAY**  
WTMV, E. St. Louis, Ill.
- SCHNEIDER, ALBERT F.**  
WSPD, Toledo, Ohio.
- SCOTT, JOHN**  
WOR, MBS.
- SCOTT, LARRY**  
WOWO, Ft. Wayne, Ind.
- SCOTT, ROBERT**  
WCAP, Asbury Park, N. J.
- SCOTT, ROBERT**  
KFEL, Denver, Colo.
- SCOTT, WM. H.**  
WHFC, Chicago, Ill.
- SEARLES, N. K.**  
WEMP, Milwaukee, Wisc.
- SEARLES, TOM**  
KSOO, Sioux Falls, S. D.
- SEAVEY, CECIL**  
KOA, Denver, Colo.
- SEBASTIAN, CHARLES**  
WLS, Chicago, Ill.
- SEEHAFER, JOHN**  
WFBR, Wisconsin Rapids, Wis.
- SEEWITZ, CHARLES**  
KXOK, St. Louis, Mo.
- SELTZER, EVERETT**  
WHTD, Hartford, Conn.
- SEIFERD, CHARLES**  
KWTO, Springfield, Mo.
- SEIFERT, SCOT**  
KXA, Seattle, Wash.
- SETTERBURG, DICK**  
KBUR, Burlington, Iowa.
- SEVENS, DON**  
WMUR, Manchester, N. H.
- SEWALD, LESTER**  
WRAK, Williamsport, Pa.
- SEXHAUER, BOB**  
KFRU, Columbia, Mo.
- SEYMOUR, BILL**  
WBBM, Chicago, Ill.
- SHADE, HARLAN**  
KXOX, Sweetwater, Tex.
- SHAFFER, MAX J.**  
WHBU, Anderson, Ind.
- SHANER, ELMER**  
KOMA, Oklahoma City, Okla.
- SHANNON, PAUL V.**  
KDKA, Pittsburgh, Pa.
- SHAPPARD, BILL**  
WHN, New York, N. Y.
- SHARP, VERNON**  
KVFD, Ft. Dodge, Iowa.
- SHARPE, ELIZABETH**  
WBLK, Clarksburg, W. Va.
- SHARPE, WILLIAM**  
KWFT, Wichita Falls, Tex.
- SHARPEE, OLIVE**  
KWLC, Decorah, Iowa.
- SHAW, GEORGE**  
WLSL, Roanoke, Va.
- SHAW, STAN**  
Blue
- SHAY, BOB**  
WCHV, Charlottesville, Va.
- SCHIEHNG, GORDON A.**  
WCAO, Baltimore, Md.
- SHEIN, ALICE**  
WETH, Williamson, W. Va.
- SHELBY, SAM**  
KPOW, Powell, Wyo.
- SHELDON, DON**  
WROK, Rockford, Ill.
- 
- SHEPARD, BOB**  
MBS, Blue
- 
- SHERA, ART**  
WOOD, Grand Rapids, Mich.
- SOMONS, ERNIE**  
WITH, Baltimore, Md.
- SIMPSON, JIMMY**  
WMRC, Greenville, S. C.
- SIMPSON, JIMMY**  
WWDG, Washington, D. C.
- SIMPSON, JOHN**  
KOTA, Rapid City, S. D.
- SIMS, SAM K.**  
WFEM, Indianapolis, Ind.
- SINCLAIR, JOHN**  
KID, Idaho Falls, Idaho.
- SINGER, FRANK**  
WRAW, Reading, Pa.
- SIPES, LEON**  
KELD, El Dorado, Ark.
- SKINNER, GEORGE**  
WLW, Cincinnati, O.
- SLAGLE, JOHN**  
WXYZ, Detroit, Mich.
- SLATTON, SONYA**  
WLAY, Muscle Shoals, Ala.
- SLOAN, PAUL**  
KMTR, Hollywood, Cal.
- SLOMSKE, ROBERT N.**  
WHIO, Dayton, O.
- SLotta, HELEN**  
WCED, Dubois, Pa.
- SMEDES, LEWIS**  
WLAV, Grand Rapids, Mich.
- SMITH, B. A.**  
WSON, Henderson, Ky.
- SMITH, BERNIE**  
WEBQ, Harrisburg, Ill.
- SMITH, BLAINE**  
KCRC, Enid, Okla.
- SMITH, BURLEIGH**  
KHJ, Hollywood, Cal.
- SMITH, BURRELL**  
WGY, Schenectady, N. Y.
- SMITH, CAL**  
KROC, Rochester, Minn.
- SMITH, CHARLIE**  
WCHV, Charlottesville, Va.
- SMITH, DALE**  
KJR, Seattle, Wash.
- SNYDER, J. M.**  
WFBG, Altoona, Pa.
- SNYDER, ROBERT W.**  
KIUL, Garden City, Kan.
- SOET, MILLICENT**  
WICA, Ashtabula, O.
- SONIS, BERTON**  
WCHS, Charleston, W. Va.
- SONIS, ERNEST**  
WGKV, Charleston, W. Va.
- SORRELL, WILLIAM**  
WKAR, E. Lansing, Mich.
- SORENSEN, FRITZ**  
WFIN, Findlay, O.
- SOULIERE, CECILE**  
WWSR, St. Albans, Vt.
- SPARKS, GORDON A.**  
WEXL, Royal Oak, Mich.
- SPEARS, CHARLES**  
WORD, Spartanburg, S. C.
- SPENCER, NELSON**  
WFCL, Pawtucket, R. I.
- SPENCER, RAY**  
WBK, Cleveland, O.
- SPENCER W. MONDELL**  
KWAL, Wallace, Idaho.
- SPIEGLE, STAN**  
KXRO, Aberdeen, Wash.
- SPONGBERG, ROLAND**  
WROK, Rockford, Ill.
- SPRAGUE, EDGAR A.**  
WOSU, Columbus, O.
- SQUIRES, ALONZO G.**  
WAYS, Charlotte, N. C.
- ST. GEORGE, DORIAN**  
Blue
- STARR, LONNIE**  
WBOC, Salisbury, Md.
- STARR, RAY**  
WFPG, Atlantic City, N. J.
- STEEFES, ARTHUR**  
KWNQ, Winona, Minn.
- STEIGER, SAM**  
WMOH, Hamilton, O.
- STEINBERG, ALEX**  
WGKV, Charleston, W. Va.
- STEPANEK, BERNIE**  
KFJB, Marshalltown, Iowa
- STEPHENS, HAROLD**  
WBAB, Atlantic City, N. J.
- STERN, WALLY**  
WMOH, Hamilton, O.
- STEVENS, BILL**  
KOMA, Oklahoma City, Okla.
- STEVENS, ED**  
KHJ, Hollywood, Cal.
- STEVENS, G. ALSTON**  
WITH, Baltimore, Md.

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## ANNOUNCERS

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**STOLLER, STANLEY**  
WAIR, Winston Salem, N. C.

**STONE, ERNEST**  
WMCA, New York, N. Y.

**STONE, ROLAND**  
KTRB, Modesto, Calif.

**STONE, VIRGIL**  
KOCA, Kilgore, Tex.

**STONER, PETER**  
WTIC, Hartford, Conn.

**STUART, ALLEN**  
WMCA, New York, N. Y.

**STUART, STREETER**  
WBZ, Boston, Mass.

**STUBBS, DON**  
KDAL, Duluth, Minn.

**STUDER, MARJ.**  
KWOC, Poplar Bluff, Mo.

**STUDNEY, EDWARD**  
WOL, Washington, D. C.

**STUMP, GEORGE**  
KCKN, Kansas City, Mo.

**STUTZ, ELWOOD**  
WIBG, Philadelphia, Pa.

**STYLES, HAL**  
KFWB, Los Angeles, Calif.

**SUMMERS, JOE**  
KVID, Denver, Colo.

**SUMMIERVILLE, DON**  
WBNS, Columbus, O.

**SUTHERLAND, S.**  
WISN, Milwaukee, Wis.

**SUTHERLAND, WILBUR**  
KDKA, Pittsburgh, Pa.

**SWIFT, RODNEY**  
WGY, Schenectady, N. Y.

**SWIMLAR, PAUL R.**  
WCOP, Boston, Mass.

**SWINK, CHARLES**  
WGAR, Cleveland, O.

### — T —

**TABER, WILLIAM E.**  
KFAB, Lincoln, Neb.

**TAINTER, GEORGE**  
WKZO, Kalamazoo, Mich.

**TAMLYN, BOB**  
WJLD, Bessemer, Ala.

**TANKERSLEY, BILL**  
KWJB, Globe, Ariz.

**TANNEN, ERNEST**  
WSAP, Portsmouth, Va.

**TATE, ARTHUR**  
WMAN, Mansfield, O.

**TAYLOR, CHARLES**  
WCOL, Columbus, O.

**TENPENNY, RAY**  
WCCO, Minneapolis-St. Paul, Minn.

**TERRY, BOB**  
WTFV, East St. Louis, Ill.

**TERRY, ROBERT**  
KXOX, St. Louis, Mo.

**TERWILLIGER, EARL**  
WKNY, Kingston, N. Y.

**TESCH, J. D.**  
WHAM, Rochester, N. Y.

**THAIN, JIM**  
KTYW, Yakima, Wash.

**THAYER, JACK**  
WLOL, Minneapolis-St. Paul, Minn.

**THIBODEAUX, MAE D.**  
KVOL, Lafayette, La.

**THOMAS, FRANK**  
KFB, Cheyenne, Wyo.

**THOMAS, GORDON**  
WTMJ, Milwaukee, Wis.

**THOMAS, WM.**  
KPK, Wenatchee, Wash.

**THOMPSON, ELWOOD**  
WCSC, Charleston, S. C.

**THOMPSON, MISS MARTHA**  
WMOB, Mobile, Ala.

**THOMSON, VERL K.**  
KELO, Sioux Falls, S. D.

**THORNE, GEORGE**  
WEBR, Buffalo, N. Y.

**THURSTON, JACK**  
KXEL, Waterloo, Iowa

**THWAITES, DOROTHY G.**  
KFUN, Las Vegas, N. M.

**THWAITES, E. N.**  
KFUN, Las Vegas, N. M.

**TIBAUT, JOSEPH**  
WEAN, Providence, R. I.

**TIBOR, MISS MARY LEE**  
WMOB, Mobile, Ala.

**TIDEMAN, WARNER C.**  
KATE, Albert Lea, Minn.

**TINCHER, BILL**  
KANS, Wichita, Kans.

**TINGLEY, IRVING**  
KWNO, Winona, Minn.

**TOBIN, JOSEPH**  
WINS, New York, N. Y.

**TOBIN, PAT**  
KFRU, Columbia, Mo.

**TODD, GEORGE**  
WHK, Cleveland, O.

**TODD, JOHN**  
KOAM, Pittsburgh, Kans.

**TOMLINSON, GEORGE**  
WDRG, Hartford, Conn.

**TOMLINSON, MALCOLM**  
WSOO, Sault Ste. Marie, Mich.

**TORREGROSA, J. LUIS**  
WKAQ, San Juan, Puerto Rico

**TOWNE, EPH**  
KFJX, Grand Junction, Colo.

**TOZIER, HAL**  
WJR, Detroit, Mich.

**TRANTER, CHARLES R.**  
WJTN, Jamestown, N. Y.

**TUCKER, HARLAND**  
KALE, Portland, Ore.

**TUCKER, JOE**  
WWSW, Pittsburgh, Pa.

**TUCKER, ROBERT**  
WPAY, Portsmouth, O.

**TUELL, GORDON**  
KIRO, Seattle, Wash.

**TURNER, HOWARD**  
WBT, Charlotte, N. C.

**TURNER, JESSE GRANT**  
WSM, Nashville, Tenn.

**TURNER, LARRY**  
KYSM, Mankato, Minn.

**TURNER, WALT**  
WVVA, Wheeling, W. Va.

**TURRELL, ROGER**  
WPAY, Portsmouth, O.

**TUTHILL, DAN**  
KAVE, Carlsbad, N. M.

**TUTTLE, DONALD**  
WHYN, Holyoke, Mass.

**TYLER, WAYNE**  
WLVA, Lynchburg, Va.

**TYRELL, WALTER**  
WETH, Baltimore, Md.

**TYSON, DAVID S.**  
WWSW, Pittsburgh, Pa.

### — U —

**ULBRICH, RAY**  
WSOO, Sault Ste. Marie, Mich.

**UNDERHILL, ROG**  
WIND, Chicago, Ill.

### — V —

**VAILE, DAVE**  
CBS

**VALENTINE, RANCE**  
WTAM, Cleveland, O.

**VAN ALSTYNE, ANSON**  
WKBB, Muskegon, Mich.

**VAN ANTWERP, RUBY ROSE**  
KOKO, La Junta, Colo.

**VAN BUREN, HARFORD**  
WMRN, Marion, O.

**VAN BUSKIRK, GENE**  
KLS, Oakland, Calif.

**VAN ELLS, NEAL**  
WAOV, Vincennes, Ind.

**VAN KLEECK, ROBERT**  
WOLF, Syracuse, N. Y.

**VAN OSCH, JOHN**  
WIND, Chicago, Ill.

**VARES, GEORGE**  
WEDC, Chicago, Ill.

**VASSAR, CHARLES**  
WHIS, Bluefield, W. Va.

**VALAZQUEZ, TORRES O.**  
WKAQ, San Juan, Puerto Rico

**VENABLES, ROBERT**  
WBBM, Chicago, Ill.

**VENELL, WILLIAM A.**  
WHO, Des Moines, Iowa

**VENN, ELMA**  
WOSU, Columbus, O.

**VERBA, GILBERT**  
KOA, Denver, Colo.

**VERDIER, JACK**  
WOOD, Grand Rapids, Mich.

**VIHMAN, ED**  
WCCO, Minneapolis-St. Paul, Minn.

**VOGELMAN, ROY**  
WHA, Madison, Wis.

**VOGL, RICHARD**  
WOI, Ames, Iowa

**VOLLMER, ART**  
WSOY, Decatur, Ill.

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**VON ZELL, HARRY**  
NBC

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**VORONKO, J. J.**  
WEDC, Chicago, Ill.

**VORTON, RAYMOND H.**  
KFIZ, Fond du Lac, Wis.

**VREDEVELD, AL**  
WKBB, Muskegon, Mich.

# ANNOUNCERS

## — W —

**WADE, VIRGINIA**  
WCED, Dubois, Pa.

**WADE, TOM**  
WLW, Cincinnati, O.

**WAITE, BUD**  
KFI, Los Angeles, Calif.

**WAIT, RICHARD L.**  
KFAB, Lincoln, Neb.

**WALDECKER, FRANK**  
WBZ, Boston, Mass.

## WALDROP, JIM

NBC—See Page 170.

**WALLACE, RALPH**  
WSYR, Syracuse, N. Y.

**WALLACE, RAY**  
WKST, New Castle, Pa.

**WALLBERG, ARTHUR C.**  
WAAB, Springfield, Mass.

## WALLINGTON, JIMMY

CBS, Jack Kirkwood Show,  
Texaco Star Theatre; Blue,  
Phileo Hall of Fame.

**WALSTON, GEORGE**  
WRRF, Washington, N. C.

**WALTERS, LEON**  
WENR, Chicago, Ill.

**WALTON, HUGH**  
WCAU, Philadelphia, Pa.

## WALTON, SIDNEY

WHN, New York, N. Y.

**WANN, PAUL**  
WCCO, Minneapolis-St. Paul,  
Minn.

**WARD, DONALD**  
WENR, Chicago, Ill.

**WARD, GEORGE**  
WNYC, New York, N. Y.

**WARD, ERNIE**  
WKNY, Kingston, N. Y.

## WARD, PERRY

Blue

**WARLAND, G. D.**  
KMMJ, Grand Island, Neb.

**WARNER, AL**  
KMTR, Hollywood, Calif.

**WARNER, HUB**  
KIDO, Boise, Idaho

**WARREN, BILL**  
WITH, Baltimore, Md.

**WEEKS, WARREN**  
KEXX, Portland, Ore.

**WEDDLE, DOUG**  
WFMD, Frederick, Md.

**WEEKS, WARREN**  
KGMV, Portland, Ore.

**WEGMAN, EDWARD**  
WBEN, Buffalo, N. Y.

**WEINGARTNER, AD**  
KPHO, Phoenix, Ariz.

**WELCH, PHILLIP**  
WORL, Boston, Mass.

**WELLING, FRANK**  
WCHS, Charleston, W. Va.

**WELLS, BOB**  
WBTA, Batavia, N. Y.

**WELLS, EARL**  
WHB, Kansas City, Mo.

**WELLS, JACK**  
KODY, North Platte, Neb.

**WELLS, MARSHALL**  
WJR, Detroit, Mich.

**WELLS, ROBERT**  
KOL, Seattle, Wash.

**WELLS, SID**  
WDAS, Philadelphia, Pa.

**WELTMER, FRANK**  
KTMS, Santa Barbara, Calif.

**WENDEL, CONNIE**  
KRRV, Sherman, Texas

**WENZINGER, MAURICE**  
KTBS, Shreveport, La.

**WEST, ALLEN**  
WDAS, Philadelphia, Pa.

**WEST, HARLEY**  
WMRN, Marion, O.

**WESTERKAMP, RICHARD**  
WTIC, Hartford, Conn.

**WHITAKER, POLLY**  
WDAS, Philadelphia, Pa.

**WHITE, BOB**  
WMI, Fresno, Calif.

**WHITE, CLAIR A.**  
WBCM, Bay City, Mich.

**WHITE, PAUL**  
WKBN, Youngstown, O.

**WHITE, VERNON**  
KSFO, San Francisco, Calif.

**WHITLOCK, BILL**  
WLAV, Grand Rapids, Mich.

**WHITMAN, HAL**  
WFDF, Flint, Mich.

**WHITNEY, PHIL**  
WFVA, Fredericksburg, Va.

**WHITTAKER, EDWIN**  
WNEF, Binghamton, N. Y.

**WHITWORTH, ROY**  
KVOO, Tulsa, Okla.

**WICKS, JOHN W.**  
WATW, Ashland, Wis.

**WIDMARK, HERB**  
WIBC, Indianapolis, Ind.

**WIGGINS, CASPER**  
WIS, Columbia, S. C.

**WILDE, RUSS**  
WOKO, Albany, N. Y.

**WILLARD, GEORGE**  
WMCA, New York, N. Y.

**WILLHITE, HOWARD**  
WSOY, Decatur, Ill.

**WILLIAMS, AUSTIN**  
WSAI, Cincinnati, O.

**WILLIAMS, BILL**  
KFXD, Nampa, Idaho

**WILLIAMS, BOB**  
NBC

**WILLIAMS, CARL**  
WATW, Ashland, Wis.

**WILLIAMS, DAL**  
KHJ, Hollywood, Calif.

**WILLIAMS, EARL**  
KFEL, Denver, Colo.

**WILLIAMS, VINCE**  
WGY, Schenectady, N. Y.

**WILLIAMS, WALLY**  
WBIG, Greensboro, N. C.

**WILLIS, GORDON**  
KQW, San Jose, Calif.

**WILLS, ANNE**  
WATW, Ashland, Wis.

**WILSON, GEORGE**  
WMFF, Plattsburg, N. Y.

**WILSON, GEORGE H., JR.**  
WTSV, Steubenville, O.

**WILSON, GLEN**  
WINS, New York, N. Y.

**WILSON, JOSEPH**  
WENR, Chicago, Ill.

**WILSON, JUD**  
KLRA, Little Rock, Ark.

**WILSON, LEONARD E.**  
KOKO, La Junta, Colo.

**WILSON, LIVELY**  
WLBJ, Bowling Green, Ky.

**WINKLER, NAN**  
WFVA, Fredericksburg, Va.

**WOODWARD, MARTIN A.**  
KJR, Seattle, Wash.

**WORLEY, DAVE**  
KWFT, Wichita Falls, Tex.

**WORTENDYKE, ROBERT**  
WTRY, Troy, N. Y.

**WRAY, JOHN**  
KWIL, Albany, Ore.

## — Y —

**YACK, GEORGE**  
WBAA, West Lafayette, Ind.

**YEAGER, DON**  
WSAZ, Huntington, W. Va.

**YOCAM, JOE**  
KFWB, Los Angeles, Calif.

**YORK, MELVIN**  
KELA, Centalla, Wash.

**YOUNG, BOB**  
WMBD, Peoria, Ill.

**YOUNG, DUANE**  
WREB, Portsmouth, N. H.

**YOUNG, EARL**  
WLAY, Muscle Shoals City,  
Ala.

**YOUNG, GEORGE**  
WCED, Dubois, Pa.

## — Z —

**ZABEL, JAMES**  
WHO, Des Moines, Iowa

**ZEANAH, CHARLIE**  
WSFA, Montgomery, Ala.

**ZELENS, ROBERT**  
WGES, Chicago, Ill.

**ZIEGENHAGEN, AL**  
WLB, Minneapolis, Minn.

**ZIMMERMAN, JOANNE**  
KPLC, Lake Charles, La.

**ZINKAND, PHIL**  
WWSW, Pittsburgh, Pa.

# Radio Directors

*Programs Directed by Members  
of the Radio Directors' Guild 1944-45*

Harry Ackerman	Vice President in charge of all radio program operation at Young & Rubicam
Wendell Adams	OWI (overseas)
Wylie Adams	Blue Network
Addison Amor	Blue Network
Martin Andrews	"Girl Back Home," "Connee Boswell Show," "Appointment with Life," "My True Story," "A Nation's Monument" (5th War Loan)
Corp. Ira Ashley	Armed forces
Ira Avery	NBC
Oliver Barbour	"Victory Is Our Business," "Life Can Be Beautiful," "The Parker Family"
Lt. Howard G. Barnes	Armed forces
John Becker	CBS
Joseph Bell	"Big Town"
Gertrude Berg	"The Rise of the Goldbergs"
Lawrence Berns	"Jack Carson"
Frederick Bethel	"Here's to Romance"
Fritz Blocki	"Chick Carter"
Roger Bower	"Can You Top This?" "You Can't Take It with You," "Walter Hampden Program," "Jane Cowl Program," "Treasure Hour of Song"
Marguerite H. Bowman	Ruthrauff & Ryan
William Brennan	CBS
Maj. Edward A. Byron	Armed forces
Stuart Buchanan	"Out of the Shadows," "Adventure of the Falcon," "It's Murder," "Jungle Jim," "Front Page Drama"
John Buckwalter	"Adelaide Hawley," "Mary Margaret McBride," "H. V. Kaltenborn," "Bill Stern Sports," "News of the World," "Don Goddard," "Dave Harum," "Pepper Young's Family," "Young Widder Brown," "Front Page Farrell"
Ralph Starr Butler, Jr.	Young & Rubicam
Edmund L. Cashman	Foote, Cone & Belding (Hollywood)
Dick Charles	"Dixieland Houseparty" "Eddie Condon's Jazz Concert"
Jay Clark	"Can You Top This?" "This Changing World"
John Cleary	"Tangee Serenade"
Phil Cohan	"Moore-Durante"
Lee Cooley	Supervisor, daytime radio productions, and Director of Television for Ruthrauff & Ryan
Capt. Ted Corday	Armed forces
Norman Corwin	"Columbia Presents Corwin"
Walter Craig	Vice-President in charge of Radio, Benton & Bowles
George Creamer	"Army Hour," "Here's Babe Ruth," "Music of the New World"

. . . RADIO DIRECTORS' GUILD . . .

Joseph M. Daly	NBC
Carlo De Angelo	"Perry Mason"
Guy della-Cioppa	OWI (overseas)
Norman Dicken	Blue Network
John Dietz	CBS
Edwin Duerr	"The Aldrich Family" "Mystery Theatre"
Paul Dumont	NBC
Edwin L. Runham	"Voice of Firestone" "Army Hour"
Carl Eastman	"We Love and Learn" "Famous Jury Trials"
DeVere Engelbach	Free lance
Garnet Garrison	NBC
William Gernannt	Free lance
Mark Goodson	Free lance
Mitchell Grayson	"New World Acoming" "Frank Colby's Words"
Axel Gruenberg	Free Lance
Arthur Hanna	"David Harum" "Lora Lawton"
Jay Hanna	J. Walter Thompson
James Haupt	"Stradivari," "American Album," "New Cities Service Series"
Tom Hicks	Foote, Cone & Belding
Jack Hill	NBC
Harry Holcombe	"Tena and Tim," "Judy and Jane," "Dr. I. Q.," "Detroit Symphony"
Garrett Hollihan, Jr.	Blue Network
Lt. Clinton Johnson	Armed forces
Jack Johnstone	"The Man Called X"
Bruce Kamman	NBC
Ray H. Kremer	"Grand Central Station" "Quiz of Two Cities"
G. Bennett Larson	All programs for WWDC
Anton M. Leader	"Words at War" "Beat the Band" "Eternal Light"
Alexander Leftwich, Jr.	"Let Yourself Go," "Musical Mysteries," "America's Town Meeting," "John B. Kennedy"
Winifred Lenihan	Young & Rubicam
Richard Leonard	"Stella Dallas," "Chaplain Jim USA," "Front Page Farrell," "Mr. Keen, Tracer of Lost Persons"
Lt. David Levy	Armed forces
Roy Lockwood	British Broadcasting Corp.
Marx Loeb	"Theatre of Romance," "Date Line," "This Life Is Mine," "Service Time"
Pvt. Joseph Losey	Armed forces
Basil Loughrane	"The Light of the World"
John W. Loveton	"Mr. and Mrs. North"
John Henry Macdonell	United Nations Information Office
Kenneth W. MacGregor	"Grand Ole Opry," "Harry Savoy Show," "Thanks to the Yanks"



. . . **RADIO DIRECTORS' GUILD** . . .

Sherman A. (Jock) MacGregor	"Nick Carter," "Cisco Kid," "Mysterious Traveler," "Real Stories from Real Life"
Lindsay MacHarrie	Blue Network
Nila Mack	"Let's Pretend"
Martin Magner	"Doctors at War," "Hot Copy," "Arthur Hopkins Pre- sents," "Radio Reader's Digest"
Joseph Mansfield	"Colgate Sports Newsreel," "Lands of the Free," "Ad- venture Ahead," "Carton of Cheer," "Mirth and Madness"
William Marshall	Blue Network
Paul Martin	NBC
Harold McGee	Free lance
Earle L. McGill	"Report to the Nation," "Philharmonic," "The American Scriptures," "The Jack Pepper Show," "Waves on Parade"
Walter John McGraw II	"Sunoco News" "Maggi McNellis"
Wesley McKee	"My Best Girls"
Kathleen McMahon	Ruthrauff & Ryan
Arnold Michaelis	CBS
John Dietrich Mitchell	Blue Network
Brewster Morgan	OWI London
Herbert M. Moss	"Truth Or Consequences" "Raleigh Room with Hildegard"
Oliver Nicoll	OWI London
Robert Nolan	"Radio Reader's Digest," "Keep Up with the World with Elgin," "Ethel Barrymore as Miss Hattie"
Lester O'Keefe	"The Music America Loves Best"
Eldridge Packham	"Serenade to America" "For the Record"
Frank Papp	"The Right to Happiness," "The American Story with Archibald MacLeish," "Here's to Youth," "They Call Me Joe," "World's Great Novels"
Edward Pola	"That's a Good One," "Deadline Dramas," "Hobby Lobby"
Herbert S. Polesie	"It Pays to Be Ignorant"
William S. Rainey	"Business Men Look to the Future"
Capt. Irving K. Reis	Armed forces
Ernest Ricca	"Romance of Helen Trent," "Amanda of Honeymoon Hill," "Dick Brown Show"
Herbert C. Rice	NBC
Thomas L. Riley	South America
William N. Robson	"The Man Behind the Gun," "Fourth War Loan Series," "Four for the Fifth," "Man Called X," "Radio Reader's Digest"

. . .      **RADIO DIRECTORS' GUILD**      . . .

Jack Roche	"Duffy's Tavern"
William P. Rousseau	"Grand Central Station," "Ted Malone from London," "The Adventures of Ellery Queen"
Jack Rubin	"Mary Small Show—Junior Miss"
Herbert C. Sanford	N. W. Ayer & Son (Hollywood)
Richard Sanville	"Wilderness Road," "School of the Air: New Horizons and Tales from Far and Near," "Dangerously Yours"
Victor Seydel	"Counterspy," "Mary Small Revue," "Good Will Hour," "Steel Horizons"
Robert Lewis Shayon	CBS
James Sheldon	"Listening Post" "Songs by Downey"
Robert S. Steel	"Ellery Queen" "The Shadow"
Paul Stewart	"Cavalcade of America"
William M. Sweets	"Counterspy" "Gang Busters"
Frank K. Telford	"Molle Mystery Theatre"
William Selden Todman	"P & G" Spots, "The Connee Boswell Show," "Gallagher and Shean" (transcribed), "Laugh with Lou Holtz" (transcribed)
Day Tuttle	"Bright Horizon," "Molle Mystery Theatre," "Aldrich Family," "William and Mary"
Willson M. Tuttle	Ruthrauff & Ryan
Lester Vail	"March of Time"
Thomas F. Vietor, Jr.	"Big Sister," "Good Will Hour," "Double or Nothing," "Shadow," "Aunt Jenny," "Television"
Chick Vincent	"Pepper Young's Family" "Charlie Chan"
Charles Warburton	"My True Story"
Pvt. Albert Ward	Armed forces
Kenneth Webb	"Theatre of Today"
Pvt. Robert Welch	Armed forces
John Wellington	"Double or Nothing"
Orson Welles	"Mercury Theatre on the Air," "Campbell Playhouse," "Series for Lady Esther," "Hello, Americans," "Ceiling Unlimited," "Orson Welles Almanac"
George Wiest	Blue Network
Theodora Yates	"Young Doctor Malone" "When a Girl Marries"
Lt. George J. Zachary	Armed forces

# Home Economics Directors of Stations in United States

WITH food and other commodities facing more stringent rationing, millions of women depend upon their home economics director to transmit to them and explain the status of the market and ration points.

Ever-changing conditions on the home front makes the woman director important in the life of nearly every family as she interprets the government's messages and the steps needed for complete cooperation between government and civilian.

## Alabama

Decatur, WMSL.....Pat Wright  
Birmingham, WAPI.....Mrs. Leo Copeland  
Mobile, WMOB.....Mrs. Adele Hull  
Montgomery, WSFA.....Esther Mahoney  
Opelika, WJHO.....Anne Davis

## Arizona

Globe, KWJB.....Marion Hamblin  
Phoenix, KOY.....Elizabeth Taylor  
Safford, KGLU.....Alberta Hunt  
Tucson, KTUC.....Wayne A. Sanders

## Arkansas

Fort Smith, KFPW.....Carolyn Lear  
Little Rock, KLRA.....Mina Madden

## California

Bakersfield, KPMC.....Gloria McEmiry  
El Centro, KXO.....Jean Jordan  
Fresno, KMJ.....Pauline Edwards Jones  
Hollywood, KHJ.....Norma Young  
Los Angeles, KFAC.....Floretta McDonald  
KFWB.....Chef Milani  
Oakland, KLS.....Jan Kenyon  
KLX.....Mrs. Josephine Marston  
Riverside, KPRO.....Eleanor Sizelone  
San Diego, KFMB.....Shirley Bradley  
San Francisco, KGO.....Ann Holden  
KSFO.....Fay Stewart  
Santa Barbara, KTMS.....Barbara McCaffrey

## Colorado

Denver, KFEL.....Milli Virgieri  
KLZ.....Velma Michener  
KOA.....Evadna Hammersley

## Connecticut

Hartford, WVIC.....Ruth Provan  
Stamford, WSRB.....Nell Daugherty  
Waterbury, WBRY.....Fay Clark

## District of Columbia

Washington, WOL.....Eleanor Howard  
WRC.....Miss Nancy Osgood  
WTOP.....Elinor Lee  
WWDC.....Alice Lane

## Idaho

Idaho Falls, KID.....Phyllis Perry  
Twin Falls, KTFL.....Eloise Webb

## Illinois

Chicago, WGN.....June Baker  
WMAQ.....Elizabeth Hart  
WMBL.....Mrs. Frances Youngren  
Harrisburg, WEBQ.....Eve Fisher  
Rockford, WRQK.....Olga Johannes  
Rock Island, WHBF.....Arlene Armstrong  
Springfield, WTAX.....Betty Cole  
WCBS.....Mary Dilley

## Indiana

Fort Wayne, WOWO.....Jane Weston  
Indianapolis, WFBM.....Mrs. Rose Lee Farrell  
WIBC.....Jane Day  
Lafayette, WASK.....Helen Snyder  
Terre Haute, WBOW.....Jill Gizzard  
Vincennes, WAOV.....Rosemary Stivers

## Iowa

Burlington, KBUR.....Mary Mangold  
Cedar Rapids, Waterloo, WMT.....Libbie Vaughan  
Davenport, WOC.....Mary L. Marshall  
Des Moines, KRNT.....Betty Wells  
Dubuque, WKBB.....Sister Mary St. Clara  
Shenandoah, KMA.....Edith Hansen  
Waterloo, KXEL.....Irene Du Mond

## Kansas

Atchison, KVAK.....June Lee  
Wichita, KPBI.....Dorothy Fuller

## Kentucky

Harlan, WHLN.....Eula Jones  
Louisville, WHAS.....Cissy Gregg

## Maryland

Baltimore, WCAO.....Bettie McCall  
WBFB.....Martha R. Temple

## Massachusetts

WEEL.....Heloise P. Broeg  
Springfield, WBZ & WBA.....Mildred W. Carlson  
Greenfield, WEAI.....Elizabeth Graig  
Lawrence, WLAW.....Zelda Zinn  
Springfield, WMAS.....Ethel Henin  
WSPR.....Florence T. Howe  
Worcester, WTAG.....Mildred Bailey

## Michigan

Detroit, WJLB.....Rita Powers  
WJR.....Mrs. Agnes Clark  
WWJ.....Francis Harris

• • • HOME ECONOMICS DIRECTORS • • •

Grand Rapids, WOOD.....Anita Verdier  
Saginaw, WSAM.....Dorothy Galbreath

**Minnesota**

Albert Lea, KATE.....Susan Taylor  
Duluth, KDAL.....June Lange  
Minneapolis, St. Paul, WDG.Y. Mrs. A. R. Sherman  
WLB.....Jo Bjornson  
St. Paul, KSTP.....Bea Baxter

**Mississippi**

Hattiesburg, WFOR.....Betty Baker

**Missouri**

Columbia, KFRU.....Pat Tobin  
Joplin, WMBH.....Jane Farrell  
Kansas City, KCMO.....Anne Hargis  
St. Louis, WEW.....Louise Munsch  
KWK.....Mary K. McCord  
St. Louis, KXOK.....Kay Morton

**Montana**

Kalispell, KGEZ.....Alicia Byers  
Missoula, KGUO.....Erin Day  
Sidney, KGCX.....Marjorie Downs

**Nebraska**

Kearney, KGFV.....Peg Biber  
Lincoln, KFAB.....Jessie S. Young  
Norfolk, WJAG.....Mary Moore  
Omaha, KBON.....Martha Bohlsen  
KOIL.....Belle West

**New Hampshire**

Manchester, WFEA.....Janet Carr  
Portsmouth, WHEB.....Mrs. Lee Spencer

**New Jersey**

Asbury Park, WCAP.....Lillian Mayhew  
Jersey City, WHOM.....Josephine McQuillin  
Paterson, WPAT.....Helen Taylor  
Trenton, WTNJ.....Marion Marshall

**New Mexico**

Las Vegas, KFUN.....Dorothy G. Thwaites

**New York**

Albany, WABY.....Laura Winter  
Binghamton, WBNF.....Sara Burbank  
Brooklyn, WBYN.....Harriet Murphy  
Buffalo, WBBN.....Sally Work  
New York, WABC.....Margaret Arlen  
WHN.....Ella Mason  
WINS.....Dorothy Day  
WJZ.....Alma Kitchell  
WMCA.....Isabella Beach  
WNYC.....Frances F. Gannon  
WOV.....Diana Bakli  
WQXR.....Charlotte Adams  
WQXR.....Alma Dettinger  
Ithaca, WHCU.....Gertrude Grover  
Rochester, WHAM.....Hazel Cowles  
Schenectady, WGY.....Martha Brooks  
Syracuse, WAGE.....Wynne Parrish  
Utica, WIBX.....Elizabeth Odames  
White Plains, WFAS.....Mary Anna Logan

**North Carolina**

Asheville, WWNC.....Priscilla Parker  
Charlotte, WBT.....Martha Miller  
Goldsboro, WGBR.....Kay Rodney  
Raleigh, WPTF.....Harriet B. Pressly

**North Dakota**

Fargo, WDAY.....June Bolmeier

**Ohio**

Akron, WADC.....F. G. Renner  
Cincinnati, WCKY.....Olive Kackley  
WKRC.....Penny Pruden

WLW.....Vianna D. Bramblett  
Cleveland, WGAR.....Esther Mullin  
WTAM.....Jean Colbert  
WHK.....Eleanor Hanson  
Columbus, WBNS.....Fern Sharp  
WCOL.....Kay Keltner  
Lima, WLOK.....Ercel Johoske  
Toledo, WSPD.....Norma H. Richards  
WTOL.....Dorothy Peterson  
Youngstown, WFMY.....Marion Resch

**Oklahoma**

Norman, WNAD.....Helen Cullins  
Oklahoma City, KOMA.....Helen B. Schuyler  
WKY.....Helen Barr  
Tulsa, KTUL.....Mildred Gillespie

**Oregon**

Corvallis, KOAC.....Mrs. Zelta Rodenwold  
Eugene, KORE.....Nellie C. Lyle  
Portland, KALE.....Edith Green  
KGW.....Ruth Forbes  
WGAN.....Dorothy Smith Wadman  
Salem, KSLM.....Lucile Bushnell

**Pennsylvania**

Pittsburgh, WCAE.....Polly Malone  
Philadelphia, WCAU.....Ruth Chilton  
WFIL.....Anice Ives  
WIBG.....Zella Drake Harper  
Wilkes Barre, WBRE.....Deire Parker

**Rhode Island**

Providence, WJAR.....Mrs. Howard P. Wood

**South Carolina**

Anderson, WAIM.....Marguerite Watson  
Columbia, WCOS.....Ann Riordan

**South Dakota**

Sioux Falls, KSOO.....Connie Hanson  
Yankton, WNAX.....Wynn Rubler

**Tennessee**

Chattanooga, WDDO.....Billie Ansel  
Knoxville, WNOX.....Lenore Goddard

**Texas**

Abilene, KRBC.....Ann O. Smart  
Austin, KNOW.....Esther Buffler  
El Paso, KTSM.....Mrs. J. F. Kemendo  
San Antonio, WOAI.....Doris Daniels

**Vermont**

Burlington, WCAX.....Bernice Baker

**Virginia**

Fredericksburg, WFVA.....Rowena Townsend  
Harrisonburg, WWSA.....Mary Dixon

**Washington**

KKA.....Helen-Marie Brennan  
Spokane, KFIO.....Dorothy Thomson  
KFPY.....Edna Storms  
Tacoma, KMO.....Gail Clark

**West Virginia**

Charleston, WCHS.....Melva Chernoff  
Fairmont, WMMN.....Austine Slater

**Wisconsin**

Eau Claire, WEAU.....Betty Moskowit  
Milwaukee, WEMP.....Frieda Krieg

**Wyoming**

Powell, KPOW.....Norma McPherson  
Sheridan, KWYO.....Nova Spracklin

COMMERCIAL  
NETWORK  
PROGRAMS



*Sponsor*



*Product*



*Program*



*Network*



*Advertising Agency*

# Complete Listing of Major Networks — Commercial Programs of 1944 —

*Following is a complete listing of all national network commercial programs heard during the twelve-month period ending Dec. 31, 1944. 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. Roche, Williams & Cunningham change to Roche, Williams & Cleary on July 1, 1944. Pedlar, Ryan & Lusk reverted to Pedlar & Ryan on October 1, 1944.*

## A

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Acme White Lead & Color Works Paints and Lin-X	The Shadow The Return of Nick Carter	Mutual Mutual	Henri, Hurst & McDonald, Inc.
Adam Hat Stores, Inc. Hats	Boxing Bouts Star for a Night	Blue Blue	Glicksman Advertising Co., Inc.
Admiral Corp., Chicago Institutional	World News Today	CBS	Curttenden & Eger
Alaska Pacific Salmon Co. Minute Man Soup	Breakfast At Sardi's	Blue	J. William Sheets—
Albers Milling Co. Cereal Products	Breakfast At Sardi's Albers Homemakers' Hour	Blue—PC NBC	J. William Sheets Foote, Cone & Belding
Allegheny-Ludlum Steel Corp. Institutional	Mother and Dad Steel Horizons	CBS Mutual	Walker & Downing
Allis-Chalmers Mfg. Co. Institutional	Boston Symphony Lighted Windows	Blue NBC	Compton Advertising, Inc. Fuller & Smith & Ross, Inc.
Alum. Co. of America Institutional	Miss Hattie	Blue	Fuller & Smith & Ross, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
American Bakeries Co. Bread, Cake, Crackers	Robert St. John	NC	Tucker, Wayne & Co.
American Bird Products Bird Food	American Radio Warblers	MBS	Weston-Barnett, Inc.
American Cigarette & Cigar Co. Pall Mall Cigarettes	Gracie Fields' Victory Show Believe It or Not	MBS Blue	Ruthrauff & Ryan, Inc. Ruthrauff & Ryan, Inc.
American Cynamid Co. Pharmaceuticals and Biologicals	The Doctors Talk It Over	Blue	Hazard Advertising Co.
American Dairy Assoc. Institutional	Voice of the Dairy Farmer	NBC	Campbell-Mithun, Inc.
American Home Products Corp. Anacin, Benetax, Bisodol, Kolyms	Our Gal Sunday Romance of Helen Trent Easy Aces Mr. Keen, Tracer of Lost Persons Galen Drake Fletcher Wiley Bert Wheeler	CBS CBS CBS CBS CBS CBS CBS	Dancer-Fitzgerald-Sample Dancer-Fitzgerald-Sample Dancer-Fitzgerald-Sample Dancer-Fitzgerald-Sample W. Earl Bothwell W. Earl Bothwell W. Earl Bothwell
American Home Products, Inc. Anacin	Just Plain Bill Front Page Farrell Inspector Hawkes & Son Fleetwood Lawton	NBC NBC—PC Blue—PC NBC—PC	Dancer-Fitzgerald-Sample Dancer-Fitzgerald-Sample Dancer-Fitzgerald-Sample J. Walter Thompson & Dancer-Fitzgerald-Sample
American Meat Institute Institutional	Okay for Release Life of Riley	NBC—PC Blue	J. Walter Thompson Co. Leo Burnett Co., Inc.
American Oil Company Gas & Oil	CBS World News Edward R. Murrow	CBS CBS	Joseph Katz Co. Joseph Katz Co.
American Tobacco Company Lucky Strike Cigarettes	Your Hit Parade Kay Kyser's Kollege of Musical Knowledge Your Alltime Hit Parade Jack Benny	CBS NBC NBC NBC	Foote, Cone & Belding Foote, Cone & Belding Foote, Cone & Belding Ruthrauff & Ryan
Anchor-Hock Glass Corp. Fire King Glass Products	Corliss Archer	CBS	Wm. H. Weintraub & Co.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
<b>Armour &amp; Co.</b> Meat and Dairy Products	Dateline Hedda Hopper's Hollywood	CBS	Foote, Cone & Belding
<b>Armstrong Cork Company</b> Quaker Rugs	Armstrong Theater of Today	CBS	Batten, Barton, Durstine & Osborn, Inc.
<b>Austin Studios</b> Photographs	Musical Portraits	Blue—PC	Glasser-Gailey & Co.
<b>B</b>			
<b>B. T. Babbitt, Inc.</b> Bab-O Cleanser	David Harum Lora Lawton	NBC NBC	Duane Jones Co. Duane Jones Co.
<b>P. Ballantine &amp; Sons</b> Ballantine Beer & Ale	B'way Showtime Johnny Morgan Show	CBS CBS	J. Walter Thompson Co. 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)	Sunday Night Salute	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	Dean Dickason Gabriel Heatter	CBS—PC MBS	Erwin Wasey & Co., Inc. Erwin Wasey & Co., Inc.
<b>Herman Basch &amp; Co.</b> Fur Processing	Ona Munson in Hollywood	CBS	Kelly, Nason, Inc.
<b>Bayuk Cigars</b> Phillies	Sizing Up The News Sam Balter	MBS	Ivey & Ellington Inc.
<b>Beaumont Co.</b> Four Way Cold Tablets and Other Products	Lanny & Ginger	MBS	Donahue & Coe, Inc.
<b>Bekins Van &amp; Storage Co.</b> Storage	Harry W. Flannery Remember Hour	CBS—PC Blue	Brooks Advertising Agency Brooks Advertising Agency
<b>Bell Telephone Co.</b> Institutional	Telephone Hour	NBC	N. W. Ayer & Son, Inc.



ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Beneficial Casualty Insurance Co. Insurance	Radio News Weekly	Blue	Hillman-Shane-Breyer
Ben-Hur Products, Inc. Ben-Hur Coffee	Hollywood Showcase Hedda Hopper Aunt Mary	CBS—PC CBS NBC	Barton A. Stebbins Advertising Agency Foote, Cone & Belding Barton A. Stebbins Adv. Agency
Boots Aircraft Nut Corp. Institutional	Wide Horizons	MBS	Cecil & Presbey, Inc.
Borden Co. Hemo, Milk and Ice Cream	Fannie Hurst Presents Happy Island	Blue Blue	Young & Rubicam, Inc. Young & Rubicam, Inc.
Botany Worsted Mills Botany Cosmetics	One Woman's Opinion—Lisa Sergio	Blue	Alfred J. Silberstein, Inc.
Bourjois, Inc. (Evening In Paris) Cosmetics	Here's To Romance	CBS	Foote, Cone & Belding
Bowey's Inc. Dari-Rich Products	Stars Over Hollywood Dickens Christmas Carol	CBS CBS	Sorenson & Co. Sorenson & Co.
A. S. Boyle Co. Old English Wax	Breakfast At Sardi's	Blue—PC	J. Walter Thompson Co.
Breck, Inc., John H. Breck Hair Shampoo	Beautiful Music	Blue	Charles H. Sheldon Adv.
Bristol Myers Co. Ipana, Sal Hepatica and Vitalis	Time To Smile The Alan Young Show	NBC NBC, Blue	Young & Rubicam, Inc. Young & Rubicam, Inc.
Bristol Myers Co. Vitalis, Ingraham Shaving Cream	Mr. District Attorney	NBC	Pedlar & Ryan, Inc.
Bristol Myers Co. Mium and Ipana	Parker Family Gracie Fields	Blue Blue	Young & Rubicam, Inc. Young & Rubicam, Inc.
Bristol Myers Co. Ipana, Minit-Rub	Duffy's Duffy's	Blue NBC	Young & Rubicam, Inc. Young & Rubicam, Inc.
Bristol Myers Co. Sal Hepatica & Minit-Rub	Nit Wit Court	Blue	Young & Rubicam, Inc.
Brown Shoe Co., Inc. Salt	Smiling Ed McConnell	NBC—PC	Leo Burnett

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Brown & Williamson Tobacco Corp. Raleigh's Bugler Tobacco	Red Skelton & Co. Beat the Band People Are Funny Harry Flannery, News	NBC NBC NBC CBS—PC	Russel M. Seeds Co., Inc. Russel M. Seeds Co., Inc. Russel M. Seeds Co., Inc. Russel M. Seeds Co., Inc.
Bunte Bros. Candy	World Front	NBC	Presba, Fellers & Presba, Inc.
W. Atlee Burpee Co. Seed Products	Garden Gate	CBS	Flagler Adv., Inc.
Business Men for Roosevelt, Inc. Political	Franklin D. Roosevelt Orson Welles	CBS CBS	Green-Brodie, Inc. Green-Brodie, Inc.
Bu-Tay Products "Raindrops" (Water Softener)	World of Tomorrow	Blue—PC	Glasser-Gailey & Co.
Horace T. Cahill, Republican Candidate for Governor of Massachusetts. Political	Horace T. Cahill	CBS	Cotter Advertising Agency
California Committee for Right to Work Political		CBS—PC	Advertising Arts Agency
California Prune & Apricot Growers Assn. Sunsweet Prunes	Dave Vaile, News	CBS—PC	Long Advertising Service
Campana Sales Corp. Solitaire Cake Make-up	Don't You Believe It	CBS—PC	Wallace-Ferry-Hanly Co.
Campana Sales Corp. Campana Balm, DDD, Dreskin, Coolies, Solitaire Cake Make-up, Hand Cream	Grand Hotel Campana Serenade First Nighter	NBC CBS MBS	Aubrey, Moore & Wallace, Inc. Wallace-Ferry-Hanly Co. Wallace-Ferry-Hanly Co.
Campbell Cereal Co. Malt-O-Meal	Graeme Fletcher	NBC	Raymond R. Morgan
Campbell Soup Co. Soups, Tomato Juice, Beans	Radio Reader's Digest Amos and Andy Milton Berle Show The Jack Carson Show	CBS CBS CBS CBS	Ward Wheelock Co. Ward Wheelock Co. Ward Wheelock Co. Footte, Cone & Belding
Carey Salt Co. Salt	Boake Carter	MBS	McJunkin Adv. Co.

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<b>Carnation Co.</b> Carnation Milk	Carnation Contended Hour	NBC	Erwin Wasey & Co., Inc.
<b>Carter Products, Inc.</b> Little Liver Pills & Arrid	Keepsakes Deadline Dramas Jimmie Fidler—Hollywood Gossip	Blue Blue Blue	Ted Bates, Inc. Ted Bates, Inc. Small & Seiffer, Inc.
<b>Celanese Corp. of America</b> Celanese Products	Great Moments In Music	CBS	Young & Rubicam, Inc.
<b>Centaur Company</b> Molle Shave Cream	The Mollie Mystery Theatre	NBC	Young & Rubicam, Inc.
<b>Chatham Mfg. Co.</b> Blankets	Chatham Shopper—Lois Long Chatham Shopper and 3 Sons	Blue Blue	The M. H. Hackett Co. The M. H. Hackett Co.
<b>Chef Bay-Ar-Dee, Inc.</b> Spaghetti Dinner	Boake Carter What's Cooking	MBS Blue	McJunkin Advertising Co. McJunkin Advertising Co.
<b>Chemicals, Inc.</b> Vano Household Chemicals	Deane Dickason News	CBS—PC CBC	Garfield & Guild, Adv. Garfield & Guild, Adv.
<b>Chesapeake &amp; Ohio Railroad Co.</b> Service	Let's Face the Issue	MBS	Kenyon & Eckhardt, Inc.
<b>Chesebrough Mfg. Co.</b> Vaseline Products	Dr. Christian	CBS	McCann-Erickson, Inc.
<b>Chicago Burlington &amp; Quincy R.R.</b> Institutional	Pioneer Zephyr Birthday Party	Blue	Reincke, Ellis, Youngsreen & Finn
<b>Chrysler Corp.</b> Institutional	Major Bowes' Amateur Hour	CBS	Ruthrauff & Ryan
<b>Citizen's Committee Against Proposition No. 12</b> Political		CBS	Clarence B. Juneau
<b>Cities Service Co.</b> Institutional	Cities Service Concert Highways in Melody	NBC NBC	Foote, Cone & Belding Foote, Cone & Belding
<b>D. L. Clark Company</b> Candies & Teaberry Gum	Where Do We Stand Good Will Hour Mary Small Revue	Blue MBS Blue	Walker & Downing Walker & Downing Walker & Downing

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Coca-Cola Co. Coca-Cola	Pause That Refreshes On The Air Spotlight Bands Songs By Morton Downey U. S. Treasury Program	CBS Blue Blue Blue	D'Arcy Advertising Co., Inc. D'Arcy Advertising Co., Inc. D'Arcy Advertising Co., Inc. D'Arcy Advertising Co., Inc.
Coldstream Products Co. Sunnybank Margarine	Money on the Line	CBS—PC	McCann-Erickson, Inc.
Colgate-Palmolive-Peet Co. Palmolive Shave Cream Colgate Tooth Paste Palmolive Soap	Can You Top Th's? Sports Newsreel of the Air Million Dollar Band Judy Canova	NBC NBC NBC CBS	Ted Bates, Inc. Sherman & Marquette, Inc. Ted Bates, Inc. Sherman & Marquette, Inc.
Colonial Dames, Inc. Cosmetics	Kay Kyser's College of Musical Knowledge Blondie Inner Sanctum Bob Greene Song of the Week	NBS CBS—Blue CBS CBS—PC CBS—PC	Ted Bates, Inc. Wm. Esty & Co., Inc. Ted Bates, Inc., & Sherman & Marquette, Inc. Glasser-Gailey & Co.
Council On Candy As Food In The War Effort	Washington Reports on Rationing	NBC	Batten, Barton, Durstine & Osborn Inc.
Consolidated Royal Chemical Co., Inc. Krancks Shave Cream	Ten O'Clock Wire	CBS—PC	Arthur Meyerhoff & Co.
Consolidated Democrats of North Carolina Political		CBS	Hugh A. Deadwyler
Conti Products Conti Shampoo & Soap	Treasure Hour of Song Starlight Serenade	MBS MBS	Birmingham, Castleman & Pierce, Inc. Birmingham, Castleman & Pierce, Inc.
Continental Baking Co. Wonder Bread	Bachelor's Children	CBS	Ted Bates, Inc.
Corley Diet Food Co. Dr. Corley's Lax	Dr. Sweetland	Blue—PC	Rhoades & Davis
Corn Products Refining Co. Dextrose, Mazola, Other Products	Stage Door Canteen	CBS	C. L. Miller Company
Coronet Magazine Coronet Magazine	Coronet Little Show	MBS	Schwimmer & Scott
Cream of Wheat Corp. Cream of Wheat Cereal	Let's Pretend	CBS	Batten, Barton, Durstine & Osborn, Inc.

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Cresta Blanca Wine Co. Cresta Blanca Wines	This Is My Best	CBS	Batten, Barton, Durstine & Osborn, Inc.
Cudahy Packing Co. Deirich Old Dutch Cleanser	Something To Talk About Helpmate Tena & Tim	CBS NBC CBS	Grant Advertising, Inc. Grant Advertising, Inc. Grant Advertising, Inc.
Curtis Publishing Co. Saturday Evening Post	The Listening Post Four Freedoms War Bond Show	Blue Blue	MacFarland, Aveyard & Co. MacFarland, Aveyard & Co.
Curtiss Candy Co. Candy Products	Warren Sweeney	CBS	C. L. Miller Company
Cummer Products Co. Energine	My Best Girls Battle Of The Sexes	Blue Blue	Young & Rubicam, Inc. Young & Rubicam, Inc.
Day & Night Mfg. Co. Water Heaters and Equipment	Dr. Wallace Sterling—News	CBS—PC	Hixon-O'Donnell Adv., Inc.
Deisel, Wemmer, Gilbert Co. R. G. Dun Cigars	Smoke Rings	Blue	Century Advertising Agency
Delaware, Lackawanna, Western Coal Co. Blue Coal	The Shadow	MBS	Ruthrauff & Ryan, Inc.
Denalan Company Denalan Tooth Powder	Buddy Twiss	Blue—PC Blue	Rhoades & Davis
Doctor Pepper Co. Soft Drinks	Fun Valley With Al Pearce Darts for Dough	Blue	Tracy-Locke Co., Inc. Tracy-Locke Co., Inc.
Dodge Boat & Plane Corp. Institutional	Army-Navy "E" Award	Blue	
Douglas Shoes Shoes	John Stanley	MBS	Harold Cabot & Co., Inc.
Dubonnet Corp. Dubonnet Wine, Vermouth	Your Date With Xavier Cugat Red Cross in Action Stop That Villain	MBS MBS MBS	William H. Weintraub & Co., Inc. Batten, Barton, Durstine & Osborn, Inc. Batten, Barton, Durstine & Osborn, Inc.
Duffy-Mott Company Mott Products	What's Your Idea?	MBS	Al Paul Lefton Company, Inc.

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E. I. Du Pont de Nemours & Co. Institutional	Cavalcade of America	NBC	Batten, Barton, Durstine & Osborn, Inc.
Dwight Edwards Co. Dwight Edwards Coffee	Rhythm Inn	CBS—PC	McCann-Erickson, Inc.
Eastern Outfitting Co. Brandbury Clothes	Walter Duranty	Blue—PC	Robert Smith Adv. Agency
Electric Companies Advertising Program Institutional	Report To The Nation The Electric Hour—Nelson Eddy	CBS	N. W. Ayer & Son, Inc. N. W. Ayer & Son, Inc.
Electric Auto Life Co. Institutional	Everything for the Boys The Ronald Colman Show	NBC NBC	Ruthrauff & Ryan, Inc. Ruthrauff & Ryan, Inc.
Electrical Research Labs., Inc. Institutional	John W. Vandercook	NBC	Evans Associates
Elgin National Watch Co. Watches	Nero Wolfe Keep Up With the World	Blue Blue	J. Walter Thompson Company J. Walter Thompson Company
Elgin National Watch Co. Institutional	Elgin Thanksgiving Show Elgin Christmas Shows	CBS CBS	J. Walter Thompson Company J. Walter Thompson Company
Emerson Radio & Phonograph Corp. Institutional	Green Valley, U.S.A. You Can't Take It With You	MBS MBS	Wm. H. Weintraub & Co., Inc. Wm. H. Weintraub & Co., Inc.
Emerson Drug Company Bromo-Seltzer	Ellery Queen Vox Pop	NBC CBS	Ruthrauff & Ryan, Inc. son, Inc.
Employers Group Ins. Co. Insurance	Cedric Foster—News	MBS	H. B. Humphrey Company
Englander Co. Beds, Springs, Mattresses	We Who Dream	CBS	The Biow Co., Inc.
Esquire, Inc. Coronet Magazine	Coronet Story Teller Coronet Quick Quiz	Blue Blue	The Biow Co., Inc. The Biow Co., Inc.
Eversharp, Inc. Pens & Pencils, Red Top Lead	Take It Or Leave It Let Yourself Go—Milton Berle	CBS CBS—Blue	The Biow Co., Inc. The Biow Co., Inc.



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Falstaff Brewing Co. Beer	Falstaff Show	Blue	Dancer-Fitzgerald-Sample
Ferry-Morse Seed Co. Garden Seeds	Cabbages & Queens	Blue—PC	
Firestone Tire & Rubber Co. Tires and Tubes	Voice Of Firestone	NBC	Sweeney & James Co.
Fisher Flouring Mills, Inc. Wheat Cereals and Flour	James Abbe Pictures the News Louis P. Lochner Breakfast At Sardi's James Abbe Observes Radio Parade	NBC—PC NBC—PC Blue—PC Blue—PC Blue—PC	Pacific National Adv. Agency 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	NBC NBC	L. W. Ramsey Co. L. W. Ramsey Co.
J. A. Folger Coffee Co. Coffee	Breakfast at Sardi's	Blue	Raymond R. Morgan Co.
Ford Motor Company Ford Motors	Watch The World Go By Stars of the Future Greenfield Chapel Service Early American Dance Music	Blue Blue Blue Blue	J. Walter Thompson Co. J. Walter Thompson Co. J. Walter Thompson Co. J. Walter Thompson Co.
Formfit Co. Foundation Garments	Dick Brown Show	MBS	Buchanan & Co.
"42" Products, Inc. Hair Oil and Other Products	This Is My Story	CBS—PC	Hillman-Shane-Breyer, Inc.



Gallenkamp Stores Co. Shoes	Tobe Reed	CBS—PC	Long Adv. Service
Garrett & Co., Inc. Virginia Dare Wines	Silent Night	Blue	Ruthrauff & Ryan, Inc.
General Cigar Co. White Owl Cigars	Henry Gladstone	MBS	J. Walter Thompson Co.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
<b>General Electric Co.</b> Lamps, Institutional	Hour Of Charm; The World Today	NBC CBS	Batten, Barton, Durstine & Osborn, Inc., a.k.a. Foster & Davies, Inc. Maxon, Inc., B. B. D. & O., Inc., Young & Rubicam, Inc.
<b>General Foods Corp.</b> Grape-Nuts Flakes	Jack Benny	NBC	Young & Rubicam, Inc.
<b>General Foods Corp.</b> Wheatmeal & Grape-Nuts Flakes,	Those We Love	NBC	Young & Rubicam, Inc.
<b>General Foods Corp.</b> Post Toasties, Swansdown	Night Editor	NBC	Benton & Bowles, Inc., Young & Rubicam, Inc.
<b>General Foods Corp.</b> Birdseye Frosted Foods	Dinah Shore's Open House	NBC	Benton & Bowles, Inc.
<b>General Foods Corp.</b> Post Toasties	The Thin Man	NBC	Benton & Bowles, Inc.
<b>General Foods Corp.</b> Maxwell House Coffee, Grape-Nut Flakes	Those We Love	NBC	Benton & Bowles, Inc. Young & Rubicam, Inc.
<b>General Foods Corp.</b> Postum	Aldrich Family	NBC	Young & Rubicam, Inc.
<b>General Foods Corp.</b> Swansdown, Calumet	Kate Smith Speaks	CBS	Young & Rubicam, Inc.
<b>General Foods Corp.</b> Post's 40% Bran Flakes	Young Dr. Malone	CBS	Benton & Bowles, Inc.
<b>General Foods, Inc.</b> Grape Nut Flakes	Hop Harrigan	Blue	Young & Rubicam, Inc.
<b>General Foods, Inc.</b> Diamond Crystal, Baker's Chocolate	When a Girl Marries	NBC	Benton & Bowles, Inc.
<b>General Foods, Inc.</b> Post's 40% Bran Flakes	Portia Faces Life We Love and Learn	NBC NBC	Benton & Bowles, Inc. Benton & Bowles, Inc.
<b>General Foods Corp.</b> La France, Satima, Post Raisin Bran, Postum	Two On A Clue	CBS	Young & Rubicam, Inc.



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<b>General Foods Corp.</b> Postum	Aldrich Family	NBC	Young & Rubicam, Inc.
<b>General Foods Corp.</b> Maxwell House Coffe	Maxwell House Coffee Time	CBS	Benton & Bowles, Inc.
<b>General Foods Corp.</b> Post Toasties, Maxwell House Coffee, Grape Nuts, Grape Nut Flakes	Adventures of the Thin Man	CBS	Benton & Bowles, Inc. Young & Rubicam, Inc.
<b>General Foods Corp.</b> Jello, Sanka Coffee, Jello Pudding	Kate Smith Hour	CBS	Young & Rubicam, Inc.
<b>General Foods Corp.</b> Wheatmeal, Grape-Nuts Flakes	Portia Faces Life We Love & Learn Joyce Jordan, M.D.	CBS CBS CBS	Young & Rubicam, Inc. Young & Rubicam, Inc. Young & Rubicam, Inc.
<b>General Foods Corp.</b> La France, Satina, Post Raisin Bran, Gaines Dog Food	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 Foods Corp.</b> Post Toasties	Toasties Time With Fannie Brice	CBS	Benton & Bowles, Inc.
<b>General Mills, Inc.</b> Soft-As-Silk Flour, Kiz Kitchen-tested Flour, Betty Crocker Soup	Light of the World Women in White	NBC-CBS NBC	Dancer-Fitzgerald-Sample, Knox-Reeve Adv. Agency
<b>General Mills, Inc.</b> Betty Crocker's Soup, Wheaties	Guiding Light	NBC	Knox-Reeves Adv. Agency
<b>General Mills, Inc.</b> Soft-As-Silk Cake Flour and Soup	Hymns of All Churches Betty Crocker Melodies of Home	NBC NBC NBC	Dancer-Fitzgerald-Sample Dancer-Fitzgerald-Sample Dancer-Fitzgerald-Sample
<b>General Mills, Inc.</b> Bisquick Cheerios	Valiant Lady Valiant Lady	CBS CBS	Knox Reeves Advertising, Inc. Dancer-Fitzgerald-Sample
<b>General Mills, Inc.</b> Wheaties	Kitty Foyle Nelson Pringle	CBS CBS—PC	Knox Reeves Advertising, Inc. Knox Reeves Advertising, Inc.

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<b>General Mills, Inc.</b> Cheerios Bisquick	Today's Children	NBC	Dancer-Fitzgerald-Sample, Knox-Reeves Adv. Agency
<b>General Mills, Inc.</b> Cheerios Wheaties	Lone Ranger Jack Armstrong John Gunther	Blue Blue Blue	Dancer-Fitzgerald-Sample Knox-Reeves Adv., Inc. Knox-Reeves Adv., Inc.
<b>General Motors Corp.</b> Institutional	General Motors Symphony of the Air Presenting NBC Symphony	NBC	Arthur Kudner, Inc.
<b>Gillette Safety Razor Co.</b> Razor and Blades, Cream	Sports Broadcasts— Boxing—Baseball World Series Football, Orange Bowl, Sugar Bowl, All-Star Baseball Game, Ken- tucky Derby, Army-Navy Football Game.	MBS	Maxon, Inc.
<b>Gilmore Oil Co.</b> Gas and Oil	Furlough Fun	CBS	Maxon, Inc.
<b>B. F. Goodrich Co.</b> Institutional	Joseph C. Harsch, News	NBC—PC	Ruthrauff & Ryan, Inc.
<b>Goodyear Tire &amp; Rubber Co.</b> Institutional	Salute to Youth	CBS	Batten, Barton, Durstine & Osborn, Inc.
<b>Goodyear Tire &amp; Rubber Co.</b> Heels and Soles	Hook'n Ladder Follies Melody Round-up	NBC	Arthur Kudner, Inc.
<b>Goodyear Tire &amp; Rubber Co., Inc.</b> Institutional	The Star and the Story With Walter Pidgeon	NBC	N. W. Ayer & Son, Inc.
<b>Goodyear Tire &amp; Rubber Co., Inc.</b> Service	Roy Rogers Show	CBS	Young & Rubicam, Inc.
<b>Gospel Broadcasting Ass'n</b> Evangelical Talks	Old Fashioned Revival Hour Pilgrim Hour	MBS	Young & Rubicam, Inc.
<b>Gotham Hosiery Co.</b> Hosiery	Strictly Personal— Pegeen Fitzgerald	MBS MBS	R. H. Alber Co. R. H. Alber Co.
<b>Grove Laboratories, Inc.</b> Cold Tablets, B Complex Vitamin Pills	Roy Dady 10 o'Clock Wire- Reveille Roundup Cedric Foster	MBS CBS—PC NBC MBS	Sterling Adv. Agency, Inc. Russel M. Seeds, Inc. Russel M. Seeds, Inc. Russel M. Seeds, Inc. Russel M. Seeds, Inc.

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<b>Grove Laboratories, Inc.</b> Cold Tablets, B Complex Vitamins	Bill Haworth Riders of the Purple Sage	CBS—PC CBS—PC	Russel M. Seeds, Inc., Donohue & Co., Inc.
<b>Grove Laboratories, Inc.</b> Cold Tablets, Vitamins	Okay for Release	NBC—PC	Russel M. Seeds, Inc.
<b>Grove Laboratories, Inc.</b> 4-Way Cold Tablets, Defender Vitamins	Your Sunday News Extra— Leland Stowe Your Sunday News Extra— George Gunn	Blue Blue	Donohue & Coe Co., Inc. Donohue & Coe Co., Inc.
<b>Gulf Oil Corp.</b> Gas, Oil, Lubricants	We, the People	CBS	Young & Rubicam, Inc.
<b>Gum Laboratories</b> Ivoryne Chewing Gum	Hello, Sweetheart	Blue	McJunkin Adv. Co.
<b>Hall Brothers, Inc.</b> Hallmark Greeting Cards	Meet Your Navy Hallmark's Charlotte Greenwood Show	Blue Blue	Henry, Hurst & McDonald, Inc. Foota, Cone & Belding
<b>Hartz Mountain Products</b> Mountain Bird Foods	Canary Pot Show	MBS	George H. Hartman Co.
<b>Francis D. Harrigan</b> Political	Francis D. Harrigan	CBS	Copley Adv. Co.
<b>Harvel Watch Company</b> Watches	John B. Kennedy	Blue	A. W. Lewin Co., Inc.
<b>Hastings Mfg. Co.</b> Piston Rings & Casite	Earl Godwin	Blue	Keeling & Co., Inc.
<b>H. J. Heinz Co.</b> Food Products	Information, Please Vacation Serenade	NBC NBC	Maxon, Inc. Maxon, Inc.
<b>Helbros Watch Co.</b> Watches	Pick and Pat Time Quick As a Flash	MBS MBS	Wm. H. Weintraub Co. Wm. H. Weintraub Co.
<b>Hires, The Charles E. Company</b> Hire's Root Beer	Heidt Time for Hires	Blue	N. W. Ayer & Son, Inc.
<b>Hoffman Radio Corp.</b> All Products	Chet Huntley, Dr. Wallace Sterling	CBS—PC CBS—PC	Hixon-O'Donnell Adv., Inc. Hixon-O'Donnell Adv., Inc.

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<b>Holland Furnace Co.</b> Furnaces, Equipment	World News Roundup	NBC	Roche, Williams & Cleary
<b>Hudson Coal Co.</b> D & H Anthracite	CBS News of the World	CBS	Clements Company, Inc.
<b>Hunt Bros. Packing</b> Cannery, Tomato Sauce and all Products	Deane Dickason Galen Drake William Winter	CBS—PC CBS—PC CBS—PC	Garfield & Guild Garfield & Guild Garfield & Guild
<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>Jantzen Knitting Mills</b> Antiseptic After Shave Lotion	Chet Huntley, Dr. Wallace Sterling	CBS—PC CBS—PC	Botstorf, Constantine & Gardner Botstorf, Constantine & Gardner
<b>Jaques Mfg. Co.</b> K-C Baking Powder	K-C Jamboree	NBC	Leo Burnett
<b>Andrew Jergens Co.</b> Jergens Lotion	Hollywood Mystery Time Tonight In Hollywood	CBS—PC CBS—PC	Lennen & Mitchell, Inc. Lennen & Mitchell, Inc.
<b>Andrew Jergens Co.</b> Jergens Lotion & Woodbury Products	Jergens Journal— Walter Winchell	Blue	Lennen & Mitchell, Inc.
<b>Andrew Jergens Co.</b> Woodbury Soap and Cosmetics	Hollywood Mystery Time Chamber Music Society of Lower Basin Street	Blue	Lennen & Mitchell, Inc.
<b>Andrew Jergens Co.</b> Woodbury Face Cream, Powder, Soap	Louella Parsons Mr. and Mrs. North	Blue NBC	Lennen & Mitchell, Inc. Lennen & Mitchell, Inc.
<b>S. C. Johnson &amp; Son</b> Floor Wax	Fibber McGee & Molly	NBC	Needham, Louis & Brorby, Inc.
<b>Johns-Manville Corp.</b> Building Materials	Bill Henry—News	CBS	J. Walter Thompson Co.
<b>Johnson &amp; Johnson</b> Red Cross Div.	Edwin C. Hill	CBS	Young & Rubicam, Inc.
<b>Johnstone Drug Sales Corp.</b> Buckley's Canadiol Mixture	Hollywood Barn Dance	CBS—PC	Armand S. Weill Co., Inc.

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ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
<b>Kay Jewelry Co.</b> Jewelry	Bob Anderson	CBS—PC	Garfield & Guild, Adv.
<b>Kelite Products, Inc.</b> Kenn Cleanser	Sam Hayes—Spectator	Blue—PC	Little & Co.
<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 and All Bran	Kellogg News	Blue	Kenyon & Eckhardt, Inc.
<b>Kellogg Company</b> Kellogg Products	Jack Berch and His Boys Tom Brennenman's Highlights	MBS—Blue Blue—PC	Kenyon & Eckhardt, Inc. Kenyon & Eckhardt, Inc.
<b>Kellogg Company</b> Pep	Superman	MBS	Kenyon & Eckhardt, Inc.
<b>Kem-Tone</b> Kem-Tone	Dunninger	Blue	Newell-Emmett Co.
<b>Kerr Glass Mfg. Co.</b> Mason Jars and Caps	Breakfast at Sardi's	Blue—PC	Raymond R. Morgan Co.
<b>Kraft Cheese Co.</b> Food Products	Kraft Music Hall—Bing Crosby The Great Gildersleeve	NBC NBC	J. Walter Thompson Company Needham, Louis & Brorby, Inc.
<b>Lady Esther, Ltd.</b> Cosmetics	Screen Guild Players	CBS	The Biow Co.
<b>Lamont, Corliss &amp; Co.</b> Pond's Cold Cream	Eleanore King	CBS—PC	J. Walter Thompson
<b>Langendorf United Bakeries</b> Bakery Products	Red Ryder A Song Is Born	Blue—PC NBC	Pacific Coast Adv. Co. Pacific Coast Adv. Co.
<b>Larus &amp; Brother Co.</b> Chelsea Cigarettes	Guy Lombardo in Musical Autographs	Blue	Warwick & Legler, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
<b>Lehn &amp; Fink Products</b> Hinds Cream, and Products	Blind Date	Blue	William Esty & Co., Inc.
<b>Frank H. Lee Co.</b> Hats	Dale Carnegie	MBS	Birmingham, Castleman & Pierce, Inc.
<b>Lever Brothers Co.</b> Rinso, Vimms	Amos n' Andy Frank Sinatra Show	NBC CBS	Ruthrauff & Ryan, Inc. J. Walter Thompson
<b>Lever Brothers Co.</b> Lifebuoy Soap Rinso	Bob Burns, Arkansas Traveler Big Sister Charlie Chan Boston Blackie	NBC CBS NBC CBS	Ruthrauff & Ryan, Inc. 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	Bright Horizon Burns & Allen	CBS NBC	Young & Rubicam, Inc. Young & Rubicam, Inc.
<b>Lever Bros. Co.</b> Spry	Aunt Jenny	CBS	Ruthrauff & Ryan, Inc.
<b>Lewis-Howe Company</b> Tums and N.R.	Let's Be Charming Correction, Please Treasure Chest American Woman's Jury Al Pearce in Here Comes Elmer A Date With Judy	MBS CBS NBC MBS CBS NBC	Roche, Williams & Cunningham, Inc. Roche, Williams & Cleary, Inc. Roche, Williams & Cunningham, Inc. Roche, Williams & Cleary, Inc. Newell-Emmett Co. Newell-Emmett Co.
<b>Libby, McNeill &amp; Libby</b> Meat Products	My True Story	Blue	J. Walter Thompson Co.
<b>Liggett &amp; Myers Tobacco Co.</b> Chesterfield Cigarettes	Harry James and His Music Makers Fred Waring Chesterfield Music Shop Chesterfield Supper Club John Nesbitt Music That Satisfies	CBS NBC NBC NBC CBS CBS	Newell-Emmett Co. Newell-Emmett Co. Newell-Emmett Co. Newell-Emmett Co. Newell-Emmett Co. Newell-Emmett Co.
<b>Lockheed Aircraft Corp.</b> Institutional, Transportation	America—Ceiling Unlimited A Man Called "X"	CBS CBS—Blue	Foote, Cone & Belding Foote, Cone & Belding

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
P. Lorillard Co. Old Golds	Comedy Theatre Allen Jones-F. Carle Allen Jones-W. Herman Which Is Which Mentley Woolley, Sammy Kaye and Orchestra Jackie Gleason-Les Tremayne Show	NBC CBS CBS CBS CBS NBC	Lennen & Mitchell, Inc. J. Walter Thompson Co. J. Walter Thompson Co. Lennen & Mitchell, Inc. J. Walter Thompson Co. J. Walter Thompson Co.
Los Angeles Soap Co. White King Soap Sierra Pine 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.
George W. Luft Co. Cosmetics	Tangee Varieties	MBS—Blue	Warwick & Legler, Inc.
Lutheran Laymen's League Religious	Lutheran Hour	MBS	Gotham Advertising Co.
Lyon Van & Storage Co. Storage & Moving	Andy & Virginia	Blue—PC	Batten, Barton, Durstine & Osborn, Inc.
MacMillan Petroleum Corp. Gas & Oil	H. V. Kaltnebern	NBC—PC	Logan & Arnold
McKesson & Robbins, Inc. M. & R. Products	Joe E. Brown—Stop or Go Wm. Winter & Chet Huntley	Blue CBS—PC	J. D. Tarcher & Co.
Mail Pouch Tobacco Co. Tobacco	Counterspy	Blue	Walker & Downing
Manhattan Soap Company Sweetheart Soap	Scramby Andy Bill Haworth—Strange Romance of Evelyn Winters	NBC—Blue CBS—PC CBS	Franklin Bruck Adv. Corp., Duane Jones Co. Franklin Bruck Adv. Corp., Duane Jones Co. Duane Jones Co.
Maryland Pharmaceutical Co. Rem & Rel	Bob Trout Words in the News How Do You Say It?	CBS MBS MBS	Joseph Katz Co. Joseph Katz Co. Joseph Katz Co.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
<b>Mars, Inc.</b> Candy	Dr. I.Q.	NBC	Grant Advertising, Inc.
<b>George S. May Co.</b> Institutional	Tam-O-Shanter Golf Tourney	NBC	Jim Duffy Co.
<b>Mennen Company</b> Shaving and Toilet Articles	Bill Haworth—Bob Greene—News Ed Sullivan Entertains	CBS—PC CBS	Russel M. Seeds Co., Inc. Russel M. Seeds Co., Inc.
<b>The Mentholatum Co.</b> Mentholatum	What's Doing Ladies?	Blue—PC	J. Walter Thompson Co.
<b>Metro-Goldwyn-Mayer</b> Motion Pictures	People's Reporter Screen Test Screen Test Preview	MBS MBS MBS	Donahue & Co. Donahue & Co. Donahue & Co.
<b>Miles Calif. Co.</b> One-A-Day Vitamins	Lady of the Press Story of Sandra Martin	CBS—PC CBS—PC	Wade Advertising Agency Wade Advertising Agency
<b>Miles Laboratories, Inc.</b> Alka-Seltzer and Vitamins	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>Minneapolis-Honeywell Regulator Company</b> Electronics, Control Units, Heat Regulators	Blue Jacket Choir	CBS	Addison Lewis & Associates
<b>Modern Food Process Co.</b> Vogt's Philadelphia Scrapple	Little Betsy Ross Girl	NBC	The Clements Company, Inc.
<b>Moffet Co.</b> Polar Frozen Foods	What's Doing Ladies?	Blue—PC	Erwin, Wasey & Co.
<b>Benjamin Moore &amp; Co.</b> Paints and Varnishes	Betty Moore	NBC	Direct
<b>John Morrell &amp; Co.</b> Red Heart Dog Food	Bob Becker Chats About Dogs Bob Becker's Pet Parade . . . . . Alex Dreier	CBS NBC NBC	Henri, Hurst & McDonald, Inc. Henri, Hurst & McDonald, Inc. Henri, Hurst & McDonald, Inc.
<b>Philip Morris &amp; Co., Ltd.</b> Cigarettes and Tobacco	Johnnie Presents—Ginny Simms Crime Doctor It Pays To Be Ignorant	NBC CBS CBS	Biow Company, Inc. Biow Company, Inc. Biow Company, Inc.
<b>C. F. Mueller Co.</b> Macaroni Products	Morning Market Basket	CBS	Duane Jones Co.



**ADVERTISER AND PRODUCT**  
**Mutual Benefit Health & Accident Assn.**  
 Insurance

**PROGRAM**

Freedom Of Opportunity

**NETWORK**

MBS

**ADVERTISING AGENCY**

Arthur Meyerhoff & Co.

**N**

**Nat'l Bd. of Fire Underwriters**  
 Fire Insurance

Leland Stowe

Blue

MacFarland, Aveyard & Co.

**National Small Business Men's Assoc.**  
 Public Relations

Abe Lincoln's Story

MBS

Schwimmer & Scott

**Nash-Kelvinator Corp.**  
 Nash Motor Cars, Kelvinator Refrigerators

Andrews Sisters Show

Blue

Geyer, Cornell & Newell, Inc.

**Northwestern Yeast Co.**  
 Yeast Foam

Songs of a Dreamer

Blue

MacFarland, Aveyard & Co.

**Noxzema Chemical Co.**  
 Skin and Shaving Cream

Mayer of the Town

CBS

Ruthrauff & Ryan, Inc.

**O**

**O'Cedar Corp.**  
 Mops and Floor Polish

Hot Copy  
 Time Views the News

Blue  
 Blue

Aubrey, Moore & Wallace, Inc.  
 Aubrey, Moore & Wallace, Inc.

**O'Sullivan Rubber Co.**  
 O'Sullivan Heels

Leon Henderson

Blue

Advrg. & Sales Council, Inc.

**Owens-Illinois Glass Co.**  
 Institutional

Broadway Matinee  
 Fred Waring Program

CBS  
 Blue

J. Walter Thompson Co.  
 J. Walter Thompson Co.

**P**

**Pabst Sales Co.**  
 Pabst Blue Ribbon Beer

Blue Ribbon Town  
 Kenny Baker Program

CBS

Warwick & Legler, Inc.

**Pacific Coast Borax Co.**  
 Borax Products

Death Valley Days  
 Death Valley Sheriff

CBS

McCann-Erickson, Inc.

**Pacific Greyhound Lines, Inc.**  
 Travel

Short, Short Stories  
 Stories of the West

CBS—PC  
 CBS—PC

Beaumont & Hohman, Inc.  
 Beaumont & Hohman, Inc.

**Pacific Guano Co.**  
 Garden Fertilizer

Look Who's Here

Blue—PC

D. E. Hopfer Industrial Adv.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
<b>Packard Bell Co.</b> Radios, Phonographs, All Products	News Makers The Press Club	NBC—PC CBS—PC	Barton A. Stebbins, Adv. Agency Barton A. Stebbins, Adv. Agency
<b>Parker Pen Co.</b> Quink, Pens, Pencils	Bob Trout—Ned Calmer, News	CBS	J. Walter Thompson Co.
<b>Parker Watch Co.</b> Watches	These Are Our Men	NBC	Sterling Adv. Agency
<b>Pepsodent Co.</b> Toothpaste & Toothbrushes	Bob Hope Charlotte Greenwood	NBC NBC	Foote, Cone & Belding Foote, Cone & Belding
<b>Peter Fox Brewing Co.</b> Beer	Fox Deluxe Variety Hall	Blue	Schummer & Scott Adv. Agency
<b>Peter Paul, Inc.</b> Ten Crown Gum and Mounds	Graeme Fletcher	NBC	Brisacher, Van Norden & Staff, Inc.
<b>Peter Paul, Inc.</b> Candy Bars, Chocolates	Truman Bradley—Sam Hayes—News	CBS—PC Blue—PC	Brisacher, Van Norden & Staff, Inc. Brisacher, Van Norden & Staff, Inc.
<b>Pet Milk Sales Co.</b> Pet Milk	Saturday Night Serenade Mary Lee Taylor	CBS CBS	Gardner Adv. Co. Gardner Adv. Co.
<b>Petri Wine Co.</b> Petri Wines	New Adventures of Sherlock Holmes	MBS	Young & Rubicam, Inc.
<b>Pharmaco Co.</b> Feen-a-mint, Chooz	Double or Nothing Hookey Hall	MBS MBS	Ruthrauff & Ryan, Inc. Clemonds Adv. Agency
<b>Philco Corp.</b> Institutional, Radios and Refrigerators	Radio Hall of Fame, Philco Summer Hour Dateline	Blue CBS	Hutchins Adv. Co., Inc. Sayre M. Ramsdell Assoc., Inc.
<b>Pillsbury Mills, Inc.</b> Baking Products	Grand Central Station	CBS	McCann-Erickson, Inc.
<b>Planters Nut &amp; Chocolate Co.</b> Peanuts and Peanut Oil	Harry W. Flannery—Wm. Winter, News	CBS—PC	Erwin Wasey & Co.
<b>Plough, Inc.</b> St. Joseph's Aspirin	Louis P. Lochner Adventures of Bill Lance	NBC—PC CBS—PC	Raymond R. Morgan Co., Erwin Wasey & Co. Erwin Wasey & Co.
<b>Prince Matchabelli, Inc.</b> Perfumes and Cosmetics	Don't You Believe It	CBS—PC	Lake-Spiro-Shurman, Inc.
	Stradivari Orchestra Under Direction of Paul Lavalle	NBC	Morse International, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Procter & Gamble Co. Ivory Flakes	Brave Tomorrow, Star Playhouse Rosemary	NBC	Compton, Adv., Inc., Dancer, Fitzgerald, Sample
Procter & Gamble Co. Dreft	Dreft Star Playhouse	NBC	Compton, Pedlar & Ryan-Benton-Bowles Dancer-Fitzgerald-Sample
Procter & Gamble Co. Teel	Gaslight Gayeties	NBC	The Biow Co.
Procter & Gamble Co. Camay Soap	Pepper Young's Family Perry Mason	NBC CBS	Pedlar & Ryan, Inc. 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. Crisco and Ivory Flakes P & G Products	Breakfast At Sardi's	Blue—PC	Compton Adv., Inc.
Procter & Gamble Co. Duz Ivory Soap	Glamour Manour	Blue	Compton Adv., Inc.
Procter & Gamble Co. Ivory Soap & Duz	Read of Life Truth or Consequences The Goldbergs	NBC NBC CBS	Compton Adv., Inc. Compton Adv., Inc. Compton Adv., Inc.
Procter & Gamble Co. Ivory Snow	Right to Happiness Life Can Be Beautiful Woman of America	NBC CBS NBC	Compton Adv., Inc. Compton Adv., Inc. Benton & Bowles, Inc.
Procter & Gamble Co. Drene	Abie's Irish Rose	NBC	H. W. Kastor & Sons Adv. Co., Inc.
Procter & Gamble Co. Oxydol	Ma Perkins	NBC—CBS	Dancer-Fitzgerald-Sample
Procter & Gamble Co. Lava	F.B.I. in Peace and War	CBS	Biow Co.
Procter & Gamble Co. Ivory and Oxydol	I Love a Mystery	CBS	Compton Adv., Inc.
Prudential Insurance Co. of America Services	Prudential Family Hour	CBS	Benton & Bowles, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
<b>Pure Oil Co.</b> Gas & Oil	H. V. Kaltenborn	NBC	Leo Burnett Co., Inc.
<b>Purina Mills</b> Purina Foods	Grand Ole' Opry	NBC	Gardner Adv. Co.
<b>Quaker Oats Co.</b> Puffed Rice and Wheat Sparkies	Terry and the Pirates	Blue	Sherman and Marquette, Inc.
<b>Quaker Oats Co.</b> Food Products	That Brewster Boy	CBS	Ruthrauff & Ryan, Inc.
<b>Quaker Oats Co.</b> Aunt Jemima Pancake Flour, Mufflets	Aunt Jemima Program	CBS—Blue	Sherman K. Ellis and Co., Inc.
<b>R</b>			
<b>Radio Bible Class</b> Religious Talks	Radio Bible Class	MBS	Aircasters, Inc.
<b>Radio Corp. of America</b> Institutional	What's New Music America Loves Best	Blue Blue—NBC	J. Walter Thompson Co. J. Walter Thompson Co.
<b>Rainier Brewing Co.</b> Beer, Malt and Ale	Club Good Cheer United Nations Forum	Blue—PC Blue—PC	Buchanan & Co. Buchanan & Co.
<b>Ralston Purina Co.</b> Cereal Foods	Tcm Mix and His Ralston Straight Shooters	MBS	Gardner Adv. Co.
<b>Raytheon Production Corp.</b> Radio Tubes, Electrical and Electronic Products	Meet Your Navy	Blue	Burton Browne Adv. Co.
<b>Reader's Digest Assn., Inc.</b> Reader's Digest Magazine	Victory Book Campaign America's Town Meeting of the Air	Blue	Batten, Barton, Durstine & Osborn, Inc.
<b>Red-EE Foods, Inc.</b> Cinch Cake Mix	Polly Patterson	Blue—PC	Elwood J. Robinson Adv.
<b>Reichhold Chemicals, Inc.</b> Institutional	Detroit Symphony Orch.	MBS	Grant Advertising, Inc.
<b>Resinol Chemical Co.</b> Resinol Soap and Ointment	Edw. Jorgenson	Blue—PC	Courtland D. Ferguson, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
<b>Revlon Products Corp.</b> Nail Polish and Lipstick	Revlon Theatre	Blue	Wm. H. Weintraub & Co., Inc.
<b>R. J. Reynolds Tobacco Co.</b> Camels and Prince Albert Smoking Tobacco	Grand Ol' Opry Moore, Durante Show Abbott and Costello Thanks to the Yanks Blondie	NBC CBS NBC CBS CBS	Wm. Esty & Co., Inc. Wm. Esty & Co., Inc. Wm. Esty & Co., Inc. Wm. Esty & Co., Inc. Wm. Esty & Co., Inc.
<b>Richfield Oil Co.</b> Oil and Gasoline	Confidentially Yours—Arthur Hale Richfield Reporter Speed and Power	MBS NBC—PC CBS—PC	Hixson-O'Donnell Adv., Inc. Hixson-O'Donnell Adv., Inc. Hixson-O'Donnell Adv., Inc.
<b>RKO Radio Pictures, Inc.</b> RKO Pictures	Hollywood Star Time	Blue	Foote, Cone & Belding
<b>RKO Pictures, Inc.</b> Motion Pictures	Hollywood Star Time	Blue	Foote, Cone & Belding
<b>Roma Wine Co.</b> Roma Wines	Suspense	CBS	The Biow Co., Inc.
<b>Rust Craft Publishers, Inc.</b> Rust Craft Greeting Cards	Christmas Carol	MBS	H. B. Humphrey Co.
<b>Safeway Stores, Inc.</b> Grocery Products	What's Doing, Ladies	Blue—PC	J. Walter Thompson Co.
<b>Schenley Import Corp.</b> Cresta Blanca Wine Penicillin	Cresta Blanca Carnival The Doctor Fights World Series Commentaries	CBS CBS NBC	Wm. H. Weintraub & Co., Inc. Wm. H. Weintraub & Co., Inc. Direct
<b>St. Louis Post Dispatch</b> Newspaper	George Hicks	Blue	Tucker Wayne & Co.
<b>Scripto Mfg. Co.</b> Pencils	News—Don Gardner Sick's Star Final Rancho News	Blue NBC NBC—PC	Raymond Spector Co., Inc. Western Agency, Inc. Erwin, Wasey & Co., Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
<b>S. &amp; W. Fine Foods</b> S. & W. Coffee and Marmalade	World Wide Review	Blue	Brisacher, Van Norden & Staff, Inc.
<b>Schutter Candy Co.</b> Candies	Curt Massey Starring Curt Massey	CBS NBC	Schwimmer & Scott Schwimmer & Scott
<b>Seaboard Finance Co.</b> Personal Loans	Seaboard News	Blue—PC	Smith & Bull Adv. Agency
<b>Seal-Cote Co.</b> Seal-Cote Protection for the Nails	Meet the Missus	CBS—PC	Buchanan & Co., Inc.
<b>Sealtest, Inc.</b> Milk and Ice Cream	Joan Davis with Jack Haley	NBC	McKee & Abright, Inc.
<b>Sealy, Inc.</b> Mattress	A Layman's View of the News	NBC	Alvin Wilder Adv.
<b>R. B. Semler, Inc.</b> Kreml Hair Tonic and Shampoo	Gabriel Heatter News and Gabriel Heatter Paulo Stone and Phil Brito	MBS MBS MBS	Erwin, Wasey & Co., Inc. Erwin, Wasey & Co., Inc. Erwin, Wasey & Co., Inc.
<b>Serutan Co.</b> Serutan and/or affiliated Products and Publications	A. L. Alexander's Mediation Board Drew Pearson Monday Morning Headlines	MBS Blue Blue	Raymond Spector Co., Inc. Raymond Spector Co., Inc. Raymond Spector Co., Inc.
<b>Servel, Inc.</b> Refrigerators and Air Conditioning	Fashions in Rations Billie Burke Show	CBS CBS	Batten, Barton, Durstine & Osborn, Inc. Batten, Barton, Durstine & Osborn, Inc.
<b>W. A. Sheaffer Pen Co.</b> Pens, Pencils and Skrip	World News Parade	NBC	Russel M. Seeds Co., Inc.
<b>Shellmar Products</b> Converter, Cellophane and Pliofilm	Army/Navy "E" Award	Blue	John Strover
<b>Sherwin-Williams Co.</b> Paints	Metropolitan Auditions of the Air Metropolitan Opera Presents Worth of Song	Blue Blue Blue	Warwick & Legler, Inc. Warwick & Legler, Inc. Warwick & Legler, Inc.
<b>Sherwood Bros.</b> Oil and Gasoline	Confidentially Yours—Arthur Hale	MBS	Van Sant Dugdale & Co., Inc.
<b>Shipstead &amp; Johnson</b> Signal Oil Co. Gas and Oil	Ice Follies The Whistler	MBS CBS—PC	Allied Agencies Barton A. Stebbins Adv. Agency

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
<b>Sinclair Refining Co.</b> Gas and Oil	Confidentially Yours—Arthur Hale Frank Singiser	MBS MBS	Hixson-O'Donnell Adv., Inc. Hixson-O'Donnell Adv., Inc.
<b>Skelly Oil Co.</b> Petroleum Products	Alex Dreier	NBC	Henri, Hurst & McDonald, Inc.
<b>Dr. Earl S. Sloan</b> Sloan's Liment	Gangbusters	Blue	Warwick & Legler, Inc.
<b>Socony-Vacuum Oil Co.</b> Petroleum Products, All Products	Raymond Gram Swing Orson Welles Show	Blue CBS	Compton Adv., Inc. Compton Adv., Inc.
<b>Soil-Off Mfg. Co.</b> Cleaning Fluid, Soil-Off	Truman Bradley—News Buddy Twiss	CBS—PC Blue—PC	Buchanan & Co., Inc. McCann-Erickson, Inc.
<b>Southern Cotton Oil Co.</b> Wesson Oil and Snowdriift	Noah Webster Says Irene Beasley	CBS NBC	Kenyon & Eckhardt, Inc. Fitzgerald Adv. Agency, 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> Sporting Goods	Here's Babe Ruth	NBC	Ferry-Hanly Co., Inc.
<b>Sperry Flour Co.</b> Drifted Snow Flour Cereals	Sam Hayes, Buddy Twiss Dr. Kate	NBC—PC NBC—PC	Knox Reeves Adv., Inc. Knox Reeves Adv., Inc.
<b>E. R. Squibb &amp; Sons</b> All Products	Lyn Murray's Orch. and Chorus To Your Good Health	CBS CBS	Batten, Barton, Durstine & Osborn, Inc. Batten, Barton, Durstine & Osborn, Inc.
<b>Staley Mfg. Co.</b> Cornstarch, Corn Syrup, Soy Flour, Cube Starch	Sweet River	Blue	Hill Blackett Co.
<b>Standard Brands, Inc.</b> Chase and Sanborn Coffee Stams	Charlie McCarthy—Edgar Bergen Gracie Fields	NBC NBC	J. Walter Thompson Co. J. Walter Thompson Co.
<b>Standard Brands, Inc.</b> Fleischmann's Yeast	One Man's Family	NBC	Kenyon & Eckhardt, Inc.
<b>Standard Brands, Inc.</b> Tenderleaf Tea, Fleischmann's Yeast	Mary Marlin	CBS	J. Walter Thompson Co.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
<b>Standard Brands, Inc.</b> Coffee and Desserts	The Open Door This Changing World	CBS CBS	Ted Bates, Inc. Ted Bates, Inc.
<b>Standard Oil of Calif.</b> Petroleum Products	Lowell Thomas Standard School Broadcast Standard Hour	Blue—PC NBC—PC NBC—PC	Batten, Barton, Durstine & Osborn, Inc. Batten, Barton, Durstine & Osborn, Inc. Batten, Barton, Durstine & Osborn, Inc.
<b>Sterling Drug, Inc.</b> Bayer, Isonized Yeast	American Melody Hour Big Town	CBS CBS	Dancer-Fitzgerald-Sample Ruthrauff & Ryan, Inc., Pedlar, Ryan & Lusk, Pedlar & Ryan, Inc.
<b>Sterling Drug, Inc.</b> Dr. Lyons Toothpowder Bayer Aspirin	Second Husband	CBS	Dancer-Fitzgerald-Sample
<b>Sterling Drug, Inc.</b> Mulsified Oil Shampoo Tablets and Toothpaste	Amanda of Honeymoon Hill	CBS	Dancer-Fitzgerald-Sample
<b>Sterling Products, Inc.</b> Haley's M-O, Dr. Lyons Toothpowder	Backstage Wife	NBC	Dancer-Fitzgerald-Sample
<b>Sterling Products, Inc.</b> Philips Cream and Milk of Magnesia	Stella Dallas	NBC	Dancer-Fitzgerald-Sample
<b>Sterling Products, Inc.</b> Dr. Lyons Toothpowder, Bayer Aspirin, Philips Creams	Lorenzo Jones	NBC	Dancer-Fitzgerald-Sample
<b>Sterling Products, Inc.</b> Philips Milk of Magnesia and Tablets, Haley's M-O, Philips M. of M. Toothpaste and Powder	Young Widder Brown	NBC	Dancer-Fitzgerald-Sample
<b>Sterling Products, Inc.</b> Bayer Aspirin Dr. Lyons Toothpowder Philips Milk of Magnesia	American Album of Familiar Music Manhattan Merry-Go-Round Waltz Time	NBC NBC NBC	Dancer-Fitzgerald-Sample Dancer-Fitzgerald-Sample Dancer-Fitzgerald-Sample
<b>Stokely Bros. &amp; Co.</b> Van Camp Tenderoni and other Products	Luncheon with Lopez	MBS	Calkins & Holden, Inc.



ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
<b>Stulz Suckles Co.</b> Welder Supplies	Chet Huntley, Dr. Wallace Sterling	CBS—PC	Hixson-O'Donnell Adv., Inc.
<b>Sun Oil Co.</b> Petroleum Products	Lowell Thomas	Blue—NBC	Roche, Williams & Cunningham, Inc. Roche, Williams & Cleary
<b>Swank Slips, Inc.</b> Miss Swank Slips	Relaxation in Music Jerry Cooper Show	MBS MBS	Hirshon-Garfield, Inc. Wm. H. Weintraub & Co., Inc.
<b>Sweets Co. of America</b> Tootsie Roll Tootsie V-M	Dick Tracy Kiernan's News Corner	Blue Blue	Duane Jones Co. Duane Jones Co.
<b>Swift &amp; Co.</b> Swift's Products Jewell Shortening	Breakfast Club Breakfast at Sardi's	Blue Blue—PC	J. Walter Thompson Co. J. Walter Thompson Co.
<b>Table Products Co.</b> Nu-Made Mayonnaise	Night at Hoagy's	MBS	Foote, Cone & Belding
<b>Joseph Tetley &amp; Co.</b> Tea Dehydrated Soups	Morning Market Basket	CBS	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> Time Magazine	March of Time	NBC—Blue	Yung & Rubicam, Inc.
<b>Tillamook County Creamery</b> Cheese	Benny Walker's Tillamook Kitchen	NBC—PC	Botsford, Constantine & Gardner
<b>Trimount Clothing Co.</b> Clipper Craft Clothes	Dorothy Thompson	Blue	Emil Mogul Co., Inc.

**U**

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
United Airlines Transport Corp. Air Travel	In Time to Come	CBS	N. W. Ayer & Son, Inc.
Union Ice Co. Refrigeration with ice	American Rhapsody Breakfast at Sardi's	CBS—PC Blue—PC	Geo. M. Wessells Adv. Agency Geo. M. Wessells Adv. Agency
Union Pacific Railroad Institutional	Your America	MBS-NBC	The Caples Co.
United States Rubber Co. Products	New York Philharmonic Symphony	CBS	Campbell-Ewald Co., Inc.
United States Tobacco Co. Model Tobacco	Gay Nineties Revue	CBS	Arthur Kudner, Inc.

**V**

Vick Chemical Co. Vick Products	Short, Short Stories Dramatic Story, Frank Martin Dr. Wallace Sterling Dangerously Yours Matinee Theatre	CBS—PC	Morse International, Inc.
Vick Chemical Co. Vitamins Plus Capsules	Dr. I. Q.	NBC	Grant Adv., Inc.
Voice of Prophecy Religious Talks	Voice of Prophecy	MBS	G. C. Hoskins & Assoc.

**W**

Waltham Watch Co. Waltham Time Pieces	Time for Decision	MBS	B. H. Humphrey Co.
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ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Wander Co. Ovaltine	Captain Midnight	Blue	Hill-Blackett & Co.
Washington State Apple Adv. Comm. Apples	Ed. Jorgenson	Blue—PC	J. Walter Thompson Co.
Washington Cooperative Egg & Poultry Assn. Institutional and Lyndon Chickens	Dr. Wallace Sterling Collins Calling Chuck Collins	CBS—PC Blue—PC NBC—PC	Pacific National Adv. Agency Pacific National Adv. Agency Pacific National Adv. Agency
R. L. Watkins Co. Dr. Lyons' Toothpowder	Manhattan Merry-Go-Round Backstage Wife Lorenzo Jones	NBC NBC NBC NBC	Dancer-Fitzgerald-Sample Dancer-Fitzgerald-Sample Dancer-Fitzgerald-Sample Dancer-Fitzgerald-Sample
Welch Grape Juice Co. Welch Products	Irene Rich Time Views the News	CBS Blue	H. W. Kastor & Sons Adv., Co., Inc. H. W. Kastor & Sons Adv., Co., Inc.
Wesson Oil & Snowdrift Sales Co. Salad Oil	Hawthorne House	NBC—PC	Fitzgerald Adv. Agency, Inc.
Wesley Radio League Religious	Rev. J. E. Zoller	MBS	A. C. Casters, Inc.
Western Sugar Refinery Sea Island Sugar	I Was There	CBS—PC	J. Walter Thompson Co.
West Coast Soap Co. Powow Cleanser	Opportunity Theatre	NBC—PC	Brisacher, Van Norden & Staff, Inc.
Westinghouse Elec. Mfg. Co. Institutional	Top of the Evening with Ted Malone	Blue	McCann-Erickson, Inc.
Westinghouse Mfg. Co. Institutional	Westinghouse Program	NBC	Young & Rubicam, Inc. McCann-Erickson, Inc.
Wheeling Steel Corp. Steel Products	Musical Steelmakers	Blue	Critchfield & Co.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
<b>Wilco Co.</b> Clearax and Biff Flyspray	<b>Buddy Twiss</b>	Blue—PC	Elwood J. Robinson Adv.
<b>Wilshire Oil Co.</b> Motor Oil	<b>That's a Good Idea</b>	CBS	Dan B. Miner Co.
<b>J. B. Williams Co.</b> Shaving Products	<b>Wm. L. Shirer</b>	CBS	J. Walter Thompson Co.
<b>Williamson Candy Co.</b> Candy	<b>Famous Jury Trials</b>	Blue	Aubrey, Moore & Wallace, Inc.
<b>Wilson Sporting Goods Co.</b> Sporting Goods	<b>Arch Ward's Sports Preview Nat'l. Professional Football Championship Game</b>	MBS Blue	U. S. Adv. Corp. U. S. Adv. Corp.
<b>Wm. Wrigley, Jr., Co.</b> Chewing Gum	<b>Sgt. Gene Autry America in the Air The First Line Service to the Front American Women</b>	CBS CBS CBS CBS CBS	J. Walter Thompson Co. J. Walter Thompson Co. Arthur Meyerhoff & Co. Arthur Meyerhoff & Co. Arthur Meyerhoff & Co.
<b>Yellow Cab Co.</b> Cab Service	<b>The Story Teller</b>	CBS—PC	Rhoades & Davies
<b>Young People's Church of the Air</b> Religious Talks	<b>Young People's Church of the Air</b>	MBS	Ivey & Ellington, Inc., Erwin, Wassey & Co., Inc.
<b>Zonite Products Corp.</b> Forhan's Toothpaste	<b>Gabriel Heater</b>	MBS	Erwin, Wassey & Co., Inc.

# Managers and Agents

*Address and Telephone Numbers of Those Who Handle Talent  
in New York, Los Angeles and Chicago*

## ★ NEW YORK ★

Agneta, Nicholas T.  
9 Rockefeller Plaza.....Columbia 5-2142

Allen, Charles H.  
RKO Bldg. ....Circle 7-4124

Amusement Artists Associates  
565 Fifth Ave.....PLaza 3-2195

Appell, James  
400 Madison Ave.....PLaza 3-7840

Batchelor Enterprises, Inc.  
30 Rockefeller Plaza.....Circle 6-4224

Bentham, M. S.  
48 West 48th St.....BRyant 9-1227

Bestry, Harry  
1776 Broadway.....Circle 6-7094

Bloom, Joseph  
19 West 44th St.....Vanderbilt 6-5080

Briscoe & Goldsmith, Inc.  
522 Fifth Ave.....Murray Hill 2-6244

Brown, Chamberlain  
145 W. 45th St.....BRyant 9-8480

Chapman, Bruce & Co.  
145 West 41st St.....Wisconsin 7-9244

Chase, Cleveland B., Inc.  
424 Madison Ave.....ELdorado 5-1720

Collins, Ted  
1819 Broadway.....Circle 7-0094

Columbia Concerts, Inc.  
113 W. 57th St.....Circle 7-6900

Consolidated Radio Artists, Inc.  
30 Rockefeller Plaza.....Columbus 5-3580

Crosby, Everett, Ltd.  
1270 Sixth Ave.....Circle 6-3860

Downey, Wallace, Inc.  
1819 Broadway.....Circle 6-6646

Dube, Harry S.  
1270 Sixth Ave. ....Columbus 5-7035

Evans & Salter  
113 W. 57th St.....Circle 7-6900

Fadiman Associates, L. H.  
1501 Broadway.....Lackawanna 4-3544

Fanchon & Marco, Inc.  
1501 Broadway.....Chickering 4-3956

Forklins, Marty  
1564 Broadway.....BRyant 9-0766

Foyer, Bernie  
1674 Broadway .....Columbus 5-1930

Frederick Bros. Artists Corp.  
RKO Bldg. ....Circle 6-2144

Gale, Inc.  
48 W. 48th St.....LOnacre 3-0350

Germann, William  
521 Fifth Ave.....Vanderbilt 6-1750

Getts, Clark H.  
301 Park Ave.....PLaza 3-9005

Glaser, Joe, Inc.  
745 Fifth Ave.....PLaza 5-0078

Hansel & Jones  
113 W. 57th St.....Circle 7-6900

Hahlo, Sylvia  
711 Fifth Ave.....PLaza 3-0820

Hanna, Mark  
654 Madison Ave.....REgent 4-6250

Hayward, Leland, Inc.  
444 Madison Ave...ELdorado 5-4100

Hesse & McCaffrey  
501 Madison Ave.....ELdorado 5-1076

Hurok Attractions, Inc.  
711 Fifth Ave.....PLaza 3-0820

Karn, Estella H.  
49 West 45th St.....Vanderbilt 6-3860

Kaufman, Jesse L., Inc.  
1841 Broadway.....Columbus 5-2050

Kerr, Bob  
1270 Sixth Ave.....Columbus 5-8051

Leddy, Mark J.  
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Lengel, William C., Literary Associates  
1501 Broadway.....LOnacre 3-2800

Lipset, Ben B., Inc.  
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Lyons, A. & S., Inc.  
515 Madison Ave.....PLaza 3-5181

Management Corp. of America  
745 Fifth Ave.....Wickersham 2-8900

Metro Artist Bureau  
730 Fifth Ave.....Circle 6-8470

Michaud, A. T.  
1619 Broadway.....Circle 7-4064

Mills Artists, Inc.  
619 Broadway .....Circle 6-1566

Morris, William, Agency  
1270 Sixth Ave.....Circle 7-2160

Moses, John, Inc.  
730 Fifth Ave.....Circle 6-2677

Music Corporation of America  
745 Fifth Ave.....Wickersham 2-8900

National Concert & Artists Corp.  
711 Fifth Ave.....PLaza 3-0820

National Radio & Theatrical Bureau  
1650 Broadway.....Columbus 5-7131

North, Meyer B.  
1564 Broadway.....BRyant 9-8667

O'Connor, Johnny  
1697 Broadway.....Circle 6-3500

Okun, Lillian, Inc.  
2 West 67th St.....TRafalgar 7-8916

Oxley, Harold  
424 Madison Ave.....ELdorado 5-3500

Popular Concerts Guild  
1270 Sixth Ave.....Columbus 5-8051

Romm, Harry A., Inc.  
1270 Sixth Ave.....Circle 7-7543

Roth, Allen  
48 W. 48th St.....LOnacre 3-3836

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366 Madison Ave.....Murray Hill 2-0119

Selznick, Myron, Ltd. of N. Y.  
610 Fifth Ave.....Circle 7-6200

Shank, Mury L.  
9 Rockefeller Plaza.....Columbus 5-1332

Shurr, Louis  
1501 Broadway.....Chickering 4-8240

Souvalne, Henry, Inc.  
30 Rockefeller Plaza.....Circle 7-5666

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48 W. 48th St.....BRyant 9-2030

Stix, Thomas L.  
30 Rockefeller Plaza.....Circle 7-269C

Tyro Productions  
1697 Broadway .....Columbus 5-8737

Vallee, Rudy, Orchestra Units Corp.  
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Vallon, Mike  
1270 Sixth Ave.....Circle 7-0162

Waible, Fred  
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Yost, Ben, Inc.  
1660 Broadway.....Circle 6-6533

Zucker, Stan  
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9111 Sunset Boulevard.....CRestview 5-6161

Consolidated Radio Service  
5314 Melrose Avenue.....GLadstone 1920

Crosby, Everett, N., Ltd.  
9028 Sunset Blvd.....CRestview 1-1171

Dolan, Ken  
8905 Sunset Boulevard.....CRestview 1-9185

Edington, Harry E.  
9441 Wilshire Blvd. (Beverly Hills)  
CRestview 1-6239

Feldman B'um  
9441 Wilshire Boulevard (Beverly Hills)  
CRestview 1-5222

Fleck, William, Agency  
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Fralick, Freddie, Agency  
204 S. Beverly Dr. (Beverly Hills)  
CRestview 5-6111

Frank, George, Inc.  
1626 N. Vine St.....Hillside 3188

Frederick Bros. Artists Corp.  
8584 Sunset Boulevard.....CRestview 1-6244

General Amusement Corp.  
9028 Sunset Boulevard.....CRestview 1-8101

Goldstone, Nat C.  
9121 Sunset Boulevard.....CRestview 6-1071

Goldstone, Jules C.  
9118 Sunset Blvd.....CRestview 5-1191

Hamilburg, Mitchell, Jr.  
8780 Sunset Blvd.....CRestview 1-5108

Hayward-Deverlich, Inc.  
9200 Wilshire Blvd. (Beverly Hills)  
CRestview 1-5151

Henry, Edd  
8923 Sunset Blvd.....CRestview 1-5296

Herdan, George S.  
9157 Sunset Blvd.....CRestview 1-5236

Herstein, Mark, Agency  
9010 Sunset Boulevard.....CRestview 6-7784

Herzbrun, Walter, Agency  
9000 Sunset Blvd.....CRestview 6-4157

Irwin, Lou  
9134 Sunset Blvd.....CRestwood 1-7131

Jaffe, Sam, Agency  
8553 Sunset Blvd.....CRestview 6-6121

Kane-Armstrong Agency  
8584 Sunset Blvd.....CRestview 6-2396

Kempner, Alex., Inc.  
8611 Sunset Boulevard.....CRestview 5-0104

Kerner, Sam, Inc.  
8272 Sunset Blvd.....HEmpstead 1813

Kingston, Al, & Co., Inc.  
8582 Sunset Boulevard.....CRestview 1-8161

Kline, Howard  
8776 Sunset Boulevard.....CRestview 6-7055

Köhner, Paul, Inc.  
9169 Sunset Boulevard.....CRestview 1-5165

Kramer, Earl, Agency  
204 S. Beverly Drive (Beverly Hills)  
CRestview 6-2338

Lance, Leon O.  
8820 Sunset Boulevard.....CRestview 6-6014

Leves, M. C.  
1300 N. Crescent Heights Blvd..GLadstone 3117

Lyons, A. and S., Inc.  
356 N. Camden Drive (Beverly Hills)  
CRestview 1-6131

MacArthur, Arthur  
1680 N. Vine Street.....HEmpstead 3227

MacQuarrie Agency  
8506 Sunset Blvd.....CRestview 6-7162

MCA Artists, Ltd.  
9370 Burton Way (Beverly Hills)  
CRestview 8-2001



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Sherry Allen Agency  
1533 Cross Roads of the World..Hillside 4698

American Federation of Radio Artists  
6331 Hollywood Boulevard.....Hillside 5121

Arnov, Samuel  
8949 Sunset Boulevard.....CRestview 6-6085

Artists' Managers Guild  
7046 Hollywood Blvd.....GLadstone 7101

Bachmann & Co.  
8511 Sunset Boulevard.....CRestview 6-4168

Bergerman, Stanley & Co.  
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CRestview 6-3196

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CRestview 6-3131

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1680 N. Vine Street.....Hillside 2125

Blum, Myrt  
360 N. Camden Drive (Beverly Hills)  
CRestview 6-7071

Bran, Mary (International Artists Bureau Agency)  
8834 Sunset Boulevard.....CRestview 6-1184

Browne, Flo-Jan Grippo  
8905 Sunset Boulevard.....CRestview 1-5209

Burton, Bill  
Knickerbocker Hotel .....GLadstone 3171

Bert Butterworth, Agency  
1606 N. Highland Ave., Hollywood  
HOLLYWOOD 7263

Carol, Sue, Inc.  
9006 Sunset Boulevard.....CRestview 1-8151

Conlon, Tom, Agency  
8734 Sunset Boulevard.....CRestview 1-5181

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8949 Sunset Boulevard.....CRestview 1-1135

**Marshall, Reginald D.**  
1508 Cross Roads of the World  
Hollywood 8238

**Marx, Bert**  
8949 Sunset Boulevard.....CRestview 1-7171

**Marx, Zeppo, Inc.**  
8732 Sunset Boulevard.....CRestview 6-4161

**McCormick, John, Inc.**  
9730 Wilshire Boulevard (Beverly Hills)  
CRestview 1-6181

**Meyer, Art, Agency**  
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**Monter-Gray, Inc.**  
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CRestview 1-6161

**Morrison, Leo, Inc.**  
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9370 Burton Road (Beverly Hills)  
CRestview 6-2001

**National Concert & Artists Corp.**  
9054 Sunset Blvd.....CRestview 1-7121

**Norwood, Harry**  
6425 Hollywood Boulevard.....GRanite 2211

**Orsatti Agency**  
9130 Sunset Boulevard.....CRestview 6-6241

**Rubens, Maurie**  
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**Rush, Art**  
Sunset and Vine Sts.....Hillside 5161

**Salkow Agency**  
9111 Sunset Boulevard.....CRestview 1-9134

**Saphler, James**  
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CRestview 1-9171

**Shagrin, Max, Agency**  
6253 Hollywood Boulevard.....GRanite 5171

**Shauer, Melville A.**  
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**Sherman, Edward, Agency**  
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CRestview 5-0186

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No. Rodeo Drive (Beverly Hills)  
CRestview 1-1116

**Silber, Arthur**  
8532 Sunset Boulevard.....CRestview 1-2184

**The Small Co.**  
8272 Sunset Blvd. ....Hollywood 2722

**Stempel, Frank, Agency**  
8736 Sunset Blvd.....CRestview 1-5121

**Stewart, Rosalie**  
6253 Hollywood Blvd.....Hollywood 7234

**Talen Time Myrtle Hoffman Inc.**  
3726 Sunset Blvd.....NOrmandie 2-4920

**Thompson, David H.**  
8979 Sunset Blvd.....CRestview 1-2188

**Ullman, George, S.**  
8979 Sunset Boulevard.....CRestview 1-5669

**Underwood, Cecil**  
1680 N. Vine Street.....GRanite 7186

**Vallee, Rudy, Presents, Inc.**  
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**Vincent, Frank W.**  
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CRestview 6-2042

**Volek, A. George, Inc.**  
9441 Wilshire Boulevard (Beverly Hills)  
CRestview 6-3121

**Winkler, D. M.**  
9470 Santa Monica Blvd. (Beverly Hills)  
CRestview 1-7244

**Woolfenden, Bill, Inc.**  
9730 Wilshire Boulevard (Beverly Hills)  
CRestview 6-3191

**Wartzel, Harry, Inc.**  
8979 Sunset Blvd.....CRestview 5-6175



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**Benn Theatrical Agency**  
64 West Randolph St.....DEArborn 9550

**Brown, Vic**  
121 W. Wacker St.....STate 3310

**Chicago Artists Bureau**  
1553 N. Clark St.....WHITChall 8480

**Columbia Concerts, Inc.**  
Wrigley Bldg. ....SUpErior 2542

**Consolidated Radio Artists, Inc.**  
333 N. Michigan Ave.....FRAnklin 8300

**Edwards, Gus**  
410 N. Michigan Ave.....DELaware 5526

**Eilaworth, W. M.**  
75 East Wacker Drive.....CENtral 0942

**Frederick Bros. Artists Corp.**  
75 E. Wacker Drive.....STate 0003

**General Amusement Corp.**  
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1258 S. Michigan Ave.....CALumet 1370

**Gumbiner Management Co.**  
310 S. Michigan Ave.....HARRison 0123

**Herman, Sam**  
54 W. Randolph St.....STate 2147

**Jack & Jill Players Radio Artists Co.**  
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**Levin, W. Biggie**  
612 N. Michigan Ave.....SUpErior 0506

**Lutz, Estelle, Artists Bureau**  
410 South Michigan Ave.....HARRison 3435

**Morris, William, Agency**  
203 N. Wabash Ave. ....STate 3632

**Morse, Sidney P.**  
360 N. Michigan Ave.....STate 6288

**Music Corporation of America**  
430 N. Michigan Ave.....DELaware 1100

**National Concert & Artists Corp.**  
222 W. No. Bank St.....SUpErior 4042

**North, Stanley**  
310 S. Michigan Ave.....WABash 5595

**Parks, James & Co.**  
333 N. Michigan Ave.....CENtral 7080

**Schuster, Milton**  
127 North Dearborn.....DEArborn 3633

**WGN Concert & Artist Bureau**  
441 N. Michigan Ave.....SUpErior 0100

**WLS Artists Bureau**  
1230 W. Washington Blvd.....MONroe 9700

**World Talent Bureau, Inc.**  
301 East Erie St.....SUpErior 9114

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**N**ONE in the studio is more conscious of the morale-building qualities of a radio program than the musical director who must keep in mind every facet of his listening audience. He selects his music for the war-worker, the housewife and the business man as well. In war as in peace he has always sought to broadcast a well-balanced series of popular or serious musical shows; now it is that vital type of fare that soothes the war-weary listener in the shortest possible time, and he is doing his job well.

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Opelika, WJHO.....Ben Parsons

## Arizona

Phoenix, KPHO.....Mollie Munger  
Prescott, KYCA.....Catharine Frances Girard  
Safford, KGLU.....Alberta Hunt  
Tucson, KTUC.....Wayne A. Sanders

## California

Berkeley, KRE.....Harrold Hawley  
Eureka, KIEM.....Jack Andrews  
Fresno, KMJ.....A. D. Patterson  
Hollywood, KHJ.....Frank Du Vol  
KMTR.....Salvatore Santaella  
Long Beach, KGER.....Helene Smith  
Los Angeles, KECA.....Ernest Gill  
KFAC.....June Walks  
KFI.....Claude Sweeten  
KFSG.....Esther F. Stuart  
KFWB.....Leon Leonardi  
KGFJ.....Rene Bozarth  
KNX.....Wilbur Hatch  
KRKD.....Salvatore de Santaella  
Oakland, KLL.....Charles Shortridge  
Redding, KVCV.....Betty Hullinger  
Riverside, KPRO.....Leon Drews  
San Francisco, KFRC.....Cy Trobbe  
KGO.....Phil Bovero  
KSFO.....Al Wallace  
KJBS.....Mildred V. Bowyer  
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San Jose, KQW.....Ray Hackett  
San Luis Obispo, KVEC.....Anthony Ricca  
Santa Barbara, KTMS.....Carol Lee  
KDB.....Dorris Helene Doughty

## Colorado

Colorado Springs, KVOR.....Isabelle McClung  
Denver, KFEL.....Ned Lynch  
Denver, KLZ.....Lee Weelans  
KMYR.....Martha Goetz  
KOA.....Milton Shrednik  
KPOF.....Ruth Staats  
Grand Junction, KFXJ.....Tony Mueller

## Connecticut

Bridgeport, WICC.....Carl V. Larson  
WNAB.....Dick McCutchen  
Hartford, WHTD.....Maurice Sechtman  
WTIC.....Moshe Paranov  
Stamford, WSRR.....Bob Henry  
Waterbury, WATR.....Edith Sacco

## District of Columbia

Washington, WOL.....Susan Myrrole  
WRC.....Fritz Balzer  
WWDC.....Leonard Friendly

## Idaho

Boise, KIDO.....Ann Herbert  
Idaho Falls, KID.....Dick Barber  
Twins Falls, KTFI.....Anton Guyer  
Wallace, KWAL.....Glenn Whitney

## Illinois

Aurora, WMRO.....Dorothy O'Brien  
Chicago, WAAF.....Helen Colton  
WAIT.....Elizabeth Hinzman  
WBBM.....Caesar Petrillo  
WCFL.....Jack Kelly  
WEDC.....Bill Brady  
WENR.....Rex Maupin  
WGES.....John Van Kanegon  
WGN.....Henry Weber  
WIND.....Reba J. Chapman  
WJND.....Ken Nelson  
WLS.....Ozzie Westley  
WMAQ.....Roy Shield  
WMBI.....Don P. Hustad  
WSBC.....Arnold B. Miller  
Danville, WDAN.....Bette Austin  
East St. Louis, WTMV.....Bill Hart  
Harrisburg, WEBQ.....Mary Downen  
Peoria, WMBD.....Harould Osborne  
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Springfield, WCBS.....John Geil  
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# MUSICAL DIRECTORS

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 Fort Wayne, WOWO.....Guy Fitzsimmons  
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     WIBC.....Walter Jackson  
     WIBC.....Jean Williams  
     WISH.....Margaret Pryce  
 Muncie, WLBC.....June Johnson  
 South Bend, WHOT.....Orville Foster  
     WSBT.....Harlan Hogan  
 Terre Haute, WBOW.....Leo J. Baxter  
 West Lafayette, WBAA.....Nancy Holdbrook

## Iowa

Ames, WOI.....Edward Wegener  
 Boone, KFGQ.....Lydia Smallis  
 Burlington, KBUR.....Mary Mangold  
 Cedar Rapids, Waterloo, WMT.....Maureen Canavan  
 Davenport, WOC.....George Sontag  
 Decorah, KWLC.....Helen Trilhus  
 Des Moines, WHO.....H. Don Hovey  
 Dubuque, WKBB.....Ethel M. Carpenter  
 Marshalltown, KFJB.....T. LaValley  
 Shenandoah, KFNF.....Perry Douthitt  
     KMA.....Mabel McFarland  
 Sioux City, KSCJ.....Miriam Corkhill  
 TRI.....Bernie Mahr  
 Waterloo, KXEL.....George Timm

## Kansas

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 Emporia, KTSW.....Rosalee Askew  
 Garden City, KIUL.....Frances Ewing  
 Great Bend, KVGB.....Ray Beals  
 Kansas City, KCKN.....Milan Mahale  
 Topeka, WIBW.....Mrs. Maude Shreffler  
 Wichita, KFBI.....F. E. Markwell  
     KFH.....Wayne Euchner

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 Hopkinsville, WHOP.....Katherine Peden  
 Lexington, WLAP.....Lowry Kohler  
 Louisville, WAVE.....Earle Keller  
     WGRC.....J. Bertram Harmon  
     WHAS.....Robert Hutsell  
     WINN.....Claude Fraul

## Louisiana

Lafayette, KVOL.....Mae D. Thibodeaux  
 Monroe, KMLB.....Mrs. Marjorie Watson  
 New Orleans, WDSU.....James Forsyth  
     WWL.....Irvine Vidacovich  
 Shreveport, KRMD.....Elizabeth Alford  
     KWKH.....Howard Langfitt

## Maine

Bangor, WABI.....Harold Dorr  
     WLZ.....Norman Lambert  
 Lewiston, WCOU.....Marion P. Loufistell  
 Portland, WCHS.....Norman Ayre

## Maryland

Baltimore, WBAL.....Joseph C. Miller  
     WCAO.....Robert P. Iula  
     WCBM.....Jack V. Rohr  
     WITH.....James T. Mahoney  
 Frederick, WFMJ.....Joe Johnson  
 Salisbury, WBOC.....Russell Yohe

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Boston, WBZ.....A. Rakov  
     WEEL.....F. E. Bellizia  
     WHDH.....E. M. Knabe  
     WNAO.....Bobby Norris  
     WORL.....Bob Perry  
 Holyoke, WHYN.....Jay Heitin

Lawrence, WLAW.....Joe Nichols  
 Springfield, WBZA.....A. Rakov  
 Worcester, WAAB.....Robert Pooley  
     WTAG.....Dol Brissette

## Michigan

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 Detroit, WJBK.....Pete Angel  
     WJLB.....Herbert Mertz  
     WJR.....Sam Benavie  
     WJR.....Paul LaVoie  
     WWJ.....Mischa Kottler  
     WNYZ.....Benny Kite  
 Flint, WFDF.....Billy Geyer  
 Grand Rapids, WOOD.....Sandy Meek  
 Ironwood, WJMS.....Laura Johnson  
 Ludington, WKLA.....Peter A. Mars  
 Muskegon, WKBZ.....Al Vredevidc  
 Port Huron, WHLS.....Lyle Patterson  
 Traverse City, WTCM.....Don Mullen

## Minnesota

Duluth, WEBC.....John Kleive  
 Mankato, KYSM.....Maurice Piche  
 Minneapolis, WCCO.....Wallace Olson  
     WDGY.....Walter W. Rudd  
     WLB.....Donald Ferguson  
     WLOL.....Verne Rooney  
     WTCN.....Michael Coscio  
 Northfield, WCAL.....Oscar R. Overby  
 Rochester, KRCC.....Cal Smith  
 St. Paul-Minneapolis, WMJN.....Helene Nesgard  
     KSTP.....Leonard Leigh  
 Winona, KWNO.....M. J. Leu

## Mississippi

Clarksdale, WROX.....Hugh W. Smith  
 Greenville, WJPR.....Martha de Gravelles  
 Gulfport, WGCM.....Len Campbell  
 Jackson, WSLI.....Mrs. George Philip  
 McComb, WSKB.....Julia D. Blumenstock  
 Natchez, WMIS.....Harry K. Barth  
 Tupelo, WELO.....Thurman Enlon

## Missouri

Columbia, KFRU.....Dorothy Jacques  
 Hannibal, KHMJ.....Maxine Dierking  
 Joplin, WMBH.....Stella Lukens  
 Kansas City, KCKN.....Milan Mahale  
     KCMB.....Gene Moore  
     KMBC.....P. Hans Flath  
     WHB.....Willie Gander  
 Poplar Bluff, KWOC.....Marjorie Stutz  
 Springfield, KTTS.....M. Dale Thurman  
 St. Joseph, KFQQ.....Edward Moore  
 St. Louis, KFTO.....Gerhard Schroth  
     KWK.....Karl Hohengarten  
     KXOK.....Robert W. Swain  
     WEW.....Ralph Stein

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 Kalispell, KGEZ.....Oliver G. Coburn

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Grand Island, KMMJ.....Dave Rogers  
 Kearney, KGFV.....Peg Biber  
 Lincoln, KFAB.....Alene McKinney  
     KFOR.....John Cox  
 North Platte, KODY.....Jack Wells  
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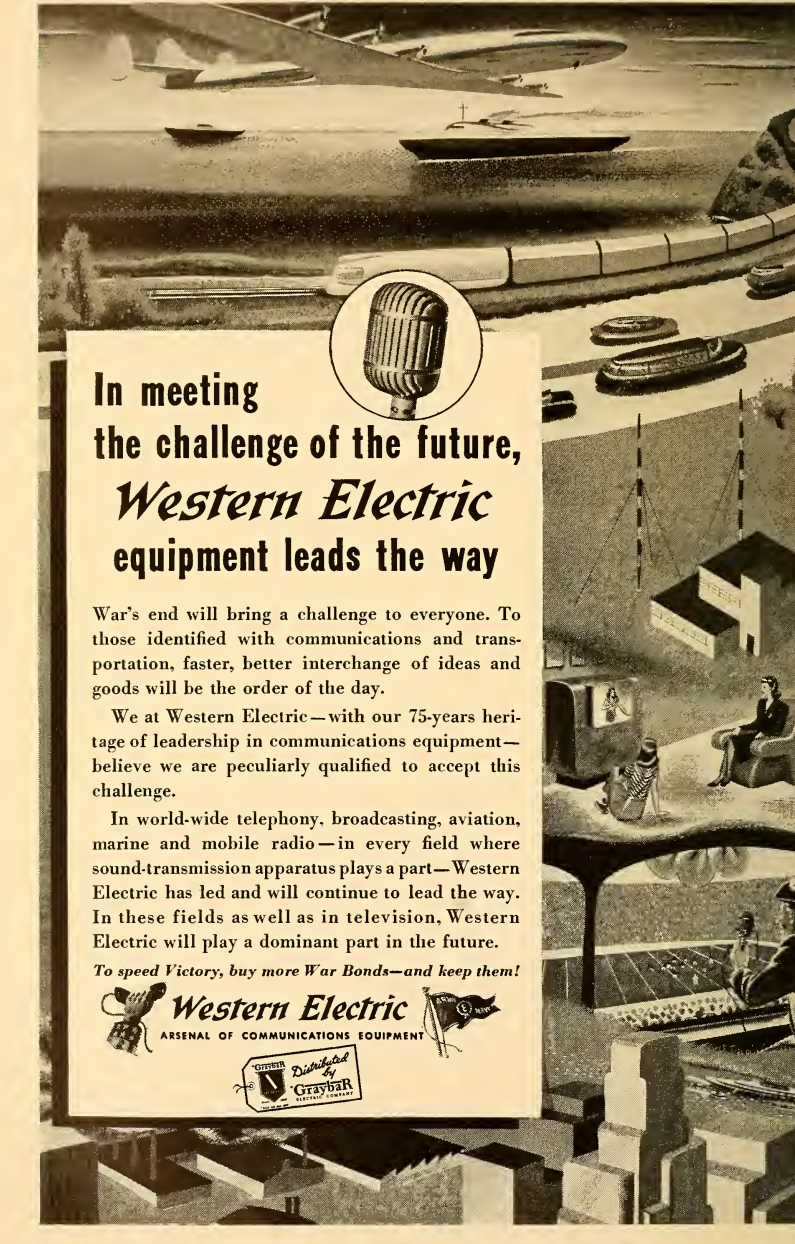
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In meeting  
the challenge of the future,  
*Western Electric*  
equipment leads the way

War's end will bring a challenge to everyone. To those identified with communications and transportation, faster, better interchange of ideas and goods will be the order of the day.

We at Western Electric—with our 75-years heritage of leadership in communications equipment—believe we are peculiarly qualified to accept this challenge.

In world-wide telephony, broadcasting, aviation, marine and mobile radio—in every field where sound-transmission apparatus plays a part—Western Electric has led and will continue to lead the way. In these fields as well as in television, Western Electric will play a dominant part in the future.

*To speed Victory, buy more War Bonds—and keep them!*



**Western Electric**

ARSENAL OF COMMUNICATIONS EQUIPMENT



# THE TECHNICAL SIDE



*Equipment Men Eye the Peace*



*Instantaneous Recordings  
A Brief History*



*Radio Manufacturers Association*



*Chief Engineers of Stations  
in United States and Canada*

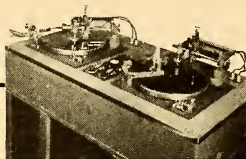


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RADIO today is a major force in our national life. We turn to radio for information and instruction, for inspiration and for pleasure. Radio speaks to all ages and all degrees of men. It fills our homes with the beauty of music, the tonic of laughter, the brightness of truth. Radio is everyman's window on the world, an indispensable factor in the culture of America.

To serve such a great industry is both a privilege and a responsibility. For ten years, PRESTO has enjoyed that privilege, has been keenly aware of the responsibility. As the world's largest manufacturers of sound recording equipment and discs, we have striven to serve the radio industry as faithfully and with as high integrity as the radio industry has served the American people.

## *...and a great nation at war*

PRESTO sound recorders are being used today to train Army and Navy personnel; to bring music and news to our front-line troops; to counteract enemy propaganda the world over. In addition, the PRESTO plant

has become a major supplier of electronic equipment for the armed forces. In these ways, and to the limit of our ability, PRESTO is contributing to our war effort.

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RECORDING CORPORATION

242 WEST 55th STREET, NEW YORK 19, N. Y.

WALTER P. DOWNS LTD., *In Canada*

WORLD'S LARGEST MANUFACTURERS OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS

# EQUIPMENT MEN EYE THE PEACE

By H. N. Willets

Commercial Contract Service Manager, Radio Division, Western Electric Co.

THE full resources of the Western Electric Company, in peacetime the manufacturing and supply unit of the Bell System and a leading factor in the production of radio broadcasting equipment, are now centered on the production of communications and allied electronic equipment for the prosecution of the war. The company has become the nation's largest supplier of communications and electronic equipment to the Armed Forces.

## War Production

Up to a recent month, for example, Western Electric had produced more than 5,000,000 military telephones and 300,000 sound powered telephones for war. It has been particularly active in the production of carrier telephone apparatus, a first cousin of radio. This includes some 55,000 miles of so-called Spiral-4 cable and associated carrier terminal equipment. In addition the company has delivered \$19,000,000 of "C" carrier systems whose terminal and intermediate equipment are housed in trunks with removable front and back covers especially for war purposes. The type "C" carrier sends three telephone conversations simultaneously over one circuit.

## Additional Figures

Other war production figures of interest include 2,652,000 miles of wire in exchange cable of various sizes, 848,000 miles of wire in toll cable, 583,827 airplane radio receivers, 414,836 airplane radio transmitters, 33,101 combination airplane radio receivers and transmitters, 1,247,422 headsets for aviators and tank crews, 1,365,244 microphones, huge quantities of Radar, gun directors, control apparatus, switchboards and teletype-writers, including many adapted for radio. But for sheer numerical magnitude, perhaps no production record of the company compares with that of its quartz crystal output. As of the first of the year Western Electric's five crystal shops had completed and shipped some 12,000,000 crystals!

The above figures provide but a partial index to Western Electric's war business

as nearly half of it is now the manufacture of restricted equipments.

## Peacetime Job Ahead

Although its production at present is concerned solely with winning the war, Western Electric has not forgotten the peacetime job which lies ahead. F. R. Lack, vice-president in charge of the company's Radio Division, announced last year Western Electric's intention to participate actively in postwar television. On that occasion he called attention to the company's huge production of both frequency and amplitude modulated radio equipment for the military. He said that the company intended to manufacture television broadcasting equipment after the war and to initiate an active program of television development as soon as war conditions permit. Distribution of this equipment, he said, will be undertaken by the Graybar Electric Co.

Other indications of the company's continuing interest in the broadcasting and allied industries is given by the resumption during the year of the Western Electric publication, "Pick-Ups," now called "Western Electric Oscillator." Its initial issue, late in the year, carried significant articles on FM, the military applications of broadcasting techniques and a particularly revealing feature entitled "A. T. & T. Plans for Television."

Perhaps Western Electric's present policy is best summed up by a statement made last year by Mr. Lack before the annual meeting of the FMBI:

## Policy Outlined

"I am happy to say that we have nothing new to show you and nothing new to talk about. I am happy because I do not have to tell a soldier named Joe, who needed a radio very badly last month, that we could not deliver it because we diverted some engineers and some shop people to building the model of a new super-doooper FM equipment to show you and thus strengthen our postwar position. I am sorry that I can't tell you when we will be able to talk. But then, no one can tell me when the war will be over."



*History of Communications. Number Twelve of a Series*

## COMMUNICATION BY THE BLINKER

The Blinker, an adaptation of the Heliograph with its own source of light, has been found invaluable for night and day Naval Communications. While limited by "line-of-sight" transmission and the elements of weather, it has been an aid to our cautious convoys during "radio silence."

When Victory is ours and the days of "radio silences" are gone forever, private citizens again will have electronic voice communication equipment for their yachts and other pleasure craft. With the release of civilian radio bands Universal will again offer the many electronic voice components for use in marine craft.

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# INSTANTANEOUS RECORDINGS

*By Ralph C. Powell*  
*Sales Manager, Presto Recording Corp.*

THE commercial development of instantaneous recording started with the introduction of the coated disc in 1934 by the Presto Recording Corporation. Prior to that time recordings had been made on celluloid and sheet aluminum by an embossing process and such recordings were suitable for reference and filing, but not of sufficiently good quality to be used for reproduction of programs on the air.

It was not until the Spring of 1936 that the coated disc and the recording equipment with which it was used were developed to a point where instantaneous recordings could actually be broadcast with a quality comparable to live studio programs.

## Accepted as Adjunct

The acceptance of instantaneous recording as an adjunct to radio station operation is in a large part due to outstanding news events which were recorded for broadcasting. Among the earliest was the broadcast of conversations between Professor Jean Piccard during his stratosphere balloon flight which took place in Detroit on October 23, 1934.

Charlie Atwater, along with other NBC engineers, set up recording equipment at the scene of the balloon ascension to record the transmissions from a small radio transmitter in the balloon. The ascension took place at 6:30 a.m. and recordings were made until the time of the maximum ascent of the balloon, which was over 50,000 feet above the earth's surface. The recordings were later broadcast by a number of stations.

Another dramatic event which was brought to the radio audience through the medium of recording was the Hindenburg disaster which occurred on May 6, 1937, at Lakehurst, N. J. Herbert Morrison, announcer, and Charley Nehlson, engineer, of WLS, Chicago, had conceived the idea of bringing recording equipment to the hangar at Lakehurst to record interviews with celebrities who were among the passengers of the first commercial trans-Atlantic flight of a lighter-than-air ship.

The Hindenburg, after being delayed for twelve hours by adverse winds, finally arrived at Lakehurst at 7:23 p.m. on the evening of May 6th, and had just

come into position for over the field with the crew lowering the mooring lines when there was a sudden burst of flame from the stern of the ship, followed by violent explosion.

Herbert Morrison gave one of the most dramatic accounts of the tragedy ever heard in the history of broadcasting and Nehlson managed to keep the recording equipment in operation in spite of the numerous explosions which often caused the cutter to jump off the disc.

The recordings were flown to the National Broadcasting Co. in New York for transmission over the wire lines to WLS. Officials of NBC were so impressed by the account that a rule of ten years' standing was set aside and the recordings broadcast through all of the stations of the NBC network.

## Presidential Speeches

One of the first instances of recording a presidential speech occurred when President Roosevelt made an address at Roanoke Island commemorating the 350th anniversary of the birth of Virginia Dare. At the presidential request the speech was recorded by WBT for the archives. Today all presidential speeches are recorded for re-broadcast to the larger radio audiences during the evening.

Other historic recordings followed, among them the Abdication Speech of King Edward VIII, recorded from the broadcast of the British Broadcasting System and rebroadcast here over the net works. During the war the Canadian Broadcasting Corporation Overseas News Service has been recording interviews with Canadian servicemen on the many battle fronts and transmitting the disc recorded material by shortwave to the CBC network stations in Canada.

During the past six years over 500 U. S. broadcasting stations have become engaged regularly in the production of instantaneous recordings since it provides the only means for unscrambling the present crowded program schedules. Radio stations having recording facilities have made investments running from \$600.00 to several thousands dollars, depending upon the program activity and the frequency with which the programs are required.



*Our Meat.....*

*choice cuts*

*no beefs*

**P I C T O R I A L**

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The revenue from delayed broadcasts pays for itself many times each year. Technical developments in recording equipment have made it possible for stations to produce recordings which cannot be distinguished from live studio programs, except for the transcription announcement required by FCC regulations.

Since 1936 the Federal Communications Commission has used recording equipment at their various monitoring stations for the study of fading and interference conditions among AM broadcasting stations. Recently the FCC recorded the signals of an FM station, presumed to have a range of 50 to 60 miles at a point over 1000 miles away, proving the existence of sky wave transmission in the 40 to 50 megacycle channels. These recordings formed a basis for the FCC proposal that FM stations be shifted to the higher frequencies.

Date lines of any newspaper during wartime have shown leading press associations, as well as the FCC, daily recording broadcasts of enemy propaganda originating in Tokyo and Berlin and occupied countries.

#### Development in Equipment

Developments in recording equipment have been along numerous lines depending upon the user's requirements. In 1937 Presto placed on the market an inexpensive portable home recorder which revived an interest that had been dormant since the days of the RCA pre-grooved discs introduced in the late twenties. By 1940 at least 50 prominent radio set manufacturers were offering combination radios which included in addition to the radio receiver an automatic record changer and a recording mechanism that permitted making records either from a microphone or "off the air." Inexpensive discs were developed for home use and recording became a hobby with hundreds of thousands of set owners. An unusual commentary on public interest was the well known comic strip, "Pa's Son-in-Law," which appeared in the N. Y. Herald Tribune and other papers on June 6, 1937.

This interest has appeared in another form during wartime. When military preparations first started, the United Service Organizations installed sound recorders in their various clubhouses located near army training camps to enable servicemen to send recorded messages to their families and friends. The Pepsicola Company has extended the same service to outposts on the foreign battle fronts.

Recording studios in operation in all of the larger cities are now providing a service for those who wish to send recorded replies back to the men and women in service. Many radio stations were at one time making recordings at army training camps for local interest programs.

The commercial airlines have found it a necessity to record all plane to ground conversations from airliners to principal airports so that they may review reports of unexpected weather or operating conditions or events leading up to an accident.

#### Wire Recordings

Magnetic wire and tape recording are receiving considerable attention at the present time. The advantages of magnetic recording are several. In the first place there is no material cost of operation. Recordings may be made on the magnetic material and played back for transcribing. The wire is then rewound and, as it is recorded a second time, the previous sound is "erased" from the wire just before the application of the new recording. Such recorders are available either for recording a short message lasting a minute or two on an endless steel tape or fifteen or twenty minutes continuously on a wire passing between two reels similar to motion picture film. Magnetic recorders are not seriously affected by shock or vibration and have, therefore, found uses on the battle fronts where recordings are made under actual battle conditions. The tonal range of present commercial magnetic recorders is suitable for reproduction of intelligible speech only, variations in the wire speed during recording and reproduction making it unsatisfactory for musical reproduction. These faults will undoubtedly be eliminated in postwar magnetic recorders, but there is a further disadvantage that it is difficult to find any particular portion of the sound recording without playing back other parts leading up to it and while the tape may be speeded up for rewinding to reduce the time required to return to the start of the recording, there is a definite limit to the safe speed at which a wire four thousands of an inch in diameter can be rewound.

Post-war developments already announced include magnetic recording facilities in home radio sets. A magnetic juke-box to be installed in the dashboard of automobiles and high quality disc recorders capable of recording 15 minute continuous programs from the home radio.

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# Chief Engineers

Of Stations in United States and Canada  
As of January 1, 1945

**U**NDoubtedly, radio's real man behind the gun is the chief engineer of the station. Charged with keeping the outlet on the air come hurricane, power failure or overworked equipment, in fact what-have-you, the engineer proceeds to make the best of what he has and does a highly commendable job of it. Manpower drainage has hit him hard, but the station must broadcast as per schedule, and nowhere in the world does the technical side of broadcasting operate so efficiently as in the United States. Apart from this responsibility, the engineer keeps abreast of the times as to FM and television.

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President.....W. Robert Dresser  
Chief Engineer.....W. Robert Dresser  
Production Mgr.....George Nichols, Jr.  
Sales Manager.....Romeo Tetrault

PRODUCTS: Audio-tone graphic recording instruments, audio-frequency test records, power line fault locators.

### **Automatic Radio Mfg. Co.**

122 Brookline Ave., Boston, Mass.

Phone: COMmonwealth 1420

President.....David Housman  
Sales Manager.....F. P. Altshul  
PRODUCTS: Receiving sets.

### **Automatic Winding Co., Inc.**

Harrison, New Jersey

President & Gen. Mgr....Martin H. Benedek  
Vice-Pres., Charge of Sales...Bert E. Smith  
Chief Engineer.....Joseph R. Mazzola  
Credit Manager.....M. E. Silver  
Purchasing Agent.....J. A. Heimbruch  
BRANCH OFFICE: (Factory) 900 Passaic Ave., East Newark, N. J., Phone, Harrison 6-6630.

PRODUCTS: RF and IF coils, mica and air trimmer condensers, audio and power transformers, and filters.

### **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.



**The Bead Chain Manufacturing Co.**

110 Mountain Grove St., Bridgeport 5, Conn.  
Phone BRidgeport 4-4124

President.....W. G. Bryant  
Sales Manager.....W. G. Blatz  
Assistant Treasurer.....M. H. Doolittle  
Production Mgr.....L. F. Hall  
Development Eng.....G. F. Bahr

PRODUCTS: Radio contact prongs, bead chain and attachments, multi-swage radio and electronic parts.

**John F. Beasley Construction Co.**

P. O. Box 1624, Muskogee, Okla.  
Phone Muskogee 4762

Owner.....John F. Beasley  
BRANCH OFFICE: 1614 Mercantile Bank Bldg., Dallas, Texas, Phone, Riverside 3228.

PRODUCTS: Steel construction (radio towers).

**Bendix Radio (Division of Bendix Aviation Corp.)**

East Joppa Rd., Towson, Md. (Gen. Offices)  
Phone: Tuxedo 4020

Gen'l Mgr.....W. P. Hilliard  
Div. Comptroller.....F. S. Gutekunst  
Purchasing Agent.....F. A. Zartler  
Chief Engineer.....W. L. Webb  
Sales Manager.....J. W. Hammond  
Advertising Mgr.....George Myrick  
Factory Manager.....E. K. Foster  
Manager of Materials & Procurement

R. A. Anderson  
BRANCH OFFICES: 920 East Fort Ave., Balto, Md., Phone, So. 1821, Plant Manager. E. W. Ryan; 148 Morford Place, Red Bank, N. J., Phone, Red Bank 3737, Plant Manager, H. A. Poole.

PRODUCTS: Aviation radio receivers, transmitters, radio compasses, electronic measuring equipment and accessories.

**The Benwood Linze Co.**

1811-19 Locust St., St. Louis 3, Mo.  
Phone: Central 5830

President.....Harold J. Wrape  
Vice-Pres.-Gen. Mgr.....Carl E. Peters  
Sales & Priorities Mgr...Norbert C. Beerend  
Secy. & Treas.....I. W. Veigel  
Personnel Manager.....Grant F. Cooper  
Service Manager.....Garry S. McGlasson  
Purchasing Agent.....Alonzo R. Fieffer, Jr.

PRODUCTS: Dry metallic rectifiers; rectifier transformer assemblies for radio; communication, signal, telegraph and telephone work; also other electronic devices, AC to DC.

**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  
General Manager.....C. C. Collman  
Sales Manager.....G. E. Wright  
Comptroller.....Q. L. Horsman  
Advertising Manager.....G. E. Wright  
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.**

518 Main St., Boonton, N. J.  
Phone Boonton 8-0795

President.....W. D. Loughlin  
Sec'y-Treasurer.....N. D. Campbell  
Vice-President.....G. A. Downsbrough  
Purchasing Agent.....J. Frucht  
Sales Supervisor.....L. Washington  
Production Manager.....H. B. Steinhauser  
Personnel Mgr.....K. E. Kostenbader

PRODUCTS: Type 110-A QX-Checker, type 140-A Beat Frequency Generator, type 150-A FM Signal Generator, type 160-A Q-Meter, type 170-A Q-Meter, type 210-A Supersonic Oscillator, type 120-A VHF Circuit Checker.

**William Brand & Co.**

276 Fourth Ave., New York 10, N. Y.  
Phone: ALgonquin 4-4930

Partners. William Brand, William Naumburg  
BRANCH OFFICE: 325 W. Huron St., Chicago, Ill., Phone, Superior 1782, Manager, Earl W. Brinson.

PRODUCTS: Electrical insulating materials; flexible varnished oil tubing; saturated sleeving; extruded (plastic) sleeving; varnished glass sleeving; mica plate; mica-plate segments and products; block mica; mica condenser films; varnished cambric; varnished paper; varnished tapes; insulation composites.

### The Brush Development Co.

3405 Perkins Ave., Cleveland 14, Ohio  
Phone: Endicott 3315

Chairman of Board.....W. R. Burwell  
President.....A. L. Williams  
Vice-President.....V. B. Phillips  
PRODUCTS: Microphones, headphones,  
phonograph pickups, record cutters, magnetic  
recording equipment, hearing aids and in-  
dustrial instruments.

### Bruno-New York, Inc.

(Engineering Prod. Div.)

351 Fourth Ave., New York 10, N. Y.  
Phone: LEXington 2-9198

President.....Charles Sonfield  
Vice-President.....Irving Sarnoff  
Secy. & Treas.....Jerome Harris  
Manager of Division.....Irving Straus  
DISTRIBUTING OFFICE: 460 West 34th  
Street, New York 1, N. Y.

PRODUCTS: Communication and enter-  
tainment receivers, electronic test in-  
struments, special audio amplifiers, telegraph  
amplifiers, control equipment (electronic),  
voltage regulated power supplies.

### William W. L. Burnett Radio Lab.

4814 Idaho St., San Diego 4, Calif.  
Phone Talbot 4943

Chief Eng.-Owner....William W. L. Burnett  
PRODUCTS: Piezo-Electric Crystals, Hold-  
ers, Constant Temperature Ovens, Frequency  
Measuring Equipment, Laboratory Equip-  
ment, Conducting of Radio Laboratory Mea-  
surements, Frequency Monitoring Service.  
Post war plans are to make field measure-  
ments, and to do consulting work in the  
broadcast field.

### C. F. Cannon Co.

Main St., Springwater, N. Y.

Sales Contact.....C. F. Cannon  
PRODUCTS: Headsets.

### Chicago Molded Products Corp.

1020 N. Kolmer Ave., Chicago 51, Ill.  
Phone: CAPitol 1020

President.....Edward F. Bachner  
Vice-President & Treas.....M. F. Bachner  
Vice-Pres., in Charge of Sales

John J. Bachner

PRODUCTS: Plastics, cabinets and other  
plastics parts molded to special order.

### Chicago Telephone Supply Co.

1142-1228 W. Beardsley Ave., Elkhart, Ind.  
President.....F. C. Best  
Sales Manager.....W. A. Nicely

PRODUCTS: Volume controls, tone con-  
trols, switches, plugs, jacks, headsets, ringers,  
generators, remote controls, switch keys, push  
switches.

### Cinch Manufacturing Corp.

2335 W. Van Buren St., Chicago 12, Ill.  
Phone: Chesapeake 2000

President.....Lester W. Tarr  
Vice-Pres. & Genl. Mgr.....Cary C. Wilson  
Vice-Pres. & Asst. Treas.....J. J. Steffen  
Treasurer.....A. W. Kimbell  
Asst. Secy.....John R. Nicholson  
Sales Manager.....E. J. Pool

BRANCH OFFICES: 15 East 26th Street,  
New York, N. Y., Phone, Caledonia 5-3932,  
Executive-in-Charge, G. S. Maynard, Jr.; 3701  
N. Broad Street, Philadelphia 40, Pa., Phone,  
Radeliffe 4775, Executive-in-Charge, W. C.  
MacFadden.

PRODUCTS: Radio terminal strips,  
molded and laminated miniature octal and  
loktal sockets, miscellaneous laminated bake-  
lite and metal assemblies, miscellaneous  
molded plastic and metal assemblies.

### 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.....I. J. Youngblood

BRANCH OFFICES: 540 No. Mich. Ave.,  
Chicago. PRODUCTS: Fixed and Variable  
Power Resistors, Power Rheostats, Power  
Resistor Decade Boxes, Wire Wound Po-  
tentiometers, "T" "L" Cism Pads, 25 and 10  
Watt Attenuators, Special Resistor Products,  
and Composition Potentiometers.

### Colonial Radio Corp.

254 Rano St., Buffalo, N. Y.  
Phone: Rlverside 2450

President.....A. H. Gardner  
Vice-Pres. in Charge of Eng....H. C. Forbes  
Manager Comm. Dept....T. P. Cunningham

BRANCH OFFICES: 254 Rano Street, Sec-  
retary and Treasurer, H. E. Riordan; 254  
Rano Street, Director of Purchases, B. F.  
Valliere; 254 Rano Street, Works Manager,  
J. C. Ryan.

PRODUCTS: Home radios, automobile  
radios, military and naval communications  
equipment.

### Communication Equipment & Engineering Co.

504 N. Parkside Ave., Chicago, Ill.  
Phone: EStebrook 3110

President.....Robert A. Clark  
PRODUCTS: Transmitters, receivers, am-  
plifiers and test equipment.

### C. G. Conn, Ltd.

1101 East Beardsley Ave.,  
Elkhart, Indiana

• • • **EQUIPMENT MANUFACTURERS** • • •

President.....C. D. Greenleaf  
 Vice-President.....A. L. Smith  
 Sales Manager.....R. C. Poyser  
 Chief Engineer.....L. B. Greenleaf  
 Credit Manager.....Leo East  
 Purchasing Agent.....C. W. Silvers  
 Export Manager.....Richard Bressler

**PRODUCTS:** Conn chromatic stroboscope, special apparatus, sound recording 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-noys.

**Continental Electric Co.**

Geneva Illinois

Phone: Del. 6579 & Geneva 4140

President & Treasurer.....H. A. McIlvane

Secretary.....O. T. McIlvane

Vice-President.....W. S. Sims

Vice-Pres. in Charge of Publicity & Sales

R. E. Smiley

Vice-Pres. in Charge of Engineering

J. H. Hutchings

Sales Manager.....E. D. Magnus

**BRANCH OFFICE:** 903 Mdse. Mart, Chicago, Ill., Phone, Del. 6579, Vice-President

in charge of Publicity and Sales, R. E. Smiley.

**PRODUCTS:** Electronic tubes, phototubes for sound projection, rectifier tubes for sound, equipment rectifiers, thyatronns for light control.

**Cornell-Dubilier Electric Corp.**

333 Hamilton Blvd., S. Plainfield, N. J.

Phone: PLainfield 6-9000

President.....Octave Blake

Vice-President.....William Dubilier

Vice-Pres.-Treas.....Haim Beyer

Vice-President.....Wm. M. Bailey

Vice-President.....Paul McK. Deeley

Vice-President.....Felix Weiss

Vice-President.....T. E. Abeel

Secretary.....Kenneth E. Ryan

Asst. Treasurer.....L. F. Geiser

Asst. Secretary.....M. F. Keating

Comptroller.....J. A. Bertolacci

**BRANCH OFFICES:** 1605 Rodney French Blvd., New Bedford, Mass., Phone, N. B. 6-8561, Executive Vice-President, Haim Beyer; 861 Broad Street, Providence, R. I., Phone, Williams 2731, Vice-President, T. E. Abeel; 8 Grafton Street, Worcester, Mass., Phone, Worcester 6-6203, Executive-in-Charge, Max Bleich.

**PRODUCT:** Capacitors.

**Corning Glass Works**

Corning, New York

Phone: Corning 372

President.....Glen W. Cole

Vice-President.....W. C. Decker

Sales Manager.....C. J. Phillips

Contact.....G. C. Jones

**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.

**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. &**

**Crescent Tool & Die Co.**

4132-54 W. Belmont Ave., Chicago 41, Ill.

Phone: Mulberry 1200

President & Treas.....Henry H. Gefvert

Vice-Pres. & Genl. Mgr.....Nels G. Lenberg

Secretary.....Leonard C. Larsen

Vice-Pres. & Chief Eng.....Valoran Russell

Production Manager.....John T. Steupak

Administrative Officer.....Henry Anderson

Supt. of Loudspeakers....William L. Rollins

Supt. of Radar Units.....Edwin G. Koriath

Purchasing Agent....Engene L. Youngreen

**PRODUCTS:** Manufacturers of radio loudspeakers, record changers, tools, dies, jigs, fixtures and metal stampings.

**The Crosley Corp.**

1329 Arlington St., Cincinnati, Ohio

Phone: KIRby 6600

President.....Powel Crosley, Jr.

Vice-President & General Manager,

Manufacturing Div.....R. C. Cosgrove

Exec. Vice-Pres.....L. M. Crosley

Vice-Pres., Treas. & Asst. Genl. Mgr. (Mfg.)

George E. Smith

Vice-Pres. in Charge of Research & Engr.

L. M. Clement

Genl. Sales Mgr. (Mfg. Div.)

James H. Rasmussen

Dir. of Public Relations.....S. D. Mahan

Mgr. of Distribution.....E. C. Brode

Dir. of Product Mgr.....Clarence Felix

Dir. of Exports.....J. W. DeLind, Jr.

Dir. of Purchases.....J. E. Lautsbaugh

Asst. Secy. & Asst. Treas.....E. J. Ellig

Legal Counsel.....A. D. Redfield

Dir. of Industrial Rel. & Standards

G. F. Gamber

Controller.....L. W. Adkins

Dir. of Administration.....L. J. Karmen

Dir. of Planning.....J. H. Cohen

Dir. of Quality.....H. W. Deuker  
 Dir. of Facilities.....F. W. Scholder  
 BRANCH OFFICE: Crosley Distributing  
 Corp., Phone, Medalion 3-1830, Branch Man-  
 ager, Lee Conover.

PRODUCTS: Production devoted now en-  
 tirely to war products. Peace-time produc-  
 tion includes Crosley radio.

**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.

**Crystal Research Laboratories, Inc.**

29 Allyn Street, Hartford, Conn.  
 Phone: 7-3215

President.....S. I. Ward  
 Vice-President.....H. F. Jochim  
 Chief Engineer.....R. K. Blackburn  
 Production Mgr.....E. B. Lewis

PRODUCTS: All types of quartz crystals  
 for communication and industrial uses; man-  
 ufacturers of electronic test equipment.

**Doolittle Radio, Inc.**

7421 S. Loomis St., Chicago 36, Ill.

President.....E. M. Doolittle  
 Vice-President.....Dudley Gray  
 Sales Manager.....H. V. Carlson

BRANCH OFFICES: Manufacturers rep-  
 resentatives throughout the United States.

PRODUCTS: Police, airline, emergency  
 communications equipment AM or FM. Moni-  
 toring instruments for measuring frequency  
 modulation and distortion AM or FM. All  
 sizes coaxial transmission line and fittings.

**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

BRANCH OFFICE: 515 Madison Ave., New  
 York, N. Y., Phone, Eldorado 5-4822, Man-  
 ager, Samuel H. Cuff.

PRODUCTS: Television Receivers, Trans-  
 mitters and Studio Equipment, Cathode-Ray  
 Tubes and Oscillographs and Material Test  
 Instruments (Cyclograph).

**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.

**DX Crystal Co.**

1200 N. Claremont Ave., Chicago 22, Ill.  
 Phone: Armitage 3740

Co-owner.....Louis J. Patla  
 Co-owner.....Maurice P. McLean  
 Charge of Crystal Division....Frank Cooke  
 Charge of Coil, Transf. & Speaker Div.

V. A. Wirth  
 Charge of Screw Machine Division  
 Frank Zoltan

PRODUCTS: Quartz xtals, toroid coils,  
 coil transformers, screw machine parts, uni-  
 versal joints and mechanical assemblies.

**Eastern Mike-Stand Co.**

56 Christopher Ave., Brooklyn, N. Y.  
 Phone Dickens 2-3538

Contact.....S. Sherman  
 BRANCH OFFICES: 43 E. Ohio St., Chi-  
 cago, Ill., W. L. Holst, Rep.

PRODUCTS: Microphone Stands and  
 Accessories. (Firm engaged in war manu-  
 facturing for the duration.)

**Hugh H. Eby, Inc.**

18 W. Chelten Ave., Philadelphia, Pa.  
 Phone: TENnessee 1800

18 W. Chelten Ave., Philadelphia 44, Pa.  
 Vice-President.....F. Holmstrom  
 Secy. & Treas.....J. Hawley  
 Chief Engineer.....L. Wanner  
 Purchasing Agent.....J. Gould

PRODUCTS: Binding posts, sockets, plugs,  
 terminal strips, metal stampings, screw ma-  
 chine parts, custom moldings, electrical as-  
 semblies of all types like radio and radar,  
 telephone, headsets and microphones.

**Eckstein Radio and  
 Television Co., Inc.**

1400 Harmon Pl., Minneapolis, Minn.  
 Phone: Atlantic 2541

President.....E. A. Eckstein  
 Secy. & Treas.....E. R. Bostrom  
 Sales Dept.....E. R. Bostrom  
 Purchasing Dept.....E. R. Bostrom

PRODUCTS: Radio receivers, sound  
 equipment and sound amplifiers.

**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 Willimantio 207

Executive Partner.....Philip Lauter  
General Manager.....J. A. Flanzer  
Purchasing Agent & Advertising Mgr.  
Samuel N. Rosenstein  
Chief Engineer.....Maury Cohn  
BRANCH OFFICE: 1775 Broadway, New York, N. Y., Phone, CIrcle 6-0867, Salesman, Norman H. Lawton.

PRODUCTS: Molded mica condensers, silver mica condensers, and mica trimmers and padders.

**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 Corp. of America**

45 W. 18th St., New York 11, N. Y.  
Phone: WAtkins 9-1870

President.....S. J. Novick  
Export Manager.....L. M. Braun  
Asst. Treasurer.....S. R. Berk  
Genl. Manager.....R. Neusch  
Chief Engineer.....F. Lester

PRODUCTS: Radio and allied electronic products.

**Electronic Laboratories, Inc.**

122 W. New York St., Indianapolis 4, Ind.  
Phone: LincolN 5421

President.....Norman R. Kevers  
Vice-Pres. & Genl. Mgr.....W. W. Garstang  
Chief Engineer.....R. H. Frye  
Sales Manager.....W. E. Peek  
Treasurer.....T. D. Scheidler  
Secretary.....William Lochhead  
Advertising.....Ed Van Riper  
BRANCH OFFICE: 13 East 40th Street, New York, N. Y., Phone, LEXington 8-8555, Export, Arthur Roeca.

PRODUCTS: Vibrators, vibrator power supplies, RR marine and bus fluorescent lighting equipment.

**Electronic Specialty Co.**

3456 Glendale Blvd., Los Angeles 26, Calif.  
Phone: No. 2-2163

Manager.....D. A. Marcus  
Chief Engineer.....S. K. Babcock  
Purchasing Agent.....W. C. Keeler  
Production Supt.....W. J. Cumming  
Asst. Engineer.....E. J. Morefield

PRODUCTS: Ranger aircraft radio equipment: transmitters, receivers, and interphones.

**Electronic Tube Corp.**

1200 E. Mermaid Ave., Phila. 18, Pa.  
Phone: Chestnut Hill 6800

President-Treasurer.....Seymour Turner  
Vice-Pres. & Secy.....Henry Temin  
Vice-President.....Henry Bemford

PRODUCTS: Cathode ray tubes, special electronic tubes (all types), electronic equipment (various types).

**Emerson Radio & Phonograph Corp.**

111 Eighth Ave., New York 11, N. Y.  
Phone: CHelsea 2-1800

President.....Benjamin Abrams  
Secy. & Treas.....Max Abrams  
Vice-Pres. in Charge of Sales

Charles Robbins  
Vice-Pres. Engineering & Production  
Dorman D. Israel  
Manager of Govt. Contracts.....H. J. Dostal  
Controller.....M. E. Ornitz  
Dir. of Purchasing.....J. L. Herold

PRODUCTS: Radio electronic devices for military use, receiving sets, radio-phonograph combinations, television sets, FM receiving sets, record-players, tubes, parts.

**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.

**Erco Radio Laboratories Inc.**

Hempstead, Long Island  
Phone: Hempstead 6985-985

PRODUCTS: Receivers, Transmitters, Radio Airport Traffic Control Equipment, Radio Frequency Standards, Radio Communications Equipment, Radio Test Equipment. (\*resonance meters.)

**AFFILIATED COMPANY:** Aero Communications, Inc., Hempstead, Long Island, N. Y., Phone, Hempstead 6985-985.

**PRODUCTS:** Receivers, transmitters, radio airport traffic control equipment, radio frequency standards, radio communications equipment, radio test equipment, and resonance meters.

### **Erie Resistor Corp.**

644 West 12th St., Erie, Pa.

President.....G. Richard Fryling  
Vice-Pres. in Charge of Sales...W. H. Fryling  
Sales Mgr. of Electronic Division

A. K. Shenk  
Sales Mgr. of Plastics Division...J. P. Quinn

**PRODUCTS:** Carbon resistors; ceramic, silver mica, ceramic trimmer condensers, custom molded plastics.

### **Evanston Sound Proof Door**

1127 Hinman Ave., Evanston, Ill.

Phone University 2758

Manager.....W. W. Lloyd  
**PRODUCTS:** Sound Proof Doors.

### **Fada Radio & Electric Co., Inc.**

3020 Thomson Avenue, Long Island City,  
New York

President.....J. M. Marks  
Vice-President.....B. Lippin  
Chief Engineer.....A. Carr  
Credit Mgr.....H. H. Carlsh  
Credit Mgr.....D. I. Marks  
Purchasing Agent.....I. N. Marks

**PRODUCTS:** Radio receivers and communication equipment.

### **Fairchild Camera and Instrument Corporation**

475 10th Ave., N. Y. 18, N. Y.

Phone LOngacre 3-1255

President.....J. S. Ogsbury  
Exec. Vice-Pres.....E. Robinson  
Vice-President.....C. A. Harrison  
Vice-Pres. & Secy.....C. L. Terrill  
Vice-President.....J. A. Hewlett  
Treasurer.....J. H. Dalton  
Dir. Eng. & Research.....R. H. Lasche  
Asst. Vice-Pres. & Works Manager

R. A. Draghi  
Asst. Vice-President.....R. G. Sanders  
Purchasing Agent.....J. E. Kaiser  
Dir. of Publicity.....R. H. Bailey  
Advertising Manager.....H. K. Yulke

**PRODUCTS:** Sound recording equipment.

### **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. S. Needler

Sales Manager, Capehart Division

I. C. Hunter

Manager, Advertising and Sales

Promotion.....J. S. Gareeau

**PRODUCTS:** Receiving sets, radio-phonograph combinations, FM receiving sets, television receiving sets, television transmitters and tubes, studio equipment.

### **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.

### **Felt Products Mfg. Co.**

1504-16 Carroll Ave., Chicago 7, Ill.

Phone: Mon. 6750-56

President.....A. Mecklenburger  
Mgr. of Industrial Division...B. J. Schwinn  
Field Engineer.....Fred C. Johnson

**PRODUCTS:** Felt washers, paper parts, paper insulation special shapes, acetate cellulose special shapes, radio backs, and special shapes die cutting.

### **Ferranti Electric, Inc.**

30 Rockefeller Plaza, New York, N. Y.

Phone Circle 7-0912

Vice-President.....W. R. Spittal  
Secretary.....M. J. Pope

**PRODUCTS:** Audio and power, transformers, chokes, filters, wiring and assembly, sheet metal, and bakelite fabrication.

### **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; telepicture equipment.

**Freed Radio Corp.**

200 Hudson St., New York 13, N. Y.

Phone: Walker 5-8765

President.....Max Adelberg

Vice-President.....Arthur Freed

Treasurer.....Melvin Zalkin

PRODUCTS: Radio-phonograph combinations all with FM.

**Freeland & Olschner Products, Inc.**

611 Baronne St., New Orleans 13, La.

Phone Raymond 4576

President.....W. T. Freeland

Vice-President.....C. E. Olschner, Jr.

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.....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 Department**

1 River Rd., Schenectady, N. Y.

Phone: SCHenectady 4-2211

President of Company.....C. E. Wilson

Vice-Pres. in Charge of Electronics Dept.

Dr. W. R. G. Baker

Genl. Sales Mgr.....A. A. Brandt

Acting Advertising Mgr.....J. G. Porter

Acting Publicity Mgr.....E. L. Robinson

BRANCH OFFICES: 570 Lexington Avenue, New York, N. Y., District Manager, H. J. Mandernach; 140 Federal Street, Boston, Mass., District Manager, R. L. Hanks; 1405 Locust Street, Philadelphia, Pa., District Manager, T. B. Jacobs; 4966 Woodland Avenue, Cleveland, Ohio, District Manager, R. P. VanZile; 840 South Canal Street, Chicago, Ill., District Manager, G. S. Peterson; 1801 North Lamar Street, Dallas, Texas, District Manager, T. B. Willard; 235 Montgomery Street, San Francisco, Calif., District Manager, W. A. Boland; 187 Spring Street, N. W., Atlanta, Ga., District Manager, R. N. Fowler; 106 West 14th Street, Kansas City, Mo., District Manager, R. J. Meigs.

PRODUCTS: All facilities engaged now in making electronics products for the armed forces. In all branches of the radio field.

**General Electronics Inc.**

1819 Broadway, Room 1410

New York 23, N. Y.

Phone: Circle 7-8093

Treasurer.....D. E. Replogle

Sales Manager.....T. A. Haish

PRODUCTS: Electron power and transmitting tubes.

**The General Industries Co.**

Olive & Taylor Sts., Elyria, Ohio

Phone: 2235

President.....A. W. Fritzsche

Treasurer.....C. F. Russert

Vice-Pres., Factory Mgr.-Plastics Div.

O. W. Marsh

Vice-Pres., Factory Mgr.-Mech. Div.

W. A. Schmittgen

Vice-Pres., Sales Mgr. of Mechanical Div.

H. E. Moon

Vice-Pres., Sales Mgr. of Plastics Div.

M. O. Barshard

PRODUCTS: Molded plastics — electric spring phonograph motors, record changers; recorders — combination record changer; heater and defroster motors.

**General Instrument Corp.**

829 Newark Ave., Elizabeth 3, N. J.

Phone: ELizabeth 3-4400

President.....A. Blumengrantz

Chairman of Board.....S. Cohen

Exec. Vice-Pres.....R. E. Laux

Vice-Pres. in Charge of Sales...Don J. Phelps

Sales Manager.....G. P. Marron

Chief Engineer.....H. M. Detrick  
Purchasing Agent.....C. B. Townley  
BRANCH OFFICE: 737 N. Michigan Avenue, Chicago, Ill., Phone, Delaware 1048, Executive-in-Charge, H. Berman, LeRoy Parr.

PRODUCTS: Variable condensers, record changers, tuning mechanisms.

### General Laminated Products, Inc.

2857 South Halsted Street, Chicago 8, Ill.  
Gen. Manager.....Edward Metzger  
Sales Manager.....Morris Perlman  
Chief Engineer.....Gunnard Swedlund  
Credit Manager.....Vera Ludwig  
Purchasing Agent.....Ernest Neustadter

PRODUCTS: Fabricators of laminated phenolic materials.

### 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.

275 Massachusetts Ave., Cambridge 39, Mass.  
Phone: TRowbridge 4400

Chairman of Board.....H. B. Rielmond  
President.....E. H. Locke  
Vice-Pres. for Sales.....A. E. Thiessen  
Vice-Pres. for Production.....C. C. Carey  
Chief Engineer.....M. Eastham

BRANCH OFFICES: Room 1504, 90 West Street, New York 6, N. Y., Phone, COrtlandt 7-0850, Engineer, M. A. Gilman; 920 South Michigan Avenue, Chicago 5, Ill., Phone, Wabash 3820, Engineer, L. E. Packard; 1000 North Seward Street, Los Angeles 38, Calif., Engineer, F. Ireland.

PRODUCTS: Radio and electronic instruments.

### Goat Metal Stampings, Inc.

314 Dean Street, Brooklyn 17, N. Y.

President.....Walter Goat  
Vice-President.....Jens Mortensen  
Secretary.....Edward F. Staver  
Sales Manager.....Edward M. Haines

PRODUCTS: Tube shields—small intricate drawn, formed and stamped parts, manufactured to very close tolerances from the difficult working metals and alloys.

### 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 South Indiana Ave., Chicago, Ill.

Phone: CALumet 1600

President.....W. J. Halligan  
Vice-President.....R. W. Durst  
Asst. Secretary.....J. J. Frendreis  
Chief Engineer.....R. E. Samuelson  
Purchasing Agent.....E. J. Corcoran  
Factory Supt.....H. Hartley  
Personnel Mgr.....K. McClelland  
Traffic Manager.....E. A. LaBelle  
Advertising Mgr.....E. G. Brown

PRODUCTS: Short-wave radio communication receivers and transmitters.

### Hamilton Radio Corp.

510 Sixth Ave., New York 11, N. Y.

Phone: GRamercy 7-5210

President.....A. A. Juviler  
Vice-President.....P. L. Schoenen  
Asst. Treasurer.....M. Sobin  
Director of Sales.....J. F. Crossin  
Chief Engineer.....J. Ravdin  
Dir. of Engineering Design & Development.....N. P. Case

Purchasing Engineer.....M. Z. Landau  
Office Manager.....L. Haber

PRODUCTS: Complete line of home receivers.

### The Hammarlund Mfg. Co., Inc.

460 West 34th St., New York 1, N. Y.

Phone LOngaere 5-1300

President.....Lloyd A. Hammarlund  
V-P & Treasurer.....Joseph Lush  
V-P.....H. B. Macartney  
Secretary-Comptroller.....E. A. Wittmer  
Advertising Mgr.....G. W. Stuart

PRODUCTS: Manufacturers of precision communications equipment.

### Harco Steel Construction Co., Inc.

1180 E. Broad St., Elizabeth 4, N. J.

Phone: Elizabeth 2-0826

President & Treasurer.....Harold Cohen  
Secretary.....Hugo E. Kern  
Vice-President.....C. S. Loftus

PRODUCTS: Radio masts and towers.

### 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 servicing radio towers. Installing ground systems and coaxial cable.

### Harvey Radio Laboratories, Inc.

417 Concord Avenue, Cambridge 38, Mass.

Phone: Trowbridge 2800

President.....Frank Lyman, Jr.



Sales Manager.....James E. McDonald  
 Chief Engineer.....Arthur L. Quirk

**PRODUCTS:** Police two-way equipment, marine equipment (radio direction finders), regulated and high voltage power supplies, communications equipment, electronic equipment.

**Harvey-Wells Communications, Inc.**

North Street, Southbridge, Mass.  
 Phone SOUTHridge 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.

**Haydu Brothers**

Plainfield, New Jersey  
 Phone: Plainfield 6-0878

Partner.....George K. Haydu  
 Partner.....Zoltan Haydu  
 Sales & Prod. Mgr....Alexander Fleishman  
 Chief Engineer.....Zoltan Haydu  
 Purchasing Agent.....Milton H. Scherr

**PRODUCTS:** Precision stampings and wire forms for radio, radar and television tubes; burner equipment for glass forming machinery.

**Hazeltine Corporation**

1775 Broadway, New York 19, N. Y.  
 Phone: COlumbus 5-0793

Chairman.....Edgar Rickard  
 President.....Jack Binns  
 Vice-Pres.-Chief Eng.....W. A. McDonald  
 Asst. Treas.....Herbert F. Clough

**PRODUCTS:** Patents and engineering service to manufacturers.

**Hoffman Radio Corp.**

3430 So. Hill St., Los Angeles 7, Calif.  
 Phone: PRospect 3446

President.....H. L. Hoffman  
 Vice-President, Engineering...W. S. Harmon  
 Purchasing Agent.....P. L. Fleming  
 Secretary.....R. A. Yarcho  
 Treasurer.....G. G. Davidge  
 Sales Manager.....R. J. McNeely

**PRODUCTS:** The following are manufactured now: antenna box kites, variable condensers, frequency meters, transmitters, receivers, and miscellaneous electronic equipment.

**Hollister Crystal Co.**

1617 Pearl St., Boulder, Colo.  
 Phone BOulder 1720

Manager.....Herb Hollister  
 Production Manager.....Ted Heithecker  
**PRODUCTS:** Quartz Crystals.

**Howard Radio Co.**

1735 Belmont Ave., Chicago 13, Ill.  
 Phone: BITtersweet 4433

President.....Joseph F. Riley  
 Vice-President.....J. M. Muniz  
 Treasurer.....G. L. Turnquist  
 Chief Engineer.....W. James  
 Purchasing Agent.....N. J. McCurdie

**PRODUCTS:** AM-FM radios and phonograph combinations, television receivers, recording discs and other electronic products.

**Hudson American Corp.**

23 West 43rd St., New York 19, N. Y.  
 Phone: BRyant 9-1982

President.....Hazard E. Reeves  
 Vice-President.....Neil K. Hoskins  
 Vice-President.....E. L. Wayman, Jr.  
 Public Relations Dir.....Fred H. Pinkerton  
 Treasurer.....L. D. Ely  
 Sales Manager.....P. E. Bowen  
 Chief Engineer.....A. Hass  
 Credit Manager.....W. H. Wadhams, Jr.

**PRODUCTS:** Communications equipment.

**Hytron Corp.**

76 Lafayette St., Salem, Mass.  
 Phone: SAlem 2260

President.....Lloyd H. Coffin  
 Genl. Manager.....Bruce A. Coffin  
 Vice-President.....Edgar M. Batchelder

**BRANCH OFFICES:** 315 Fourth Avenue, New York, N. Y., Phone, Gramercy 5-5583. Salesman, David Cogan; 43 East Ohio Street, Chicago, Ill., Phone, Canal 2616, Salesman, Ira L. Arkin, Commercial Engineer, Alfred Koenig.

**PRODUCTS:** The following vacuum tubes: receiving, ballast, hearing-aid, very-high-frequency triodes and pentodes, miniatures, medium and low-power transmitting triodes, R. F. beam tetrodes (particularly instant-hearing), R. F. pentodes, gaseous voltage regulators, and rectifiers.

**Ideal Fluorescent Products Co.**

150 Summit St., Newark, N. J.  
 Phone: MI 2-6466

Manager.....Herman K. Kuthe  
**PRODUCTS:** "Ideal" fluorescent starter switches, and electronic tubes.

## The Indiana Steel Products Co.

6 N. Michigan Ave., Chicago, Ill.  
Phone: FRAnklin 1114

President & Treas.....A. D. Plamondon, Jr.  
Vice-Pres. & Genl. Mgr....Joseph F. Drennan  
Secretary.....Albert Kalm

Asst. Secretary.....M. J. Drew  
BRANCH OFFICES: 51 E. 42nd Street,  
New York, N. Y., Phone, MURray Hill 2-  
3239, Sales Engineer, Philip Smith; 1537  
Main Street, Springfield, Mass., Phone,  
Springfield 6-8157, Sales Engineer, Frank A.  
Hayden; 908 Fisher Bldg., Detroit, Mich.,  
Phone, Madison 4320, Sales Engineer, J.  
Henry Smith; 646 North Fuller Avenue, Los  
Angeles, Calif., Phone, Whitney 2122, Sales  
Representative, C. W. Warren; 1045 Bryant  
St., San Francisco, Calif., Phone, Underhill  
9966, Sales Representative, A. M. Schweitzer.

PRODUCTS: Permanent magnets, radar  
magnet assemblies, alloy castings, and ground  
rod.

## Industrial & Commercial Electronics

601 O'Neill Ave., Belmont, Calif.  
Phone: Belmont 64

President.....Ralph C. Shermund  
Vice-President.....Charles V. Litton  
Chief Engineer.....D. Gordon Clifford  
Credit Manager.....G. C. Stupariich  
Purchasing Agent.....M. C. Keil  
PRODUCTS: Industrial transmitting tubes.

## 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-Pres.-Treas.....Edward J. Cohen  
Production Manager.....C. W. Peterson  
PRODUCTS: Radio Receiving-Transmit-  
ting Parts and Accessories, Stamping Metal  
Goods, Radio Chassis, Metal Cabinets, Plugs,  
Jacks, Sockets, Screw Machine Parts, Test  
Tools, Test Leads.

## International Detrola Corporation

Beard Avenue at Chatfield, Detroit 9, Mich.  
Phone: Vinewood 1-8100

President.....C. Russell Feldmann  
Treasurer.....R. J. Nixon  
Service Manager.....K. L. Granger  
Purchasing Agent.....R. H. Wann  
Detrola Radio Div., Detroit, & Gen. Mgr.

Fleming Johnson  
Director of Eng.....R. M. Daugherty  
PRODUCTS: Electric sets: compact, table,  
portable, consoles; battery sets: automobile,  
portable, portable AC-DC, table; combina-  
tions: radio-phonograph-radio phonograph  
automatic record changers; frequency-modu-  
lation sets; console, also aviation sets and  
record-players.

## International Resistance Co.

401 N. Broad St., Phila. 3, Pa.  
Phone: Walnut 2166

President.....Ernest Searing  
Vice-Pres., Sales.....Harry Ehle  
Vice-Pres., Chief Eng.....Jesse Marsten  
Manager, Industrial Div.....H. G. Beebe  
Manager, Radio Division.....C. H. Griffith  
Manager, Merchandise Div.....Robert Bagg-

BRANCH OFFICE: 165 Broadway, Room  
1438, New York, N. Y., Manager, A. H. Hard-  
dick, Sales Engineer, W. T. Kelly.

PRODUCTS: Fixed and variable resistors,  
volume and tone controls, potentiometers,  
attenuators, and power rheostats.

## Irvington Varnish & Insulator Co.

6 Argyle Terrace, Irvington 11, N. J.  
Phone: ESsex 3-4200

Pres. & Genl. Mgr.....A. E. Jones  
Vice-Pres., Dir. of Sales....F. A. Shoemaker  
Vice-Pres., Mfg.....R. Metzger  
Secretary.....F. M. Miller  
Treasurer.....Carl Egner  
Genl. Sales Manager.....J. J. Connors  
Purchasing Agent.....K. C. Johnson  
PRODUCTS: Insulating material, tubing.

## Isolantite Inc.

343 Cortlandt St., Belleville, N. J.  
Phone: Belleville 2-4600

Vice-Pres.-Gen. Mgr.....G. W. Hawkins  
Works Manager.....H. D. Clifton  
Gen. Sales Manager.....E. A. Domber  
Comptroller.....A. F. Heard  
BRANCH OFFICES: 43 East Ohio Street,  
Chicago, Ill., Phone, Superior 5925, District  
Engineer, H. Pretat; Bulkeley Building,  
Cleveland, Ohio, District Representative,  
C. E. White.

PRODUCTS: Steatite, high frequency  
radio insulators, coaxial transmission line  
and accessory equipment, special antenna  
equipment.

## J. F. D. Manufacturing Co.

4111 Fort Hamilton Parkway, Brooklyn, N. Y.  
Phone: WInsdor 8-3100

Owner.....Julius Finkel  
Sales Manager.....Walter Bergman  
PRODUCTS: Antennas, replacement ballast  
tubes, dial belts, battery plugs, battery adap-  
ters.

## The Jackson Electrical Instrument Co.

131 Wayne Ave., Dayton 1, O.  
Phone: Hemlock 4076

President.....Paul F. Jackson  
Vice-President.....George M. Buchard  
PRODUCTS: Test equipment.

**Jefferson Electric Co.**

25th Ave. & Madison St., Bellwood, Ill.  
Phone: MANsfield 7161

President.....J. C. Daley  
Exec. Vice-Pres.....Alfred E. Tregenza  
Vice-Pres. & Secy.....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.

**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 38, Ill.  
Phone PORTsmouth 6900

President.....J. G. Kellogg  
Sales Manager.....F. M. Parsons  
PRODUCTS: Oil and wax condensers, communications equipment, microphones, earphones, noise filters, volume controls, retractable electrical cords (Koiled Kords).

**Ken-Rad Tube & Lamp Corp., Inc.**

Owensboro, Ky.  
Phone: Owensboro 2000

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 Palcn, Mgr.; 262 Grayson Pl., Teaneck, N. J.  
PRODUCTS: Transformers, Reactors, Filters.

**Kerrigan Lewis Mfg. Co.**

4421 W. Rice St., Chicago 51, Ill.  
Phone: Spaulding 7210

Partner.....Vincent M. Kerrigan  
Partner.....Charles F. Lewis  
PRODUCTS: Magnet and Litzendraht Wire.

**"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 Tables.

**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  
Secy. & Treas.....George L. King  
PRODUCTS: Special alloys, chemicals and metals, radio tube parts, metal punchings and stampings.

**Kluge Radio Co.**

1913 Montrose St., Los Angeles 26, Calif.  
Phone Exposition 1742

Owner.....Myron E. Kluge  
PRODUCTS: Radio and electronic equipment.

**Kuthe Laboratories, Inc.**

150 Summit St., Newark 4, N. J.  
Phone: Mitchell 2-6466

President.....Herman K. Kuthe  
PRODUCTS: Electronic transmitting tubes, rectifiers, voltage regulators, indicators, fluorescent starter switches, specialty—gas filled tubes.

## 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.

## Lektra Laboratories, Inc.

30 E. 10th Street, New York 3, N. Y.  
Phone: ALgonquin 4-0230

President.....Milton W. Blatner  
Vice-President.....B. Eisenberg  
Secretary.....Julius Kriser  
PRODUCTS: Electronic timers (photographic and industrial), electro shock therapy, microphones, communicating 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.

## Libbey Glass

### Division of Owen-Illinois Glass Co.

P. O. Box 919, Toledo 1, Ohio  
Phone: Pontiac 3411

President.....J. P. Lewis  
Vice-Pres.-Dir. of Sales.....F. J. Solon  
Mgr., Industrial Sales.....R. W. Rogers  
Chief Engineer.....H. R. Schutz  
Credit Manager.....C. B. Rairdon  
Purchasing Agent.....C. L. Rice  
Export Manager.....O. R. Hecht  
Service Manager.....G. H. Meeker  
PRODUCTS: Lead, lime and borosilicate glass handmade bulbs; general lime glass containers.

## 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).

## Machlett Laboratories, Inc.

Power Tube Division: 25 Grand St.  
Norwalk, Conn.

Phone: Norwalk 6-5581

X-Ray Division: 1063 Hope Street  
Springdale, Conn.

Phone: Stamford 4-5781

President.....R. R. Machlett  
Vice-President.....W. E. Stevenson  
Treasurer.....J. A. Lambert  
Vice-Pres., Charge of Mfg.....J. W. Skehan  
General Sales Manager.....H. J. Hoffman  
Manager of Engineering.....T. H. Rogers  
PRODUCTS: A complete line of Electronic tubes for X-Ray, radio transmitting, and industrial purposes.

## 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.....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. Ericksen  
Export Manager.....C. V. del Mercado  
Purchasing Agent.....A. G. Ginsberg  
Asst. Treasurer.....C. E. Underwood  
Dir. of Purchasing.....J. O. Copel  
Works Manager.....John Stevens  
PRODUCTS: Radio Receiving and Transmitting Sets.

## John Meek Industries

Plymouth, Ind.  
Phone: Plymouth 33

President.....John S. Meek  
Sales Manager.....W. W. Montgomery  
Chief Engineer.....Charles Wexler

## EQUIPMENT MANUFACTURERS

BRANCH OFFICES: 500 Fifth Avenue, New York, N. Y., Phone, CHickering 4-3545, Eastern Manager, J. W. Spangenberg; 540 North Michigan Avenue, Chicago, Ill., Phone, Delaware 1561, Executive-in-Charge, L. C. Cushing.

PRODUCTS: Home radio sets, phonographs, sound equipment.

### Meissner Mfg. Co.

7th and Belmont Streets, Mt. Carmel, Ill.  
Phone: Mt. Carmel 733

President.....J. T. Watson  
Exec. Vice-Pres.....G. V. Rockey  
Vice-Pres., Sales.....O. F. Jester  
Vice-Pres., Eng.....E. J. Stanmyre  
Treasurer.....G. W. Osbeck  
Secretary.....M. A. Hubbard  
Factory Manager.....F. B. Lester  
Manager, Planning Department

L. V. Sorensen

Purchasing Agent.....E. O. Braun

BRANCH OFFICE: Palmolive Bldg., Chicago, Ill., Phone, Delaware 8233, Vice-President, O. F. Jester.

PRODUCTS: Radio-phonographs, radar, television, FM converters, amateur receivers, amateur transmitters, test equipment, recording equipment, R. F. coils, I. F. coils, trimming condensers, padding condensers.

### Merit Coil & Transformer Corp.

311 North Desplaines St., Chicago 6, Ill.  
Phone: Monro 1840

President.....Charles C. Koch  
Vice-President.....Harold Jones  
Sales Manager.....Charles C. Koch  
Chief Engineer.....Harold Jones  
Credit Manager.....A. G. Schmidt  
Purchasing Agent.....Arthur J. Herold  
Service Manager.....Harry R. Koch

PRODUCTS: Transformers, coils, special windings and cable assemblies.

### Micamold Radio Corp.

1087 Flushing Ave., Brooklyn 6, N. Y.  
Phone: STagg 2-9820

President.....A. P. Hirsch  
Sales Manager.....E. B. Tyler  
Vice-President.....F. A. Whiting  
Purchasing Agent.....J. Roth

PRODUCTS: Transmitting, mica, molded paper, paper, and electrolytic condensers; resistors; ceramics; oil and tubular condensers.

### Micro Switch Division of First Industrial Corporation

Freeport, Ill.  
Phone: State 900

President.....W. B. Schulte

Vice-President.....A. L. Riche  
Sales Manager.....F. E. Wilsey

BRANCH OFFICES: 126 Newbury Street, Boston 16, Mass., Phone, COMMONwealth 3715, Branch Manager, J. J. Cassidy; 43 East Ohio Street, Chicago 11, Ill., Phone, SUPerior 0680; 4900 Euclid Avenue, Cleveland 3, Ohio, Phone, EXpress 1424, Branch Manager, A. W. Wacaser; 1709 West 8th Street, Los Angeles 14, Calif., Phone, EXposition 1169, Branch Manager, E. N. Hughes, Field Engineer, V. J. Warne; 11 Park Place, New York 7, N. Y., Phone, REctor 2-4328, Branch Manager, J. K. Lincoln; 2502 McKinney Avenue, Dallas 2, Texas, Phone, Lakeside 7821, Representative, E. T. Summers; 917 South West Oak Street, Portland, Oregon, Phone, BRoadway 3830, Representative, Don Burcham; 1218 Olive Street, St. Louis 3, Mo., Phone, CEntral 6300, Representative, N. W. Kathrinus.

PRODUCTS: Precision snap-acting micro switches and auxiliary actuators, micro limit switches, special micro switches, thermally operated micro switches, explosion-proof micro switches, splash-proof micro switches.

### Miles Reproducer Co., Inc.

812 Broadway, New York, N. Y.  
Phone GRamercy 5-9466

President.....Dr. R. Byrne  
Secretary.....J. M. Kuhlik, Sc.D.  
Treasurer.....H. B. Kuhlik  
Advertising Mgr.....J. V. Conniff  
Vice-President.....G. Ruskin  
Public Relations.....B. Burns  
Electronics Head.....P. Katzoff, E.E.

PRODUCTS: Sound-On Film Recorders, Sound-On Film Reproducers, Telephone Recording Machines, Dictated Recording Machines, Dictating Transcribers, Throat Microphones, Sound Protection Equipment, Continuous Recorders and Transcribers for every occasion.

### 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  
Purchasing Agent.....Robert Harpell  
Export Manager.....C. Lohman Janik

PRODUCTS: Radio Transmitters, Receivers and all component parts.

### Mirror Record Corp.

58 W. 25th St., New York 10, N. Y.  
Phone CH 3-2222

Pres. & Treas. .... Paul K. Trautwein  
PRODUCTS: Recording accessories (discs, cutting needles, playback needles).

### 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. .... A. V. Wilker  
Vice-Pres. & Gen. Mgr. .... 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 Union Radio Corp.

15 Washington St., Newark 2, N. J.  
Phone: HUMBoldt 2-5050

President. .... S. W. Muldowny  
Controller. .... E. O. Sandstrom  
Dir. of Labor Relations. .... A. C. Beeson  
Sales Manager. .... H. A. Hutchins  
Dir. of Distributor Sales. .... J. H. Robinson  
Production Manager. .... F. A. Turnquist  
Dir. of Public Relations. .... Ed DeNike  
Credit Manager. .... H. A. Pope  
Dir. of War Service. .... J. J. Clune  
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.  
Phone: COLUMbus 5521

President. .... Q. G. Noblitt  
Vice-President. .... G. W. Thompson  
Sales Manager. .... G. T. Ritter  
Sales Manager. .... J. C. Marshall  
PRODUCTS: AM and FM radios for civilian use, electronic equipment for the Signal Corps.

### Northern Electric Co., Ltd.

1261 Shearer St., Montreal, P. Q., Canada  
Phone Wilbank 3131

President. .... P. F. Sise  
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 10, Ill.  
Phone: MOHawk 2222

President. .... Edward F. Bessey  
1st Vice-Pres., in Charge of Sales  
R. A. O'Reilly  
Secretary. .... William Bessey  
Chief Engineer. .... E. J. Mastney  
Purchasing Agent. .... D. L. Bradley  
PRODUCTS: Switches, vibrators, condensers, tuners, rotary relays, record changers.

### 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.

### Ohmite Mfg. Co.

4835 Flournoy St., Chicago 44, Ill.  
Phone: Austin 1070

President. .... D. T. Siegel  
Treasurer. .... W. B. Hills  
Vice-Pres., Production. .... J. S. Howe  
Vice-Pres., Sales. .... R. S. Laird  
Chief Engineer. .... H. Levy  
Purchasing Agent. .... A. Stolzenfeldt  
PRODUCTS: Rheostats, resistors, rotary tap switches, R. F. and power line chokes, and attenuators.

### Operadio Manufacturing Co.

St. Charles, Ill.  
Phone: MANsfield 6446

President. .... J. M. Stone  
Vice-President & Gen. Manager. .... G. R. Haase  
Secy. & Treas. .... L. A. King  
Purchasing Agent. .... E. E. Swick  
Chief Engineer. .... J. F. McCraigh  
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 OFFICE: 4821 Bethesda Avenue,  
Bethesda 14, Md. (Washington, D. C.).  
Phone, Wisconsin 3144, Representative, Wil-  
liam H. Holmes.

PRODUCTS: Phonographs, electric and  
acoustic; transcription reproducers; public  
address systems; etc.

**Packard-Bell Co.**

1115 S. Hope St., Los Angeles 15, Calif.  
Phone: PROspect 3404

President.....Herbert A. Bell  
General Manager.....H. D. Thomas, Jr.  
Director of Sales.....J. M. Spain  
Chief Engineer.....A. R. Ellsworth  
Purchasing Agent.....A. T. Baxter

PRODUCTS: Radio communication and  
test equipment, radar, electronic navigation  
devices. (Peace-time products: radio receiv-  
ers, radio-phonograph combinations, radio-  
phonograph-recorders.)

**Philco Corp.**

Tioga & C Sts., Philadelphia, Pa.  
Phone: NEBraska 5100

Chairman of the Board.....Larry E. Gubb  
Chairman of Exec. Comm..James T. Buckley  
President.....John Ballantyne  
Vice-Pres., Charge of Operations

Wm. Balderston  
Vice-Pres., Charge of Sales  
Thomas A. Kennally  
Vice-Pres., Charge of Merchandising

James H. Carmine  
Chief Radio Engineer.....Palmer M. Craig  
Chief Television Eng.....F. J. Bingley  
Director of Research.....David B. Smith  
Vice-Pres., Charge of Service.....R. F. Herr  
accessories, batteries, radar equipment.

**Philharmonic Radio Corp.**

528 E. 72nd St., New York 21, N. Y.  
Phone: BUtterfield 8-2300

President.....Avery R. Fisher  
Vice-Pres.....Victor Brociner  
Vice-Pres.....Stanley Bogart  
Secretary.....J. A. Coleman  
Comptroller.....Victor J. Olearo  
Asst. Secy-Treas.....George F. Tiernan  
Chairman of Board.....Thomas R. Jones

PRODUCTS: FM-AM radio-phonographs,  
FM-AM receiving sets, electronic test equip-  
ment, military radio and radar.

**Philmore Mfg. Co.**

114 University Pl., New York 3, N. Y.  
Phone: ALGonquin 4-3363

Manager.....Philip Schwartz  
Chief Engineer.....Reginald Burke  
Credit Manager.....R. Rosen  
Export Manager.....M. L. Granat  
Service Manager.....Theodore Kunze  
Purchasing Agent.....Murray Granat

PRODUCTS: Amateur sets, crystal sets,  
microphones (carbon type), detectors, plugs,  
1, 2 and 3-tube receivers, headphones, sig-  
nal keys, short wave and broadcast plug-in  
coils, aerial kits, speaker microphones, spring  
aerials.

**Phonovision Corp.**

850 Blackhawk St., Chicago 22, Ill.  
Phone: Michigan 0800

President.....Harry J. Berlin  
Chief Engineer.....M. Kenney  
Credit Manager.....F. Kosecki  
Purchasing Agent.....A. E. Neuhauser

PRODUCTS: Amplifiers and remote control  
devices.

**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-phonog-  
raph combinations, FM receiving sets, tele-  
vision receiving sets.

**Poinsettia, Inc.**

96 Cedar Ave., Pitman, N. J.  
Phone Pitman 511  
Phone: Pitman 196

President.....E. Poinsett  
Secy. & Treas.....E. P. Carter

PRODUCTS: Phonograph Record Manu-  
facturing Equipment.

**Press Wireless, Inc.**

1475 Broadway, New York, N. Y.  
Phone: BRyant 9-5030

President.....A. Warren Norton  
Vice-Pres.....E. J. Kerrigan  
Dir. of Communications.....D. K. deNeuf  
Dir. of Manufacturing...Ray H. dePasquale  
Treasurer.....James Humphry, Jr.  
Gen'l Attorney-Secy.....J. E. Denning  
BRANCH OFFICE: 1680 Vine Street, Hol-  
lywood, Calif. Phone, Granite 7171, Manager  
of Pacific Division, E. N. Dotson.

PRODUCTS: High power radio transmit-  
ters, diversity receivers, aircraft and airfield  
radio equipment, radio printer systems, mod-  
ulex units, channeling devices, radio photo  
terminals, facsimile machines.

### Presto Recording Corp.

242 W. 55th St., New York 19, 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 Record  
ing 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 Record-  
ing Heads, Transcription Turntables and Re-  
cording Machines.

### Radio Condenser Co.

Davis & Copewood Sts., Camden, N. J.  
Phone: Camden 7300

President.....Stanley S. Cramer  
Vice-President.....Russell E. Cramer  
Secy. & Treas.....William W. Paul  
Factory Manager.....Frank A. Cowgill  
Chief Engineer.....Joseph S. Robb  
Purchasing Agent.....James W. Willard  
Sales Manager.....William J. May  
Dir. of Labor Relations...William J. McHugh  
BRANCH OFFICES: 4447 Armitage  
Street, Chicago, Ill., Western Sales Manager,  
Robert M. Buesman; 420 Lexington Avenue,  
Room 611, New York, N. Y., New York Rep-  
resentative, Phil R. Fixel; 3415 West 8th  
Street, Los Angeles, Calif., West Coast Rep-  
resentative, Carl A. Stone.

PRODUCTS: Variable air condenser for  
commercial radio sets and special trans-  
mitter, receiver and detector equipment.

### Radio Engineering Labs., Inc.

35-54—36th St., Long Island City, N. Y.  
Phone: AStoria 8-1010

President.....Charles M. Srebroff  
Vice-Pres.....Frank A. Gunther  
Secretary.....Marion Wade  
BRANCH OFFICES: 5334 Hollywood  
Blvd., Hollywood, Calif. Norman B. Neeley;  
2040 Grand River Ave. W., Detroit, Mich.,  
M. N. Duffy; 612 North Michigan Blvd., Chi-  
cago, Ill., REL Equipment Sales, Inc., Ex-  
ecutive-in-Charge, R. B. Ritter.

PRODUCTS: Broadcast transmitters, fre-  
quency modulation and amplitude modula-  
tion, antennas, test equipment, FM speech  
consoles, FM studio to transmitter relays,  
FM receivers, loudspeaker units, portable  
transmitters for remote pick-up service, mo-  
bile two-way FM transmitters and receivers  
for Military and Municipal use.

### RCA Victor Division

Camden, New Jersey  
Phone Camden 8000

Vice-Pres., Charge of Division  
Frank M. Folsom  
General Manager.....Robert Shannon  
Chief Engineer.....Dr. C. B. Jolliffe  
Dir. of Finance & Accounts....J. G. Wilson  
Dir. of Advertising.....C. B. Brown  
Mgr. of Engineering Products Division  
Meade Brunet  
Mgr. of Radio, Television & Phonograph Div.  
T. F. Joyce  
Mgr. of Tube & Equipment Div.  
L. W. Teegarden  
Mgr. of Record Div.....J. W. Murray  
Dir. of International Division....J. D. Cook

PRODUCTS: Custom built communication  
and sound equipment, sound reinforcing  
equipment, broadcast transmitters and studio  
equipment, Industrial Sound Equipment, re-  
cords and transcriptions, electronic tubes,  
television transmitting and receiving equip-  
ment, FM transmitting and receiving equip-  
ment, special electronic apparatus and fac-  
simile equipment.

### Raytheon Production Corp.

55 Chapel St., Newton, Mass.  
Phone: BIGelow 7500

President.....L. K. Marshall  
Vice-Pres.-Treas.....D. T. Schultz  
Secretary.....D. L. Trouant

BRANCH OFFICES: Electronic Equipment  
Division, Seyon Street, Waltham, Mass.,  
Phone, Waltham 5860, Plant Manager, G. E.  
M. Bertram; Power Tube Division, Foundry  
Avenue, Waltham, Mass., Phone, Waltham  
5860, Plant Manager, P. L. Spencer; Electri-  
cal Equipment Division, 190 Willow Street,  
Waltham, Mass., Phone, Waltham 5860, Plant  
Manager, G. E. M. Bertram; Radio Receiving  
Tube Division, 55 Chapel Street, Newton,  
Mass., Phone, Bigelow 7500, Plant Manager,  
P. T. Weeks; Communication Division, 420  
Lexington Avenue, New York, N. Y., Phone,  
Mohawk 4-1341, General Manager, Joseph  
Pierson.

PRODUCTS: Tubes.

### Remler Co., Ltd.

2101 Bryant St., San Francisco 10, Calif.  
Phone: VAlencia 3435

Pres.-Gen. Mgr.....E. G. Danielson  
Sales & Advertising.....H. L. Parker  
Chief Engineer.....H. A. Greene, Jr.

PRODUCTS: Electronic equipment since  
1918. Radio broadcast receivers, attenuators,  
tube sockets, plugs and receptacles, inter-  
communication equipment, marine announc-  
ing systems, precision plastic molding and  
screw machine products.



**Scophony Corp. of America**

527 Fifth Ave., New York 17, N. Y.  
Phone: MUrray Hill 2-5960

President ..... Arthur Levey  
Vice-President..... Joseph E. Swan  
Treasurer..... Franklin Field  
Director of Research... Dr. A. H. Rosenthal  
BRANCH OFFICES: 40 Gloucester Sq.  
W., London, Eng. Sir M. B. Carter, Chair-  
man. Wells, Somerset, England, W. G.  
Elcock, Managing Director.

PRODUCTS: Television projectors, elec-  
tronic devices, Govt. work.

**Sheridan Electro Corp.**

2850 South Michigan Ave., Chicago 16, Ill.  
Phone: Calumet 2100

President..... John J. Sheridan  
Vice-Pres.-Sales Mgr..... Robert Shellow  
Chief Engineer..... Kenneth W. Jarvis  
Purchasing Agent..... John H. Stackhouse

PRODUCTS: Radio sets, transmitting ap-  
paratus, and electrical appliances.

**Sonora Radio & Television Corp.**

325 N. Hoyle Ave., Chicago, Ill.  
Phone: CHEsapeake 2323

President..... Joseph Gerl  
Vice-President..... B. Freund  
Sales Manager..... Edward Harris  
Sales Promotion Mgr..... Herbert S. Hall  
Recording Director..... Mary Ruebens  
BRANCH OFFICE: 730 Fifth Ave., New  
York, N. Y., Eastern Sales Manager, Milton  
Benjamin.

PRODUCTS: Receiving sets, radio-phono-  
graph combinations, phonograph records.

**Sound, Inc.**

221 E. Cullerton Street, Chicago 16, Ill.  
Phone: Victory 7234

President-Sales Mgr..... Allen Shoup  
Chief Engineer..... Fred Shoup  
Credit Manager..... Henry Watkins  
Purchasing Agent..... H. F. Costello

PRODUCTS: Sound equipment; 16 mm.  
projectors.

**The Sparks-Withington Co.**

2400 E. Ganson St., Jackson, Mich.  
Phone: Jackson 2-0461

Pres.-Gen. Mgr..... Harry G. Sparks  
Mgr. of Radio & Appliance

Division..... C. J. Kayko  
Sales Manager..... Harley R. Wall  
Treasurer..... H. M. Johnston  
Export Manager..... H. O. McClumpha  
Service Manager..... J. M. Bowmaster

PRODUCTS: Receiving sets, radio-phono-  
graph combinations, television sets, trans-  
formers.

**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.

**Sperry Gyroscope Co. Inc.**

Great Neck, New York,  
Phone: Fieldstone 3-3600

President..... R. E. Gillmor  
General Mgr..... P. R. Bassett  
Gen. Sales Mgr..... H. H. Willis  
Electronics Sales Mgr..... E. F. Lazar

PRODUCTS: KLYSTRON Tubes, radio  
direction finders; electronic measurement  
equipment.

**Stewart-Warner Corp.**

1826 Diversey Pkwy., Chicago, Ill.  
Phone: Lakeview 6000

Senior Vice-Pres..... F. A. Hiter  
Manager, Radio Dept..... F. D. Masters  
PRODUCTS: Receiving sets, radio-phono-  
graph combinations, FM receiving sets, tele-  
vision receiving sets, record-players.

**Stromberg-Carlson Co.**

100 Carlson Rd., Rochester 3, N. Y.  
Phone Culver 260

Pres..... Wesley M. Angle  
Vice-Pres.-Gen. Mgr..... Ray H. Manson  
Vice-Pres., Charge of

Finance..... Edwin C. Roworth  
Vice-Pres., Charge of  
Broadcasting ..... William Fay  
Vice-Pres., Charge of  
Sales..... Lloyd L. Spencer

Vice-Pres., Charge of  
Eng. and Research..... Frederic C. Young  
Sec., Asst. Gen Mgr..... Lee McCanne  
Treasurer..... Wilbur W. Hetzel

Asst. Treas., Charge of  
Credits & Priorities..... Arthur F. Gibson  
Asst. Treas., Charge of

Accounting ..... Gordon G. Hoit  
Asst. Sec.-Gen. Supt..... Sidney R. Curtis

BRANCH OFFICES: 564 W. Adams St.,  
Chicago 6, Ill., Phone, State 4234, Manager,  
H. T. McCraig; 2017 Grand Ave., Kansas  
City 8, Mo., Phone, Harrison 6618, Manager,  
A. J. Roberts; 1355 Market St., San Fran-  
cisco 3, Cal., Phone, Underhill 5388, Man-  
ager, T. C. Thompson; Stromberg-Carlson  
Co., Ltd., 211-219 Geary Ave., Toronto, Ont.,

Canada. Phone, MELrose 2453. Vice-President and Managing Director, R. A. Hackbusch.

PRODUCTS: Communications equipment including radio, television, telephone, sound equipment, etc.

**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

D. R. Adv.-S. P.....Paul S. Ellison  
 PRODUCTS: Receiving tubes, cathode ray tubes, transmitting tubes, electronic devices.

**Templetone Radio Mfg. Corp.**

Templeton Bldg., New London, Conn.  
 Phone: New London 2-2191

President.....Oscar Dane  
 Vice-President.....Eli Dane  
 Vice-Pres., Charge of

Engineering.....Dr. Dale Pollack  
 Purchasing Agent.....M. A. Gardner  
 Asst. Adv. Manager.....S. A. Kelsey  
 Personnel Manager.....Fred Corbett

PRODUCTS: Radios and electronic test equipment.

**Trav-Ler Karenola Radio & Television Corp.**

1028-36 W. Van Buren St., Chicago 7, Ill.  
 Phone: HAYmarket 3487

President-General Manager...Joe Friedman  
 Chief Engineer.....R. J. O'Brien  
 Purchasing.....M. Kling

BRANCH OFFICE: Orleans, Ind., Phone, Orleans 85, Works Manager, Ellis Friedman.

PRODUCTS: Inter-communication equipment for U. S. A. Signal Corps. All types of radio merchandise.

**Universal Microphone Co., Ltd.**

424 Warren Lane, Inglewood, Calif.  
 Phone: (Inglewood) ORchard 7-4216  
 Phone: (Los Angeles) ORegon 8-2148

President.....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.

**Western Electric Co., Inc.**

(Radio Division)

120 Broadway, New York 5, N. Y.  
 Phone COrtland 7-7700

Vice-Pres.-Mgr.....F. R. Lack  
 Sales Manager.....D. C. Hickson  
 Commercial Sales Mgr.....H. N. Willets

PRODUCTS: AM and FM radio broadcasting transmitters and speech input equipment; aviation, marine, police radio transmitters and receivers; sound distribution systems; hearing aids and audiometers; microphones, loudspeakers and allied items; sound measuring equipment; vacuum tubes; thermistors; fastax camera; 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

Lamp Division

MacArthur Ave., Bloomfield, N. J.  
 Phone: BLoomfield 2-2200

President.....George H. Bucher  
 Vice-President.....Walter Evans  
 Asst. to Vice-pres.....Walter E. Benoit  
 Mgr., Radio Transmitter Div..C. J. Burnside  
 Sales Mgr., Radio Transmitter

Division.....C. W. Miller  
 Engr. Mgr., Radio Transmitter  
 Division.....R. N. Harmon  
 Mgr., Radio Receiver Div.....H. B. Donley  
 Asst. Mgr., Radio Receiver Div.

H. W. Schaefer  
 Purchasing Agent, Radio Div.....C. W. Lutz  
 Mgr., Lamp Division.....R. C. Stuart  
 Sales Mgr., Electronic Tubes.....A. Frankel  
 Eng., Mgr., Electronic Tubes..D. D. Knowles  
 Purchasing Agent, Lamp Div.....A. Clohosey  
 BRANCH OFFICES: In all principal cities.

\*PRODUCTS: Commercial broadcast transmitters, radio receivers, all types of radio transmitters and receiver equipment for military and industrial purposes, and radio tubes.

**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.

# FREQUENCY MODULATION



*Progress of FM During 1944*

•

*F M B I*

•

*FM News Highlights*

•

*Proposed Allocations*

•

*High Frequency Stations*

•

*Commercial*

•

*Pending Applications*

•

*Developmental Stations*

# REL is Ready

## FOR A FUTURE—BUILT UPON A PAST OF ACCOMPLISHMENTS

REL has long been the leader in the development of fine FM Broadcast Equipment employing the Armstrong Crystal Controlled Phase Shift System of Modulation. The record speaks for itself! Numerous REL FM stations—1 KW to 50 KW—have been in continuous, successful operation over a period of years.

### REL pioneering has resulted in some vitally important "FIRSTS" in FM...

**FIRST**

(and only one) to ever successfully install a 50 KW. FM transmitter. Four of ours are operating daily and have been since 1941.

**FIRST**

to develop and install a studio to transmitter radio relay.

**FIRST**

to develop and install transmitter to transmitter radio relay, thereby making possible the FM networks.

Our pre-war successes have been the result of specialization in FM installations. FM is not an REL sideline . . . it is the actual basis of our operations! Our staff of engineers have unique experience . . . experience that enables them to plan and carry through the most difficult FM installations . . . experience that assures REL of a tremendous future in FM. The groundwork—the pioneering—is complete! We are ready to reassume our major role in FM broadcasting as soon as conditions permit.



**RADIO ENGINEERING LABS., INC.,  
LONG ISLAND CITY, N. Y.**

# PROGRESS OF FM DURING 1944

By Myles L. Loucks

Managing Director, FM Broadcasters, Inc.

NINETEEN FORTY-FOUR was the year in which FM took its rightful place as the next big step forward in entertainment radio. It was a year of re-birth, of furious planning, of growth so rapid that the rosy-hued predictions of January were drably conservative by July and had to be made all over again in October.

The static-free, full-fidelity system of broadcasting had its re-birth at the Fifth Annual Meeting of FM Broadcasters, Inc. An unprecedented throng of 750 broadcasters from all over the nation turned up in New York in January to hear the FM story through one of the most serious radio conventions in history.

It was at this session that the trade association decided to re-open its offices in Washington. As the new year begins these offices are being expanded. The two-room suite at 711 Colorado Building is being replaced by a spacious five-room layout at 1730 Eye Street, N. W., in the capital city. The staff has been expanded from two to five.

At the beginning of 1944 there were 42 FM commercial stations on the air, ten firms held construction permits and there were 62 applications on file with the FCC. Five experimental stations were operating.

## Estimated Production

It was on the basis of these figures that industry leaders at the FMBI January session predicted 5,000,000 sets would be built in the first year of peace. They foresaw 500 FM stations operating within 10 years. By September these predictions were corrected to indicate 10,000,000 sets and thousands of FM stations. Manufacturers presented a solid front in their intentions to include FM in the sets they will build.

During 1944 four more commercial FM stations took to the air. In January, Head of the Lakes Broadcasting Company, obtained a commercial license for WDUL at Superior, Wisconsin. In May, WTAG-FM was finally given the commercial nod at Worcester, Mass. The Worcester Star Telegram Publishing Company was one of the pioneers on experimental FM operations. KMBC-FM, the Midland Broadcasting Company's station at Kansas City, aired its first

commercial broadcast, June 24. NBC's experimental station W2XWG became WEA-FM in August and was the 46th commercial FM to go on the air.

But it was the FCC's pending file which turned out to be the real FM barometer of progress. A steady flow of FM requests began reaching the Commission following the January FMBI convention. By March there were more than 100 on file. The 200-mark was passed in August. By December the number had grown to more than 300.

At the end of the year FM stations existing and proposed represented coverage for 200 different localities in all but seven of the less densely-populated states. It has been estimated that these will provide FM's service to more than 100,000,000 Americans or approximately 80 per cent of the nation's buying power.

## Applicants Serious

The seriousness with which these people approach the FM future is evidenced by the fact that all but a few of the applications are accompanied by full engineering data. More recently this seriousness has also been reflected in the cooperation the Commission is getting from some of the applicants through the setting up of developmental stations.

During the Summer the Commission began dropping hints that it would welcome investigation of this type. Volunteers responded quickly and today more than a dozen developmentals are setting forth on studies in as many different parts of the nation. They aim to solve the problems which always crop up in a rapidly expanding field.

But perhaps the most important planning from an engineering standpoint was that done by Panel 5, the FM panel of the Radio Technical Planning Board. All year this group went energetically about the review and development of standards for FM broadcasting. It was one of two RTPB panels to complete its report in time for the FCC General Allocation Hearing upon the record of which the Commission will allocate the entire radio spectrum for all post-war communications. The recommendations of this panel were eventually endorsed by the entire planning board, the radio manu-

# FM BROADCASTERS, INC. (FMBI)

Office of the President and Secretary-Treasurer  
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## Officers

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Vice-President ..... Theodore C. Streibert  
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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 complete 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.

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(Continued From Preceding Page)

factors and FMBI only recently ratified its endorsement on the basis of the record and supplementary data.

Another important phase of FM planning and growth took place among the educators of the nation. Seeing in FM a second and better chance to utilize radio in education, the educators have embarked upon an ambitious program to attain what FCC Commissioner Clifford J. Durr has called "a whole new radio kingdom."

The U. S. Office of Education, Federal Security Agency, has been coordinating this work with nearly all of the important educational organizations of the country participating.

Aiming for the most economical use of whatever frequencies will be assigned to them (they now have five), the educa-

tors have been planning state-wide broadcasting networks. Thirty of the 48 states have such networks in some phase of preparations. Unlike the commercial people who must necessarily concentrate their signal strength to serve the greatest possible number of people, the state educational nets are being designed to provide a listenable FM signal to every resident no matter where he may live.

Commercial and educational FM combined is bound to provide service to the nation, the equity of which has never before been approached.

FM enters 1945 with the hope that an early victorious peace will congeal all this planning and that to come into a broadcast structure befitting the greatest democracy and the greatest nation in the world.

# FM NEWS HIGHLIGHTS—1944

From RADIO DAILY

*Increasing interest in frequency modulation broadcasting is indicated in an appraisal of the FM news carried in RADIO DAILY during the past year. Following pages chronologically record the highlights of the year's FM news developments.*

## JANUARY

- Jan. 19—Application for an FM station was filed with the FCC today by the New York "Times." This application, coming right after the FCC sanctioned the ownership of radio stations by newspapers, indicated the matter had been under consideration for some time.
- Jan. 24—NBC issued a statement to the effect that the network had investigated the possibilities of FM from every angle.
- Jan. 26—The fifth annual meeting of the FM Broadcasters Inc. opened today at the Hotel Commodore in New York City, with record attendance indicated.
- Jan. 27—James Lawrence Fly, head of the FCC, commends FM and the FMBI. Addressing a luncheon gathering of more than 600, he declared that FM "stands on the threshold of tremendous developments." He also brought a letter of greeting from President Roosevelt.

## FEBRUARY

- Feb. 7—FM programming was expanded by CBS over WABC-FM with the announcement that the New York Philharmonic Symphony and the Philadelphia Orchestra will henceforth be heard as a regular feature.
- Feb. 9—Phamlets are to be released shortly by the Office of Education entitled "FM for Education." They are for the purpose of disclosing to the public the post war plans for the FM channels reserved for education.
- Feb. 16—Seventeen out of the 77 FM applications pending with the FCC at the start of this week were from newspapers, a study of the list indicates.
- Feb. 24—Applications were filed with the FCC today for 5 FM stations by the National Broadcasting Company. Two FM applications by NBC are already pending.

## MARCH

- March 17—An FM station to carry on "research to foster the development" of that type of broadcasting will be built in the Capital area, with its transmitter located at Olney, Maryland, according to Columbia University's department of public information, which further states that the new station will be a replica of Major Armstrong's outlet at Alpine, N. J.
- March 21—Full expansion into both the field of FM and that of television by the Blue web, was forecast by Mark Woods, president, in an address to 47 departmental heads at a recent managerial meeting held at the Waldorf-Astoria hotel. Woods also revealed that applications for several FM stations have been filed.

## APRIL

- April 13—According to the files of the FCC, applications for FM stations have been more than triple the number of applications for AM stations during the first three months of the year.
- April 18—A recent survey in the New York and Metropolitan area to determine what makes people listen to FM reveals that about 18 per cent desire the better reception on classical music, while another 11 per cent like the fact that there is less advertising and commercials on FM programs.
- April 25—Growing interest of the nation's newspaper publishers and editors in postwar FM and television was indicated at the convention of the American Newspaper Publishers Association which opened yesterday at the Waldorf-Astoria.
- April 26—FM broadcasting will replace AM broadcasting entirely within eight to ten years after transmitters and receiving sets are made available to the general public, according to a prediction by Walter J. Damm, president of FM Broadcasters, Inc., at the final session of the American Newspapers association convention, yesterday.

## MAY

- May 12—The practical use of tele will be delayed at least five years in favor of the further development of FM, was the theory advanced by Edward W. Wood, Jr., general sales manager of Mutual, in a speech made this week before members of the New Orleans Advertising Club.
- May 23—A discussion of FM and tele will be included on the agenda of the spring meeting of the CBS Affiliates Advisory Board which will be held at the network's headquarters in New York City May 24th and 25th.
- May 24—Yesterday the FCC questioned all national and regional networks in regard to their policy on net shows for FM. Full replies of present policies and future plans were asked for by the commission in an effort to determine how closely the FM program will adhere to the AM program line. The survey was inspired by recent NBC and CBS contracts with their affiliates, to wit: stations having FM outlets could carry net FM shows free of charge providing the AM outlet also carried the show.
- May 26—Arrangements have been completed between the Mexican government and that of the United States to present the new uses of FM in a special exhibit in Mexico City from June 1 to the 8th. It was indicated that FM provides the solution to the Mexican Ministry of Education's problem of carrying their education program into the sparsely settled mountain areas.

## JUNE

- June 1—Raymond F. Guy, NBC radio Facilities Engineer, addressed the Institute of Radio Engineers in Indianapolis recently on the merits of FM. Stressing the greater value of FM as compared with AM broadcasting, he demonstrated his talk with records made in the field, mainly in the higher frequencies, and brought out the ability of FM to reject interfering signals on the same frequencies.
- June 9—In a detailed technical report released today, the FCC sought to explain the cause of the "bursts" they have on many occasions recorded. They are at present unable to define the cause, but the report gives much data on the rate of occurrence, etc. A "burst" is a sudden increase in signal strength of very short duration, and is frequently noted on sets from 300 to 700 miles from the transmitter, those nearer being protected by the steady groundwave, and those further away, for some reason, not being strongly affected.
- June 15—A new map issued recently by the FM Broadcasters Association reveals that there are 44 FM stations now in operation in 36 states, and at the present time there are 163 applications pending with the FCC in

Washington. It is estimated that the applicants may spend over \$10,000,000 for equipment.

## JULY

- July 3—Three new applications were filed with the FCC yesterday, all from standard broadcasters. The applicants are KTRH, Houston, Texas; WBIG, Greensboro, N. C.; and WFCL, Pawtucket, R. I.
- July 18—The Winston-Salem, N. C., high schools with the cooperation of WMIT, North Carolina's pioneer FM station, have proposed a plan for use of FM stations for educational purposes throughout the state in the post war period. As an experiment, four speakers have been installed by WMIT in four of the leading high schools, and the station's staff is working with the school board to create special programs in various educational fields, which will be fed directly to the schools.
- July 19—An announcement by the FCC reveals that the commission plans to carefully scan all future requests for FM stations for educational purposes with a view to state educational plans. This survey results from the great interest shown in the proper use of the five FM bands set aside for educational purposes.
- July 27—The Trans-Canada Air Lines has taken a step which may be a forerunner for all commercial air lines, by installing complete two-way FM equipment at their various airports and travel bureaus. The aim is to speed up communications regarding tickets, reservations, etc., as much as possible. The new equipment is of ultra high frequency, and is the first such equipment to be installed either in Canada or in the United States.
- July 31—Wide distribution to the public is planned for the forthcoming FM book being published jointly by the FM Broadcasters, Inc., and manufacturers of FM equipment. In order to insure as wide a distribution as possible, the FMBI has issued an initial print order of 200,000, with the equipment companies expected to raise the number considerably.

## AUGUST

- Aug. 24—Post-war planning in the field of FM broadcasting will come up for discussion at the final session of the NAB convention, Thursday, Aug. 31. Because of the rapidly growing interest in this field, the NAB officials announced that the entire afternoon would be turned over to this subject.
- Aug. 30—"One of the most fundamental problems of all Blue Network affiliates at the present time is FM broadcasting." This was the statement made by Mark Woods, president of the Blue web, before a group of



network affiliate managers at the NAB convention. Predicting great post war expansion of that type of broadcasting, Woods said that there would be 20,000,000 sets in operation within four years after the war. The change from AM to FM will be gradual, and will take from 5 to 10 years. In view of these facts, Wood urged all Blue affiliated stations to make immediate application with the FCC for FM outlets.

### **SEPTEMBER**

- Sept. 7—In order to increase WOR's news services, WBAM, WOR's FM outlet, will extend their broadcast schedule to seven days a week, Alfred J. McCosker, president, announced yesterday.
- Sept. 11—The FCC announced Friday that it is preparing its own FM station, a portable affair in a trailer, which should be ready for operations next week. The outfit will be used to gather information in and around Washington for use in the coming frequency allocations hearings to be held here at the end of the month. The new station's call letters will be W3XFC, and it will operate variously on from 42 to 50 megacycles, both wide and narrow bands.
- Sept. 22—Operating under newly assigned call letters, WEAJ-FM, NBC's FM outlet in New York City, begins operations Sunday on a seven-day-a-week basis. The FM station will carry, wherever possible, regular NBC commercial shows, including the commercials, free of charge.
- Sept. 26—The importance of the need for the Blue network to look into the field of FM broadcasting and to catch up with the other webs in this phase of electronics was stressed by Edgar Kobak, executive vice president of the web, at a luncheon for the press in the lounge of the Waldorf-Astoria yesterday.

### **OCTOBER**

- Oct. 2—A settlement of the differences of opinion between FM and tele interests was reached Friday at the FCC allocations hearings. After various conflicting claims and other disputes were ironed out, the FM bands decided upon were from 41 to 43 megacycles for educational and other non-commercial FM outlets and from 43 to 56 megacycles for commercial FM. These results are not final, however, and the matter will come under further discussion.
- Oct. 13—Lengthy questioning concerning the anticipated post war construction of FM receiving sets at the FCC allocations hearing

today lent added weight to the impression that FM service may eventually be moved up to about 90 megacycles with room for 100 or more 200-kilocycle channels.

- Oct. 17—In a poll conducted by General Electric, post war purchase lists include an FM receiving set at least nine times out of ten, according to the replies turned in by 16,635 GE stockholders, and 1,538 dealers.
- Oct. 23—Trend of the testimony given at the FCC's frequency allocation hearing today showed no desire on the part of FM broadcasters to move up the spectrum, apparently upsetting plans of the commission to move the service up.

### **NOVEMBER**

- Nov. 3—William B. Lewis, vice-president and radio director of Kenyon & Eckhardt predicted the formation of a fifth major network to be FM and press-owned. At the same time he intimated that the present four major AM nets would eventually transform themselves into FM webs.
- Nov. 6—J. Harold Ryan wrote a letter to the FCC opposing the proposed FM subscription plan, stating that it would be inadvisable to "sacrifice" our present broadcasting industry for what is, in effect, a "multiple address system." Ryan also stated that radio had served the public well, and planned further expansion in the future.
- Nov. 22—CBS began their new improved FM service today when they put into operation their new 800 foot antenna located on the roof of 500 Fifth Ave. The new antenna has three kilowatts and extends the broadcasting radius from less than 50 miles to about 60 miles.

### **DECEMBER**

- Dec. 8—It is anticipated that the subject of Mutual's future expansion into the field of FM broadcasting will come up for extensive discussion tomorrow at the web's board of directors meeting at the Ambassador Hotel. This is regarded as most likely, due to Ed Kobak's, Mutual's new president, well-known interest in FM.
- Dec. 14—Walter J. Damm, general manager of WTMJ, Milwaukee, and president of the FM Broadcasters, Inc., in New York this week for radio conferences, revealed that the total applications for FM stations had reached 310, and that the industry was very optimistic about the post-war market.

# FM ALLOCATION PROPOSALS

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*AT THE Allocation Hearings held before the FCC and prior to the one held late in February of this year, it was decided that existing FM stations would not be required to move upward until new receivers capable of tuning in the new wave lengths are generally available.*

*According to the FCC the cost to the public "would not be great" and that the present 500,000 FM sets are mostly combination sets capable of receiving both AM and FM. These, said the Commission, are several years old and some of them could be converted. In any event, the FCC stated, the existing receivers or attachments would become partially obsolete if the recommendations of the FM industry to widen the band were followed. Cost of remodeling FM transmitters would not be substantial, the FCC held.*

*Disputing the FCC findings along this line and the frequency swap believed to benefit television out of proportion to that received by FM, the FM interests marshalled their forces at the latter hearing. After explanatory remarks on the status of FM as brought up at the original hearings, the FCC issued the following re Temporary Allocations For FM Stations:*

## **FM Temporary Allocations**

"The Commission is desirous of establishing FM in its new place in the spectrum as soon as possible in order that the 42 to 50 mc. band can be made available for use by other services which are being assigned to these frequencies. It is recognized, however, that very few receivers for reception in the proposed 84 to 102 mc. band will be available for some time after materials and manpower become available for this purpose. Accordingly, existing FM stations will not be required to move to new assignments in this band until such time as new receivers are generally available and in the hands of the public. At that time, the Commission will assign a frequency in the 84 to 102 mc. band to each existing licensee who will then be expected within a reasonable period of time to make the necessary arrangements for operation on the newly assigned frequency. It is believed this procedure will greatly facilitate

the transition of FM stations to their new location.

"As pointed out in Section 10 on television 44 to 50 mc. will be assigned as the first television channel. Accordingly, in order that this space may become immediately available for use by television broadcasters, existing FM licensees will be given new assignments within the 42 to 44 megacycle band to operate on such channels until, as stated above, they are moved to a higher frequency in the 84 to 102 mc. region. No hardship should result from this change since existing FM sets are capable of receiving in this range which is already part of the FM band. In the congested areas sharing time may be required temporarily. This will permit change over of frequency of one transmitter to the new frequencies while maintaining operation on the lower frequencies.

## Economic Factors

"The cost to the public as a result of moving FM from its present band to the proposed higher band will not be great. There was testimony that approximately 500,000 FM receivers are now in the hands of the public consisting principally of combination sets capable of receiving both AM and FM. (Damm, Tr. 1047). These sets are, of course, several years old.

"Even if the present FM band were retained, these receivers would become partially obsolete insofar as FM reception is concerned since an expansion of the existing 42 to 50 mc. band would place a number of stations out of range. In some cases, old FM receivers can be converted for reception on the higher frequencies. Moreover, present AM receivers can include FM detachments which will not be appreciably more costly in the 84 to 102 mc. band than in the present band (Cotter, Tr. 1107).

"Insofar as transmitting equipment is concerned, the shift to the higher frequencies will not cause a substantial loss to the respective licensees in that a large part of the existing investment will not be affected, such as buildings, towers, power equipment, which will remain unchanged. Also, most of the transmitting

equipment can be modified to operate on the higher frequencies without unreasonable cost."

In connection with issuing the temporary allocations, the Commission said in part ". . . the large percentage of AM licensees among the present FM applicants and the economic advantage which AM licensees have in building and operating FM stations more cheaply raise serious questions as to whether, unless some special measures are taken to that end, this objective will be accomplished. The Commission recognizes that until a substantial number of receivers are in the hands of the public, FM broadcasting will not be a self-supporting operation.

"To keep the door open for later applicants, the Commission is considering the adoption of the following plan: 50 FM commercial channels will be available for assignment both to present licensees and to newcomers in the radio field. This policy will afford existing AM licensees an opportunity to enter FM if they so desire, and in addition will enable some new persons to participate in FM's early development. The remaining 20 FM commercial channels will be reserved from assignment at the present time to be licensed in the future in accordance with rules and regulations subsequently to be promulgated."

**FOR QUALITY  
AP !**

# HIGH FREQUENCY—FREQUENCY MODULATION BROADCAST STATIONS

*Section 37-48 lists 53 licensees or permittees and 232 Applicants for new facilities as of January 1, 1945, giving frequencies assigned or requested, coverage and population data furnished with applications filed with the FCC.*

## COMMERCIAL

State and City	Call Letters	Licensee or Permittee	Frequency (megs.)	Coverage (sq. mi.)	Population
<b>CALIFORNIA</b>					
Los Angeles	....KHJ-FM	Don Lee Broadcasting System.....	44.5	6,944	2,604,104
Los Angeles	....KTLO	M-G-M Studios .....	46.1	7,000	468,178
<b>CONNECTICUT</b>					
Hartford	.....WTIC-FM	The Travelers B/C Service Corp....	45.3	6,100	936,448
Hartford	.....WDRG-FM	WDRG, Incorporated .....	46.5	6,100	1,337,805
<b>ILLINOIS</b>					
Chicago	.....WBBM-FM	Columbia Broadcasting System.....	46.7	10,800	6,431,310
Chicago	.....WDLM	Moody Bible Institute of Chicago...	47.5	10,800	5,091,500
Chicago	.....WGNB	WGN, Incorporated .....	45.9	10,800	5,359,556
Chicago	.....WEHS	WHFC, Incorporated .....	48.3	10,800	5,036,000
Chicago	.....WWZR	Zenith Radio Corporation.....	45.1	10,800	4,500,204
<b>INDIANA</b>					
Evansville	.....WMLL	Evansville On The Air, Inc.....	44.5	8,397	465,600
Fort Wayne	.....WOWO-FM	Westinghouse Radio Stations, Inc..	44.9	6,100	420,168
Indianapolis*	....WABW	Associated Broadcasters, Inc.....	47.3	8,400	870,054
South Bend	....WSBF	South Bend Tribune.....	47.1	4,300	448,330
<b>LOUISIANA</b>					
Baton Rouge	....WBRL	Baton Rouge Broadcasting Co.....	44.5	8,100	361,382
<b>MASSACHUSETTS</b>					
Boston	.....WBZ-FM	Westinghouse Radio Stations, Inc..	46.7	6,700	3,389,751
Boston	.....WMTW	The Yankee Network, Inc.....	43.9	31,000	2,020,162
Boston	.....WGTR	The Yankee Network, Inc.....	44.3	19,230	6,635,751
Springfield	.....WBZA-FM	Westinghouse Radio Stations, Inc..	48.1	2,500	.....
Worcester	.....WTAG-FM	Worcester Telegram Pub. Co.....	46.1	4,465	2,703,202
<b>MICHIGAN</b>					
Detroit	.....WLOU	John Lord Booth.....	44.9	6,732	2,901,908
Detroit	.....WENA	Evening News Association.....	44.5	6,820	2,498,000
<b>MISSOURI</b>					
Kansas City	....KOZY	Commercial Radio Equipment Co..	44.9	4,410	730,869
Kansas City	....KMBC-FM	Midland Broadcasting Company....	46.5	6,700	.....
<b>NEW JERSEY</b>					
Alpine	.....WFMN	Edwin H. Armstrong.....	43.1	15,610	.....
West Orange*	....WAAW	Bremer Broadcasting Corporation..	49.5	6,200	10,906,200
<b>NEW YORK</b>					
Binghamton	....WBNF-FM	Wylie B. Jones Adv. Agency.....	44.9	6,500	1,836,300
New York	....WBAM	Bamberger Broadcasting Service...	47.1	8,500	10,906,200
New York	....WNYC-FM	City of New York Municipal Broadcasting System .....	43.9	3,900	11,550,274
New York	....WABC-FM	Columbia Broadcasting System.....	46.7	14,150	14,954,832
New York	....WQXQ	Interstate Broadcasting Co., Inc....	45.9	8,500	10,817,455
New York	....WHNF	Marcus Loew Booking Agency.....	46.3	8,500	12,074,192
New York	.....	Metropolitan Television, Inc.....	47.5	8,500	11,814,746

**P E N D I N G   F M   A P P L I C A T I O N S**

<i>State and City</i>	<i>Call Letters</i>	<i>Licensee or Permittee</i>	<i>Fre- quency (megs.)</i>	<i>Cover- age (sq. mi.)</i>	<i>Popu- lation</i>
New York	WGYN	Muzak Radio Broadcasting Station, Inc.	44.7	8,500	10,546,481
New York	WEAF-FM	National Broadcasting Co., Inc.	45.1	8,500	11,896,500
New York*	WFGG	Wm. G. H. Finch	45.5	8,500	10,600,000
Rochester	WHFM	Stromberg-Carlson Company	45.1	3,200	584,800
Rochester	WHEF	WHEC, Incorporated	44.7	3,200	599,256
Schenectady	WBCA	Capitol Broadcasting Co., Inc.	44.7	6,589	967,733
Schenectady	WGFM	General Electric Company	48.5	6,600	502,200
<b>NORTH CAROLINA</b>					
Winston-Salem	WMIT	Gordon Gray	44.1	69,400	4,125,000
<b>OHIO</b>					
Columbus	WELD	WBNS, Incorporated	44.5	12,400	1,104,642
<b>PENNSYLVANIA</b>					
Philadelphia	WPEN-FM	Wm. Penn Broadcasting Company	47.3	9,352	3,906,453
Philadelphia	WIP-FM	Pennsylvania Broadcasting Co.	44.7	9,300	4,474,940
Philadelphia*	WLBG	Seaboard Radio Broadcasting Co.	46.5	9,300	3,900,000
Philadelphia	WCAU-FM	WCAU Broadcasting Company	46.7	9,300	5,079,206
Philadelphia	KYW-FM	Westinghouse Radio Stations, Inc.	45.7	9,300	4,088,000
Philadelphia	WFIL-FM	WFIL Broadcasting Company	45.3	9,300	4,760,200
Pittsburgh	KDKA-FM	Westinghouse Radio Stations, Inc.	47.5	8,400	2,940,000
Pittsburgh	WTNT	WWSW, Incorporated	44.7	8,400	2,100,000
<b>TENNESSEE</b>					
Nashville	WSM-FM	National Life & Accident Insurance Company	44.7	16,000	857,270
<b>UTAH</b>					
Salt Lake City	KSL-FM	Radio Service Corp. of Utah	44.7	623	194,102
<b>WISCONSIN</b>					
Milwaukee	WMFM	The Journal Company	45.5	8,540	1,522,544
Superior	WDUL	Head of the Lakes Broadcasting Company	44.5	407	130,376

\* CP only.

**P E N D I N G   A P P L I C A T I O N S   F O R   F M   S T A T I O N S**

<i>State and City</i>	<i>Applicant</i>	<i>Fre- quency (megs.)</i>	<i>Cover- age (sq. mi.)</i>	<i>Population</i>
<b>ALABAMA</b>				
Birmingham	The Birmingham News Co.	44.5	17,700	.....
Birmingham	Birmingham B/C Co., Inc.	46.9	18,580	1,203,175
Birmingham	Voice of Alabama, Inc.	45.9	17,200	1,206,981
Huntsville	The Huntsville Times	48.9	12,900	.....
Mobile	Pape B/C Company	46.1	10,000	.....
Montgomery	G. W. Covington, Jr.	45.5	4,761	.....
Montgomery	Montgomery B/C Co., Inc.	43.5	17,299	722,782
<b>CALIFORNIA</b>				
Alameda	Times-Star Publishing Co.	49.1	5,450	.....
Avalon	The Santa Catalina Island Co.	43.7	34,500	3,420,002
Fresno	J. E. Rodman	44.1	24,752	578,105
Hollywood	Columbia B/C System, Inc.	43.1	34,000	3,420,002
Hollywood	Warner Bros. B/C Corp.	44.9	3,118	2,487,874
Los Angeles	Earle C. Anthony, Inc.	43.7	34,000	3,597,000
Los Angeles	Blue Network Co., Inc.	43.1	21,024	3,320,125
Los Angeles	Consolidated B/C Corp., Ltd.	45.7	7,000	3,053,991
Los Angeles	National Broadcasting Co.	44.1	.....	.....
Los Angeles	IUAAAA Workers of America	43.9	32,000	.....
Los Angeles	Standard Broadcasting Co.	45.3	7,000	3,074,303
Los Angeles	The Times-Mirror Co.	43.3	15,857	.....

<i>State and City</i>	<i>Applicant</i>	<i>Fre- quency (megs.)</i>	<i>Cover- age (sq. mi.)</i>	<i>Population</i>
Oakland	Tribune Building Company	46.5	1,216	1,350,000
Ontario	The Daily Report	49.9	2,240	.....
Richmond	B/C Corp. of America	43.5	48,000	4,300,000 (50 uv/m)
Riverside	Contra Costa B/C Co.	49.5	4,490	23,642
San Bernardino	Sun Co. of San Bernardino	44.1	17,101	803,534
San Diego	Union Tribune Pub. Co.	45.5	5,000	203,341
San Diego	Airfan Radio Corp., Ltd.	44.7	950	203,341
San Francisco	Associated B'casters, Inc.	43.1	.....	.....
San Francisco	Blue Network Co., Inc.	44.3	27,500	2,423,926
San Francisco	Don Lee B/C System	43.5	18,050	1,098,612
San Francisco	KJBS Broadcasters	44.7	7,557	2,891,687
San Francisco	National B/C Company	43.9	.....	.....
Stockton	E. F. Peffer	45.9	19,696	287,486 (50 uv/m)
<b>COLORADO</b>				
Colorado Springs	Out West B/C Co.	47.7	2,950	.....
Denver	KLZ Broadcasting Company	43.5	31,400	.....
Denver	National B/C Co., Inc.	43.9	.....	.....
<b>CONNECTICUT</b>				
Hartford	The Hartford Times, Inc.	43.7	21,900	3,840,166
New London	Thames B/C Corp.	44.5	3,500	.....
Waterbury	Harold Thomas	43.3	14,300	2,830,148
<b>DELAWARE</b>				
Wilmington	WDEL, Inc.	44.5	6,400	.....
<b>DISTRICT OF COLUMBIA</b>				
Washington	Capital B/C Company	46.7	8,020	.....
Washington	The Evening Star B/C Co.	47.1	5,600	899,946
Washington	Marcus Loew Booking Agency	47.5	3,993	1,187,012
Washington	The Times Herald	46.3	.....	.....
Washington	National B/C Company	44.3	.....	.....
<b>FLORIDA</b>				
Daytona Beach	The News Journal Corp.	49.1	3,000	.....
Jacksonville	Florida B/C Company	44.7	11,700	.....
Jacksonville	The Metropolis Co.	46.5	10,981	467,883
Miami	Miami B/C Co.	46.5	3,630	.....
Tampa	Tampa Times Company	45.3	8,100	.....
Tampa	The Tribune Company	.....	.....	.....
<b>GEORGIA</b>				
Atlanta	The Constitution Pub. Co.	45.3	7,380	826,864
Macon	Southeastern B/C Co.	44.7	12,600	.....
Macon	Macon Telegraph Pub. Co.	46.7	12,000	57,865 (Macon only)
Macon	Middle Georgia B/C Co.	45.7	12,600	589,140
<b>IDAHO</b>				
Boise	Boise B/C Station	48.5	1,148	82,830
<b>ILLINOIS</b>				
Bloomington	Radio Station WJBC	45.3	6,680	316,339
Champaign	Champaign News-Gazette, Inc.	49.1	4,660	.....
Chicago	Agricultural B/C Co.	44.7	10,624	4,842,526
Chicago	Blue Network Co., Inc.	48.7	11,000	5,045,240
Chicago	Chicago Fed. of Labor	47.9	10,800	4,849,461
Chicago	Drovers Journal Pub. Co.	48.7	10,800	.....
Chicago	IUUAAA Workers of America	43.5	14,600	.....
Chicago	National B/C Co., Inc.	46.3	10,800	4,869,900
Chicago	Oak Park Realty Co.	47.9	10,800	.....
Chicago	WEHS, Inc.	48.3	10,800	.....
Chicago	WJJD, Inc.	44.7	10,800	4,750,000
Decatur	Commodore B/C, Inc.	46.5	15,708	879,355
Herrin	Orville W. Lyerla	49.1	3,966	.....
Peoria	Peoria Broadcasting Co.	48.7	11,614	598,367

• • • **PENDING FM APPLICATIONS** • • •

State and City	Applicant	Fre- quency (megs.)	Cover- age (sq. mi.)	Population
Quincy	Illinois B/C Corp.	44.1	15,300	.....
Quincy	Quincy Newspapers, Inc.	47.3	16,760	.....
Rockford	Rockford Broadcasters, Inc.	47.1	3,900	394,500
Rock Island	Rock Island B/C Co.	44.5	3,000	316,000
Springfield	Commodore B/C, Inc.	46.9	8,050	404,661
Springfield	WCBS, Incorporated	46.1	11,594	650,218
Waukegan	Keystone Printing Service	47.1	2,890	527,798
<b>INDIANA</b>				
Evansville	Evansville On The Air	44.3	29,688	.....
Fort Wayne	Farnsworth Television & Radio Corp.	46.1	8,500	118,410
Hammond	Radio Station WJOB	49.9	2,241	691,853
Hammond	WFAM, Incorporated	49.7	.....	.....
Indianapolis	Capitol B/C Corp.	48.7	14,120	1,417,204
Indianapolis	Indianapolis B/C, Inc.	45.3	13,640	1,017,471
Indianapolis	Scripps Howard Radio, Inc.	46.9	8,400	386,972
Muncie	Donald A. Burton	46.5	9,600	1,108,084
Shelbyville	Shelbyville Radio, Inc.	46.1	3,730	243,136
Terre Haute	Banks of the Wabash, Inc.	48.7	7,440	415,999
<b>IOWA</b>				
Cedar Rapids	The Gazette Company	44.7	7,400	282,000
				(50 uv/m)
Davenport	Tri-City Broadcasting Co.	46.3	10,600	.....
	Central Broadcasting Co.	46.1	18,200	.....
Dubuque	Telegraph Herald	46.5	8,060	300,250
Waterloo	Josh Higgins B/C Co.	44.3	26,943	1,354,523
<b>KANSAS</b>				
Hutchinson	Hutchinson Pub. Co.	43.3	15,200	332,500
Topeka	Topeka B/C Assn. Co.	45.5	4,804	191,299
Wichita	The Farmers & Bankers B/C Corp.	47.3	15,600	427,729
<b>KENTUCKY</b>				
Ashland	Ashland B/C Company	46.1	4,160	398,692
				(50 uv/m)
Lexington	American B/C Corp. of Ky.	45.1	6,300	391,742
Louisville	WAVE, Inc.	46.9	13,300	.....
Louisville	Courier-Journal & Louisville Times Co.	45.7	13,200	1,004,320
Louisville	Northside B/C Corp.	46.3	8,665	750,125
				(800,716 based latest fig.)
Owensboro	Owensboro B/C Co., Inc.	47.9	7,250	.....
<b>LOUISIANA</b>				
New Orleans	The Times-Picayune Pub. Co.	44.3	.....	.....
New Orleans	Loyola University	44.9	8,478	815,078
<b>MAINE</b>				
Augusta	Gannett Pub. Co.	49.1	3,968	161,003
Portland	Portland B/C System, Inc.	47.1	3,980	359,687
<b>MARYLAND</b>				
Baltimore	The A. S. Abell Co.	46.3	6,040	1,810,159
				(50 uv/m)
Baltimore	Baltimore B/C Corp.	48.3	3,600	1,343,000
Baltimore	The Baltimore Radio Show, Inc.	45.9	5,500	1,393,884
Baltimore	Hearst Radio, Inc.	43.7	8,857.6	2,383,494
				(50 uv/m)
Baltimore	Maryland B/C Company	48.9	2,904	1,209,745
Baltimore	The Monumental Radio Co.	47.9	4,520	1,365,000
Olney	FM Development Foundation	43.9	18,844	2,956,668
Salisbury	The Peninsula B/C Co.	48.9	6,000	.....

State and City	Applicant	Fre- quency (megs.)	Cover- age (sq. mi.)	Population
<b>MASSACHUSETTS</b>				
Boston	Columbia B/C System, Inc.	43.5	20,200	5,972,246
Boston				(50 uv/m)
Boston	Fidelity B/C Corp.	47.1	4,830	
Boston	Filene's Television, Inc.	43.1	21,709	5,597,460
Brookline	Matheson Radio Co., Inc.	47.7	3,600	2,557,000
Fall River	Worcester Telegram Pub. Co.	45.3	7,000	
Greenfield	Doughty & Welch Elec. Co., Inc.	47.3	2,120	1,000,000
Holyoke	John W. Haigis	49.9	3,556	225,186
Lawrence	The Hampden-Hampshire Corp.	44.1	14,340	1,825,597
New Bedford	Hildreth & Rogers Company	44.9	2,970	651,000
(Paxton)	E. Anthony & Sons	43.3	19,650	4,779,600
New Bedford	E. Anthony & Sons, Inc.	45.7	18,100	350,240
Pittsfield	Eagle Publishing Co.	46.3	10,061	861,457
Pittsfield	Monroe B. England	45.7	7,000	
Waltham	Raytheon Mfg. Co.	45.5	6,530	
Worcester				
(Paxton)	Worcester Telegram Pub. Co.	43.5	20,437	6,038,500
<b>MICHIGAN</b>				
Bay City	Bay B/C Company, Inc.	46.1	8,157	333,995
Ann Arbor	Washtenaw B/C Co.	46.3	3,472	430,136
Battle Creek	Federated Publications, Inc.	48.1	4,100	278,739
				(50 uv/m)
Benton Harbor	The Palladium Pub. Co.	46.1	1,825	98,000
Dearborn	Herman Radner	49.5		
Detroit	James F. Hopkins, Inc.	46.5	6,790	2,133,811
				(50 uv/m)
Detroit	IUAAAA Workers of America	43.1	22,750	
Detroit	King-Trendle B/C Corp.	47.3	6,750	2,564,008
Detroit	WJR, The Goodwill Station	45.3	6,800	2,480,714
Flint	IUAAAA Workers of America	45.9	8,045	
Grand Rapids	Fetzer B/C Company	43.9	18,250	1,297,437
Grand Rapids	King-Trendle B/C Corp.	46.9	5,300	493,842
Grand Rapids	Leonard A. Versluis	46.1	6,460	546,100
Jackson	WIBM, Incorporated	49.5		
Lansing	WJIM, Incorporated	47.7	3,800	280,296
Muskegon	Ashbacker Radio Corp.	45.7	2,290	191,845
Port Huron	The Times Herald Co.	47.7	5,600	434,000
Saginaw	Saginaw B/C Company	45.5	2,100	
Wyandotte	Wyandotte News Co.	46.1	775	267,333
<b>MINNESOTA</b>				
Minneapolis	Minnesota B/C Corp.	45.3	16,155	1,433,063
Rochester	Southern Minnesota B/C Co.	43.7	15,400	
St. Paul	WMIN Broadcasting Co.	45.7	13,273	195,394
<b>MISSOURI</b>				
Kansas City	WHB Broadcasting Co.	46.9	9,200	
Kansas City	Kansas City Star	44.5	26,400	1,387,576
Kansas City	Midland B/C Company	43.9		
St. Joseph	KFEQ, Incorporated	46.9		
St. Louis	Columbia B/C System, Inc.	45.9	13,400	1,871,398
St. Louis	Globe-Democrat Pub. Co.	46.3	13,083	1,858,665
St. Louis	Missouri Broadcasting Co.	46.7	13,200	1,799,870
St. Louis	Thomas Patrick, Inc.	47.7	17,480	
	The Pulitzer Pub. Co.	45.5	13,391	1,531,182
St. Louis				(50 uv/m)
St. Louis	St. Louis University	45.1	13,000	1,682,500
St. Louis	Star-Times Pub. Co.	44.7	12,480	1,748,733
				(50 uv/m)
<b>NEBRASKA</b>				
Lincoln	Cornbelt B/C Corp.	47.3	18,300	549,668
Omaha	Inland B/C Company	44.5	9,950	93,846
Omaha	World Publishing Company	45.5	11,660	1,062,000



. . . PENDING FM APPLICATIONS . . .

State and City	Applicant	Frequency (megs.)	Coverage (sq. mi.)	Population
<b>NEVADA</b>				
Las Vegas	Nevada B/C Company	49.5	560	28,172 (plus 10,000 military pers.)
Reno	Reno Newspaper, Inc.	43.7	35,558.7	309,181
<b>NEW HAMPSHIRE</b>				
Manchester	The Radio Voice of N. H.	43.5	31,630	2,318,333
<b>NEW JERSEY</b>				
Jersey City	Fidelity Media B/C Corp.	49.1	5,160	4,199,500
Jersey City	New Jersey B/C Corp.	49.1	6,200	11,194,000
Newark	The Evening News Pub. Co.	43.5	19,861	14,192,769
Newark	IUUA AAA Workers of America	43.1	18,750	.....
New Brunswick	Home News Pub. Co.	49.9	3,420	1,215,936
Passaic	The Passaic Daily News	49.9	3,878	5,915,787
Paterson	North Jersey B/C Co.	45.9	4,928	.....
Trenton	Mercer B/C Company	49.9	3,200	910,000
<b>NEW YORK</b>				
Albany	WOKO, Incorporated	45.1	7,164	922,163 (50 uv/m)
Binghamton	Wylie B. Jones Adv. Agency	43.7	6,500	.....
Buffalo	WBEN, Incorporated	43.3	21,830	2,405,500
Buffalo	WEBR, Incorporated	46.5	3,420	.....
Brooklyn	Frequency B/C Corp.	43.7	8,500	11,900,000 (50 uv/m)
Corning	The Evening Leader	49.7	5,213	319,884
<b>Hastings-on-Hudson</b>				
Hudson	Bernard Fein	48.7	8,500	12,147,260
Hornell	The W. H. Greenhow Co.	49.3	5,062	237,353
Ithaca	Cornell University	43.3	15,000	.....
Jamestown	James B/C Co., Inc.	46.1	10,352	664,907
New York	The American Network, Inc.	47.9	8,840	12,500,000
New York	Blue Network, Inc.	47.0	8,950	12,320,500
New York	Debs Memorial Radio Fund, Inc.	48.7	8,600	12,300,000
New York	Hearst Radio, Inc.	48.7	8,570	11,388,577
New York	News Syndicate Co., Inc.	47.9	8,500	11,212,416
New York (Chicago)	Oak Park Realty and Amusement Co.	47.9	10,800	5,030,510
New York	WBNX B/C Co., Inc.	48.3	8,730	11,328,743 (50 uv/m)
New York	WMCA, Incorporated	48.3	8,550	.....
Ogdensburg	St. Lawrence B/C Corp.	.....	7,854	.....
Oswego	Palladium-Times, Inc.	48.9	2,392	183,271
Poughkeepsie	Poughkeepsie Newspapers, Inc.	44.3	10,198.5	2,128,196
Syracuse	Central New York B/C Corp.	46.3	6,800	562,000
Syracuse	Onondaga Radio B/C Corp.	45.9	6,745	555,366
Syracuse	WAGE, Inc.	45.4	7,780	623,213
Utica	WIBX, Incorporated	45.7	10,290	528,069
Watertown	The Brockway Company	47.3	4,145	138,591
White Plains	Westchester B/C Corp.	49.9	435	.....
<b>NORTH CAROLINA</b>				
Durham	Durham Radio Corporation	.....	.....	.....
Greensboro	Greensboro B/C, Inc.	44.5	11,130	73,055
Greensboro	North Carolina B/C Co., Inc.	43.9	13,200	.....
Greensboro	Greensboro News Co.	45.5	5,820	452,000
High Point	Radio Station WMFR	45.1	5,030	38,493
Raleigh	WPTF Radio Company	43.3	23,343	1,406,723
Roanoke Rapids	Telecast, Inc.	49.1	5,198	319,192
Rocky Mount	Josh L. Horne	.....	7,250	25,568 (Rocky Mount only)

State and City	Applicant	Frequency (megs.)	Coverage (sq. mi.)	Population
Salisbury	Piedmont B/C Corp.	49.3	6,950	579,000
Winston-Salem	Piedmont Publishing Co.	46.7	4,600	500,684
				(50 uv/m)
<b>NORTH DAKOTA</b>				
Fargo	KVOX B/C Company	44.5	5,800	124,567
<b>OHIO</b>				
Akron	Summit Radio Corporation	46.5	922	.....
Akron	Nied and Stevens	49.1	262	140,344
Ashland	Beer & Koehl	48.9	8,494	.....
Ashtabula	WICA, Incorporated	48.9	4,116	307,254
Canton	The Ohio Broadcasting Co.	46.1	8,499	951,070
Cincinnati	Cincinnati B/C Co.	43.7	19,100	2,095,765
Cincinnati	Cincinnati Times-Star Co.	46.7	13,700	1,496,500
Cincinnati	The Crosley Corp.	45.5	13,700	.....
Cincinnati	L. B. Wilson, Inc.	45.9	13,700	.....
Cincinnati	Scripps Howard Radio, Inc.	47.9	13,700	455,610
Cleveland	National B/C Co., Inc.	43.7	.....	.....
Cleveland	United B/C Company	48.5	8,420	2,212,953
Cleveland	IUAAAA Workers of America	43.1	17,500	.....
Cleveland	WGAR B/C Company	45.5	8,500	.....
Columbus	Central Ohio B/C Co.	43.1	21,010	1,629,564
Columbus	The Crosley Corp.	46.5	12,400	.....
Columbus	The Pixleys	48.5	12,500	1,022,711
Columbus	United B/C Company	48.1	12,400	.....
Dayton	The Crosley Corp.	46.1	8,000	.....
Newark	The Advocate Printing Co.	45.7	.....	.....
Steubenville	Liberty B/C Company	.....	.....	.....
(Pittsburgh)				
Steubenville	The Valley B/C Company	.....	.....	.....
Toledo	The Toledo Blade Company	45.5	8,400	.....
Toledo	Fort Industry Co.	43.5	19,350	246,750
Wooster	Wooster Republican Printing Co.	49.3	7,780	577,873
Youngstown	WFMJ B/C Company	44.1	15,610	2,987,176
Youngstown	WKBN B/C Corp.	43.3	15,690	3,041,839
<b>OKLAHOMA</b>				
Lawton	Plaza Court B/C Co.	.....	15,394	.....
Oklahoma City	Ned Shepler	48.9	4,500	.....
Oklahoma City	WKY Radiophone Company	44.5	21,000	.....
Tulsa	Fred Jones B/C Co.	45.3	22,005	787,532
Tulsa	World Pub. Co. and Tulsa Tribune Co.	45.7	23,850	967,812
<b>OREGON</b>				
Medford	Mrs. W. J. Virgin	49.5	3,121	29,539
Portland	Broadcasters Oregon, Ltd.	48.5	5,826	634,044
Portland	Oregonian Publishing Co.	46.1	13,328	739,556
Portland	KOIN, Inc.	45.7	12,856	734,214
<b>PENNSYLVANIA</b>				
Bethlehem	Associated B'casters, Inc.	48.5	2,800	.....
Harrisburg	Harrisburg B/C Co.	43.5	11,548	502,989
Harrisburg	Keystone B/C Corp.	44.7	4,000	.....
Harrisburg	The Patriot Company	46.1	7,633	1,045,857
Johnstown	WJAC, Inc.	45.1	21,792	2,868,509
Lancaster	WGAL, Incorporated	46.5	1,200	.....
Philadelphia	Gibraltar Service Corp.	46.1	9,318	3,998,402
Philadelphia	The Philadelphia Inquirer	48.1	15,500	4,697,141
Philadelphia	WDAS B/C Station, Inc.	47.7	9,300	3,992,850
Pittsburgh	Pittsburgh Radio Supply House	46.5	8,400	2,095,718
Pittsburgh	WCAE, Incorporated	45.4	8,650	2,429,000
Reading	Hawley B/C Company	46.5	4,275	889,600
Scranton	Scranton B'casters, Inc.	48.1	19,557	2,697,425
Sharon	Sharon Herald B/C Co.	45.9	11,030	1,763,157
Uniontown	Fayette B/C Corp.	48.1	10,240	1,628,338
Wilkes-Barre	Louis G. Baltimore	.....	.....	.....

. . . PENDING FM APPLICATIONS . . .

State and City	Applicant	Frequency (megs.)	Coverage (sq. mi.)	Population
Williamsport	WRAK, Incorporated	47.7	11,675	1,183,934
York	Susquehanna B/C Co.	44.5	3,060	441,700
York	York Broadcasting Co.	45.1	1,550	.....
<b>RHODE ISLAND</b>				
Pawtucket	Pawtucket Broadcasting Co.	45.1	3,760	1,543,488
Providence	Cherry & Webb B/C Co.	47.5	6,207	4,230,838
Providence	The Outlet Company	48.5	7,520	(50 uv/m) 6,263,346
Providence	Providence Journal Co.	46.6	6,767	(50 uv/m) 1,272,147
Providence	A. A. Schechter	45.1	3,950	.....
<b>SOUTH CAROLINA</b>				
Charleston	Atlantic Coast B/C Company	47.7	6,400	.....
Columbia	Surety Life Ins. Co.	43.1	16,230	537,232
Greenville	Greenville News-Piedmont Co.	44.1	23,687	1,612,477
Greenwood	Greco, Incorporated	44.7	5,305	246,397
Spartanburg	Spartanburg Adv. Co.	43.5	26,600	.....
<b>TENNESSEE</b>				
Chattanooga	WDOD B/C Corp.	47.5	23,800	1,289,993
Jackson	The Sun Publishing Co.	47.1	13,400	657,509
Knoxville	American Broadcasting Corp.	45.1	3,230	306,423
Memphis	Memphis Publishing Co.	48.1	19,640	.....
Nashville	Nashville Radio Corp.	46.5	16,000	.....
<b>TEXAS</b>				
Abilene	Reporter Broadcasting Co.	45.7	6,936	.....
Amarillo	Amarillo B/C Corp.	45.1	5,600	80,024
Austin	Frontier B/C, Inc.	47.1	12,900	.....
Beaumont	KRIC, Incorporated	43.1	6,650	.....
Dallas	A. H. Belo Corporation	43.7	22,700	.....
Dallas	KRLD Radio Corp.	45.7	20,000	.....
Galveston	KLUF B/C Co., Inc.	44.5	940	94,628
Harlingen	Harbineto B/C Co., Inc.	.....	2,400	.....
Houston	Houston Printing Corp.	46.5	10,500	722,600
Houston	KTRH Broadcasting Company	47.7	14,300	856,882
San Angelo	KGKL, Incorporated	45.3	6,936	.....
San Antonio	The Walmac Company	45.3	10,506	536,104
San Antonio	Southland Industries, Inc.	44.5	16,500	.....
Texarkana	KCMC, Incorporated	48.1	7,088	.....
Waco	Frontier B/C, Inc.	46.1	13,700	.....
Wichita Falls	Rhea Howard	46.5	12,800	.....
<b>UTAH</b>				
Salt Lake City	Intermountain B/C Corp.	46.7	800	239,079
<b>VIRGINIA</b>				
Newport News	Hampton Roads B/C Company	44.7	5,950	549,939
Norfolk	WTAR Radio Corporation	46.5	5,702	560,312
Portsmouth	Portsmouth Radio Corp.	43.7	6,000	538,659
Roanoke	Times-World Corporation	45.3	30,340	1,806,731
Richmond	Havens & Martin, Inc.	46.1	12,130	658,236
Richmond	Richmond Radio Corporation	46.3	11,269	685,440
<b>WASHINGTON</b>				
Seattle	Radio Sales Corporation	44.3	8,200	.....
Spokane	Louis Wasmer, Inc.	45.7	12,609	249,887
<b>WEST VIRGINIA</b>				
Charleston	Charleston Broadcasting Co.	43.5	11,525	.....
Morgantown	West Virginia Radio Corp.	43.5	33,244	4,000,000 (approx.)

## PENDING FM APPLICATIONS

State and City	Applicant	Frequency (megs.)	Cover- age (sq. mi.)	Population
<b>WISCONSIN</b>				
Green Bay	Green Bay Newspaper Co.			
Madison	Badger Broadcasting Co.	43.3	31,640	2,272,719
Milwaukee	Hearst Radio, Inc. (NY)	43.5	17,791	2,107,277
Milwaukee	The Journal Company	43.9	17,828	1,930,745
Milwaukee	Milwaukee B/C Co.	48.9	1,279	843,685
Milwaukee	Wisconsin Radio, Inc.	46.1	7,750	1,450,749
Oshkosh	Oshkosh B/C Company	44.5	3,810	265,436
Racine	Racine Broadcasting Co.	49.1	2,540	446,611
Sheboygan	Press Pub. Co.	48.5	2,360	280,890
Wausau	Record Herald Company	46.5		

## DEVELOPMENTAL STATIONS

Licensee and Location	Frequency	Power
The Atlanta Journal Co., Atlanta, Georgia		to be assigned 700w (cp only)
Courier Journal & Louisville Times T-NE of Eastwood, Ky.	45,500	1kw
Everett L. Dillard tr/as Commercial Radio Equipment Co., Washington, D. C.		to be assigned 250w (cp only)
Everett L. Dillard tr/as Commercial Radio Equipment Co., Washington, D. C.—Portable		to be assigned 100w (cp only)
Temple Ehmsen, Portland, Oregon		to be assigned 1kw (cp only)
The Journal Co., Milwaukee, Wisconsin	45,500	100w
KLZ Broadcasting Co., Denver, Colorado	43,500	1kw (cp only)
Maryland Broadcasting Co., Baltimore, Maryland		to be assigned 1kw (cp only)
Matheson Radio Co., Boston, Massachusetts		to be assigned 1kw (cp only)
Muzak Corporation, New York	117,650	1kw (cp only)
National B/C Co., Inc., Portable		25 watts
National B/C Co., Inc., Portable or Portable-Mobile		100 watts
Voice of Alabama, Birmingham, Alabama		to be assigned 1kw (cp only)
Voice of Alabama, Birmingham, Alabama		to be assigned 250w (cp only)

## DEVELOPMENTAL APPLICATIONS PENDING

Evansville On The Air, Inc., Glenwood, Indiana	43,300	1kw
Cowles Broadcasting Co., Des Moines, Iowa	49,100	1kw
Cowles Broadcasting Co., Washington, D. C.	49,100	1kw
Cowles Broadcasting Co., Minneapolis, Minnesota	49,100	1kw
Cowles Broadcasting Co., Jersey City, New Jersey	49,100	1kw
Massachusetts B/C Corp., Boston, Massachusetts	49,100	1kw
WAPO Broadcasting Service, Chattanooga, Tennessee	43,700	1kw

## EXPERIMENTAL STATIONS

Crosley Corporation, Cincinnati, Ohio	43,200	1kw
C. M. Jansky Jr. and Stuart L. Bailey, d/b as Jansky and Bailey, Georgetown, D. C.	43,200	1kw

# ORGANIZATIONS



*National Association of Broadcasters*

•

*Radio Groups*

•

*Personnel*

•

*Addresses*

•

*Unions*

•

*Guilds*

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*National Association of  
Educational Broadcasters*

# NATIONAL ASSOCIATION OF BROADCASTERS



Headquarters: 1760 N—Street, N. W., Washington 6, D. C.

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John E. Fetzer WKZO, Kalamazoo, Mich.	8	Indiana, Michigan, excluding the counties of Ontonagon and Gogebic.
Leslie C. Johnson WBBF, 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.
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Director	District	States Comprising District
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Wililam B. Way KVOO, Tulsa, Okla.	12	Kansas, Oklahoma.
Hugh A. L. Half WOAI, San Antonio, Texas	13	Texas.
Hugh B. Terry KLZ, Denver, Colo.	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.
Wm. B. Ryan KFI, Los Angeles, Calif.	16	Arizona; California, including the counties excepted in District 15; New Mexico.
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**District 8**

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**District 9**

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**District 10**

Mark W. Bullock, KFAB, Lincoln, Nebr.

**District 11**

(To be appointed.)

**District 12**

(To be appointed.)

**District 13**

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**District 14**

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**District 4**

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**District 5**

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**District 6**

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**District 7**

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**District 8**

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**District 10**

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**District 11**

(To be appointed.)

**District 12**

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**District 13**

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**District 14**

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**District 15**

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**District 3**

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**District 4**

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**District 5**

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**District 6**

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**District 7**

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**District 8**

Owen F. Uridge, WJR, Detroit, Mich.

**District 9**

Edwin C. Allen, WIBA, Madison, Wis.

**District 10**

Hale Bondurant, WHO, Des Moines, Ia.

**District 11**

(To be appointed.)

**District 12**

(To be appointed.)

**District 13**

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**District 14**

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**District 15**

Ray Baker, KPO, San Francisco, Calif.

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**District 17**

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**District 3**

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**District 4**

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**District 5**

Robert L. Fidler, WIOD, Miami, Fla.

**District 6**

Robert Atherton, WMC, Memphis, Tenn.

**District 7**

Edgar T. Wolfe, WBNS, Columbus, Ohio.

**District 8**

Eldon Campbell, WOWO, Fort Wayne, Ind.

**District 9**

Maurice P. Owens, WROK, Rockford, Ill.

**District 10**

Harold Fair, WHO, Des Moines, Iowa.

**District 11**

(To be appointed.)

**District 12**

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**District 13**

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**District 14**

Ralph W. Hardy, KSL, Salt Lake City, Utah.

**District 15**

Robert H. Wesson, KGO, San Francisco, Calif.

**District 16**

W. L. Gleeson, KPRO, Riverside, Calif.

**District 17**

Homer Welch, KEX, Portland, Ore.

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Eugene Carr, WJR, Detroit, Mich.

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Clarence L. Menser, NBC, New York.

Ray Shannon, WHAS, Louisville, Ky.

Robt. Evans, 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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# *Be It Resolved*



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 handwriting, 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

## RADIO GROUPS — UNIONS — ASSOCIATIONS

## PERSONNEL — GUILDS — ADDRESSES

### Acoustical Society of America

120 S. LaSalle St., Chicago 3, Ill.  
Randolph 8460

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#### 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 19, N. Y.  
Bryant 9-3550

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#### BRANCH OFFICES

Los Angeles: I. B. Kornblum, 6331 Hollywood Blvd., Hollywood, Calif.

San Francisco: Theodore Hale, 26 O'Farrell Street, Chicago: Frank Dare, 720 Bittersweet Place.

Chorus Equity: 701 7th Ave., New York, N. Y.

### 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 benefits to business and the general public.

To determine and disseminate more accurate knowledge 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 3-5503

### OFFICERS

Chairman ..... Wm. G. Polmer  
Treasurer ..... John Benson  
Secretary ..... Paul B. West  
Managing Director ..... A. W. Lehman  
Technical Director ..... D. B. Lucas

### FUNCTIONS AND ACTIVITIES

Measurement of reading habits, qualitative analysis of media, general studies of advertising for equal interest to advertisers, agencies and media.

## American Assn. of Adv. Agencies (AAAA)

420 Lexington Ave., New York, N. Y.  
LEXington 2-7980

### OFFICERS

Chairman of Board ..... Allen L. Billingsley  
President and Exec. Secy. .... Frederic R. Gamble  
Vice-Chairman ..... Richard Compton  
Secretary-Treasurer ..... J. L. Anderson  
Asst. Exec. Secy. .... Robinson Murray  
Asst. Treas. .... Richard Turnbull  
Director of Service ..... L. W. MacKenzie  
Counsel ..... Mc Kercher & Link

### 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: 1002 Hill Bldg.  
Washington, D. C.  
Republic 3833

### COMMITTEE

Chairman ..... Francis W. Hill, Jr.  
Committeeman ..... Edwin M. Borchard  
Committeeman ..... Monte Appel  
Committeeman ..... Howard L. Kern  
Committeeman ..... Edw. n Borchard  
Committeeman ..... Lester Cohen  
Committeeman ..... Howard L. Kern

### FUNCTIONS

To advance the science of jurisprudence, promote the administration of justice and uniformity of legislation and of judicial decision in the Nation, uphold the honor of the profession of the law.

## 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 6, D. C.  
NATIONAL 5691

### EXECUTIVE OFFICERS

President ..... George F. Zook  
Vice-President ..... A. J. Brumbaugh  
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

Chauncey Weaver, J. W. Parks, Oscar F. Hild, Herman D. Kenin, Walter M. Murdoch.

## 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 ..... Ben Grauer  
Vice-President ..... John B. Hughes  
Vice-President ..... Gunnar Back  
Vice-President ..... Kenneth Carpenter



## ORGANIZATIONS

Recording Secretary.....Alex McKee  
 National Executive Secretary.....Emily Holt  
 Associate Secretary and Treasurer.....George Heller  
 Counsel.....Jaffe & Jaffe  
 Associate Counsel.....Beilenson & Berger

### BOARD OF DIRECTORS

Wm. P. Adams, Gunnar Back, Hal Berger, Nellie Booth, John Brown, Robert Bruce, Eddie Cantor, Andre Carlon, Kenneth Carpenter, Floyd Caton, Clayton Collyer, Ted De Corsia, William T. Days, Jr., Robert Donley, Verna Felton, Norman Field, Robert Graham, Ben Grauer, George Heller, John B. Hughes, House Jameson, Raymond Jones, Jay Jostyn, Carlton Kabell, Felix Knight, Grafton Linn, John McIntire, Alec McKee, Sylvia Maguite, Edward J. Marr, Bert Metcalf, William L. Mezger, Edward L. Merritt, Arnold Moss, Ona Munson, Paul Nettinga, Virginia Payne, Vincent Pelletier, Minerva Pious, Alan Reed, Kenneth Roberts, Earl Ross, Anne Seymour, Margaret Speaks, Al Strace, Lawrence Tibbett, Lou Tobin, Lucille Wall, William Wright.

### BRANCH OFFICES

Chicago Local—540 North Michigan Avenue, Chicago, Ill.; Raymond Jones, 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—82 West Montcalm St., Detroit, Mich.

St. Louis Local—4317 Lindell Blvd., St. Louis, Mo.  
 Miami Local—Box 8, Miami, Fla.

Denver Local—4231 West 32nd St., Denver, Colo.

Racine Local—804 Hamilton St., Racine, Wisc.

Cleveland Local—319 Chester-12th Bldg., Cleveland, Ohio.

Washington Local—P. O. Box No. 269, Washington, D. C.

Pittsburgh Local—1124 Frisk 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.; Charlotte, N. C.; Rochester, N. Y.; Baltimore, Md.; San Diego, Calif.; Fresno, Calif.; Lawrence, Mass.; Grand Rapids, Mich.; Louisville, Ky.; Seattle, Wash.; Atlanta, Ga.; Kansas City, Mo.

## American Guild of Musical Artists, Inc. (A. F. L.)

2 West 45th St., New York, N. Y.  
 Murray Hill 2-8407

### 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 Hoeppel  
 Treasurer.....Frederick Jagel  
 Counsel.....Albert B. Gins

### BOARD OF GOVERNORS

Zlatko Balokovic, Ruthanna Boris, Ruth Breton, Norman Cordon, Muriel Dickson, Claudio Frigerio, Coe Glade, Herbert Graf, Roland Guerard, Edward Harris, Jascha Heifetz, Alexander Kipnis, Charles Kullman, James Melton, Helen Olheim, Alexander Smallens, Georgia Standing, Anthony Stivanello, Conrad Thibault, Kerstin Thorborg, Mario Cozzi, Louis D'Angelo, Frances

Greer, Mack Harrell, Mildred Ippolito, Anna Kaskas, Dorothy Sarnoff.

### BRANCH OFFICES

Hollywood: 6331 Hollywood Blvd.—Phone, Hillside 5121.

### 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.....Howard W. Green  
 (Real Property Inventory)  
 Vice-President.....Donald M. Hobart  
 (Curtis Publishing Co.)  
 Vice-President.....Franklin R. Cawl  
 (Arthur Kudner, Inc.)  
 Treasurer.....Arthur P. Hirose  
 (Newsweek)  
 Secretary.....Ross M. Cunningham  
 (Mass. Institute of Technology)  
 Editor-in-Chief, Journal of Marketing....Reavis Cox  
 (Un. of Pennsylvania)

### 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 advancement of science in marketing.

## American Newspaper Publishers Association

370 Lexington Ave., New York 17, N. Y.  
 CAledonia 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 Communication Manager....Carol K. Witte

### 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

32 Rockefeller Plaza, New York 20, N. Y.  
Columbus 5-7464

### OFFICERS

President.....Deems Taylor  
Vice-President.....Gustave Schirmer  
Vice-President.....Oscar Hammerstein II  
Secretary.....George W. Meyer  
Treasurer.....Max Dreyfus  
Assistant Secretary.....J. J. Bregman  
Assistant Treasurer.....Irving Caesar  
General Manager.....John G. 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, 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. Meyers, Jack Mills, Gustave Schirmer, Herman Starr, Deems Taylor, Stanley Adams.

### ADMINISTRATIVE OFFICERS

General Manager.....John G. Paine  
Assistant General Manager.....Herman Greenberg  
Comptroller.....George A. Hoffman  
Director of Public & Customer Relations  
Robert L. Murray  
General Counsel.....Schwartz & Frohlich  
Resident Counsel.....Herman Finkelstein

### 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.  
Stanley Shepard, 645 Pacific 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, 1100 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  
H. L. Frankel, 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.  
David Nelson, 607 1st Nat'l Bank Bldg., Atlanta, Ga.  
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, 1431 Lincoln Alliance Bldg., Rochester, N. Y.  
Aaron Kane, National Newark Bldg., 744 Broad St., Newark, N. J.  
Clarence Rubin, 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 Television Society

Headquarters: 2 W. 45th St., New York, N. Y.  
Vanderbilt 6-6000  
Meeting Place: Museum of Modern Art  
New York, N. Y.

### EXECUTIVE COMMITTEE

Dan Halpin, Norman D. Waters, George T. Shupert.

### OFFICERS

President.....Dan Halpin  
Vice-President.....Raymond E. Nelson  
Treasurer.....Don McClure  
Secretary.....Alice Pentlage

### DIRECTORS

Dan Halpin, Norman D. Waters, J. Raymond Hutchinson, Lila Swift, Charles Klienman, George T. Shupert, Raymond E. Nelson, Prof. Edward C. Cole, David Hale Halpern, Don McClure.

### 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

47 West 47th St., New York, N. Y.  
Phone: BRyant 9-3550

### OFFICERS

President.....Paul Dulizeli  
1st Vice-President.....An Greenfield  
2nd Vice-President.....Emily Holt  
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. We are also Hebrew actors' union, Hungarian actors and Italian actors' union.

## Assn. of Canadian Advertisers, Inc.

85 Richmond St., West, Toronto 1, Ont.  
ADelaide 9774

### OFFICERS

President.....Harold E. Stephenson  
Vice-President.....H. J. G. Jackson  
(Acting Advertising Manager, Chrysler Corporation of Canada Limited, Windsor, Ontario)  
Vice-President.....L. E. Phenner  
(President, Canadian Cellulocotton Products Co., Limited, Toronto, Ontario)

## ORGANIZATIONS

Vice-President ..... N. B. Powter  
(Sales Promotion Manager, Howard Smith Paper Mills Limited, Montreal, Que.)  
(Advertising Manager, Canada Starch Co., Limited, Montreal, Que.)

Vice-President ..... George S. Bertram  
(Swift Canadian Co., Ltd., Toronto, Ont.)

Treasurer ..... J. P. Lyons  
(Advertising Manager, Manufacturers Life Insurance Company, Toronto, Ont.)

Managing Director ..... Athol McQuarrie  
(Association of Canadian Advertisers Inc., Toronto, Ontario)

### DIRECTORS

C. W. Chamberlin, Advertising Manager, Shell Oil Co. of Canada 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.; Athol McQuarrie, Managing Director, R. L. Sperber, Sterling Products Ltd., Windsor; George Stineback, Bauer & Black Ltd., Toronto; Hedleigh T. Venning, Shirriff's Ltd., Toronto.

### 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.

The Bureau of Broadcast Measurement  
Office of the Executive Secty.  
Room 303 Federal Bldg.  
85 Richmond St., W.  
Toronto, Ont.

### OFFICERS

President ..... L. E. Phenner  
(Canadian Cellulotton Products Co., Ltd., Toronto, Ont.)

Vice-President ..... Adrian Head  
(J. Walter Thompson Co. Ltd., Toronto, Ont.)

Sec'y-Treasurer ..... Athol McQuarrie  
(Toronto, Ont.)

Research Counsel ..... Walter E. Elliott  
(Elliott-Haynes Ltd., Toronto, Ont.)

### DIRECTORS

Advertisers: R. L. Sperber, Sterling Products Ltd., Windsor, Ont.; A. Usher, RCA Victor Co. Ltd., Montreal, Que.; L. E. Phenner, Canadian Cellulotton Products Co. Ltd., Toronto, Ont.; Agency: Adrain Head, J. Walter Thompson Co. Ltd., Toronto, Ont.; H. M. Tedman, J. J. Gibbons Ltd, Toronto, Ont.; T. L. Anderson, Cockfield Brown & Co. Ltd., Toronto, Ont.; Radio stations: E. A. Weir, Canadian Broadcasting Corp., Toronto, Ont.; Horace N. Stovin, Stovin & Wright, Toronto, Ont.; W. T. Cranston, Radio Station CKOC, Hamilton, Ont.

## Association for Education by Radio

226 N. La Salle St., Chicago 1, Ill.

### NATIONAL OFFICERS

I. Keith Tyler, president, director of radio education, Ohio State University.

Luke L. Roberts, first vice-president, educational director, KOIN, Portland, Ore.

Robert B. Hudson, second vice-president, director, Rocky Mountain Radio Council.

George Jennings, treasurer, acting director, Chicago Radio Council.

Elizabeth Goudy, secretary, Visual Aids for War Training, U. S. Office of Education.

### REGIONAL PRESIDENTS

Robert B. Masdougall, Region I, New Jersey State Teachers College, Trenton.

Sam H. Linch, Region II, supervisor of radio education, Atlanta public schools.

H. B. McCarty, Region III, Station WHA, University of Wisconsin.

F. L. Whan, Region IV, University of Wichita.

John W. Gunstream, Region V, director of radio-visual education, Texas State Dept. of Education.

Donald L. Cherry, Region VI, Sequoia Union high school, Redwood City, Calif.

Kenneth Caple, Region VII, director of school broadcasting, British Columbia, Canada.

Alpha Epsilon Rho: The association sponsors Alpha Epsilon Rho, an undergraduate professional fraternity in radio. Sherman P. Lawton, executive secretary, Stephen's College, Columbia, Mo.

Membershiu Committee: Sally Bechill, chairman, 5601 N. Campbell Ave., Portland, Ore.

### FUNCTIONS

Promotion of education by radio and the publication of a journal (Journal of the AER) monthly except May, June, July and August.

### AER JOURNAL STAFF

#### EDITORIAL STAFF

William D. Boutwell, Lyman Bryson, Kathleen N. Lardie, Watt Long, Robert Macdougall, Hazel Kenyon Markel, Harold B. McCarty, Tracy F. Tyler, chairman.

Tracy F. Tyler, editor, University of Minnesota.

James G. Hanlon, supervising editor, WGN, Chicago.

George Jennings, business manager, acting director, Chicago Radio Council.

Max Herzberg, Jennings Pierce, John W. Brandstetter, Kathleen N. Lardie, Alice W. Manchester, Clarence C. Moore, A. DeBernardis, contributing editors.

## Assn. of National Advertisers, Inc.

285 Madison Ave., New York 17, N. Y.  
MU 5-9167

### OFFICERS

Chairman of Board ..... C. C. Carr  
(Aluminum Co. of America)

Vice-Chairman ..... Paul S. Ellison  
(Sylvania Electric Products, Inc.)

Vice-Chairman ..... J. P. Miller  
(Pet Milk Sales Corp.)

President ..... Paul B. West  
Treasurer ..... Albert Brown  
(Bristol-Myers Co.)

Secretary ..... E. T. Batchelder

### DIRECTORS

J. F. Apsey, Jr., The Black & Decker Mfg. Co.; Hugh Hitchcock, Packard Motor Car Company; 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; Robert B. Brown, Bristol-Myers Co.; William Connolly, S. C. Johnson & Son; Carleton Healy, Hiram Walker & Sons; D. H. Odell, General Motors Corp.; W. B. Potter, Eastman Kodak Co.; Ralph Winslow, Libbey-Owens-Ford Glass Co.

### 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

9 E. 46th St., New York 17, N. Y.

PLaza 5-6577

President ..... John W. Vandercook

Vice-President ..... George Fielding Eliot

Vice-President ..... Raymond Gram Swing

Treasurer ..... Quincy Howe

Secretary ..... César Saerchinger

Chairman Executive Committee ..... H. V. Kaltenborn

## 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.

## Australian Broadcasting Commission

264 Pitt St., Sydney, N. S. W., Australia  
Phone M6991

Chairman.....William J. Cleary  
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 which covers all capital cities and country regions in each state. Other transmitters provide state programmes but are linked for special periods each day in a National Alternative network. The Commission publishes a journal, "The A. B. C. Weekly."

## 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 Oboler, S. J. Perelman, Kenneth Pettus, Henry F. Pringle, Elmer Rice, Rex T. Stout, Kenneth Webb, Forrest Barnes, Philip Barry, Rector Chevigny, Marc Connelly, Russel Crouse, Paul Franklin, Frances Good-rich, John Howard Lawson, Denis Tilden Lynch, John Vandercook.

## 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.....J. Harold Ryan  
Vice-President.....Sydney Kaye  
Vice-President.....Harry Sedgwick  
Vice-President.....Joseph Sedgwick  
Secretary-Treasurer.....Glen Bannerman  
Secretary-Treasurer.....T. Arthur Evans

## FUNCTIONS

BMI Canada, Ltd., was organized to buy and pub-lish original music, to coordinate and license perform-ing 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 com-posers.

## Board of War Communications

Chairman's Office: c/o Federal Communications Commission, Washington, D. C.

## BOARD MEMBERS

Paul Porter, Chairman, Federal Communications Com-mission; Rear Adm. Joseph R. Redman, Director of Naval Communications; Major Gen. Harry C. Ingles, Director of Naval Communications; Adolf A. Berle, Jr., Assistant Secretary of State in Charge of the Office of Transportation and Communications; Herbert E. Gaston, Assistant Secretary of Treasury in Charge of Treasury Enforcement Activities; Capt. E. M. Webster, Chief of Communications of the U. S. Coast Guard, Assistant Secretary.

## COMMITTEES

Alternates: E. K. Jett, Federal Communications Com-mission; Brig. Gen. Frank E. Stoner, Chief, Army Com-munications Branch; Capt. John V. Murphy, Deputy Director of Naval Communications; Francis C. de Wolf, Chief, Telecommunications Division of Department of State; Capt. E. M. Webster, Chief of Communications of the U. S. Coast Guard.

Coordinating: Comm. E. K. Jett, Federal Communica-tions Commission, Chairman; Harvey B. Otterman, Department of State; Col. Wesley T. Guest, War De-partment; Capt. Franz O. Willenbacher, Navy Depart-ment; Capt. E. M. Webster, U. S. Coast Guard.

Law: Charles R. Denny, Jr., General Counsel of Fed-eral Communications Commission, Chairman; Col. Conrad E. Snow, War Department; Lt. Comdr. Ernest R. Feidler, Treasury Department; Capt. T. Franz O. Willenbacher, Navy Department; Raymond T. Yingling, Department of State.

Labor Advisory: Robert J. Watt, Chairman.  
Industry Advisory: Walter S. Gifford, Chairman; Dr. C. B. Jolliffe, Secretary.

International Broadcasting Coordinating: I—Amateur Radio: George W. Bailey, Chairman; II—Aviation Com-munications: R. O. Smith, Chairman; III—Cable: C. Mills, Chairman; Benedict P. Cottone, Secretary; IV—Domestic Broadcasting: A. D. Ring, Secretary; V—Interdepartment Radio Advisory: Comdr. Paul D. Miles, Chairman; Capt. E. M. Webster, Vice Chairman; M. H. Woodward, Secretary; L. R. Brady, Asst. Secretary; VI—International Broadcasting: Walter C. Evans, Chair-man; VII—Radio communications: Capt. E. M. Webster, Chairman; F. M. Ryan, Secretary. VIII—State and Municipal Facilities: Capt. Donald S. Leonard, Chair-man; G. E. Nielson, Secretary; IX—Telegraph: E. R. Shute, Chairman; William J. Norfleet, Secretary; X—Telephone: Z. Z. Huges, Chairman; Clyde S. Bailey, Secretary; XI—United States Government Facilities: Lt. Col. A. G. Simson, Chairman; XII—Communications Liaison Committee for Civilian Defense: William N. Krebs, Chairman; Herbert A. Friede, Secretary; XIII—Priorities Liaison: Comdr. R. H. Griffin, Chairman.

## The British Broadcasting Corporation

630 Fifth Ave., New York 20, N. Y.  
Circle 7-0656

## OFFICERS

North American Dir.....John Salt  
Asst. North American Dir.....W. R. Reid  
Special Asst. to N. A. Dir.....Donovan Rowse  
Head of Research Dept.....Henry David  
Sr. Asst. Research Dept.....A. S. Kenas  
Public Relations Mgr.....Christopher Cross  
Chief Engineer.....A. S. Toby  
Program Operations Mgr.....Stephen Fry  
Head of European Service.....Clement Fuller  
Production Manager.....Roy Lockwood  
Talks Producer.....Miss Evelyn Gibbs

## BRANCH OFFICES

1060 Bush St., San Francisco 9, Calif.  
Phone: Ordway 4049  
Pacific Coast Representative.....Gerald Cock  
430 N. Michigan Ave., Chicago 11, Ill.  
Phone: Delaware 6881

## ORGANIZATIONS

Middle West Representative.....William N. Newton  
 1150 Connecticut Ave., NW, Washington 6. D. C.  
 Phone: Executive 1465  
 Manager.....Miss Annette Elson  
 Washington Correspondent.....Anthony Wigan

### FUNCTIONS

Activities of the North American offices of the British Broadcasting Corporation consist of two inter-related but separate operations. The first, Eastbound Operations, are concerned with the interpretation of the American scene to British audiences. The other, Westbound Operations, are concerned with making available to independent radio stations and networks regular and specially requested programs broadcast from England in the BBC's North American Service.

### Broadcast Music, Inc. (BMI)

580 Fifth Ave., New York, N. Y.  
 Pennsylvania 6-5465

#### OFFICERS

President.....J. Harold Ryan  
 Vice-President-General Counsel.....Sydney M. Kaye  
 Vice-President-General Manager.....M. E. Tompkins  
 Treasurer.....C. E. Lawrence

#### DIRECTORS

Neville Miller,\* National Association of Broadcasters; John Elmer, WCBM; William Hedges, National Broadcasting Co.; Paul Morency, WTIC; Leonard Kanner, WCAE; Carl Haverlin, Mutual Broadcasting System; C. W. Myers, KOIN; J. Leonard Reinsch, WSB; Robert D. Swezey, Blue Network Co., Inc.; Frank K. White, Columbia Broadcasting System.

\* Has since resigned as President of NAB.

#### BRANCH OFFICES

1549 North Vine St., Hollywood, Calif.  
 Executive-in-Charge.....Eddie Janis

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 Victory 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, FCY; 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, Canada  
 Phone: Elgin 9219

#### OFFICERS

President-Managing Director...H. T. Jamieson, F.C.A.

#### BOARD OF DIRECTORS

Ralph Hawkes, Holmes Maddock, H. T. Jamieson, representing The Performing Right Society Limited, London, England, and John G. Paine, Gordon V. Thompson, W. S. Low, representing the American Society of Composers, Authors and Publishers.

### Catholic Actors Guild of America, Inc.

Hotel Astor, New York 19, N. Y.  
 Circle 6-5565

#### OFFICERS

President.....Gene Buck  
 1st Vice-President.....Pat O'Brien  
 2nd Vice-President.....Jay Jostyn  
 Honorary Vice-Presidents:  
     Bing Crosby, Dan Healy, Donald Brian  
 Recording Secretary.....Frank McNellis  
 Historian.....Kathryn Givney  
 Executive Secretary.....George Buck  
 Chairman of Executive Board.....Donat Gautier  
 Chairman of Advisory Board.....Hon. Edward P. Mulrooney

#### FUNCTIONS

Benevolent and social organization, founded to promote the best interests of the stage and its people.

### Catholic Writers Guild of America

128 W. 71st St., New York, N. Y.  
 ENdicott 2-0412

#### OFFICERS

Spiritual Director.....Rev. John B. Kelly  
 President.....Edwin P. Kilroe  
 Vice-President.....Richard Reid  
 Treasurer.....Clarence E. Heller  
 Executive Secretary.....Eleanor M. Tucker  
 Corresponding Secretary.....Bernadette A. Forrest

#### BOARD OF GOVERNORS

Thomas E. Woodlock, Right Rev. Fulton J. Sheen, Eugene A. Colligan, Victor Ridder, Elizabeth Jordan, James O'Shaughnessy, Kathleen Norris, Rev. Hugh Morley, Katherine Egerly, Margaret Marshall, Jos. J. Reilly, Mrs. Philip Brennan, Nicholas Farley, Kenton Kilmer.

#### FUNCTIONS AND ACTIVITIES

The press, inclusive of the writer, editor and publisher of newspaper, magazine, screen and stage manuscripts, desiring a statement of the Catholic mind on Church issues or current national events, will find the Catholic Writers Guild of America ready to cooperate in directing inquiry to a source of authentic information.

### Chicago Radio Management Club

230 N. Michigan Ave.  
 Chicago, Ill

#### OFFICERS

President.....Harlow P. Roberts  
 Vice-President.....Harry K. Gilman  
 Secretary.....Hildred Sanders  
 Treasurer.....Arthur Haare

#### FUNCTIONS AND ACTIVITIES

The Chicago Radio Management Club is an organization consisting of members in executive capacities in advertising agencies and radio stations in Chicago,

III. Meetings are held weekly wherein any and all problems relative to radio business can be discussed on common grounds, conclusion drawn and plans for the solution of particular problems authorized for action.

## 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 Collings, Russel Crouse, Owen Davs, Howard Dietz, Philip Dunning, Nancy Hamilton, Otto Harbach, Lillian Hellman, Gladys Hurbert, G. S. Kaufman, Arthur Kober, Howard Lindsay, Elliot Nugent, Eugene O'Neil, Paul Osborn, Samson Raphaelson, Arthur Schwartz, Kurt Weill, Victor Wolfson, Dorothy Fields, Francis Goodrich, Oscar Hammerstein, II, F. Hugh Herbert, Ogden Nash.

### 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 Communications Bar Assn.

Munsey Bldg., Washington 4, D. C.

### OFFICERS

President.....Ben S. Fisher  
First Vice-President.....Eliot C. Lovett  
Second Vice-President.....Carl I. Wheat  
Secretary.....W. Theodore Pierson

### 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.

## Federal Radio Education Committee (FREC)

Tempo 2, 19th and D Sts., N.W., Washington, D. C.  
Executive 6500, Extension 2564

### OFFICERS

Chairman.....J. W. Studebaker  
Vice-Chairman.....C. F. Klinefelter  
Secretary-Editor.....Gertrude G. Broderick  
Radio Education Specialist.....R. R. Lowdermilk

### EXECUTIVE COMMITTEE

John W. Studebaker, U. S. Commissioner of Education; George P. Adair, Federal Communications Commission; Clifford J. Durr, Commissioner, FCC; John Elmer, Baltimore Broadcasting Corp.; Willard E. Givens, National Education Assn.; Rev. Frederick J. Hockwalt, National Catholic Welfare Conference; Harold B. McCarty, Station WHA; J. Harold Ryan, National Association of Broadcasters; Levering Tyson, Muhlenberg College; Judith C. Waller, National Broadcasting Co., Lyman Bryson, Columbia Broadcasting System.

### 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 All," 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.

## First Advertising Agency Group

734 Union Commerce Bldg., Cleveland, Ohio  
Main 5194

### OFFICERS

President.....Lee E. Donnelly  
Vice-President.....Norman Lewis  
Secretary-Treasurer.....Melvin F. Hall

# ORGANIZATIONS

## 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.; 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.

## Hollywood Victory Committee For Stage, Screen and Radio

415½ North Beverly Drive, Beverly Hills, California  
Phone: Crestview 5-1171

### OFFICERS

Chairman ..... Kenneth Thomson  
Vice-Chairman ..... Mark Sandrich  
Treasurer ..... Bert Allenberg  
Secretary ..... Howard Strickling  
Asst. Secretary ..... Arch Reeve  
Executive Administrator ..... Marco Wolff

### ORGANIZATIONS REPRESENTED

Actors Equity Association  
American Federation of Radio Artists  
American Guild of Musical Artists  
American Guild of Variety Artists  
American Society of Composers, Authors and Publishers  
Artists Managers Guild  
Association of Motion Picture Producers  
Hollywood Writer's Mobilization  
Independent Publicists Society  
Musicians Mutual Protective Association  
Public Information Committee of the Motion Picture Industry  
Radio Networks  
Radio Writers Guild

Screen Actors Guild  
Screen Directors Guild  
Screen Publicists Guild  
Screen Writers Guild  
Southern California Broadcasters Association  
Theatre Authority, Inc.  
War Activities Committee

## FUNCTIONS

This committee was formed as a means of coordinating the requests for "free talent" and as a means of offering protection to the actors, the studios and the radio networks in Hollywood, so far as authentication of requests is concerned, and so far as accurate check as to the officialdom of the sources of requests for "free talent." This body is charged with the approval or rejection of all requests for "free talent" in Hollywood. All requests for "free talent" whether to studios, organizations of individual stars, are to be referred to this committee for action.

A sub-committee, the Hollywood Talent Committee, is charged, after the main committee has approved a request officially, with the coordination of the various industry elements involved in fulfilling the request.

## The Institute for Education by Radio

Established 1930  
Ohio State University, Columbus, Ohio  
UNiversity 3148, Extension 708

### OFFICERS

Honorary Director ..... W. W. Charters  
Director ..... I. Keith Tyler  
Executive Secretary ..... Ardis Hillman Wheeler

### PROGRAM COMMITTEE

William Wallace Beavers, Program Director, WCOL; R. C. Higgy, Director, WOSU; T. C. Holy, Director, Bureau of Educational Research, Ohio State University; Irwin A. Johnson, Director of Developmental Programs, WBNS; John Moses, Production Manager, WHKC; H. W. Nisonger, Chairman, University Radio Education Committee; I. Keith Tyler, Director of the Institute.

### FUNCTIONS

This annual national conference was established in 1930 at the Ohio State University to provide for joint discussion, by broadcasters, educators and civic leaders, of the problems of educational broadcasting. The program is devoted chiefly to consideration of the policies and techniques of radio and is developed from the suggestions and recommendations of those attending the Institute in previous year. No resolutions are passed. The Institute also sponsors the American Exhibition and Citations of Educational Radio Programs which gives awards and honorable mentions to outstanding program series.

## Institute of Radio Engineers, Inc.

330 West 42nd St., New York 18, N. Y.  
MEdalion 3-5661

### OFFICERS

President ..... W. L. Everitt  
Vice-President ..... H. J. Vander Bill  
Treasurer ..... R. A. Heising  
Secretary ..... Haraden Pratt

### FUNCTIONS

The Institute of Radio Engineers is a professional organization of engineers in radio and allied fields. It publishes a magazine entitled "Proceeding of the I. R. E." and conducts meetings in New York and various other cities in the United States, Canada, and Argentina.

## Intercollegiate Broadcasting System, Inc.

507 Fifth Ave., New York, N. Y.  
Vanderbilt 6-6075

### OFFICERS

President ..... George Abraham  
Program Manager ..... Harriette Slose  
Business Manager ..... Louis M. Bloch

### BRANCH OFFICE

706 Sanders Ave., Schenectady 2, N. Y.  
Technical Manager ..... David W. Borst

### FUNCTIONS

Intercollegiate Broadcasting system is a non-profit association of college campus radio stations and has as its purpose the furtherance of education, entertainment and goodwill among its members. The IBS maintains for the benefit of its members program, business and technical departments. Member stations include the following: University of Alabama, Antioch College, Brown University, Barnard College, College of Albert I. Leopoldville, Belgium Congo, Columbia University, University of Connecticut, Cornell University, Georgetown University, Hamilton College, Harvard University, Haverford College, Knox College, University of Maryland, Ohio University, Ohio State University, Pembroke College, Princeton University, Rhode Island State College, St. Edwards University, Swarthmore College, Union College, Wellesley College, Wesleyan University, Williams College, and Yale University.

## Interdepartment Radio Advisory Committee (IRAC)

Chairman's Office: Federal Communications Commission, Washington, D. C.

### OFFICERS

Chairman ..... Comdr. P. D. Miles  
Vice-Chairman ..... Capt. E. M. Webster  
Secretary ..... M. H. Woodward  
Assistant Secretary ..... L. R. Brady

### MEMBERS

Department of Agriculture ..... E. W. Loveridge  
Department of Commerce ..... Dr. J. H. Dellinger  
Federal Communications Commission ..... E. K. Jett  
Department of Interior ..... S. L. Windes  
Department of Justice ..... E. P. Coffey  
Maritime Commission ..... D. S. Brierly  
Department of Navy ..... Comdr. Paul D. Miles  
Post Office Department ..... Roy M. Martin  
Department of State ..... H. B. Otterman  
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 ..... M. H. Woodward  
Department of Interior ..... Howard F. Carl  
Department of Justice ..... H. J. Walls  
Navy Department ..... Lt. W. R. Foley  
Department of State ..... Helen G. Kelly  
Department of Treasury ..... Lt. Comdr. 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 ..... W. L. Reed

### 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. IBEW unions of radio broadcast technicians and engineers have been established throughout the United States, and approximately 400 standard commercial broadcast stations have collective bargaining agreements with IBEW.

## The Lambs

130 W. 44th St., New York 18, N. Y.  
Bryant 9-8020

### OFFICERS

Shepherd ..... John Golden  
Boy ..... Raymond Feck  
Corresponding Secretary ..... Bobby Clark  
Recording Secretary ..... Jack Whiting  
Treasurer ..... James E. Meighan  
Librarian ..... John S. (Ole) Olson

### DIRECTORS

Kenneth Webb, Earl Benham, John McManus, Percy Moore, William P. Adams, Walter N. Greaza, Richard Taber, Otto Harbach, Elliott Nugent, Joseph S. Buhler, Ward Wilson, Emil Friedlander, Bruce Evans, Arthur Maitland, William J. Kelly.  
LIFE DIRECTORS: R. H. Burnside, A. O. Brown, William Gaxton, Fred Waring.

## Market Research Council

New York 17, N. Y.  
c/o BBDD, 383 Madison Ave.  
Eldorado 5-5800 (ask for R. N. King)

### OFFICERS

President ..... Ray Robinson  
Vice-President ..... Edw. Battery, Jr.  
Secretary-Treasurer ..... Robert N. King

### EXECUTIVE COMMITTEE

Ray Robinson, Edw. Battery, Jr., Robert N. King, D. B. Lucas, A. W. Lehman.

### 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.

## Music Publishers' Protective Association, Inc.

45 Rockefeller Plaza, New York, N. Y.  
Circle 6-3084

### OFFICERS

Chairman of the Board ..... Walter C. Douglas  
President ..... Lester Santly  
Vice-President ..... Jack Mills  
Secretary ..... J. J. Bregman  
Treasurer ..... Richard F. Murray  
Agent and Trustee ..... Harry Fox

## National Association of Broadcasters

1760 "N" Street, N.W., Washington 6, D. C.  
National 2080

### OFFICERS

President ..... J. Harold Ryan  
Secretary-Treasurer ..... C. E. Arney, Jr.

### ADMINISTRATIVE STAFF

Director of War Activities ..... Robert T. Bartley  
Director of Broadcast Advertising ..... Lewis H. Avery  
Director of Public Relations ..... Willard D. Egolf  
Director of Engineering ..... Howard S. Frazier  
Director of Research ..... Paul F. Peter  
Director of Circulation and Promotion ..... Arthur C. Stringer



## ORGANIZATIONS

General Counsel for Labor Relations John Morgan Davis  
 Assistant Director of Broadcast Adv. Helen Cornelius  
 Assistant Director of Research . . . . .Helen H. Schaefer

### 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.
- 3—Roy F. Thompson, WFBG, Altoona, Pa.
- 4—Campbell Arnoux, WTAR, Norfolk, Va.
- 5—John C. Bell, WBRC, Birmingham, Ala.
- 6—Hoyt B. Wooten, WREC, Memphis, Tenn.
- 7—Nathan Lord, WAVE, Louisville, Ky.
- 8—John E. Fetzer, WKZO, Kalamazoo, Mich.
- 9—Leslie C. Johnson, WHBF, Rock Island, Ill.
- 10—John J. Gillin, Jr., WOW, Omaha, Nebr.
- 11—E. L. Hayek, KATE, Albert Lea, Minn.
- 12—William B. Way, KVOO, Tulsa, Okla.
- 13—Hugh A. L. Half, WQAI, San Antonio, Texas
- 14—Hugh B. Terry, KLZ, Denver, Colo.
- 15—Arthur Westlund, KRE, Berkeley, Calif.
- 16—William B. Ryan, KFI, 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, Efreim 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.

## Nat'l Assn. Educational Broadcasters

Exec. Secy., Radio Station WILL, Univ. of Illinois, Urbana, Illinois  
 Urbana 7-2616

### OFFICERS

President, Acting . . . . .Allen Miller  
 (KOAC, Corvallis, Ore.)  
 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 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 cooperates with law enforcement agencies in this work.

## 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 . . . . .James R. Kearney, Jr.  
 James R. Kearney Corp., 4236 Clayton Ave.,  
 St. Louis 10, Mo.  
 Vice-President . . . . .Arnold Andrews  
 Andrews Co., 1324 W. Wisconsin Ave.,  
 Milwaukee 3, Wis.  
 Vice-President . . . . .E. V. Creagh  
 American Chain & Cable Co.  
 Bridgeport 2, Conn.  
 Vice-President . . . . .A. P. Darcel  
 Crane Limited, 1170 Beaver Hall Square,  
 Montreal, Que., Canada  
 Vice-President . . . . .C. N. Kirchner  
 Independent Pneumatic Tool Co.,  
 600 W. Jackson Blvd., Chicago 6, Ill.  
 Vice-President . . . . .J. M. McKibbin  
 Westinghouse Elec. & Mfg. Co.  
 511 Wood St., Pittsburgh 30, Pa.  
 Vice-President . . . . .Louis J. Ott  
 Ohio Brass Co., 360 N. Main St., Mansfield, Ohio  
 Vice-President . . . . .H. A. Sawin  
 Yuba Mfg. Co., 351 California St.,  
 San Francisco 4, Calif.  
 Vice-President . . . . .Gordon Tuthill  
 Crucible Steel Co. of America,  
 405 Lexington Ave., New York 17, N. Y.  
 Secretary-Treasurer . . . . .Walter M. Yogesrt  
 Bodine Electric Co., 2254 W. Ohio St.,  
 Chicago 12, Ill.  
 Past President . . . . .Frederic I. Lacksen  
 Hays Corporation, Michigan City, Ind.

## DIRECTORS

Baltimore, H. C. Schuckle, Emery Advertising Co., Inc., Baltimore Lite Bldg.; M. J. Donahue, Anchor Post Fence Co., 6500 Eastern Ave.; Boston, Ross M. Cunningham, Massachusetts Institute of Technology, Cambridge; George A. Sawin, Jr., Westinghouse Elec. & Mfg. Co., 10 High St.; Buffalo, Howard M. Robins, J. H. Williams & Co., 400 Vulcan St.; Herbert F. Barrett, Buffalo Meter Co., 2917 Main St.; Chicago, William A. Marsteller, Edward Vaive & Mfg. Co., Inc., East Chicago, Ind.; Fred G. Jones, The Creamery Package Mfg. Co., 1243 W. Washington St.; Cincinnati, Walter H. Spindler, Armo Drainage Products Association, Middletown, O.; W. D. Shannon, Allis Chalmers Mfg. Co., Norwood, Ohio; Cleveland, Ernest C. Roberts, Clark Controller Co., 1146 E. 152nd St.; Wilmer H. Cordes, American Steel & Wire Co., Rockefeller Bldg.; Columbus, W. T. Burgess, Den son Engineering Co., 1160 Dublin Road; L. H. McReynolds, Jeffrey Manufacturing Co., East First Ave.; Detroit, E. R. Dunn, Bull Dog Electric Products Co., 7610 Joseph Campau Ave., John A. Marshall, Wolverine Tube Co., 1411 Central Ave.; Houston, Harry O. Heller, Reed Roller Bit Co., W. H. Tipton, Jr., Franke, Wilkinson-Schwiertz, Inc., Cotton Exchange Bldg.; Indianapolis, Howard C. Caldwell, Caldwell-Baker Co., 1204 Merchants Bank Bldg.; Harold A. Quinlan, Spencer W. Curtis, Inc., 901 Circle Tower; Los Angeles, Richard F. O'Mara, Western Precipitation Corp., 1016 W. Ninth St.; M. L. Gowans, Darwin H. Clark, 541 S. Spring St.; Milwaukee, Francis M. Higgins, Four Wheel Drive Auto Co., 12th St.; Clintonville, Wis., E. J. Goes, The Koehring Co., 3026 W. Concordia Ave.; Minnesota, Alfred Colle, Alfred Colle Co., 510 New York Life Bldg.; Minneapolis, S. A. Osborn, Economics Laboratory, Inc., 914 Guardian Bldg., St. Paul; Montreal, Gordon L. Hale, Canadian Tube & Steel Products, Ltd., 5765 Hamilton St.; A. R. McGill, Cookfield, Brown & Co., Ltd., Canada Cement Bldg.; New Jersey, C. E. Gischel, Walter Kidde & Co., Inc., 140 Cedar St.; New York, N. Y., Edward & Pechin, E. I. du Pont de Nemours & Co., Inc., Arlington, N. J.; New York, Alfred M. Street, Jenkins Bros., 80 White St.; Bernard Dolan, Peter A. Frasse & Co., 17 Grand St.; Philadelphia, A. O. Witt, Schramm, Inc., West Chester, Pa.; James S. McCullough, Yale & Towne Mfg. Co., 4530 Tacony St.; Pittsburgh, J. A. Burgess, Gulf Oil Corp., Gulf Bldg.; Charles W. Kalbfus, The Elliott Co., Jeannette, Pa.; Rochester, A. G. Moore, General Railway Signal Co., 801 West Ave.; Herbert R. Hanson, The Pfauddler Co., 89 East Ave.; Rockford, W. C. Galoway, Barber-Colman Co., 215 S. Loomis St.; Roscoe C. Brightup, Greenlee Bros. & Co., 2136 Twelfth Street; St. Louis, T. W. Broesel, White-Rodgers Electric Co., 1209 Cass Ave.; Oakleigh R. French, N. French & Associates, 4235 Lindell Blvd.; San Francisco, H. S. Schuler, Westinghouse Elec. & Mfg. Co.; Montgomery St.; W. H. Wilde, The McCarty Co., 116 New Montgomery St.; Toledo, H. M. Wertz, Toledo Steel Products Co., 724 Monroe St.; Sam K. Beetham, Owens Illinois Glass Co., Ohio Bldg.; Toronto, T. H. Dowsett, Trane Company of Canada, Ltd., 4 Mowat, Ave., H. A. Standing, Gypsum, Lime and Alabastine, Canada, Ltd., 50 Millland St.; Western New England, Fred Emerson, Spartan Saw Works, Inc., 152 Fisk Ave., Springfield, Mass., T. V. Husk, Farrel-Birmingham Co., Inc., 25 Main St., Ansonia, Conn.; York, Frank W. Pensinger, York Corp., Roosevelt Ave., York, Pa.; A. M. Wearstler, Wearstler Advertising, Inc., 20 W. Front St.; At-Large, Howard Kenyon, LaPlant Choate Mfg. Co., Inc., Cedar Rapids, Iowa, Dar Johnson, Hyster Company, 2902 N. E. Clackamas St., Portland, Ore.

## 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.

223-5 W. 46th St., New York, N. Y.  
Columbus 5-2638

### OFFICERS

President..... Louis Handin  
First Vice-President..... Jack Boyle  
Second Vice-President..... Juliet Heath  
Treasurer..... Frank O'Connell  
Recording Secretary..... Rosa Crouch

## DIRECTORS

Charles Preston, Leon E. Bendon, Vic Christie, Bert Spencer, Joe Woods, Wilbur Beld, Jim Mooney, John K. Hawley, Joe Verdi, Harry Jackson.

## BOARD OF TRUSTEES

Phil Kelly, Bob Robbins, George Matthews, Hans Robert, Lilliam Weed, Henry Lewinsohn.

## 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..... Paul R. Fry  
(KBON, Omaha)  
Vice-President..... Lumir Urban  
(KORN, Fremont)  
Secretary-Treasurer..... Art Thomas  
(WJAG, Norfolk)  
DIRECTORS

Hugh Feltis, KFAB, Lincoln; Wick Heath, KMMJ, Grand Island; John J. Gillin, Jr., WOW, Omaha.

### MEMBER STATIONS

KBON, Omaha; KFAB, Lincoln; KFOR, Lincoln; KGFV, Kearney; KOKY, Scottsbluff; KODY, North Platte; KHAS, Hastings; KMMI, Grand Island; KORN, Fremont; KOWH, Omaha; KOIL, Omaha; WJAG, Norfolk; WOW, Omaha.

## 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

22 E. Gay St., Columbus, Ohio  
Phone, Adams 1101

### OFFICERS

President..... Robert T. Mas  
(WMRN, Columbus)  
Vice-President..... Arch Shaud  
(WTOL, Toledo)  
Secretary-Treasurer..... Carl M. Everson  
(WHKC, Columbus)

### FUNCTIONS

Trade organization. The purpose to be of mutual benefit in all matters pertaining to the welfare of radio.

## Pacific Advertising Association

Charles W. Collier, Managing Director  
337 Monadnock Building  
San Francisco, Calif.  
GARfield 6868

# ORGANIZATIONS

## OFFICERS AND DIRECTORS

President—George Weber, Partner, Mac Wilkins, Cole & Weber, Seattle, Wash.  
 Senior Vice-President—Charles A. Storke, Assistant Publisher, News-Press, Santa Barbara, Calif.  
 Secretary-Treasurer—Vernon Churchill, Assistant to the Publisher, The Oregon Journal, Portland, Ore.  
 Vice-President at Large—Mrs. Edith W. Irwin, Secretary, Fresno Irrigation District, Fresno, Calif.  
 Vice-President, District No. 1—Joseph Corneilus, Assistant Cashier, The First National Bank in Spokane, Spokane, Wash.  
 Vice-President, District No. 2—Gilbert L. Stanton, Director of Advertising and Public Relations, Idaho Power Co., Boise, Idaho.  
 Vice-President, District No. 3—H. Quinton Cox, Assistant Manager, Radio Station KGW, Portland, Ore.  
 Vice-President, District No. 4—Robert S. Hunter, President, Hunter Advertising Co., Oakland, Calif.  
 Vice-President, District No. 5—Norwood Hoyt Fawcett, Transit Advertising Co., San Diego, Calif.  
 Past President—Maurice W. Heaton, Vice-President, Williams, Lawrence & Cresmer, Los Angeles, Calif.  
 Chairman, Finance Committee—Howard Willoughby, Vice-President and General Manager, Lane Publishing Co., San Francisco, Calif.  
 Chairman, Club Service Committee—Miss Benet Hanau, Secretary, Advertising Counselors, Inc., Phoenix, Ariz.  
 Chairman, Advancement of Business Committee—Don Belding, Chairman of the Board, Foote, Cone & Belding, Los Angeles, Calif.  
 Chairman, Pacific Coast Advertising Commission—George W. Kleiser, President, Foster & Kleiser Co., San Francisco, Calif.  
 Chairman, Senior Advisory Committee, Junior Division—Mrs. Claire Drew Forbes, Advertising Manager, Rhodes Department Store, Seattle, Wash.  
 Chairman, War Activities Committee—Robbins Milbank, McCann-Erickson, Inc., San Francisco, Calif.

## FUNCTIONS

The Pacific Advertising Association, now in its 42nd year, is organized for the purpose of achieving a better understanding of advertising in our American life. The Association, through its 2,800 members, has energetically pursued this purpose in all of its many divisions of work; in the Advertising Clubs, in annual conferences, and in its aggressive Advancement of Business Program.

## Pennsylvania Broadcasters Assn.

P. O. Box 11, Harrisburg, Pa.

### OFFICERS

President..... Clair R. McCollough  
 (WGAL, Lancaster)  
 Secretary..... C. G. Moss  
 (WKBO, Harrisburg)  
 Treasurer..... Dr. Leon Levy  
 (WCAU, Philadelphia)

### DIRECTOR

Ray Thompson, WFBC, Altoona.

### 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. A. Kirgenschmitt  
 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 contained in this volume).

### DIRECTORS

Ernest V. Amy, E. H. Armstrong, G. E. Burghard, J. L. Callahan, L. C. F. Horle, H. W. Houck, Frank King, R. R. Batchter, C. E. Dean, A. Hazeltine, F. A. Liddury, J. Weave, Paul Ware.

## Radio Council—WBEZ (FM)

Chicago Public Schools  
 228 N. La Salle St., Chicago, Ill.  
 Dearborn 7801

### PERSONNEL

Director (on military leave)..... Lt. Col. H. W. Kent  
 Acting Director..... George E. Jennings  
 Program Director..... Elizabeth E. Marshall  
 Production Head..... Robert R. Miller  
 Engineer..... E. H. Andresen

### EXECUTIVE COMMITTEE

#### SCHOOL BROADCAST CONFERENCE

Dean Douglass, RCA, Chicago; Robert Hansen, WIND, Chicago; David Heffernan, Assistant Superintendent, Cook County Schools, Chicago; George Jennings, Director, School Broadcast Conference, Chicago; Lt. Col. Harold W. Kent, Honorary Chairman, SBC Executive Committee; Elizabeth E. Marshall, Program Director, Radio Council WBEZ, Chicago; William Newton, BBC, Chicago; Myrtle Stahl, WGN-MBS, Chicago; E. Jerry Walker, WLS, Chicago; Judith Walker, NBC, Chicago; Florence Warner, CBS, Chicago; Al Hattis, WJJD, Chicago.

### FUNCTIONS

The Radio Council of the Chicago Public Schools operate a non-commercial FM station and is a producing group primarily interested in presenting in-school broadcasts for classroom use. The Council also produces many out-of-school programs over standard Chicago stations. Conducts the annual

School Broadcast Conference (9th Annual Meeting—1945) which is interested in promoting better use of radio in the schools and publishes literature in this connection, as well as public service programs for community organizations; adult education and "educational" programs in general.

## Radio Directors Guild

The Gladstone  
114 E. 52nd St., New York, N. Y.  
PLaza 3-4300

### OFFICERS

#### New York Chapter

President.....Jerry Devine  
Vice-President and Chairman of Membership  
Committee.....William N. Robson  
Treasurer.....Harry Ackerman  
Secretary.....William M. Sweets  
Executive Secretary.....Helen Farrel Mount

#### Hollywood Chapter

President.....Don Bernard  
Vice-President.....Paul Franklin  
Secretary.....Thomas Freebairn-Smith  
Treasurer.....John Guedel  
Chairman Membership Committee.....Tony Stanford

### BRANCH OFFICE

1537 N. Vine St., Hollywood, Calif.  
Hillside 2183  
Don Bernard, President, Hollywood Chapter

### MEMBERS

New York Chapter: Harry Ackerman, Wendell Adams, Wylie Adams, Addison Amor, Martin Andrews, Corp. Ira Ashley, Ira Avery, Oliver Barbour, Lt. Howard G. Barnes, John Becker, Joseph Bell, Gertrude Berg, Lawrence Berns, Frederick Bethel, Fritz Blocki, Roger Bower, Marguerite H. Bowman, William Brennan, Stuart Buchanan, John Buckwalter, Maj. Edward A. Byron, Ralph Starr Butler, Jr., Edmund L. Cashman, Dick Charles, Jay Clark, John Cleary, Phil Cohan, Lee Cooley, Capt. Ted Corday, Norman Corwin, Walter Craig, George Creamer, Joseph M. Daly, Carlo De Angelo, Guy della-Cioppa, Jerry Devine, Norman Dicken, John Dietz, Edwin Duerr, Edwin L. Dunham, Paul Dumont, Carl Eastman, De Vere Engelbach, Garnet Garrison, William Gernannt, Mark Goodson, Mitchell Grayson, Axel Gruenberg, Arthur Hanna, Jay Hanna, James Haupt, Tom Hicks, Jack H II, Harry Holcombe, Garrett Hollihan, Jr., Lt. Clinton Johnson, Jack Johnstone, Ray H. Kremer, C. Bennett Larson, Anton M. Leader, Alexander Leftwick, Jr., Winifred Lenihan, Richard Leonard, Lt. (jg) David Levy, Roy Lockwood, Marx Loeb, Pvt. Joseph Losey, Basil Loughrane, John W. Loveton.

John Henry Macdonell, Lindsay MacHarrie, Kenneth W. MacGregor, Sherman A. MacGregor, Nila Mack, Martin Magner, Joseph Mansfield, William Marshall, Paul Martin, Harold McGee, Earle L. McGill, Walter John McGraw, II, Wesley McKee, Kathleen McMahan, Arnold Michaelis, John Dietrich Mitchell, Brester Morgan, Herbert M. Moss, Oliver Nicol, Robert Nolan, Lester O'Keefe, Eldridge Packham, Frank Papp, Edward Pola, Herbert S. Polesie, William S. Rainey, Capt. Irving K. Reis, Ernest Ricca, Herbert C. Rice, Thomas L. Riley, William N. Robson, Jack Roche, William P. Rousseau, Jack Rubin, Herbert C. Sanford, Richard Sanville, Victor Seydel, Robert L. Shayon, James Sheldon, Robert S. Steel, Paul Stewart, William M. Sweets, Frank K. Telford, William S. Todma, Day Tuttle, Willison M. Tuttle, Lester Vail, Thomas F. Victor, Jr., Chick Vincent, Charles Warburton, Pvt. Albert Ward, Kenneth Webb, John Wellington, Pvt. Robert Welch, Orson Welles, George Wiest, Theodora Yates, Lt. George J. Zachary.

Cyril E. Armbrister, Ross Filion, John Wilson, Don Martin, Tom Bennett, William S. Doughten, Don Gillis, Paul Knight, George Maynard, Ace Ochs, Alton Alexander, Robert E. Smith, Oliver Daniel, Wesley B. Goodman, Keith P. Brown, Gene Dawley, Henry W. Dick, James H. Fassett, Walter Gorman, Robert P. Heller, Deric R. Leighton, Lou Chapin, Charles T. Harrell, Ted Huston, John S. Rugge, Robert Stevens, Walter Scanlan, James Whipple.

Hollywood Chapter: Carleton Alsop, Don Bernard, Ted Bliss, Murray Bolen, Don Clark, Myron Dutton, Earl Ebi, Paul Franklin, Thomas Freebairn-Smith, Martin Gosch, John Guedel, Robert Haifer, Tony Hardt, Gordon Hughes, Russ Johnston, Cal Kuhl, Bill Lawrence, Dick Mack, Arnold Marquis, Tom McAvity, Fred McKaye, Keith McLeod, Carleton Morse, Arch Oboler, Sam Pierce, Al Rinker, Bill Spier, Tony Stanford, Glenhall Taylor, Dave Titus, J. Donald Wilson, Bruce Kamman.

### FUNCTIONS

A voluntary association to advance, foster, promote and benefit the interests of directors of radio programs and to protect secure their rights in their professional activities.

## Radio Executives Club of New York

630 Fifth Ave., New York 20, N. Y.  
Circle 6-1750

### OFFICERS

President.....Warren Jennings  
Vice-President.....Linnea Nelson  
Secretary.....Claude Barrere  
Treasurer.....Helen A. Thomas

### 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.....R. C. Cosgrove  
(Crosley Corp.)  
Executive Vice-President-General Manager  
Bond Geddes  
Vice-President.....E. A. Nichols  
(Farnsworth T. & R. Corp.)  
Vice-President.....David T. Schultz  
(Raytheon Mfg. Co.)  
Vice-President.....Walter Evans  
(Westinghouse Elec. & Mfg. Co.)  
Vice-President.....W. P. Hilliard  
(Bendix Radio)  
Vice-President.....J. T. White  
(Jensen Radio Mfg. Co.)  
Vice-President.....Robert C. Sprague  
(Sprague Elec. Co.)  
Treasurer.....Leslie Muter  
(The Muter Co.)  
General Counsel.....John W. Van Allen  
(Buffalo, N. Y.)  
Director of Publications.....James W. Douthart

### DIRECTORS

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.; Monte Cohen, The F. W. Sickles Co.; W. P. Hilliard, Bendix Radio; G. Richard Fryling, Erie Resistor Corp.; J. J. Kahn, Standard Transformer Corp.; George Lewis, Federal T. & R. Corp.

Term Expiring 1946  
John Ballantyne, Philco Corp.; P. S. Billings, Belmont Radio Corp.; Paul V. Galvin, Galvin Mfg. Corp.;

## ORGANIZATIONS

E. A. Nichols, Farnsworth Television & Radio Corp.; David T. Schultz, Raytheon Mfg. Corp.; F. C. Best, Chicago Telephone Supply Co.; A. Blumenkrantz, General Instrument Corp.; S. I. Cole, Aerovox Corp.; Walter Evans, Westinghouse Elec. & Mfg. Co.; Frank M. Folsom, RCA Victor Division of RCA; F. R. Lack, Western Electric Company, Inc.

### FUNCTIONS

Non-profit, co-operative trade association for the promotion of all radio interests and special services to radio and electronic manufacturers.

## Radio Manufacturers Assn. of Canada

159 Bay St., Toronto, Ont., Canada  
Adelaide 1531

### OFFICERS

President.....R. M. Brophy  
Vice-President.....S. L. Capell  
Executive Secretary.....W. W. Richardson  
Chairman of Parts Division.....R. Randall  
Chairman of Engineering Committee.....A. B. Oxley  
Chairman of Service Committee.....W. A. White

### 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

Acting Director.....C. F. Klinefelter  
Assistant Director.....Gertrude G. Broderick  
Radio Education Speciality.....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. Cowilich  
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: E. M. DeLorraine, chairman; W. L. Webb, 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.....Peter Lyon  
Vice-Presidents: Easton Region.....Robert Newman  
Middle Western Region.....Pauline Hopkins  
Western Region.....Sam Moore

### Offices:

New York City: 6 East 39th Street.  
Hollywood: 1655 North Cherokee.  
Chicago: Room 1116, 360 N. Michigan.

### NATIONAL COUNCIL

Eastern Region: Norman Corwin, Goodman Acs, Clifford Goldsmith, Kenneth Webb, Ruth A. Knight, Sylvia Berger, Julian Funt, Robert H. Lochner, Nora Stirling, Lynn Stone; Mid-Western Region: Ruth Walliser, David Peltz, Buelah Karney, Bernard Howard, Richard Durham, Bessie Jaffey, Louis Scofield, Ann Hunter, Sidney Gerson, Ruth Moenck; Western Region: John Dunkel, Kathleen Hite, Arch Oboler, Arno'd Marquis, Milton Merlin, Jack Robinson, Ashmead Scott, Abe Burrows, Harmon Alexander, Paul Franklin. Council Alternates—Eastern Region: Pegeen Fitzgerald, Carl Bixby, Max Ehrlich, Wade Arnold, Harry Hermann, Edmund Birnbryer, Robert T. Colwell, Theodore E. Ferro, Ira Marion, David Hall; Western Region: Maurice Zimm, John Boylan, Robert L. Richards, Stewart Sterling, Rupert Pray.

## Rocky Mountain Radio Council, Inc.

21 East 18th Ave., Denver 2, Colo.  
Keystone 5306

### OFFICERS

President.....C. B. Hershey  
Secretary.....James G. Allen  
Treasurer.....A. Helen Anderson

### EXECUTIVE COMMITTEE

W. D. Armentrout, Harry M. Crain, Roy M. Green, J. L. Morrill.

### FUNCTIONS

The Rocky Mountain Radio Council is a non-profit corporation of 30 organizations formed to give professional aid to educational organization in planning, preparing and producing their radio broadcasts. In 1944, it produced 361 programs for 16 organizations, which were re-broadcast 1,536 times from 19 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 (As of Jan 1, 1945)

President ..... D. E. Hyndman  
Past President ..... Herbert Griffin  
Executive Vice-President ..... Loren L. Ryder  
Engineering Vice-President ..... J. A. Maver  
Editorial Vice-President ..... A. C. Downes  
Financial Vice-President ..... A. S. Dickinson  
Convention Vice-President ..... W. C. Kunzmann  
Secretary ..... E. I. Williford  
Treasurer ..... M. R. Boyer  
Executive Secretary ..... Harry Smith, Jr.

### GOVERNORS

C. R. Keith, C. W. Handley, W. V. Wolfe, E. Sponable, H. W. Moyle, F. E. Carlson, E. M. Honan, J. I. Crabtree, P. Mole, C. R. Daily.

### 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 ..... Charles Tobias  
Second Vice-President ..... Milton Drake  
Secretary ..... Sam H. Stept  
Treasurer ..... Abel Baer  
Counsel ..... John Schulman  
Executive Secretary ..... Sayre Marder

### 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 prac-

tices 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  
(KFVB, Los Angeles)

### 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 ..... Bill Stern  
Vice-President ..... Sam Taub  
Treasurer ..... Jimmy Dolan  
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 Associates, Inc.

190 N. State St., Chicago, Ill.

### OFFICERS

President ..... Charles Collette  
Vice-President ..... Chester C. Woolridge  
Secretary-Treasurer ..... E. C. Upton

### FUNCTIONS

Television Associates, Inc., was formed for the purpose of being a service organization to the television industry. Television apparatus developed from the Bill Eddy patents will be put on the market from time to time.

## Television Broadcasters' Assn., Inc.

500 Fifth Ave., New York, N. Y.  
Lackawanna 4-4788

### OFFICERS

President ..... Jack R. Poppele  
Vice-President ..... F. J. Bingley  
Secretary-Treasurer ..... Will Baltin  
Assistant Secretary-Treasury ..... O. B. Hanson

### DIRECTORS

Dr. Allen B. DuMont, Allen B. DuMont Laboratories, Inc.; F. J. Bingley, Philco Corp.; Curtis W. Mason, Earle C. Anthony; Jack R. Poppele, WOR, New York.

# ORGANIZATIONS

## FUNCTIONS

Founded January, 1944, as a non-profit organization of television broadcasters and others engaged in any business directly connected with television broadcasting. Objects 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 of adoption of any laws, rules, regulations, customs or practices which would discriminate against or in any way injure the members of this Association."

### Television Press Club of New York

c-o Miss Elizabeth Forsling  
Radio Editor, Newsweek  
152 West 42nd St., New York, N. Y.

#### BOARD OF GOVERNORS

Chairman, Stanley Kempner, Retailing Home Furnishings; Vice-Chairman, Lewis Winner, Communications; Secretary, Elizabeth Forsling, Newsweek; Treasurer, Clifford E. Denton, Daily News; Committee Chairmen: Publicity, T. R. Kennedy, Jr., New York Times; Membership, Ben Kaufman, Television Magazine. Other Members: M. H. Shapiro, Radio Daily; Bruce Robertson, Broadcasting; Wanda Marvin, Billboard; Patricia Murray, Printer's Ink.

## 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 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 broadcasting for 20 years, and whose association antedates 1924. There are no dues, fees, officers, regular meetings, or other obligations. Two year books have been published.

### 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.....Herbert F. Dengler

## 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.

### War Advertising Council, Inc.

60 West 42nd St., New York, N. Y.  
BRyant 9-3641

#### OFFICERS

Chairman.....Harold B. Thomas  
(Sterling Drug, Inc.)  
Vice-Chairman.....Paul B. West  
(Association of Nat'l Adv.)  
Vice-Chairman.....Kerwin H. Fulton  
(Outdoor Adv., Inc.)  
Vice-Chairman.....William Reydel  
(Nowell-Emmett Co.)  
Secretary-Treasurer.....Frederic R. Gamble  
(American Ass'n of Adv. Agencies)  
Executive Director.....Theodore S. Repplier  
(War Advertising Council, Inc.)

#### BRANCH OFFICE

1010 Vermont Ave., Washington 5, D. C.  
Theodore S. Repplier, Executive Director  
Phone: District 9043

To provide a means for marshalling the forces of advertising so that they may be of maximum aid in the successful prosecution of the war.

### War Food Administration

Office of Distribution  
Radio & Market News Section  
Washington 25, D. C.  
Republic 4142—Extension 6373, 5707

#### OFFICERS

Chief.....Elwyn J. Rowell  
Chief, Radio Unit.....Joe Tonkin

#### BRANCH OFFICERS

CHICAGO: 5 So. Wabash Ave.; Jim Chapman, Chief,  
Radio 7/8 Market News.  
ATLANTA: Western Union Bldg.; Jim Romine,  
Chief, Radio & Market News.  
NEW YORK: 150 Broadway; Donald C. Lerch, Chief,  
Radio & Market News.  
SAN FRANCISCO: 821 Market St., J. D. Walsh, Re-  
gional Chief.  
DALLAS: 425 Wilson Bldg.; Harold Bryson, Chief,  
Radio & Market News.

## FUNCTIONS AND ACTIVITIES

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, Food Supplies and Price Trends, and Farm Market Reports. It issues "Radio Round-Up On Food" weekly for Women's Program Directors, and in 20 cities issues Wartime 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 12th year.

# ORGANIZATIONS

## Washington State Association of Broadcasters

207 East Market St., Aberdeen, Wash.  
Aberdeen 4098

### OFFICERS

President.....Harry R. Spence  
(KXRO, Aberdeen)

Vice-President.....Loren Stone  
(KIRO, Seattle, Wash.)

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

109 C. P. R. Building  
Edmonton, Alberta, Canada  
Telephone 22101

### OFFICERS

President.....G. R. A. Rice  
(CFRN, Edmonton, Alberta)

### DIRECTORS

R. H. Elphicke, G. Gaetz, A. A. Murphy.

### FUNCTIONS

At the 1944 Convention the constitution of the W. A. B. was changed to eliminate regional directors. Three directors are now elected by ballot, and these three, in addition to the president, constitute the nominees from the Western Association of Broadcasters to the Board of Directors of the Canadian Association of Broadcasters.

## Writers' War Board

122 East 42nd St., New York, N. Y.  
Murray Hill 3-6800, Ext. 293

Chairman.....Rext Stout  
Executive Secretary.....Frederica Barach

### MEMBERS

Franklin P. Adams, Carl Carmer, Robert T. Colwell, Russel Crouse, Clifton Fadiman, Paul Gallico, Jack Goodman, Samuel Grafton, Alan Green, Oscar Hammerstein, II, Rita Halle Kleeman, Robert J. Landry, Margaret Leech, John P. Marquand, Katharine Seymour, William L. Shirer, Luise Silcox.

### ADVISORY COUNCIL

Louis Adamo, Frederick Lewis Allen, Faith Baldwin, Margaret Culkin Banning, William Rose Benet, Roark Bradford, Louis Bromfield, Van Wyck Brooks, Katharine Brush, Sidney Buchman, Pearl Seidel Canby, Mary Ellen Chase, Marc Connelly, Norman Corwin, Bernard DeVoto, Walter D. Esmonds, Edna Ferber, Dorothy Canfield Fisher, Corey Ford, Rose Franken, Lewis Gunnett, John Gunther, Langston Hughes, Fannie Hurst, Marquis James, Owen Johnson, MacKinlay Kantor, George S. Kaufman, John Kieran, Manuel Komroff, Joseph Wood Krutch, Christopher LaFarge, Howard Lindsay, Edna St. Vincent Millay, Edward R.

Murrow, Robert Nathan, Allan Nevins, Clifford Odets, Eugene O'Neill, Donald Culrose Peattie, Fletcher Pratt, Marjorie Kinnan Rawlings, Quentin Reynolds, Elmer Rice, Mary Roberts Rinehart, Kenneth Roberts, Frank Sullivan, Dorothy Thompson, Sophie Kerr Underwood, Carl Van Doren, Mark Van Doren, Hendrik William Van Loon, Walter White, William L. White, Margaret Wddemer, Thornton Wilder.

### FUNCTIONS

The Writers' War Board is a private organization. It is financed by private contributions. Its chairman and members receive no salary or reimbursement for expenses incurred, from the Government or any other source. However, the Government, through the Office of War Information, maintains a liaison office for the use of the Writers' War Board in its co-operation with various Government departments. An accountant, the author of two books on taxation, has calculated that in this manner these Government departments have secured two tons of manuscripts at two per cent of the market price. Since it is a reasonable assumption that the scripts have been a factor, not negligible, in the struggle for the victory we are sure of and the lasting peace we are determined to get, certainly no writer will begrudge the Government the bargain it picked up.

## 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. Mary F. Larkin, Mrs. Marion M. Miller, Mrs.  
Emory Ross, Mrs. Jesse M. Bader, Mrs. Bettina Gunczy.

### 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.

## WSTP (Piedmont Broadcasting Corp.)

Yadkin Hotel, Salisbury, N. C.  
Salisbury 2121

### OFFICERS

President.....Bryce P. Beard  
Vice-President.....J. F. Hurley  
(WGNB, Gastonia)

Secretary and Treasurer.....Gene Dorton  
(WBT, Charlotte)

Manager.....W. J. Murphy  
Comm. Manager.....Katherine F. Murphy  
Program Director.....W. C. Mitcham  
(WCBT, Roanoke Rapids)

### BRANCH OFFICE

Suwanee Bldg., Kanasol's, N. C. Kanasolis 99.  
W. C. Mitcham, Asst. Mgr.

### FUNCTION

Radio broadcasting.



# NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

As of January 1, 1945

Call	Institution	Frequency	Power	Licensed Hours
KFJM	University of North Dakota	1440	1 kw—LS; 500 w N	SH—KILO
KFKU	University of Kansas	1250	5 kw—LS; 1 kw—N	ST—WREN
KOAC	Oregon State College	550	5 kw—LS; 1 kw—N	Unlimited
KUSD	University of South Dakota	920	500 w	ST—KFNF
KWLC	Luther College	1240	250 w—D	Daytime
KWSC	State College of Washington	1250	5 kw	ST—KTW
WBAA	Purdue University	920	5 kw—D; 1 kw—N	Unlimited
WBEZ	Chicago Board of Education	42100	1 kw	(FM) Unlimited
WCAL	St. Olaf College	770	5 kw—D	S <sup>h</sup> —WLB (Daytime)
WHA	University of Wisconsin	970	5 kw—D	Daytime
WHAZ	Rensselaer Poly. Tech.	1330	1 kw	ST—WBRR, WEVD
WILL	University of Illinois	580	5 kw—D	Daytime
WKAR	Michigan State College	870	5 kw—D	Daytime
WLB	University of Minnesota	770	5 kw—D	ST—WCAL (Daytime)
WNAD	University of Oklahoma	640	1 kw—D	Daytime
WHCU	Cornell University	870	1 w	L—WWL (Daytime)
WNYC	Municipal Broadcasting System	830	1 kw	L—WCCO, SA SH-N
WOI	Iowa State College	640	5 kw—D	Daytime
WOSU	Ohio State University	820	5 kw	L—LS—Dallas
WRUF	University of Florida	850	5 kw—LS; 100 w—N	Unlimited
WRUL	World Wide Broadcasting Foundation	†	50 kw	Unlimited
WSAJ	Grove City College	1340	100 w	SH
WSUI	State University of Iowa	910	5 kw	Unlimited
WTAW	Texas A. and M.	1150	1 kw—D	Daytime

D—Day; N—Night; ST—Shares Time; S<sup>h</sup>—Specified Hours; SA—Special Authorization; L—Limited Time with Dominant Stations LS—Local Sunset.

† International shortwave frequencies.

## Associate Members

Drake University	Depends on commercial radio facilities.
Indiana University	Depends on commercial radio facilities. Has pending FM CP application before FCC.
University of Kentucky	Depends on commercial radio facilities. Has FM CP for station from FCC.
University of Michigan	Depends on commercial radio facilities. Has pending FM CP application.
University of Southern California	Depends on commercial facilities. Has applied for FM CP.
Western State Teachers College	Depends on commercial radio facilities.
Kenneth Yeend, KIRO	(Former educational broadcaster, retaining associate membership, although employed by commercial station.)

# — 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 San Francisco, Unified School District, San Francisco, 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 education 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.

# INTERNATIONAL



*International Broadcast Stations  
In The United States*

•

*CBS-NBC Latin-American Networks*

•

*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>
American Telephone & Telegraph San Francisco, Calif.....	KWU KWV KWY		20 kw 20 kw 20 kw
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, 9350, 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	10 kw
Columbia Broadcasting System, Inc. Brentwood, L. I.....	WCBN	6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	50 kw
Columbia Broadcasting System, Inc. Wayne, N. J.....	WOOC	6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	50 kw
Columbia Broadcasting System, Inc. Wayne, N. J.....	WOOW	6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	50 kw
Columbia Broadcasting System, Inc. Delano, Calif.....	KCBA	6170, 7575, 9750, 11145, 11770, 15270, 17850	50 kw
Columbia Broadcasting System, Inc. Delano, Calif.....	KCBF	6170, 7575, 9750, 11145, 11770, 15270, 17850	50 kw
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, 17300, 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

**INTERNATIONAL BROADCAST STATIONS IN THE U. S.**

General Electric Company South Schenectady, N. Y.....	WGEO	6190, 7000, 9530, 9650, 11847.5, 15330, SSA 9550 and 17880	100 kw
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.....	WRC\	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, 15150, 15090, 21630	50 kw
National Broadcasting Co., Inc. Bound Brook, N. J.....	WNRE	Same as above	50 kw
National Broadcasting Co., Inc. Bound Brook, N. J.....	WNRI	Same as above	50 kw
National Broadcasting Co., Inc. Bound Brook, N. J.....	WNRX	Same as above	50 kw
National Broadcasting Co., Inc. Dixon, Calif. ....	KNBC	6020, 6060, 7575, 7805, 9490, 9700, 11890, 13050, 15150, 15240, 15250, 15340, 17780, 17800	50 kw
National Broadcasting Co., Inc. Dixon, Calif. ....	KNBI	Same as above	50 kw
National Broadcasting Co., Inc. Dixon, Calif. ....	KNBX	Same as above	50 kw
National Broadcasting Co., Inc. Dixon, Calif. ....	KNBA	Same as above	50 kw
R.C.A. Communications, Inc. San Francisco, Calif.....	KRCA KES (1 & 2)		7 kw 7 kw
Press Wireless Los Angeles, Calif.....	KROS		10 kw
Westinghouse Radio Stations, Inc. Hull, Mass. ....	WBOS	6140, 9570, 11870, 15210, 17780, 21540	CP 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
General Electric Co. Belmont, Calif.....		Application pending	100 kw

# La Cadena De Las Americas (The Network of the Americas) of THE COLUMBIA BROADCASTING SYSTEM

## — PERSONNEL —

Director of Broadcasting to Foreign Countries.....	Edmund Chester
Assistant Director of Shortwave Broadcasting.....	John Hundley
Director of Shortwave News Division.....	Lawrence Haas
Music Director and Arranger.....	Terig Tucci
Assistant Director of Latin American Relations.....	Roberto Unanue
Manager of Press Information for Latin American Network.....	Margaret Kennedy

## ARGENTINA

Call Letters	Station Name and/or Owner	Location	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 Juis .....	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

CB57.....	Radio Sociedad Nacional de Agricultura, Santiago de Chile.....	Santiago de Chile.....	570 .....	6000 .....
CB1180.....	Radio Sociedad Nacional de Agricultura, Santiago de Chile.....	Santiago de Chile.....	11800 .....	1000 .....
CB90.....	Radio Sociedad Nacional de Agricultura, Valpariso .....	Valpariso .....	900 .....	1000 .....

**CBS LATIN-AMERICAN NETWORK**

**COLOMBIA**

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Wat.
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
—	La Voz Amiga	Pereira	6097	2500
HJBJ	La Voz de Santa Marta	Santa Marta	1140	1200

**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
CMKY	RHC Cadena Azul	Holguin	600	1000
CMAN	RHC Cadena Azul	Pinar del Rio	1300	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
HCBS	Radio Bolivar	Quito	1304	250
HCBT	La Voz de la Libertad	Quito	9355	250

**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

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
TGW.....	La Voz de Guatemala .....	Guatemala City .....	610	10000
TGWA.....	La Voz de Guatemala .....	Guatemala City .....	9685	10000
TGWB.....	La Voz de Guatemala .....	.....	15170	—
TGWC.....	La Voz de Guatemala .....	Guatemala City .....	6460	1000
		Guatemala City .....	1520	1000

## HAITI

HHW.....	Station de Radioifusion .....	Port-au-Prince .....	1230	75
HH3W.....	Station de Radioifusion .....	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 Rodriquez A. ....	Oaxaca, Oax. ....	1270	500
XEHR.....	Manuel R. Canalo .....	Pueblo, Pue. ....	1090	250
XEBM.....	.....	San Luis Potosi ....	1260	150
XETU.....	Juan Perez Cardonas .....	Tampico, Tams. ....	1460	1000
XEDN.....	Alejandro O. Stevenson, Jr. ....	Torreon, Coah. ....	1260	250
XEHV.....	Juan A. Palavicini .....	Veracruz, Ver. ....	1310	1000
XENC.....	.....	Celaya .....	1540	250
XEAG.....	.....	Cordoba .....	1280	250
XEJT.....	.....	Guanajuato .....	570	100
XEWE.....	.....	Irapuato .....	1420	100
XEFM.....	.....	Leon .....	1270	100
XEPP.....	.....	Orizaba .....	1450	250
XEDE.....	.....	Saltillo .....	1400	250

## NICARAGUA

YNOW.....	La Voz de la America Central .....	Managua .....	6850	800
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## PANAMA

HOAC.....	Cadena Panamena de Radio Difusion ....	Panama City .....	1440	50
HP5A.....	Cadena Panamena de Radio Difusion ....	Panama City .....	11700	1000



. . . CBS LATIN-AMERICAN NETWORK . . .

**PARAGUAY**

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
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

**PUERTO RICO**

WKAQ.....	.....	San Juan .....	620	5000
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**URUGUAY**

CX16.....	Radio Carve .....	Montevideo .....	850	50000
CX24.....	La Voz del Aire .....	Montevideo .....	1010	2500
CXA8.....	Short Wave .....	Colonia .....	9320	20000
CXA14.....	Short Wave .....	Colonia .....	11820	1000
—Radio Carve Network				
CW1.....	Radio Pupular .....	Colonia .....	550	4500
CW31.....	Salto Broadcasting .....	Salto .....	1120	250
CW39.....	La Voz de Paysandu .....	Paysandu .....	1320	100
CW41.....	Broadcasting San Jose .....	San Jose .....	1360	050
CW43B.....	Radio Internacional .....	Rivera .....	1480	750
CW51.....	Radio Maldonado .....	Maldonado .....	1560	500
CW53.....	Radio Cerro Largo .....	Melo .....	1580	250
CX52.....	Radio Litoral Soriano .....	Mercedes .....	1570	500

**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
YV7RA.....	Radio Sucre .....	Cumana .....	1220	400
YV7RB.....	Radio Sucre .....	Cumana .....	3590	750
YVIRA.....	Ecos Del Zulia .....	Maracaibo .....	1300	200
YVIRV.....	Ecos Del Zulia .....	Maracaibo .....	4750	300
YV4RE.....	Radio Valencia .....	Valencia .....	1400	1000
YV4RP.....	Radio Valencia .....	Valencia .....	3460	1000

# *La Cadena Panamericana*

## (The Pan American Network)

### of the

## NATIONAL BROADCASTING COMPANY

### — PERSONNEL —

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
Chief, Spanish-language Section.....	Alberto H. Ganderó
Continuity Acceptance.....	F. J. Lara
Production Chief.....	Ary Moll
Assistant Production Chief.....	Alvaro Gonzales
Assistant Production Chief.....	Aurora Diaz
Chief, Portuguese-language Section.....	Manuel Souza
Musical Director.....	Emilio de Torre
Director of Station Relations.....	Cal J. Abraham
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
LR5.....	Radio Splendid	Buenos Aires	9315	30000
LR51.....	Radio Splendid	Buenos Aires	6065	30000
<i>Radio Splendid Network (Red Argentina de Emisoras Splendid S. A.)</i>				
LW1.....	de la Red Splendid	Cordoba	790	20000
LT2.....	de la Red Splendid	Rosario	1230	20000
LU3.....	de la Red Splendid	Bahia Blanca	1159	10000
LT4.....	de la Red Splendid	Posadas	1010	2000
LV6.....	de la Red Splendid	Mendoza	630	6000
LW7.....	de la Red Splendid	Catamarca	730	2000
LU5.....	de la Red Splendid	Neuquen	1130	2000
LW8.....	de la Red Splendid	Jujuy	1130	1500
LU8.....	de la Red Splendid	Bariloche	1250	1000
LU4.....	Comodoro Rivadavia	C. Rivadavia	640	1600
LU12.....	Rio Gallegos	Rio Gallegos	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
CPI.....	Radio Chuquisaca	Sucre	1500	800
CP41.....	Radio Chuquisaca	Sucre	1325	100
CP28.....	Radio Central	Cochabamba	1360	150
CP40.....	Radio Central	Cochabamba	9570	150
CP22.....	Radio Internacional	Potosi	6715	150

## — 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 Simon Bolivar	Concepcion	1170	1000
CA108.....	Radio La Serena	La Serena	1080	1500
CA141.....	Radio El Loa	Antofagasta	1410	1450

NBC LATIN-AMERICAN NETWORK

**COLOMBIA**

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
HJCC.....	La Voz de Bogota .....	Bogota .....	870	5000
HJCE.....	La Voz de Bogota .....	Bogota .....	1000	1000
HJCF.....	La Voz de Bogota .....	Bogota .....	6240	1000
HJCR.....	Radiodifusora Nacional .....	Bogota .....	1200	5000
HJCT.....	Radiodifusora Nacional .....	Bogota .....	6260	2500
HJAN.....	Emisoras Unidas .....	Barranquilla .....	1190	1000
HJAB.....	Emisoras Unidas .....	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	500
HJFA.....	La Voz de Pereira .....	Pereira .....	6054.3	750
HJAF.....	Emisoras Fuentes .....	Cartagena .....	1240	350
HJAE.....	Emisoras Fuentes .....	Cartagena .....	4965	1000

**COSTA RICA**

TIPG.....	La Voz de la Victor .....	San Jose .....	625	4000
TIPG.....	La Voz de la Victor .....	San Jose .....	9615	2500
TINBC.....	La Voz de la Democracia .....	San Jose .....	1070	1000

**CUBA**

CMQ.....	Circuito CMQ S.A. ....	Habana .....	690	25000
COCQ.....	Circuito CMQ S.A. ....	Habana .....	8825	5000
CMBZ.....	Radio Salas .....	Habana .....	950	1000
COBZ.....	Radio Salas .....	Habana .....	9030	1000

*CMQ Network (Circuito CMQ)*

CMHQ.....	del Circuito CMQ .....	Santa Clara .....	800	10000
CMJL.....	del Circuito CMQ .....	Camaguey .....	920	10000
CMKJ.....	del Circuito CMQ .....	Holguin .....	970	10000
CMKU.....	del Circuito CMQ .....	Santiago .....	720	1000

**DOMINICAN REPUBLIC**

HIX.....	Radiodifusora Oficial .....	Ciudad Trujillo .....	950	250
HI1X.....	Radiodifusora Oficial .....	Ciudad Trujillo .....	6350	300
HI3X.....	Radiodifusora Oficial .....	Ciudad Trujillo .....	11850	300
HI9B.....	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 .....	1160	300
HC2ET.....	Radio El Telegrafo .....	Guayaquil .....	9200	500

**EL SALVADOR**

YSS.....	Alma Cuscatleca .....	San Salvador .....	638	500
HUB.....	Alma Cuscatleca .....	San Salvador .....	4780	300
YSD.....	Alma Cuscatleca .....	San Salvador .....	7894	500

# GUATEMALA

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
TGW	La Voz de Guatemala	Guatemala City	640	10000
TGWA	La Voz de Guatemala	Guatemala City	15170	10000
			9685	10000
TGWB	La Voz de Guatemala	Guatemala City	6460	1000
TGWC	La Voz de Guatemala	Guatemala City	1520	1000

# HAITI

HHGM	Magloire Broadcasting Circuit	Port-au-Prince	1473	1000
HHBM	Magloire Broadcasting Circuit	Port-au-Prince	9660	1000
HHCM	Magloire Broadcasting Circuit	Port-au-Prince	6165	1000

# HONDURAS

ARN	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
XEWW	La Voz de la America Latina desde Mexico	Mexico City	9500	10000
			15160	10000

## XEW Network (Radio Programas de Mexico)

XEKJ	Ramon Ortega	Acapulco, Gro.	1400	250
XEBI	Pedro C. Rivas	Aguascalientes	1350	250
XEA	Luis A. Maury	Campeche, Camp.	1370	250
XEFQ	Pedro Lopez Diaz	Cananea, Son.	980	500
XEFI	David C. Mireles	Chihuahua, Chih.	1440	1000
XEBA	Jose D. Gonzalez	Ciudad Guzman	1270	250
XEP	Esteban Parra	Ciudad Juarez	1300	500
XETR	Antonio Pozo L.	Ciudad Valles	1490	125
XEBJ	Fernando Elizalde	Ciudad Victoria	1450	100
XERL	J. Roberto Levy	Colima, Col.	1280	250
XEJC	Eduardo J. de la Cuesta	Cuernavaca, Mor.	1420	150
XESA	Modesto Roberto Perez	Culiacan, Sin.	1330	250
XEE	Roberto O. Stevenson	Durango, Dgo.	1280	250
XEHL	Alejandro Diaz	Guadalajara, Jal.	1370	500
XEBH	Jose Remigio Agraz	Hermosillo, Son.	920	1000
XEBO	Alfonso Martinez	Irapuato, Gto.	1330	500
XEKL	Ramon Alarcon	Jalapa, Ver.	550	100
XERZ	Rafael C. Navarro	Leon, Gto.	1240	250
XECF	Francisco Perez, Jr.	Los Mochis, Sin.	1330	1000
XEAM	Manuel L. Salinas	Matamoros, Tamps.	1400	250
XERJ	Rafael Elizalde	Mazatlan, Sin.	1320	500
XEME	Perfecto Villamil C.	Merida, Yuc.	1270	400
XECL	Armando Maldonado	Mexicali, B.C.	990	5000
XEDW	Gladys Silva	Minatitlan, Ver.	1260	250
XEI	Tiburcio Ponce	Morelia, Mich.	1400	250
XEFB	Mario Quintanilla G.	Monterrey, N.L.	630	500
XEGL	Fausto M. Gomez	Navojoa, Son.	1270	500
XEHF	Gaston Mascarenas	Nogales, Son.	1370	1000
XEFE	R. Tijerina Carranza	Nuevo Laredo	950	1000
XEAX	A. Marquez Gonzales	Oaxaca, Oax.	1370	500
XETQ	Carlos Mora J.	Orizaba, Ver.	1370	250
XEJR	Roberto Rodriguez	Parral, Chih.	1490	100
XEMU	Alfonso L. Bres	Piedras Negras	580	250
XEHR	Roberto Canedo	Puebla, Pue.	1090	250
XEJX	Jesus Romero Santoyo	Queretaro, Qro.	1450	250
XERT	Ignacio Magallon V.	Reinosa, Tamps.	590	250
XEBX	Rodolfo Villarreal	Sabinas, Coah.	610	250
XEDE	Valente J. Garza G.	Saltillo, Coah.	1400	250
XECZ	Zeferino J. Jimenez	San Luis Potosi	1430	1000
XERK	Tomas Mondragon	Tepic, Nay.	1450	250
XEC	Luis Enrique Enciso	Tijuana, B.C.	1310	250
XEBP	A. O. Stevenson	Torreón, Coah.	1260	250
XETL	Calixto Almazan	Tuxpan, Ver.	1390	250

## NBC LATIN-AMERICAN NETWORK

XEU.....	Fernando Pasos Sosa .....	Veracruz, Ver. ....	960	500
XEUF.....	Ignacio Navarro Q. ....	Uruapan, Mich. ....	550	350
XELK.....	Jose M. Acevedo .....	Zacatecas, Zac. ....	1280	100

### NICARAGUA

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
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

ZP9.....	Radio La Capital .....	Asuncion .....	970	1200
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### 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
OAX1A....	Radio Delcar .....	Chiclayo .....	6275	300
OAX1B....	Radio Piura .....	Piura .....	5850	300
OAX4P....	Radio Huancayo .....	Huancayo .....	5980	250

### PUERTO RICO

WNEL.....	The Link of the Americas .....	San Juan .....	1320	5000
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### URUGUAY

CX14.....	Radio El Espectador .....	Montevideo .....	810	15000
CXA19....	Radio El Espectador .....	Montevideo .....	11705	5000
CX18.....	Radio Libertad .....	Montevideo .....	890	3000
CXA9.....	Radio Libertad .....	Montevideo .....	15245	3000
<i>El Espectador Network (La Cadena Uruguaya de Radiodifusión)</i>				
CWI.....	Radio Popular .....	Colonia .....	570	3000
CW19.....	Difusora Rochense .....	Rocha .....	1340	050
CW23.....	Radio Cultural .....	Salto .....	820	500
CW33.....	Radio Florida .....	Florida .....	1200	75
CW35.....	Radio Paysandu .....	Paysandu .....	1243	750
CW43.....	Radio Lavalleja .....	Minas .....	1420	300
CW45.....	Difusora Treinta y tres .....	Trenta y tres .....	1390	250
CW43A....	Zorrilla de San Martin .....	Tacuarembó .....	1400	1200
CW47A....	Radio Welcome .....	San Jose .....	1510	100

### 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 MEXICO

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Acapulco, Gro. ....	XEKJ	1400	0.25	
Agua Prieta, Son. ....	XERP	1190	50.	
Aguascalientes .....	XEBI	1360	0.25	Pedro C. Rivas
Aguascalientes .....	XELY	1490	0.15	Rafael Leal Camarena
Cajoncita de B. C. ....	XBQA	9200	0.8	Comision Nacional de Irrigacion
Campeche .....	XEA	1370	0.25	Luis A. Maruy
Cananea, Son. ....	XEFQ**	980	0.5	Pedro L. Diaz
Cananea, Son. ....	XESY**	1320	0.2	J. Tato Amante
** Considered pro-German				
Casas Grandes .....	XETX	1400	0.1	
Celaya, Guan. ....	XEJT	1600	0.1	
		1090		
		1190		
Chetumal de Q. R. ....	XACD	3050	\$0.05	Cia. Mexicana de Aviacion
		5390	*0.4	
		262.5	*0.075	
		1688	*0.075	
		3060	*0.4	
		5695	*0.4	
* Not a broadcast station.				
Chihuahua .....	XEFI	1440	1.	Ramiro G. Urganga
Chihuahua .....	XEBW	1280	0.6	Angel Mara T.
Chihuahua .....	XEM	1390	0.5	Pedro Menessee, Jr.
Chihuahua .....	XEBU	1260	0.1	Feliciano Lopez
Chihuahua .....	XEJK	1340	0.1	
Ciudad Guzman, Jal. ....	XEBA	1270	.25	Xavier Velasco
Ciudad Guzman, Jal. ....	XEGT	1490	0.1	
Ciudad Juarez .....	XELO	800	150.	
Ciudad Juarez .....	XEJ	970	5.	P. Meneses, Laredo
Ciudad Juarez .....	XEP	1300	0.5	Esteban Parra
Ciudad Juarez .....	XEWG	1460	1.	
Ciudad Juarez .....	XEF	1420	0.25	Gilberto Gil
Ciudad Juarez .....	XEFV	1270	.25	Dario Cordaba
Ciudad Madero, Tams. ....	XETR	1490	0.1	Cesar Trijillo Badillo
Ciudad Obregon, Son. ....	XEAP	1290	0.1	Emilio Manzanilla
Ciudad Valles, San Luis Potosi .....		1340	0.1	
Ciudad Victoria .....	XEBJ	1450	0.1	Fernando Elizalde
Coatzacoalcos .....	XEFZ	1340	0.25	Pedro E. Rocher
Colima, Col. ....	XERL	1280	0.25	J. Roberto Levy
Cordoba de Veracruz. ....	XECW	1340	0.25	Juan Sedas M.
	XEAG	1280	0.25	Diodoro Zuniga
Cuernavaca, Morelos .....	XEJC	1420	0.15	
Culiacan, Sin. ....	XESA	1360	0.25	Pablos Elizalde, S. de R. L.
Culiacan, Sin. ....	XEBL	1260	0.5	Ignacio L. Said
Culiacan, Sin. ....	XEGF	1300	0.1	
Durango .....	XEE	1280	0.25	Alejandro Stevenson, Jr.
Durango .....	XEDU	1400		
Ensenada, B. C. ....	XEPF	1400	0.2	
		1002		

## STATIONS OF MEXICO

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Fresnillo, Zac. ....	XEMA	1340	0.1	Jose Ma. Acesado Moya
Gomez Palacio, Dur. ....	XEMG	1310	0.25	
Gomez Palacio, Dur. ....	XEOB	1490	0.1	
Guadalajara, Jal. ....	XEJB	1010	5.	Gobierno del Estado de J.
Guadalajara, Jal. ....	XEDK	1250	0.5	Salvador Vazquez T.
Note—Ownership practically same as XEAV.				
Guadalajara, Jal. ....	XED	680	1.	Cia. Radiofonografica
	XEDQ		0.1	
Guadalajara, Jal. ....	XEHL	1370	0.5	
Guadalajara, Jal. ....	XELW	1340	0.25	Salvador Galindo de la Torre
Guadalajara, Jal. ....	XEHK	960	.25	Carmen Vilasenor
Guadalajara, Jal. ....	XEAV	580		Alfredo Vasquez
Note—Ownership practically same as XEDK.				
Guadalajara, Jal. ....	XEAD	1310	0.25	
Guadalajara, Jal. ....	XEXN	1400	0.25	
Guanajuata, Guan. ....		570	0.1	
Guaymas, Son. ....	XEDR	1490	0.1	Modesto Ortega
Hermosillo, Son. ....	XEBH	920	1.	
	XEBR	11820	sw. 0.15	
Hermosillo, Son. ....	XEDL	1250	.5	
Hermosillo, Son. ....	XEHQ	590	0.3	Sr. C. Serna Martinez
Hermosillo, Son. ....	XEOP	960	0.5	
Hermosillo, Son. ....		1300	.25	
Hermosillo, Son. ....	XEQN	1540	5.	
Parral, Chih. ....	XEJS	1150	0.5	
Parral, Chih. ....	XEAT	1250	0.25	
Parral, Chih. ....	XEJR	1490	0.1	Anastasio Gomez Gallardo
Irapuato, Gt. ....	XEBO	1330	0.6	
Irapuato, Gt. ....	XEWE	1420	0.1	
Jalapa de Veracruz. ....	XEBF	6090	sw. 0.1	Pedro Caronel Aburto
Jalapa de Veracruz. ....	XEKL	550	0.1	
	XEJA	1400	0.25	
La Paz, Baja Calif. ....	XEPX	550	0.25	
Leon de Guanajuato. ....	XEFM	1270	0.1	Sucs R. Ortiz Gonzalez
Leon de Guanajuato. ....	XERZ	1030	0.25	
Linares ....	XETC	1410	.25	
Los Algodones, Baja Calif. ....		560	0.1	
Los Mochis, Sin. ....	XEOX	1280	0.25	Felipe G. de Leon
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
Los Mochis, Sin. ....	XECF	1350	1.0	Francisco Perez H.
Mazatlan, Sin. ....	XERH	1320	0.6	Oscar Perez E.
Mazatlan, Sin. ....	XEDS	1420	0.5	Alexander A. Schober
Merida, Yuc. ....	XEFK	1450	0.1	Manuel Zapata Espinosa
Merida, Yuc. ....	XEMQ	1240	0.25	
Merida, Yuc. ....	XEMH	1400	0.1	
Mexicali, B. C. ....	XECL	990	5.	Alfonso Lacarra
Mexicali, B. C. ....	XEAO	970	0.25	Chavez y Castro, Soc.
Mexicali, B. C. ....	XEAA	1340	0.25	Alberto Gonzales
Mexico City, D. F. ....	XEWI	6015	sw.* 0.4	Instit. Mundial de la Vida Impersonal
Mexico City, D. F. ....	XEYU	9500	sw.* 0.25	Universidad Nacional de Mexico
Mexico City, D. F. ....	XEUZ	6119	sw 0.1	Partido Nac. Revolucionario
Mexico City, D. F. ....	XEXA	6175	sw. 0.1	Depto. de Publicidad y Propaganda
Mexico City, D. F. ....	XEBT	6000	sw. 0.5	El Buen Toro S. A.

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Mexico City, D. F.	XEDP	940	50.	
Mexico City, D. F.	XEOY	1000	10.	Ignacia Diaz R.
Mexico City, D. F.	XEST	1060	50.	
Mexico City, D. F.	XEQW	1030	1.	
Mexico City, D. F.	XEQK	1350	1.	Angel Ferreiro
Mexico City, D. F.	XEDA	1290	1.	Augusto Garcia Diaz
Mexico City, D. F.	XEMC	1590	5.	Dolores G. Estrada de F.
Mexico City, D. F.	XENK	620	5.	
Mexico City, D. F.	XEPH	590	5.	
Mexico City, D. F.	XESM	1470	5.-D	Salvador San Martin
Mexico City, D. F.	XEL		1.-N	
		1260	0.75	Financiera de Inversiones S. A.
Mexico City, D. F.	XEBS	1410	0.75	Maria Remedios Delgado
Mexico City, D. F.	XEMX	1380	0.5	Alfonson Traslos
Mexico City, D. F.	XEOF			Leros Avolos
		530	1.	
Mexico City, D. F.	XEW	890	100.0	Radio Panamericana
	XEWW	9500	sw. 10.	
Mexico City, D. F.	XEQ	730	150.	
	XEQQ	9680	sw. 5.	
Mexico City, D. F.	XEB	1220	100.	
	XEET	6000	sw. 1.	
Mexico City, D. F.	XEBZ	660	0.5	
Mexico City, D. F.	XELA	830	1.	
Mexico City, D. F.	XEFO	1110	20.	
Mexico City, D. F.	XEN	690	5.	
Mexico City, D. F.	XEUN	860	5.	
Mexico City, D. F.	XEML	1550	1.	
Mexico City, D. F.	XERC	790	1.	
Mexico City, D. F.	XELZ	1440	1.	
Mexico City, D. F.	XERH	1500	0.5	
Mexico City, D. F.	XEJP	1150	6.	Antonio Verandez
Mexico City, D. F.	XEAI	1320		
Mexico City, D. F.	XEK	990	0.5	Arturo Martinez
Minatitlan, Ver.	XEDW	1260	.25	Hector Silva Canto
Monterrey, N. L.	XETA	9555	sw.* 1.	El Pretonero del Norte
Monterrey, N. L.	XEG	1050	150.	
Monterrey, N. L.	XENT	1140	50.	Cia. Industrial Universal
Monterrey, N. L.	XET	990	5.	Pregonero del Norte
Monterrey, N. L.	XEH	1420	1.	
Monterrey, N. L.	XEFB	630	.5	Jesus Quintanilla
Monterrey, N. L.	XEMR	1370	0.5	Enrique Serna Martinez
Monterrey, N. L.	XEX	1280	0.5	El Heraldo del Comercio
Morelina, Michoacan	XEKW	6030	sw. 0.5	Jose Martinez Ramirez
Morelina, Michoacan	XEKF	6030	sw. 5.	El Nee di Nichosaan desde Morelia
Morelina, Michoacan	XELQ	1270	0.1	
Morelina, Michoacan	XEI	1400	0.25	Carlos Gutierrez
Morelina, Michoacan	XESF	600	0.25	
Naco, Son.	†XETM	1350	1.	Fred Giesler (German-naturalized American)
	† Considered pro-German.			
Navojoa, Son.	XEGL	1270	0.5	Fausto M. Gomez
Navojoa, Son.	XEAJ	1400	0.1	Emilio Manzanilla
Navojoa, Son.		570	0.1	
Nogales, Son.	XEHF	1370	1.	Francisco G. Elias
Nogales, Son.		1010	0.25	
Nuevo Laredo, Tam.	XEFE	960	1.	Rafael T. Caranza
Nuevo Laredo, Tam.	XEDF	790	0.5	
Nuevo Laredo, Tam.	XEBK	1340	0.1	G. Guajardo y M. M. Cortes
Nuevo Laredo, Tam.	XELF	1380	0.25	
Nuevo Laredo, Tam.	XELC	1410	0.25	
Nuevo Laredo, Tam.	XELJ	1260	.25	
	XELH	1460	.1	



## STATIONS OF MEXICO

Location	Call Letters	Frequency Kcs.	Power Kwts.	Owner or Operating Agency
Oaxaca .....	XEAX	1270	.15	Alvaro Rodriguez A.
Orizaba, Vera Cruz.....	XEOR	580	1.	
Orizaba, Vera Cruz.....	XEPP	1450	0.25	Hector Sotomayor
Orizaba, Vera Cruz.....	XETQ	1370	0.25	Francis Campos H.
Piedras Negras, Coah.....	XEMU	580	0.25	
Piedras Negras, Coah.....	XEMJ	920	0.2	
Progreso, Yuc. ....	XEOK	1430	0.1	Arturo Pina Perez
Puebla .....	XEHR	1090	0.25	Manuel R. Canale
Puebla de Puebla.....	XECC	6185 sw.	0.5	Ricardo Vazquez A.
Puebla de Puebla.....	XECD	1170	0.35	
Queretaro .....	XEJX	1450	0.25	
Queretaro .....		1300	0.1	
Reynosa, Tam. ....	XEAW	1570 sw.	100.	Cia. International Reynosa
		1010	50.	
	XEKN	1390	0.25	Carlos V. Rodriguez
Reynosa, Tam. ....	XEAZ	590	0.25-N	
			5.-D	
Rosarito, B. C.....	XERB	1090	50.	Radiodifusora Internacion
Sabinas, Coah. ....	XEBX	610	.25	Radiodifusora Internacion— Miguel B. Rodriguez
Saltillo, Coah. ....	XESJ	1250	1. -D	
			0.5-N	
Saltillo, Coah. ....	XEKS	1330	0.1	J. Antonio de la Pena
Saltillo, Coah. ....	XEDE	1400	0.25	Arrelío G. Zaragoza
Saltillo, Coah. ....	XEXU	1490	1.	
		1450	0.1	
San Luis Potosi.....	XECZ	1370	1.0	Ceferino Z. Jimenez
San Luis Potosi.....	XEBM	1260	0.15	Benjamin Briones
San Luis Potosi.....	XEXQ	1400	0.1	
S. Luis Rio Colorado.....	XEY	1450	0.25	Lucinda Arenaxde de M. M.
Tampico .....	XEFW	810	50.	
Tampico .....	XETU	1460	1.0	
Tampico .....	XECA	980	1.	
Tampico .....	XES	1300	0.25	Difisora Portena S. de R. L.
Tapachula, Chiapas .....	XETS	630	0.1	
Tapachula, Chiapas .....	XETA	1450	0.25	
Tepatitlan, Jal. ....	XETJ	1150	0.1	
Tepic, Nayarit .....	XEXT	980	1.	
Tepic, Nayarit .....	XERK	1450	0.15	Dario Mondragon
Texcoco .....	XEXE	1450	0.1	H. Ayuntamiento
Taxiutlan, Puebla .....	XETZ	1360	0.25	
Tijuana, B. C.....	XEAV	1470	5.0	Manuel Acuna Varela
Tijuana, B. C.....	XEMO	860	5.0	Fern. Fes. Ferreira
Tijuana, B. C.....	XEBG	1010	1.	
		1550 sw.	5.	
Tijuana, B. C.....	XERS	1190	5.	Cia. R.A.D. de Piedras Negras
Tijuana, B. C.....	XEAC	690	5.	Jorge Rivera
Tijuana, B. C.....		1590 sw.	5.0	
Tijuana, B. C.....	XEGM	950	1.- D	Rita Mayans y Gustavo
			2.5-N	Faist E.
Tijuana, B. C.....	XEON	1420	2.	Cia Radio Mexicana
Tijuana, B. C.....	XERT	1270	0.5-N	
			5. -D	
Tijuana, B. C.....	XEC	1310	.25	Luis E. Enciso
Tlaxcala .....	XEXZ	1480	5.	
Tlaxcala .....	XEXE	2410	0.1	Gobierno del Estado
Toluca de Mexico.....	XEXS	1340	0.1	Instituto Cientifico y Leiter
Toluca de Mexico.....	XECH	1490	0.25	Rodolfo Llamas

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Torreón, Coah.	XETB	1350	0.5	Aurelio G. Zaragoza
Torreón, Coah.	XEOH	600	1.	
Torreón, Coah.	XEJZ	920	0.1	
Torreón, Coah.	XEBP	1260	0.25	Alejandro O. Stevenson, Jr.
Torreón, Coah.	XEBQ	1450	0.25	Maria Refugio A. De Valdivieso
Torreón, Coah.	XEDN	600	1.	Higinio Gonzalez
Tuxpam, V. C.	XETL	1390	0.25	Calixto Almazan
Tuxtla Gutierrez, Chiapas.	XEXJ	1280	0.1	Govt. of State of Chiapas
Tuxtla Gutierrez, Chiapas.	XFBK	5340		
Urapan, Mich.	XEFU	550	0.35	Ignacio Navarro
Vera Cruz	XEFT	9550 sw.	0.012	Jose Rodriguez Lopez
Vera Cruz	XEUW	6020 sw.	0.02	Fernando Taxos Sosa
Vera Cruz	XEHV	1310	1.	Radiodifusora Veracruzana
Vera Cruz	XEU	960	0.5	Fernando Pazos y Cia.
Vera Cruz	XETF	1250	0.5	Jose Rodriguez Lopez
Vera Cruz	XEXF	1490	0.1	
Villa Acuna, Coah.	XEAB	1600 sw.	5.	
Villa Acuna, Coah.	XEDH	1340	0.25	Vicente Hernandez
Villa Acuna, Coah.	XEAG	1430	0.1	
Villahermosa de Tabasco.	XAGB	5250	0.075	Cia. Areonautica del Sur
Villahermosa de Tabasco.	XERE	9515	0.1	Juan T. Trujillo
Zacatecas de Zac.	XELK	1280	0.1	Jose Macias Gerrero
Zamora, Mich.	XESC	1450	0.1	Guillermo Calzada
Zamora, Mich.	XEGT	1490	0.25	Juan T. Trujillo

\* Reported off the air by FBIS.

## Radio Programas de Mexico, S. A.

Head Office: Ayuntamiento 52

General Offices: J. M. Marroqui 11

P. O. Box 1324, Mexico City, Mexico

Phones: Head Office: L-13-73, 12-72-34

General Office—J-29-01, 12-65-44

### — PERSONNEL —

President	Emilio Azcarraga
Vice-President and General Manager	Clemente Serna Martinez
Sales Manager	Juan M. Duran y Casahonda
Assistant Manager	Adrian R. Lajous
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Advertising Department	Daniel Esquivel
International Division	Homero Rios D.

Key Stations: XEW-XEWW—XEQ-XEQQ—Mexico City

### AFFILIATED STATIONS IN MEXICO

#### XEW-Network

Call Letters	City	Call Letters	City
XEKJ	Acapulco, Gro.	XEI	Morelia, Mich.
XEBI	Aguascalientes, Ags.	XEFB	Monterrey, N. L.

. . . **RADIO PROGRAMAS DE MEXICO** . . .

<i>Call Letters</i>	<i>City</i>	<i>Call Letters</i>	<i>City</i>
XEA	Campeche, Camp.	XEGL	Navojoa, Son.
XEFQ	Cananea, Son.	XEHF	Nogales, Son.
XENC	Celaya, Gto.	XEFE	Nuevo Laredo, Tamps.
XEBA	Ciudad Guzman, Jal.	XEAX	Oaxaca, Oax.
XEP	Ciudad Juarez, Chic.	XETQ	Orizaba, Ver.
XETR	Ciudad Valles, S. L. P.	XEJR	Parral, Chih.
XEBJ	Ciudad Victoria, Tamps.	XEMU	Piedras Negras, Coah.
XERL	Colima, Col.	XEHR	Puebla, Pue.
XESA	Culiacan, Sin.	XEJX	Queretaro, Qro.
XEFI	Chihuahua, Chih.	XERT	Reynosa, Tamps.
XEE	Durango, Dgo.	XEBX	Sabinas, Coah.
XEHL	Guadalajara, Jal.	XEDE	Saltillo, Coah.
XEBH	Hermosillo, Son.	XECZ	San Luis Potosi, S. L. P.
XEBO	Irapuato, Gto.	XETU	Tampico, Tamps.
XEKL	Jalapa, Ver.	XERK	Tepic, Nay.
XERZ	Leon, Gto.	XEC	Tijuana, B. C.
XECF	Los Mochis, Sin.	XEBP	Torreón, Coah.
XEAM	Matamoros, Tamps.	XETL	Tuxpan, Ver.
XERJ	Mazatlan, Sin.	XEUF	Urugpan, Mich.
XEME	Merida, Yuc.	XEU	Veracruz, Ver.
XECL	Mexicali, B. C.	XELK	Zacatecas, Zac.
XEDW	Minatitlan, Ver.	XEGC	Zamora, Mich.

**XEQ-Network**

<i>Call Letters</i>	<i>City</i>	<i>Call Letters</i>	<i>City</i>
XERO	Aguascalientes, Ags.	XEJA	Jalapa, Ver.
XEOX	Ciudad Obregon, Son.	XEFM	Leon, Gto.
XEAG	Cordoba, Ver.	XER	Linares, N. L.
XEY	Cuernavaca, Mor.	XEDS	Mazatlan, Sin.
XEBL	Culiacan, Sin.	XEFC	Merida, Yuc.
XEBU	Chihuahua, Chih.	XELQ	Morelia, Mich.
XEPF	Ensenada, B. C.	XEMR	Monterrey, N. L.
XEMA	Fresnillo, Zac.	XEMJ	Piedras Negras, Coah.
XELW	Guadalajara, Jal.	XESJ	Saltillo, Coah.
XEJT	Guanajuato, Gto.	XEBM	San Luis Potosi, S. L. P.
XEQH	Hermosillo, Son.	XETS	Tapachula, Chis.
XEWE	Irapuato, Gto.	XEXT	Tepic, Nay.
XEDN	Torreón, Coah.	XEHV	Veracruz, Ver.
		XEDH	Villa Acuna, Coah.

**AFFILIATED STATIONS IN CENTAL AND SOUTH AMERICA**

<i>Call Letters</i>	<i>City</i>	<i>Call Letters</i>	<i>City</i>
YSR	San Salvador, El Sal.	OAX4F	Lima, Peru
HRN	Tegucigalpa, Hond.	HJCH	Bogota, Colombia
YNOW	Managua, Nicaragua	HJCS	Bogota, Colombia
TIGPH	San Jose, Costa Rica	HJDA	Medellin, Colombia
HOC	Panama, Panama	HJDQ	Medellin, Colombia
HOK	Colon, Panama	HJAH	Barranquilla, Col.
YV5RA	Caracas, Venezuela	HJAN	Barranquilla, Col.
YV5RG	Caracas, Venezuela	HJEB	Cali, Colombia
YV1RF	Maracaibo, Venezuela	HJER	Cali, Colombia
YV1RK	Maracaibo, Venezuela	CX14	Montevideo, Uruguay
HCQR	Quito, Ecuador	CX18	Montevideo, Uruguay
HE2AJ	Guayaquil, Ecuador	HIN	Trujillo, Rep. Dominicana

# STATIONS OF CENTRAL AND SOUTH AMERICA

## ARGENTINA

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Bahia Blanca	LU2	900	5.0	Camilio V. Bertorini
Bahia Blanca	LU3	1150	10.0	
Bahia Blanca	LU7	1240	2.5	Filomena Z de Cennari
Buenos Aires (Banfield)	LS2	1190	15.0	Teodors Prieto
Buenos Aires (Ciudadela)	LS4	670	12.0	Juan G. Gonzales Speroni
Buenos Aires	LRA	750	10.0	Dirrection General de Correos, Telegrafos
	LRA-1	9690 sw.		
	LRA-5	17720 sw.		
Buenos Aires (Florida)	LR2	910	6.0	Alfred Schroeder
Buenos Aires (Florida)	LS10	590	6.0	Victor J. Ruano
Buenos Aires (Florida)	LR9	1030	5.0	Gregorio Echavarria
Buenos Aires	LRA-2*	6180 sw.	10.0	Dirrection General de Correos, Telegrafos
	LRA-3*	11730 sw.		
Buenos Aires (Hurlingham)	LR6	870	25.0	S. A. La Nacion
Buenos Aires (Hurlingham)	LR7 sw.	9640	5.0	
	LR3	950	90.0	Jaime Yankelevich
	LR71 sw.			
Buenos Aires (Monte Grande)	LS1	710	50.0	Municipalidad de la Capital
Buenos Aires (Monte Grande)	LR5	830	25.0	Alfred B. Dougall
Buenos Aires (Rivadavia)	LR4	990	50.0	Antonio C. Devoto
	LRS			
	LRS1			
Buenos Aires (Rivadavia)	LS5	1110	5.0	Enrique Caride
Buenos Aires (Vicente Lopez)	LS9	1270	6.0	S. A. La Voz Del Aire
Buenos Aires (San Fernando)	LR1	1070	50.0	Empresa Editorial
	LRU*	15290 sw.	7.0	Haynes Ltda., S. A.
	LRX	9660 sw.	7.0	
Catamarca	LW7	730	1.5	Hector Tavella, Rivadavia 751
Catamarca	LV15	1360	0.5	
Chubut	LU4	640	1.5	Cia Broadcasting de la Patagonia
Cordoba	LV3	620	15.0	Alberto P. Brouard (Station suppressed by Argentine Gov't.)
Cordoba	LV2	960	5.0	Luis Maunier
Cordoba	LV8	1330	1.0	
Cordoba	LW1	790	15.0	
Corrientes	LT7	1340	1.0	Gobierno Prov. Corrientes
Jujuy	LW8	1130	1.5	
San Luis	LV13	1250	1.0	
La Plata	LR11	1390	0.5	Universidad Nacional de la Plata
La Plata	LS11	1310	30.0	Gobierno Prov. B.A. Pasaje Dardo Roche

## LATIN-AMERICAN STATIONS

Location	Call Letters	Frequency Kcs.	Power Kwts.	Owner or Operating Agency
Mar del Plata	.....LU6	1300	1.5	Jose Zaccagnini
Mendoza (Cuyo)	.....LV10	1210	2.5	Marcelino Aparicio
Mendoza (San Rafael)	.....LV4	690	1.0	Julio Silva
Mendoza	.....LV6	630	10.0	
Mendoza	.....LW2			
Necochea	.....LU9	1440	0.5	
Neuquen	.....LU5	1130	1.5	
Neuquen	.....LU11	1370	0.5	
Parana	.....LT11	1470	0.5	
Posadas	.....LT4	1010	1.5	
Posadas (Misiones)	.....LT6	1460	0.5	
Resistencia (Chaco)	.....LT5	1080	1.5	Jose M. Noveri
Santa Cruz	.....LU12	680	1.5	Cia. Broadcasting de la Pata- gonia
Rosario	.....LT2	1230	15.0	
Rosario (Santa Fe)	.....LT1	780	10.0	Fernando Maliandi
Rosario (Santa Fe)	.....LT3	1160	5.1	Soc. Rural Cerealistas
Rosario (Santa Fe)	.....LT8	840	3.0	Alfredo B. Dougall
Salta	.....LV9	970	1.0	Gobierno Prov. Salta
San Juan	.....LV1	560	5.0	S. A. Graffigna, Ltda.
San Juan	.....LV5	1090	1.5	Soc. C. Rodriguez Vila y Cia
Santa Fe	.....LT10	1320	0.5	
Santa Fe	.....LT9	1200	1.0	Roca Hermanos y Cia.
Santa Fe	.....LT12	1260	1.0	
Santa Rosa (Pampa Central)	.....LU8	1250	0.5	
Santiago	.....LV11	1170	2.0	S. A. El Liberal
Tucuman	.....LV12	580	5.0	Soc. Reps. Lda. Radio Acon- quiya
Tucuman	.....LV7			
La Rioja	.....LV14	820	2.5	Gonzalez Acha y Munoz
Buenos Aires	.....LS6	1350	6.0	Ricardo A. Bernotti

\* Reported inactive by FBIS.

## BOLIVIA

Cochabamba	.....CP28	1360	0.150	Gottret y Cia.
	.....CP40	9570 sw.		
Cochabamba	.....CP44	580	0.05	Victor Veltze
Cochabamba	.....CP45	1090	0.05	Raul Montecinos
Cochabamba	.....CP39	6160 sw.	0.25	
La Paz	.....CP3	1390	5.00	Costas Hermanos
	.....CP38	9480 sw.	5.00	
La Paz	.....CP4	1040	10.00	Dept. of Communications of Bolivian Govt.
	.....CP5	6200 sw.	1.00	
La Paz	.....CP8	1450	0.05	Sejas and Co.
La Paz	.....CP10	1090	0.05	C. Munoz
La Paz	.....CP12	6150 sw.	0.25	Owned and operated by Catholic priests.
(Colegio San Calixto)	.....CP29	1350	0.1	
La Paz	.....CP16	1230	0.02	
Oruro	.....CP18		0.25	
(Colegio San Calixto)				
Oruro	.....CP14	1250	0.05	Javier Romero (Sociedad Anonima-Radio La Noche)
Oruro	.....CP26	1510	0.05	
Oruro	.....CP31	975	0.05	
Oruro	.....CP46	770	0.05	
La Paz	.....CP19	950	.05	Augustin Aspiazu
La Paz	.....CP20	930	1.0	Romon Pelaez
	.....CP15 sw.	6120 sw.	.25	
La Paz	.....CP32	620	.05	Cia. Internacionale de Radio Bolivia (Juan C. Salinas)

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
La Paz	CP34	680	.15	Buillermo Teran
	CP25	9700 sw.	.25	
Oruro	CP36	1420	.05	Enrique Wanting
Oruro	CP11	6100 sw.	.25	
Oruro	CP37	6170 sw.	.25	
Potosi	CP22	6130 sw.	.25	L. Camacho
Potosi	CP17	1600 sw.	.05	Alfredo Ossio L.
Santa Cruz	CP13	1250	.05	L. Canedo Reyes
	CP30	6135 sw.	.25	
Sucre	CP27	1420	.05	C. Torres
Sucre	CP41	6020 sw.	.25	Jose Comacho B.
Tarija	CP23	6190 sw.	175	

## BRAZIL

Aracaju (Sergipe)	PRJ6	630	1.	Jose Nunes Rebello
Aracatuba (Sao Paulo)	PR18	1460	0.5	Joao Ferraz S. br.
Araguari (Minas Gerais)	PRJ3	970	0.25	Dr. Arcino Santos
Araraquara (Sao Paulo)	PRD4	1370	0.5	Romulo Lupo
Assis (Sao Paulo)	ZYA9	1550	0.1	
Barretos (Sao Paulo)	PRJ8	1530	0.1	
			0.25	
Bauru (Sao Paulo)	PRG8	1210	0.5	Joao Simonetti
Belem (Para)	PRC5	1450	2.	Roberto Camelier
		4865 sw.		
Belo Horizonte (Minas Gerais)	PRC7	690	3.	Dr. Alberto Deodato
Belo Horizonte (Minas Gerais)	PRH6	1340	3.	Lauro Souza Barros
Belo Horizonte (Minas Gerais)	PRI3	880	25.	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	1.	Antonio Tepedino Pagino
Campos (Rio de Janeiro)	PRF7	1330	0.5	Dr. Marro Ferraz Sampaio
Campo Grande (Mato Grosso)	PR17	1510	0.1	Dr. Antonio A. 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.	Epaminondas Santos
Curityba (Parana)				
Formiga (Minas Gerais)	ZYB6	1530	0.1	
Fortaleza (Ceara)	PRE9	1320	2.	Waldemar Cartolano
		6105 sw.		
		15165 sw.		
Franca (Sao Paulo)	PRB5	1240	0.25	
Goiania (Goiias)	ZYJ3			
Itapetininga (Sao Paulo)	PRD9	970	0.25	
Itarare (Sao Paulo)	ZYA7	1550	0.1	
Jaboticabal (Sao Paulo)	PRG4	1250	0.25	Oswaldo Fernandes
Joao Pessoa (Parahyba)	PR14	1110	10.	Dr. Abelardo Juruema
Joinville (Santa Catrina)	ZYA5	1600	0.1	
Juiz de Fora (Minas G.)	PRB3	1010	0.5	Pedro Goncalves de Oliveira
Jahn (Sao Paulo)	PRG7	1010	0.25	Ulisses Newton Ferreira
Limeira (Sao Paulo)	PRJ5	1550	0.1	Ary Levy Pereira
Lins (Sao Paulo)	ZXB3	1550	0.1	
Manaos (Amazonas)	PRF6	4895 sw.	0.1	Dr. V. Pareto Neto
Natal (Rio Grande de Norte)	ZYB5	1270	1.	
Nitheroy (R. J.)	PRD8	1320	1.	Jose Augusto Mendes
	PRE6	1470	1.	Tte. Custodio Fontes
Paranahyba (Planu)	PRJ4	1470	0.5	Dr. Joao Tavares de Carvalho
Patos (Minas G.)	ZYB4	1530	0.1	

. . .      **LATIN-AMERICAN STATIONS**      . . .

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Pelotas (Rio Grande de Sul)	PRC3	580	0.25	Carlos G. Sica
Petropolis, L. (R. J.)	PRH4	1320	0.5	Atakualpa Dias
Piricicaba (Sao Paulo)	PRD3	1480	1	Carlos Rodrigues Viana
Pocos de Caldas (Minas G.)	PRD6	820	0.25	Joao Sampaio Goes
Ponta Grossa (Parana)	PRH5	1160	0.25	Benedito Meira Borges
Porto Alegre (Rio Grande de Sul)	PRJ2	1250	.5	Manoel Machuca
Porto Alegre (Rio Grande de Sul)	PRH2	600	25.	Dearios Associados
Porto Alegre (Rio Grande de Sul)	PRF9	640	5.	Arthur Pizoli
Porto Alegre (Rio Grande de Sul)	PRC2	680	5.	Dr. Lelis Espartel
Pouso Alegre (Minas Alegras)	PRJ7	1530	0.1	Jose Nunes Rebello
Marilia (Sao Paulo)	PRI2	1090	0.5	Oscar de Moraes Barros
Prudente (Sao Paulo)	PRI5	970	0.25	Manoel Bussacos
Recife (Pernambuco)	PRA8	720	25.	Oscar Moreira Pinto
		6012 sw.	5.	
Ribeirao Preto (Sao Paulo)	PRA7	730	0.5	Jose da Silva Bueno
Ribeirao Preto (Sao Paulo)	PRH7	1170		Lonzado Bueno
Rio Claro (Sao Paulo)	PRF2	1460	0.25	Waldemar Cartolano
Rio de Janeiro				
Distrito Fed.	PRA2	800	25.	Ministerio Educacao Saude
	PRA3	860	10.	Dr. Rolpho Estevan de Siqueira
Rio de Janeiro				
Distrito Fed.	PRA9	1220	25.	Edmar Machado
Rio de Janeiro				
Distrito Fed.	PRB7	900	5.	Alceu Mario de Sa Freire
		6200 sw.	25.	
		9610 sw.	25.	
		15370 sw.	25.	
Rio de Janeiro				
Distrito Fed.	PRC8	1360	5.	Guilherme Manes
Rio de Janeiro				
Distrito Fed.	PRD2	1060	10.	Mario Villaca Meyer
Rio de Janeiro				
Distrito Fed.	PRD5	1400	1.	Francisco Gomes-Maciel Pinheiro
Rio de Janeiro				
Distrito Fed.	PRE2	1430	5.	Dr. Placido de Melo
Rio de Janeiro				
Distrito Fed.	PRE3	1180	7.5	Dr. Elisio Dantas
Rio de Janeiro				
Distrito Fed.	PRE8	980	25.	Dr. Gilberto de Andrade
Rio de Janeiro				
Distrito Fed.	PRF4	940	10.	Ernesto Fereira Carneiro
Rio de Janeiro				
Distrito Fed.	PRF5	9500 sw.	12.	Dr. J. V. Pareto Neto
		9600 sw.		
		10220 sw.		
		15190 sw.		
Rio de Janeiro				
Distrito Fed.	PRG3	1280	10.	Dr. Teofilo de Barros
Rio de Janeiro				
Distrito Fed.	PRL9	9505		Brazilian Govt.
	PRL8	11720		
	PRL7	17850		
Rio de Janeiro				
Distrito Fed.	PRH8	1130	0.5	Francisco Xavier Filho

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner of Operating Agency</i>
Rio Grande (Rio Grande de Sul) .....	ZYC3	1510	0.1	
Rio Breto (Sao Paulo).....	PRB8	640	0.25	Andrassy Ribeiro
Santos (Sao Paulo).....	PRB4	1450	1.	Hermenegildo da Rocha Brito
Santos (Sao Paulo).....	PRG5	580	0.75	Carlos Baccarat
Sao Carlos (Sao Paulo).....	ZYA6	1590	0.1	
Sao Carlos (Sao Paulo).....	ZYA6	1590	0.1	
San Luiz (Maranhao).....	PRJ9	1490	5.	Jose Ribamar Pinheiro
Sao Manuel (Sao Paulo).....	PR16	1510	0.1	Vitorino Ribeiro
Sao Paulo (Sao Paulo).....	PRB9	1000	25.	Dr. Paulo Machado de Carvalho
Sao Paulo (Sao Paulo).....	PRE7	1410	5.	Dr. Joao Ferreira Fontes
Sao Paulo (Sao Paulo).....	PRF3	960	5.	Dr. Ubiratan Silveira Pamplona
Sao Paulo (Sao Paulo).....	PRG2	1040	25.	Dr. Antonio Herman Dias Menezes
Sao Paulo (Sao Paulo).....	PRG9	1100	25.	Mons. Dr. Francisco Bastos
Sao Paulo (Sao Paulo).....	PRH3	620	5.	Pedro de Camargo
Sao Paulo (Sao Paulo).....	PRH9	840	5.	Jose Niccolini
Sao Paulo (Sao Paulo).....	PRA5	1260	5.	Joao Baptista de Amaral
Sao Paulo (Sao Paulo).....	PRA6	890	10.	Dr. Oswaldo Costa, Director
Sao Paulo (Sao Paulo).....	PRB6	1200	5.	Oscar P. Seckler
Sao Paulo (Sao Paulo).....	PRE4	1300	5.	Olavo C. Fontoura
Sao Paulo (Sao Paulo).....	ZYB7	6095	sw. 25.	
		11765	sw.	
Sao Sebastiao Paraiso (Minas G.) .....	ZYA4	1510	0.1	
Soracaba (Sao Paulo).....	PRD7	1080	0.5	Orlando da Silva Reitas
Taubate (Sao Paulo).....	ZYA8	1590	0.1	
Uberaba (Minas G.).....	PRE5	1390	0.5	Quintiliano Jardim
Uberlandia (Minas G.).....	PRC6	1510	0.1	Aristides Figueiredo
Varginha (Minas G.).....	ZYB2	1590	sw. 0.1	
Vitoria (Espirito Santo).....	PR19	1350	0.1	Dr. Ciro Vieira da Cunha

## BRITISH GUIANA

Georgetown .....	VP3BG	6130	0.065	British Guiana Broadcasting Co., Ltda.
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## BRITISH HONDURAS

Belize .....	ZIK-2	10600	0.2	Government
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## CHILE

Antofagasta .....	CA141	1410	1.	Angel Garcia y Cia. Ltda.
Antofagasta .....	CA127	1270	0.25	Horus Predreny Palma
Chillan .....	CCI38	1330	0.15	Adriana Paguey de Logos
Chillan .....	CC127	1270	0.1	Rafael Barrios
Concepcion .....	CC141	1410	0.1	Chilena de Comunicaciones (rented for 1 year to Rafael Arjona N.)
Concepcion .....	CC117	1170	1.0	Federico Sanchez
Concepcion .....	CC64	640	1.	Mario Saez Lagoa
Coquimbo .....	CA96	960	0.3	Cesar Nieme Abey
Curico .....	CC96	960	0.1	Alberto Guerra
Iquique .....	CA63	630	0.25	Antonio Cajiao
La Serena .....	CA108	1080	1.0	Ed. Encina Arancibia
Osorno .....	CD84	840	1.5	Soc. Agricola y Granadera de Osorno



. . .      **LATIN-AMERICAN STATIONS**      . . .

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Puerto Montt .....	CD101	1010	1.	Chilena de Comunicaciones
Puerto Montt .....	CD147	1470	0.1	Ernesto Riedel
Punta Arenas .....	CD103	1030	0.1	Ramon Verde Ramos
(CD103 cancelled—moved without authorization and reported ship movements)				
Punta Arenas .....	CD111	1110	0.1	Emilio Turina
Punta Arenas .....	2D113	1130	1.	Chilena de Comunicaciones
Punta Arenas .....	CD136	1360	0.45	Victoria Iglesias de Biancilla
Quillota .....	CB113	1130	0.1	Leopoldo Cirando G.
Rancagua .....	CC63	630	0.6	Manuel Massoni
Rancagua .....	CC109	1090	0.1	Jorge Romero Ramirez
Rancagua .....	CC145	1450	0.1	Alan Rojas
S. Antonio (Puerto Viejo)...	CB140	1400	0.1	Soc. Radiodifusora Onda Azul Ltda.
Santiago de Chile.....	CB66	620	1.	International Machinery Co.
Santiago de Chile.....	CB57	570	7.5	Soc. Nacional de Agricultura
Santiago de Chile.....	CB76	760	14.	Cia. Chilena de Comunicaciones S. A.
Santiago de Chile.....	CB89	890	1.	Carlos Briceno, owner. Rented for five years to Antonio Zarate Andreu
Santiago de Chile.....	CB97	970	1.	Soc. Chilean de Radiodifusion y Propaganda
Santiago de Chile.....	CB101	1010	1.	Chilena de Comunicaciones
Santiago de Chile.....	CB106	1060	5.	Manuel Casablanca Latorre
Santiago de Chile.....	CB114	1140	5.	Ricardo Vivado
Santiago de Chile.....	CB126	1260	10.	Soc. Chilena Radiodifusora S. A.
Santiago de Chile.....	CD960	9600 sw.	1.	Horacio Hevia Labbe
	CB130	1300	2.0	
Santiago de Chile.....	CB134	1340	2.	German Holtheuer Valdivia
Santiago de Chile.....	CB138	1380	5.	Empresa Periodistica "El Mercurio"
	CB1185	11850 sw.	5.0	
Santiago de Chile.....	CB142	L. W.	1.	Jiles Y Cia.
Santiago de Chile.....	CB144	1440	2.	Clark Hnos.
Santiago de Chile.....	CB144C	1440	0.2	Oscar Moraga Fuenzalida
Santiago de Chile.....	CB150	1500	50.	
Santiago de Chile.....	CB1180	11975 sw.	1.	Soc. Nacional de Agricultura
Santiago de Chile.....	CB1170	11700 sw.	0.3	Otto Becker, Ltda.
Santiago de Chile.....	CB93	930	8.	Orlandini y Raggio Ltda.
	CB1174	11740 sw.		
Talca .....	CC96	960	.25	Alberto Guerra Cruzatt
Talca .....	CC84	840	0.1	Francisco Morales Castillo
Talca .....	CC67	670	0.1	Ramon Abasolo
Temuco .....	CD90	700	1.2	De Mayo Hnos.
Temuco .....	CD69	690	1.2	Daniel De Mayo Levi
Temuco .....	CD125	1250	1.5	Soc. Radio Emisoras Sur de Chile
Tocopilla .....	CA90	900	0.1	Hilda Cuellar
Valdivia .....	CD64	640	1.0	Chilean Communications Co.
	CD59	590	1.0	
Valdivia .....	CD132	1320	1.0	Carlos Cockbaine
Valparaiso .....	CB78	780	6.0	Soc. Coop. Vita.
	CE970	9700 sw.	10.0	
Valparaiso .....	CB90	900	.4	Emp. Periodistica "El Mercurio"
Valparaiso .....	CB103	1030	0.75	Cia. Chilena de Comunicaciones S. A., Radio la Cooperativa Vitalicia Valparaiso, Chile
	CE910	9730 sw.		
	CE615	6150 sw.		
Valparaiso .....	CB116	1160	1.	Patricio Edwards Linares
Valparaiso .....	CB120	1200	1.	Angel I. Prieto Andreas

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Valparaiso	CB124	1240	0.25	Ramon Y Fernando Garcia y Cia.
Valparaiso	CB132	1320	1.	Sociedad Wallace y Cia.
Valparaiso (Vina del Mar)	CB64	640	3.0	Adriano Iz.
Valparaiso (Vina del Mar)	CB63	680	.5	Renard y Garcia Tello
Valparaiso (Vina del Mar)	CB111	1110	0.75	Joaquin Venegas

## COLOMBIA

Aguadas	HJFJ	1500	.025	Roberto Florez
Armenia	HJFI	1540	1.	Bernardo Santacoloma and D. Julio Rondon E.
Armenia	HJFM	4875 sw.	.6	Botero Y Cia. (Braulio Botero Londono)
Barranquilla	HJAA	1330	0.5	Alfonso Rosales Navarro
Barranquilla	HJAG	4905 sw.	.45	Emisora Atlantic S. A., Angel M. Ruiz, owner
Barranquilla	HJAH	1050	.4	Julian Melendez
Barranquilla	HJAI	1370	0.25	Vassallo Hinos y Mendez (Clemente Vassalio Gomez, owner)
Barranquilla	HJAK	1310	0.35	Eliecer Velasco
Barranquilla	HJAB	4785	1.	Miguel A. Ruiz
Barranquilla	HJAN	1190 sw.	1.	Delfina v. de Haayen
Barranquilla	HJAS	1500	0.4	Colombia Broadcasting S. A. (Robt. Ramirez, Enrique Ramirez & Jorge Alford)
Barranquilla	HJAT	1275	.5	Gustavo Uribe Th.
Bogota	HJCB	1105	.8	
Bogota	HJCD	6160	8.0	
Bogota	HJCC	870	5.	Julio Bernal
Bogota	HJCE	1220	1.	Manuel J. Gaitan
Bogota	HJCF	6073 sw.	0.75	
Bogota	HJCG	1060	0.5	
Bogota	HJCI	4895 sw.	0.75	
Bogota	HJCH	810	.5	
Bogota	HJCJ	1380	0.2	
Bogota	HJCK	1290	0.5	
Bogota	HJCN	1335	0.5	
Bogota	HJCO	1160	1.	
Bogota	HJCW	4945 sw.	.75	
Bogota	HJCQ	4955 sw.	0.15	Ministerio de Economia Nacional
Bogota	HJCR	1200	3.0	Colombian Govt.
Bogota	HJCT	6260 sw.	2.5	
Bogota	HJCU	720	5.	Cristobal Paez G. y Cia. Ltd.
Bogota	HJCA	4855 sw.	1.	
Bogota	HJCY	1460	.35	
Bogota	HJCX	6018 sw.	0.75	
Bogota	HJ CZ	1040	1.0	
Bogota	HJCS	920	50.	Cia. Radiodiffusion Colombiana—Jose V. Arias, owner
Bucaramanga	HJGE	1130	.5	Gustabo Sorzano Jimenez
Bucaramanga	HJGB	4775 sw.	1.5	Francisco A. Bueno
Bucaramanga	HJGK	1280	0.25	
Buenaventura	HJES	1525	0.05	Heriberto Quintero
Buenaventura	HJEW	1355	0.22	Jorge E. Berrio
Buga	HJEI	1410	0.1	Bernando Buena Delgado
Buga	HJEP	1485	0.5	Sociedad Voces de Occidente—Hernando Azcarate M., owner

. . .      **LATIN-AMERICAN STATIONS**      . . .

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Cali	HJEB	1150	1.0	Eduardo Cordoba
	HJED	4825 sw.	1.0	
Cali	HJEC	1300	0.3	Rafael Angulo
Cali	HJEE	1090	0.2	Jose T. Calderon N.
Cali	HJEF	1340	0.5	Hernando Bueno Delgado, owner
	HJEL	1260	0.5	
Cali	HJER	1395	0.5	Cesar Mendoza Mazuera
	HJEX	4865 sw.	2.5	
Cali	HJET	1510	.5	Dirreccion de Educacion del V.
	HJEN	1370	0.5	
Cartagena	HJAD	1440	0.25	Alfonso Mese Vargas Laboratories Fuentes, Rafael Fuentes, owner
	HJAE	4965 sw.	.48	
	HJAF	1240	0.252	
Cartagena	HJAP	4925 sw.	0.5	Lequerica Hermanos
	HJAR	1400	0.3	
Cartago	HJEO	1230	0.5	Saniel Dozman
Ciencga	HJBE	1460	.25	Elvira de Pereira
Cucuta	HJBB	4815 sw.	0.75	Pompilio Sanchez
	HJBC	1270	0.5	
Girardot	HJCL	1460	0.25	Carlos J. Sanchez G.
Girardot	HJCV	1420	0.1	Maria Teresa Ramirez R.
Ibague	HJFC	1500	0.1	Vicente Vaitan Rondon
Ibague	HJFL	1440	0.1	Luis E. Martinez
Ibague	HJFP	1550	.075	Mario Cadavid
Libano (Tolima)	HJFO	1520	.05	Hector Enrique Giraldo
Magangue	HJAC	1420	0.1	Manuel Agustin Varela
Manizales	HJFB	6105 sw.	1.00	Cia. Radio Manizales Alberto Hoyos A., Dir.
	HJFD	1390	0.75	
Manizales	HJFX	600	1.	Antonio Pinzon H.
Medellin	HJDA	1285	0.42	Humberto Restrepo A.
Medellin	HJDC	1360	0.6	Francisco Cuartas
	HJDX	4795	.6	
	HJDE	6145 sw.	5.	
Medellin	HJDK	1250	.5	Cia. Colombia de Radiodiffu- sion—Luis Ramos, owner
	HJDL	1480	0.5	
Medellin	HJDM	1520	0.5	Jaime Tobon R. (leased to Hernando Gomez)
Medellin	HJDQ	1320	0.75	Prospero Aguirre Cia. Antiquena de Radiodifu- sion (Fernando Restrepo Al- varez, owner)
	HJDP	4885 sw.	.6	
Medellin	HJDR	1380	0.3	Ramirez & Cia. Ltda.
Medellin	HJDT	1150	0.25	Alfonso Jaramillo, Hernando Tellez, Jaime Garcia
Medellin	HJDZ	1490	0.25	Universidad de Antioquia
	HJDU	4805 sw.	.75	
Medellin	HJCB	1460	0.5	Hernando Tellez B.
Monteria	HJAL	1465	0.5	Julio Cesar Patino
Neiva	HJFN	1420	0.1	Helidora Tamayo Teodulo Camacho, G.
	HJFP	1520	.1	
Ocana	HJBF	1525	0.1	Luis Linero
Palmira	HJEJ	1460	0.3	Rafael Angulo
Palmira	HJEQ	1180	0.5	Regulo Benitez
Pamplona	HJBA	1400	0.1	Gonzalo Vargas
Pasto	HJHA	1350	0.35	Sociedad Radio Narino—Sra. Elisa de Pesantes, owner
	HJHB	1170	0.5	
Pereira	HJFA	6054 sw.	.75	Bernardo Bueno Delgado Cesar and Mario Arango M.
	HJFE	1470	0.499	
	HJFQ	1120	.5	

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Pereira	HJFK	6097 sw.	2.5	Sociedad "La Voz Amiga"
	HJFF	1350	1.	Antonio Giraldo C. & Son
Popayan	HJEA	1500	.5	Jesus Hernando Hormaza
Popayan	HJEG	1450	0.3	Mercedes M. De Valencia
Quibedo	HJGD	4805 sw.	.5	Intendencia del Choco Cultural
Santa Marta	HJBH	1410	0.5	Manuel C. Conde
Santa Marta	HBJB	1140	0.5	Julio A. Sanchez
Santander	HJEH	1550	0.25	Escuela Rafael Tello
Sevilla	HJET	1510	0.025	Daniel Benitez
Tocaima	HJCP	1530	0.092	Ruperto Aguilera Leon (Catholic station)
Tulda	HJEK	1420	.1	Hernando Bueno Delgado
Tunja	HJGA	1425	.25	Pedro Martinez

## COSTA RICA

Alajuela	T15JJM	575	.8	Emilio E. Martinez
Cartago	TIMC	735	0.75	J. Mario Cardos
	T14NRH	710	0.75	Amanda Cespedes M.
		9692 sw.	0.75	
Heredia	TIWS	6065 sw.	0.3	Manuel Campos J.
Puntarenas	TIJMP	690	1.0	Jose Maria Pinaud
San Jose	TIGPH	605	6.5	Gonzalo Pinto H.
	TIGPH2	800	3.	Gonzalo Pinto H.
San Jose	TIPG	625	5.0	Perry Girton
		9615 sw.	2.5	
San Jose	TIGH	690	2.	Jose Maria Pinaud
San Jose	TIVP	750	0.5	Narciso Garcia
San Jose	TILJ	775	0.5	Lola Monje M. de Jimene
San Jose	TIEP	6700 sw.	1.	Eduardo Pinto H.
		830	3.	
		1225	3.	
San Jose	TIRS	920	.4	Rogelio Sotela B.
San Jose	TIOS	940	0.5	Rafael Sotela
San Jose	TIRH	970	1.0	Rafael Hine Chavarria
		6150 sw.	0.25	
San Jose	TIFA	1000	0.25	Francisco Arie
(TIFA off the air for duration of war—from FCC reports)				
San Jose	TISMG	1045	0.5	Guillermo Zniga
San Jose	TINBC	1070	2.0	Perry Girton
San Jose	TIHZ	1150	1.	Heli Zuniga
San Jose	TIRRC	1200	0.5	Carlos Borge
		6180 sw.	0.3	
San Jose	TIBAS	650	2.5	Gonzalo Pinto H. (same as for TIGPH)
San Jose	TILS	880	5.	Luis Saenz Mata
		6165 tw.	2.	
San Jose	TIMACHO	1100	.5	Maximo Chaves Arias

## CUBA

Artemisa	CMAX	660	.25	Juan de Dios Careno y Valdes
Bayamo	CMKX	1090	.25	Oscar Vidal Benitez
Caibarien	CMHD	1560	5.	Manuel Alvarez
			0.2*	*Present authorized power
Camaguey	CMJL	920	10.0	Cambo y Gabriel SA
Camaguey	CMJN	740	1.	Cadena Azul, S. A.
Camaguey	CMJK	620	0.25	Jones Castrillon y Cia.
	COJK	8665 sw.	1.0	

• • •      **LATIN-AMERICAN STATIONS**      • • •

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Camaguey	CMJA	1060	0.25	Rafael Valdes
Camaguey	CMJE	1230	0.25	Primo A. Casares
Camaguey	CMJF	1300	0.25	Gertrudis de la Cruz Perez
Camaguey	CMJW	1400	0.25	Andres M. Cisneros
Camaguey	CMJC	1340	0.25	Fernando Terron Bolanos
Cardenas	CMGE	1470	0.25	Geraro Sabater
Cerro	CMCB	1330	0.25	Metropolitan Radio de Cuba S. A.
Cienfuegos	CMHM	1450	0.25	Jose Ramon Remenias, Jr.
Cienfuegos	CMHJ	1350	0.25	Romauldo Ugalde Cordero
Ciego de Avila	CMJH	1370	0.25	Luis Marauri Mendoza
Ciego de Avila	CMJI	1440	0.25	G. Gessa Lopez
Ciego de Avila	CMJM	1270	1.	
Ciego de Avila	CMJO	1470	0.25	Benifacio Idefonso
Cruces, L. V.	CMHK	1380	0.25	Virgilio Villanueva
Guanabacoa	CMBH	1540	5.0	Vicente Espinosa
Guanabacoa	CMCF	910	3.5	Radio Internacional
Guantanamo, Orte	CMKS	900	0.25	Candido Savon Suarez & Martinoll
Guantanamo	CMKH	1130	0.25	Virgilio Arciero Maffei
Havana	CMCJ**	1580	0.25	Rafael Rodriguez
Havana	CMCR**	1580	0.25	Juan Gonzalez y Seneriz
Havana	CMCA**	1490	0.25	Augusto Testar y J. M. Gonzalez
Havana	CMCG**	1460	0.25	Dr. Miguel Angel Campos
Havana	CMCQ	1420	.25	Andres Martinez
Havana	CMBX**	1390	0.25	Vicente Espinosa
Havana	CMOA**	1360	0.25	Juan Fernandez Duran
Havana	CMC**	1360	0.25	Rafael Valdes
Havana	CMBG**	1390	.25	John L. Stowers
Havana	CMCX-CMCH	1290	.25	Jose Custodio Milagro Rumbaut y Lenza
Havana	CMCW	1230	.25	Jose Vilarino
Havana	COK	11616	1.0	Cuban Natl. Sports Department
Havana	CMCU	1190	.25	Jorge Garcia Serra
Havana	CMZI	7190	0.5	Govt. of Cuba—Ministry of Natl. Defense
Havana	CMBQ	1150	5.	Jose Castro Veiga
Havana	CMBY	1110	.25	Pages y Cia.
Havana	CBCM	1060	.25	Cia. Transradio Columbia
Havana	COCM	9833	1.0	
Havana	CMX	1010	10.	Francisco A. Lavin
Havana	COCX	11650 sw.	1.0	
Havana	CMBZ	950	1.0	Manuel y Guillermo Sales
Havana	COBZ	9030 sw.	.25	
Havana	CMK	830	.25	Fausto Montiel
Havana	CMQ	690	25.0	Goar Mestre, Mgr. Director
Havana	CMCY	590	15.	FHC Cadena Azul S. A.
Havana	COCY	11740 sw.		
Havana	CMW	550	2.5	Adolfo Gil y Miguel Troncoso
Havana	COCW	6325	0.1	
Holquin	CMKV	600	1.	
Holquin	CMKF	1490	.25	Manuel J. de Gongora
Holquin	CMKJ	970	1.0	Cambo y Gabriel S. A.
Holquin	CMKO	1220	.25	Manuel Angulo Farran
Jovellanos	CMGN	1310	1.	
Marianao	CMBF	730	1.2	Cia. Radio Universal S. A.
Mariano	CMZ	1260	1.2	Ministry of Education, Govt. of Cuba
	COX	9640		
	CMZI	7190	.3	

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Matanzas	CMGH	1440	0.6	Garcia Alvarez and heirs
Matanzas	CMGF	1240	0.25	Bernabe R. de la Torre
	COGF	11800	sw.	
Manzanillo	CMKE	1320	0.25	Cia. Radioemisora Manzanillo
Manzanillo	CMKM	560	0.25	Raimundo Comas Doler, Merchan y P. Figueredo
Neuvasitas	CMJQ	1580	.25	Casper Estevez
Palma Soriano, Orte	CMKZ	1430	.25	Joaquin Venero Obregon
Piner del Rio	CMAB	1450	.25	Francisco Martinez
Piner del Rio	CMAQ	810	1.0	Goar Mestre
Piner del Rio	CMAN	1300	1.0	RHC
Placetas, L. V.	CMHP	1320	.25	Candido de Los Angeles, Guevara Perdome
Puerto Padre	CMKY	1350	0.1	Pedro Zacca Cheda
Rancho Boyeros	CMCK	980	5.0	Luis y Ernesto
	COCO	8700	2.0	Casas Rodriguez
	COCK			
Rancho Boyeros	CMBC	790	1.0	Domingo Fernandez Cruz
	COBC	9363	sw.	
Regla	CMCD	630	5.0	La Voz del Aire S. A.
	COCD	6130	1.0	
Sagua La Grande	CMHA	1280	.25	Obelardo Menocal
Sancti Spiritus	CMHB	1310	.25	V. E. Weiss y O. Ramirez Isla
Santa Clara	CMHI	570	15.-D	RHC
	COHI	6455	1.0	
Santa Clara	CMHQ	800	10.0	Goar Mestre
Santa Clara	CMHW	950	1.	RHC
	CMHN	960	1.	
Santa Clara	CMHO	1250	.25	Enrique Lasanta
Santa Clara	CMHX	1480	.25	Francisco Chavarry Fuster
Santiago de Cuba	CMKN	930	1.	RHC
Santiago de Cuba	CMKU	640	1.0	Goar Mestre
Santiago de Cuba	CMKW	1000	1.0	Ricardo Miranda, Cortes y Raul Soulayr Exchevarria
Santiago de Cuba	CMKC	1250	.25	Roberto Miguel Gonzalez
Santiago de Cuba	CMKR**	1390	.25	Jaime Nadal
Santiago de Cuba	CMKD	1290	1.	Otto Juan Vinas Gimeno
San Luis, Oriente	CMKQ	1460	0.5	Angela Viciado Quintero
Trinidad	CMHT	990	.25	F. E. Soto del Valle
Vedado	CMOX**	1490	.25	Perez y Chisholm
Vedado	CMCO	1230	.25	Enrique Lasanta Oliver
Vedado	CMBD**	1460	.25	Luis Perez Garcia
Vedado	CMBS	1090	.25	Enrique Artalejo Fernandez
Victoria de las Tunas, Oriente	CMKG	1050	.25	Emilio Gran Medina
	COKG	7058	1.2	

\*\* Share time.

## DOMINICAN REPUBLIC

Ciudad Trujillo	HIZ	1350	0.2	Frank Hatton
		1370	0.2	Frank Hatton
	HIIZ	6316	sw.	Frank Hatton
Ciudad Trujillo	HIJ	1190	.075	
Ciudad Trujillo	HI4M	1150	.02	Jorge L. Rodriguez
Ciudad Trujillo	HI7P	1300	.25	J. M. Roques Roman
Ciudad Trujillo	HIN	1090	0.15	Partido Dominicano
	HIIN	6243	0.07	
Ciudad Trujillo	HIX	950	0.25	Dominican Govt.
	HI3X	11960	sw.	
	HIIX	6340	sw.	
Ciudad Trujillo	HIG	900	0.05	A. Cordero Puello
		6280	sw.	0.04
Ciudad Trujillo	HIIG	6120	sw.	0.25
	HI2G	9140	sw.	0.25
Ciudad Trujillo	HIL	6175	sw.	.08
				J. C. Pellicer

## LATIN-AMERICAN STATIONS

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Ciudad Trujillo	HIT	6630 sw.	0.1	F. A. Sanabria
		1050		
Ciudad Trujillo	HI8Q*	1475	.025	Julio Garcia Alardo
Ciudad Trujillo	HI6H*	6115 sw.	0.1	Emilio Garden
Ciudad Trujillo	HI8T*	6122 sw.	.03	Raul Henriquez S.
Ciudad Trujillo	HI2D*	6026 sw.	.15	Accion Catolica Dominicana
		6900 sw.		
		†4500 sw.		

† It is reported that this station is being operated by the Govt. on 4500 kc. as a communications station.

Ciudad Trujillo	HI4D*	1010	0.02	Dr. Luis D. Santamaria D.
Ciudad Trujillo	HI7P	6800 sw.*		J. M. Roques Roman
Ciudad Trujillo	HI6Y	6660 sw.*	.025	Alfonso Cuervo
Ciudad Trujillo	HI8T	6122 sw.*	.003	Raul Henriquez S.
Monsenor Nouel, La Vega	HI2T	6480	.20	Jose Arismendy Trujillo
Santiago	HI1A	6190 sw	.25	Rafael Western
Santiago	HI3U	6015 sw.	.1	Fernando Bertran
Santiago	HI9B	6383 sw.	.25	Jacinto L. Sanchez
Santiago	HI1S*	6420 sw.	.2	Generoso Carnelli
Santiago	HI1D*	6480 sw.	.1	Maria J. Tavarez
Puerto Plata	HI9T	6170 sw.	.10	Luis A. Pelegrin
	HI9U	1010	.025	
Puerto Plata	HI5P*	6565 sw.	.03	J. M. Modesto
San Cristobal	HI1R	6420	.20	Luis Alberti
San Pedro de Macoris	HIH	1420	.15	Domingo Diminguez
	HI1J	6025	.25	Fausto Donastorg
San Pedro de Macoris	HIH	6025 sw.	.25	Fausto Donastorg
Romana	HI3C	6690 sw.	.15	Antonio Herrero Hernandez

\* Reported off the air by FBIS.

## ECUADOR

Ambato	HC1VT	6550 sw.	0.1	Municipio de Ambato
Cuenca	HC1AO	4200 sw.	.0015	Humberto Espinosa
Cuenca	HC1CC*	7461 sw.	.004	Comunidad Salesiana
Guayaquil	HC2CW*	900 sw.	.0025	Alfonso Silmot
		8400 sw.		
Guayaquil	HC2OAD	9400 sw.	0.2	Odalia Aruz de Garcia
		900	0.1	
Guayaquil	HC2AJ	1050	1.0	Duis Alcivar Elizalde
Guayaquil	HC2JSB	1250	0.2	Juan S. Beher
		7854 sw.*		
Guayaquil	HC2RB	1250	0.1	Eric Williams
Guayaquil	HC2CM			
Guayaquil	HC2ET	9200 sw.	0.2	Jose Santiago Castillo
	HC2GI	1165	0.1	
Guayaquil	HC2DC			
Guayaquil	HC2AU	1350	0.2	Augusto Alvarado Olca
Guayaquil	HC2RL	6647 sw.	0.2	
Ibarra	HC1IM	4020 sw.	0.3	I. Municipio de Ibarra
Portoviejo	HCJB4	3645 sw.	.003	Clarence W. Jones
Quito	HCJB	974	.7	Clarence W. Jones
		4108 sw.	0.150	
		12455 sw.	7.0	
		9958 sw.	.7	
		28040 sw.	.025	
		7235 sw.	.14	
		27850	1.0	
		14200	1.0	
		7068	1.0	

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Quito	HC1PM	5725 sw.	0.15	Leonardo Ponce
Quito	HCQR	1330	0.3	Carlos Mantilla O.
Quito	HCQRX	5970 sw.	0.3	Carlos Mantilla O.
Quito	HC1GQ*	9163 sw.	0.15	Ferrocarril del Dur
Quito	HCET	1304	0.25	Cesar Mantilla
	HCBS	9350 sw.	0.25	
Quito	HCK*	5885 sw.	0.3	
Quito	HC1GP	7874 sw.	0.2	Miguel Olugel Gonzales, owner; Padre Elias Brito, Dir.
Quito	HC1AD	1410	.25	Operated by Cia. Anterandina de Broadcasting—Vincente Ordenez Pellares, Enrique Arrengui R.
	HC1AB			
Quito	HC2ROZ			
Quito	HC1BF	7265	.3	Adriano Jaramillo
	HC1BD	1111	.2	
Riobamba	PRADO*	6618 sw.	0.5	
Riobamba	HC1CT*	14760 sw.		

\* Reported off the air by FBIS.

## EL SALVADOR

San Salvador	YSR	6520 sw.	0.8	Alberto Cevallos
San Salvador	YSS	640	0.5	Direccion General de Comunicaciones, Govt. of El Salvador
	HUB	4795 sw.	0.3	
	YSD	7894	0.5	
	YSM	11710	0.4	
San Salvador	YSP	780	.115	Fernando Alvayeros Sosa
	YSP-1	1560 sw.		
	YSP-A*	760		
	YSP-B	10400 sw.		
San Salvador	YSO	6150 sw.		

\* Reported off the air by FBIS.

## GUATEMALA

Guatemala City	TG1	1310	0.3	Govt.
	TG2	6220 sw.	1.	Department of Communications
	TG3	2320	.015	
Guatemala City	TGW	640	10.0	Guatemala Govt.
	TGWA	15170 sw.	10.	
	TGWB	6480 sw.	1.	
	TGWC	1520 sw.	1.	
Guatemala City	TGX	1415	.05	Miguel Angel Mexicano Novales
				Govt.
Quezaltenange	TGQ	1450	1.	
	TGQA	6400 sw.	0.2	

## HAITI

Port-au-Prince	HHWB	9550		
Leogane	HHK*	6200	25.	Haitian Govt.
		9620 sw.		
		1820 sw.		
		17850 sw.		
		21670 sw.		
		920		
Port-au-Prince	HH3W	10135 sw.	0.5	Ricardo C. Widmaier, Jr.
	HHW	1230	0.25	
	HH2W*	6135 sw.	.03	
		1020		



• • •      **LATIN-AMERICAN STATIONS**      • • •

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Port-au-Prince .....	HH2S	5945	0.4	
Port-au-Prince .....	HHBM	6167 sw.	0.1	Frank C. Magliore

\* Reported off the air by FBIS.

**HONDURAS**

Ceiba .....	HRD2	6235 sw.	0.2	Ing. M. R. Moncada
San Pedro Sula.....	HRP1	6351 sw.	0.15	Filiberto Diaz Zelaya
Tegucigalpa .....	HRN	6875 sw.	.2	Rafael Ferrari

**NICARAGUA**

Granada .....	YNFT	7500 sw.	0.1	Jose F. Tercero Z.
Granada .....	YNLAT	7625 sw.	0.1	Leonidas A. Tenorio
Granada .....	YNWW			
Leon .....	YNJAT	5758 sw.	0.6	Jose Agustin Tijerino
Leon .....	YNDG	6850 sw.	0.8	Dionisio E. Gallo
Managua .....	YNLG	1530		
Managua .....	YNPH	6610 sw.*	1.	
Managua .....	YNPS	8590 sw.*	0.8	
Managua .....	YNOW	1230*		
Boaco .....	YNBO	6760 sw.	1.0	La Voz de Nicaragua (Govt.)
Managua .....	YNCQ	6850 sw.*	0.8	Mendoza y Hermanos

\* Reported off the air by FBIS.

**PANAMA**

Colon .....	HP5K	6005 sw	0.2	Jose Jaen y Jaen
	HOK	640	0.25	
Colon .....	HP5F	6080 sw.	0.15	
Panama .....	HP5G	11780 sw.	0.5	Jose Antonio Sosa M.
	HOA	1000	1.0	
Panama .....	HOC	1440	.025	Jose Jaen y Jaen
Panama .....	HP5A	11700 sw.	.3	Jose Jaen y Jaen
Panama .....	HOQ	1250	0.25	Fernandez Jose Herrera, Jr.
Panama .....	HP5B	6030 sw.	0.15	Ernesto de la Guardia, Jr.
	HP5C	730	.4	
Panama .....	HP5H	6122 sw.	0.15	M. Lombardo Vega
Panama .....	HP5J	9600 sw.	0.2	Servicio Publica de Radio,
	HP6J	1258 sw.	0.1	Manuel Doce

**PARAGUAY**

Asuncion .....	ZPA1	6010	2.5	Official Govt. Station
Asuncion .....	ZP1	970	0.1	Atilio C. Bajac
Asuncion .....	ZP4	730	0.1	Iseru and Scarello
	ZP8	11850 sw.*	0.1	
Asuncion .....	ZP6	1300	0.1	Emilio Jordan Livieres
Asuncion .....	ZP9	970	1.2	A. C. Bajac
Asuncion .....	ZP10	1330	0.1	Victor Noriega
Asuncion .....	ZP11	1200	0.1	Juventus Antoniana
Asuncion .....	ZP13	1430	0.1	Julio Picossi Villagra
Asuncion .....	ZP17	1030	0.1	Jose Hanemann
Asuncion .....	ZP3	700	.6	Teleco Paraguaya S. A.
	ZPA3 sw.			

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Asuncion	ZPA2	11721 sw.*	5.	Teleco Paraguaya S. A.
	ZPA6	7890 sw.*	5.	
	ZPA7	15780 sw.	5.	
	ZPO3	13333 sw.*	5.	
Encarnacion	ZP5	920	5.0	Philips Argentina, S. A.—operator; Jaimie Yankelevitch—owner
Encarnacion	ZP7	900	0.1	Julio Cormillot
Villarrica	ZP15	700		
Villarrica	ZP6	1300	0.1	Emilio Jordan Livieres

\* Reported off the air by FBIS.

## PERU

Arequipa	OAX6B	6035 sw.	0.15	Maximo J. Landa
Arequipa	OAX6C	1370	0.25	J. Antonio Umbert F.
	OAX6E	6055 sw.	0.3	
	OAX6D	9500 sw.	0.25	
Arequipa	OAX6A	6050 sw.	0.1	Jorge E. Olazabal Benavides
Callao	OAX4C	1160	0.3	Alvarada & Urteaga
Chiclayo	OAX1A	6150 sw.	0.2	J. Carlos Montoy D'
Cuzco	OAX7A	6128 sw.	0.1	Carlos Lizarraga Fisher-Montero
Huancayo	OAX4P	6200 sw.	0.25	Alfredo Elejalde Granados
Huanuco	OAX3A	6116 sw.	0.4	Victor Priano Storace-Castilla
Ica	OAX5B	1460	0.2	Luis de los Heros y de los Rios
	OAX5C	9590 sw.	0.2	
Lima	OAX4H	6095 sw.	1.	Armando Ortiz Lambert
	OAX4F	1080	0.25	
Lima	OAX4B	1200	0.25	Empresa Peruana—Bolivar & Carcovich
	OAX4G	6190 sw.	0.25	
	OAX4Z	6082 sw.	15.	
	OAX4A	854	10.	
Lima	OAX4T	9562 sw.	10.	Gobierno del Peru
	OAX4R	sw.		
	OAX4E	960	0.2	
	OAX4K	9545 sw.	0.25	
Lima	OAX4I	1320	0.25	Ing. Juan P. Goicochea
	OAX4J	9520	0.2	
Lima	OAX4X		0.3	Dianderas Samanez
	OAX4Q		0.2	
	OAX4L	1250	0.2	
Lima	OAX4U	1030	1.0	Rafael Larco Hoyle
	OAX4V	sw. 6010	0.5	
	OAX4W	sw. 9510	0.5	
	OAX2A	6000.57 sw.	0.25	
Trujillo	OAX2B	1400	0.25	

## SURINAM (DUTCH GUIANA)

Paramaribo	ZPH	5865	0.150	J. C. Herrenberg, Chairman, of private radio club "AVROS." Tech. equip. owned by Surinam Govt.
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. . .      **LATIN-AMERICAN STATIONS**      . . .

**URUGUAY**

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Canelones	CW47	1470	0.3	Julio J. Rabassa
Canelones	CW3	580	0.3	Diario Rural S. A.
Cerro Largo-Melo	CW53	1580	0.25	Ruben D. Lucas
Colonia	CW1	550	4.5	R. Berotti & R. Montellano
Colonia	CXA8	11840	3.0	Jaime Yankelevich
Colonia	CXA14	6055	1.0	Jaime Yankelevich
Durazno	CW25	1430	0.5	Artola, Evangelisti y Cia.
Florida	CW33	1200	0.075	Omar F. Barreiro
Lavalleja-Minas	CW43	1420	0.5	Juan R. Volante
Maldonado	CW51	1560	0.5	Hector Lamaison
Montevideo	CX4	610	5.0	Direccion Agronomia (Ministry of Agriculture)
Montevideo	CX6	650	20.0	Servicio Oficial D. R. F. (Ministry P. E.)
Montevideo	CX8	690	0.5	Ramon Puyal
Montevideo	CX10	730	1.0	Battle y Gestoso
Montevideo	CX12	770	20.0	Luis A. Artola
Montevideo	CX14	810	15.0	Difusoras del Uruguay
Montevideo	CX16	850	50.0	SADREP Ltda.
Montevideo	CX18	890	5.0	Difusoras El Espectador Ltda.
Montevideo	CX20	930	2.0	Carlos L. Romay
Montevideo	CX24	1010	2.5	SADREP Ltda.
Montevideo	CX28	1090	5.0	Walfrido Figueira Moran
Montevideo	CX30	1130	2.0	Silva y Larrea
Montevideo	CX32	1170	0.5	Comp. Uruguayaya de Publicidad
Montevideo	CX36	1250	1.0	Vazquez y Walder
Montevideo	CX38	1290	5.0	Servicio Oficial D.R.E. (Ministry P. E.)
Montevideo	CX40	1330	0.5	Julio J. Rabassa
Montevideo	CX42	1370	1.0	Hector Vernazza
Montevideo	CX44	1410	0.25	Julio J. Rabassa
Montevideo	CX46	1450	1.5	Guzman Bertachi
Montevideo	CXA3	6075	2.5	Leon y Landeira
Montevideo	CXA4	6125	5.0	Radio Electrica
Montevideo	CXA6	9620	20.0	
Montevideo	CXA10	11900	20.0	(Ministry of P. E.—Uruguayan Govt.)
Montevideo	CXA18	15300	20.0	
Montevideo	CXA19	11705	4.0	Difusoras El Espectador Ltda.
Montevideo	CXA21	6170	1.0	Julio J. Rabassa
Montevideo	CXA30	6035	1.0	Silva y Larrea
Paysandu	CW35	1240	0.25	Alfonso M. Ordoqui
Paysandu	CW39	1320	0.1	Miguel Penna
Rivera	CW43B	1480	0.75	Walfrido Figueira Moran
Rivera	CW49	1340	0.06	Jorge Downton Garcia
Rocha	CW19	1340	0.05	Abel Machado
Salto	CW23	820	0.25	Domingo Giordano
Salto	CW27	660	0.25	Luis Battle Berres
Salto	CW31	1120	0.25	Salvador E. Pera
San Jose	CW41	1360	0.05	Pedro Brucoleri
San Jose	CW47A	1510	0.1	Fasola Rios y Tibori
Soriano-Mercedes	CX52	1570	0.5	Anibal Frabaside, Juan Orlando Kelly, Jose Pedro Iragaray, y Florencio Donato Montero
Soriano-Mercedes	CW46B	1460	0.05	Roberto Tarucell
Tacuarembó	CW46A	1400	2.0	Luis S. Dini
Treina y Tres	CW45	1390	0.25	Marroche y Lacurcia

# VENEZUELA

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Acarigua	YV3RF	3490 sw.	.104	Pausides Sigala
Barcelona	YV6RC	3450 sw.	1.5	L. J. Arroaza
	YV6RE	1080	.25	
Barquisimeto	YV3RE	1475	.775	Avilcar Segura
	YV3RN	4990 sw.	.60	
Barquisimeto	YV3RS	3490	.65	Rafael A. Segura
Caracas	YV5RN	4920 sw.	5.0	Ricardo Espina, Dir.
	YV5RA	960	10.0	Almacon Americano
Caracas	YV5RB	790	4.72	Dogowitzle Sidlitz
	YV5RM	6150	2.3	H. Deewitz, Dir.
Caracas	YV5RH	720	1.0	Pbro. J. M. Pallin
	YV5RX	3430 sw.	.75	(Catholic Church)
Caracas	YV5RG	1010	.96	Compania Anonima
	YV5RU	4860 sw.	5.0	C. E. Riskel, Dir.
Caracas	YV5RI	590	1.138	Oscar Vincentelli, Director
	YV5RY	3380 sw.	1.96	
Caracas	YV5RL	1160	1.0	Ponce & Benzo Scs.
	YV5RW	3400 sw.	1.15	
Caracas	YV5RQ	882	1.182	Cia. Anonima
	YV5RS	3360 sw.	2.1	H. Deewitz, Dir.
Caracas	YV5RC	1100	.50	G. Veloz Manoera
	YV5RD	3300		Under construction
Caracas	YVKA	630	.88	National Govt.
	YVKO	4950 sw.	5.	National Govt.
	YVKB	6172 sw.	2.2	National Govt.
	YVKC	9640 sw.	2.2	National Govt.
	YVOR	11725 sw.	2.2	National Govt.
	YVPX	15315 sw.	2.2	National Govt.
Ciudad Bolivar	YV6RA	1400	.68	E. Torres Valencia
	YV6RU	4790 sw.	.96	E. Torres Valencia
Coro	YV1RT	3300 sw.	.175	J. Romero
Coro	YV1RY	4770 sw.	.30	Roger Leyba
	YV1RW	1370	.193	Roger Leyba
Cumana	YV7RA	1200		L. J. Arreaza
	YV7RB	3470 sw.		L. J. Arreaza
La Guaira	YV5RZ	1050	.75	Carlos L. Perez
	YV5RV	4760 sw.	1.05	Carlos L. Perez
Maracaibo	YV1RA	1300	.09	Luis Garcia N.
	YV1RV	4750 sw.	.30	
Maracaibo	YV1RC	1400	.52	Pedro Bermudez
	YV1RT	3370 sw.	.455	
Maracaibo	YV1RD	1150	.2	L. G. Govea
	YV1RU	3440 sw.	1.0	L. G. Govea
Maracaibo	YV1RF	1120	.55	N. Vale Quintero
	YV1RX	4800 sw.	2.0	
Maracaibo	YV1RL	4810 sw.	.300	J. A. Higuera
	YV1RK	1250	.437	J. A. Higuera
Maracay	YV4RK	3390 sw.	.465	Atilio Ormezzano
	YV4RL	1430	.193	
Maracay	YV4RX	3310 sw.	.1	Luis Croquer
	YV4RD	1150	.1	
Merida	YV2RC	3420 sw.	.60	A. M. Quintero
Pt. Cabello	YV4RR	1490	.520	Rafael A. Segura
	YV4RQ	3480 sw.	.885	
San Cristobal	YV2RN	4820 sw.	2.0	J. Diaz Gonzalez
	YV2RB	980	.325	
Trujillo	YV1RO	3310 sw.	2.0	Pedro J. Torres
Valera	YV1RZ	4840 sw.	.30	Jorge L. Ferbes, owner; Pedro Flores I., Dir.
Valencia	YV4RO	4780 sw.	.30	H. & G. Degwitz
	YV4RA	1350	.83	
Valencia	YV4RP	3460 sw.	1.0	Miguel Ache
	YV4RE	1400	1.138	

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XELB  
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XEHF  
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XEAX  
XETQ  
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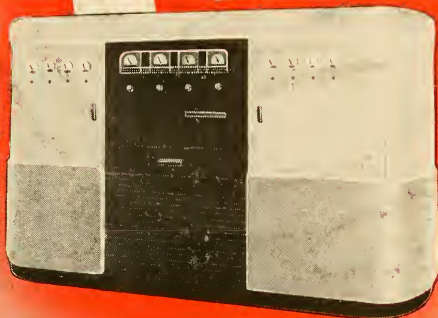
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