

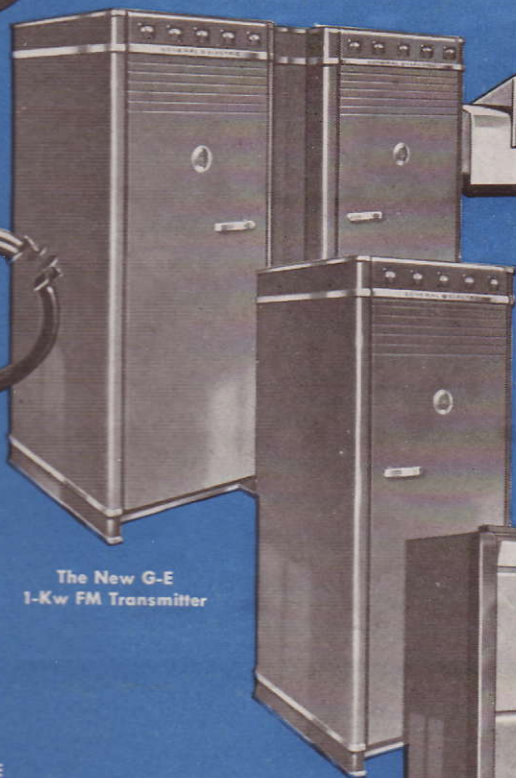
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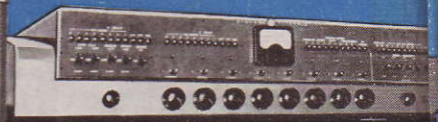
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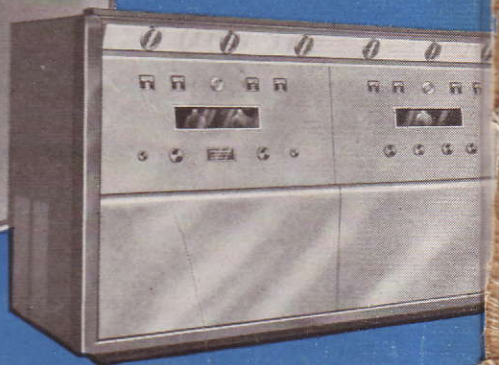


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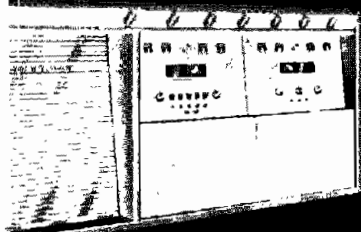
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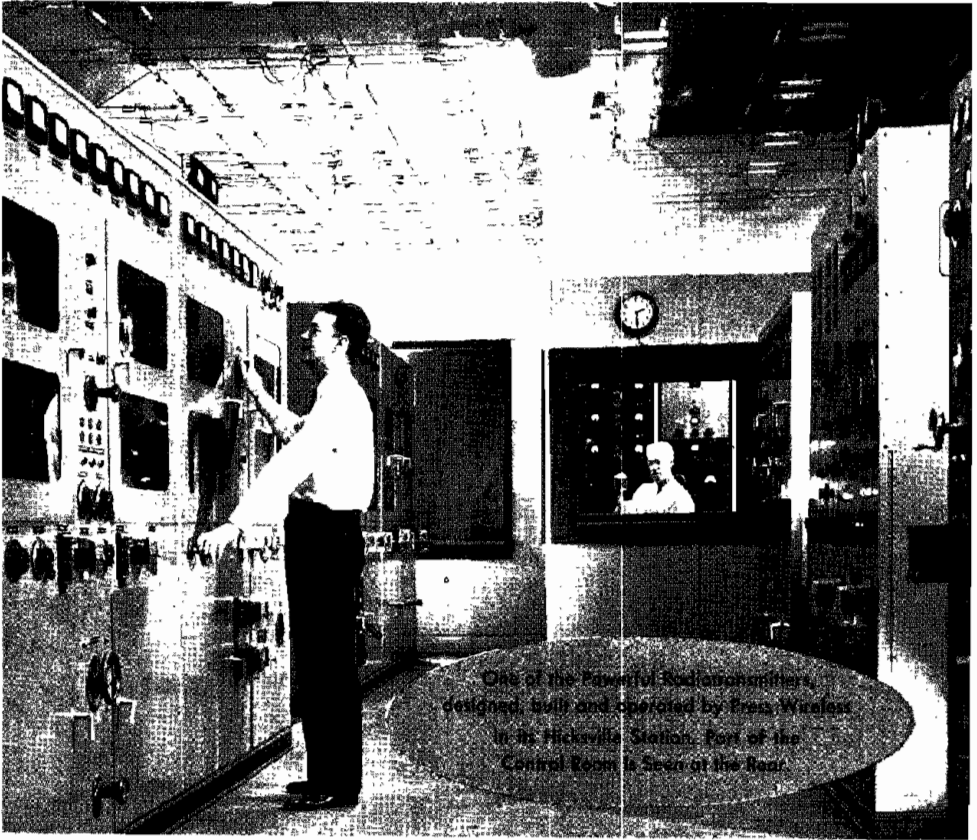
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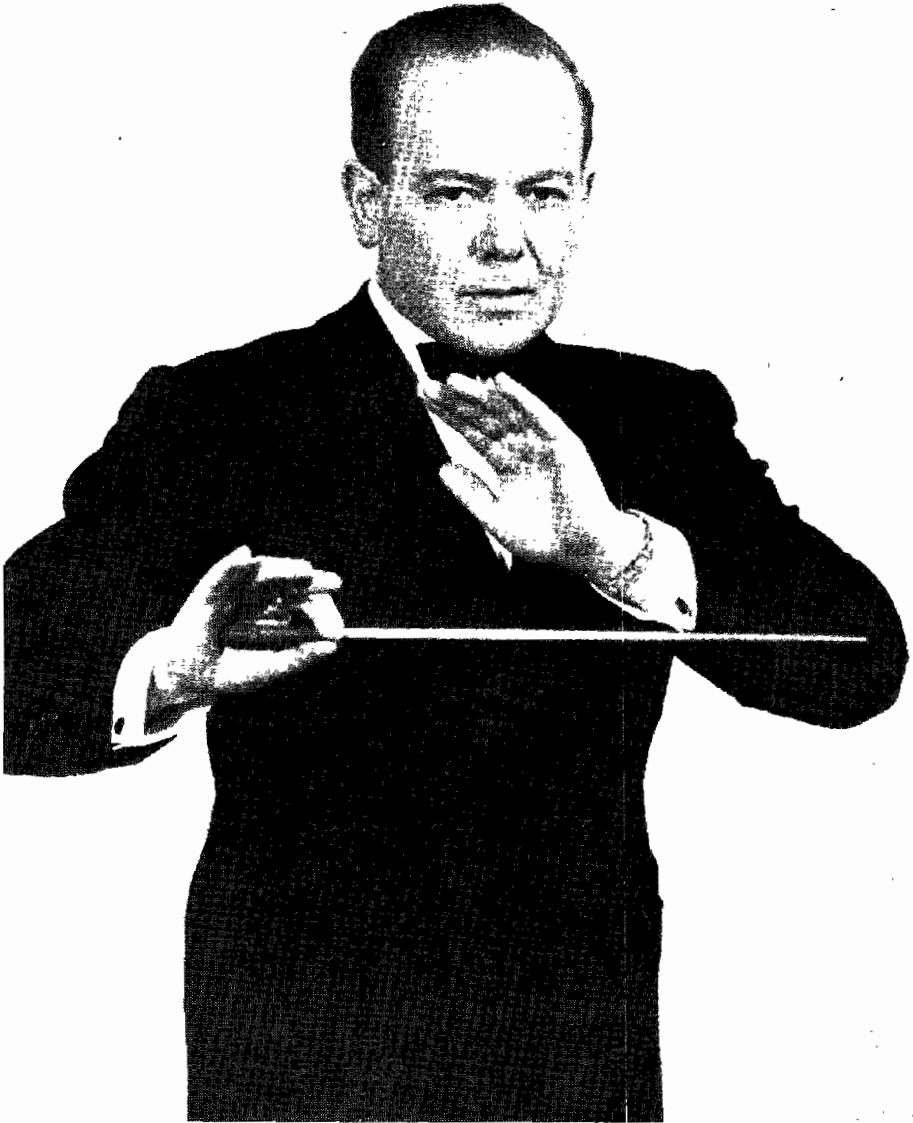
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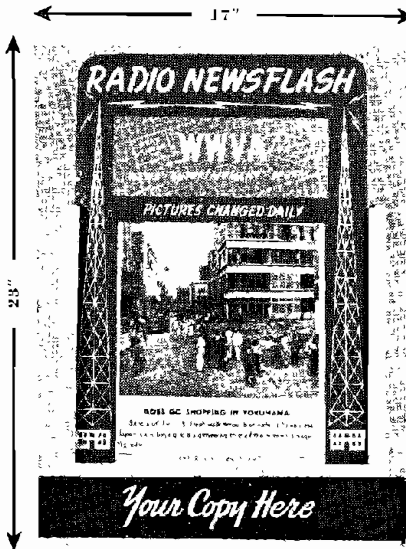
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# THE ONE, THE ONLY and THE ORIGINAL!

## TEL-PIC Displays and Service 362 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 100 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—100 Booklets to each subscriber gratis.
- 3—TEL-PIC displays attract attention . . . Because
- 4—Your station copy screened on glass panel in 4 colors.
- 5—Separate removable slides with your copy changed weekly or monthly for station and/or sponsor promotion.
- 6—Pictures are carefully selected for interest so as to attract more attention from passersby.
- 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*. Covers of booklets are imprinted with your call letters, frequency and your message.

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

## TEL-PIC SYNDICATE, Inc.

1697 Broadway

New York, N. Y.

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*Greetings from*  
**THE GREATEST SHOW ON EARTH**



*Ringling Bros and Barnum & Bailey*

# RADIO

## FACES BUSIEST YEAR IN 25-YEAR HISTORY

By PAUL A. PORTER

*Chairman, Federal Communications  
Commission*



THE twenty-fifth anniversary year of radio has been much more than a year of ceremony commemorating the triumphs of the past. It has itself been a year of some of the most significant milestones in radio's history.

The past year saw the issuance by the Commission of its report allocating frequencies from 25 megacycles to 30,000 Mc which affords broadcasters and other operators in the communications field a blue print of the upper region of the post-war radio spectrum.

Also issued during the year was the Commission's proposed report on frequencies below 25 Mc. A final version will be issued in the near future.

Knottiest of the Commission's allocation problems was the proper location of FM, finally resolved by placing it at 88-108. Television was given the opportunity for immediate post-war development by the allocation of 13 channels below 300 Mc. The advocates of wide-channel color television were given opportunity to experiment in the 180-920 Mc band.

Other important milestones in the establishment of these services were reached when the Commission issued its rules and regulations and standards of good engineering practices for FM and television.

The wartime freeze on the construction of new radio stations was ordered lifted by the Commission on August 7, effective 60 days later.

Following its decision granting transfer of the Crosley radio interests to the Aviation Corporation, the Commission issued a proposed plan whereby all interested parties would be given an opportunity to apply for licenses of broadcast stations which are offered for sale. At the same time, the Commission announced that it will recommend that Congress consider the desirability of adopting a yardstick to measure the appropriate value of stations and also consider defining further the qualifications of licensees and particularly to determine to what extent holding companies, investment banking groups, large industrial empires and other business should be permitted to own stations.

A policy of more detailed review of broadcast station performance when passing on renewals was adopted by the Commission. In an order dismissing the UAW vs. WHKC case, the Commission stressed the duty of each station licensee to be sensitive to the problems of public concern in the community and to make sufficient time available, on a non-discriminatory basis, for full discussion thereof, without any type of censorship which would undertake to impose the views of the licensee upon the material to be broadcast.

The Commission ruled that reports of stations to the Commission showing ownership were to be open for public inspection.

There is every indication that the coming year will be even busier than the past one. The development of all forms of broadcasting will be one of the most significant elements in the nation's reconversion picture and the industry and the public can be assured that the Commission will exert every effort to expedite that growth for both the immediate and long-range benefits that can accrue to all.

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*For Complete FCC Personnel Please Turn to Page 225*

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## We're trying to act our ages

It's a little difficult, sometimes. On the one hand, we pride ourselves on being a young, frisky network that puts all the energy and enthusiasm of youth into everything it does. On the other hand, we're still sporting the long beard of experience we grew during the years our network was known as "The Blue."

As names go, ABC is America's youngest major broadcasting company. Yet WJZ, our key station in New York, is practically as old as radio broadcasting itself—and our nearly 200 affiliates from coast to coast are rich in experience, too.

We're trying to act *both* our ages, so that the people we do business with can get the combined benefits of seasoned radio experience *and* the willingness of youth to go out and do a job.

Our plans for the future are ambitious. We expect to do big things in radio and television. But our greatest ambition is to keep all the good friends we made in the past—to enjoy the same pleasant dealings we've had with the hundreds of time-buyers, musicians, artists, salesmen and engineers who first got to know us as "The Blue" and who assisted in our rebirth as ABC.

# American Broadcasting Company

A NETWORK OF 195 RADIO STATIONS SERVING AMERICA



# RADIO

## Greatest Social Force World Has Ever Known

By

JUSTIN MILLER

President, National Association of Broadcasters

**F**ROM a humble beginning in the crystal set era, radio has forged steadily ahead until it is now one of the greatest social forces the world had ever known. It has done this within a brief span of time embracing only 25 years—a fleeting moment in the vast chronology of history.

Free American Radio looks with pride upon its achievements and its place in the world scene. Those achievements could have come only from this, the one broadcasting system which is not government owned, or in large part government controlled.

A prophecy of its future may be found in radio's enviable war record; a record which the industry made of its own free will, in a spirit of cooperation that found every one of more than 900 broadcasters homogenized into a purposeful war effort and lifted radio to an undisputed position as the greatest of all instruments of communication, in coordinating and sustaining the unity and morale of 140,000,000 determined minds.

Free American Radio, immeasurably richer in its own traditions, and potentially stronger through the development of new forms, returns to peacetime operation.

With the industry entering this promising phase of expansion, the National Association of Broadcasters is improving and expanding its service to its membership and the great American public which it serves. Our departments of Research and Engineering will be developed with a view toward keeping our members fully informed on engineering and other technical phases.

A carefully selected committee of exceptionally able men is planning, with a sureness born of experience and a well-rounded knowledge of the requirements, an operating program for NAB's new Employer-Employee Relations Department.

The Department of Broadcast Advertising is busily engaged in perfecting an elaborated pattern designed to cultivate new business for broadcasters, especially in the field of local retail advertising. Small market stations now have available a service tailored especially to fit their needs, and devoted exclusively to their interests. This service will be expanded constantly. An encouraging situation prevails in the legislative field, and in our relations with government.

A penetrating analysis of every aspect of public relations is energetically underway with two considerations, program service and industry self-regulation, receiving marked attention. Meetings for the purpose of discussing the problems of program managers and news editors are being held.

The American broadcaster has earned a substantial place in the community life of the Nation. It is his purpose to dedicate his services, continuously, to ever-improving operation in the public interest. With the aid of the public he serves—a traditionally insistent public demanding constant improvement—the American broadcaster is striving toward fulfillment of radio's high destiny as a social force. Minor irritations, healthy signs of warm interest, fortunately are not lacking. The very freedom of the public to criticize a system that is dependent solely on acceptance by that public has made American radio the best in the world.

---

*For Complete NAB Section and Personnel Please Turn to Page 898*

---

# *Thanks*

To the radio editors of the  
United States and Canada.

To my brothers, sister, 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*



# Industry Outlook Bright For 1946-47

By FRANK BURKE, Editor, RADIO DAILY

RADIO greets 1946 with prospects of a boom unprecedented in the history of the twenty-five-old industry.

Although beset with problems of reconversion during the past fall and winter, the backlog of orders for equipment, the applications for new stations, and the present volume of business, augurs well for the present year.

Applications for construction permits in the AM, FM and television fields continue to pour in at the headquarters of the FCC in Washington. Based on pending construction permits 1946 should see the number of stations in the United States doubled—2,000 or more stations before the end of the year.

Manufacturers of sets and equipment, hard pressed by reconversion problems in 1945, look forward to resumption of peacetime production. The OPA price regulations, strikes, shortages of materials have been among the factors which have caused delays.

In the employment field the picture has improved immeasurably since the wartime days. Trained executives and technicians needed by broadcasters and manufacturers alike have returned from services in the armed forces and many thousands more of skilled help are being recruited for industry from the ranks of the G.I. Joes.

With the selection of Judge Justin Miller as president of the National Association of Broadcasters and a revamping of NAB policies especially in the labor and public relations field, the organization looms stronger this year. Labor relations as they relate to James G. Petrillo and the AFM have been placed on the agenda by Judge Miller and indications are that improvement will be noted in the coming months.

## Allocations Settled

Most important in the technical advances has been fixing of FM and television allocations by the FCC. These decisions, while contested in some quarters, have had a stabilizing effect within the industry with both prospective broadcasters and manufacturers looking ahead

to production in 1946.

While no concrete figures are available at this time as to the actual number of new stations which will be erected this year it is possible that 50 television transmitters; 500 FM stations and 200 or more AM stations will be on the air before 1947. These installations, however, are predicated entirely on the ability of the industry to get into full production within a short time.

Coupled with the prospects of much new station equipment is the demand for radio, television and FM receivers and the urgent need for replacement parts at the transmitters. The new set market is tremendous with indications that the industry can work full time production for the next three years before they deliver the requirements of the domestic market.

In the radio production and programming field no outstanding trends are indicated. One phase of programming that is being watched closely by both agencies and clients is the commentator and news broadcasting field.

## Educational Outlook

Educational radio is looking to FM in 1947 to give impetus to school broadcast development with the Radio Council of the Chicago public schools being in the foreground of this experimentation. Likewise Ohio State University is fostering development of FM in education.

In appraising the public service obligation of radio for the new year it is the consensus of broadcaster opinion that radio has a special mandate to clarify the issues still standing in the way of real peace. To this end NAB and other organizations are fostering a movement for emphasis on peace and improved racial relations during 1947.

All in all the outlook for 1946 in the electronic industry is bright. With full time production getting in stride this year the prospects for 1947 are still brighter.

# LUCKY STRIKE

Presents

Every Sunday Over NBC — 7 P. M.—E.S.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 1945

---

The atomic bomb announcement and news of its devastation of Jap cities.

•

The defeat of Germany—V-E Day, and resultant celebration.

•

The defeat of Japan—V-J Day, dramatic status of uncertainty.

•

The death of Franklin Delano Roosevelt. Observation for three days by webs until interment services.

•

The death or mystery of Adolf Hitler's disappearance, still a topic of conversation.

•

The establishment of the United Nations organization in San Francisco.

•

The defeat of Winston Churchill in the first British election in years.

•

Postwar developments in South America, Europe, Orient and other Asiatic points.

•

The nation's reconversion program, business situation and strikes.

•

The war criminal trials at Nuremberg and in Manila, first of their kind in history.

•

## ***Outstanding Broadcasts:***

Norman Corwin's "On A Note Of Triumph," full hour show on CBS network.

•

Baukhage coverage of the funeral services of Franklin Delano Roosevelt for ABC.

•

Exclusive broadcast by MBS of the sentencing of Yamashita, Japanese war lord.

•

Pooled broadcast by Merrill Mueller, NBC commentator, during the Japanese surrender aboard the deck of the U.S.S. Missouri, covering signing of documents.

---

*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.S.T. — N B C**

Broadcasting Over 127 Stations for SAL HEPATICA and TRUSHAY

# Programs Of 1945

## -A Network Picture

By M. H. SHAPIRO, Managing Editor, RADIO DAILY

FOR the edification of the nation's listeners, the four major networks, American, Columbia, Mutual and National, broadcast a combined total of 28,684 program hours. Three out of the four webs broadcast music to the extent of approximately 30 per cent average, with drama and news in second or third place, depending upon the network. Here is the record:

### AMERICAN

American Broadcasting Co., Inc. broadcast a total of 6,026 hours with music taking up 1,698 hours, or 28.2 per cent, devoted to various forms. News in second place, totaled 1,142 hours, accounting for 19 per cent of all programs aired. Variety moved into third from fourth place it held the year previous, with 933 hours, equalling 15.5 per cent of the year's total broadcasts. Dramatic programs gave way to news and found itself in fourth place on the network with 818 hours, or 13.6 per cent of all broadcast hours. Generally, American's time was 62 per cent sustaining and the rest commercial. Approximately 35 per cent of the total hours on the air in 1945 were under the classification of public service programs.

### COLUMBIA

Picture on Columbia Broadcasting System reveals 14,990 sustaining programs of 4,611 hours duration in 1945 and 1,309 commercial shows totaling 4,038 hours of broadcast time. Drama, script serials and other forms, totaled 2,706 hours, both commercial and sustaining, but with a four to one ratio in favor of sponsorship; music however was hard by with 2,698 hours of time, greatly on the sustaining side. Of 7,381 such programs, 6,313 were sustaining and 1,068 were commercial. Popular music predominated in each case, with light and serious music following far behind, in order named. Variety was sponsored to the tune of 432 hours and 366 variety hours were heard as sustainings. There were 789 hours of news reports, of which 270 were sponsored; analyses and reports,

roundups of correspondents, built up toward a grand total of 1,398 hours of news of which total 529 were commercial. Talks, quizzes, discussions, interviews, etc., ran up 868 hours of which total 511 were commercial. These included public affairs, agriculture, household and other shows. Religious services, talks and music, hit 101 hours, but none of the 198 programs in this category was commercially sponsored.

### MUTUAL

Mutual Broadcasting System dedicated approximately 32 per cent of its total programming to public service shows. This included religious, educational and special musical programs directed toward the then present war effort, news broadcasts, speeches and sports coverage. Total number of broadcast hours is estimated at 5,928. Broken down, the figures indicate: 242 hours of religious broadcasts; 99 hours devoted to educational shows; 323 hours toward the war effort; 161 to musical shows; 1,024 to news broadcasts and 127 hours to forums, making a total of 1,976 hours of non-commercial programs, excluding 151 hours devoted to special events and 53 hours to special sports shows.

### NATIONAL

National Broadcasting Company's major programming was music as to the number of hours, 32 per cent of the total. Sponsored was 580 hours of this music and sustaining 2,078; former comprised classical, semi-classical and light music; latter category included 534 hours of dance music. Drama comprised 23 per cent of the total hours on the air. Of the 1,903 dramatic hours of programming, 1,730 was sponsored and 172 sustaining. News, which accounted for 21 per cent of the total, found 319 hours of news reports sponsored and 506 hours of analyses commercial. Variety, sponsored, was heavy comparatively speaking, with 603 hours commercial.

Otherwise NBC had 197 hours of quiz shows sponsored and 76 hours sustaining; making 3.4 per cent of the total.

For Complete Listing Of Commercial Programs On Major Networks See Page 865



**MILTON BERLE**

**NEW YORK OFFICE—1650 BROADWAY**

---

# TEN OUTSTANDING TELEVISION EVENTS OF 1945

---

Regularly broadcast network television was begun linking New York, Philadelphia and Schenectady.

●

Long distance tele transmission was further advanced when the Bell System announced that at least 1,500 miles of coaxial cable would be laid by the year's end.

●

Philco Radio applied to the FCC for experimental relay stations in New York, Philadelphia and Washington asking for frequencies between 42 and 10,000 mc.

●

The first comprehensive experiment of classroom tele was announced by the New York Board of Education and NBC.

●

A plan for using airplanes cruising in the stratosphere for transmission of tele and FM was revealed by Westinghouse and the Glenn L. Martin Co.

●

The installation of three complete tele studios in the New York department store of John Wanamaker Co. announced by Allen B. DuMont Laboratories, Inc.

●

Successful transmission of full-color, high frequency tele across the New York skyline was announced by Paul Kesten, CBS vice-president.

●

A super-sensitive pickup tube, the image orthicon, claimed to be 100 times more sensitive than previous tubes was unveiled by RCA.

●

Coaxial cable between New York and Washington will be turned over to telecasters for experimental use after Jan. 1, the Bell System announced.

●

RCA demonstrated color tele, but said it would not be practical for home use for five years. Vastly improved monochrome was also shown and declared ready.

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*For Television Year Book—100 Pages—Please Turn To Page 965*

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# HOPE



1938-1946

**PEPSODENT PROGRAM  
PARAMOUNT PICTURES**



# Reconversion Is Dominant Factor

By BRIGADIER GENERAL DAVID SARNOFF, President RCA

**S**INCE V-J Day, in August, "reconversion" has been the dominating factor in research as well as in production at Radio Corporation of America. Laboratories that devoted every effort to the war now are concentrating on peace, as are broadcasting and communication services.

Since the war, the new supersensitive television camera tube called the Image Orthicon, developed in RCA Laboratories, was demonstrated at the NBC studios, in an exhibition that showed how television has acquired an electronic eye so sensitive that it sees in candlelight, moonlight, twilight or even in darkness with the scene "illuminated" by infra-red rays. This achievement solves major problems in television programming and in outdoor pick-ups, making possible 24-hour news coverage. Here was a camera that brought new life and detail into television at the Army-Navy football game, despite the darkening shadows of a December afternoon.

## Crossing New Frontiers

The demands of war led the scientists across new frontiers in the spectrum of space. In applying television techniques to radar and in mastering the radio "echo," as well as in the development of secret systems of communication, new and even shorter wavelengths have been harnessed to perform new magic. A recent demonstration by the Western Union Telegraph Company of an ultra-short wave radio relay system, developed by RCA was a revolutionary step in electric communications, destined eventually to replace thousands of telegraph and telephone poles and thousands of miles of wire from coast to coast.

As a result of wartime developments, vehicular radio, or "citizens' radio," as it is popularly called, is about to be introduced. From microwave transmitters in automobiles, trucks and buses, travelers on the highways will be able to establish contact by radio with the nearest telephone exchange so that they can talk with any telephone subscriber in the coun-

try, just as a passenger on a modern ship can telephone via a radio link to home or office.

Civilian radio production is under way. Home and automobile receivers again are coming onto the market, along with the new and improved Victrola phonograph. With "the music you want when you want it," the phonograph steadily climbs in popularity. A new non-breakable record, the most revolutionary development in phonograph records in forty-five years, has been introduced by RCA Victor to mark a new milestone in the reproduction of music by the world's greatest artists.

## Television Ready For The Home

Science has made television practical for the home. All elements of a satisfactory television system are available. Television networks are in prospect as automatic radio relay stations are being built to relay television from city to city. At the same time the coaxial cable, another artery of television, is being extended; already New York is linked with Washington by means of this new cable, and it is moving into the South toward Dallas, Texas. Gradually, radio relays and coaxial cables will grow out across the country to link coast with coast—and to provide a nationwide service of sight and sound.

Before nationwide television is possible, however, there must be hundreds of transmitters to supplement the nine commercial stations now on the air. These transmitters will begin to be generally available late in 1946, and by the end of 1947 considerable activity in television broadcasting may be expected.

Television will be widely utilized throughout commerce and industry. Department stores will use it so that the public may shop by television; through intra-store television, merchandise will be displayed throughout the stores at "telesite" salons. Gimbel Brothers in Philadelphia, in co-operation with RCA Victor, have demonstrated this idea with

*(Please See Page 59)*



**EDGAR BERGEN  
and  
CHARLIE McCARTHY**

The Chase and Sanborn Show  
Sunday Evenings  
N.B.C.

In Production . . .  
Walt Disney's  
"Mickey and the Beanstalk"

# A Place In The Sun For Women In Radio

By DOROTHY LEWIS, Coordinator of Listener Activity, NAB

**DURING** 1945 the importance of women in radio increased in significance primarily through two factors: their continued participation in wartime industry operation and the rapid growth of the Association of Women Directors of the National Association of Broadcasters. While during the war emergency women filled numerous staff jobs including engineering, many will automatically take over other duties with the replacement of veterans. Permanent values have accrued from this experience, however, since an all-round knowledge of station operation constitutes a necessary asset.

As part of their wartime service women broadcasters were represented by several well-known commentators in several war theaters, notably, Dorothy Thompson, Mary Margaret McBride, Kathryn Cravens, Katherine Clark, Rhona Lloyd, Janet Flanner, Ann Stringer and Pauline Frederick (Mr. Baukage's assistant).

One woman station manager, Mrs. Scott Bowen, WIBX, Utica, had the distinction of winning the coveted Ptabody Award for the program "Cross Rhoads."

Linnea Nelson, time buyer for J. Walter Thompson, continued her important service to the industry through numerous NAB and AWD committees.

The Association of Women Directors increased its membership to over 700 women on 425 stations in 270 cities. Their activities supplement and complement many of the NAB's purposes and projects.

The AWD has many Associate Members, some in other countries. These women are in official radio positions in government, advertising agency or educational fields.

AWD members have taken active part in many important drives in 1945 rendering concrete service to national groups through appeals to homemakers.

Highlighting the year was the launching of the 1945 campaign "Women of the United Nations." Not only did such

distinguished personalities as Mrs. Franklin Delano Roosevelt and Queen Wilhelmina, but thirty-five national groups and all of the United Nations officially cooperated. Material was prepared by these countries and organizations for use on women's programs throughout the country. In 70 cities, AWD women spearheaded community campaigns dedicated to interest and inform their listeners about the United Nations. In this connection several women broadcasters attended the San Francisco conference, among them Dorothy Lewis who sent back official releases to AWD members. She later rendered this same service from the Food and Agriculture Conference at Quebec. This international project of AWD won commendation from government and civic leaders. Alma Kitchell and Dorothy Lewis represented the Association at White House and State Department conferences.

Another 1945 AWD project was the celebration of radio's 25th anniversary. Special material was forwarded to members in 270 cities where special programs with tributes from prominent local leaders were featured.

Thousands of women radio chairmen and officers of women's groups numbering into the millions have served radio through national radio committees and local Radio Councils.

On January 1st, 1946, there are three announcements of special interest to women:

On March 16th AWD will launch its third campaign on the theme "Women in the Communicative Arts; Their Part in Developing an Informed Public Opinion."

A census of AWD members and a membership drive is being launched during January and February.

Baroness Marthe Bocl, President, Conseil International des Femmes, announced the appointment of Dorothy Lewis as Vice-Convenor of Radio for this key organization in most of the United Nations.

# JOAN DAVIS

Starring On The  
"JOAN DAVIS SHOW"

For  
"SWAN SOAP"

CBS—Every Monday Night

# 1946 Radio Market —Larger Than Ever

*By WILLIAM NOBLE, President, Noble & Sears, Inc.*

THE first full peace time year presents Radio with an opportunity to increase rapidly its great listening audience. Once again sets will be available in unlimited quantities and radio's potential listening audience should be upped substantially before the year's end without doubt.

That a new radio set stands high on the list of most desired purchases when goods become plentiful is revealed by numerous surveys made during the course of the war time years. In the case of radio it is significant to point out that the greatest increase from 1944 to 1945, in a survey conducted by the Bureau of the Census indicates that radio sets show the greatest per cent increase of six major household appliances. The Bureau estimates that well over 5,000,000 families will be in the market for a new radio set when they become available. Naturally this figure does not represent radio's new potential audience, but together with the yearly increase in number of families plus recovery of those "dead" wartime radio homes, it does indicate that radio's 1946 audience will be substantially greater than the 1945 audience.

Radio Homes figures presented in another section of RADIO ANNUAL for Major Radio Markets take all these factors into consideration. While the total United States estimate for Radio Homes declined in 1945, for the first time despite the great increase in the number of families, the 1946 Total United States Radio Homes is estimated at an all-time high of 34,398,302—a national family coverage of 91.0 per cent based upon the 1946 estimate of 37,786,000 families.

Major cities of the country—those which showed an actual gain in civilian population during the period 1940-1943—while the nation's civilian population declined as a whole—are expected to maintain their rate of growth in 1946. At the same time rural counties, many of which suffered severe losses are expected to

regain some part of these losses during the year due chiefly to the return of veterans to civilian life. All this adds up, of course, to Radio's biggest potential audience of all time.

During the war we witnessed the greatest numerical dislocation of population in our history. The drift was to the industrial cities in the main and away from rural areas. Surveys conducted during the past two years in many cities show a surprising number of persons who intend if possible to remain in their new homes. This is particularly true in Pacific Coast cities where the milder and more even climatic conditions apply. Naturally, all those who relocated will not remain, but by comparing regional, state and county civilian population figures from the 1940 Census with the subsequent releases on War Ration books, it can be clearly seen where population shifts have occurred.

Radio's national family coverage, now standing at 91.0 per cent is the greatest single market medium available to the national advertiser. When it is remembered that commercial radio only celebrated its twenty-fifth anniversary in 1945 and in that comparatively short time has reached this eminence as our leading mass medium, it reflects credit on all those who have made this possible so short a time.

Future growth of family penetration by radio will be governed principally by the single factor of yearly family increase. With the present 91.0 per cent family coverage radio has practically reached the limit of response to advertised messages or to put it another way, radio has attained nearly complete coverage of selective families. However, most forecasts on number of families show substantial gains yearly up to and through 1950 and if the present coverage percentage prevails, then nearly all new families will become "Radio Homes."

*For Major Markets—Radio Homes Section Please See Page 247*

Bud Lou  
**ABBOTT and COSTELLO**



*On The Air*  
Thursdays—NBC  
For CAMEL CIGARETTES



*On The Screen in*  
UNIVERSAL PICTURES



Exclusive Management  
EDWARD SHERMAN

New York

Philadelphia

Hollywood

# The Current Era Of Television

*By J. R. POPPELE, Pres., TBA V.P., Chief Engineer, WOR*

MUCH has been written or said about the "promising era" of television. I hereby enter the "promising era" for good. It ceased to exist the moment the defeated Japanese military aides affixed their signatures to the surrender documents aboard the Missouri in Tokyo harbor last September.

At long last we can ditch the "promise of television" for something we've all been "promising" for years,—television for everyone is here. The year just ended marked the beginning of television's participation in our daily lives. Granted, delivery of equipment is still in the stage of expectation, but by the time these words appear in print, it shall have, to some extent, reached the market.

During the war the torrent of promises for television rolled off lips and the presses in an unending stream. Some of them were well grounded; a great many others soared in the realm of dreams and nonsense. Separating the wheat from the chaff brings these factual certainties to light:

1. Large screen television sets for home use, with improved definition and operating efficiency, have been demonstrated and put into production.

2. Flat-faced cathode ray tubes for direct viewing and projection television were manufactured and shown to be far superior to pre-war rounded-edge types.

3. The immense possibilities for television's use in news pickups was demonstrated when RCA tore away the veil of secrecy on its uncanny Image Orthicon, making possible the scanning of news events that take place in little light—or no light at all!

4. Network television on a regular operating basis was inaugurated Saturday, December 1, when the Army-Navy football game was coaxial-cabled from Philadelphia to New York City and air-relayed to Schenectady. Thus audiences in Philadelphia, New York and Schenectady watched the classic event simultaneously. The Washington-to-New York cable link

for video was scheduled to begin in January of this year.

5. Most important, the Federal Communications Commission authorized immediate commercialization of 13 channels for television operation and over 140 firms clamored for frequency assignments. An allocation plan making possible over 400 video stations in the first 140 major markets of the nation was approved by the Commission.

In addition to the foregoing, television stations operating in five major cities from coast to coast began a gradual expansion of program service to the public. At the year's end some stations were telecasting 17½ hours a week, the most ambitious programming since 1940.

The demand for television receivers, which, up to the end of 1945 were not in general production, amazed even the most ardent enthusiasts. Program parties at homes of those possessing television receivers have been a general rule for sometime, with as many as 60 persons viewing the Army-Navy classic on receivers in some homes.

Thus it is quite apparent that the "promising era" of television has resolved itself into the "current era," and now that we have finally seen television come into its own, there is every reason to believe that it will carry to the far reaches of the nation on its own atomic momentum.

To say that television has attained the acme of perfection is to court ridicule. Men of science who probe the mysteries of our electronic world tell us they see advances which, in time, will make present perfection appear crude.

We may well assume that these future developments will bring us three-dimensional and all-electronic color images, more compact receivers in great volume at low cost and an array of other awaited improvements that will amaze the world and expand our industry.

*For Television Complete—Please Turn To Page 965*



*Ed (Archie) Gardner*



# BMB Objective

## A 'Yardstick'

*By HUGH FELTIS, President, Broadcast Measurement Bureau*

**H**OW many listeners have you got? And where are they located?

These questions are fundamental in the purchase of radio time, and therefore fundamental in its sale.

The number of families who listen to a station and their location are the most basic of all radio measurements. Odd, then, that the 25th anniversary of commercial radio should be but the birth date of BMB, designed primarily to provide this measurement.

For years radio stations have used widely varying definitions of station audience, widely varying yardsticks whereby to measure it. Indeed, the growth of commercial radio has focused attention on the need for a common yardstick by which to measure station audiences and has prompted the formation of BMB to create the yardstick and measure station and network audiences by it.

The Association of National Advertisers and the American Association of Advertising Agencies as well as the National Association of Broadcasters are represented on the Board of Directors and on every committee of BMB, assurance that BMB will serve buyer and seller alike.

### What Does BMB Measure?

BMB measures station listening by radio families in the continental U. S. The BMB Index of Station Audience will report the number of families who listen each week to every subscribing station—separately by day and night. The weekly standard is based on the normal radio programming cycle. The BMB measurement of total audiences establishes a true potential for the comparison of all stations.

### How Does BMB Measure Listening?

In measuring station audiences BMB uses the controlled-mail ballot technique, which is a carefully designed, closely supervised procedure to assure a representative sample, active attention of each family in the sample and sufficient time so that every member in the family can participate in filling out the ballots.

Official BMB Reports are published in two forms, U. S. Area Reports and indi-

vidual Station Reports.

The Area Report shows for the entire United States, alphabetically by state, county and measured cities in those counties, the number of radio families, and for each subscribing station, its day and night audiences in the area, expressed in terms of radio families and per cent of all radio families in the area.

### Where Does BMB Measure?

BMB surveys each of the 3,072 counties in the 48 states and the District of Columbia. For the 36 counties having abnormally large areas and sufficient population, 85 subdivisions are separately sampled.

Separate tabulations are made for each city in which a station is located. All cities of 50,000 population or more in heavily populated metropolitan counties and all cities outside of metropolitan counties having a population of 10,000 or more are also separately surveyed. A total of 4,500 separate places are to be measured and reported.

### BMB Survey

The first nationwide study will be in the field in the spring of 1946. The huge number of replies called for by BMB's stringent standards will require the summer and early fall for tabulation. The finished reports of the first study will be in the hands of subscribers in the winter of 1946-47.

### First Year's Progress

Progress in the development of the Bureau since its incorporation in January, 1945, has been rapid. The first three months of 1945 were devoted exclusively to station solicitation. With the completion of the operating staff in July, the Bureau Board and Committees, composed of Research and Advertising executives, concentrated on working out the technical details of Bureau operation. By the end of the year contracts for the coding, editing, tabulating and mailing of the first Bureau study were assigned. By January 1, 1946, 602 stations or over two thirds of all U. S. Commercial stations had subscribed. So had all four major networks.



*Thinking of you*

KAY KYSER

COLGATE-PALMOLIVE-PEET  
NBC—WEDNESDAY NIGHTS

*Exclusive Management*  
MUSIC CORPORATION of AMERICA

# What FM Means To Education

By JAMES R. ANGELL, Public Service Counselor, National Broadcasting Company

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**T**HERE are many reasons why FM should be of peculiar value in the field of educational broadcasting and it is to be hoped that nothing will seriously interfere with the development of this relatively new technique.

The comparative freedom of FM from the interruption of noise is in and of itself an item of considerable importance where broadcasts are being brought directly into school and college classrooms. The acoustical properties of many of these rooms are inevitably none too good and when the broadcast itself is blurred by static, or other noise disturbances, the teaching value of the broadcast is often seriously impaired.

## Long Term Viewpoint

Even more important, however, from the long-time point of view is the circumstance that FM, in part because of the intrinsic limitation of the primary area in which it can be effectively used, makes it both possible, and indeed necessary, to have special regard to the local peculiarities of the institutions and communities which it attempts to serve.

Broadcasts directed to the grades are not often seriously affected by school time-schedules. To be sure, the special school curricula which are to be served must be taken fully into account; but in the case of broadcasts directed to high schools there has always been the most obstinate difficulty in adjusting time-schedules to the hours at which broadcasts were offered.

A program put on over an FM station in a given locality can, with the cooperation of the school authorities, adjust itself to these local conditions in a way in

which no network program can hope regularly to do. Furthermore, an FM system, whether owned by a School Board or by some private agency, can readily repeat a program to meet the particular needs of different schools or local organizations. This procedure is also practically impossible over a network.

## Network Difficulty

The same difficulty from which the networks suffer in this matter has also lessened the usefulness of educational broadcasts from powerful regional stations using the common AM system. Such a station may be clearly heard in two large cities, A and B, situated one hundred miles or more apart, and the school time-schedules in A, as well as the curricula, may differ widely from those in B.

It should, of course, be remarked that some cities have had their own school broadcasting stations, some of them operating on AM and some of them over ultra-shortwave facilities. To all such FM offers appreciable improvement in service and it can hardly be questioned that many communities which have not had their own school broadcast programs will now find it possible to enter into this extremely useful field.

## Conclusion

As is well known, it is expected that through relays and other devices we shall presently have FM networks. When and if this occurs on any large scale, the improved clarity of the broadcasts would remain, but the schedule difficulty will occur again just as with the AM system in existing networks.

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*For Complete Section Devoted To FM Please Refer To Editorial Index*

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## **REXALL PROGRAM**

Sponsored by United Drugs

Pacific Time 6:30-7:00 p.m.

Eastern Time 9:30-10:00 p.m.

**Mgt. LOU CLAYTON**

# The Economic Role Of Advertising

By *FREDERIC R. GAMBLE, President, American Assn. of Advertising Agencies*

**E**MPLOYMENT of 55 to 60 million people is shaping up as our post-war goal.

If income per person averages \$2,000 a year, total income payments will be 110 to 120 billion dollars. At least that much national income will be necessary annually for many years to carry our post-war budget, including our great national debt.

This means producing and distributing goods and services in greater quantities than ever before—from 30 to 50 per cent more than in any previous peacetime year. There is no question about our ability to produce. Our war experience proves that. The problem is how to distribute the increased volume.

The responsibility falls on the dynamic factors in distribution—the activities that move goods. There are only a few of these dynamic factors:

(1) Personal selling; (2) Sales promotion and merchandising; and (3) Advertising.

Of these three, advertising is the mechanized counterpart in distribution of the machine in production. Much of the responsibility for distributing this great volume of goods and services will fall on advertising—perhaps the greatest.

When national income was 56 billion dollars in 1935, advertising expenditures totaled 1.7 billion dollars, or approximately 3 per cent.

In 1943, national income, under the impetus of the war, rose to 142 billion dollars. Advertising expenditures were 2.1 billion dollars, or approximately 1.5 per cent.

If the peacetime ratio of advertising to national income prevails post-war, then advertising volume should reach 3.3 to 3.6 billion dollars annually.

All branches of advertising should, I believe, recognize this responsibility and prepare to handle a much greater vol-

ume of business. We must strive to make advertising more productive and to lessen advertising failures if we are to do our part in moving this great post-war volume of goods and services.

President Truman recently said, "The consumer must be reached and sold at the lowest possible cost. The techniques of selling and servicing need polishing up after having been laid away for more important things during the war. Circumstances this year clearly point to the need for a critical re-examination of the ways and means, and the costs of distributing goods and services from producer to consumer."

In retrospect, the contribution of broadcasting in the war effort, particularly through the work of the War Advertising Council, speaks for itself, and radio doubtless will continue its co-operation on campaigns in the public interest through the Advertising Council's peacetime program which is now getting under way. Radio advertising has shared in the greater recognition by government of the power of advertising as both a social and economic force for good, something which was not generally appreciated in Washington at the time the War Advertising Council was organized.

Because radio comes into the home and in many ways has become an intimate part of family life, radio has a special and peculiar responsibility in seeing to it that both the public interest and the good will of the listening public continues to be maintained and strengthened.

This brings up the question of the current charges in some quarters that radio is being over-commercialized. While some of the attacks on radio are without foundation, the apparent objections of some listeners to the number of consecutive commercials concentrated in the period

*For List Of Advertising Agencies And Radio Accounts See Page 167*



Thanks, Radio Editors, for your confidence in me, and thanks also to my new friends at Columbia Recording Corporation for making recording with them such a pleasure.

Sincerely

*Dinah*

of two or three minutes around the station break are understandable and worthy of examination and consideration by the radio industry.

To improve this situation is a very real problem since no one in the advertising business controls radio. Certainly the advertising agencies do not. They compete vigorously among themselves and on behalf of their clients. Scores of advertising agencies are engaged in network broadcasting, and even more scores or hundreds in spot broadcasting. Advertising agencies endeavor to make their clients' advertising successful, which is natural and understandable, since that is their job. But at the same time, most agency executives are sufficiently enlightened to realize that quick success at the expense of radio listening and public good will toward advertising itself is neither good business nor good citizenship.

The A.A.A.A. works for the improvement of advertising and recognizes that advertising agencies, along with advertisers and media, have a considerable responsibility for any elements of it that may be deemed objectionable and for working toward the improvement of these elements. Our Association, working

with the representatives of advertisers and media is actively seeking to develop ways and means to improve the content of advertising through self-regulation and to make an over-all industry approach to the improvement of radio, as well as all other forms of advertising.

Our A.A.A.A. Committee on Radio Broadcasting is constantly working in the field of radio and in 1946 figures to be even more active in working toward the goal of facilitating the use of radio as an advertising medium, improving standards and relations with other groups in the industry, and in doing everything possible to help see to it that the part agencies play in radio measures up to their responsibilities.

Our A.A.A.A. Special Committee on Television has been working for some time in the fluid field of this infant industry and while the future of T-V as a bright and shining new advertising medium is still in the process of laying its foundations, through the work of our Television Committee, the A.A.A.A. looks forward to co-operating in the development of television as an advertising medium as we have with all other media.

Radio has great opportunities and responsibilities ahead in 1946!

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(Continued from Page 45)

## RECONVERSION -- By Brigadier General David Sarnoff

great success and have received public acclaim for a new service and convenience.

### New Uses Of Television "Eyes"

Industry too will find considerable use of radio sight as "eyes" in factories—means of co-ordinating and controlling complicated manufacturing processes, observing and directing vital operations from start to finish. Industrial television will furnish the means for looking into chemical reaction chambers and other areas of production, dangerous or inaccessible to the human eye.

War made vision a vital part of electronic communications. Airborne television perfected by RCA has been demonstrated to reveal how an "eye" in the nose of a plane scans the terrain while a small portable transmitter flashes the panorama to a distant screen on which observers see it exactly as the pilot. And now radar—a direct offspring of television—will be applied commer-

cially, especially to aviation and navigation, for it is a new all-seeing "eye" for the pilot, whether in the cockpit of a plane or on the bridge of a ship. Radar in the control towers at airports, will bring the sky, the runways, and nearby planes, into view whether the weather be thick or the night cloudy and dark, with all lights obscure.

In the field of air navigation, RCA has devised a complete system for preventing collisions, controlling traffic, performing instrument approaches and in the general navigation of aircraft. Unique in its combination of television and radar techniques, this new system is called Teleran.

The miracle of radar and the advent of postwar television, make 1945 a year to be remembered as beginning the third cycle in the evolution of radio; First, there was wireless telegraphy; second, broadcasting of the human voice and music, and now the world enters the third cycle—the era of radio sight.



*Joan Brooks*

**C · B · S**

Personal Mgr. Sam Kerner  
6605 Hollywood Blvd., Hollywood 28. C



# Radio Expanding Rapidly On Coast

By RALPH WILK, West Coast Representative - RADIO DAILY

**L**OS ANGELES stations and Hollywood headquarters of national networks are preparing for a busy year in radio. Three of the webs have sites for new homes, and at this writing NBC is constructing a \$630,000 one-story addition to its Sunset and Vine building. The new NBC structure will provide two additional studios, with 340 seats each, and will conform with the architecture of the main building. NBC's Western division recording department will be moved to the basement of the addition. Thirty t.c. commercial and two t.c. sustaining shows emanate from NBC's Hollywood home, and the additional quarters will provide six audience studios in all.

Mutual-Don Lee's new home will be erected on Vine street, between Fountain and Homewood, with the structure and equipment to represent an outlay of \$1,250,000. It will contain four large audience studios, six medium-sized and six intimate studios. It will require nine months to complete the new structure. Six t.c. sponsored shows and two t.c. sustainers emanate from Mutual's Hollywood headquarters.

CBS is expected to build an addition on ground adjoining Columbia Square. At present it has five audience studios, with 29 t.c. shows emanating from its Hollywood home.

Although ABC spent a considerable sum in preparing its present quarters on Highland, near Sunset, it still is using studios at NBC and is expected to purchase a site for a new building. It airs 15 t.c. commercial programs prepared here, in addition to eight t.c. sustaining shows.

Associated Broadcasting System, which has moved to 6000-Sunset Blvd., is airing five t.c. commercial programs from the Southland, in addition to special events.

KGFJ has moved to new quarters at Sunset and Vine, while at this writing

approval is expected shortly from the FCC on the New York Post-KMTR deal. The New York Post-KYA (San Francisco) agreement was approved last year, and Don Fedderson, who manages KYA, has also been supervising KMTR pending approval of the pact.

Dick Joy and Donald C. McBain have opened their new station, KCMJ, at Palm Springs, with Clinton Jones, a Columbia Pacific executive for several years, as manager.

The Universal Broadcasting Co., which will operate the Universal network, of which KSFO, San Francisco, and KXLA, Pasadena, formerly KPAS, are the nucleus, took a long-lease on the two-story building at 6757 Hollywood Blvd., Hollywood. The cost of remodeling the structure and installing new equipment represents an outlay of \$250,000. Several years ago the structure housed the famous Montmartre cafe, which was one of Hollywood's show places.

Universal Recording Co., which will produce and sell package shows, is allied with the Universal Broadcasting Company. E. J. Broman is vice-president and general manager of the organization. Universal Sales has also been organized to represent the Universal web, which has made a deal for KXA, Seattle, subject to the approval of the FCC. The network also plans to acquire other outlets on the Pacific Coast.

W. I. Dumm, who is the head of the Universal Broadcasting Co., is the owner of KSFO, and is president of KXLA, in which he holds a large interest.

J. Frank Burke, Sr., veteran Southland broadcaster, has built a radio center building at 6000 Sunset Blvd., which recently opened. It serves as the Pacific Coast headquarters of the Associated Broadcasting System, and in addition, is the home of advertising agencies and other concerns allied with the radio industry.



# GARRY MOORE

on the air for

**REXALL DRUG STORES**

**Friday, 9:30-10:00 p.m., E.S.T.**

**CBS**

# Washington Looks Toward Busy 1946

By ANDREW H. OLDER, Staff Correspondent, RADIO DAILY

**R**ADIO spent 1945 waiting for 1946. Although no year has seen a greater volume of historic broadcasts or a better all-around coverage of global news, broadcasters had had a glimpse of the technical promises in store for them.

The FCC, too, knew what was ahead. Just as anxiously, but with a plentiful supply of aspirin on hand, its key officials were busy trying to clear the decks for the commission's busiest year yet. More than a thousand new applications for broadcast licenses—AM, FM and tele—were on hand, with additional dozens coming in weekly.

Radio was establishing itself as one of the important factors in shaping the future. Aside from the military uses of radio, it was never clearer that what the White House, Congress and the executive agencies of government decide depends in large measure upon what the American people hear over the air. More than ever before the American people relied upon radio for their initial news, and more than ever they relied upon radio to bring them the opinion of leaders on the various national and international issues. Although this a natural development, the newsprint shortage has emphasized it.

## Rarin' To Go

But what radio was waiting for was the opportunity to go ahead and take full advantage of the revolutionary technical advances perfected just before or during the war. Important improvements in AM transmission were on hand, the relatively new FM transmission, television and facsimile—as well as new equipment to improve the quality of various local programming.

Now, while newsprint is still short, broadcasters are beginning to be able to take advantage of these new developments. Deliveries on FM transmitters, new tubes and various other equipment items designed for better radio service are being made.

Washington is the center of all these

development. All, or nearly all, pass through the FCC, with the commission responsible for authorizing and encouraging their use. FM, of course, has been most in the news, with a year-long battle over the location of the FM band finally settled by commission decision that the service should be moved to the 88-106 megacycle strata from its prewar position at 44-50 megacycles. Although the industry reaction to this decision was mixed, there was general approval for the far greater number of channels made available.

There was general agreement also that these channels will be needed, with estimates of the number of FM stations to be built ranging from two to four thousand for the next four-year period. Rather surprising has been the flood of new AM applications—which at the end of the year touched close to 500.

## FCC Stiffens

Discernible during the year was a new and stiffer attitude by the FCC toward infringement of its rules. Several licenses revocations were ordered—and it is probable that the commission, which for years would not order a revocation, will refuse renewals far more frequently now that enough broadcasters will be on the air so that service is still available when offenders are cut off. Congress has still made no move to equip the FCC with any penalty other than revocation—in fact, Congress has shown no interest in amending the communications act, and there is no indication of such interest for 1946.

## Truman-Miller

A surprise to most broadcasters was the failure of President Truman to reapportion to the commission former Governor Norman Case of Rhode Island, Republican veteran held in high esteem by the entire trade. His successor is Governor William R. Wills of Vermont, a businessman thus far prevented by illness from pointing to any important estimate of his capabilities.

*13th Consecutive Year Presenting*

THE ORIGINAL

**“MAKE BELIEVE BALLROOM”**



CREATED BY

**AL JARVIS**

MONDAY THRU SATURDAY  
11:00 TO 2:30 P.M., KFWB



*ANOTHER AL JARVIS ORIGINAL*  
**“CAN YOU TIE THAT”**



National Representative, WILLIAM G. RAMBEAU COMPANY  
NEW YORK AND CHICAGO

# Chicago Contends For Radio Honors

By BILL IRVIN, Staff Correspondent, RADIO DAILY

THE coming twelve months, the first full peacetime year since 1941, will see Chicago emerge as the important radio and television center it is potentially capable of being by virtue of its favored geographical location and because of its already great contributions to broadcasting, both in techniques and talent. The fact that already under way are several postwar projects looking to the improvement and expansion of facilities, in television as well as radio, is enough on which to base a prediction that the city, which has virtually been the hub of broadcasting for more than two decades, will make even greater contributions to radio and assume an increasingly more important place in the broadcasting picture in the months to come.

## Construction Programs

NBC's \$100,000 modernization program for its Merchandise Mart studios is well advanced. When completed, the acoustical and decorative face-lifting will put the network's Chicago studios on a par with anything New York or Hollywood has to offer, both from the standpoint of acoustical engineering and streamlined splendor.

Construction also is well under way on the new six-story addition to the WGN plant which, on completion, will make possible a substantial expansion of WGN activities.

Listener interest in Chicago-originated programs showed a marked increase in 1945 over the preceding year, according to figures released by several Chicago stations having audience broadcasts. WGN, for instance, played host to more than a quarter of a million persons in 1945, most of whom viewed the opera and operetta performances of the Chicago Theater of the Air. Attendance at programs requiring tickets totaled 270,792, an increase of 31,149 over the record attendance of 1944. In addition 15,000 persons attended programs which required no tickets for admission. Approximately 149,000 persons attended the

American Broadcasting Company's Chicago-originated shows during 1945. Greatest attendance record for ABC programs was set by the Breakfast Club with 78,677 ticket requests. Runnerup was the Quiz Kids with more than 20,000 requests. A total of 124,800 persons attended the WLS National Barn Dance broadcasts at the Eighth Street theater during the year.

## More Studio Audiences

With plans in the offing for the use of available legitimate theaters as radio playhouses, and with the launching of more Chicago-originated audience shows, including a possible four or five by ABC, an even greater interest in local studio audience broadcasts is expected during 1946.

The action of the FCC in allotting Chicago seven television channels, along with several other factors, makes the Windy City's tele outlook equally as promising. WBKB, the Balaban and Katz station, has taken the lead in television activity, principally with the signing of a five-year pact with the management of the Chicago Coliseum for exclusive coverage of all events taking place there, mainly sports spectacles such as basketball tourneys, ice shows, prize fights, wrestling matches and roller derbies.

## Additional Tele Plans

P. K. Wrigley, owner of the Cubs, has announced plans for televising Cub games at Wrigley Field this summer if proper television equipment is available.

Summing it up, no less an authority than Paul Whiteman, who has more discoveries to his credit among the top stars of radio than probably any other individual, foresees a great future for Chicago as a radio center, if Chicago will fight for it. Himself a Chicago radio personality for many years, Whiteman recently recalled how many of the top names and programs in radio today got their start in Chicago. This development of talent and program ideas, Whiteman believes, may be expected to continue.



*"Fibber McGee and Molly"*

ELEVENTH YEAR FOR THE MAKERS OF JOHNSON'S WAX

# Canadian Radio Is On The March

*By T. ARTHUR EVANS, Secty.-Treas. Canadian Association of Broadcasters*

IN ANY consideration of what is in store for Canadian broadcasting stations during 1946, Frequency Modulation must be given a top position. As in other countries, World War II delayed the development of FM in Canada but since the cessation of hostilities Canadian radio stations have turned their attention to this most important phase of radio broadcasting to find out what is wanted from FM and how best it will fit into the Dominion broadcasting scheme. All broadcasters recognize that the establishment of FM will make for better performance of broadcasting than is now obtained from the use of the Standard Broadcasting Band.

### Recommendations

The Canadian Association of Broadcasters has, in cooperation with its member stations, submitted to the Canadian Broadcasting Corp. and to the Department of Transport of the Government certain recommendations regarding FM which, in its opinion, will best serve the people of Canada. Briefly these recommendations are:

1. That the same frequency band as used in the United States be adopted.
2. A treaty should be concluded with the United States to take care of border interference.
3. Present AM broadcasters should be licensed for operation on FM—others where it is shown to be in the public interest.
4. Broadcasters should be permitted but not required to broadcast the same programs over both systems.
5. The call letters should consist of 4 letters with no figures.

Undoubtedly, these recommendations will result in a method of FM broadcasting best suited to serve the Canadian public.

In 1944 permission was granted to 33 privately operated Canadian radio stations to increase power to a maximum of 5,000 watts where suitable channels were available. It was, of course, not

possible to obtain the necessary equipment during 1944 and 1945 but this difficulty has been largely overcome and a number of stations will, during 1946, increase their signal strength to the 5,000 watts allowed, with a consequent better service to the public.

### Audience Main Factor

The Canadian Association of Broadcasters has long recognized that in the final analysis the listening audience is the controlling factor in the operation of any broadcasting station and that the likes and dislikes of commercial programs by the listener is of paramount importance to the broadcasting industry. With this thought in mind, the Association in 1943 authorized the formation of a joint committee to be known as the Commercial Radio Research Committee.

### Spring Report

The Committee will be in a position to present a reasonably complete report to the Annual Meeting of the Canadian Association of Broadcasters in May, 1946, and its conclusions will be of interest to all who are engaged or interested in radio broadcasting both in Canada and in the United States.

### Rate Schedules

The Canadian Radio Station Rate Schedules brochure, which is well known in the industry, will continue to receive the attention of the committee responsible for its production.

The Bureau of Broadcast Measurement is now firmly established and is providing accurate statistical data regarding the coverage of Canadian radio stations.

The year 1946 presents problems to Canadian broadcasters, but these problems are by no means insurmountable. The members of the Canadian Association of Broadcasters will, with the co-operation of the Canadian Broadcasting Corporation, continue to serve the public, mindful of their obligations, and conscious of the responsibilities imposed upon them by being licensed to broadcast.

*For Complete Listing of Canadian Stations—See Editorial Index*



### Question:

Find the only three-handed  
Master of Ceremonies in radio.

### Answer:

Ralph Edwards—TRUTH OR CONSEQUENCES—DUZ.  
In that particular "consequence" Ralph needed three  
hands. He's between the Captain of the U. S. C. football  
team and a Trustee of the University of Alabama.



# New Developments In Electronics

*By S. P. TAYLOR, Mgr.-Distributor Sales, Radio Div. Western Electric*

**D**URING one of the most critical stages of the recent war when the shores of America were yet open to the threat of foreign invasion, Mr. F. R. Lack, Vice-President of the Western Electric Company, was called upon to address the annual meeting of the FMBI. He was asked to paint a word picture of the new developments and techniques Western would offer FM broadcasters in the postwar world. Worthy of repetition are the following words Mr. Lack used as he summed up industry's responsibility to a nation at war by stating Western's policy, "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 because we diverted some engineers and shop people to building the model of a new supercooper 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, no one can tell me when the war will be over."

Knowledge and experience gained as a pioneer in research, development, and production in all phases of communications, including radio broadcasting and sound transmission, particularly qualified Western to undertake the gigantic task of developing a multitude of complex devices required to wage modern war.

When the thunder of war finally ceased with V-J Day in 1945, the Western Electric Company, as manufacturing and supply unit of the Bell System, then concentrated its full resources on the production of telephones and associated equipment to relieve the shortage accumulated during nearly four years of war.

A complete line of AM transmitters ranging from 250 watts to 50 kilowatts is currently in production and now being delivered. Also designed and in produc-

tion to take care of all directional antenna array requirements for AM broadcasting are line branching, phase shifting, phase monitoring, and antenna coupling equipments. By the end of 1945 designs were well under way and production had already begun on FM equipment to serve the needs of FM broadcasters. When the FCC assigned the new higher frequency FM allocations, Western promptly proceeded with conversion of customers equipment purchased for operation in the old 42-50 megacycle band to operate in the new 88-108 megacycle portion of the frequency spectrum.

New techniques in modern radio broadcasting have imposed more exacting requirements on that vitally important portion of the broadcasting plant—Speech Input equipment.

In the peace of today as in the war of yesterday the telephone still represents the indispensable symbol of speedy and efficient communications for linking together the world's common interests whether they are afloat, in the air, on the highways, or in the quiet of a rural community. For ship to shore through established shore stations, or ship to ship, Western Electric's Marine Radio Telephone Equipment has for years provided instant and dependable two-way communications.

"In conjunction with Bell System Mobile Service, Western's recently announced 238A Mobile Radio Telephone will make contact from any equipped vehicle to any telephone connected to Bell Telephone lines."

In addition, with many new and improved products—some, the outgrowth of developments made during the war, such as the Primary Frequency Standard, Thermistors, Silicon and Germanium rectifiers, and a host of new vacuum tubes—Western Electric confidently faces the future better equipped than ever to master any communications problem.

*For Complete Equipment Section Please Turn to Page 1037*



"It is the artistry, the command  
and the projection with which  
she invests the words and music  
that count so heavily for her."  
—The Billboard

# Beatrice Kay

Management Counsel —  
GOLDFARB, MIRENBURG and VALLON  
RKO BUILDING • RADIO CITY • NEW YORK, N. Y.

Exclusively on  
COLUMBIA  
RECORDS

# Advantages Of ET Programs

By AARON S. BLOOM, Treasurer and Director, Kasper-Gordon, Inc.

**T**HE old adage that "you can't teach an old dog new tricks" has been blasted as thoroughly and effectively as were two Japanese cities by the atomic bomb. For plenty of long-time advertisers have discovered the practicability of the transcribed program—the custom-built transcription series built specifically for their use, as well as the open-end syndicated recorded program series.

There are advantages to the transcribed program which no network or regional network show can compete with, and legion are the advertisers who now know the worth and value of the e.t. program.

For example, can't you clear time on a network? Don't let that bother you. Put the show on transcriptions, and select the best available time in the markets you wish to cover. Or perhaps you can't buy a split network. You must buy some cities you don't want, or where you don't need coverage. Just put the program on transcriptions and choose the markets you wish. Then again, maybe you'd like to use a different station in some markets, than the network affiliates in those cities. Don't pull your hair out by the roots. Disc the show and buy time on the stations you want.

## Product-Test

Suppose you don't want to build an expensive custom tailored show to test a product in a certain market, or group of markets. In that case, there are many good open-end transcribed syndicated shows to use—shows which cost a lot of money to produce, but which the individual sponsor in a market may purchase (lease) to make the test — shows which range from gospel songs to variety, from sports programs to mystery drama, from musical to juvenile strip programs. There are shows with well-known names at a fraction of the expense a custom-built show would cost — shows without "big names" but which have a proven record of success in building and holding audiences, and selling merchandise. Actually,

many such shows without those "big names" have pulled greater results per dollar of expenditure for time and program than some of the more costly shows with the so-called "stars." The payoff isn't always in the "big name," or even in the ratings. It's in the jingle of the sponsor's cash register.

## Safe For Small Markets

In many instances, the syndicated transcribed show is safer for sponsors to use than some locally produced "live" talent programs as far as smaller markets are concerned. Aside from the cost to the advertiser being less, usually, there is no worry about the talent doing the job—no worry about rehearsals, timing, script, production. That is all done. The sponsor knows in advance what the 15th or 50th program in a series will sound like, for it's all there on disc for him to hear. Reputable producers are as careful of the production that goes into their packages as (as a rule) are network producers. The syndicated program producer depends upon the success of a series for a sponsor to be able to sign station, agency, and sponsor again on a continuation of the series, its use in other markets, or for a new show.

## Producer Is Important

That's why it's important to know the producer you are doing business with, how long they have been in business, their experience, etc. If they offer a series of programs, the reputable producer willingly offers the chance to select any program in the series for audition. That way, you know you are not being offered only the best program in the series, the sample they want you to hear.

The advantages of the syndicated transcribed program, are making themselves felt more and more. The results may not be as sensational and as sudden as was the atomic bomb. But who wants to break down sales resistance and destroy the customer at the same time?

ONE LIT-TLE TWO LIT-TLE THREE LIT-TLE

# Musicommercials by Novak

CUSTOM-BILT MUSICAL.  
SPOT-ANNOUNCEMENTS FROM  
10 SECONDS TO FIVE MINUTES.

*A Few Outstanding Musicommercial Gems:*

**SUPER-SUDS**

**ST. JOSEPH ASPIRIN**

**PENETRO NOSE DROPS**

**HI-SPOT (Canada Dry)**

**PALL MALL CIGARETTES**

**LIFE-BUOY**

**PIEL'S BEER**

**FRAM OIL FILTERS**

*FOR CLEVER, HARD-HITTING MUSICAL  
RADIO SPOTS THAT GET RESULTS —*

*CALL*

**FRANK NOVAK**

TRAFALGAR 4-1999

SEVEN EIGHT NINE AND TEN LIT-TLE

MINUTE SPOTS BRING HOME THE BA-CON TO YOUR SPON-SOR.

MIN-UTE SPOTS FOUR LIT-TLE FIVE LIT-TLE SIX LIT-TLE MIN-UTE SPOTS

# 1941—GROWTH OF STATIONS—1945

As of:	Licensed Stations	Construction Permits	Special Broad- cast Stations	Total
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
December 1945	1003	24	—	1027

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

★ AMERICA'S MOST VERSATILE MUSICAL PERSONALITY

\* 1946 Winner

ESQUIRE AWARD

DOWN BEAT POLL

METRONOME POLL

"THE OL' WOODCHOPPER HIMSELF"

Woody  
Herman

AND HIS ORCHESTRA



"THE WOODY HERMAN SHOW" FOR WILDROOT CREAM OIL - ABC NETWORK, 8-8 30 P. M., EST - EVERY FRIDAY

Exclusively on COLUMBIA Records

Management Council —  
GOLDFARB, MIRENBURG and VALLON

Bookings  
*General* ARTISTS CORPORATION

THOMAS G. EDGEWELL, President  
NEW YORK • CHICAGO • HOLLYWOOD • LOS ANGELES • LONDON

# Forecasting Sportscasting

*By BILL SLATER, President, Sports Broadcasters Association*

FEW contrasts can be made between sportscasting in Post War World II and Post War World I. True, sports broadcasting was a noteworthy part of the roaring twenties that marked our earlier postwar period. Likewise, sports reporting by air, radio or video or both, will be a part of the reconverted American life into which we are now stumbling. But the magnitude of air sportscasting will be so much greater than anything ever before known, that any possible contrast with a previous radio era fades.

## Postwar Status

Sportscasting in this postwar era is starting far from scratch. It is destined to enjoy a terrific momentum born of the role sports-by-air played in the lives of the millions of men who left our shores to win the victory for freedom. The short-waving of sports events provided a strong link between home and the battle-front and returning veterans will form a large part of the coming greater audience for sportscast events. In the enlarged sports following made possible by wartime wages, many new sports radio fans were created. Over all, spreads the fact that an innately sports-minded nation becomes more so after a period of great physical combat. Too, there is the thought that sports does play a big role in evolving the psychological equivalents of war which, of necessity, become part of the life of any nation in the wake of a complete dedication to armed conflict.

## Trends

Trends in sports broadcasting, initiated before the war and continued substantially through the duration, are now being accentuated and developed into broader fields. Chief among these is the increasing commercial sponsorship of athletic events. This trend is today most marked in football, boxing, and baseball but is rapidly spreading to other sports. Network sustaining coverage of athletics

has dwindled sharply in the past decade and will shrink further. Sports promoters and advertisers are aware of sports' huge listenership and now that the promoters have outgrown the fetish, clung to by some, that radio hurt the gate, the sky is the limit in the matter of deals for packaging product promotion and sport thrills.

Nor will commercial sportscasting be confined, as in the past, primarily to professional and collegiate events. A significant straw in the whirlwind is the recent move of one large advertiser, now followed by others, into broadcasting school sports. The teen age audience has become important to purveyors of products and these busy and eager gentlemen have awakened to youth's unquenchable zest for athletics. Look for bigger and better sports coverage of high school contests.

## Expansion

However, the things which may happen in radio sports reporting, form only a small part of the immediate expansion of sportscasting. For that heretofore perennial infant (sometimes born of fancy and hope) has outgrown its swaddling clothes and today in its late, potent adolescence is now known, without tongue acheek, as "television." Much is said these days about the sensational future of sports caught by the tele-camera. The exact form and scope of this future is hard to predict with reasonable certainty, though it does seem safe to say that it is going to be a lusty factor in video's future.

En route to this stage, nonetheless, there are hurdles to be taken. And these hurdles are not all mechanical. The mechanics of video sports are gradually being mastered, thanks to the cooperation of sport moguls who have been willing to have a hand in the early experimentation. The possibility is great that we shall soon know more about how to telecast sports than we know about the profitable way to do it.



**FRED WARING**  
and his  
**PENNSYLVANIANS**

NBC — MONDAY THRU FRIDAY — 11 A.M., EST



# National Association Of Ed'c'l Broadcasters

<i>Call</i>	<i>Institution</i>	<i>Frequency</i>	<i>Power</i>	<i>Licensed Hours</i>
<i>KFJM</i>	University of North Dakota....	1440	1 kw-LS; 500 w N	SH-KILO
<i>KFKU</i>	University of Kansas.....	1250	5 kw-LS; 1 kw-N	ST-WREN
<i>KOAC</i>	Oregon State College.....	550	5 kw-LS; 1 kw-N	Unlimited
<i>KUOM</i>	University of Minnesota.....	770	5 kw-D	ST-WCAL(Daytime)
<i>KUSD</i>	University of South Dakota....	920	500 w	ST-KFNF
<i>KWLC</i>	Luther College.....	1240	250 w-D	Daytime
<i>KWSC</i>	State College of Washington....	1250	5 kw	ST-KTW
<i>WBAA</i>	Purdue University.....	920	5 kw-D; 1 kw-N	Unlimited
<i>WBEZ</i>	Chicago Board of Education....	42100	1 kw	(FM) Unlimited
<i>WCAL</i>	St. Olaf College.....	770	5 kw-D	ST-WLB (Daytime)
<i>WHA</i>	University of Wisconsin.....	970	5 kw-D	Daytime
<i>WHAZ</i>	Rensselaer Poly. Tech.....	1330	1 kw	St-WBBR, WFVD
<i>WILL</i>	University of Illinois.....	580	5 kw-D	Daytime
<i>WKAR</i>	Michigan State College.....	870	5 kw-D	Daytime
<i>WNAD</i>	University of Oklahoma.....	640	1 kw-D	Daytime
<i>WHCU</i>	Cornell University.....	870	1 w	L-WWL (Daytime)
<i>WNYC</i>	Municipal Broadcasting System..	830	1 kw	L-WCCO, SA-SH-N
<i>WOI</i>	Iowa State College.....	640	5 kw-D	Daytime
<i>WOSU</i>	Ohio State University.....	820	5 kw	L-LS-Dallas
<i>WRUF</i>	University of Florida.....	850	5 kw-LS; 100 w-N	Unlimited
<i>WRUL</i>	World Wide Broadcasting Found. *	50 kw		Unlimited
<i>WSAJ</i>	Grove City College.....	1340	100 w	SH
<i>WSUI</i>	State University of Iowa.....	910	5 kw	Unlimited
<i>WTAW</i>	Texas A & M.....	1150	1 kw-D	Daytime

Columbia University.....FM—CP Facilities to be assigned.  
 Indiana University  
 University of Kentucky  
 University of Michigan...FM—CP Facilities to be assigned.  
 University of Southern California

## ASSOCIATE MEMBERS

Western State Teachers College. Depends on commercial radio facilities.  
 Miss Pearl Rooser .....Depends on commercial radio facilities.  
 Drake University .....Depends on commercial radio facilities.

*D-Day; N-Night; ST-Shares Time; SH-Specified Hours; SA-Special Authorization; L-Limited time with Dominant Station; LS-Local Sunset*

*\*International shortwave frequencies*



*By Howard Chandler Christy*

# JEAN HERSHOLT

9th YEAR

*"Dr. Christian"*

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

# Uses Of Radar In Peacetime

By PROF. A. M. LOW, *English Scientist, Inventor, Author*

THE full story has now been told of the development of radar before and during the war. This spectacular invention played as important a part in gaining victory as the atom bomb. If it had not in the first place been prepared by British scientists for the detection of enemy aircraft the key device that made thousand bomber raids possible in any weather would never have been discovered either. The question now arises as to what use radar will be in peace. For the ten years of its past existence there has been complete concentration on its military applications. A great deal of the apparatus will be scrapped never to be used again, but the knowledge gained and the skill developed by many thousands of scientists and technicians in Britain will not be wasted.

## Advances in Electronics

Their research has resulted in great advances in the new science of electronics—the harnessing of electrons for control and communications. The effect on television will be far-reaching. A thousand devices for the automatic control of intricate factory operations for chemical and physical analysis of samples and for the testing of finished products will be the indirect result of radar research. It has even taken us a considerable step towards the economic transmission of power by radio.

One day we may need no wires to carry electricity to our homes for light and heat. We may have lamps that require no wire connecting them to a plug in the wall. Such a lamp would be put down anywhere and switched on, the power being received by its own minute aerial. Ultimately we might even have transport vehicles drawing their motive power from the ether or at least by induction cables laid underground as in some Russian factories today.

## Peacetime Needs

In the more immediate future many radar devices will be directly adapted to peacetime needs. The apparatus which enables a ship to be picked up with great accuracy in pitch darkness or in the thickest fog will enable great liners to

travel at full speed in the worst conditions with perfect safety.

It is worth recalling that when Mr. Churchill was aboard the "Renown" after signing the Atlantic Charter, the battleship was able to steam at twenty-seven knots in a thick fog thanks to its radar installations. Collisions in fogs or danger of running ashore—fruitful causes of shipwreck in pre-war days—will be largely eliminated when all ships are radar equipped.

Adaptations of military radar installations will be equally useful in the air.

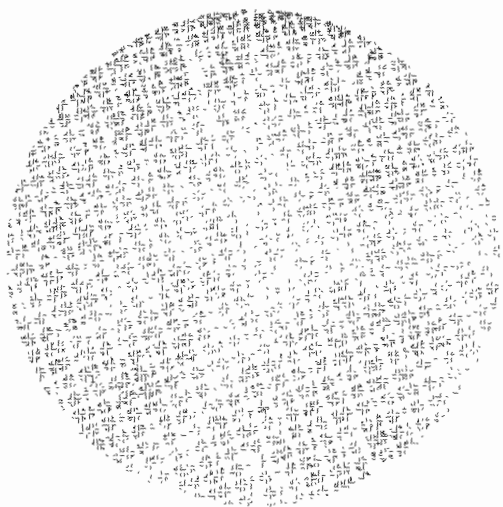
## Saver of Time

Radar devices will also reduce the number of hours during which an airfield is "fog bound." Time lost from this cause has done much in the past to rob commercial aviation of its full advantage of speed. At present it is not always possible for an aircraft to make a completely blind landing, but radar will bring an aircraft to the runway with an error of only about forty feet and it is almost certain that research in a few years will result in eliminating even this margin of error.

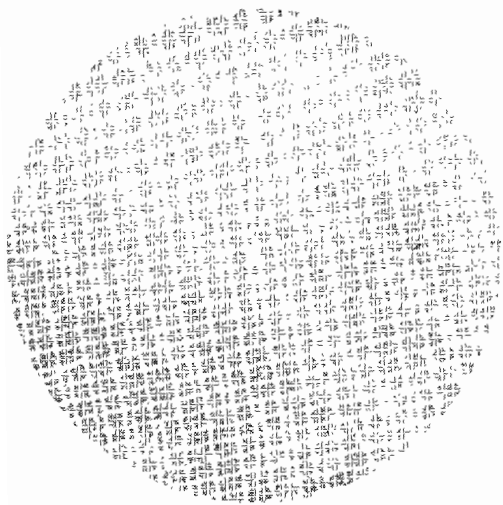
The possibilities of using radar to assist the blind are being tested. It is hoped that in time a device may be developed which gives the blind person a picture in sound of his surroundings. The picture will be crude as is the picture given by H.2s of the ground below, a simple distinction being made between houses, land and water. But even this would be of immense value to a blind person particularly in conjunction with the special sensitivity to sound which the blind develop. Sound and touch reading from ordinary books have both formed the subject of many experiments.

## Many Uses

As an example of the unexpected developments of radar we may quote its experimental use for the rapid finding of the queen in a hive of bees. A technician has found that a minute speck of radio-active substance inserted under the wings of the queen enables her to be found instantly at any future time with a comparatively simple amplifier.



*year out...* year in



**MUTUAL**

## **1945 IS OUT...**

Let us give it no further thought than this: constant intelligent effort has brought Mutual a year nearer to recognition as a leader among networks.

This recognition is based upon bold programming which has multiplied listeners...upon increased value to advertisers which has attracted many new sponsors, including 5 of the Top Ten radio advertisers...upon improved service to stations which has won us new affiliates and expanded coverage...upon a policy and a philosophy of doing business which have created an increasingly favorable opinion of the Mutual Network.

## **1946 IS IN...**

All our thoughts and efforts will be directed toward making this an even better Mutual year for listeners, advertisers, and stations.

The things we did last year, we shall do better this year: to present more instructive, more popular programs for more millions of listeners...to enhance the value of Mutual as an advertising medium for more old and new sponsors...to broaden our service to affiliates...to accept and meet new challenges—to live up to our full responsibilities to the American people.

**Building a network is a job that goes on 24 hours a day—52 weeks a year: we are working at it steadily, year in . . . year out.**

# **BROADCASTING SYSTEM, INC.**



**DON**

**McNEIL**

*Extends his sincere thanks to the 1091  
newspapermen and women who voted  
"BREAKFAST CLUB" Favorite Daytime  
Variety Program in Radio Daily's 1945  
"All-American Radio Program" Poll.*

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

**ABC NETWORK**  
Chicago, 8 to 9 A.M., C.S.T.

# Overseas Press Club In War And Peace

*By W. W. CHAPLIN, President, Overseas Press Club of America*

**T**HE Overseas Press Club of America was founded in 1939 to furnish some meeting place for Americans who had worked abroad for American newspapers and magazines.

Radio was not included in the club's name, or in the thinking of its founders, because up to that time radio from abroad consisted largely of an occasional pickup of Big Ben or the Sistine Choir. It still had to make its grand entry into the newsfield.

When the war clouds began rolling across Europe, radio entered with flourishes and voices like Ed Murrow's and Bill Shirer's were eagerly listened for in every American home. Since then of course radio has come into its own in the overseas news field and now has an established position which only the confirmed pessimists believe will dwindle in the post-war years.

As the radio foreign and war correspondent took his place beside his colleagues of the press it was only natural that the membership of the Overseas Press Club began to include a large number of radio news men.

The record now shows that of the club's 7 (seven) Presidents two have already been radio men, Lowell Thomas and myself, and several others have been officers or committee chairmen, like H. V. Kaltenborn, Bill Downs, Larry Leseuer, and Morgan Beatty. At present the club's membership includes 30 radio reporters.

When the club was first founded its chief purpose was a haven for men and women who had served as foreign correspondents and then returned to the domestic field. They all had similar interests and the club gave them a good meeting place for discussion of past experiences. Long before the war started, however, the scope of the club was changing. Already the field of foreign correspondence was expanding and the ex-correspondents were soon out-numbered by men and women who were virtually commuting between America and innumerable points East and West. During the war the chief

difficulty has been to select officers who with some degree of certainty would remain in the country long enough to do their club chores. I, for instance, was informed of my election as President when I was covering the German surrender at Gen. Eisenhower's headquarters in France.

Right now our members are covering the war criminal trials at Neurnberg, the UNO meeting in London, the developments in Japan, and in a dozen capitals throughout the world. Among those are a goodly percentage of radio men.

The Overseas Press Club is not a club in the same sense as the National Press Club in Washington, with restaurants and lounges and bar. Our only space is a one-room office in the Lotos Club building at 110 West 57th Street, though there is hope of larger quarters as soon as there is any easing of the hotel situation.

Requirements for active membership are at least one continuous year of foreign news work or two years total made up of shorter assignments. Associate members are eligible with six months foreign service.

End of the war has brought a rapid growth in the Overseas Press Club, as was inevitable because of the large number of reporters who became eligible through service as press and radio war correspondents in every theater. During the club year now drawing to a close the organization has welcomed 54 new members, all of them men and women who covered the war in some foreign field.

It is expected that the membership will continue to increase rapidly as eligibility has been extended to foreign correspondents who were attached to service organizations, like Yank and the seven Stars and Stripes, and to combat correspondents who were actually members of the armed services.

One important feature of the Overseas Press Club is its Correspondents' Fund, founded by H. V. Kaltenborn.



**TOM BRENEMAN'S Hollywood Restaurant**

Home Base of the radio program

**"BREAKFAST IN HOLLYWOOD"**



SOON TO BE RELEASED THROUGH UNITED ARTISTS—the movie.

**"BREAKFAST IN HOLLYWOOD"**



# Main Street--1945

## Radio Reflections

By SID WEISS, Staff Writer, RADIO DAILY

● ● ● Any annual record of the activity of an industry usually offers as its pet theme: "Our Industry—Whither Is It Heading?"

We have no quarrel with economic specialists who anticipate trends via intricate charts—but, somehow, in the entertainment business, there is seldom so violent a change that it can be noted in advance.

Unless we're very much mistaken, a situation by no means new, radio 1946 will be the same as radio 1945 . . . and '44. Quiz shows, which insiders freely predicted were doomed to an early demise, will continue to have their listeners and their points. The latter applies to their ratings. In back of their success are many reasons—not the least of which is the fact that something is given away for free. In short, give 'em and you'll get 'em.

There will continue to be "good music" programs and sponsors who are satisfied with a minor rating and a high cultural rep. Mystery shows will continue in favor, flavor and sameness. Only in comedy is there a move afoot for reformation.

The trend in comedy is toward "story" ideas. Variety shows will continue to be popular, but the musical comedy formula, with slight story line, situation jokes and music by the people in the cast seems to constitute the over-all for the comedy shows now being readied.

It's a pretty smooth step in what might very easily be the right direction, for the straight variety musicals have seen their best days and their best jokes.



● ● ● Time Capsule, 1946: We have selected the following as worthy of inclusion in our Time Capsule of 1946. Come 2046, if a gent is digging in the ruins of today's civilization, we want him to know the radioddities and kilocycle trivia of the Atomic Age.

First, we'd include that character without any—Sen. Claghorn, Fred Allen's Allen's Ally. The good Sen. is today's version of Will Rogers, spoofing the greats and reducing the inflated egos of the lawmakers to kin's size.

For good-natured joshing, we'd include reference to the "I Can't Stand Jack Benny" contest, a new and much needed departure in radio sell-ebrating.

Singing commercials would get a place—but we still think they've got more c-rime than reason.

Bob Hope's one-man war effort gets a 21-gun salute. Robert kept his nose to the grindstone and as Bing has said, it sure looks it.

The theme song of half a dozen sponsors, Kraft included, was "It Might As Well Be Bing."

The high I.Q. of radio's "Information, Please"—intelligentertainment.

Wooden-headed Charlie McCarthy, who proved that a member of the male sex can get someplace by sitting on the boss' lap, too.

Walter Winchell, one of radio's best excuses for being, who tells off the nuts who are off theirs.



● ● ● The oddity that is Fiorello (the Little Flower who became a clinging vine to radio). Mayor of a town, he read the comics on the air to get himself a spot in the pages of history.

Eddie Cantor, the pop-eyedol of the airwaves, who's entertained more generations than he has daughters.

And we'd include the fact that DeMille, earning millions via the mike, left the air and gave a radio career the air because of a one-dollar dispute . . . And a nod to the first brain that ever invented quizzes, paving the way for a million Phil Bakeractors who discovered that success was theirs for the "asking" . . . We'd fill some space with the Uncle Don's—the men with a million nephews and nieces—and that much in the bank from their various sponsors . . . And the "Truth or Consequences" incident wherein one prize-winner, guessing the name of an identified Mr. Hush, went home with \$3,500 in prizes. . . .

Nickle, Nickle, Nickle, There's Good News Tonight—this then was radio back in 1945-6 and the American public got it all for nothing. And, verily, that's what much of it was worth.

# *Ginny Simms*



THE GINNY SIMMS SHOW (CBS)

"NIGHT AND DAY" — A R A RECORDS

(Warner Bros.)

# Music In Radio— A Powerful Factor

By HERMAN PINCUS, Staff Writer, RADIO DAILY

EVER since the "crystal set days" of radio when the earphones dimly reproduced sound, much of that sound was music. One of the pioneers in the transmission of radio programs was a singer, Vaughn de Leath, heard on station KDKA, Pittsburgh's great gift to radio. In the time elapsed, radio has grown to maturity, bringing into the home the story of the earth's events as they happen and often at the points of origination. In like manner music has kept pace, its expansion and increased importance in radio, a substantiation of the theory that "music is the international language." It's a far cry from the tinny, scratchy and static-filled reception of the songs of the "early twenties" to the currently beamed programs of today; the superb concerts broadcast by the symphony orchestras of America; the matchless programs of the world's most famous operas and operettas direct from the stage of the famed Metropolitan Opera House in New York. Nevertheless the transition was effected and the music and affiliated industries are to be congratulated for their invaluable efforts which played so prominent a role in the advancement of radio.

Transcending by far its achievements for world art, was the successful completion of the great task which confronted America on that fateful day Dec. 7, 1941. The task of transforming a nation at peace into an aroused nation at war. It was "later than most people thought" and any delay in the instantaneous accomplishment of this transformation might have been catastrophic. The situation called for speed and action.

Radio cleared the desks for action, assuming the role of "sounding the alarm" for the Government. The music industry likewise shouldered its great responsibility. Within twenty-four hours music publishers and songwriters delivered to radio stations throughout the country thousands of martial airs and patriotic songs. Orchestra leaders and singers hopped aboard the bandwagon and programmed stirring music. A sol-

emn people, stunned by the infamous sneak attack at Pearl Harbor, found in their saddened hearts, responsive chords to the "American Marseillaise"—comprised of scores of inspired songs. Forgotten for the moment were the songs of "home," "mother," "baby," "love." Instead, composers both professional and amateur poured out WAR songs, fervent appeals designed to quicken the beating of men's hearts to synchronize with the staccato-like cadence of marching feet—Soldiers', Sailors', Marines' feet.

A centuries-old Chinese proverb has it that "one picture is worth 10,000 words." So with one stirring song. Radios, theaters, dance-halls, restaurants and public squares resounded the "call to arms" utilizing songs like "Praise the Lord and Pass the Ammunition" (Famous Music), "Comin' in on a Wing and a Prayer" (Robbins), "The Caissons Go Rolling Along," "Anchors Aweigh" (Robbins), "Halls of Montezuma" (E. B. Marks), "Army Air Corps Song" (Carl Fischer), George M. Cohan's immortal "Over There" and hundreds of official and semi-official songs dedicated to the various branches of service. Irving Berlin's "This Is the Army" and Moss Hart's "Winged Victory," not only entertained servicemen on the far-flung fronts but also raised millions of dollars for servicemen's relief societies. Music organizations, Ascap, BMI, SESAC, Associated Music Publishers, Songwriters' Protective Association and other groups, co-operated with the Music Division of the War Activities Committee (headed by Oscar Hammerstein 2nd) in collecting and forwarding songs, plays, skits and other entertainment designed to bolster and maintain the morale, military and civilian.

The American people, of all walks of life, of every denomination, representing the laborer, the farmer, the businessman and the banker, united as the "Scrubs" to back up the Varsity Team (Fighting Men). That team won victory. The music industry proved itself a powerful faction among its fellow-scrubs.

# CARLTON E. MORSE PRODUCTIONS

## “ONE MAN’S FAMILY”

VOTED THE NATION'S FAVORITE DRAMATIC SERIAL

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*Now watch: . . .*

“HIS HONOR THE BARBER”

*Starring*

**BARRY FITZGERALD**

---

“I LOVE A MYSTERY”

---

“THE BENNETTS 1946”

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\*“ADVENTURES BY MORSE”

. . . AND MORE TO COME

1500 VINE ST.

HOLLYWOOD 28, CALIF.

\*TRANSCRIBED . . . WRITE OR WIRE FOR INFORMATION

# —Program— Directors Guide

—for production—special events

1946

## JANUARY

- 1: New Year's Day (In all 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).
- 7: Millard Fillmore, 13th President Born (1800).
- 8: Anniversary of the Battle of New Orleans (Louisiana).
- 9: Connecticut Admitted (1788).
- 11: Alexander Hamilton Born (1757).
- 14: First Written Constitution Adopted at Hartford, Conn. (1639).
- 17: Benjamin Franklin Born (1706). Feast of St. Anthony.
- 18: Daniel Webster Born (1782).
- 19: Robert E. Lee's Birthday (Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia). Edgar Allen Poe Born (1809).
- 20: Inauguration Day. Begun 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.
- 25: Scotch Poet Robert Burns Born (1759).
- 26: Michigan Admitted (1837). General Douglas MacArthur Born (1880). First A.E.F. landed in Ireland (1942).
- 29: William McKinley Born (1843). Kansas Admitted (1861).
- 30: Franklin D. Roosevelt Born (1882).
- 31: Franz Schubert Born (1797).
- 3: Horace Greeley Born (1811).
- 4: Arbor Day. In Arizona (all counties except Apache, Coconino, Mohave, Navajo and Yavapai).
- 6: Massachusetts Admitted (1788). Aaron Burr Born (1756). American Forces Recapture Manila from Japs.
- 7: Charles Dickens Born (1812).
- 8: Boy Scout Day.
- 9: William Henry Harrison 9th President Born (1773). Nebraska Admitted (1867).
- 10: Peace Treaty Signed With Spain Ending Spanish-American War (1899).
- 11: Thomas A. Edison Born (1847). 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. Arizona Admitted (1912). Oregon Admitted (1859).
- 15: Destruction of the Maine (1898). 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.
- 18: Inauguration of Jefferson Davis as President of the Provisional Government of the Confederacy (1861).
- 19: Ohio Admitted (1803). Shrove Tuesday (1947). Tuesday preceding Ash Wednesday. Observed as Mardi Gras in Florida (in cities and towns where carnival is celebrated), Louisiana (Parishes of Jefferson, Orleans, St. Bernard, St. Charles,



## FEBRUARY

- 1: Victor Herbert Born (1859).
- 2: Ground Hog Day. Candlemas.

# Quiz Kids

**SIX YEARS FOR THE SAME SPONSOR**

**MILES LABORATORIES**

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**LOUIS G. COWAN, INC.**  
250 W. 57th St., New York, N. Y.  
8 So. Michigan, Chicago, Ill.

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• • •    **PROGRAM DIRECTORS GUIDE**    • • •

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St. John the Baptist, East Baton Rouge), Canal Zone.

- 22: Washington's Birthday (All the States, Territories, District of Columbia and Colonial Possessions).  
James Russell Lowell Born (1819).
- 26: William F. Cody (Buffalo Bill) Born (1846).
- 27: Henry Wadsworth Longfellow Born (1820).



### **MARCH**

- 1: Nebraska Admitted (1867).
- 2: Texas Independence Day.
- 3: Florida Admitted (1845).  
First Postage Stamp used in U. S. (1847).  
Alexander Graham Bell Born (1842).
- 4: Pennsylvania Day.  
Vermont Admitted.
- 5: Boston Massacre (1770).
- 6: Fall of the Alamo (1836).
- 7: Luther Burbank Born (1849).
- 9: Edwin Forrest Born (1806).
- 12: Girl Scout Day.
- 15: Maine Admitted (1820).  
Andrew Jackson Born (1767).
- 16: James Madison Born (1751).  
U. S. Military Academy at West Point, N. Y.,  
founded (1802).
- 17: Evacuation Day. In Boston, Chelsea, Revere,  
Winthrop and Suffolk County.
- 18: Fast of Esther.  
Grover Cleveland Born (1837).
- 19: William Jennings Bryan Born (1860).
- 21: First Day of Spring.
- 22: Emancipation Day (Puerto Rico).
- 25: Maryland Day.
- 29: John Tyler Born (1790).
- 30: Seward Day. Alaska (Not observed by Federal Employees).
- 31: Transfer Day. In the Virgin Islands.



### **APRIL**

- 1: All Fools' Day.
- 3: Washington Irving Born (1783).
- 4: Adoption of the present American Flag's design (1818).

- 5: Elihu Yale Born (1648).
- 6: Army Day. Observed in New York and some other States by a display of flags and military parades.  
Easter Sunday (1947).
- 7: Peary Discovered North Pole (1909).  
Metropolitan Opera House Opened in New York (1830).  
Louisiana Admitted (1812).
- 9: Surrender of General Lee (1865).
- 10: Salvation Army Founder's Day.  
William Booth Born (1829).
- 11: Charles Evans Hughes Born (1862).
- 12: Franklin Delano Roosevelt Died (1945).  
Halifax Independence Resolution (North Carolina).
- 13: Thomas Jefferson Born (1743).
- 14: Pan American Day.
- 15: Abraham Lincoln Assassinated (1865).
- 17: Charter granted American Academy of Arts and Letters (1916).
- 18: San Francisco Fire (1906).
- 19: Patriots' Day. (Maine, Massachusetts).
- 21: Easter Sunday (1946).  
Anniversary of Battle of San Jacinto (Texas).
- 22: Arbor Day (Nebraska).  
William Shakespeare Born (1564).
- 23: James Buchanan Born (1791).  
St. George Day (English).
- 24: First Newspaper Issued in America (1704).  
U. S.-Mexican War (1846).  
Arbor and Bird Day (Massachusetts).
- 25: War Declared with Spain (1898).  
St. Mark's Day.
- 26: Confederate Memorial Day (Florida, Georgia, Mississippi).  
Slavery Abolished in U. S. (1865).  
First Shot of War with Germany (1917).  
John James Audubon Born (1785).
- 27: General U. S. Grant Born (1822).
- 28: James Monroe Born (1758).  
Maryland Admitted (1788).
- 30: Louisiana Purchased (1803).  
Washington Became First President (1789).  
Rhode Island Settled (1636).  
Benito Mussolini Executed (1945).



### **MAY**

- 1: May Day.  
Child Health Day.  
Labor Day (Canal Zone).  
Dewey's Victory in Manila (1898).

# VOX POP

Parks Johnson and Warren Hull

(SINCE '32)

**CBS Network Mondays for  
BROMO SELTZER**

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## PROGRAM DIRECTORS GUIDE

- 2: Stonewall Jackson Fatally Wounded (1863).  
National Music Week.
- 3: Shenandoah Valley Apple Blossom Festival.
- 4: Rhode Island Independence Day.
- 5: Napoleon's Death (1821).  
Cinco de Mayo Celebrations (Mexico).
- 6: Corregidor Surrender (1942).  
Admiral Robert E. Peary Born (1856).
- 7: Germany Surrendered to United States.  
England and Russia (1945).  
Lusitania Torpedoed (1915).  
Johannes Brahms Born (1833).
- 8: V.E. Day (1945).
- 9: John Brown Born (1833).
- 10: Confederate Memorial Day (Kentucky, North Carolina, South Carolina).  
Completion of First Transcontinental Railroad (1869).
- 11: Minnesota Admitted (1858).
- 12: Florence Nightingale Born (1820).
- 13: Mother's Day.
- 14: Rockefeller Foundation Granted Charter (1913).
- 17: Norwegian Independence Day (1814).
- 19: First American Confederation of United Colonies of New England (1643).
- 20: Anniversary of the Signing of the Mecklenburg Declaration of Independence (North Carolina).
- 21: Lindbergh's Flight to Paris (1927).
- 22: National Maritime Day.
- 23: South Carolina Admitted (1788).
- 24: First Telegraph Message Sent (1844).
- 25: Ralph Waldo Emerson Born (1803).
- 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).
- 6: Nathan Hale Born (1756).  
D-Day (1944).
- 7: Daniel Boone Day (Kentucky).
- 8: Battle of New Orleans (1815).
- 9: Feast of St. Columbia.  
Confederate Memorial Day (Petersburg, Virginia).
- 10: Franklin Drew Lightning from Sky (1752).  
Henry M. Stanley Born (1841).
- 11: Feast of St. Barnabas.
- 14: Harriet Beecher Stowe Born (1811).  
Flag Day.
- 15: Pioneer Day (Idaho).
- 17: Bunker Hill Day. (In Massachusetts, Suffolk County).
- 18: Battle of Waterloo (1815).
- 19: Beginning of War of 1812  
King John of England signed Magna Carta (1215).
- 20: West Virginia Day.
- 21: Longest Day in Year.  
New Hampshire Joined the Union (1788).  
Constitution Ratified (1788).
- 22: Bolivar Day (Canal Zone).
- 23: Penn Signs Peace Treaty With Indians.
- 24: San Juan Day (Puerto Rico).
- 25: Virginia Admitted (1788).
- 26: First American Troops Land in France (1917).
- 27: Hellen Keller Born (1880).
- 28: Archduke Franz Ferdinand Assassinated in Sarajevo (1914).
- 29: St. Peter's Day.
- 30: St. Paul's Day.

### JULY

- 1: Battle of San Juan Hill.  
Dominion Day (Canada).  
Battle of Gettysburg (1863).
- 2: Garfield Assassinated (1881).
- 3: Idaho Admitted (1890).  
John Singleton Copley Born (1737)
- 4: Independence Day.  
U. S. Military Academy at West Point Opened (1802).  
Calvin Coolidge Born (1872).  
Slavery Abolished in New York (1825)
- 5: Admiral David G. Farragut Born (1801).
- 6: John Paul Jones, Founder of U. S. Navy, Born (1802).  
Republican Party Founded (1854).
- 7: Columbia University Opened (1754).

### JUNE

- 1: Kentucky Admitted (1792).  
Tennessee Admitted (1796).
- 3: Confederate Memorial Day (Louisiana, Tennessee).  
King's Birthday (Canada).  
Birthday of Jefferson Davis (1808) (Florida, Mississippi, South Carolina, Texas, Virginia).



# JUDY CANOVA

"THE JUDY CANOVA SHOW"  
NBC—Every Saturday

Third Season for  
COLGATE - PALMOLIVE - PEET

Management:  
A. & S. LYONS, Inc.

PROGRAM DIRECTORS GUIDE

- 8: John D. Rockefeller Born (1839).  
Liberty Bell Cracked Tolling Death of John Marshall (1835).
- 10: Wyoming Admitted (1890).  
James McNeill Whistler Born (1834).
- 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).  
Admiral Perry Opened First Negotiations for Trade With Japan (1853).
- 15: St. Swithin's Day.
- 16: Mary Baker Eddy Born (1881).
- 17: Munoz Rivera's Birthday (Puerto Rico).
- 19: Franco-Prussian War Began (1870).
- 21: Spanish Armada Defeated by England (1588).  
Society of Jesuits Abolished by Pope Clement XIV (1773).
- 24: Pioneer Day (Utah).  
Mormon Pioneer Day (Idaho).
- 25: Occupation Day (Puerto Rico).
- 27: First Successful Atlantic Cable (1866).  
Barbosa's Birthday, in the Canal Zone.
- 28: Austria Declared War on Serbia (1914).  
Volunteers of America Founder's Day.
- 30: First Representative Assembly in America Convened (1607).
- 31: Feast of St. Ignatius De Loyola.



**AUGUST**

- 1: Colorado Day.  
Beginning of World War I (1914).
- 2: Government of India Transferred to British Crown (1858).
- 3: Civic Holiday (Canada).  
Germany Declared War on England and France (1914).  
Columbus Sailed From Spain (1492).
- 4: Feast of St. Dominic.
- 7: First Atomic Bombings (1945).  
Creation of War Department (1789).  
Society of Jesuits Restored by Pope Pius VII (1814).
- 8: Charles A. Dana Born (1819).
- 9: First Train Drawn in U. S. by Steam Locomotive (1831).  
Izaak Walton Born (1593).
- 10: Herbert Clark Hoover Born (1874).  
Russia Declared War Against Japan (1945).
- 14: V-J Day.  
Atlantic Charter Agreement Between President F. D. Roosevelt and Prime Minister Winston Churchill.

- 15: Panama Canal Opened (1914).
- 16: Bennington Battle Day (Vermont).
- 17: Fulton's First Steamboat (Claremont) Maiden Voyage.
- 18: Virginia Dare Born (1587).
- 19: National Aviation Day.
- 20: Benjamin Harrison Born (1833).
- 23: Oliver Hazard Perry Born (1785).
- 24: British Burn White House (1814).  
St. Bartholomew's Day Massacres, France (1572).  
Festival of St. Bartholomew.
- 26: Suffrage for Women—19th Amendment (1920).
- 29: Oliver Wendell Holmes Born (1809).
- 30: Germany Declared War on Poland (1939).  
Beginning of World War II.

**SEPTEMBER**

- 1: Germany Invaded Poland (1939).
- 2: Official V-J Day (1945). (Surrender Terms Signed Aboard U.S.S. Missouri.)
- 2: Labor Day.  
Eugene Field Born (1850).
- 3: First American Peace Treaty With England (1783).  
Allies Invaded Italy (1943).
- 4: Henry Hudson Discovered Manhattan Island (1609).  
First Electric Power Station in World in New York (1882).
- 5: First Continental Congress (1774).
- 6: Lafayette Day.  
First Battle of the Marne (1914).
- 7: James Fenimore Cooper Born (1789).
- 8: Dutch Surrendered New Amsterdam (New York) to British (1664).  
Italy Surrendered (1943).  
Crimean War Ended (1855).
- 9: Admission Day (California—1850).
- 12: Defender's Day (Maryland).
- 15: William Howard Taft Born (1857).
- 16: Russians Burned Moscow (1812).
- 17: Constitution Day.
- 18: Cornerstone of U. S. Capital Laid in Washington, D. C. (1793).
- 22: Nathan Hale Executed (1776).  
First Day of Autumn.
- 25: Bill of Rights (1789).

. . . PROGRAM DIRECTORS GUIDE . . .

- 26: Rosh Hashonah.
- 27: American Indian Day (4th Friday).
- 29: Michaelmas Day.



**OCTOBER**

- 1: Francisco Franco Proclaimed Head of Spanish Nationalist Government (1935).  
Germany Crossed Border Into Czechoslovakia (1938).
- 4: Rutherford B. Hayes Born (1822).
- 5: Yom Kippur.  
Wright Brothers Took First Long Distance Flight in an Airplane (1905).  
Chester A. Arthur Born (1830).
- 6: Missouri Day.
- 7: Stamp Act Congress Held and Declaration of Rights Issued by Colonies (1765).  
James Whitcomb Riley Born (1853).
- 8: Chicago Fire (1871).
- 9: Fraternal Day (Alabama).
- 11: Farmers' Day (2nd Friday) (Florida).  
YMCA Founder's Day—Sir George Williams Born (1821).
- 12: Columbus Day.
- 18: General Tojo Appointed Premier of Japan (1941).  
Alaska Day.
- 19: Surrender of Cornwallis (1781).  
Volstead Act (Prohibition) Passed (1919).  
John Adams Born (1735).
- 24: Pennsylvania Day.  
William Penn Born (1644).
- 27: Navy Day.  
Theodore Roosevelt Born (1858).
- 28: Dedication of Statue of Liberty (1866).
- 31: Hallowe'en.  
Admission Day, Nevada (1864).



**NOVEMBER**

- 1: All Saints' Day (Louisiana).  
Liberty Day (St. Croix, Virgin Islands Only).
- 2: General Election Day.  
North Dakota Admitted (1889).  
South Dakota Admitted (1889).  
James K. Polk Born (1795).  
Warren G. Harding Born (1865).
- 4: John Philip Sousa Born (1854).
- 5: Guy Fawkes Day (English).
- 8: Montana Admitted (1889).
- 9: Great Fire in Boston (1872).
- 10: Martin Luther Born (1483).
- 11: Armistice Day, World War I.  
Washington Admitted (1889).

- 13: Edwin Booth Born (1833).
- 16: Oklahoma Admitted (1907).
- 17: Sixth Congress Met for First Time in Washington (1801).  
Suez Canal Opened (1869).
- 19: James A. Garfield Born (1831).
- 21: North Carolina Admitted (1789).  
Edison Announced Invention of Phonograph (1877).
- 23: Franklin Pierce Born (1804).
- 24: Zachary Taylor Born (1784).
- 28: Thanksgiving Day (4th Thursday).
- 29: Admiral Byrd Discovered South Pole (1929).
- 30: Samuel L. Clemens (Mark Twain) Born (1835).  
Russia Invaded Finland (1939).



**DECEMBER**

- 2: Promulgation of the Monroe Doctrine (1823).
- 3: Illinois Admitted (1818).  
Gilbert Stuart Born (1755).
- 5: Martin Van Buren Born (1782).
- 7: Pearl Harbor Attacked (1941).  
Roosevelt, Churchill, Stalin Confer at Teheran (1943).  
Delaware Day.
- 8: Eli Whitney Born (1765).  
U. S. Declared War on Japan (1941).
- 9: Germany-Italy Declare War on U. S. (1941).
- 10: U. S. Declared War on Germany-Italy (1941).  
Peace Treaty Signed With Spain (1899).  
Mississippi Admitted (1817).
- 11: Alfred Nobel Born (1833).  
Indiana Admitted (1816).
- 12: First Marconi Wireless Across Atlantic (1901).  
Pennsylvania Admitted (1787).
- 13: Council of Trent (1545).
- 14: Alabama Admitted (1819).
- 15: Bill of Rights Day.
- 16: Boston Tea Party.
- 17: John Greenleaf Whittier Born (1807).  
Aviation Day.  
First Mechanical Airplane Flight by Wright Brothers (1903).
- 18: New Jersey Admitted (1787).  
First Sunday Paper Published (1796).
- 20: First Electric Lights on Broadway (1880).
- 21: Pilgrims Landed at Plymouth Rock (1620).
- 23: George Washington Resigned Army Commission (1783).
- 25: Christmas Day.
- 28: Iowa Admitted (1848).  
Woodrow Wilson Born (1856).  
Irish Free State Became State of Eire (Ireland).
- 29: Texas Admitted (1845).  
Andrew Johnson Born (1808).
- 31: New Year's Eve.

# The National Broadcasting Company

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your attention to

**ORANGE COUNTY, FLORIDA**

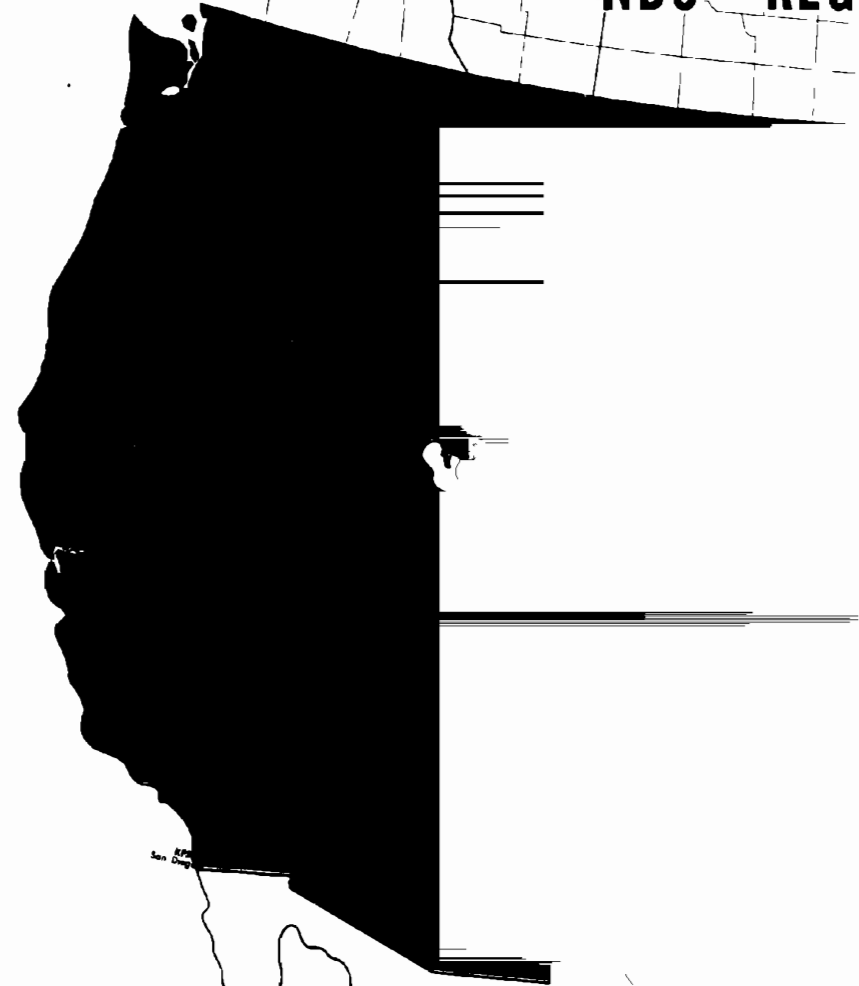
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*the most unusual county*

*in the United States*



# NBC "REGULAR"

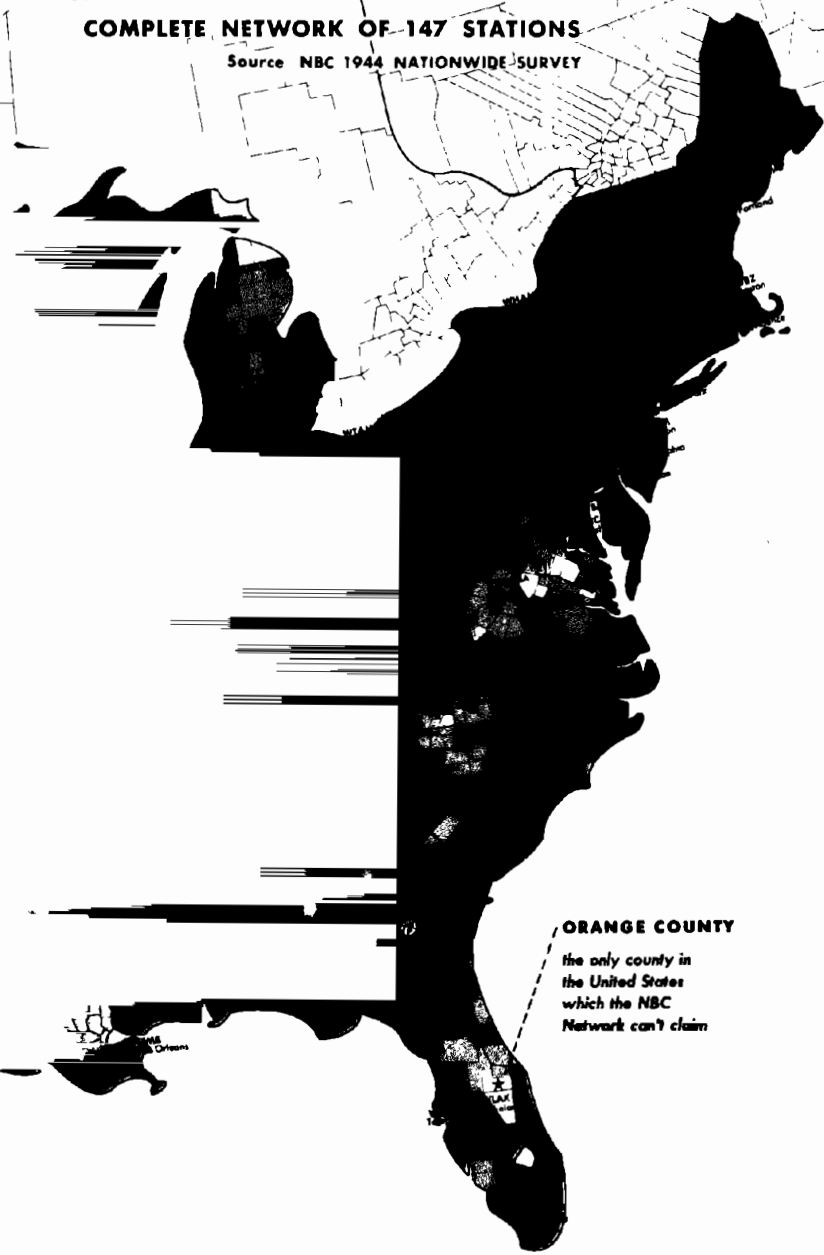


AREA	TOTAL RADIO FAMILIES	% NBC CIRCULATION	NBC CIRCULATION
	28,353,293	87	24,540,204
In <b>SECONDARY</b> Counties, 20% to 50% of All Radio Families Listen Regularly to the Network.	410,976	40	165,926
In <b>TERTIARY</b> Counties, 10% to 25% of All Radio Families Listen Regularly to the Network.	58,533	18	10,244
NOT CLAIMED	15,401	—	—
<b>TOTAL (1940 U.S. CENSUS)</b>	<b>28,838,203</b>	<b>86</b>	<b>24,716,374</b>
<b>TOTAL (1948 ESTIMATE)</b>	<b>33,100,000</b>	<b>86</b>	<b>28,400,000</b>

# LISTENING" AREAS NIGHTTIME

COMPLETE NETWORK OF 147 STATIONS

Source NBC 1944 NATIONWIDE SURVEY



## ORANGE COUNTY

*the only county in  
the United States  
which the NBC  
Network can't claim*



A Service of Radio  
Corporation of America

# ... the National Broadcasting Company

## AMERICA'S NO. 1 NETWORK

<b>KANS.</b> . . Wichita, Kan.	<b>KSTP.</b> . . Minn.-St. Paul, Minn.	<b>WENY.</b> . . Elmira, N. Y.	<b>WMBO.</b> Richmond, Va.
<b>KARK.</b> . . Little Rock, Ark.	<b>KTAR.</b> . . Phoenix, Ariz.	<b>WERC.</b> . . Erie, Pa.	<b>WMC.</b> . . Memphis, Tenn.
<b>KCRA.</b> . . Sacramento, Cal.	<b>KTBS.</b> . . Shreveport, La.	<b>WEST.</b> . . Easton, Pa.	<b>WMFG.</b> Hibbing, Minn.
<b>KDKA.</b> . . Pittsburgh, Pa.	<b>KTFL.</b> . . Twin Falls, Ida.	<b>WFAA.</b> . . Dallas, Tex.	<b>WMIS.</b> . . Natchez, Miss.
<b>KDYL.</b> . . Salt Lake City, Ut.	<b>KTSM.</b> . . El Paso, Tex.	<b>WFBC.</b> . . Greenville, S. C.	<b>WRRF.</b> . . Lewistown, Pa.
<b>KELO.</b> . . Sioux Falls, S. D.	<b>KVOA.</b> . . Tucson, Ariz.	<b>WFBG.</b> . . Altoona, Pa.	<b>WMVA.</b> Martinsville, Va.
<b>KFAM.</b> . . St. Cloud, Minn.	<b>KVOL.</b> . . Lafayette, La.	<b>WFLA.</b> . . Tampa, Fla.	<b>WOAI.</b> . . San Antonio, Tex.
<b>KFI.</b> . . Los Angeles, Cal.	<b>KVOO.</b> Tulsa, Okla.	<b>WFOR.</b> . . Hattiesburg, Miss.	<b>WOOD.</b> Grand Rapids, Mich.
<b>KFSD.</b> . . San Diego, Cal.	<b>KWBW.</b> Hutchinson, Kan.	<b>WGAL.</b> . . Lancaster, Pa.	<b>WOPI.</b> . . Bristol, Tenn.-Va.
<b>KFYR.</b> . . Bismarck, N. D.	<b>KWJB.</b> . . Globe, Ariz.	<b>WGBF.</b> . . Evansville, Ind.	<b>WORK.</b> York, Pa.
<b>KGBX.</b> . . Springfield, Mo.	<b>KYCA.</b> . . Prescott, Ariz.	<b>WGKY.</b> . . Charleston, W. Va.	<b>WOW.</b> . . Omaha, Neb.
<b>KGHL.</b> . . Billings, Mont.	<b>KYSM.</b> . . Mankato, Minn.	<b>WGL.</b> . . Fort Wayne, Ind.	<b>WPTF.</b> . . Raleigh, N. C.
<b>KGIR.</b> . . Butte, Mont.	<b>KYUM.</b> . . Yuma, Ariz.	<b>WGRM.</b> Greenwood, Miss.	<b>WRAM.</b> Williamsport, Pa.
<b>KGLU.</b> . . Safford, Ariz.	<b>KYW.</b> . . Philadelphia, Pa.	<b>WGY.</b> . . Schenectady, N. Y.	<b>WRAW.</b> Reading, Pa.
<b>KGNC.</b> . . Amarillo, Tex.	<b>KZRC.</b> . . Cabu, P. I.	<b>WHAM.</b> Rochester, N. Y.	<b>WRC.</b> . . Washington, D. C.
<b>KGU.</b> . . Honolulu, T. H.	<b>KZRH.</b> . . Manila, P. I.	<b>WHIS.</b> . . Bluefield, W. Va.	<b>WRDO.</b> . . Augusta, Me.
<b>KGW.</b> . . Portland, Ore.	<b>WALA.</b> . . Mobile, Ala.	<b>WHIZ.</b> . . Zanesville, O.	<b>WROL.</b> . . Knoxville, Tenn.
<b>KHQ.</b> . . Spokane, Wash.	<b>WAML.</b> . . Laurel, Miss.	<b>WHLB.</b> . . Virginia, Minn.	<b>WSAM.</b> . . Saginaw- Bay City, Mich.
<b>KIDO.</b> . . Boise, Ida.	<b>WAPO.</b> . . Chattanooga, Tenn.	<b>WHO.</b> . . Des Moines, Ia.	<b>WSAN.</b> . . Allentown, Pa.
<b>KMED.</b> . . Medford, Ore.	<b>WAVE.</b> . . Louisville, Ky.	<b>WIBA.</b> . . Madison, Wis.	<b>WSAV.</b> . . Savannah, Ga.
<b>KMJ.</b> . . Fresno, Cal.	<b>WAZL.</b> . . Hazelton, Pa.	<b>WIOD.</b> . . Miami, Fla.	<b>WSB.</b> . . Atlanta, Ga.
<b>KNOE.</b> . . Monroe, La.	<b>WBAL.</b> . . Baltimore, Md.	<b>WIRE.</b> . . Indianapolis, Ind.	<b>WSFA.</b> . . Montgomery, Ala.
<b>KOA.</b> . . Denver, Colo.	<b>WBAP.</b> . . Ft. Worth, Tex.	<b>WIS.</b> . . Columbia, S. C.	<b>WSJS.</b> . . Winston-Salem, N. C.
<b>KOAM.</b> . . Pittsburg, Kan.	<b>WBEN.</b> . . Buffalo, N. Y.	<b>WISE.</b> . . Asheville, N. C.	<b>WSM.</b> . . Nashville, Tenn.
<b>KOB.</b> . . Albuquerque, N. M.	<b>WBLK.</b> . . Clarksburg, W. Va.	<b>WJAC.</b> . . Johnstown, Pa.	<b>WSMB.</b> . . New Orleans, La.
<b>KODY.</b> . . North Platte, Neb.	<b>WBOV.</b> . . Terre Haute, Ind.	<b>WJAR.</b> . . Providence, R. I.	<b>WSOC.</b> . . Charlotte, N. C.
<b>KOH.</b> . . Reno, Nev.	<b>WBRC.</b> . . Birmingham, Ala.	<b>WJAX.</b> . . Jacksonville, Fla.	<b>WSPB.</b> . . Toledo, O.
<b>KOMO.</b> . . Seattle, Wash.	<b>WBRE.</b> . . Wilkes Barre, Pa.	<b>WJDX.</b> . . Jackson, Miss.	<b>WSVA.</b> . . Harrisonburg, Va.
<b>KPFA.</b> . . Helena, Mont.	<b>WBZ.</b> . . Boston, Mass.	<b>WKBH.</b> . . La Crosse, Wis.	<b>WSYR.</b> . . Syracuse, N. Y.
<b>KPLC.</b> . . Lake Charles, La.	<b>WBZA.</b> . . Springfield, Mass.	<b>WKBO.</b> . . Harrisburg, Pa.	<b>WTAM.</b> . . Cleveland, O.
<b>KPO.</b> . . San Francisco, Cal.	<b>WCOA.</b> . . Pensacola, Fla.	<b>WKPT.</b> . . Kingsport, Tenn.	<b>WTAR.</b> . . Norfolk, Va.
<b>KPRC.</b> . . Houston, Tex.	<b>WCRS.</b> . . Greenwood, S. C.	<b>WKY.</b> . . Oklahoma City, Ok.	<b>WTBO.</b> . . Cumberland, Md.
<b>KRBM.</b> . . Bozeman, Mont.	<b>WCSH.</b> . . Portland, Me.	<b>WLAK.</b> . . Lakeland, Fla.	<b>WTIC.</b> . . Hartford, Conn.
<b>KRGV.</b> . . Weslaco, Tex.	<b>WDAF.</b> . . Kansas City, Mo.	<b>WLBZ.</b> . . Bangor, Me.	<b>WTMA.</b> . . Charleston, S. C.
<b>KRIS.</b> . . Corpus Christi, Tex.	<b>WDAY.</b> . . Fargo, N. D.	<b>WLOK.</b> . . Lima, O.	<b>WTMJ.</b> . . Milwaukee, Wis.
<b>KROC.</b> . . Rochester, Minn.	<b>WDEL.</b> . . Wilmington, Del.	<b>WLW.</b> . . Cincinnati, O.	<b>WTRC.</b> . . Elkhart, Ind.
<b>KSD.</b> . . St. Louis, Mo.	<b>WEAF.</b> . . New York, N. Y.	<b>WMAM.</b> . . Marinette, Wis., Menominee, Mich.	<b>WTTM.</b> . . Trenton, N. J.
<b>KSEI.</b> . . Pocatello, Ida.	<b>WEAU.</b> . . Eau Claire, Wis.	<b>WMAQ.</b> . . Chicago, Ill.	<b>WWJ.</b> . . Detroit, Mich.
<b>KSOO.</b> . . Sioux Falls, S. D.	<b>WEBC.</b> . . Duluth-Superior, Wis.		



# News-By-Radio Grows Day-By-Day

By OLIVER GRAMLING, Assistant General Manager, AP Radio

THE year of 1946 finds news by-radio in a strong position, but obviously a new orientation is in the making.

In spite of the run-for-cover boys who bemoaned the quick demise of radio news interest during the late summer of 1945, surveys show that popularity is undiminished from the war-needed news of the past several years. As a matter of fact, the popularity of news-by-radio not only has been sustained, but has increased.

During the war, news was fabulous and fantastic. The slightest or least report from any battle area was exciting drama, though tragedy was the overtone. For the most part, news today does not have the adventurous, swasbuckling, heroic background of that wartime period. It is solid, meaty, thought-provoking. Yet happenings that scarcely received mention during the Blitz, or the Battle of the Bulge, or Iwo Jima, are now getting the play.

If news was vital and important during the war, it is doubly so now, and will continue to be as the world struggles through disillusionment, cynicism, and conflict between countries, peoples, classes and groups. Mankind emerged with obvious shell-shock from the climactic and terrifying events of six years of total war, gripped by new fears in a new age—the Atomic Age. In this period of readjustment, misunderstandings can quickly brew distrust, suspicion and hatred. Therein lies a challenge to all of us in radio, as far as news is concerned, because never before has the world been in such desperate need of honest, unbiased news as now.

In order to safeguard this objectivity in the news reporting of the future, we must re-evaluate news interests all along the line.

In the field of exciting, fast-breaking "spot" news, we must make sure that harum-scarum, melodramatic, boyish competition to be merely "first" does not endanger radio's position as a foremost medium of dissemination of news.

In the field of important, significant news, we first must realize that this type

of news, by all odds, is much more important and much more significant than it ever was. Although much of it may lack the drama and excitement of gains and losses on the battlefield, it is the "meat and potatoes" of the everyday existence. This is the news which, more than any other, requires supreme craftsmanship in presentation. It must be told interestingly because it requires such presentation to hold listeners. It must be told understandingly because such news is too important to be misunderstood. What the Ernie Pyles did to personalize World War II, we must do in order to report effectively this type of news.

In the field of pure human interest, we must not lose any of the color or any of the comedy of life in the reporting. On the contrary, we should find more color and better comedy. But we must never be merely interesting at the expense of accuracy, honesty or objectiveness.

On top of all this, new fields of interest are opening. Science is an example. Our job is to be constructively progressive, to lead the way in exploring these untapped sources.

Already radio is showing that it can do as good a news job, if not a better one, than it did in wartime. But the task for the future is infinitely more difficult. With the end of war, interest in domestic news is revived. But the interest in what is happening *all over the world* is intensified. The work of the "leg man" is foreign reporting is ended. Coverage of the world becomes a finer art. It requires the specialist.

So, to satisfy a public's broadened news interest, radio and the newsgatherer now have before them an all-important dual responsibility—concentrated coverage of both the domestic and world scenes. There must be an expert balance between vicinage and world news. News must satisfy the personal interest of the individual and his community. It is an interest that is more mature and more significant than it was before World War II.



# B M I

More and better service to the Broadcasting Industry  
is BMI's pledge for 1946

**COPYRIGHT RESEARCH**—thorough, up-to-the-minute information on music clearance, a complete basic catalogue, and regular supplements of newly published music provided at all times.

**BMI FIELD MEN**—experienced radio men, trained to aid broadcast personnel, regularly visiting all stations.

**CONTINUITY SCRIPTS**—wide variety of select programs that are entertaining and saleable.

**DISC DATA**—valuable reference to records, transcriptions and biographical data of outstanding performers. Constantly up to date.

**BMI MUSIC MEMO**—weekly informational bulletin. The radio man's guide to BMI music.

**MUSIC DISTRIBUTION**—music of every type, published by BMI and affiliated publishers, mailed to stations regularly.

**BMI PIN-UP SHEET**—convenient and timely reference to the current song hits and promising tunes licensed by BMI.

**NEWSLETTER**—personal monthly message to the BMI family. An exchange of radio and music ideas.

**HOLIDAY MUSIC**—suggestions of timely and appropriate music for seasonal and holiday events.

BMI, the arm of the broadcasting industry,  
is at your service

**BMI IS YOURS—For Radio and By Radio**

# REPORTS TO THE INDUSTRY

## FACTS AND FIGURES . . .

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

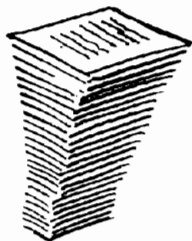
1,022\* commercial licensees in the United States and Canada . . . embracing all networks and the important FM and Short-wave broadcasters.

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

760,000 selections 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, 1946.



**BROADCAST MUSIC, INC.**  
NEW YORK • CHICAGO • HOLLYWOOD

# IMPORTANT RADIO Telephone Numbers in NEW YORK



## Radio Stations

WAAT (N. Y. Office)	RECTOR	2-5878
WBAM	Pennsylvania	6-8600
WBAB	PLaza	3-9300
WABF	Regent	4-7547
WABC	Wickersham	2-2000
WBBR	MAin	4-9735
WRNX	MErose	5-0434
WBVN	TRiangle	5-3300
WCAU (N. Y. Office)	Wickersham	2-2000
WCBW	MURray Hill	6-6340
WFAF	CLicK	7-8300
WEVD	BRyant	9-2360
WGN (N. Y. Office)	MURray Hill	2-3033
WHB	VAnderbilt	6-2550
WHN	BRyant	9-7800
WHOM	PLaza	3-4204
WIBX (N. Y. Office)	REGent	7-1154
WINS	BRyant	9-6000
WIP	MURray Hill	3-9447
WJZ	Circle	7-5700
WLBB	Buckminster	7-5900
WLW	Circle	6-1750
WMCA	Circle	6-2200
WNPP (N. Y. Office)	MURray Hill	2-5767
WNBT	Circle	7-8300
WNW	PLaza	3-3300
WNYC	WOorth	2-5200
WOR	Pennsylvania	6-8500
WOV	Circle	5-7979
WPAT (N. Y. Office)	Pennsylvania	6-2945
WOXR	Circle	5-5566
WRUL (N. Y. Office)	PLaza	8-1085
WRRL	NEwtown	9-3300

## National Networks

American Broadcasting 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	7-0556
Burn-Smith Co.	MURray Hill	2-3124
Copper Publications, Inc.	MOhawk	4-3280
Forio & Co.	VAnderbilt	6-5080
Free & Peters, Inc.	PLaza	5-4130
Headley-Reed Co.	MURray Hill	3-5469
George P. Hollingsberry 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	2-0310
John E. Pearson	PLaza	8-2755
Juan Piza	ELdorado	5-6788
Radio Advertising Corp.	MURray Hill	2-2170
Radin 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
Viola, J. Franklyn	CHickering	4-3254

The Walker Co.	MURray Hill	2-7986
Wood & Co.	VAnderbilt	6-4542
Howard A. Wilson Co.	MURray Hill	6-1230
Wood, Heller	Regent	7-1154

## Advertising Agencies

N. W. Ayer & Son, Inc.	Circle	6-0200
Badger & Browning & Hersey	Circle	7-3719
Ted Bates, Inc.	Circle	6-9700
Balfanz, Barton, Durstine & Osborn, Inc.	ELdorado	5-5800
Benton & Bowles, Inc.	Wickersham	2-0400
Birmingham, Castleman & Pierce, Inc.	LEXington	2-7550
The Biew Co., Inc.	Circle	6-9300
Brooks, Smith, French & Darrance, Inc.	MURray Hill	6-1800
Franklin Buck 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 & Prosbury, Inc.	Wickersham	2-8200
Compton Advertising, Inc.	Circle	6-2800
Dancer Fitzgerald-Sampul	Wickersham	2-4200
D'Arcy Advertising Co.	PLaza	8-2600
Dehealy, Clifford & Shurtleff, 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 Cornhill & Newell, Inc.	Wickersham	2-5400
Grant Advertising, Inc.	BRyant	9-6100
Lawrence C. Gumbinner	MURray Hill	2-5680
M. H. Hackett, Inc.	Circle	6-1950
Hill Advertising Agency	PLaza	3-7300
Charles W. Hoyt Co., Inc.	MURray Hill	2-0850
Ivey & Ellington, Inc.	MURray Hill	2-5204
Kaslor, Farrell, Chesley & Clifford, Inc.	COLUMbus	5-6135
Joseph Katz Co.	Wickersham	2-2740
Kenyon & Eckhardt, Inc.	PLaza	3-0700
H. M. Klosswetter Advertising Agency, Inc.	LEXington	2-0025
Abbott Kimball Co., Inc.	PLaza	3-9600
Knox Reeves Advertising, Inc.	MURray Hill	4-3982
Kudner Agency	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 Mezul 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
H. von O'Donnell Adv. Agency	BRyant	9-5950
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 7-482  
 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 7-4509  
 Printers' Ink.....MURray Hill 3-6500  
 Radio Advertising (Rates and Data).....LEXington 2-6611  
 Radio Craft.....REctor 2-9690  
**RADIO DAILY**.....WISconsin 7-6336  
 Radio & Television Mirror.....LEXington 2-9350  
 Radio Retailing—Today.....PLaza 3-1340  
 Radio & Television Weekly.....WAIker 5-2576  
 Sales Management.....MOhawk 4-1760  
 Standard Advertising Register.....MEDallion 3-5850  
 Televisor, The.....LONGacre 5-1633  
 Television.....PLaza 3-5748  
 Tide.....ASHland 4-4891  
 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  
 Reuters.....Circle 6-3960  
 Transradio Press Service, Inc.....MURray Hill 2-4185  
 United Press.....MURray Hill 2-0401

## Talent Agencies

James Appell.....PLaza 3-7940  
 Batchelor Enterprises, Inc.....Circle 6-4221  
 Columbia Concerts Corp.....Circle 7-6900  
 Consolidated Radio Artists, Inc.....COLUMbus 5-3500  
 Frank Cooper.....VANDerbit 6-5561  
 Wallace Downey, Inc.....Circle 6-6913  
 Evans & Salter.....Circle 7-6900  
 Fanchon & Marco.....CHICKering 4-3935  
 Frederick Bros. Artists Corp.....Circle 5-2144  
 Moe Gale.....LONGacre 3-0350  
 General Amusement Corp.....Circle 7-7543  
 William Gernannt.....VANDerbit 6-1750  
 Spencer Hare.....MURray Hill 2-0523  
 Hesse & McCaffrey.....LLadorado 5-1976  
 Estella Karn.....VANDerbit 6-3860  
 Bob Kerr.....COLUMbus 5-8051  
 Mark Leddy.....BRYant 9-1631  
 Ben B. Lipset, Inc.....CHICKering 4-2156  
 A. & S. Lyons, Inc.....PLaza 3-5118  
 Management Corp. of America.....WICKersham 2-8900  
 A. T. Michaud.....Circle 7-1031  
 William Morris Agency, Inc.....Circle 7-2160  
 Music Corporation of America.....WICKersham 2-8900  
 National Concert & Artists Corp.....PLaza 3-0470  
 James Peppe.....PLaza 3-2635  
 Myron Selznick & James L. Saphier Co.....Circle 7-6200  
 Stix, Thos. L.....Circle 7-2690  
 Roy Wilson (Wilson, Powell & Hayward).....PLaza 9-1951  
 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 3-7145  
 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-Scripts, 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.....VANDerbit 6-1750  
 H. S. Goodman.....WICKersham 2-3338  
 Kent-Johnson, Inc.....PLaza 3-7246  
 Kermit-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 7-8300  
 Lilian Okun, Inc.....TRafalgar 7-8916  
 Donald Peterson.....WISconsin 7-0059  
 Radio Events, Inc.....MURray Hill 6-3487  
 RCA Manufacturing Co.....ASHland 4-7605  
 Reeves Sound Studios.....Circle 6-6586  
 Rockhill Radio Productions.....ELdorado 5-1860  
 Bernard L. Schubert, Inc.....PLaza 3-4670  
 Henry Souvaine, Inc.....Circle 7-5656  
 Standard Radio.....PLaza 3-6690  
 Transamerican Broadcasting & Television Corp.....PLaza 5-9300  
 Transcribed Radio Shows, Inc.....LONGacre 5-3440  
 Thomas Valentine.....Circle 6-4575  
 Victor Recording Laboratory.....MURray Hill 4-6200  
 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.....CORHand 7-3947  
 American Federation of Musicians.....PLaza 8-0500  
 AFRA.....VANDerbit 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 2-1953  
 NAPA.....Circle 7-8194  
 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  
 Women's National Radio Committee.....Circle 7-4101  
 Writers' War Board.....BRYant 9-6937

## Hotels

Algonquin.....MURray Hill 2-0100  
 Ambassador.....WICKersham 2-1000  
 Astor.....Circle 6-6000  
 Biltmore.....MURray Hill 9-7920  
 Commodore.....MURray Hill 6-6060  
 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	Hillside	8231
KFAC	Filtroy	1231
KFI	FAirfax	2121
KFOX	MUtual	2510
KFVD	DRexel	2391
KFWB	HEmpstead	5151
KGER	MADison	2551
KGFJ	PRospect	2434
KHJ	HOLlywood	8111
KIEV	CHapman 5-	2388
KMPC	HOLlywood	5341
KMTR	Hillside	1161
KNX	HOLlywood	1212
KPAS (Pasadena)	RYan 1-	6991
KRKD	TUcker	7111
KWKW (Pasadena)	RYan 1-	6744
KEMD-XERB (L. A. Office)	PRospect	9136

## Networks

American Broadcasting Co.	Hillside	8231
Associated Broadcasting Corp.	EXposition	1339
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.	Filtroy	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
Forjoe & Company	Hillside	7874
Foster Advertising Service	TRinity	3419
Free & Peters	HOLlywood	2151
W. S. Grant Co.	VAn Dyke	6341
Grant Gene & Co.	HOLlywood	7874
Homer Griffith Co.	GRanite	6113
Katz Agency, Inc.	TUcker	3219
Joseph Hershey McGillvra	Michigan	0921
Tracy Moore	HOLlywood	5408
Edw. Petry & Co.	Michigan	8729
Ralph L. Power	MADison	5617
Radio Advertising Corp.	VAn Dyke	1901
Radio Sales	HOLlywood	1212
Wm. Rambeau & Co.	GRanite	3636
Paul H. Raymer Co.	VAn Dyke	1901
Sears & Ayers	GRanite	6113
Taylor-Howe-Snowden Radio Sales	GRanite	6113
Universal Sales	HOLlywood	8282
Weed & Co.	Hillside	8611
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 Biow 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
Broadcast Advertising	EXposition	1339
Campbell-Ewald	Richmond	6204
The Caples Co.	MUtual	4143
Compton Agency	HOLlywood	8107
Erwin, Wasey & Company	PRospect	5317
Foote, Cone & Belding (Hollywood)	HOLlywood	6265
Garfield & Guild	TRinity	3832
Classer-Gailey & Co.	Filtroy	2141
Hillman-Shane-Breyer, Inc.	TRinity	1453
William Estey & Co., Inc.	Hillside	2183
Hixson-O'Donnell Advertising	MUtual	8331
Jaffe & Jaffe	Filtroy	3104
W. C. Jeffries Co.	WAnut	8824
Lennon & Mitchell, Inc.	CRestview 1-	7221
Lockwood-Shackelford	TRinity	9801
The Mayers Co.	PRospect	0101
McCann-Erickson Inc.	Hillside	8258
McCarty Co.	PRospect	7011
McKee & Albright, Inc.	HOLlywood	8363
Miner, Dan B.	Richmond	3101
Morgan, Raymond R. Co.	HEmpstead	4194
Needham, Louis & Brorby	GRanite	7186
Pacific Coast Advertising	GRanite	4185
Radio Program Agency	BRadshaw 2-	3268
Radio Sales	HOLlywood	1212
Ruthrauff & Ryan Inc.	Hillside	7593
Scholtz Advertising Service	Michigan	2399
Russel M. Seeds Co.	GRanite	4185
Sm th, Bull & McCreery	HEmpstead	5671
Barton A. Stebbins Advertising Agency	TRinity	8821
Sudler Culbreth Co.	TRinity	0709
Thompson, J. Walter Co.	Hillside	7241
The Tullis Co.	MUtual	6361
R. W. Webster	TRinity	2153
Ward Wheelock Co.	Hillside	0191
Warwick-Legler	HEmpstead	8163
Weinberg, Milton, Advertising Co.	TUcker	4111
Young & Rubicam, Inc.	HOLlywood	2734

## Program Producers and Transcription and Recording Companies

Abbott & Costello Radio Program	BRadshaw 2-	3205
Acme Radio & Sound Labs.	Angelus	8765
Adver-Disk Co.	HOLlywood	5816
Air-Check Co.	Gladstone	2189
All Star Radio Prods.	GRanite	4975
Allied Record Mfg. Co.	HOLlywood	5107
Associated Broadcasters, Inc.	HOLlywood	8282
Associated Recorders	HOLlywood	0781
Associated Studios Broadcast & Recording	Hillside	0191
Audio Pictures	BRadshaw 2-	1645
Walter Biddick Co.	Richmond	6184
American Broadcasting Co.	Hillside	8231
Bronze Recording Studio	Gladstone	0158
Cinesound	Gladstone	9158
Columbia Recording Corp.	GRanite	4134

Columbia Pacific Network	HOLLYWOOD	1212
Continental Radio Productions	HEmpstead	8171
Glendale's Radio Cit	CHapman 5	3283
Patrick Michael Cunning	Hillside	5915
Decca Recording Division	HOlywood	5191
Eccles Disc Recordings	Hillside	8351
Electro Recording	CHapman 5	3283
Electro-Vox Recording Studios	GLadstone	2189
John Guedel Radio Productions	CRanite	4185
Martin A. Gosch	BRadshaw 2	3205
Charlotte Greenwood Show	HEmpstead	6237
Hispano Broadcasting Co.	Mlchigan	4433
Hollywood Music Recording Studios	HEmpstead	5407
Hollywood Recorders	GLadstone	1707
International Artists, Inc.	HOLLYWOOD	7391
International Recording Studio	HOLLYWOOD	7391
Johnson-Ayres	HEmpstead	8171
Sam Kerner, Inc.	HEmpstead	1813
Keystone Broadcasting System, Inc	HOLLYWOOD	5338
Marshall-More, Inc.	HEmpstead	1354
Kennet Long	Hillside	0191
C. P. MacGregor	Fltztrov	4191
Haven MacQuarrie	CRestview 6	7162
Mitcheh & West	CRanite	7270
Lincham & Romaine Recording	AXminster 2	8812
Mutual Recording	Hillside	1782
Raymond R. Morgan Co.	HEmpstead	4194
Music City Glenn Wallichs	HOLLYWOOD	8211
NBC Radio-Recording Division	HOLLYWOOD	6141
Jack Parker	Cltrus 2	1607
Ralph L. Power	MAdison	5617
B. D. Prazer	GLadstone	5013
Precision Recording Co.	Walnut	8219
Radio Corporation of America		
RCA Victor Division	Hills'de	5171
Radio Craft Recording Studio	GRanite	0074
Radio Features	CRestview 1	7231
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	PRAnoect	9232
Record-O-Shers Recording Studios	Hillside	0191
Sound Services, Inc.	HEmpstead	1136
Stage No 8	Hillside	5915
Standard Radio, Inc	Hillside	0188
Studio Center Music Co.	GRanite	6066
Studio & Artists Records	Hillside	8241
Sweem Studios	DRexel	0660
Telefilm, Inc.	GLadstone	5748
Universal Broadcasting Company	HOLLYWOOD	8282
Universal Recorders	HOLLYWOOD	8282
George Ward & Co.	CRestview 1	4245
World Broadcasting System	HOLLYWOOD	6321
Frederick W. Ziv Co.	HEmpstead	2723

## Radio Artists Agencies

Ivan Altman Agency	GLadstone	1511
American Federation of Radio Artists	Hills'de	5121
Bachmann & Co., Inc.	CRestview 6	4168
Bender-Ward Agency	HEmpstead	2385
Nell Benedic Agency	GLadstone	8524
Berg-Allenberg, Inc.	CRestview 6	3131
Stanley Bergerman & Co	CRestview 6	3196
Herman Bernie Agency	CRestview 5	6685
Mary Bran	CRestview 5	6683
Flo Brown-Jam Grippio	CRestview 1	5209
Sue Carol & Associates	CRestview 1	8151
Hallam Cooley Agency	CRestview 5	6161
Criterion Agency	BRadshaw 2	2202
Fverett N. Crosby, Ltd.	CRestview 1	1171
Armando De Castro	CRanite	8122
Virginia Doak-Jerry Marfin Agency	Hillside	9174
Jim Dolan Agency	CRestview 1	9185
Ken Dolan & Co	HOLLYWOOD	3558
Richard Donaldson Corp	CRestview 1	5181
E. A. Dupont Agency	CRestview 6	4168
Famous Artists Corp.	CRestview 1	5222
George Frank, Inc.	Hillside	3188
Frederick Bros. Agency, Inc.	CRestview 1	6244

Charles Garland Agency	CRestview 1	7357
General Amusement Corp.	CRestview 1	8101
Nat Goldstone Agency	CRestview 6	1071
Mitchell Hamiburg Agency	CRestview 1	5108
Lou Irwin, Inc	CRestview 1	7131
Kane-Armstrong Agency	CRestview 6	2396
Sam Kerner	Hillside	7239
M. C. Leveco	GLadstone	3115
Robert Light Agency	BRadshaw 2	2202
A. & S. Lyons, Inc.	CRestview 1	6131
MacQuarrie Agency	CRestview 6	7162
Reg. D. Marshall Agency	HOLLYWOOD	8238
John Mashio Agency	CRestview 6	6161
MCA Artists, Ltd.	CRestview 6	2001
Monter-Gray, Inc.	CRestview 1	1191
Wm. Morris Agency, Inc.	CRestview 1	6161
National Concert & Artists Corp	BRadshaw 2	2711
Orsatti Agency	CRestview 6	6241
Art Rush, Inc.	Hillside	5161
Salkow Agency	CRestview 1	9134
James L. Saphier Agency	CRestview 1	7231
Melville A. Shauer Agency	CRestview 1	1103
Edward Sherman Agency	CRestview 5	0186
Louis Shurr Agency	CRestview 1	1116
The Small Company	HOLLYWOOD	2722
Frank Stempel	CRestview 1	5121
Rudy Vallee Presents, Inc	CRestview 1	5169
Frank W. Vincen Agency	CRestview 6	2042
Charles Wendling Agency	CRestview 6	2348
Daniel M. Winkler Agency	CRestview 1	7244
Bill Woolfenden, Inc	CRestview 6	3191

## Publications

Broadcasting & Broadcast Advertising	GLadstone	7353
Contact Book	CRestview 1	6850
Hollywood Reporter	Hillside	7411
RADIO DAILY	GRanite	6607
Radio Life	HEmpstead	2025
Radio-Television News	Hillside	5854
Variety	Hollywood	1141

## Air Lines

American Airlines	TUcker	7241
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

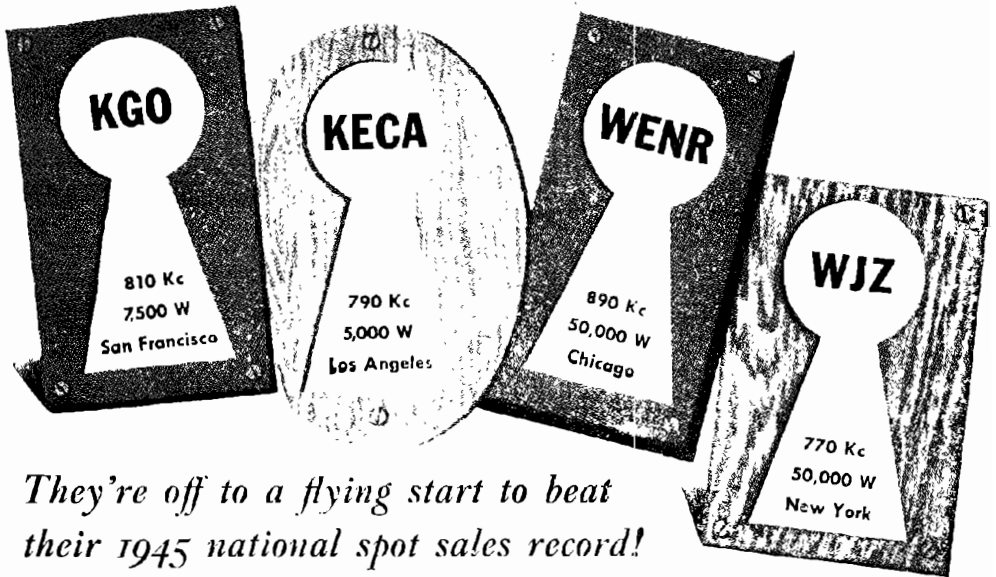
Santa Fe	Mutual	0111
Southern Pacific	Michigan	6161
Union Pacific	TRinty	9211

## Hotels

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

Keep your eye on

# ABC's Key Stations!



*They're off to a flying start to beat their 1945 national spot sales record!*

LAST YEAR was a BIG year for ABC's owned and operated stations! During the first eleven months of 1945, their national spot billing increased 24.4% over the same period in 1944—a clear indication that advertisers who want to reach the nation's most important markets in the most economical way are swinging to ABC.

Thanks to ABC programming and ABC spot sales representation, KECA, our most recently acquired station, had over five times the spot billing in 1945 than it had the year before. And ABC spot representation did a grand job for other than

owned and operated stations, too. WMAL, the Washington Star's station in the nation's capital, enjoyed a 25% increase in national spot sales over a *banner* 1944—and the American Pacific regional network had its spot billing upped 45.5%!

Last year was a big year for ABC spot sales offices. 1946 will be even bigger. But the thing that gratifies us more than anything is the fact that during 1945 we made so many new friends who will go along with us this coming year confident that we are able to do a job for them—and in that way help to make *their* 1946 successful.

## American Broadcasting Company

Owned and Operated Stations represented by Spot Sales Offices at:

**NEW YORK**  
35 West 42nd St.

**CHICAGO**  
Civic Opera Bldg.

**SAN FRANCISCO**  
155 Montgomery St.

**LOS ANGELES**

1440 N. Highland Ave.

**DETROIT**  
Fisher Bldg.



# IMPORTANT RADIO Telephone Numbers in CHICAGO



## Radio Stations

KSTP (Chicago office)	SUPerior	8659
WAAF	RANdolph	1932
WAIT	FRAnklin	0660
WBBM	WHIttehall	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
W5BC	MONroe	9060
W51C	STAtE	1357

## National Networks

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

## Station Representatives

John Blair & Co.	SUPerior	8659
The Branham Co.	CENtral	5726
Burn-Smith Co.	CENtral	4437
Capper Publications	CENtral	5977
Cox & Tanz	FRAnklin	2095
The Foreman Co.	FRAnklin	2359
Free & Fetters	FRAnklin	6373
Headley-Reed Co.	FRAnklin	4686
George P. Hollingbery	STAtE	2898
Hal Holman Co.	FRAnklin	0016
The Katz Agency	CENtral	4006
Joseph Horshey McGillvra	STAtE	5282
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	WHIttehall	6000
Radio Advertising Corp.	CENtral	1742
William G. 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
BBDO	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	8910
Foote, Cone & Belding	SUPerior	4800
Goodkind, Joice & Morgan	SUPerior	6747
Grant Advertising, Inc.	SUPerior	6500
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
Reche, Williams & Cleary	RANdolph	9760
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	WHIttehall	7725
Young & Rubicam Inc.	CENtral	9389

## Program Producers and Transcription and Recording Companies

Chicago Recording Co.	CENtral	5275
Columbia Recording Corp.	WHIttehall	6000
Decca Records, Inc.	DELaware	8300
Estelle Lutz Artists Bureau	HARRison	3435
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.	WHIttehall	4600
Radio Recording Studios	EDGewater	6461
Standard Radio, Inc.	STAtE	3153
Carl Wester & Co.	RANdolph	6922
World Broadcasting System	SUPerior	9114

## News Agencies and Associations

Associated Press	STAtE	7700
International News Service	ANDover	1234
RADIO DAILY	OAKland	4545
Press Association, Inc.	STAtE	4581
Transradio Press Service	STAtE	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



# HENNY YOUNGMAN

*Exclusive Management*

WILLIAM MORRIS AGENCY

New York

Chicago

London

Hollywood

**IMPORTANT RADIO AND GOVERN-  
MENT 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
Civilian Production Administration .....	REpublic	7500
War Labor Board .....	REpublic	7500
War Savings Staff, Radio Section .....	EXecutive	6400
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
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

**Non-Governmental**

American Red Cross .....	REpublic	8300
Clear Channel Group .....	REpublic	3306
National Association of Broadcasters .....	NAtional	2080
National Press Club .....	REpublic	2500
Radio Correspondents' Galleries .....	NAtional	3120
RADIO DAILY .....	Wisconsin	3271
.....	HObart	7627
.....	NAtional	2292
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

If you have Availability  
Chills  
and  
Spots Before the Eyes

**TAKE THE CURE  
WITH "CUE-IN"**

SEE

**A P R A D I O  
P R O D U C T I O N S**

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK 20, N. Y.



## KATHRYN CRAVENS

*Accredited War Correspondent who broadcast from 21 countries in*

**EUROPE — ASIA — The MIDDLE EAST**

*for the Cowles Station WOL, Washington, D. C.*

**and**

*Mutual Broadcasting System*

### **Among personalities interviewed**

President Harry S. Truman  
Pope Pius XII  
Gen. Dwight Eisenhower  
George Bernard Shaw  
Jean Sibelius  
Henri De Gaulle

### **Among events covered**

War Crime Trials  
Potsdam Conference  
Petain Trial  
Bulgarian Election-  
Palestine Riots  
Quisling Trial

# Hollywood As Tele Production Center

By HARRY R. LURCKE, Dir. of Television, Don Lee Broadcasting System

**Y**OU hardly need me to tell you that Hollywood will become a great television production center, but you might like to hear about some of the details which I think will bring this about.

There is a lot of talent in Hollywood. For several decades the motion picture industry has attracted entertainment talent from all over the world. You have heard of the performers who do not make a picture during their whole contract and you have heard of those who do not get contracts. There is room for only so many stars in the motion picture industry. There is sufficient talent in the area for a fine group of television stars as well.

## Play Is the Thing

It may not be fully realized as yet, but in television, "the play's the thing". This does not mean that television should present the drama alone, but it does mean that it must skillfully handle its several vehicles of expression. Television is a discerning medium; artificiality on the part of its performers is immediately recognized. This is because the important attribute of "immediacy" probes into the very life of the performer as it is lived; there are no retakes.

And, of course, in Hollywood, we have *glamour*. This is probably only the difference in a person before and after having his morning cup of coffee; but it has become a great item of merchandise in the motion picture industry. It is hard to define and to control, but as long as we are supposed to have it, I guess we do not have to worry.

## Wealth of Production

Behind the glamorous performers there is a whole industry of writing, costuming, production, staging, and technology. This industry has been grappling for years with the intangible factors which differentiate between showmanly and unshowmanly presentations. Television will reach its fullest stature when nationwide television networks become a reality. It is then that Hollywood's abilities will be

clearly recognized. There will be only one competitor, a large aggregation of burroughs on the East Coast.

Until the day of networks adds the third, Hollywood television is already blessed with two natural advantages. These are high mountains near large centers of population and an equitable climate, the latter being conducive to the scheduling and television pick-up of outdoor spectacles.

In this region there is a whole range of mountains well over a mile high immediately adjacent to an area populated with several million people. The prime television service area is over 200 miles in diameter. The signal strength for a given transmitter power is, of course, proportional to the height of the transmitting antenna above the service area. In order to realize the maximum natural potentials of television production the Don Lee Broadcasting System has recently announced application to the F.C.C. for permission to install the highest power television transmitting station which can be manufactured upon this very high Mt. Wilson range.

## Conditions Ideal

For many years the nation has doubted the claims of the Los Angeles Chamber of Commerce about the weather. This was in spite of the fact that the motion picture industry located here because of the relatively large number of satisfactory outdoor "shooting" days throughout the year. Fortunately now, the thorough displacement of persons brought about by military operations has created a considerable army (and Navy) which lends credence to these perennial claims. Some are doing even more than that. One of the most pressing present problems is the housing shortage.

The job of making Hollywood a great television production center is not going to be easy. It will take everything that Hollywood has and all that it can become, television-wise, to satisfy the great maw that is television programming.

For Television Complete Please Turn To Page 965

# Radio's Weekly Payroll Showed Increase in '45

ACCORDING to the FCC average 1945 weekly wage in the broadcasting industry was \$65.40, an increase of eight per cent over the same weekly period in 1944. Excluding the motion picture industry, radio leads all other professions in average weekly wages. Employment in 1945 increased 10 per cent over the year before, making a total of 29,405 full time employees.

Table below was prepared in January 1946, based on full time employees for the week beginning October 14, 1945.

Class of employees	9 networks and 876 stations			9 networks including 10 key stations of nationwide networks			866 other standard stations		
	Number (1)	Compensation (2)	Average (3)	Number (4)	Compensation (5)	Average (6)	Number (7)	Compensation (8)	Average (9)
<b>Executives</b>									
General managerial	1,070	\$186,640	\$173.36	53	\$23,517	\$443.72	1,023	\$163,023	\$159.38
Technical	655	54,626	83.40	30	4,712	157.07	625	49,914	79.86
Program	607	58,025	92.30	38	9,354	246.16	569	46,671	82.02
Commercial	484	67,177	138.80	50	11,309	226.18	434	55,868	128.73
Publicly	156	15,905	101.96	30	4,899	166.63	126	10,906	86.56
Other	276	26,738	96.88	36	5,103	141.75	240	21,635	90.15
<b>Total, executives</b>	<b>3,254</b>	<b>407,011</b>	<b>125.08</b>	<b>337</b>	<b>58,994</b>	<b>248.92</b>	<b>3,017</b>	<b>348,017</b>	<b>115.35</b>
<b>Employs (other than executives)</b>									
<b>Technical:</b>									
Research and development	143	12,869	89.50	51	5,164	101.26	92	7,205	78.32
Operating	5,207	316,068	60.70	1,052	79,508	75.63	4,155	236,500	56.92
Other	299	12,144	40.62	94	3,086	32.83	205	9,058	44.19
<b>Program:</b>									
Production	1,320	82,483	62.49	165	12,060	76.73	1,071	46,586	43.50
Writers	1,246	59,246	47.53	186	14,322	77.00	3,601	204,525	56.80
Announcers	3,787	318,847	84.20	553	76,893	137.23	1,261	103,251	82.63
Staff musicians	2,220	150,350	67.72	816	74,760	91.62	60,898	64.24	
Other artists	1,764	135,658	76.90	547	31,625	57.82	43,379	44.80	
Other	1,514	75,004	49.54	180	24,617	136.76	1,271	180,005	102.29
<b>Commercial:</b>									
Outside salesmen	1,451	154,622	106.56	525	31,324	59.66	373	13,599	49.81
Promotion and merchandising	798	44,923	56.29	385	14,776	38.38	241	10,029	41.61
Other	626	23,805	39.62	353	14,970	42.41	850	36,098	42.49
<b>General and administrative:</b>									
Accounting	1,203	50,063	41.62	321	12,363	38.51	1,007	29,503	29.30
Clerical	1,328	41,866	31.53	240	8,166	34.03	1,182	38,621	32.67
Stenographic	1,452	46,787	32.20	618	22,724	36.77	21,770	30.19	
Other	1,319	44,494	33.73	46	2,934	63.78	448	13,357	29.81
<b>Miscellaneous</b>	<b>404</b>	<b>16,201</b>	<b>32.98</b>	<b>6,050</b>	<b>\$466,694</b>	<b>\$70.16</b>	<b>19,501</b>	<b>\$1,049,336</b>	<b>\$53.81</b>
<b>Total, excluding executives</b>	<b>26,151</b>	<b>\$1,515,930</b>	<b>\$57.97</b>	<b>6,887</b>	<b>\$525,088</b>	<b>\$76.32</b>	<b>22,518</b>	<b>\$1,397,353</b>	<b>\$62.05</b>
<b>Total, including executives</b>	<b>29,405</b>	<b>\$1,922,941</b>	<b>\$65.40</b>						

item I

**“This is it!”**

On January 31, 1946 the Columbia Broadcasting System in a private showing before a group of leading newspaper and magazine radio editors demonstrated the fact of full color television broadcast on a commercial transmitter in the higher frequencies.

As this book goes to press nearly 1000 leaders in business, industry, arts and science have witnessed the same demonstration. Their enthusiasm is now a matter of record. Here is how *Tide*, the news magazine of advertising, summed it up on February 8: “The general reaction (was): ‘This is it.’”

The story of this miracle of modern science goes back to prewar days when CBS led the radio industry in the first pioneering experiments in color television in the low frequencies. The next historic date occurred on April 27, 1944 when CBS first publicly urged the use of the higher frequencies and wider wave bands, promising vastly improved pictures in both full color and black and white within a short time. The skeptics greeted the proposal by estimating the “short time” as “five years from V-J Day”.

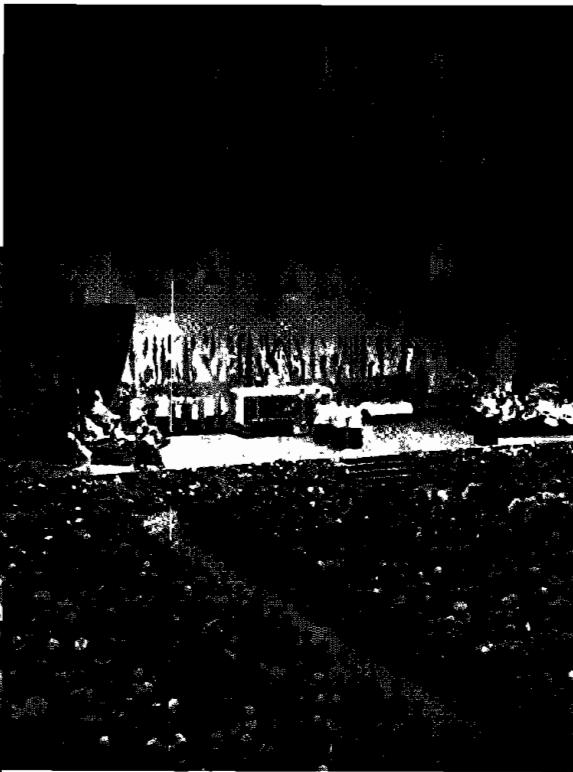
*Less than 6 months after V-J Day, Columbia made good its promise.*

**and again for the record . . . . .**

# item 2

## Radio's most complete coverage of history's greatest year of news

**A SOLDIER FALLS.** Between 5:49 p.m. EWT on April 12, 1945 when John Daly at CBS news headquarters flashed the first bulletin of President Roosevelt's death and midnight Sunday, April 15, CBS broadcast a total of 21 hours and 51 minutes of report, tribute and discussion plus 24 hours and 35 minutes of special music from 51 different places scattered throughout the world. (photo: burial at Hyde Park)

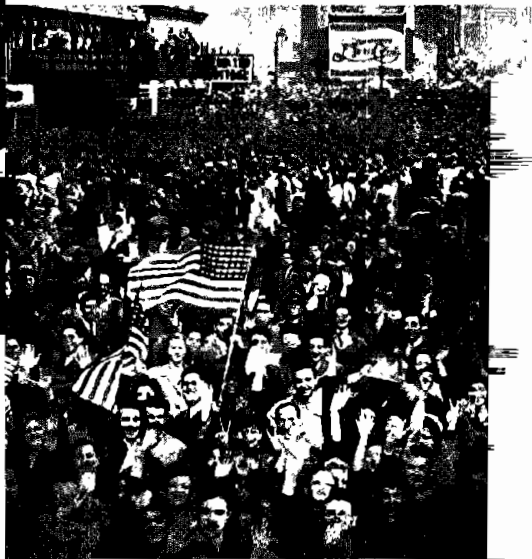


**NATIONS UNITED.** From San Francisco where the delegates of 51 nations gathered between April 22 and June 26, 1945 in a security conference, CBS broadcast daily reports from its correspondents, including Norman Corwin's notable hour-long program *Ward from the People* which picked up voices from points scattered across five continents. In addition CBS broadcast 31 special discussion programs bringing to the microphone the leading statesmen and delegates of the participating nations. (photo: delegates in session)





**VICTORY IN EUROPE.** At 12:05 a.m. May 9 EWT Russia's Foreign Minister Molotov speaking from San Francisco concluded the network's 150th broadcast reporting the defeat of Germany. CBS solidly filled 25 hours of broadcasting with the news, comment and flourish of victory. On May 7 and 8 the size of the CBS audience swept ahead of all other networks by margins ranging from 5% to 21%. (photo: the German surrender at Rheims)



**VAPORIZED.** At 11:15 a.m. EWT August 6, 1945 CBS announcer Harry Kramer broke into a regularly scheduled network program to report President Truman's announcement of Hiroshima's destruction by atomic bomb. From that moment through the next three days Columbia broadcast a steady flow of commentary by atomic scientists, world leaders, and laboratory and factory workers throughout the nation who took part in the development and construction of both the Hiroshima and Nagasaki bombs. (photo: Hiroshima)

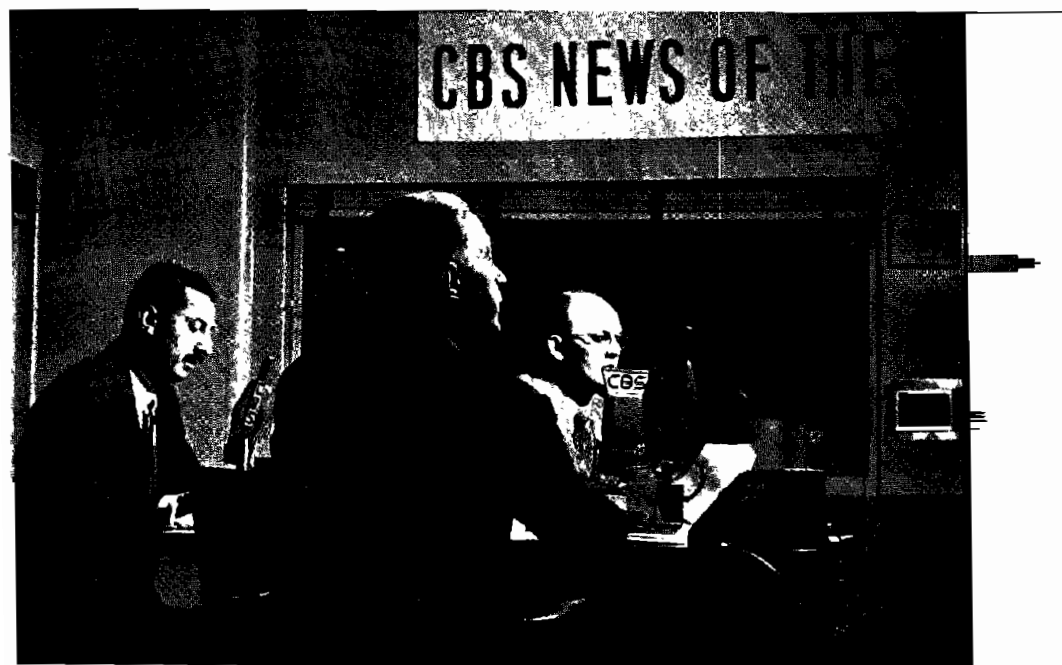


**IT'S OVER.** At 3 a.m. EWT August 15 nearly 112 hours had elapsed since the first tentative flutter of Tokyo's white flag. Americans who tuned in CBS during this period went abroad 77 times to 10 points on the earth's surface, heard 514 separate reports and analyses from 32 CBS correspondents and analysts Robert Trout was on the air 58 times; Allan Jackson 39; John Daly 28. Thus CBS measured the length and breadth of final victory. (photo: New York hails V-J Day)

and now . . . . .

# Let's look ahead . . .

No amount of looking ahead can accurately forecast the events of the coming months. But one thing is certain: wherever, whenever and however the news breaks, Columbia's staff of trained, responsible, world-tested correspondents, analysts and reporters will be right on top of it, conscious of their continuing obligation to the American people to present an accurate objective picture of the march of events. For only with such equipment, can Americans confidently meet the challenges of a swiftly changing world.



this is CBS . . .  
the Columbia Broadcasting System





PRESENTS

THE

ALL AMERICAN  
RADIO PROGRAM  
OF 1945

—THE PAGES THAT FOLLOW  
REFLECT THE CONSIDERED OPINIONS  
OF 1091 RADIO CRITICS AND WRITERS





# NORMA JEAN NILSSON

"THE LITTLE GIRL NEXT DOOR"

ON THE JACK CARSON CBS SHOW



## THE FINAL BALLOT

Delivery of the 1091st and final ballot by B. E. Jolley, director of research for the Ross Federal organization, to Frank Burke, editor of Radio Daily, signaled completion of the 1945 survey to select the nation's "All American Radio Program." The survey entailed three months canvassing of the nation's press by 136 Ross researchers working out of 35 cities. It was the most comprehensive radio popularity survey ever conducted with 1091 newspaper men and women throughout America participating.



## **HAL STYLES** Radio's Original "Good Neighbor"

**NOW** "VETS TALK IT OVER" Warner Bros.' KFWB

America's First Rehabilitation Program for Ex-Servicemen (Sundays 7-7:30 P.M.)

**Also,** "SO YOU'D LIKE TO BE IN RADIO" (Sundays 3:30-4 P.M.)  
Audience Participation-Comedy-Drama Warner Bros.' KFWB

Announcer, Producer, Commentator, Dialectician, Special Events

# ALL-AMERICAN WINNERS IN RADIO DAILY'S 1945 CERTIFIED POLL

## Commercial Program

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



## Entertainer

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



## Dance Band (Sweet)

*GUY LOMBARDO.* Sponsored by Larus & Brother Co., Inc., Tuesdays, 9-9:30 p.m. EST, on ABC network. *Agency:* Warwick & Legler, Inc.



## Dance Band (Swing)

*TOMMY DORSEY.* Sponsored by Standard Brands, Inc., Sundays, 8:30-9 p.m., EST, on NBC network for a period in 1945. *Agency:* J. Walter Thompson Co.



## Male Vocalist (Classical)

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



## Male Vocalist (Popular)

*BING CROSBY.* Sponsored by Kraft Cheese Co., Thursdays, 9-9:30 p.m., EST, on NBC network for a period in 1945. *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., EST, 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., EST, on CBS network. *Agency:* Campbell-Ewald Co.



## Popular Musical Show

*YOUR HIT PARADE.* Sponsored by American Tobacco Co., Saturdays, 9-9:45 p.m., EST, on CBS network. *Agency:* Foote, Cone & Belding, Inc.



## Symphonic Conductor

*ARTURO TOSCANINI.* Sponsored by General Motors, Inc., Sundays, 5-6 p.m., EST, on NBC network. *Agency:* Arthur Kudner.



## Comedian

*BOB HOPE.* Sponsored by The Pepsodent Co., Tuesdays, 10-10:30 p.m., EST, 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., EST, on NBC network. *Agency:* Roche, Williams & Cleary, Inc.



# ROY ROGERS

“King of the Cowboys”

Exclusive Management  
ART RUSH, INC.  
Hollywood



# ALL-AMERICAN WINNERS IN RADIO DAILY'S 1945 POLL

## Dramatic Program

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



## Dramatic Serial

*ONE MAN'S FAMILY.* Sponsored by Standard Brands, Inc., Sundays, 3:30-4 p.m., EST, on NBC network. *Agency:* J. Walter Thompson Co.



## Sports Commentator

*BILL STERN.* Sponsored by Colgate-Palmolive-Peet Co., Fridays, 10:30-10:45 p.m., EST, 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., EST, on CBS network. *Agency:* Batten, Barton, Durstine & Osborn, Inc.



## Educational Program

*AMERICA'S TOWN MEETING OF THE AIR.* Sponsored by Reader's Digest Association, Inc., Thursday, 8:30-9:30 p.m., EST, on ABC network. *Agency:* Batten, Barton, Durstine & Osborn, Inc.



## Quiz Show

*INFORMATION PLEASE.* Sponsored by Socony-Vacuum Oil Co., Mondays, 9:30-10 p.m., EST, on NBC network. *Agency:* Compton Advertising, Inc.



## Daytime Variety Show

*BREAKFAST CLUB.* Sponsored by Swift & Co. and Philco Corp., Monday through Friday, 9:30-10 a.m., EST, on ABC network. *Agency:* J. Walter Thompson Co. for Swift; Hutchins Advertising Co. for Philco.



## Comedienne

*JOAN DAVIS.* Sponsored by Lever Bros. Co., Mondays, 8:30-8:55 p.m., EST, on CBS network. *Agency:* Young & Rubicam, Inc.



## Announcer

*DON WILSON.* Jack Benny-American Tobacco Co. program, Sundays, 7-7:30 p.m., EST, on NBC network. *Agency:* Ruthrauff & Ryan, Inc.



## Popular Singing Unit

*ANDREWS SISTERS.* Sponsored by Nash-Kelvinator Corp., Wednesdays, 10:30-11 p.m., EST, on CBS network. *Agency:* Geyer, Cornell & Newell, Inc.



## Comedy Team

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



## Song of the Year

*TIL THE END OF TIME.* Published by Santly-Joy, Inc. Music by Frederic Chopin; arrangement and lyrics by Ted Mossman and Buddy Kaye.



## Composition of the Year

*POLONAISE* in A-Flat, Opus 53, No. 6, by Frederic Chopin. (Public domain composition with special arrangements by several major music publishers.)



# PERRY COMO

Star of

**"Chesterfield Supper Club"**

Mon., Wed., Fri., 7-7:15 p.m., E.S.T.

**NBC**

Under Contract to  
20th Century-Fox Films

• Victor Recording Artist

**GENERAL AMUSEMENT CORPORATION**

# Results of Radio Daily's ★ 1945 Certified Poll ★

*First five in each 26 categories is listed below, representing the exact number of votes taken off 1,091 ballots.*

## Commercial Program

Fibber McGee	74
Information Please	54
Jack Benny	42
Edgar Bergen	36
Lux Radio Theater	35

## Entertainer

Bob Hope	205
Fred Allen	116
Bing Crosby	79
Jack Benny	64
Danny Kaye	39

## Dance Bands (Sweet)

Guy Lombardo	351
Sammy Kaye	67
Wayne King	61
Fred Waring	43
Tommy Dorsey	40

## Dance Bands (Swing)

Tommy Dorsey	136
Harry James	134
Benny Goodman	105
Woody Herman	54
Kay Kyser	38

## Male Vocalist (Classical)

John C. Thomas	225
Nelson Eddy	159
James Melton	150
Lauritz Melchior	109
Lawrence Tibbett	43

## Male Vocalist (Popular)

Bing Crosby	662
Frank Sinatra	79
Perry Como	61
Dick Haymes	29
Frank Munn	18

## Feminine Vocalist (Popular)

Dinah Shore	301
Ginny Simms	89
Frances Langford	76
Jo Stafford	57
Joan Edwards	37

## Symphonic Program

N. Y. Phil.	311
NBC Symphony	137
Boston Symphony	133
Ford Hour	97
Phila. Symphony	28

## Popular Musical Show

Hit Parade	115
Hour of Charm	71
Kay Kyser	63
Fred Waring	60
Man. Merry-Go-Round	45

## Symphonic Conductor

Toscanini	240
Koussevitsky	115
Kostelanetz	88
Stokowski	61
Rodzinski	45

## Comedian

Bob Hope	294
Fred Allen	225
Jack Benny	104
Edgar Bergen	50
Danny Kaye and Jimmy Durante (TIE)	34

## News Commentators

Lowell Thomas	136
Raymond Swing	98
Fulton Lewis, Jr.	85
H. V. Kaltenborn	70
Walter Winchell	55

## Dramatic Program

Lux Radio Theater	296
Theater Guild	112
Mr. D. A.	49
Cavalcade of America	37
Helen Hayes Theater	35

## Dramatic Serial

One Man's Family	125
Sherlock Holmes	23
Date With Judy and Thin Man (TIE)	12
Mr. D. A.	11
The Gt. Gildersleeve	8

**LOOK MAGAZINE PREDICTS FOR '46...**  
As the dance orchestra most likely to hit  
the 1946 top in popular and critical approval

**CAPITOL RECORDS' "BAND OF THE YEAR"...**  
With these great discs "I BEEN DOWN IN TEXAS"  
"SHOO FLY PIE AND A P.L.E. (PANDOWDY)" • "TAMPICO"  
"ARTISTRY JUMPS" • "JUST A-SITTIN' AND A-ROCKIN'"



**"ARTISTRY IN RHYTHM"**

# Stan Kenton

**AND HIS ORCHESTRA**

Direction —

*General* **ARTISTS CORPORATION**

THOMAS G. ROCKWELL, President

NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • LONDON

Management —

**CARLOS GASTEL**

# Results of Radio Daily's

## ★ 1945 Certified Poll ★

### Sports Commentators

Bill Stern	303
Ted Husing	98
Red Barber	37
Harry Wismer	27
Stan Lomax	21

### Popular Singing Unit

Andrews Sisters	173
Ink Spots	80
Waring Penn.	77
The Pied Pipers	43
Charioteers	25

### Children's Shows

Let's Pretend	118
Quiz Kids	75
The Lone Ranger	53
Coast-to-Coast on a Bus	24
Henry Aldrich and Children's Hour (TIE)	16

### Comedy Team

Fibber McGee & Molly	375
Eurns & Allen	119
Durante & Moore	100
Abbott & Costello	79
Bergen & McCarthy	69

### Educational Program

America's Town Meeting	117
Information Please	104
Chicago Roundtable	70
American School Air	48
Cavalcade of America	29

### Feminine Vocalist (Classical)

Lily Pens	231
Gladys Swarthout	103
Marian Anderson	92
Jessica Dragonette	57
Jeanette MacDonald	41

### Quiz Show

Information Please	330
Take It Or Leave It	135
Quiz Kids	87
Dr. I. Q.	67
Truth Or Consequences	25

### Announcer

Don Wilson	143
Harry von Zell	119
Milton Cross	105
Ken Carpenter	66
Bill Goodwin and Ben Grauer (TIE)	54

### Daytime Variety Show

Breakfast Club	140
Fred Waring	72
Breakfast At Sardis	48
Queen For A Day	25
G. E. House Party	23

### Song of the Year

'Til The End of Time	143
It's Been A Long, Long Time	85
It Might As Well Be Spring	79
If I Loved You	55
A. T. & Santa Fe	30

### Comedienne

Joan Davis	294
Cass Daley	73
Fannie Brice	56
Gracie Allen	55
Judy Canova	24

### Musical Composition of the Year

Polonaise	43
Warsaw Concerto	28
Prokofieff Fifth Symphony	19
Shostakovich 9th Sym.	18
Holiday for Strings	13

# GREAT NAMES IN RADIO

aired by N. W. Ayer



JIMMY DURANTE



GARRY MOORE

**THE TELEPHONE HOUR**  
DONALD VOORHEES  
*and his Orchestra*  
*with some of America's*  
*finest stars of the*  
*world of music*



**THE REXALL DRUG RADIO SHOW**



**THE ELECTRIC HOUR**  
NELSON EDDY  
*presents many*  
*famous guest stars*



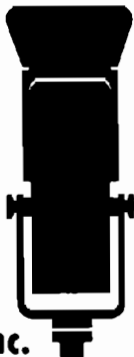
**HIRES SUNDAY  
EVENING PARTY**  
FELIX KNIGHT



LOUISE CARLYLE



ROBERT ARMBRUSTER'S  
*Orchestra*



PHIL DAVIS  
*and his Orchestra*

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

Philadelphia • New York • Chicago • Detroit • San Francisco  
Hollywood • Boston • Honolulu • London

# BUSINESS

*Agency and Sponsor Network Billings*

•

*Station Representatives*

•

*News Service*

•

*Research Firms*

•

*Advertising Agencies*

•

*Federal Communications Commission*

THE SHORTEST DISTANCE



BETWEEN TWO POINTS



IS YOUR LINE TO

# COLUMBIA TRANSCRIPTIONS

NEW YORK • 799 Seventh Ave. • Circle 5-7300  
HOLLYWOOD • 6624 Romaine St. • Granite 4134





# Radio From The Business Side

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

**R**ADIO ADVERTISING as a whole, reflected more or less, the crises that confronted industry throughout the nation due to strikes, reconversion, battle over price ceilings and the resultant lack of manufactured goods. Which of course was particularly true of the latter part of 1945. Its usual revenue increase, although definitely a net rise, did not attain to the percentage to which it is accustomed. Final figures may reach close to an eight per cent increase in net time sales, which compares to the accustomed 20-odd per cent of other years. Major networks and not a few stations may attribute some of the lowered gross to such emergencies as the passing of President Roosevelt and the marking of victories in Europe and Japan, when considerable time was cancelled. Still, national network billings claimed more than 40 per cent of the total of all dollars spent for broadcast advertising. Local business was around 30 per cent of the total and national and regional spot business over 25 per cent. Regional networks are expected to account for an approximate three per cent of radio time sales.

Actual gross increase in billings for all types of radio advertising when completely tabulated for 1945, will reach a possible \$20,000,000, for a grand total of nearly \$412,000,000. Exactly 10 years ago, radio's total gross billings were approximately \$88,000,000. The forward march is inevitable.

Close to \$75,000,000 went to talent during the year 1945. This includes both independent payments or purchases and those of the networks, national and regional, also local deals. Network increases from a percentage basis was up less than any other form of radio advertising. Various reasons hold the answer including general postwar conditions and unavailability of good time slots for everybody.

Drugs and toilet goods were far and away in topping the gross billings as to

networks, while food and food beverages made a strong second. Other commodities advertised via radio showed huge increases in billings but comparatively speaking, their total volume is in the lower brackets compared to the leaders. Tobacco products showed a substantial rise in billings not only during 1945 but over a period of five years. Actual greatest increase over any commodity advertised on the air are the billings in the beer and wine category. Despite the increase, the total billings are not great. Stationers, publishers, building materials also show a sizeable upsurge in billings and again the grand total is small.

Optimism however, is rampant throughout the industry, as to future business. Some sources, while agreeing the time is a little way off, believe that television and FM will be a potent factor in additional revenue from the broadcasting angle. Spot business looks exceedingly good for the 1946-47 season, from the viewpoint of the station representatives. With the settlement of most of the major strikes, the worst was believed over and industry ready to produce goods which must be advertised. Many brands, off the market during the war are overdue on their return.

No actual reconversion problem exists for radio as to broadcasting, yet it remains a problem upon which the broadcaster's welfare is contingent. This applies to the availability of new equipment as well as to sources of additional clientele. As a whole, radio business continued its gains, well managed by the men and women in back of the industry. This group grows in numbers constantly, as witnessed by the constantly increasing number of applications for new stations of every description, revealing a confidence probably exceeded by no other great American industry.

**10%**

**T**en percent commission buys one hundred percent efficiency in the counseling and sale of talent and the development and production of radio programs that sell.

**JAMES L. SAPHIER**  
**AGENCY**

9538 Brighton Way  
Beverly Hills California

# Agency and Sponsor Network Billings

## American Broadcasting Co. 1945 Agency Gross Billings

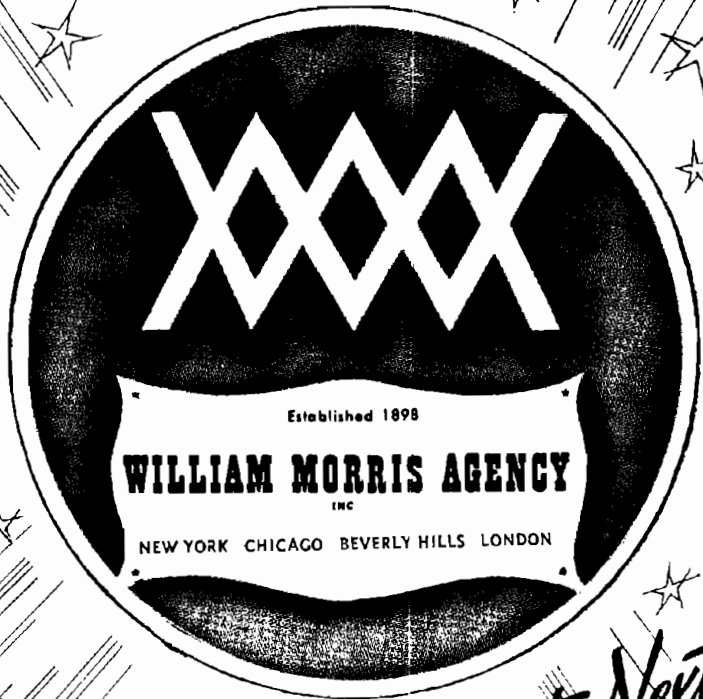
J. Walter Thompson Co.	\$ 1,510,301
Compton Advertising, Inc.	2,300,467
Kenyon & Eckhardt, Inc.	2,218,536
Batten, Barton, Durstine & Osborne, Inc.	2,082,855
Young & Rubicam, Inc.	2,012,573
Wade Adv. Agency	1,950,191
Warwick & Legler	1,508,187
Dancer-Fitzgerald & Sample	1,530,292
D'Arcy Adv., Inc.	1,493,370
McCann-Erickson, Inc.	1,486,130
MacFarland Aveyard & Co.	1,287,814
Schwimmer & Scott Adv.	1,176,187
Benton & Bowles, Inc.	1,116,600
Hutchins Adv. Co.	1,114,236
Sherman & Marquette, Inc.	801,021
Lennen & Mitchell, Inc.	831,822
Aubrey, Moore, & Wallace, Inc.	737,080
Foote, Cone & Belding	713,726
Knox Reeves Adv. Co.	670,865
Walker & Dowling	668,211
Wm. Esty & Co., Inc.	616,663
S. W. Ayer & Son, Inc.	616,618
Sherman K. Ellis, Inc.	597,326
Doherty, Clifford & Sheinfeld, Inc.	570,113
Grant Advertising, Inc.	475,102
Small & Seiffer, Inc.	433,166
Hazard Advertising Co.	390,689
H. W. Kastor & Sons Adv. Co., Inc.	367,447
Geyer Cornell & Newell, Inc.	341,530
Leo Burnett Co., Inc.	323,871
Burton Brown Adv.	323,412
Tracy-Loeke Co., Inc.	298,350
Hil Blackett & Co.	284,729
Raymond Spector Co., Inc.	275,352
Buchanan & Co., Inc.	268,607
Maxon, Inc.	262,892
Alfred J. Silberstein—Bert Goldsmith, Inc.	219,177
Pacific Nat'l Adv. Agency	211,150
Charles Dullus Reach Co.	210,912
Ivey & Ellington, Inc.	205,625
McJunkin Advertising Co.	203,869
Fuller & Smith & Ross	192,210
Keeling & Co., Inc.	186,392
J. M. Mathes, Inc.	164,309
Donahue & Coe, Inc.	137,662
J. D. Tarcher & Co.	122,813
A. W. Lewin Co.	109,664
The M. H. Hackett Co.	90,110
Henry Souvaine, Inc.	87,384
Arthur Kudner, Inc.	62,061
Garfield & Guild Adv.	55,180
Tucker Wayne & Co.	50,320
The Blow Co., Inc.	16,668
Charles H. Sheldon Adv.	46,215
Roche, Williams & Cleary	43,578
Street & Finney, Inc.	43,424
Duane Jones Co.	42,038
Bisacher Van Norden & Staff	41,008
C. S. Advertising Corp.	39,000
The Clements Co., Inc.	37,896
St. Georges & Keyes, Inc.	37,600
Huber Hoge & Sons	34,755

Wiltman & Pratt, Inc.	34,428
Wm. H. Weintraub & Co.	32,161
Ruthrauff & Ryan	31,393
Dorland International—Pettingell & Fenton, Inc.	21,117
Erwin Wasey & Co., Inc.	20,651
Barton A. Stebbins Adv. Agency	17,160
Trade Development Corp.	14,701
A. E. Brooks Adv. Agency	16,086
H. B. Humphrey Co.	12,440
The Mayers Co.	11,412
Rhoades & Davis	8,971
Evans Associates, Inc.	7,530
John Barnes Agency	4,680
Glasser-Gailey & Co.	1,770
Campbell-Mithun, Inc.	1,184
<b>TOTAL</b>	<b>\$10,015,006</b>

## Columbia Broadcasting System 1945 Agency Gross Billings

Young & Rubicam, Inc.	\$ 0,192,434
Dancer-Fitzgerald-Sample, Inc.	6,195,750
The Blow Co., Inc.	1,976,000
J. Walter Thompson Co.	1,618,861
Ruthrauff & Ryan, Inc.	1,125,151
Compton Advertising, Inc.	3,151,963
Batten, Barton, Durstine & Osborne, Inc.	2,671,898
Foote, Cone & Belding	2,517,608
McCann-Erickson, Inc.	2,030,041
Benton & Bowles, Inc.	1,853,831
William Esty & Co., Inc.	1,758,001
Duane Jones Co.	1,398,502
Arthur Meyerhoff & Co.	1,327,170
Ward Wheelock Co.	1,308,365
Maxon, Inc.	1,283,782
S. W. Ayer & Sons, Inc.	1,101,200
Campbell-Ewald Co., Inc.	1,118,715
Grant Advertising, Inc.	1,117,634
Pedlar & Ryan, Inc.	1,015,881
Geyer, Cornell & Newell, Inc.	902,351
Garner Advertising Co.	820,963
Lennen & Mitchell, Inc.	812,928
Buchanan & Co., Inc.	801,118
Wm. H. Weintraub & Co.	766,717
Newell-Emmett Co., Inc.	755,800
Warwick & Legler, Inc.	729,118
Ted Bates, Inc.	608,532
Sherman & Marquette, Inc.	620,672
Roche, Williams & Cleary, Inc.	570,160
Morse International, Inc.	513,016
Kenyon & Eckhardt, Inc.	473,167
Smith & Drum, Inc.	455,115
C. L. Miller Co.	409,906
Lambert & Feasley, Inc.	301,512
Joseph Katz Co.	297,500
Henri, Hurst & McDonald, Inc.	231,193
Crittenden & Eger	201,717
Sorensen & Co.	199,698
Wallace-Fetty-Hanly Co.	182,157
McJunkin Advertising Co.	145,966
Honig-Cooper Co.	92,731
Bisacher, Van Norden & Staff	63,935
Barton A. Stebbins, Inc.	62,961

*Like its live radio showmanship, the constantly expanding transcription activity of the William Morris Agency is characterized by experience, imagination and intelligence. Spot announcement or full hour presentations . . . sparked by the finest performing, production and writing talent . . . testify that the William Morris Agency is best equipped to service the transcription needs of the industry.*



*Televised Spots Next!*

**AGENCY—NETWORK—SPONSOR BILLINGS**

Hillman, Shane & Breyer, Inc.	59,725
Cockfield, Brown & Co.	51,615
MacManus, John & Adams, Inc.	51,530
W. Earl Bothwell Agency	51,223
Baker Advertising Agency, Ltd.	46,506
Abbott Kimball Co., Inc.	43,176
Ronalds Advertising Agency	42,597
Spitzer & Mills, Ltd.	41,061
Brooks Advertising Agency	39,156
Knox Reeves Advertising	39,142
Clements Co., Inc.	37,635
Wade Advertising Agency	30,192
Long Advertising Service	28,092
Glasser Gallely & Co.	26,061
Rhoades & Davis	20,616
Little & Co.	15,698
Hixson-O'Donnell Advertising, Inc.	15,394
M-G-M Advertising Agency	15,288
Aubrey, Moore & Wallace, Inc.	14,851
Dan B. Minor Co.	11,616
Fitzgerald Advertising Agency	11,487
Garfield & Guild	13,771
Byrde, Richard & Pound	13,704
Cecil & Prosbrey, Inc.	12,985
Adolph Wendland	11,547
Gilham Advertising Agency	10,920
Raymond R. Morgan Agency	8,914
Aitkin-Kynett Co.	7,815
Ted M. Factor Agency	7,395
George M. Wessells Agency	7,240
Donahue & Coe, Inc.	5,688
Pacific National Advertising Agency	3,438
Lockwood-Schackelford Co.	1,810
Russel M. Seeds Co.	1,621
Kelly Nason, Inc.	1,401
<b>GRAND TOTAL</b>	<b>\$65,721,851</b>

Weiss & Geller, Inc.	117,176.00
Ivey & Ellington, Inc.	116,346.06
Emil Mogul Company, Inc.	112,596.00
Benton & Bowles, Inc.	108,711.00
Offan Advertising Company	101,688.00
Clements Company, Inc.	89,859.70
N. W. Ayer & Sou, Inc.	87,033.76
Roche, Williams & Cleary, Inc.	77,619.90
Raymond Spator Co., Inc.	75,509.25
Geyer, Cornell & Newell, Inc.	61,738.24
Warwick & Legler, Inc.	52,020.00
United States Advertising Co.	43,123.07
Kudner Agency, Inc.	34,924.10
Russell M. Seeds Co., Inc.	32,178.33
Makellin Associates	26,787.15
Weston-Barnett, Inc.	26,267.93
Morse International, Inc.	15,860.00
George H. Hurlman Company	12,676.40
Smith, Bull & McCreery	10,710.00
Marsehalk & Pratt Co.	8,717.50
Schwimmer & Scott	7,902.75
Foote, Cone & Belding	4,788.00
Compton Advertising, Inc.	4,037.00
John C. Dowd, Inc.	2,600.00
Batten, Barton, Durstine & Osburne, Inc.	1,320.00
<b>GRAND TOTAL</b>	<b>\$20,637,362.80</b>

**National Broadcasting Company  
1945 Sponsor Expenditures  
Not Available**

**Mutual Broadcasting System  
1945 Agency Gross Billings**

Erwin Wasey & Company	\$ 2,031,013.38
Hixson-O'Donnell Adv., Inc.	1,368,203.27
D'Arcy Adv. Company, Inc.	1,286,571.16
Gardner Advertising Company	1,093,171.68
Konyon & Eckhardt, Inc.	1,083,463.87
J. Walter Thompson Company	863,256.88
Neal D. Ivey Company	767,791.93
Ruthrauff & Ran, Inc.	663,110.72
Arthur Meyerhoff & Company	616,711.80
Grant Advertising, Inc.	637,106.67
Wm. H. Weintraub & Company, Inc.	587,897.93
Dancer-Fitzgerald-Sample	586,708.84
Maxon, Inc.	569,153.88
Calkins & Holden	461,265.10
Stanley G. Boynton Adv.	459,521.03
Raymond R. Morgan Company	451,003.35
Young & Rubicam, Inc.	440,615.04
Berningham, Castleman & Pierce, Inc.	396,561.92
H. B. Humphrey Co.	346,552.39
Gotham Advertising Company	319,177.00
Henri, Hurst & McDonald, Inc.	281,097.86
Donahue & Coe, Inc.	278,313.20
Wade Advertising Agency	277,319.00
Hill Blackett & Company	257,024.48
G. C. Hoskin Associates	253,560.91
Walker & Downing	252,119.60
Ted Bates, Inc.	250,952.15
R. H. Albor Company	241,475.77
The Caples Company	224,070.33
St. Georges & Keyes, Inc.	212,825.40
Federal Advertising Agency, Inc.	191,368.00
L. W. Ramsey Company	166,713.00
Melunkin Advertising Co.	152,265.35
Al Paul Lefton Co., Inc.	115,108.08
Leo Burnett Co., Inc.	130,815.32
Buchanan & Co., Inc.	118,752.47

**American Broadcasting Co.  
1945 Sponsor Expenditures**

Procter & Gamble Co.	\$ 2,240,537
General Mills, Inc.	2,159,021
Miles Laboratories, Inc.	1,956,191
Kellogg Company	1,678,207
The Coca-Cola Company	1,193,370
Quaker Oats Co.	1,480,247
Swift and Company	1,183,725
Libby, McNeill & Libby	1,120,561
Esquire, Inc.	1,176,187
Westinghouse Electric Corp	1,118,557
Phileo Corporation	1,111,236
Ford Motor Company	1,055,915
Reader's Digest Assn., Inc.	950,728
Curtis Publishing Company	868,798
The Andrew Jergens Co.	851,622
General Foods Corporation	823,539
Allis-Chalmers Mfg. Co.	807,452
Bristol-Myers Company	725,062
Lehn & Fink Products Corp.	616,663
Yarus & Brother Company, Inc.	623,958
Mall Pouch Tobacco Co.	580,518
The Borden Company	558,986
Charles E. Hires Co.	557,429
Williamson Candy Co.	551,691
Scrutan Co.	550,144
Equitable Life Ass. Soc. of U. S.	488,037
Raytheon Production Corp	487,718
Hall Brothers, Inc.	462,930
The D. L. Clark Co.	458,268
Carter Products, Inc.	433,166
Nat'l Board of Fire Underwriters	119,048
Prudential Life Insurance Co.	108,078
American Cyanamid	396,689
United States Steel Corporation	372,815



*Serving Every Phase of  
the Radio Industry*

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**MCA**

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LONDON · NEW YORK · CHICAGO · SAN FRANCISCO · BEVERLY HILLS · CLEVELAND · DALLAS · DETROIT



**AGENCY—NETWORK—SPONSOR BILLINGS**

Comfort Manufacturing Company.....	6,974
Indent Chemical Co.....	6,761
Zukor's, Inc.....	4,680
Bu-Tay Products Co.....	4,770
American Dairy Association.....	4,184
Curley Diet Food Co.....	876
Standard Oil of California.....	402
<b>TOTAL.....</b>	<b>\$10,045,966</b>

<b>Columbia Broadcasting System 1945 Sponsor Expenditures</b>
---

Procter & Gamble Co.....	\$ 3,358,496
Lever Brothers Co.....	5,091,029
General Foods Corp.....	4,161,918
American Home Products Corp.....	2,984,922
General Electric Co.....	2,842,811
Sterling Drug Inc.....	2,275,354
William Wrigley, Jr. Co.....	2,057,578
Campbell Soup Co.....	1,655,873
Eversharp, Inc.....	1,556,403
Philip Morris & Co., Ltd., Inc.....	1,417,715
Colgate-Palmolive-Peet Co.....	1,392,157
Manhattan Soap Co., Inc.....	1,374,866
General Mills, Inc.....	1,260,478
United States Rubber Co.....	1,148,715
American Tobacco Co.....	1,055,678
R. J. Reynolds Tobacco Co.....	1,007,505
Cudahy Packing Co.....	921,726
E. R. Squibb & Sons.....	907,239
Johns-Manville Corp.....	861,710
Texas Co.....	841, 38
Pet Milk Sales Co.....	831,883
Lady Esther, Ltd.....	826,710
Emerson Drug Co.....	795,000
P. Lorillard Co.....	793,971
Quaker Oats Co.....	791,270
Celanese Corp. of America.....	780,886
Chrysler Corp.....	780,148
Bourjois, Inc.....	761,307
Anchor Hocking Glass Corp.....	760,657
Liggett & Myers Tobacco Co.....	755,800
Pabst Sales Co.....	729,148
Continental Baking Co., Inc.....	698,532
B. F. Goodrich Co.....	687,387
Chesbrough Mfg. Co.....	666,109
United Drug Co.....	613,032
Prudential Ins. Co. of America.....	601,797
Continental Can Co.....	588,271
Lewis-Howe Co.....	570,460
Gulf Oil Corp.....	558,804
International Silver Co.....	552,027
Electric Companies Adv. Program.....	518,168
Roma Wine Co.....	525,882
Parker Pen Co.....	506,104
Noxema Chemical Co.....	445,098
Southern Cotton Oil Co.....	441,955
Borden Co.....	429,609
Sales Builders, Inc.....	423,900

Welch Grape Juice Co.....	367,417
Time, Inc.....	367,404
George W. Luff Company.....	365,164
Nash-Kelvinator Corporation.....	344,530
American Meat Institute.....	333,871
Pacific Coast Borax Co.....	321,932
Pharma-Craft Corp.....	318,813
Dr. Pepper Company.....	298,350
The Wander Company.....	281,729
Standard Brands, Inc.....	277,914
Gillette Safety Razor Co.....	262,892
Owens-Illinois Glass Co.....	257,712
Texas Company.....	236,501
Bolony Worsted Mills.....	210,177
L. E. Waterman Co.....	210,942
Sweets Co. of America.....	205,625
Mars, Inc.....	200,310
Fisher Flouring Mills Co.....	198,556
Aluminum Co. of America.....	192,210
Hastings Mfg. Co.....	186,392
O'Ceard Corporation.....	185,986
Elgin National Watch Co.....	167,448
Chef Boy-Ar-Dee Quality Foods, Inc.....	161,717
B. F. Goodrich Co.....	155,109
Wildroot Co., Inc.....	155,013
Armour and Company.....	142,118
Grove Laboratories, Inc.....	137,662
Ward Baking Company.....	125,914
McKesson & Robbins, Inc.....	122,813
Sherwin-Williams Co.....	112,281
Harvel Watch Co.....	109,664
Lockheed Aircraft Corp.....	108,618
Chatham Mfg. Co.....	90,110
Army-Navy-Red Cross Series.....	87,381
U. S. Army.....	72,210
American Iron & Steel Institute.....	70,823
Leav, Incorporated.....	62,061
Falstaff Brewing Corp.....	57,136
Serinto Mfg. Co.....	50,320
Eversharp, Inc.....	46,668
John H. Breck, Inc.....	46,215
Hunt Foods, Inc.....	44,734
Raymond Laboratories, Inc.....	43,578
Foster-Millburn Company.....	43,121
Peter Paul, Inc.....	41,808
Wilson Sporting Goods.....	39,000
General Baking Company.....	37,896
Benjamin Moore and Co.....	37,690
Manhattan Soap Co., Inc.....	35,871
William Wise and Co.....	34,755
Congress of Indus. Organizations.....	34,128
H. Fendrich, Inc.....	34,393
Gum Laboratories, Inc.....	32,118
Rainier Brewing Company.....	32,016
Frank H. Lee Company, Inc.....	32,164
Safeway Stores, Inc.....	29,051
Chemicals, Inc.....	28,006
Kellogg Company.....	27,918
Guittard Chocolate Co.....	27,381
Pinnad, Inc.....	24,447
S. A. Moffett Co.....	20,651
The Cummey Co., Division of Sterling Drugs, Inc.....	18,036
Signal Oil Company.....	17,160
Club Aluminum Products Company.....	16,761
Bekins Van & Storage.....	16,086
Soil-Off Mfg. Co.....	15,611
Washington Co-operative Egg & Poultry Christian Science Publishing Soc.....	15,603
The Mentholatum Company.....	14,918
Food Machinery Corp.....	14,442
Washington State Apple Commission.....	9,086
Dr. Earl Sloan, Inc.....	8,718
Denalan Company, Inc.....	8,118
Batavia Metal Products Co.....	7,530

**A. & S. LYONS**  
INC.

MANAGERS OF DISTINGUISHED ARTISTS

**16**  
**YEARS**  
**OF**  
**RADIO**  
**LEADERSHIP**

**NEW YORK**

HARRY G. OMMERLE  
IRENE ETKIN  
HARRIET RHODAY

NEW YORK  
515 Madison Avenue

**BEVERLY HILLS**

WALTER JOHNSON  
WYNN ROCAMORA  
MARGARET KENT

BEVERLY HILLS  
356 No. Camden Drive



**AGENCY—NETWORK—SPONSOR BILLINGS**

Armstrong Cork Co.....	385,246
Standard Brands, Inc.....	374,500
Cresta Black Wine Co.....	371,421
Arnour & Co.....	367,886
Prince Matchabell, Inc.....	361,136
J. B. Williams Co.....	351,675
Pillsbury Mills, Inc.....	331,660
Johnson & Johnson.....	325,430
Cream of Wheat Corp.....	321,351
Lambert Co.....	301,512
American Oil Co.....	287,825
Curtiss Candy Co.....	256,822
Textron, Inc.....	218,702
Ballard & Ballard Co.....	231,193
Admiral Corp.....	201,717
Nash-Kelvinator Corp.....	200,763
Bowey's, Inc.....	199,698
Electric Auto-Lite Co.....	197,466
Bendix Aviation Corp.....	195,905
Pacific Coast Borax Co.....	190,480
P. Ballantine & Sons.....	180,774
Ford Motor Co.....	182,760
Campana Sales Co.....	182,157
Vick Chemical Co.....	178,910
Corn Products Refining Co.....	153,081
Schenley Laboratories, Inc.....	153,048
Chef Boy-Ar-Dee Quality Foods, Inc.....	145,966
Servel, Inc.....	88,113
Planters Nut & Chocolate Co.....	71,116
Signal Oil Co.....	62,961
"42" Products, Inc.....	50,725
Ferry-Morse Seed Co.....	51,530
Elgin National Watch Co.....	51,005
Soil-Off Mfg. Co.....	43,593
Gillette Safety Razor Co.....	42,592
Bekins Van & Storage Co.....	39,156
Peter Paul, Inc.....	39,105
General Petroleum Corp. of California.....	38,550
Colonial Dames, Inc.....	38,301
Hudson Conl Co.....	37,635
Union Oil Co.....	31,762
Miles California Co.....	30,492
Hunt Bros. Packing Co.....	30,057
Safeway Stores, Inc.....	26,656
S. & W. Fine Foods, Inc.....	21,830
Mennen Co.....	24,016
National Lead Co.....	21,390
Yellow Cab Co.....	20,616
Andrew Jergens Co.....	18,951
Benrus Watch Co.....	18,096
Kelite Products, Inc.....	15,698
Day & Night Mfg. Co.....	15,391
McMahon Furniture Stores.....	15,288
O'Cedar Corp.....	14,851
Wilshire Oil Co.....	11,616
Pan American Petroleum Corp.....	11,187
Compton Co.....	13,701
L. B. Laboratories, Inc.....	13,191
Ronson Art Metal Works, Inc.....	12,985
Gallkamp Stores Co.....	12,956
Bu-Tay Products, Ltd.....	12,80
California Prune & Apricot Growers Assn.....	12,008
Edison Bros. Stores, Inc.....	11,547

M. J. B. Co.....	9,887
Maryland Pharmaceutical Co.....	9,735
R. M. Hollingshead Corp.....	7,815
Grove Laboratories, Inc.....	7,312
Union Ice Co.....	7,240
Chemicals, Inc.....	6,876
S. A. Moffatt Co.....	6,112
Seeman Bros., Inc.....	6,099
Seal-Cote Co.....	5,607
Guillard Chocolate Co.....	5,580
I. Ginsberg & Bros., Inc.....	4,875
Lyon Van & Storage Co.....	4,202
Barron-Gray Packing Co.....	3,938
Washington Cooperative Egg & Poultry Assn.....	3,438
Industrial Management Corp.....	1,810
Herman Basch & Co.....	1,404
Newell Guttrud Co.....	1,315

GRAND TOTAL.....\$65,724,851

**Mutual Broadcasting System  
1945 Sponsor Expenditures**

R. B. Semler, Inc.....	\$ 1,773,953.23
Coca-Cola Company.....	1,286,571.16
Ralston Purina Co.....	1,093,171.68
Sinclair Refining Co.....	1,013,899.27
Kellogg Company.....	911,140.67
Bayuk Cigars, Inc.....	881,137.99
Zonite Products Corp.....	701,077.93
Pharmaco, Inc.....	669,002.32
Mutual Benefit Health & Accident Assn.....	616,711.80
Whitehall Pharnaco Co.....	586,708.84
Gillette Safety Razor Co.....	569,753.68
Seven-Up Bottling Co.....	525,933.70
Stokely Brothers & Co., Inc.....	464,205.10
Knox Company.....	454,003.35
Serutan Company.....	437,851.91
Conti Products, Inc.....	364,809.92
Helbros Watch Co.....	351,277.63
Barbasol Company.....	331,891.09
Richfield Oil Corp.....	324,304.00
Employer's Group Ins. Co.....	321,5510.49
Lutheran Laymen's League.....	319,177.00
Lin-X (formerly Aeme White Lead & Color Works).....	284,997.86
Beaumont Company.....	278,343.20
Miles Laboratories, Inc.....	277,319.00
Reichhold Chemicals, Inc.....	274,761.01
Radio Bible Class.....	261,231.89
Petri Wine Company.....	261,040.04
Voice of Prophecy.....	253,560.91
Allegheny Ludlum Steel Corp.....	252,149.60
Cartor Products, Inc.....	250,952.15
Gospel Broadcasting Assn.....	244,675.77
Frank H. Lee, Inc.....	230,828.30
Union Pacific Railroad.....	221,970.33
Young People's Church of the Air.....	214,120.23

# POPULARITY IN RADIO MEANS POPULAR NCAC ARTISTS

Bartolini Earl Kennedy Virginia Hawkins  
 Stella Unger The Song Spinners  
 Olga Coelho Dr. James A. Bunker  
 Hartwood Alliles Beegone Martha Sleeper Arthur Hensley  
 The Cadets Ed Morgeson Dr. Edward J. Byrnes Harry McNaughton  
 Marion Mann Frank Buck Edna Bookers Steve Coleman Aubrey Pankey  
 Janet Hawkins Edward Everett Horton Colt  
 John Xerney Ethel Barrymore Otto Kruger  
 Henry J. Scott The Southernaires John Raft Bill Slater  
 Sue Reed Dunninger Christine Johnson Jane Dillon P  
 Bill Wyatt Vivian Belle Chien Fay McFay R  
 Marie Reynolds Harold Reed Julie Osting F  
 Jack Tuncott Irving Landau Frank Z. Seligson Jr. J  
 Tom Scott Jack Duggan Robert Parker Lynch  
 Gary Moore Howard Petrie Nola Luxford Sheolona  
 Tony and Sally De Marco "Rosy" Roswell

Address inquiries to **DANIEL S. TUTHILL**, Vice-President and Director of POPULAR DIVISION  
**NATIONAL CONCERT AND ARTISTS CORPORATION**  
 711 FIFTH AVENUE • NEW YORK CITY 22, N. Y. • PLAZA 3-0820  
 HOLLYWOOD CHICAGO SAN FRANCISCO

**AGENCY—NETWORK—SPONSOR BILLINGS**

Revere Copper & Brass, Inc. ....	212,825.10
Wesley Radio League. ....	195,293.01
General Cigar Company. ....	192,502.83
American Safety Razor Corp. ....	191,368.00
Chesapeake & Ohio Railway. ....	172,323.20
Wander Company. ....	169,110.48
E. W. Fitch Company. ....	166,113.00
Goodyear Tire & Rubber Co. ....	116,605.00
Duffy Mott Company, Inc. ....	115,108.08
Textron, Inc. ....	111,820.35
Lumbermen's Mutual Casualty Co.	130,815.32
Gum Laboratories, Inc. ....	129,186.30
Formfit Company. ....	118,752.47
Rensie Watch Company. ....	117,176.00
Clipper Craft Clothes (formerly Tri-	
mount Clothing Co.) ....	112,596.00
General Foods Corp. ....	108,711.90
Lewis Howe Company. ....	101,688.00
E. J. Brach & Sons. ....	87,881.00
U. S. Army Recruiting Service. ....	87,033.76
Delaware Lackawanna & Western	
Coal Co. ....	83,768.10
G. N. Coughlan Mfg. Co. ....	77,610.90
Berkshire Kutting Mills. ....	61,738.21
George W. Luff Co., Inc. ....	52,020.00
Carey Salt Company. ....	40,866.20
Wilson Sporting Goods Co. ....	13,123.97
General Motors Corp. ....	31,921.10
Miss Swank, Inc. ....	31,511.00
Grove Laboratories, Inc. ....	32,478.33
American Bird Products, Inc. ....	26,267.93
Waltham Watch Company. ....	25,012.00
Vick Chemical Company. ....	13,860.00
Hartz Mountain Products. ....	12,676.40
Shipstad & Johnson. ....	10,629.00
Standard Oil Company of N. J. ....	8,317.50
Wurlitzer Company. ....	7,002.75
Table Products, Inc. ....	4,788.00
Procter & Gamble Company. ....	4,037.00
Boston Globe. ....	2,600.00
Household Finance Corp. ....	1,320.00
Ice Canades Revue. ....	120.00

GRAND TOTAL ..... \$20,637,362.80

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

**American Broadcasting Co.**  
Gross Monthly Billings

January. ....	\$ 3,868,076
February. ....	3,592,336
March. ....	3,699,218

April. ....	3,221,126
May. ....	3,609,911
June. ....	3,008,970
July. ....	2,823,147
August. ....	2,701,733
September. ....	2,982,867
October. ....	3,593,027
November. ....	3,585,259
December. ....	3,536,033

TOTAL ..... \$10,015,966

**Columbia Broadcasting System**  
Gross Monthly Billings

January. ....	\$ 5,881,576
February. ....	5,396,202
March. ....	5,881,515
April. ....	5,270,361
May. ....	5,618,030
June. ....	5,100,859
July. ....	5,030,817
August. ....	5,605,100
September. ....	5,296,138
October. ....	5,082,918
November. ....	5,567,630
December. ....	5,687,615

TOTAL ..... \$65,721,851

**Mutual Broadcasting System**  
Gross Monthly Billings

January. ....	\$ 1,128,091
February. ....	1,385,177
March. ....	1,512,361
April. ....	1,627,183
May. ....	1,579,010
June. ....	1,473,787
July. ....	1,653,068
August. ....	1,702,167
September. ....	1,726,250
October. ....	2,109,371
November. ....	2,151,155
December. ....	2,281,900

TOTAL ..... \$20,637,628

**National Broadcasting Company**  
1945 Agency Gross Billings  
Not Available

# ROBERT MERRILL

- **YOUNG AMERICAN BARITONE**  
*Broadcasting over N.B.C. Network*  
*Metropolitan Opera Season 1946*

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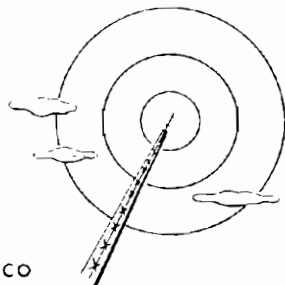
\* **\$250,000,000**  
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RADIO STATION REPRESENTATIVE



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*Montreal*—Drummond Bldg., Frank Lewis, Manager..... Harbour 6448  
*Stations*—CKPC, Brantford, Ont.; CJIC, Sault Ste. Marie, Ont.; CKNX, Wingham, Ont.; CHLP, Montreal, Que.; CKTB, St. Catherines, Ont.; CJFX, Antigonish, N. S.

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 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.; CKNB, Campbellton, N. B.; CFNB, Fredericton, N. B.; CHNS, Halifax, N.S.; CJC, 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.

## AMERICAN BROADCASTING COMPANY

(National Spot Sales Division)

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*Chicago*—20 N. Wacker Drive, Roy McLaughlin, Manager..... Delaware 1900

*Hollywood*—1440 N. Highland Ave., Amos Baron, Manager..... Hillside 8231

*Detroit*—Fisher Bldg., Neil Mulhern, Manager..... Trinity 2-7900

*San Francisco*—155 Montgomery St., Byron Nelson, Manager..... Exbrook 6544

*Pittsburgh*—1820 Oliver Bldg., Robert Post, Manager..... Atlantic 8129

*Stations*—KGO, San Francisco, Calif.; KECA, Los Angeles, Calif.; WMAL, Washington, D. C.; WENR, Chicago, Ill.; WJZ, New York, N. Y.; American Pacific Network.

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*Toronto*—199 Bay St. .... Adelaide 3248

M. R. Raymond, Mgr., K. H. Gregory, Sales Mgr.

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(New England Representative\*)

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*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.; WFFA, Manchester, N. H.; WHEB, Portsmouth, N. H.; WHN, New York, N. Y.; WCAU, Philadelphia, Pa.; WJAR, Providence, R. I.; WDEV, Waterbury, Vt.; WCOU, Lewiston, Maine; WATR, Waterbury, Conn.; WNAB, Bridgeport, Conn.; WSRR, Stamford, Conn.

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

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General Sales Manager

Ray Murphy

Stuart Kelly

Richard Gerken

**NEW YORK**  
366 Madison Avenue  
MURray Hill 2-8755



Willie Kissick  
Manager

William Sauerstrom

Walter Beadell

Robert Walker  
Pacific Coast Manager

John Nelson

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**LOS ANGELES**  
403 West Eighth Street  
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Eli Minton

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48 Post Street  
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McGillvra, Inc., is fully staffed with aggressive young men, led by a pioneer of 13 years' experience in station advertising representation. So for results—please contact our office nearest you.

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PLaza 3-2622

511 Market Street  
San Francisco, Calif.  
DOuglas 5873

335 No. Michigan Ave.  
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ANDover 4710

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 Kans.; WIBX, Utica, N. Y.; KSRO, Santa Rosa, Calif.; WIND, Gary, Ind.;  
 KFAD, Nampa, Idaho; KCKN, Kansas City, Mo.

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 Dilcher, Ward Ingram.  
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 Hill Bolling, E. Schuyler Ensell, Robert Eastman.  
*Los Angeles*—438 Chamber of Commerce Bldg., Carleton E. Coveny.....Prospect    3584  
*San Francisco*—608 Russ Bldg., Lindsey Spight, Vice-President.....Douglas    3188  
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*Detroit*—1114 Book Bldg., Charles M. Adell.....Randolph    5257  
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 N. D.; KIDO, Boise, Idaho; WLS, Chicago, Ill.; KFRU, Columbia, Mo.;  
 WBNS, Columbus, O.; KFEL, Denver, Colo.; KJEM, Eureka, Cal.; WMMN,  
 Fairmont, W. Va.; KFRE, Fresno, Cal.; WHP, Harrisburg, Pa.; KTRH,  
 Houston, Tex.; WIBC, Indianapolis, Ind.; WROL, Knoxville, Tenn.; WJAX,  
 Jacksonville, Fla.; KHG, Los Angeles, Cal.; WQAM, Miami, Fla.; WDSU,  
 New Orleans, La.; WNEW, New York, N. Y.; KODY, North Platte, Neb.;  
 WOW, Omaha, Neb.; WDBO, Orlando, Fla.; KOY, Phoenix, Ariz.; KALE,  
 Portland, Oreg.; WMBG, Richmond, Va.; KXOA, Sacramento, Cal.; KXOK,  
 St. Louis, Mo.; KDYL, Salt Lake City, Utah; KFXM, San Bernardino, Cal.;  
 KGB, San Diego, Cal.; KFRC, San Francisco, Cal.; KDB, Santa Barbara,  
 Cal.; WGBI, Scranton, Pa.; KOL, Seattle, Wash.; KGDM, Stockton, Cal.;  
 WFLA, Tampa, Fla.; KXEL, Waterloo, Ia.; WWVA, Wheeling, W. Va.;  
 WHIZ, Zanesville, Ohio; KGMB, Honolulu, Hawaii; Don Lee Broadcasting  
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*Stations*—CKCH, Hull, Quebec.

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 Manager of radio department.  
*Chicago*—360 N. Michigan Avenue.....Central    5726  
 John Petrie, President; E. F. Corcoran, Vice-President; C. B. Peterson, Man-  
 ager radio department.  
*Detroit*—General Motors Bldg., Harry Anderson.....Trinity    1-0440  
*Dallas*—First National Bank Bldg., J. S. McCauley.....Central    8569  
*Atlanta*—Rhodes Haverly Bldg., J. B. Keough.....Walnut    4851  
*St. Louis*—Arcade Bldg., J. E. Nicholson.....Chestnut    6192  
*Kansas City*—Board of Trade Bldg., G. F. Dillon.....Harrison    1023  
*San Francisco*—5 Third St., George D. Close.....Garfield    6740  
*Los Angeles*—448 S. Hill St., J. H. Hornung.....Michigan    1269  
*Charlotte, N. C.*—612 Commercial National Bank Bldg., H. L. Ralls.....Charlotte    8839  
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Cuba	Iceland	Uruguay
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 WJLB, Detroit, Mich.; WFDF, Flint, Mich.; WCNC, Elizabeth City, N. C.;  
 WGBG, Greensboro, N. C.; WCBT, Roanoke Rapids, N. C.; WSTP, Salis-  
 bury, 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; WFVA,  
 Fredericksburg, Va.; WGH, Newport News, Va.; KWJJ, Portland, Ore.;  
 WJLS, Beckley, W. Va.; WAIM, Anderson, S. C.; WMRC, Greenville, S. C.;  
 WISE, Asheville, N. C.; WMFR, High Point, N. C.; WLOU (FM), Detroit,  
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*Montreal*—1231 St. Catherine Street, West.....Marquette 8021  
 Omer Renaud, Commercial Manager—Quebec Division.  
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 CBL, Toronto, Ont.; CJBC, Toronto, Ont.; CBJ, Chicoutimi, Que.; CBF,  
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*Chicago*—180 N. Michigan Avenue, Tom L. Greene.....Central 5977  
*Kansas City, Mo.*—300 Waltower Bldg., Joseph H. Story, Jr.....Victor 3864  
*San Francisco*—1207 Russ Bldg., Pearl Ann Lvon.....Douglas 5220  
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*Chicago*—35 East Wacker Drive.....Central 1112  
 C. J. Anderson, Manager.

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(Southeastern Representative\*)

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*Stations*—WALB, Albany, Ga.; WFBC, Greenville, S. C.  
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*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.; WBLJ, Dalton, Ga.; WGNC, Gastonia, N. C.; 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.; WIGM, Medford, Wis.; WCRW, Chicago, Ill.; KIUL Garden City, Kansas; KSAM, Huntsville, Texas; KGFX, Pierre, S. D.; KRBA, Lufkin, Texas; KHAS, Hastings, Neb.; WPRA, Mayaguez, Puerto Rico.

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(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 3383  
 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 W. 44th St. . . . . Vanderbilt 6-5080  
 Joseph Bloom, President; Fredric Apt, Sales and Sales promotion.  
*Chicago*—360 N. Michigan Ave., Zang Golobe, Rep. . . . . State 5587  
*Philadelphia*—1301 Widener Bldg., Charles Shall, Rep. . . . . Rittenhouse 9698  
 Race 2050  
*Pittsburgh*—Keystone Hotel, Thomas B. Price, Rep. . . . . Grant 5200  
*Hollywood*—1223 Highland Ave., Larry Krasner, Rep. . . . . Hillside 6038  
*Stations*—WLIB, New York, except New York: WBNX, New York; WSBC, Chicago; WJBK, Detroit, except Chicago: WWSW, Pittsburgh; WDAS, Philadelphia; WORL, Boston, except New York; WMIN, Minneapolis; St. Paul: KEYS, Corpus Christi; KONO, San Antonio; WIBM, Jackson, Mich., except Chicago: WISR, Butler, Pa.; WCOU, Lewiston, Maine; WBRO, Welch, W. Va.; WRRF, Washington, N. C.; WTAW, College Station, Texas; CKNW, Vancouver, New Westminster, Canada.

### 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.)

**STATION REPRESENTATIVES**

\*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; Jones Scovern, Eastern Sales Manager; Frank X. Fitzpatrick, Fred W. Mitchell, Richard M. Allerton, A. J. Barry, Jr., Ewalt M. Blain, C. Terence Clyne.		
<i>Chicago</i> —180 N. Michigan Avenue .....	Franklin	6373
Russell Woodward, Vice-President; Sherman R. Barnett, Sec.-Treasurer; John A. Cory, Joseph W. Evans, Lloyd Griffin, Ray Neihengen.		
<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; Hal W. Hoag, Manager.		
<i>Detroit</i> —645 Griswold St., William W. Bryan.....	Cadillac	1880
Stations—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.		

**ROMIG C. FULLER & ASSOCIATES**

(Northwest Representative\*)

<i>Seattle</i> —2939 Fourth Ave., South.....	Main	0110
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\*Stations represented on a regional basis only.

**W. S. GRANT COMPANY**

<i>San Francisco</i> —582 Market St., W. S. Grant, General Manager.....	Exbrook	6685
W. S. Grant, General Manager; Patria Craig, Secretary.		
<i>Los Angeles</i> —412 W. 6th St., J. H. Johnston.....	Vandick	6341
<i>New York</i> —366 Madison Ave.....	Murray Hill	2-8865
Phil Broderick, Mgr.		
<i>Chicago</i> —180 N. Michigan Ave., Frank Back, Manager.....	Dearborn	7869
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, Coos Bay, Ore.; KBKR, Baker, Ore.; KLBM, La Grande, Ore.; KVAN, Vancouver, Wash.; KCRA, Sacramento, Calif.; KTYW, Yakima, Wash.		

## HOMER GRIFFITH CO.

<i>Hollywood</i> —6123 Selma Ave. (28).....	Granite	6113
Homer Griffith, Owner and Manager; Mrs. Homer "Jerie" Griffith, Ass't Manager; Walter Miles, Account Executive; Gladys Macrery, Auditor-Manager.		
<i>New York City</i> —330 Madison Ave., John Livingston.....	Murray Hill	2-0811
<i>Chicago</i> —612 N. Michigan Ave., Al Halus.....	Superior	8177
<i>San Francisco</i> —681 Market St., David Williamson.....	Douglas	4475
<i>Seattle</i> —1011 American Bldg., Gil Wellington.....	Elliot	3933

### MELCHOR GUZMAN COMPANY, INC.

(Latin American Representative)

<i>New York</i> —45 Rockefeller Plaza, (20).....	Circle	7-0624
Melchor Guzman, President; A. M. Martinez, Vice-President.		
<i>Stations</i> —Argentina: LRI, Buenos Aires; LU2, Bahia Blanca; LU8, Barioche; LV2, Cordoba; LU6, Mar Del Plata; LT5, Resistencia; LU12, Rio Gallegos; LU4, Rivadavia; LT3, Rosario; LV9, Salta; LV5, San Juan; LT9, Sante Fe; LV7, Tucuman, Bolivar; CP3-CP2-CP38, La Paz; CP1-CP141, Sucre.		
Chile: CA141, Antofagasta; CC117, Concepcion; CD, Osorno; CD111, Punta Arenas; CD69, Temuco; CA90, Tocopilla; CD132, Valdivia; CB114, Santiago		
Columbia: HJFM-HJFH, Armenia; HJAN-HJAB, Barranquilla; HJCZ-HJCX, Bogota; HJER-HJEX, Cali; HJAF-HJAE, Cartagena; HJBB-HJBC, Cucuta; HJFD-HJFB, Manizales; HJDQ-HJDP, Medellin; HJFF-HJFK, Pereira; HJJEQ, Palmira.		
Costa Rica: TIPG, San Jose.		
Cuba: CMQ-COCQ, Havana; CMQ Network; CMJL, Camaguey; CMKJ, Holguin; CMHQ, Santa Clara; CMKU, Santiago; CMAQ, Pinar del Rio.		
Dominican Republic: HIZ-HIIZ, C. Trujillo.		
Ecuador: HC2AJ-HC2AK, Guayaquil.		
Guatemala: TGW-TGWB-TGWC-TGWA, Guatemala City.		
Honduras: HRP1, San Pedro Sula; HRN, Tegucigalpa.		
Mexico: XEFQ, Cananea; XEBW, Chihuahua; XEBL, Culiacan; XEDR,		

# “We Know the West— We Sell the West”

THE HOMER GRIFFITH COMPANY is — The Only Representative Organization with headquarters in the West —

The Only Representative Organization with ALL offices manned by men who have lived long in the West — have the West in their blood — Know the diversity of the West — know its topography — its people — its crops — its beauty — its great wealth.

The Only Representative Organization who can honestly, intelligently help you choose your Western Spot Markets with an “I’ve Been There” attitude.

## HOMER GRIFFITH COMPANY

Radio Station Representatives

HOLLYWOOD — SAN FRANCISCO — CHICAGO — NEW YORK



**STATION REPRESENTATIVES**

Guaymas; XEFM, Leon; XEDS, Mazatlan; XEZ, Merida; XEQ-DEQQ, Mexico City; XET, Montrey; XEFW-XETW, Tampico; XETB, Torreon. Nicaragua: YNOW, Managua; YNPS-YNDS, Managua. Panama: HOK-HP5K, Colon; HOC-HP5A, Panama City. Peru: OAX6C-OAX6E, Arequipa; OAX4U-OAK4V-OAX4W, Lima; OAX2A-OAX2B, Trujillo. Puerto Rico: WKAQ, San Juan; WPRB, Ponce; WPRA, Mayaguez. Paraguay: ZP3-ZPA3, Asuncion. El Salvador: YSR, San Salvador. Uruguay: CX16-CX24, Montivideo; CX43, Rivera; CW31, Salto; CW1, Colonia; CW51, Maldonado; CW53, Melo; CX52, Mercedes; CW39, Paysandu. Venezuela: YV6RE-YV6RC, Barcelona; YV5RI-YV5RY, Caracas; YV6RA, YV6RU, C. Bolivar; YV7RA-YV7RB, Cumana; YVIRE-YVIRX, Maracaibo; YV2RC, Merida; YV2RN-XV2RV, San Cristobal; YV1RO, 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; John D. Allison, Vice-President; Pat Sullivan, Frank Hays, Sterling B. Beeson, William B. Faber, L. J. Blumenthal.  
*Chicago*—180 N. Michigan Ave., (1).....Franklin 4686  
Dwight S. Reed, Vice-President; Paul R. Weeks, John Wrath.  
*Detroit*—New Center Bldg., (2), B. H. Keit, Vice-President.....Madison 4675  
*Detroit*—2019 Penobscot Bldg., H. V. Barretr.....Randolph 9615  
*Los Angeles*—210 W. 7th St., H. Lindley.....Vandyke 1725  
*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.; WALA, Mobile, Ala.; WSFA, Montgomery; WELI, New Haven, Conn; WAGA, Atlanta, Ga.; WGAC, Augusta, Ga.; WDAK, Columbus, Ga.; WROK, Rockford, Ill.; KSO, Des Moines, Ia.; keepsie, N. Y.; WSOC, Charlotte, N. C.; WSJS, Winston-Salem, N. C.; KILO, Grand Forks, N. D.; WJW, Cleveland, O.; WLOK, Lima, O.; WEMJ, Youngtown, O.; WSAN, Allentown, Pa.; WFBG, Altoona, Pa.; WJAC, Johnstown, Pa.; WAPO, Chattanooga, Tenn.; WSAR, Fall River, Mass.; WMIT-FM Winston-Salem, N. C.; KJBS, San Francisco, Calif.; WGL, Fort Wayne, Ind.; WCOL, Columbus, Ohio; WPEN, WPEN-FM, Philadelphia, Pa.; WLEE, Richmond, Va.

**HOMER HOGAN & CO.**

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

**HAL HOLMAN CO.**

*Chicago*—260 N. Michigan Ave.....State 5262  
Hal Holman, Owner.  
*New York*—551 Fifth Avenue.....MUrray Hill 2-7986  
*Stations*—WJBK, Detroit, Mich.; WIBM, Jackson, Mich.

**GEORGE P. HOLLINGBERY CO.**

*Chicago*—307 N. Michigan Avenue (1).....Andover 2636  
George P. Hollingbery, Owner; Fred Hague, Frank E. McCarthy, Harry H. Wise, Jr., Salesman.  
*New York City*—420 Lexington Avenue (17).....MUrray Hill 3-9447  
F. E. Spencer, Jr., Manager; Paul J. Senft, Noel C. Breault, Thomas A. Welstead, Knox LaRue, Salesmen.  
*Atlanta*—510 Healey Bldg. (3), M. P. Martin, Manager.....Walnut 3856  
J. Gordon Hewell, Salesman.

<i>San Francisco</i> —300 Montgomery St. (4), R. J. Birch, Manager.....	Douglas	4393
<i>Los Angeles</i> —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, Hibbing; WHLB, Virginia, Minn.); Rebel Network (WJDX, Jackson; WFOR, Hattiesburg; WAML, Laurel, Miss.); WRDW, Augusta, Ga.; WIP, Philadelphia, Pa.; KGBX, Springfield, Mo.; KFBI, Wichita, Kans.; WATL, Atlanta, Ga.; WRBL, Columbus, Ga.

### INTERCOLLEGIATE BROADCASTING STATION REPRESENTATIVES

<i>New York</i> —507 Fifth Ave.....	Vanderbilt	6-6075
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Walter H. Robinson, Mgr.; Malcolm P. Furman, Ass't Mgr.; Doris Levy, Secretary.

*College Stations*—University of Alabama, Tuscaloosa, Ala.; Brown University, Providence, R. I.; Columbia University, New York, N. Y.; Cornell University, Ithaca, N. Y.; Harvard University, Cambridge, Mass.; Haverford College, Haverford, Pa.; Princeton University, Princeton, N. J.; Wesleyan University, Middletown, Conn.; Williams College, Williamstown, Mass.; Yale University, New Haven, Conn.; Radcliffe College, Cambridge, Mass.; Stephens College, Columbia, Mo.; Bryn Mawr College, Bryn Mawr, Pa.; Bucknell University; Swarthmore Network, Swarthmore College; Union College; Wellesley College; St. Lawrence University; Mary Washington College

### THE KATZ AGENCY, INC.

<i>New York City</i> —500 Fifth Avenue.....	Wisconsin	7-8620
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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. Denenholz, M. J. Flynn, H. R. Goldberg, Martin Beck, T. E. Kruglak, W. S. Wright, S. A. Machcinski, H. J. Greenthot R. H. Salk.

<i>Chicago</i> —307 N. Michigan Avenue.....	Central	4006
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G. H. Gunst, Vice-President & Manager; Sidney L. Katz, Lowell E. Jackson, David H. Decker, Roy Miller, Frank B. Heib, Mrs. V. Greisen, W. W. Joyce.

<i>Detroit</i> —General Motors Bldg.....	Trinity	2-7685
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Ralph Bateman, Manager; F. J. Barron.

<i>Kansas City</i> —Bryant Bldg.....	Victor	7095
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<i>Atlanta</i> —22 Marietta Street Bldg.....	Walnut	4795
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Fred M. Bell, Manager, Charles Coleman.

<i>Dallas</i> —Republic Bank Bldg., Frank Brimm.....	Central	7936
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<i>Los Angeles</i> —530 W. 6th Street, S. J. Reulman, Mgr.....	Tucker	3219
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<i>San Francisco</i> —Monadnock Bldg., Richard S. Railton, Manager.....	Sutter	7434
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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.; WTOC, 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.; WFEA, Manchester, N. H.; KGHL, Billings, Mont.; WKRC, Cincinnati, Ohio; WWNC, Asheville, N. C.; WSPD, Toledo, Ohio; WKY, Oklahoma City, Okla.; WFIL, Philadelphia, Pa.; WCAE, Pittsburgh, Pa.; WNAX, Yankton, S. D.; WREC, Memphis, Tenn.; WSIX, Nashville, Tenn.; KUTA, Salt Lake City, Utah; WISN, Milwaukee, Wisc.; WOL, Washington, D. C.; WHOM, New York, N. Y.; WCOP, Boston, Mass.; WFCI, Providence, R. I.

**STATION REPRESENTATIVES**

**JOHN KEATING**

*Portland, Ore.*—814 Studio Bldg. (5), Lee P. Bishop, . . . . . Beacon 4107  
*Seattle*—318 Douglas Bldg., (1) . . . . . Elliott 3300  
 James McLoughlin, Manager.  
*Stations*—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.; KFJI, Klamath Falls, Ore.; KLBK,  
 La Grande, Ore.; KOOS, Coose Bay, Ore.; KMFD, Medford, Ore.; KWRC,  
 Pendleton, Ore.; KRNR, Roseberg, Ore.; KSLM, Salem, Ore.; KXRO, Aber-  
 deen, Wash.; KVOS, Bellingham, Wash.; KELA, Centrala, Wash.; KRKO,  
 Everett, Wash.; KWLK, Longview, Wash.; KGY, Olympia, Wash.; KUJ,  
 Walla Walla, Wash.; KPQ, Wenatchee, Wash.; KTYW, Yakima, Wash.;  
 KOL, Seattle, Wash.; KIIQ, Spokane, Wash.; KALE, Portland, Ore.; KONP,  
 Port Angeles, Wash.; KVAN, Vancouver, Wash.; KIEM, Eureka, Calif.;  
 KPKW, Pasco, Wash.

**JOSEPH HERSHEY MCGILLVRA, INC.**

*New York*—366 Madison Avenue (17) . . . . . Murray Hill 2-8755  
 Joseph H. McGillvra, President; James LeBaron, V. P.-General Manager;  
 Ray T. Murphy, Richard H. Gerkin.  
*Chicago*—35 East Wacker Drive (1) . . . . . State 5282  
 Willie Kissick, Manager; William Sauerstrom.  
*Los Angeles*—403 W. 8th St. . . . . Vandyke 9348  
 Robert W. Walker, Manager; John A. Nelson.  
*San Francisco*—68 Post St., Eli C. Minton, Manager . . . . . Sutter 5568  
*Stations*—KLBK, Oakland, Calif.; KQOD, Denver, Colo.; WBRY, Waterbury,  
 Conn.; WBML, Macon, Ga.; WNOE, New Orleans, La.; WLAV, Grand  
 Rapids, Mich.; WSAY, Rochester, N. Y.; KOME, Tulsa, Okla.; KPAC, Port  
 Arthur, Texas; KVNU, Logan, 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; KGHF, Pueblo, Colo.;  
 KSUB, Cedar City, Utah; WCED, DuBois, Pa.; WJOB, Hammond, Ind.;  
 WASK, Lafayette, Ind.; KPAG, Laredo, Texas; KGER, Long Beach,  
 Calif.; WKLA, Ludington, Mich.; WKBZ, Muskegon, Mich.; WWPG,  
 Palm Beach, Fla.; WPAT, Paterson, N. J.; WMFF, Plattsburg, N. Y.; WSAP,  
 Portsmouth, Va.; KNAK, Salt Lake City, Utah; KMAC, San Antonio,  
 Texas; XERB, San Diego, Calif.; WTTM, Trenton, N. J.; WPIK, Wash-  
 ington, D. C.; WRRN, Warren, Ohio; WILM, Wilmington, Del.; CJCJ,  
 Calgary, Alta.; CKCW, Moncton, N. B.; CHSJ, Saint John, N. B.; CFPL,  
 London, Ont.; CKCO, Ottawa, Ont.; CHOV, Pembroke, Ont.; CKTB,  
 St. Catharines, Ont.; CFRB, Toronto, Ont.; CHLP, Montreal, Que.; CHNC,  
 New Carlisle, Que.; CJCH, Halifax, N. S.; CFBR, Brockville, Ont.; CFCO,  
 Chatham, Ont.; CJIC, Sault Ste. Marie, Ont.; KNX, Wingham, Ont.; CKSF,  
 Cornwall, Ont.; CKTB, St. Catharines, Ont.

**J. P. MCKINNEY & SON**

*New York City*—30 Rockefeller Plaza, Hugh Boice, Jr. . . . . Circle 7-1178  
*Chicago*—400 N. Michigan Avenue . . . . . Superior 9866  
*San Francisco*—681 Market St., R. J. Bidwell, Co., . . . . . Garfield 5512  
*Stations*—WTHT, Hartford, Conn.; WDAN, Danville, Ill.; WOKO, Albany,  
 N. Y.; WABY, Albany, N. Y.; WENY, Elmira, N. Y.; WHDL, Olean, N.  
 Y.; WHEC, Rochester, N. Y.; WRAK, Williamsport, Pa.

**NATIONAL BROADCASTING COMPANY**

(National Spot and Local Sales Division)

*New York City*—30 Rockefeller Plaza . . . . . Circle 7-8300  
 James V. McConnell, National Manager; W. O. Tilenius, W. C. Roux, Asis-  
 tant Managers.  
*Boston*—Hotel Bradford, 5E. Kettell . . . . . Hancock 4261  
*Cleveland*—815 Superior Ave., N. E., Donald G. Stratton . . . . . Cherry 0942  
*Chicago*—Merchandise Mart . . . . . Superior 8300  
 Oliver Morton, Manager.

<b>Denver</b> —1625 California Street, James R. MacPherson.....	Main	6211
<b>Hollywood</b> —Sunset & Vine, Robert E. Howard.....	Hollywood	6161
<b>San Francisco</b> —Taylor & O'Farrell Sts., C. Nielson.....	Sutter	1920
<b>Washington, D. C.</b> —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, Fort Wayne, Ind.; WBZ-WBZA, Boston-Springfield, Mass.; WEAJ, New York, N. Y.; WGY, Schenectady, N. Y.; WTAM, Cleveland, Ohio; KYW, Philadelphia, Pa.; KDKA, Pittsburgh, Pa.		

### NATIONAL BROADCAST SALES

<b>Toronto</b> —25 King Street, West.....	Elgin	1165
R. E. McGuire, Toronto Office Manager.		
<b>Montreal</b> —660 St. Catherines St., West.....	Harbour	3051
R. A. Leslie, Manager.		
<i>Stations</i> —CKEY, Toronto, Ont.; CJAD, Montreal, Que.; CKWS, 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.; CKTB, St. Catharines, Ont.		

### NEW ENGLAND RADIO ADVERTISING COMPANY

<b>Boston</b> —507 Statler Building.....	Hubbard	3225
R. C. Foster, Executive in Charge; Gertrude Saxe, Manager.		
<i>Stations</i> —WDRG, Hartford; WELI, New Haven; WPRO, Providence; WSAR, Fall River; WHAI, Greenfield; WOCB, Cape Cod; WNBH, New Bedford; WBRK, Pittsfield; WESX, Salem; WMAS, Springfield; WABI, Bangor; WCOU, Lewiston; WGAN, Portland; WAGM, Presque Isle; WMUR, Manchester; WSYB, Rutland; WNEW, New York; WOV, New York; WSNY, Schenectady.		

### NORTHERN BROADCAST SALES

<b>Toronto</b> —Bank of Commerce Bldg.....	Elgin	1165
R. A. Leslie, Manager; N. D. Brown, C. E. Wingrove.		
<b>Montreal</b> —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 Broadcasting System).		

### NORTHWEST RADIO ADVERTISING CO.

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

### PAN AMERICAN BROADCASTING COMPANY

(Latin American and Foreign Station Representative)

<b>New York City</b> —330 Madison Avenue, (17), E. Bernald, Manager.....	Murray Hill	2-0811
<b>Chicago</b> —228 North La Salle St., F. R. Jones, Manager.....	State	5096
<b>Cleveland</b> —1635 East Twenty-Fifth St., Alonzo Hawley.....	Prospect	2922
<b>Hollywood</b> —6362 Hollywood Blvd., H. O. Griffith.....	Granite	1726
<b>San Francisco</b> —168 Market St., S. P. LaDue.....	Douglas	4475
<b>Seattle</b> —White Bldg., Hal Pearce.....	Main	6626
<i>Stations</i> —KFQD, Anchorage; Red Argentina De Emisoras Splendid, CIA. Broadcasting De La Patagonia, ZFY, British Guiana; La Cooperativa Vitalicia, Chile; Barranquilla, Emisoras Unidas; Barranquilla, La Voz De La Patria; Bucaramanga, Radio Santander; Bogota: La Voz De La Victor, Radio Mundial; Cali: La Voz Del Valle, Radio Cali, Radio Pacifico; Medellin: La Voz De Antioquia; Pereira: La Voz De Pereira; San Jose: La Voz De La Victor, La Voz De La Democracia; Guantanamo: CMKS; Havana: CMQ Network; HIN-IIIN, Ciudad Trujillo; Radio Comercial, Quito; YSO-YSN, San Salvador; TGW, Guatemala; HHW-HH3W-IIHBM, Port-au-Prince; HRN Tegucigalpa; Rikisutvarpid, Reykjavik; YNDS-YNPS-YNDG, Managua; VONF-H-G, St John's; Radio Mil Network, Mexico; HP5J-6J, Panama City; ZP9, Asuncion; Cia Peruana De Radiodifusion: WKAQ-WIAC, San Juan; WPAB, Ponce; WPRA, Mayaguez; El Espectador, Uruguay; Radio Caracas, Radiodifusora Ven., Caracas; Ecos Del Zulia, Radio Popular, Maracaibo; La Voz Del Tachira, San Cristobal.		

**STATION REPRESENTATIVES**

**JOHN E. PEARSON COMPANY**

<i>Chicago</i> —360 N. Michigan Avenue.....	FRanklin	2359
John E. Pearson, Owner; Kay Fisher, Sales; James F. Brown, 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., Owen H. Balch, Manager.....	GRand	2144
Christine Mitchell, Secretary.		
<i>Stations</i> —WIRE, Indianapolis, Ind.; WAOV, Vincennes, Ind.; KSAL, Salina, Kans.; WEW, St. Louis, Mo.; KWTO, Springfield, Mo.; WLOL, St. Paul, Minn.; WIND, Chicago, Ill.; KLCN, Blytheville, Ark.; WCAR, Pontiac, Mich.; KGKL, San Angelo, Texas; KBST, Big Spring, Texas; KRBC, Abilene, Texas; KATE, Albert Lea-Austin, Minn.; KYSM, Mankato, Minn.; KFVS, Cape Girardeau, Mo.; KHMO, Hannibal, Mo.; WKRO, Cairo, Ill.; WSBP, Sarasota, Fla.; KOAM, Pittsburgh, Pa.; WBIR, Knoxville, Tenn.; KCMO, Kansas City, Mo.; KWNO, Winona, Minn.; KWOC, Poplar Bluff, Mo.; WINK, Ft. Myers, Fla.; WTSP, St. Petersburg-Tampa, Fla.; KVGB, Great Bend, Kan.; KWLM, Willmar, Minn.; WOV, New York, N. Y.; WCMI, Ashland, Ky.; KFDA, Amarillo, Texas; WLAK, Lakeland, Fla.; WLAP, Lexington, Ky.; Southern Minnesota Radio Network; West Texas Network (KRBC-KBST-KGKL); Florida West Coast Group (WTSP-WLAK-WSPB-WINK).		

**JOHN H. PERRY ASSOCIATES**

<i>New York</i> —310 East 45th St., (17).....	MUrray Hill	4-1647
William K. Dorman, Manager; W. T. Kelly, J. F. Neal.		
<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-Haverly 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	2-4400
Edward Petry, President; Henry Christal, Secretary-Treasurer; Henry Ringgold, Albert Young, Jr., Mason McGuire, Lloyd George Venard, Volney F. Righter, John Harrington, James O. Parsons, Jr., Max Everett, George Klayer, Norman R. Prouty.		
<i>Chicago</i> —400 N. Michigan Avenue.....	Delaware	8600
Edward Voynow, Vice-President; John Ashenhurst, Louis A. Smith, 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	4082
<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.; KOIL, Omaha, Neb.; WBEN, Buffalo, N. Y.; WAGE, Syracuse, N. Y.; WGAR, Cleveland, Ohio; KVOO, Tulsa, Okla.; KGW, Portland, Ore.; WEAN, Providence, R. I.; WSM, Nashville, Tenn.; WFAA, Dallas, Texas; KGKO, Ft. Worth-Dallas, Texas; WBAP, Fort Worth, Texas; KPRC, Houston, Texas; WOAI, San Antonio, Texas; KSL, Salt Lake City, Utah; WTAR, Norfolk, Va.; WRNL, Richmond, Va.; KOMO, Seattle, Wash.; KHQ, Spokane, Wash.; KGA, Spokane, Wash.; WTMJ, Milwaukee, Wisc.; Texas Quality Network; Yankee Network, KFOR, Lincoln, Neb.; KTBS, Shreveport, La.; WHTD, Hartford, Conn.; Northwest Network.		

## RALPH L. POWER

(Australian Representative)

<i>Los Angeles</i> —767 Castelar (12), Eugene Parker.....	Mutual	5277
210 W. 7th St. (14), R. L. Power.....	Madison	4221
<i>Station</i> —Representation of stations in Australia, New Zealand and South Africa.		

## RADIO ADVERTISING CO.

<i>New York</i> —521 Fifth Avenue (17).....	Murray Hill 2-2170-1	
Louis J. F. Moore, Manager.		
<i>Chicago</i> —333 N. Michigan Avenue (1).....	Central	1742-3
R. L. Swats, Jr., Manager.		
<i>Detroit</i> —28 W. Adams Ave. (26), Robert Rains, Mgr.....	Cherry	8321
<i>San Francisco</i> —Russ Bldg. (4), L. Ray Rhodes, Manager.....	Exbrook	2093
<i>Los Angeles</i> —707 South Hill St. (14), J. Leslie Fox.....	Van Dyke	1901
<i>Stations</i> —KROC, Rochester, Minn.; WJNO, W. Palm Beach, Fla.; WAZL, Hazleton, Pa.; WEST, Easton, Pa.; WHKC, Columbus, Ohio; WTOL, Toledo, Ohio; WMBS, Uniontown, Pa.; WKAT, Miami Beach, Fla.; WAAT, Newark, N. J.; WHKK, Akron, O.; KROW, Oakland, Calif.; WHBL, Sheboygan, Wis.		

## RADIO CENTRE LIMITED

<i>Toronto</i> —64 Wellington St., West.....	Waverly	2036
D. Spencer Grow, Manager.		

## RADIO REPRESENTATIVES, LTD.

<i>Toronto</i> —4 Albert Street.....	Waverly	6151
J. Slatter, General Manager.		
<i>Montreal</i> —337 Dominion Square Bldg., W. Dippie, Mgr.....	HArbour	7811
<i>Stations</i> —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.; CFQC, Saskatoon, Sask.; CJSO, Sorel, P. Q.; CHUM, Toronto, Ont. (Montreal Only).		

## RADIO SALES

(The SPOT Broadcasting Division of the Columbia Broadcasting System)

<i>New York</i> —485 Madison Avenue.....	Wickersham	2-2000
J. L. Van Volkenburg, General Sales Manager; Herbert A. Carlborg, Eastern Sales Manager; E. J. Heerdt, Jr., Sales Service Manager; Richard F. Hess, Supervisor of Research; Dick Dorrance, Promotion Director; Alice Santti, Manager Clearance Dept.; G. R. Dunham, Jr., A. H. Flaten, Don Miller, Roy F. Shults, Gordon Owen.		
<i>Chicago</i> —410 N. Michigan Avenue.....	Whitehall	6000
W. S. Edwards, Western Sales Manager; Ted McLoney, J. M. Ward, Wm. Parker, Ted Swift, Charles Compton.		
<i>Atlanta</i> —101 Marietta St. Bldg.....	Jackson	5960
H. H. Holtshouser, Sales Manager.		
<i>St. Louis</i> —Mart Bldg., Carter Ringlep, Sales Manager.....	Central	8240
<i>San Francisco</i> —Palace Hotel.....	Yukon	1700
Jack Brumbach, Sales Manager for Northern California & the Northwest.		

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

*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.; WEEL, Boston, Mass.; WCCO, Minneapolis-St. Paul, Minn.; KMOX, St. Louis, Mo.; WABC, New York, N. Y.; WBT, Charlotte, N. C.; Columbia California Network; Columbia New England Network; Columbia Pacific Network.

**WILLIAM G. RAMBEAU COMPANY**

*Chicago*—360 N. Michigan Ave.....**Andover** 5566  
 William G. Rambeau, Owner; Mary S. Rudd, Mary Moore.  
*New York City*—Chanin Bldg.....**Lexington** 2-1820  
 William M. Wilson, Manager; Robt. L. Brockman, Dorothy P. Phillips,  
*Los Angeles*—5833 Fernwood Ave., Fred L. Allen, Manager.....**Granite** 3636  
*Stations*—KTKC, Visalia, Calif.; KSAN, San Francisco, Calif.; KMYR, Denver, Colo.; WNAB, Bridgeport, Conn.; WATR, Waterbury, Conn.; KBUR, Burlington, Iowa; WDSM, Duluth-Superior, Minn.; WDGY, Minneapolis, Minn.; WIL, St. Louis, Mo.; WJTN, Jamestown, N. Y.; WIIN, New York, N. Y.; WRAW, Reading, Pa.; WHBQ, Memphis, Tenn.; KEVR, Seattle, Wash.; KFWB, Los Angeles, Calif.; WCLO, Janesville, Wisc.; KBIZ, Ottumwa, Ia.; WNBH, New Bedford, Mass.; WOCB, Cape Cod, Mass.; Iowa Tail Corn Network; KROS, Clinton, Ia.; KDTH, Dubuque, Ia.; KVFD, Fort Dodge, Ia.; FFJB, Marshalltown, Ia.; KTRI, Sioux City, Ia.; KICD, Spenser, Ia.; WKBV, Richmond, Ind.; WJAS, Pittsburgh, Pa.; WHJB, Greenburg, Pa.; WNHC, New Haven, Conn.; KFBC, Cheyenne, Wyo.; KWBR, Oakland, Calif.; WAGC, Chattanooga, Tenn.; KLUF, Galveston, Texas; WGRM, Greenwood, Miss.; WJXN, Jackson, Miss.; WMIS, Natchez, Miss.; WJBW, New Orleans, La.; WORD, Spartanburg, S. C.

**PAUL H. RAYMER COMPANY**

*Chicago*—435 N. Michigan Avenue (11).....**Superior** 4473  
 Paul H. Raymer, Richard F. Kopf, Garfield C. Packard, M. R. Tennerstedt.  
*New York*—366 Madison Avenue (17).....**Murray Hill** 2-8689  
 Fred C. Brokaw, Peirce L. Romaine, Paul Tiemer, Charles A. Hammarstrom.  
*Detroit*—28 W. Adams St. (26), Robert B. Rains.....**Cherry** 8321  
*San Francisco*—Russ Bldg. (4)th L. Ray Rhodes.....**Exbrook** 2093  
*Los Angeles*—707 South Hill St. (14), J. Leslie Fox.....**Vandike** 1901  
*Stations*—WBRC, Birmingham, Ala.; KSTAR, 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, Texas; 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; KFX, Portland, Ore.; WKBO, Harrisburg, Pa.; WGAL, Lancaster, Pa.; WORK, York, Pa.; WPRO, Providence, R. I.; WDDO, Chattanooga, Tenn.; WLAC, Nashville, Tenn.; WRVA, Richmond, Va.; KJR, Seattle, Wash.; Arizona Broadcasting Co.; McClatchy Bee Line; Tri-Penn Group; WINS, New York, N. Y.; WCAU, Philadelphia, Pa. (Pacific); KFAB, Omaha, Neb.

## 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> —WRJN, Racine, Wisc.; WIGM, Medford, Wisc.; KGDE, Fergus Falls, Minn.; KVOX, Moorhead, Minn.		

### VIRGIL REITER & CO.

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

### 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.....	LEXington	2-0772
P. Joseph Bogner, Jack Martin, Robert C. Whitehead, Jr.		
<i>Kansas City</i> —15 W. 10th St., Wm. Temple, Mgr.....	Victor	0021
<i>Hollywood</i> —6123 Selma Ave., 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.; WLAY, Muscle Shoals, Ala.; WHBB, Selma, Ala.; WKEU, Griffin, Ga.; WMTV, East St. Louis, Ill.; WGIL, Galesburg, Ill.; WCBS, Springfield, Ill.; WHDF, Calumet-Houghton, Mich.; WJMS, Ironwood, Mich.; WGCM, Biloxi-Gulfport, Miss.; WCBI, Columbus, Miss.; KWOS, Jefferson City, Mo.; WMBH, Joplin, Mo.; WTMV, East St. Louis, Ill.; KORN, Fremont, Nebr.; KGFV, Kearney, Nebr.; WBTA, Batavia, N. Y.; WLPM, Suffolk, Va.; WATW, Ashland, Wisc.; KPOW, Powell, Wyo.; KWYO, Sheridan, Wyo.; KWFC, Hot Springs, Ark.; WJBC, Bloomington, Ill.; WROX, Clarksdale, Miss.; WELO, Tupelo, Miss.; KTTS, Springfield, Mo.; WMOX, Meridian, Miss.; WJPR, Greenville, Miss.; WOSH, Oshkosh, Wis.; WRJN, Racine, Wis.; WCOR, San Antonio, Texas; KONP, Port Angeles, Wash.; KHBG, Okmulgee, Okla.		

### HORACE N. STOVIN AND COMPANY

<i>Toronto</i> —1402 Victory Bldg.....	Adelaide	9184
H. N. Stovin, A. A. McDermott, J. R. Pearcey, J. R. Knox.		
<i>Montreal</i> —608 Keefer Bldg., R. F. Bowden, Mgr.....	Plateau	8749
<i>Winnipeg</i> —c/o Radio Station CKY, 608 Manitoba Telephone System Bldg.....	Winnipeg	92-191
A. J. Messner, Mgr.; F. Ward, S. L. Irwin.		
<i>Stations</i> —CJCH, Halifax, N. S.; CHSJ, Saint John, N. B.; CKCW, Moncton, N. B.; CJEM, Edmundston, N. B.; CJBR, Rimouski, Quebec; CKSF, Cornwall, Ont.; CFBR, Brockville, Ont.; CHOV, Pembroke, Ont.; CFOR, Orillia, Ont.; CFPL, London, Ont. (Montreal & Winnipeg only); CHML, Hamilton, Ont. (Montreal & Winnipeg only); CKLW, Windsor, Ont.; CFOS, Owen Sound, Ont.; CJRL, Kenora, Ont.; CKY, Winnipeg, Man.; CKX, Brandon, Man.; CFAR, Flin Flon, Man.; CJGX, Yorkton, Sask.; CKLN, Nelson, B. C.; CJOR, Vancouver, B. C.; CFPR, Prince Rupert, B. C.		



**STATION REPRESENTATIVES**

**TAYLOR—HOWE—SNOWDEN RADIO SALES**

<i>Amarillo, Texas</i> —Radio Building.....	<i>Amarillo</i>	4242
Alex Keese, General Manager; O. L. Ted Taylor, Exec. Partner; Gene Howe, T. E. Snowden, Partners.		
<i>Chicago</i> —360 North Michigan (1), Tom Peterson, Mgr.....	<i>State</i>	5260
<i>Dallas</i> —806 Tower Petroleum Bldg., C. Melville, Mgr.....	<i>Riverside</i>	5663
<i>New York City</i> —19 W. 44th St., Jack Keasler, Mgr.....	<i>MU</i>	2-2485
<i>San Francisco</i> —681 Markt St. (28), David Williamson, Mgr.....	<i>Douglas</i>	4475
<i>Hollywood</i> —6362 Hollywood Blvd. (28), Homer Griffith, Mgr.....	<i>Granite</i>	6113
<i>Seattle</i> —1011 American Bldg., Gilbert Wellington, Mgr.....	<i>Elliott</i>	3933
<i>Stations</i> —KGNC, Amarillo, Texas; KFYO, Lubbock, Texas; KTSA, San Antonio, Texas; KRGV, Weslaco, Texas; KFDM, Beaumont, Texas; KTOK, Oklahoma City, Okla.; The Oklahoma Network; KTBC, Austin, Texas; KOMF, Tulsa, Okla.; KGFF, Shawnee, Okla.; KADA, Ada, Okla.; KCRC, Enid, Okla.; KBIX, Muskogee, Okla.; KVSO, Ardmore, Okla.; KGGM, Albuquerque, N. M.; KVSF, Santa Fe, N. M.		

**WILLIAM M. TEMPLE**

<i>Kansas City, Mo.</i> —15 W. Tenth Street.....	<i>Victory</i>	0021
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**ADVERTISING TIME SALES CO.**

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

**EDWARD S. TOWNSEND COMPANY**

<i>San Francisco</i> —Russ Bldg., Edward S. Townsend, Owner.....	<i>Exbrook</i>	2164
<i>Station</i> —WOR, New York, N. Y.		

**TRI-CITY STATIONS OF VIRGINIA**

<i>Lynchburg, Va.</i> —Allied Arts Bldg., Philip P. Allen, General Manager.....	<i>Lynchburg</i>	3032
Katherine Gleason, Traffic; J. P. Read, Jr., Auditor.		
<i>Stations</i> —WBTM, Danville, Va.; WLVA, Lynchburg, Va.; WSLS, Roanoke, Va.		

**J. FRANKLYN VIOLA AND COMPANY**

*(Foreign Language Representative\*)*

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

## THE WALKER COMPANY

<i>New York</i> —551 Fifth Avenue.....	Murray Hill	2-7986-7
J. Wythe Walker, C. Otis Rawalt, Frederic E. Lake.		
<i>Chicago</i> —360 North Michigan Ave., Hal Holman.....	State	5262
<i>Kansas City, Mo.</i> —15 W. 10th St., Wm. Temple.....	Victory	0021
<i>Los Angeles</i> —568 Chamber of Commerce Bldg., Walter Biddick.....	Richmond	6184

*Stations*—KGIR, Butte, Mont.; WJAG, Norfolk, Nebr.; KLPM, Minor, N. D.; KABR, Aberdeen, S. D.; KOTA, Rapid City, S. D.; Z-Bar Net; WOLF, Syracuse, N. Y.; WBRK, Pittsfield, Mass.; WAIR, Winston-Salem, N. C.; WLBC, Muncie, Ind.; KOCY, Oklahoma City, Okla.; KGBS, Harlingen, Texas. KXL, Portland, Ore.; KFBY, Spokane, Wash.; The Tobacco Network, North Carolina; WSAY, Rochester, N. Y.; WHED, Portsmouth, N. H.; KGIH, Little Rock, Ark.; WSLB, Ogdensburg, N. Y.; KFPW, Fort Smith, Ark.; Pacific Northwest Broadcasters.

## WAXELBAUM ADVERTISING CO.

<i>New York</i> —10 East 43rd St. (17).....	Murray Hill	2-7398
Benjamin Waxelbaum, Owner; Rita Klutzer, Office Manager; Louis Rosen, Acct. Executive.		
<i>Stations</i> —WHOM, WBNX, WBYN, WEVD, New York, N. Y.		

## WEED & CO.

<i>New York</i> —350 Madison Avenue.....	Vanderbilt	6-4542
Joseph J. Weed, President; Norman V. Farrell, Paul Frank, Peter A. McGurk, Fred E. Wester, Edward B. Coughlin, Edwin J. Fitzsimmons, Salesmen.		
<i>Detroit</i> —Book Bldg., Wm. J. Reilly, Manager.....	Randolph	5382
<i>Chicago</i> —203 N. Wabash Avenue.....	Randolph	7730
C. C. Weed, Vice-President.		
<i>Boston</i> —Statler Bldg., Dana Baird, Manager.....	Hubbard	5677
<i>Hollywood</i> —6253 Hollywood Blvd., Lincoln P. Simonds, Manager.....	Hillside	8611
<i>San Francisco</i> —Mark Hopkins Hotel, Lincoln P. Simonds, Manager.....	Yukon	1899

*Stations*—KSFQ, San Francisco, Calif.; WTIC, Hartford, Conn.; WWDC, 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, Kan.; KALB, Alexandria, La.; WRDO, Augusta, Me.; WLBZ, Bangor, Me.; WCSH, Portland, Me.; WORC, Worcester, Mass.; WSLI, Jackson, Miss.; KFBB, Great Falls, Mont.; WEBR, Buffalo, N. Y.; WMCA, New York, N. Y.; WWNY, Watertown, N. Y.; WAKR, Akron, O.; 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.; WDEF, 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,

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

W. Va.; KPAS, Los Angeles, Calif.; KTFI, Twin Falls, Idaho; WLAW, Lawrence, Mass.; KGVO, Missoula, Mont.; WMUR, Manchester, N. H.; WMSA, Massena, N. Y.; WHGB, Harrisburg, Pa.; WKST, New Castle, Pa.; KQV, Pittsburgh, Pa.; WKIX, Columbia, S. C.; WSVA, Harrisonburg, Va.; Sunshine Trio (Florida); Universal Broadcasting Co. (Coast); CFJC, Kamloops, B. C.; CKEY, Toronto, Ont.

**HOWARD H. WILSON COMPANY**

- Chicago*—75 East Wacker Drive.....Central 8744  
S. M. Astcn, George F. Halleman, George E. Wilson.
- New York*—551 Fifth Ave.....MUrray Hill 6-1230  
W. S. Clark, Edward Devney.
- Hollywood*—6362 Hollywood Blvd., Homer O. Griffith.....Granite 6113
- San Francisco*—681 Market St., D. Williamson.....Garfield 5512
- Seattle*—American Bldg., G. Wellington.

*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.; 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.; KAVE, Carlsbad, N. M.; KUJ, Walla Walla, Wash.; WMPS, Memphis, Tenn.; KXRO, Aberdeen, Wash.; WKBB, Dubuque, Iowa; KTYW, Yakima, Wash.; WWSR, St. Albans, Vt.; WHKY, Hickory, N. C.; CFCN, Calgary, Alta.; CERN, Edmonton, Alta.; CKPR, Fort William, Ont.; CFQC, Saskatoon, Sask.; CKCH, Hull, Que.; CHLT, Sherbrooke, Que.

**HELEN WOOD**

- New York*—39 E. 63rd St.....REgent 7-1154  
Helen Wood, Manager; Lionel E. Colton, Account Executive; Peggy Sands, Office Manager.
- Stations*—WSRR, Stamford, Conn.; WSNY, Schenectady, N. Y.; WIBX, Utica, N. Y.; Connecticut State Network; WATM, Watertown, N. Y.; KCRA, Sacramento, Calif.; WPAD, Paducah, Ky.; WHOP, Hopkinsville, Ky.; WSON, Henderson, Ky.

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

- New York*—11 West 42nd Street.....LONgacre 3-1926  
Adam J. Young, Jr., President; Paul S. Wilson, Thomas F. Malone.
- Chicago*—55 E. Washington Street.....ANDover 5448  
Robert S. Russell, Manager.
- Los Angeles*—448 S. Hill St., Forrest C. Pearson.....MICHigan 1921
- San Francisco*—627 Mills Bldg., Duncan A. Scott.....SUTter 1393

*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.; KLO, Ogden, Utah; KALL, Salt Lake City, Intermountain Network; KICA, Clovis, N. M.; KYA, San Francisco, Calif.; WABI, Bangor, Me.; WFPG, Atlantic City, N. J.; WHB, Kansas City, Kansas State Network; WHDH, Boston, Mass.; WIBG, Philadelphia, Pa.; WQXR, New York, N. Y.; CFAR, Flin Flon, Man.; CFOR, Orillia, Ont.; CFOS, Owen Sound, Ont.; CHLT, Sherbrooke, Que.; CHOY, Pembroke, Ont.; CHRC, Quebec, Que.; CHSJ, St. John, N. B.; CJBR, Rimouski, Que.; CJEM, Edmundston, N. B.; CJFX, Antigonish, N. S.; CJRL, Kenora, Ont.; CKFI, Fort Frances, Ont.; CKLN, Nelson, B. C.



# UNITED PRESS RADIO NEWS

*Foremost because it offers most—*

**24 hours a day, from coast to coast, at high speed, over wires carrying radio news only, United Press brings broadcasters in every one of the 48 states—**

**26 news roundups a day, punctuating a steady flow of datelined dispatches . . .**

**14 regional reports a day. These flow into stations for a total of four and a half hours, cover every big broadcast period of the day, from six in the morning until eleven at night. They go into both the roundups and datelined news . . .**

**24 special features. Seventeen of them are daily, including four on sports . . .**

**3000 words a day of spot sports bulletins—enough to make two 15-minute newscasts in addition to the four features.**

**United Press has more radio news clients than all other services combined. Because it offers more than any other service.**



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# NEWS SERVICES

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## ***International News Service***

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

### Executives

General Manager.....Seymour Berkison  
Editor-In-Chief.....Barry Faris  
Business Manager.....William B. Goode  
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

## ***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—Washington.....William Hardcastle

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

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

### Executives

Chairman of the Board.....Herbert Moore  
President.....Dixon Stewart

## ***United Press Associations***

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

### Executives

President.....Hugh Baillie  
Vice-President & General Business Manager..E. M. Williams  
Radio News Manager.....Phil Newsom  
Sales Manager.....Jack Bisco  
Asst. Sales Manager.....Leroy Keller

# Showmanship in Advertising

Among the many important accounts of Buchanan & Company, Inc., the following are listed for their important place in, and their relationship to, these major mediums of entertainment.

## RADIO

Adam Hats

The Eskimo Pie Corporation

Teen-timers, Inc.

The Texas Company

The Welch Grape Juice Company

## MOTION PICTURES

G.C.F. (General Cinema Finance)

International Pictures, Inc.

Paramount Pictures Inc.

PRC Pictures, Inc.

United Artists Corporation

## TELEVISION

Allen B. Du Mont Laboratories, Inc.

★

**BUCHANAN & COMPANY, Inc.**

*Advertising*

1501 BROADWAY, NEW YORK 13, N. Y.

CHICAGO • SAN FRANCISCO • LOS ANGELES • BEVERLY HILLS

# ADVERTISING AGENCIES

*Listing includes agencies placing network and important spot business during 1945 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., INC.

519 11th St., N.W., Washington 4, D. C.  
Phone District 0551

President.....John E. Waterfield  
Treasurer.....Edmund S. Goss  
*Radio Account Placed*—WINX, Wash-  
ington, D. C.

### ADVERTISING, INC.

1523-29 Central National Bank Bldg.,  
Richmond, Va.  
Phone 32300 & 32800

ANPA—SNPA—APA—FAAG

President.....J. Lynn Miller  
Vice-President.....M. T. Miller  
Secretary-Radio Director...Alicia G. Smithers  
*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

Executive Director.....M. Keilson  
Radio Director.....Sholom Rubinstein  
Producer.....Jacob F. Keilson  
Continuity Chief.....Jacob I. Freedman  
Program Planning.....David M. Hausdorff

*Radio Accounts Placed*—Foreign Language Programs; General Foods Corp. (Maxwell House Coffee, Diamond Crystal Sale, Sanka Coffee, Baker's Cocoa, Yuban Coffee); Horowitz-Margaret: I. Rokoach & Sons, Inc.; R. B. Davis Co. (Davis Baking Powder); Colgate-Palmolive-Peet Co. (Colgate Dental Cream); B. T. Babbitt, Inc. (Bah-O); Francis H. Leggett & Co. (Premier Food Products); Seeman Bros. (White Rose Tea); Whitehall Pharnacal Co. (Anacin, BiSoDol, Kolynos Tooth Paste & Powder, New Hair Groom, Hill's Cold Tablets); Boyle-Midway, Inc. (Old English Household Products, Dextra); Best Foods, Inc. (Hecker's Cream Farina, H-O Oats, Hellmann's Mayonnaise); Ralston-Purina Co. (Ralston, Instant Ralston, Shredded Ralston, Ry-Krisp); The Barbasol Co. (Barbasol); Penick & Ford, Ltd. (My-L-Fine Desserts); Ex-Lax, Inc. (Ex-Lax); Dugan Bros. (Dugan Breads); Carter Products, Inc. (Carter's Little Liver Pills); "The 'Junket' Folks" ("Junket" Rennet Products); General Baking Co. (Bond Bread); Florida Citrus Exchange (Florigold Oranges & Grapefruit); Pillsbury Flour Mills Co. (Pillsbury Enriched Farina); General Mills, Inc. (Betty Crocker Pea Soup Ingredients); Murine; The Quaker Oats Co. (Quaker Oats); The Procter & Gamble Co. (Spric & Span); Lever Bros. Co. (Spry); United Fruit Co. (Bananas).



*THEATRE OF ROMANCE*  
*JUDY CANOVA SHOW*  
*BILL STERN'S COLGATE*  
*SPORT NEWSREEL*  
*TERRY & THE PIRATES*  
*MAN ON THE FARM*  
*MANOR HOUSE PARTY*



**Sherman & Marquette**

INC.

*ADVERTISING*

*CHICAGO*

*NEW YORK*

*HOLLYWOOD*



• • • **ADVERTISING AGENCIES** • • •

**ADVERTISING & SALES  
COUNCIL, INC.**

Winchester, Va.  
I'PA

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

**AETNA ADVERTISING AGENCY**

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

Partner.....Lawrence S. Morris  
Partner.....Julia Morris

**THE AITKIN-KYNETT COMPANY**

1400 South Penn Square  
Philadelphia 2, Pa.  
Phone Rittenhouse 7810

AAAA — APA — NOAB — ABP — ANPA  
PPA — OAAA

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.

**R. H. ALBER CO.**

458 Chamber of Commerce Bldg.,  
Los Angeles 15, Calif.  
Phone PRospect 3331  
ANPA

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

**ALLEN & REYNOLDS**

833 Insurance Bldg., Omaha, Nebr.  
Phone. Atlantic 4445  
AAAA—ANPA—APA—ABP

Partners.....Earl H. Allen,  
Milton H. Reynolds  
Account Executives.....Earl H. Allen,  
Milton H. Reynolds, Clair Wolfe, Robert  
Reynolds, Karl M. Joens.

Radio Department.....Harry Walsh,  
Catherine Harry, Helen Moeller.  
Radio Producers .....Harry Walsh,  
Karl M. Joens.

Radio Accounts Placed—P. F. Petersen  
Baking Co., George H. Lee Co., Merchants  
Biscuit Co., Nebraska Consolidated Mills Co.,  
Nebraska Power Co., Byron Reed Co., Hill  
Hotel, Reeds Ice Cream Co., Pioneer Glass  
& Paint Co., United States National Bank,  
Quaker Petroleum Co.

**ALLIED ADVERTISING AGENCIES**

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

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

**ANDERSON, DAVIS & PLATTE, INC.**

50 Rockefeller Plaza, New York 20, N. Y.  
Phone Columbus 5-4868  
AAAA—PPA—ANPA

President.....T. H. Anderson, Jr.  
Vice-President.....H. H. Smith  
Secretary-Treasurer.....Lewis G. Van Akin  
Media Director.....H. H. Thurlby  
Time Buyer.....Corinne Dougherty  
Television Director.....Karl Knipe

*Branch Office*

821 15th St., N.W., Washington, D. C.  
Phone NA 7142

Radio Accounts Placed—Alexander Smith  
& Sons Carpet Co. (National spot), F.  
Schumacher & Co. (national spot), Dry Dock  
Savings Institution (local), Dura-Glass Nail  
Polish (national spot).

Television Account Placed — Alexander  
Smith & Sons Carpet Co.



***TEAM-WORK BRINGS RESULTS In The  
METROPOLITAN ITALO-AMERICAN MARKET***

**Y**OU tell us what to say to these 1,500,000 Italo-Americans who listen daily to our programs; we'll deliver your message to them, the way they understand it . . . like it . . . and act on it. We learned how to do it the hard way . . . and now with fourteen years behind us we have the solid experience to offer you the benefit of our successful system.

**LIDO BELLI**

*Producer*

—

*Director*

—

*Announcer*

**PROGRESSIVE RADIO ADVERTISING CO.**

**260 East 161st Street New York 51, N. Y.**

**MELrose 5-5522**

• • • **ADVERTISING AGENCIES** • • •

**ANFENGER ADVERTISING AGENCY, INC.**

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

President.....Emmo D. Winnius  
Vice-Presidents.....H. Giord Till,  
George L. Prater, C. W. Aubuchon, W. J. Johnson.  
Radio Director.....Vernon L. Morelock  
Asst. Radio Directors.....Ray D. Williams,  
Lynn Westbury Brown  
Traffic.....Jean Gose  
Television Director.....Vernon L. Morelock

*Branch Office*

1050 Canal Bldg., New Orleans, La.  
Phone Raymond 0845

Manager.....Walter Winius  
Asst. Radio Dir.....Ines Masia  
*Radio Accounts Placed*—American Parking Co., Boatmen's National Bank, F. Burkart Mfg. Co., Falls City Brewing Co., Jackson Brewing Co., St. Louis Dairy Council, American Sporting Goods Co., Dazey Corp., Fixaco Co., Lion Oil Co., Seven Up Bottling Co., Becker-Bischoff Chemical Co., Emerson Electric Co., Hotel Jefferson, Merit Clothing Co., Meyer Bros. Drug Co., Reardon Co.

**ANIOL & AULD**

Transit Tower, San Antonio, Tex.  
Phone Fannin 9148  
ABP—SNPA—SAAA

President.....Claude B. Aniol

**ARROW ADVERTISING AGENCY**

40 E. 19th St., New York, N. Y.  
Phone PLaza 5-1140

Radio Director.....Rosetta Valenti  
Space Buyer.....Angelo Sava  
Copy Chief.....H. D. Kline  
*Radio Accounts Placed*—Nagel Groves, Photo Specialties Co., Raymart Co.

**ATHERTON & CURRIER, INC.**

420 Lexington Ave., New York, N. Y.  
Phone MOhawk 48795  
ABP—ANPA—PPA

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.

**ATHERTON & GRESHAN**

6000 Sunset Blvd., Hollywood 28, Calif.  
Phone Hollywood 7151

Partner.....Al Atherton  
Partner.....M. H. Greshan

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

230 N. Michigan Ave., Chicago, Ill.  
Phone Randolph 0830

ANPA — ABP PPA — APA — NOAR  
President.....James T. Aubrey  
Vice-Presidents.....John C. Moore,  
John J. Finlay.

Radio Time Buyer-Production John H. North  
*Radio Accounts Placed* — Chicago Solvay Coke Co., International Harvester Co., McIlhenny Co. (Tabaco), 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

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

**MR. and MRS.**  
**FITZ-G-HONEY**

i.e.

Ed and Pegen Fitzgerald

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

Talent ..... Marge Kerr  
 Comm. Copy Director..... Philip A. Young  
 Business Manager..... T. J. McDermott  
 Chief Time Buyer..... Clarence G. Cosby  
 Radio Publicity..... Wauhullau La Hay  
 Time Buyer..... Paul Kizenberger  
 Television Director..... Donald N. McClure  
 Comm. Films Director..... G. David Gudebrod  
 Producers..... Wallace R. Magill,  
 Les Quailey, 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.

**BADGER & BROWNING & HERSHEY,  
 INC.**

30 Rockefeller Plaza, New York 20, N. Y.  
 Phone Circle 7-3720  
 ABP—ANPA—PPA

President..... R. W. Hershey  
 Chairman of Board..... J. L. Badger  
 Treasurer..... F. S. Browning

Vice-President..... H. W. Mallinson  
 Radio Department..... Jack Wilcher,  
 J. D. Knap, Jr., Bruce L. Small, W. D.  
 Edouarde, Marjorie de Mott, Genevieve  
 Schubert, Marie H. Missing.

•  
**BALDWIN, BOWERS & STRACHAN,  
 INC.**

374 Delaware Ave., Buffalo 2, N. Y.  
 Washington 6854  
 APB-ANPA-PPA-APA-ABP

President..... William M. Baldwin  
 Vice President..... Everett L. Bowers  
 Treasurer..... Kenneth Strachan  
 Radio Director..... Everett L. Thompson  
 Radio Producers..... James E. Corbett,  
 Jean Schantz, Joseph Radder, Kay Burk-  
 hardt.

*Radio Accounts Placed*—Maritime Milling  
 Co., Sears Roebuck Co., Iroquois Beverage  
 Corp., Erie Savings & Loan, S. R. Gerber  
 Sausage Co., Sattler's Dept. Store, O'Rourke  
 Baking Co., Kobler & Miller Furniture, Red  
 and White Stores, Hambleton Terminal Corp.,  
 General Ice Cream Corp., International Rail-  
 way Co., Buffalo Industrial Bank, Crystal  
 Beach Co., Inc.

•  
**BARLOW ADVERTISING AGENCY,  
 INC.**

712 James St., Syracuse 2, N. Y.  
 Phone 3-0131  
 APA — PPA — ABP

President ..... E. S. Barlow  
 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 Con-  
 gress Brewing Co., Lincoln National Bank &  
 Trust Co.

•  
**BARNES CHASE COMPANY**

530 Broadwav, San Diego 1, Calif.  
 Phone Franklin 7771

ABP — ANPA — AAAA — APA — NOAB  
 Owner..... Norman R. Barnes  
 Production Manager..... Wm. M. Price  
 Radio Director..... Ruth F. Almstedt

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Ida Bailey Allen and the Chef

John Robert Powers—The Powers School of the Air

Live and Transcribed Programs

## **KAYE-MARTIN PRODUCTIONS, INC.**

Tribune Tower  
Chicago, Illinois  
Superior 0100

36 West 44th Street  
New York 19, New York  
MUrray Hill 2-8198-9

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

*Branch Office*

1121 South Hill St., Los Angeles 15, Calif.

Phone PRospect 4118

Manager.....E. W. Rutledge

**BARRONS ADVERTISING CO.**

903 McGee St., Kansas City, Mo.

Phone HARRison 7730

ABP—ANPA—PPA

President & Treasurer.....Wheeler Godfrey

Vice-President.....Frank H. Little

Secretary.....A. W. Durrin

Art Director.....Walter A. Sicking

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, 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 In-

surance 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

President-Treasurer.....Theodore L. Bates

Executive Vice-President & Chrm. of Plant

Creative Board.....Joseph R. Busk

Vice President-Secretary..Thomas J. Carnease

Vice President-Director of Media-

Asst. Secretary.....Edgar Small

Vice-President.....Thomas F. Harrington

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.

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

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

Phone Eldorado 5-5800

(Chairman of Board.....Bruce Barton

President.....Bernard C. Duffy

Vice-Pres.-Treasurer.....F. R. Feland

Executive Vice-President for

Western Offices.....John C. Cornelius

V.P.-Director of Radio...Arthur Pryor, Jr.

Asst. Director of Radio.....W. W. Grider

Radio Research.....Theodora Anderson

Radio Promotion-Merchandising..Jack Moore

Radio Time Buying.....Frank Silvernail

Local Radio Manager.....Gertrude Scanlan

Chief Story Editor.....George Kondolf

Radio Talent Buyers.....Katherine Winn,

Edwin Marshall

Radio Producers.....David White, Kenneth

Webb, Edwin Marshall, Walter Tibbals,

Russell Ambruster, Gladys Franklin,

Robert La Bour, Chet Gierlach, Josephine

Lyons, Ted Long, Ann Bastow, Ira Avery,

Lynn Barnard, Henry Klein, Richard

Wendelken.

Radio Writers.....Roberta Barrett,

Turner Bullock, John Gibbs, John Mole,

Charles Newton.

Bus. Mgr.-Radio Dept.....Frank Silvernail

Time Buyers.....Jim Moore, Elenore

Scanlan, Eunice C. Dickson, Lucille Vella

Publicity Director...William P. Maloney

Television Director...F. A. Long

*Branch Offices*

1220 Statler Office Bldg., Boston 16, Mass.

Phone Hubbard 0430

Vice President.....Francis W. Hatch

Rand Bldg., Buffalo 3, N. Y.

Phone Cleveland 7915

Vice President.....Stanley P. Irving

919 N. Michigan Ave., Chicago 11, Ill.

Phone Superior 9200

Vice President.....R. B. Burton

1515 Terminal Tower Bldg.,

Cleveland 13, Ohio

Phone Prospect 3621

Manager.....E. E. Haring

1912 Book Bldg., Detroit 26, Mich.

Manager...F. Plummer Whipple

1680 N. Vine St., Hollywood 28, Calif.

Phone Hollywood 7337

# BEN PRATT

TALENT PROMOTION  
PERSONAL PUBLICITY

CIRCLE 6-3082



PATSY CAMPBELL  
LEx. 2-1100



AMZIE STRICKLAND  
LEx. 2-1100



DORIS GRUNDY  
LEx. 2-1100



ELAINE ROST  
LEx. 2-1100

NOTE: As of Mar. 1, 1916, current or recent shows follow: *Patsy Campbell*—Big Sister, Second Mrs. Burton, Calling All Girls, Aldrich Family, Armstrong Theater, etc. *Amzie Strickland*—Jones and I, The Fat Man, Real Stories, Ellery Queen, World's Great Novels, Helen Trent, etc. *Doris Grundy*—Archie Andrews, Helen Hayes, Readers' Digest, Dick Tracy, Crime Photographer, True Story, True Detective Mysteries, etc. *Elaine Rost*—Backstage Wife, Front Page Farrell, Right to Happiness, Just Plain Bill, True Story, Gang Busters, etc.



• • • **ADVERTISING AGENCIES** • • •

Vice President.....Wayne Tiss  
523 W. 6th St., Los Angeles 14, Calif.

Phone Michigan 1354

Vice President.....W. B. Geissinger  
Northwestern Bank Bldg.,

Minneapolis 2, Minn.

Phone Bridgeport 8881

Executive Vice President John C. Cornelius

Vice President.....H. H. Haupt  
Grant Bldg., Pittsburgh 19, Pa.

Phone Grant 8060

Vice President.....Leon D. Hansen  
Russ Bldg., San Francisco 4, Calif.

Phone Garfield 1017

Vice President..... Charles H. Ferguson

*Radio Accounts Placed*—American Steel & Wire Co., Armstrong Cork Co., Boston Edison 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., Nchi 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

President.....Nelson Bennett

Vice President.....E. C. Whittemore

Vice-President.....Frederick P. Walther, Jr.

Treasurer.....Royal W. Leith

Secretary-Asst. Treas.....Dorothy Charles

*Radio Accounts Placed*—Washburn Candy Co., Gum Products Co., Wesco Waterpaints, Inc., Beacon Co.

•

**BENTON AND BOWLES, INC.**

444 Madison Ave., New York 22, N. Y.

Phone Wickersham 2-0400

AAAA-ANPA-PPA-ABP-NOAB-  
OAAA

Chairman of Board.....Atherton W. Hobler

President.....Clarence B. Goshorn

Executive Vice-Pres....William R. Baker, Jr.

Secy.-Treas.....Edward R. Beach

*Radio Department*

Vice-Pres. in Charge of Radio..Walter Craig

Mgr. of Radio Department....Frank Barton

Adm. Asst.....Hugh Hole

Script-Editor.....Roy Bailey

Asst. to Script-Editor.....Natalie Newbery

Casting Director.....Louise Young

New Program Ideas.....Leslie Harris

Vice-Pres. Media.....H. H. Dohberten

Time Buyer.....Roland Van Nostrand

Spot Time Buyer.....Ruth Jones

Directors....Hoyt Allen, Don Cope, Olga

Druce, Leslie Harris, Herb Leder, Theodora Yates

*Television Division*

supervisor.....Herb Leder

*Branch Offices*

6258 Hollywood Blvd., Hollywood 28, Cal.

Phone Hillside 9151

West Coast Representative.....Al Kaye

Office Manager.....Mary Edith Stahl

Directors.....Al Kaye, Tom McDermott

326 East Main Street, Lakeland, Fla.

Phone LAKeland 2161

Director.....David Kepner

Office Manager.....Mrs. Annie G. Hull

*Radio Accounts Placed* — General Foods Corporation (Baker's Chocolate Products, Diamond Crystal Salt, Post's Raisin Bran, Post's Bran Flakes, Post Toasties, Post Tens, Maxwell House Coffee, Instant Maxwell House, Gaines, Yuban Coffee, Birds Eye, Log Cabin Syrup), Prudential Insurance Co., Procter & Gable (Ivory Snow), Columbia Recording Corporation.

•

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

136 East 38th St., New York 16, N. Y.

Phone Lexington 2-7550

ABP-ANPA-PPA-NOAB-APA-  
AAAA

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Executive Vice-President.....Stewart Wark

Vice President.....Alfred G. Keeshan

Secretary-Treasurer.....Winston H. Hagen

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*Member of the Mutual Broadcasting System*

21 BROOKLINE AVENUE, BOSTON 15, MASS EDWARD PETRY & CO., INC., Exclusive National Sales Representative

Radio Director.....George C. Castleman  
 Ass't. Time Buyer.....Philip R. Warner  
*Radio Accounts Placed*—Griffin Manufacturing Co., Inc., Conti Products Corp., Berst-Forster-Dixfield Co., E. Pritchard, Inc., Dailey Mills, Inc., Lewis, Ltd.

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

9 Rockefeller Pl., New York, N. Y.  
 Phone Circle 7-6760

ABP—ANPA—PPA—PRB

President.....Frank Best  
 Vice-President.....L. Marks  
 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

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

*Radio Dept.*

501 Madison Ave.

Director of Production...Stanley Joseloff  
 Eastern Production Manager...Ward Byron  
 Office Mgr.-Talent Buyer...Lucille Webster  
 Time Buyer.....Ethel Wieder  
 Bulova Station Relations.....C. A. Snyder  
 Special Program Writer.....Edith Oliver  
 Stations Relation Head.....John Hynes  
 Program Coordinators.....Betty Mandeville,  
 Elizabeth Ready.  
 Producers.....Harry Spears,  
 Max Marcin.

*Hollywood Office*

6111 Sunset Blvd., Hollywood, Calif.

Chief of Radio Prod...William Rousseau  
 Office Manager.....Maxine Anderson  
 Producers.....William Spier,  
 William Lawrence.

*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., Schenley Corp., 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

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

*Radio Dept.*

Director of Radio.....Jack Steiner  
*Radio Accounts Placed*—Brass Rail, Rogers Corner, Smith Bros, Ice Cream, Grossinger Hotel & Country Club.

**THE BLAINE THOMPSON CO.**

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

ANPA—PPA

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

**W. EARL BOTHWELL  
 ADVERTISING AGENCY**

600 Grant Street, Pittsburgh 19, Pa.  
 Phone Court 6565

AAAA ABP—ANPA

Owner.....W. Earl Bothwell  
 Chief Accountant.....A. A. Logan  
 Production Manager.....Clark Glenn  
 Acting Space Buyer.....H. B. Trautman  
 Radio Director.....G. Taylor Urquhart  
 Ass't. Radio Director.....Barbara Frankel  
*Radio Accounts Placed*—P. Duff & Sons, Inc. (Div. American Home Foods, Inc.), Christian & Co., Inc., Summit Hotel, Frank & Sedar, John M. Roberts & Son Co., Galen Laboratories.

**BOTSFORD, CONSTANTINE &  
 GARDNER**

115 SW 4th Ave., Portland 4, Oregon  
 Phone Atwater 9541

AAAA ABP—ANPA—PPA—NOAB  
 APA-ABC

President.....David M. Botsford  
 Vice-President.....Ray Andrews  
 Vice President.....Frankie Coykendall  
 Vice President.....Frank King  
 Secretary-Treasurer.....Marle W. Manly



*1945 - Lt. George F. Putnam, U.S.M.C.R.*



*1946 - Mr. George F. Putnam*

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*Branch Offices*

333 Central Bldg., Seattle 4, Washington  
Phone Eliot 3523  
Vice-President ..... C. P. Constantine  
Vice-President ..... Win Cline  
350 Russ Bldg., San Francisco 4, Cal.  
Phone Exbrook 7565  
President ..... David M. Botsford  
Vice-President ..... Stanley G. Swanberg  
Vice President ..... George McNutt  
Vice President ..... Arch Macdonald  
629 S. Hill St., Los Angeles 14, Cal.  
Phone Michigan 1427  
Vice-President ..... Thomas O. Morris, Jr.  
5104 Empire State Bldg., New York 1. N. Y.  
Phone Bryant 9-4845  
Vice-President ..... Elizabeth Eyerly  
*Radio Accounts Placed*—Bellbrook Dairies,  
Cooter Co., Foreman & Clark, Foster Lunch  
Systems, General Paint Corp., Jantzen Knit-  
ting Mills, Kaiser Co., Oregon Shipbuilding  
Corp., Lucky Stores, National Biscuit Co.  
(West Coast), Olympia Brewing Co., Oregon  
Mutual Fire Insurance Co., Tillamook Coun-  
ty Creamery Association, Wellman Pack &  
Co., National Steel Construction Co.

**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. Cory Hancock  
Treasurer ..... D. Dearth  
Program Director, Asst. to Mr. Boynton,  
Larry Payne  
Traffic Manager ..... Ruth Grinnwald  
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—De-  
troit, New World Coming, Highland Park  
Baptist Church, Devotional Hour, Your Wor-  
ship Hour, Chicago Evangelistic Institute,  
Michigan Conference Seventh Day Adven-  
tists, National Tennis Matches.

**BRESNICK & SOLOMONT**

216 Tremont St., Boston 16, Mass.  
Phone Liberty 7751

ABP ANPA PPA — APA

Principal ..... Oscar Bresnick

Principal ..... Chester L. Solomont  
Account Executives ..... Joseph Blue,  
Arthur Cohen, Frank Gardner.

*Radio Accounts Placed*—Federal Savings &  
Loan Assn. of New England, Dawson's  
Brewery, Inc., M. Hoffman & Co.

**THE J. CARSON BRANTLEY  
ADVERTISING AGENCY**

O-N Building, Salisbury, N. C.  
Phone 900

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—APA

President ..... R. C. Breth  
Vice-President ..... Russel Spoor

*Radio Accounts Placed*—Home Mutuals In-  
surance 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

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

General Manager ..... James P. Derum

*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 (Photog-  
raphers), Robert Wallace Furs.

# GARNETT MARKS



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SPORTS AND NEWS COMMENTATOR

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**BROADCAST ADVERTISING CO.**

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

Owners.....Van C. Newkirk  
Office Manager.....Betty Culbert

*Radio Accounts Placed*—Crew of Good Ship Grace, Inc., Floyd B. Johnson, Grace Dotson, Calvary Assembly.

**BROOKE, SMITH, FRENCH & DORRANCE, INC.**

Jefferson at Burns, 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

Chairman of Board.....Sturges Dorrance  
President.....Willard S. French  
Secretary-Treasurer.....Guy C. Smith  
Vice-President.....Charles W. Brooke  
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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

**BROOKS ADVERTISING AGENCY**

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

General Manager.....A. R. Brooks  
Secretary.....E. Nyberg  
Time Buyer.....A. R. Brooks  
Copy Chief.....Anne Miller  
Production.....Ann Ferkanin  
Art Director.....Len Wolf  
Acct. Exec.....S. P. Brooks  
Radio Producer.....Lenord Reeg

*Radio Accounts Placed*—Bekins Moving & Storage, Citizens Nat'l Trust & Savings Bank, Bekins Van & Storage Co., Everest & Jennings, Golden West Products Co., Roland J. Caupel Co., Port of Los Angeles, Anderson-O'Brien Co.

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

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

APA — AAAA — ANPA — ABP  
NOAB — PPA

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 7-7660  
ANPA — PPA — APA

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., Warrens Chewing Gum, Johnson Candy Co., Fashion Frocks.

**CHARLES BRUNELLE ADV. AGENCY**

15 Lewis St., Hartford, Conn.  
Phone 2-5544

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  
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.

Thanks to the American Public



*R. Shepard*  
*Phila*

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(The Cowboy Philosopher)

RADIO . . . Coast-to-Coast via American Broadcasting Co.

RECORDS . . . KING Recording Artist

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412 So. 19th St., Omaha 2, Nebraska  
Phone AT 2125  
ABP—ANPA—PPA

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—ABI—SNPA

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.....William McIlvain  
Radio Producer.....Hobe Donovan  
*Radio Accounts Placed*—Network: Pure Oil Co., Brown Shoe Co.; National Spot: Brown Shoe Co., Pure Oil Co.

**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—APB—NAOB

Partners.....Herbert Byer,  
Gus K. Bowman, Joel M. Burghalter  
*Radio Accounts Placed*—The Skidoo Co., Ohio Laboratories, Inc., Budd & Co., War Finance Committee, Dr. Heinz Co.

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

24 Milk St., Boston 9, Mass.  
Phone Hancock 7690

President.....Harold Cabot  
Exec. Vice-President.....Henry W. Patterson  
Vice-President.....Donald D. Douglas  
Vice-President.....William H. Ganick  
Vice-President.....Edward F. Chase  
Vice-President.....John E. Kennedy  
Vice-President.....George E. Griffin  
Treasurer.....Richard P. Holland  
Assistant Treasurer.....Lillian MacLean  
Time Buyer.....James Byrnes

*Branch Office*

120 Exchange St., Portland, Maine  
Phone 3-5962

Vice-President.....Frank Black  
*Radio Accounts Placed*—The Boston and Maine Railroad, H. P. Hood & Sons, W. L. Douglas Shoe Co., Miller & Hollis, Inc.

**CAHN-MILLER, INC.**

413 N. Charles St., Baltimore 1, Md.  
Phone Saratoga 4466-7

PPA

President.....Louis F. Cahn  
Vice-President.....C. LeRoy Miller  
Radio Dept.....Louis C. Pedler, Jr.  
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—OAAA—NOAB—ABC

Secretary-Treasurer.....R. P. Clayberger  
Radio Program Mgr.....C. H. Miller  
Asst. Manager.....T. H. Young

*Branch Office*

333 No. Michigan Ave., Chicago, Ill.  
Randolph 3831

Radio Dept. Manager.....R. A. Washburn  
*Radio Accounts Placed*—Stokley-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—APA—NOAB

President.....F. D. Richards  
Exec. V.-P. & Gen. Mgr.....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,  
R. Romeyn.

Radio Director.....R. F. Hackenger  
Art Director.....W. A. McNabb  
Media Director.....J. L. Spencer

*Television Dept.*

Television Director.....Richard Hackenger  
*Radio Accounts Placed*—United States Rubber Co.

*Television Accounts Placed*—Television Quarterback with Lou Little.

THANKS TO THE AMERICAN PUBLIC



## RED FOLEY

15 Years of Success . . . and still going **STRONG**

RADIO . . . . . W L S National Barn Dance  
RECORDS . . . . . Exclusive DECCA Artist  
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SCREEN . . . . . "Pioneers"—Mon'gram Pictures

### MUSIC

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**CAMPBELL-EWALD CO.**

General Motors Bldg., Detroit 2, Mich.  
Phone Trinity 2-6200

AAAA—ANPA—ABP—PPA—PRB—  
APA—ABC

President.....Henry T. Ewald  
Exec. V-P. & 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., Fould's Macaroni, Detroit Edison Co., Chevrolet Motors.

**CAMPBELL-MITHUN, INC.**

1370 Northwestern Bank Bldg.  
Minneapolis 2, Minn.  
Phone ATLantic 3231

ANPA—PPA—APB—AAAA—SNPA—  
SAAA—PRB

*Radio Dept.*

Radio Director.....John Forney  
Time Buyer.....Harry Johnson  
1024 Palmolive Bldg.  
Chicago 11, Ill.  
Delaware 7553  
*Radio Dept.*

Radio Director.....John Bridgewater  
Time Buyer.....Arthur H. Lund

**THE CAPLES COMPANY**

535 Fifth Ave., New York 17, N. Y.  
Phone LExington 2-0850

ANPA—PPA—APA—NOAB

President.....R. C. Caples  
Vice-President.....Hudson Meyer

*Radio Dept.*

Director of Radio.....Dave Lewis  
Time Buyer.....Ruth D. Folster  
Producer.....Dave Lewis

*Television Dept.*

Director of Television.....Dave Lewis

*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 Express; Union Pacific Railroad; Chicago & North Western Railway; Railway Express Illinois Central.

**CARTER ADV. AGENCY, INC.**

912 Baltimore Ave., Kansas City, Mo.  
Phone HA 1356

609 Minnesota Ave., Kansas City, Kansas  
Phone DR 3077

ABP ANAP NAAN—APA

President.....Charles W. Carter  
Vice-President.....Wm. C. Rowe  
Secy.-Treas.....Josephine Dahlin  
Radio Dept.....Lee Hall  
*Radio Accounts Placed*—Helzberg's Jewelers, Rushton Baking Co., Inter-State Bldg. & Loan Association.

**R. H. CARY, INC.**

908-10 Liberty Bldg., Des Moines 9, Iowa  
Phone 4-0375

ABP—ANPA—PPA—APA

President.....R. H. Cary  
Secretary.....A. W. Little  
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.....Helen A. LaVelle  
*Radio Accounts Placed*—Oelwein Chemical Co., Thompson Hybrid Corn Co., Duffy Time Company, Des Moines Ice & Fuel Company, National Travelers Casualty Co.

**PEARSON ADVERTISING AGENCY, INC.**

50 E. 42nd St., New York, N. Y.  
Phone VAnDerbilt 6-0029-30

President-Treasurer.....Charles Pearson  
Asst. Secretary.....W. S. Booth  
Production Manager.....Harold Kranz  
*Radio Accounts Placed*: K-7, March Through Life.

**CECIL & PRESBREY, INC.**

247 Park Ave., New York 17, N. Y.  
Phone Wickersham 2-8200

ANPA—AAAA—PPA—APA—NOAB

Ch. Bd.....Chas. Presbrey  
Dir. of Radio, Tele., Public Relations,  
T. G. Sahin  
*Radio Accounts Placed*—Block Dubb, G. Washington Instant Broth, Oyster Shell.

*Thanks to the American Public*



## DAVE DENNEY

RADIO . . . WHN, New York, N. Y.  
RECORDS . . . Musicraft Recording Artist

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

**HERBERT CHASON COMPANY**

232 Madison Ave., New York 16, N. Y.  
Murray Hill 3-6336-7

ABP

President.....Herbert S. Chason  
*Radio Accounts Placed*—Mack Drug Co.,  
Schiller-Dubrow.

•

**THE CHERNOW COMPANY**

Empire State Bldg., New York 1, N. Y.  
Phone Pennsylvania 6-3520

President.....Sam Chernow  
Vice-President.....Leo A. Friedman  
Director of Radio.....Tex Weiner

•

**NELSON CHESMAN COMPANY**

Hamilton Trust Bldg., Chattanooga 8, Tenn.  
Phone 6-4942

SNPA

Partners.....John I. Fontaine, S. M. Kelly  
John E. Fontaine, S. M. Kelly

*Radio Dept.*

Radio Director.....H. Gene Sample  
*Radio Accounts Placed*—The Chattanooga  
Medicine Co., Fleetwood Coffee Co., Double-  
Colo. Co., Olam Mills Portrait Studios.

•

**C. P. CLARK, INC.**

143 Seventh Ave., No., Nashville, Tenn.  
Phone 6-4179

ABP — ANPA — PPA — SNPA — NOAB

First Advertising Agency Group

President-In Charge of Radio....C. P. Clark  
Vice-Pres. & Treas-urer.....D. G. Goodwin  
Secretary.....Jeanne D. Clark

*Radio Account Placed*—O'Bryan Bros., Inc.,  
(Duck Head Overalls).

•

**THE CLEMENTS COMPANY, INC.**

1601 Chestnut St., Philadelphia, Pa.  
Phone Rittenhouse 0236

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, Pharma-  
co, Inc., Hudson Coal Co., Horn & Hardart,  
Certified Milk Assn.

**RUSSELL C. COMER ADVERTISING  
CO.**

15 W. 10th St., Kansas City, Mo.

Phone HARRISON 3964

APA — ANPA

Partner.....Russell C. Comer  
Partner.....Ruth E. Comer  
Space Buyer.....Elizabeth Furnish  
Production Mgr.....John C. Teblandt  
Acct. Executive.....Gardner Reams

•

**COMPTON ADVERTISING, INC.**

630 Fifth Ave., New York 20, N. Y.

Phone Circle 6-2800

SNPA—AAAA—ANPA—PPA—OAAA—  
NOAB—ABC

President.....Richard Compton  
Exec. Vice-Pres.....Robert D. Holbrook  
Vice-Pres., Secy. & Treas...Leonard T. Bush  
Vice-Presidents.....Craig Davidson,  
Edward Battey, Jr., Frank Griffin, John  
K. Strubing, Jr., Thurman L. Barnard,  
Muriel Haynes.

Vice-Pres-Media Director.....Guy Richards  
Vice-Pres-Radio Director.....Lewis H. Titterton  
Media Supervisor.....Frank B. Kemp  
Mgr., Radio Dept.....Brice Disque, Jr.  
Mgr. Television Dept.....Wyllis Cooper  
Casting Director.....Brewster Morgan  
Publicity Director.....Virginia Travers  
Head Time Buyer.....William B. Maillefert  
Radio Time Buyers.....Henry Clochessy,  
Jean Lawler

Daytime Radio Director.....Evelyn Pierce  
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

Land Bank 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., Krueger Brewing Co.,  
Allis Chalmers Co., Goodyear Tire and Rub-  
ber Co.



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**Director of Music**

**K M P C — "The Station of the Stars"**

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**THE CONNOR COMPANY**

544 Market St.,  
San Francisco 5, Cal.  
Phone, YUKon 0196

APA — ABP — FAAG

President.....Edward W. Connor  
Exec. Vice-Pres.....Robert W. Conley  
Treasurer.....Denis Muir  
Production Manager.....Louis Means  
Account Executives.....E. W. Connor,  
Robert W. Conley, Denis Muir, G. Huffman

**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

**COWAN & DENGLE, INC.**

527 Fifth Ave., New York 17, N. Y.  
Phone MURray Hill 2-0940

ANPA — PPA — NOAB — APA

President.....Stuart D. Cowan  
V-P, Secretary-Treasurer.....H. W. Dengler  
Space-Time Buyer.....Miss A. Marie Maus  
Acct. Executives.....H. B. Wells,  
C. J. Cutajar, Porter Leach.  
*Radio Account Placed*—Islandsten-Moller  
Co., Inc.

**JOHN GILBERT CRAIG ADV.**

903 Shipley St., Wilmington, Del.  
Phone 6185

PPA—ANPA—ABP—APA NAAN

Associates....John Gilbert Craig, Kathleen  
Anderson Walsh

**THE CRAMER-KRASSETT CO.**

733 N. Van Buren St., Milwaukee 2, Wis.  
Phone DALy 3500

AAAA — ABP — ANPA — PPA  
APA — NOAB

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., The Massey-Harris Co., Victor Stamm  
& Associates, Ed. Schuster & Co., Amity  
Leather Co., Wilmaukee Co., Sperry Candy  
Co., McConnon & Co., Mackwin Co., Luick  
Ice Cream Co., Luick Dairy Co., Blue Mound  
Oil Co.

**CRITCHFIELD & COMPANY**

720 North Michigan Ave., Chicago 11, Ill.  
Phone Superior 3061

ANPA — APA — PPA — NOAB

President.....Scott S. Smith  
Vice-President.....E. P. Nesbitt  
Space Buyer.....E. Greenboom  
Production Manager.....R. M. Cowing  
*Radio Accounts Placed*—Wheeling Steel  
Corp.

**CRUTTENDEN & EGER**

64 E. Lake St., Chicago 1, Ill.  
Phone Central 7830

ABP—ANPA—PPA—NOAB APA

Owner.....Edmond I. Eger  
Account Executive.....Leon H. Lewis  
Account Executive.....George M. Stern  
Account Executive.....Patrick Shannon  
Account Executive.....Harley B. Hobbs  
Media-Research Director.....Harry C. Pick  
Art Director.....Harry J. Beier  
Copywriter.....Herman H. Breslich  
Copywriter.....Justin C. Tanner  
Radio Time Buyer.....Harry C. Pick  
*Radio Accounts Placed* — Admiral Corp.,  
Klein's Sporting Goods, BG/ Foods, Inc.  
*Television Account Placed*—Admiral Corp.

**DANCER-FITZGERALD-SAMPLE**

221 No. La Salle St., Chicago 1, Ill.  
Phone State 3800

ABP—ANPA—APA—PPA—ABC—NOAB

President.....H. M. Dancer  
Vice President.....C. L. Fitzgerald  
Vice President.....J. G. Sample  
Treasurer and Secretary.....Paul Keenan  
Acct. Execs.....Everett C. Bradley,  
D. D. Brown, Joseph Greeley, Thomas L.  
Greer, Robert F. Hussey, J. Kenneth  
Laird, James S. Lind, G. H. Johnson,  
Richard Janney.

*Radio Department*

Radio Director.....Roy Winsor  
Radio Acct. Exec.....Carl Stanton

Radio Supervisors... George Stellman.  
James West, H. Y. Bingham, Philip Bowman.

Dir. Radio Contracts.....James J. Neale  
*Branch Offices*

217 Park Ave., New York 17, N. Y.  
Phone Wickersham 2-4200

Management..... H. M. Dancer, President,  
T. H. Brown, Jr., Asst. to Pres.  
Asst. Exers..... Frank A. Kearney,  
George G. Tormey, F. K. Beirn, H. B. Cohen,  
W. W. Holt, A. W. Spence, Jr., W. B. Stewart.

Radio Asst. Exer..... Carl Stanton  
Rm. 1014, Taft Building, 1680 Vine Street  
Hollywood 28, Calif.  
Phone Hempstead 8166

Manager..... Alvin Kabaker  
Dancer-Fitzgerald-Sample, Ltd.  
6 King Street, East  
Toronto, Ontario, Canada  
Phone Adelaide 2851

Manager..... Gilbert Nunn  
*Radio Accounts Placed* — General Mills,  
Inc., Procter & Gamble Company, Sterling  
Drug Inc., Kilmer & Co., Inc., Whitehall  
Pharmaceutical Company, Boyle-Midway, Inc.,  
Falstaff Brewing Corp., Continental Illinois  
National Bank & Trust Co.

## D'ARCY ADVERTISING COMPANY

Missouri Pacific Bldg., St. Louis 3, Mo.  
Phone Central 6700

AAAA — ANPA — PPA — ABP — PRB —  
SAAA — SNPA — NOAB — OAAA

President..... J. F. Oberwinder  
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..... J. Toigo  
Radio Dept..... P. A. Louis  
Terminal Bldg., Cleveland, Ohio  
Phone Cherry 0158  
Stanley Seward

90 Broadview 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

PPA — NOAB — APA

President-Time Buyer... James M. Daugherty  
Secretary-Treasurer... Pauline Otto Daugherty

*Radio Accounts Placed*—Pepsi-Cola Bot-  
tlers of St. Louis, Meyer Bros. Drug Co.,  
St. Louis Dairy Co.



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**BEN DEAN ADVERTISING AGENCY**

207 Houseman Bldg., Grand Rapids, Mich.  
Phone 8-0666  
APA—ABP

Owner.....Ben Dean  
Asst.....Mildred Juneau  
*Radio Account Placed* WOOD Radio Station, King-Trendle Broadcasting Corp.

•  
**DOE-ANDERSON ADVERTISING AGENCY**

308 Martin Brown Bldg., Louisville 2, Ky.  
Phone Wabash 3193  
APA—ANPA—PPA—SNPA

President.....Elmer H. Doe  
Account Executive.....Warwick Anderson

•  
**DOHERTY, CLIFFORD & SHENFIELD INC.**

350 Fifth Avenue, New York 1, N. Y.  
BRyant 9-3140

AAAA—ABP—ANPA—PPA—NOAB APA  
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 Mullen  
Radio Time Buyer.....Helen Wilbur  
Publicity Director.....Richard Fehr  
Producers.....Chester MacCracken,  
Edward Pola

*Radio Accounts Placed*—Bristol-Myers Co.,  
Reid's Ice Cream.

•  
**THE RALPH L. DOMBROWER CO., INC.**

Dombrower Bldg., Richmond 19, Va.  
Phone 3-1113  
ABP—ANPA—PPA—SNPA

President-Treasurer...Ralph L. Dombrower  
Vice President.....Morton L. Wallerstein  
Secretary.....Lewis D. Andrews  
Radio Director.....J. H. Fulmer

*Branch Office*

Woodward Bldg., Washington, D. C.  
Manager.....Philip Rosenfeld  
*Radio Accounts Placed*—Southland Wine Corp., Velvet Rose Wine; Southern Biscuit Co., Inc., FFV Cookies & Crackers; Elars Products, Inc., KREY Cough Remedy; Standard Drug Co., Inc., Photographic Div.; Mayo Corp., Drugs & Cosmetics; Pedco Corp., Babyterial; Amatis Co., Amatis Cosmetics.

**DONAHUE AND COE, INC.**

1270 Sixth Ave., New York 20, N. Y.  
Phone Columbus 5-4252  
ANPA—PPA—ABP—SNPA—  
OAAA—APA

President.....Edward J. Churchill  
Treasurer.....W. B. Patterson  
Secretary.....O. A. Kingsbury  
Vice Presidents.....A. B. Churchill,  
Rufus Choate, C. F. Hanser, Robert Rinehart, B. S. Nayfack, Harry Morrill, Lloyd Seidman.  
Vice-Pres-Art Director...William Schneider  
Space Buyer.....A. J. Hilton  
Time Buyer.....Tom Lynch  
Radio Producers...Toni Conry, Carl Rigrod.

*Branch Office*

411 Hurt Bldg., Atlanta, Ga.  
Phone Main 5662

Manager & Vice-Pres.....H. L. Morrill, Jr.  
*Radio Accounts Placed*—Scholl Mfg. Co.,  
Grove's Labs., Beaumont Co., N. Y. Herald-Tribune, Ango-tura-Wupperman Corp., Atlantic Beer & Ale Co., Bailey's Supreme Coffee,  
Radio City Music Hall.

•  
**DOREMUS & CO.**

120 Broadway, New York 5, N. Y.  
Phone REctor 2-3000

ANPA—PPA—APA—ABP—NOAB  
President.....Wm. H. Long, Jr.  
Exec. Vice-Pres.....W. H. Burnham  
Treasurer.....R. E. Williams

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**DORLAN, INTERNATIONAL-PETTINGELL & FENTON, INC.**

247 Park Avenue, New York, N. Y.  
Phone Eldorado 5-2685  
ABP—ANPA—PPA—NOAB

President.....Atherton Pettingell  
Exec. Vice-Pres-Treasurer...Walter Maas  
Exec. Vice-Pres-Secretary...Fleur Fenton  
Vice-President.....Charles B. Strauss  
Vice-President.....Herbert Bayer  
Radio Dept.....Handled by Mildred Fenton Productions.

•  
**JOHN C. DOWD, INC.**

Park Square Bldg., Boston, Mass.  
Phone Hubbard 8050

President.....John C. Dowd  
Executive Vice-President...E. D. Parent  
Radio Director-Talent...Gerard H. Slattery

•  
**L. J. DuMAHAUT ADV. AGENCY**

827 David Stott Bldg., Detroit 26, Mich.  
Phone, RANdolph 9480

President.....L. Jerome DuMahaut  
Production Mgr.....Theresa Savin

## ROY S. DURSTINE, INC.

730 Fifth Ave., New York 19, N. Y.  
Phone, Circle 6-1400  
PPA- NOAB

President.....Roy S. Durstine  
V.Ps.....Wm. E. Dempster, Robt. D. Spalm  
Secy.-Treas.....A. T. Gardiner  
Prod.-Traffic Mgr.....David R. Margaretten  
Art Director.....Harvey A. Spooner  
Radio Directors.....Richard Eastland,  
M. J. Condon.  
Account Executives....William E. Dempster,  
Roy Gordon.

### Branch Offices

333 No. Michigan Ave., Chicago 1, Ill.  
V.P.-Manager.....Ellis Travers  
Carew Tower, Cincinnati 2, O.  
Phone, Cherry 0032  
V.P.-Manager.....Frederic Kammann  
Charge of Art Dept.....Philip Goyert

## ELLIS ADVERTISING CO.

Rand Bldg., Buffalo 3, New York  
Phone Cleveland 0422  
ABP-ANPA-NOAB-APA  
Michael F. Ellis, Jerome R. Ellis  
Radio Dept.  
David Hale

### Branch Offices

33 W. 42nd St., New York 18, N. Y.  
L.Ongacre 5-1567  
John W. Culiner  
74 King St. E., Toronto 1, Canada  
Waverly 3438  
Abbey A. Muter

## SHERMAN K. ELLIS & CO., INC.

217 Park Ave., New York 17, N. Y.  
Phone PLaza 5-7711

OAAA-AAAA-ANPA-PPA-APA

President-Treasurer.....Sherman K. Ellis  
Exec. Vice-President.....C. E. Staudinger  
Vice-President-Secretary.....E. S. Pratt  
Media Director.....Harry Torp

### Branch Offices

141 W. Jackson Blvd., Chicago, Ill.  
Phone Harrison 8612  
V.P.-Manager.....John F. Price  
Radio Accounts Placed—Quaker Oats Co.,  
Jules B. Singer, Joseph Beck, Kenneth  
Plumb, C. G. Wright, Donald Parsons,  
Macgregor Armiston  
Chop Stick Co.

## ERWIN, WASEY & CO., INC.

Graybar Bldg., 420 Lexington Ave.,  
New York 17, N. Y.  
Phone MOhawk 4-8700  
AAAA-ABP-ANPA-PPA-  
SNPA-NOAB-OAAA

President.....Louis R. Wasey  
Vice-Pres.-Gen. Mgr....Howard D. Williams  
Treasurer.....James F. O'Connor  
Director of Radio.....C. H. Cottington

Asst. Radio Director.....Joe Brattain  
Time Buyer.....Keith Shaffer

### 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  
Erwin Wasey & Co. of Minnesota  
Rand Tower, Minneapolis, Minn.  
Phone Atlantic 1223  
Vice-President.....Mac Martin  
First Nat'l. Bank Bldg., Oklahoma City, Okla.  
Okla. City 2-0603  
Vice-President.....Harold Halsell  
White-Henry-Stuart Bldg., Seattle, Wash.  
Elliott 8250  
Vice-President.....Miller Munson  
749 Yonge St., Toronto, Canada  
Randolph 5187  
Vice-President.....Ralph Lawson  
Radio Accounts Placed—Lydia E. Pinkham  
Medicine Co., Musterole Co., The Barbasol  
Co., Consolidated Cigar Co., Carnation Co.,  
R. B. Semler, Inc., Zonite Products Co.,  
Primrose House, Inc., Seeck & Kade, S. C.  
Johnson & Son, Inc., Langendorf United  
Bakers, Inc., Nash Coffee Co., Salisbury &  
Saterlee Co., House of Herbs, Inc., South-  
western Brewing Corp., Oklahoma City Fed-  
eral Savings & Loan Assn., Anderson-Prit-  
chard Oil Corp.

## WILLIAM ESTY & COMPANY

100 East 42nd St., New York 17, N. Y.  
Phone Caledonia 5-1900  
1537 Vine St., Hollywood, Calif.  
Phone Hillside 2183  
President and Treasurer.....William Esty  
Secretary.....E. H. Cummings  
Director of Radio.....Thos. D. Luckenbill  
Time Buyer.....John C. Esty,  
Richard Grabl.  
Radio Producers.....Don Bernard,  
Al Foster, Kenneth MacGregor, Helen  
Phillips, Charles White  
Television Department.....Kendall Foster,  
Kenneth MacGregor.  
Radio Accounts Placed — Colgate-Palm-  
olive-Pect Co., Thomas Leeming & Co., Na-  
tional Carbon Co. Inc., Piel Bros., Pocquin  
Inc., R. J. Reynolds Tobacco Co., Tea Bureau,  
Inc.

## FEDERAL ADVERTISING AGENCY, INC.

444 Madison Ave., New York 22, N. Y.  
Phone Eldorado 5-6400  
AAAA ANPA PPA ABP APA NOAB  
Ch. of the Board.....Robert Tinsman  
President.....Gordon E. Hyde  
Vice-Presidents.....James O'Brien,  
Jules B. Singer, Kenneth Plumb, C. G.  
Wright, Donald Parsons, Macgregor  
Ormiston, A. R. Beverly-Giddings, Hugh

**• • • ADVERTISING AGENCIES • • •**

I. Connet, Laura E. Carson, John S. Davidson, Dr. W. W. Wulfelck.  
 Treas. & Secy.....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), B. Barbizon Corp., Rockwood & Co. (Chocolate Bits), Durkee Famous Foods (Durkee's Dressing), Lily of France Corset Co. (Lilacs Bras).

**HARRY FEIGENBAUM  
 ADVERTISING AGENCY**

1420 Walnut St., Philadelphia, Pa.  
 Phone Pennypacker 3623  
 ANPA—PPA—NOAB

President.....Harry Feigenbaum  
 Radio Dept. Manager.....David Wermen  
 Radio Director & Talent.....Ralph A. Hart

**FERRY-HANLY COMPANY**

500 Fifth Ave., New York 18, N. Y.  
 Phone LOnacre 5-5000

AAAA—ABP—ANPA—PPA—APA—NOAB  
 President.....C. P. Hanly  
 Vice-President.....H. M. Montgomery  
 Secretary-Treasurer.....H. E. Lehman  
*Chicago Office*

**WALLACE-FERRY-HANLY CO., INC.**

430 N. Michigan Ave., Chicago 11, Ill.  
 Phone Superior 4462

Manager.....C. L. Collette  
*Radio Accounts Placed*—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  
 President & Treasurer.....Lawrence Fertig  
 Radio Director.....Henry Bretzfeld  
*Radio Accounts Placed*—Loew-Hakim, Lester Cowan, "The Southerner," "Tomorrow the World."

**ROBERT G. FIELDS & CO.**

1100 Warner Bldg., Nashville, Tenn.  
 Phone 6-1977

PPA—SNPA—ABP  
 President-Treasurer.....Robert G. Fields  
 Secretary.....R. H. Lane  
*Radio Accounts Placed*—Martha White Flour, Fortune Feeds, Falcon Flour, Lily White Flour, St. Bernard Coal.

**FITZGERALD ADVERTISING  
 AGENCY**

202 Southern Bldg., 833 Howard Ave.,  
 New Orleans 13, La.  
 Phone Raymond 5194

AAAA—ANPA—PPA—SNPA  
 APA—ABP—NOAB

Partner.....Joe L. Killeen  
 Partner.....Joseph H. Epstein  
 Partner-Time Buyer.....Leonard Gessner  
 Partner-Copy Chief.....Roy M. Schwartz  
 Partner-Art Dir.....E. W. R. Wootten  
 Partner-Prod. Mgr.....Warren G. Posey  
*Radio Account Placed*—Wesson Oil & Snowdrift Sales Co.

**FLACK ADVERTISING AGENCY**

Hills Bldg., Syracuse 2, N. Y.  
 Phone 2-3129

ABP—ANPA—PPA—APA—AAAA—NAAN  
 Owner.....John B. Flack  
 Vice-President.....Richard H. Wickham  
*Radio Accounts Placed*—Netherland Dairy, Keepsake Diamond Rings, Napteen Labs, Bardeen's, Inc.

**FOLEY ADVERTISING AGENCY**

1012 NBC Bldg., Cleveland 14, Ohio  
 Phone Cherry 1490

President.....Robert B. Foley  
 Secretary-Treas. ....Helen M. Little  
 Acct. 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.

**FOOTE, CONE & BELDING**

247 Park Ave., New York 17, N. Y.  
 Phone Wickersham 2-6600

AAAA—ANPA—ABP—PPA—APA—AAAA  
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 President.....Emerson Foote  
 Chairman, Executive Comm....Fairfax Cone  
 Secretary-Treasurer.....William R. Sachse

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 V.P.-National Radio Director  
 Hubbell Robinson, Jr.  
 Manager of Radio Department  
 Carl Schullinger  
 Radio Time Buyer.....Lillian Sell

**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  
V.P.-Manager.....Wm. J. Pringle  
Radio Time Buyer.....Eugene Duckwall

**HOLLYWOOD OFFICE**

6417 Sunset Blvd., Hollywood 28, Calif.  
Phone Hollywood 6265

General Mgr.-Treas.....C. Burt Oliver  
Regional Program Mgr.....David Taylor

**SAN FRANCISCO OFFICE**

235 Montgomery St., San Francisco 1, Calif.  
Phone Sutter 2355

Vice-Pres. & Manager.....E. I. Harrington  
Radio Time Buyer.....Jane Sullivan  
Radio Director.....Mark Buckley  
*Radio Accounts Placed*—The American Tobacco Company, The Cities Service Oil Company, Armour and Company, Albers Milling Company, Ben Hur Products, Inc., Bourjois, Inc., California Fruit Growers Exchange, Hall Bros., Inc., 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.

**FORT & COMPANY**

Wilder Bldg., Charlotte 1, N. C.  
Phone 4-7122  
APA — SNPA

President.....John L. Fort  
Production Manager.....Jean Dunham  
*Radio Accounts Placed* — Citizens Bank (Local); Coble Dairy Products (Regional).

**ALBERT FRANK-GUENTHER LAW,  
INC.**

131 Cedar St., New York, N. Y.  
Phone COrtlandt 7-5060  
ANPA—PPA—ABP—NOAB—APA

Chairman of the Board...Emmett Corrigan  
President.....Frank J. Reynolds  
First Vice-President & Treasurer

Victor J. Cevasco  
Vice-Chairman-General Mgr.

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

475 Fifth Ave., New York 17, N. Y.  
Phone EXington 2-4537

V.P.....William I. Adler

235 Montgomery St., San Francisco, Calif.  
Phone EXbrook 3484

Acct. Exec.....Lucrezia Kemper  
*Radio Accounts Placed*—Merrill, Lynch,  
Pierce, Fenner & Beane.

**CURT FREIBERGER & CO.**

Cooper Building, Denver, Colo.  
KeyStone 0187

ANPA—ABP—APA—APB

Owner.....C. J. Freiburger  
Production Manager.....W. S. Cassell  
Art Director.....A. Gizek  
Radio Director.....R. Torgerson  
Illustrator.....G. Ellis  
Cartoonist.....J. Reed  
Industrial Artist.....J. T. Prencil  
Account Executive.....J. M. Henderson  
Bookkeeper.....N. J. Charon  
Secretary.....D. Hahn  
*Radio Accounts Placed* — Tivoli Union Co., Brecht Candy Co., Securities Credit Corp., Stone-Hall Brokerage Co., Tomer's Inc., Central Bank & Trust Co., Bell Tailors, Clayton Coal Co., Colorado Potato Flake Co., A. Carbone & Co., Gart Bros., Gus Buttermaid Bake Shop, Service Supply Co., Ute Chief Mineral Water Co., Jack Wehner, Realtor.

**AD FRIED ADVERTISING AGENCY**

Easton Bldg., Oakland 12, Calif.  
Phone HIgate 6580

Owner-Radio Director.....Ad Fried  
Copy & Continuity.....Helen Hall  
Radio Time Buyer.....Shirleigh Phillips  
Research Director.....Charles Marshall  
Format Manager.....Leland Morgan  
Publicity Director.....Irene Barclay  
Program Manager.....Elaine Trigger  
Radio Producers.....Ad Fried, Shirleigh Phillips, Elaine Trigger, Irene Barclay, Helen Hall.

Television Producer.....Ad Fried  
*Radio Accounts Placed* — Darling Shops, Delanes Jewelers, Tash Furriers, Oakland & San Jose Offices of Union Life Insurance Co., Oakland Pro Football Association, Alameda Democratic County Central Committee (Election & Political Rallies), Dynan Finance Co., H. R. Davi Co. (Miracle Foam & Super Foam), D & D Soap Co. (Glean Soap Powder), Stover's Hand Lotion, F. E. Porter Industrial Realtors, Paramount Pest Control, Fred Benioff Himself Furrier, Dr. Citron Dental Offices, Hersh Coast Millinery Stores, Fox West Coast Theatres (Oakland), Crescent Jewelers, Royal Art Galleries (Portraits), Swan's Markets, Magazine Service Bureau.

**HARRY M. FROST CO., INC.**

260 Tremont St., Boston 16, Mass.  
Phone LIberty 0813-45  
ANPA—PPA—APA

• • • **ADVERTISING AGENCIES** • • •

President-Radio Director.....Karl M. Frost  
 Exec. V.P.-Treasurer.....Harry M. Frost  
 Production Manager.....Harold E. Bessom  
 Secretary.....Harvey P. Newcomb  
 Talent & Time Buyer...Harvey P. Newcomb

*Branch Offices*

Lynn, Mass.; Worcester, Mass.

*Radio Accounts Placed* — Durkee-Mower, Inc., Celect Baking Co., Cold Spring Brewing 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 — ABI

APA-NOAB

President (Cleveland).....A. L. Billingsley  
 (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.).....C. L. Trimble

Time Buyer (Cleveland).....W. J. Staab

Research Dir. (N. Y.).....Coleman Caryl

*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, Central National Bank, Westinghouse Elec. & Mfg. Co. (Lamp & Radio Division), Harry Ferguson, Inc., Burkhardt Brewing Co.

**FURMAN & FEINER CO., INC.**

117 W. 46th St., New York, N. Y.

Phone, BRyant 9-2927

President.....Norman Furman

Secretary.....Nathan Rothenberg

Vice-President.....Irving Gottlieb

**GARDNER ADVERTISING CO.**

915 Olive St., St. Louis 1, Mo.

Phone Garfield 2915

ANPA—PPA NOAB—ABC—AAAA

Chairman of Board.....H. S. Gardner

President.....E. G. 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

V.-P. in Charge of Radio...Roland Martini

*Radio Accounts Placed*—Pet Milk Co. Ral-ton Purina Co., Purina Mills, Hyde Park Beer, N. Y. Stock Exchange, Union Electric, St. Louis Ind. Packing Co., St. Louis Public Service Co.

**GARFIELD & GUILD ADVERTISING AGENCY**

660 Market St., San Francisco, Calif.

Phone EXbrook 3420

PPA—ANPA—NOAB—ABI

NAAN—AAAA

President.....Sidney Garfield

Vice-Pres. ....Walter Guild

Vice-President.....Bernard B. Schniter

Radio Director.....William A. Morrison

Radio Time Buyer.....Sally Paul

Production Dir.....David Bascom

Radio Producers.....Walter Guild,

David Bascom, Wm. A. Morrison.

*Radio Accounts Placed* Capwell, Sullivan & Furth, El Dorado Oil Co., Alice Frock, Hurley Marine Works, Good Foods, Inc., Gravem-Ingles Baking Co., Kay Jewelers, Valley Church of the Air, Smith's, No-Doz Awakeners, Northrup King & Co., Remar Baking Co., Chemicals, Inc., Southwest Food Products, Betty Lou Foods, O'Rourke of California, Guitard Chocolate Co., Louis Milani Foods, Frontier Foods, Grace Bros. Brewing Co., John Hanson & Sons, Newell Gutradt Co.

**W. W. GARRISON & COMPANY**

400 N. Michigan Ave., Chicago 11, Ill.

Phone Superior 8388

APA—ANPA—PPA—NOAB

President & Treas.....W. W. Garrison

Vice-President .....Brooks Middleton

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—ABI—ANPA—NOAB

Owner.....Edwin P. Gerth

Account Executives.....David Ryder,

J. R. Pitsker

*Branch Office*

412 W. 6th St., Los Angeles 14, Cal.

Phone, TUCKer 1455

Manager.....David R. Showalter

## GEYER, CORNELL & NEWELL, INC.

745 Fifth Ave., New York 22, N. Y.  
Phone Wickersham 2-5400

AAAA PPA ANPA—APA—ABP—NOAB

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  
Publicity Dir.....Edward F. Thomas

### Radio Dept.

Directors.....Donald S. Shaw,  
Eleanor L. Larsen

### Television Dept.

Director.....Donald S. Shaw  
Prod. Supervisor.....Eleanor L. Larsen

### Branch Offices

U. B. Bldg., Dayton, O.  
Phone Fulton 4145

Manager.....E. C. 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 Hats for  
Men and Women.

## GILLHAM ADVERTISING AGENCY

Continental Bank Bldg.,  
Salt Lake City 1, Utah  
Phone 4-5516

ANPA—AIPA—ABP

President & Treasurer.....M. C. Nelson  
Vice-Presidents.....J. Y. Tipton,  
Lon Richardson

Secretary.....Marjorie Farrell  
Asst. Exec., Radio Dir. & Producer,

Victor V. Bell  
Production Manager.....A. W. Rogers

*Radio Accounts Placed*—Sego Milk Products Co., Utah Oil Refining Co., Exceleis Products Co., Mountain Fuel Supply Co., Royal Baking Co., Walker Bank & Trust Co., Sweet Candy Co., Cloverleaf Dairy, Tracy-Collins Trust Co., Utah Power & Light Co., Fisher Brewing Co., J. A. Hogle & Co., Porter Scarpelli Macaroni Co. (Salt Lake City), Utah Lumber Co., Jesse M. Chase.

## GLASER ADVERTISING, INC.

Statler Bldg., Boston 16, Mass.  
Phone Hubbard 7188

AAAA—ABP—ANPA—PPA—APA

President.....Louis Glaser  
Radio Director.....M. B. Collins  
Production Manager Thomas F. Eccleston, Jr.

*Radio Accounts Placed*—Hathaway Baker  
ies, Inc., Rose-Derry Co.

## GLASSER-GAILEY & COMPANY

3275 Wilshire Blvd., Los Angeles 5, Calif.  
Phone Fitzcoy 2141

PPA

Partner.....P. E. Gailey  
Partner.....G. F. Glasser  
Fashion Director.....Joyce Contini  
Comptroller.....Howard Gambrell  
Production Manager.....King Richardson  
Copy Chief.....Jane O'Leary  
Time Buyer.....J. G. Mitchell

### Branch Offices

690 Market St., San Francisco, Calif.  
Phone Exbrook 6469

Manager.....Robert O. Davis  
32 E. 57th St., New York 22, N. Y.  
Phone Plaza 5-2887

Manager.....Margaret Mary  
*Radio Accounts Placed*—Bu-Tay Products, Ltd., Austin Studios, Mystic Foam Co., Courtney Ltd., Dixie Fry Co., J. Bird Moyer Co., Beckman Furs, Olson Bread Co., Kern Food Co., Home-Maker's Club, Sontag Drug Stores, Pacific Macaroni Co., L. B. Laboratories, Inc., Mode O'Day Corp., Huggins-Young Coffee Co.

## RAY K. GLENN ADVERTISING

1366 First National Bldg., Oklahoma City 2,  
Okla.

Phone 3-5439

ABP—ANPA SAAA—SNPA—OAAA  
—NOAB—APA

President.....Ray K. Glenn  
Vice-President-Manager.....Lowe Runkle  
Production Manager.....Roger Pishmay  
Secretary.....A. Streeter  
Radio Director.....Lowe Runkle

*Radio Accounts Placed*—Arkansas City Flour Mills, Cains Coffee Co., Ansel Earp & Co., Local Federal Savings & Loan Association, Merit Mills, Oklahoma Operating Co.

## GLICKSMAN ADVERTISING CO., INC.

400 Madison Ave., New York, N. Y.  
Phone Plaza 8-0716

ABP—ANPA PPA

President.....Joseph Glicksman  
Vice-President-Sec.....William Glicksman  
Treasurer.....David Glicksman  
Radio Director.....Joseph Glicksman  
*Radio Accounts Placed*—Adam Hats,  
Portis Bros. Hat Co.

## MAX GOLDBERG ADV. AGENCY

611 Railway Exchange Bldg.  
Denver, Colorado  
Phone: CH 5533

ANPA

Radio Director.....Wes Battersea  
Exec. V.P.-Radio Director.....Wes Battersea  
Treasurer.....Doris Fimrier  
Radio Continuity.....Mrs. Dorothy Lutz  
Radio Continuity.....Mrs. Elizabeth Nixon

• • • **ADVERTISING AGENCIES** • • •

*Radio Accounts Placed*—Dave Cook Sporting 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.

•  
**GOLDMAN & WALTERS  
ADVERTISING AGENCY, INC.**

75 State St., Albany, N. Y.  
Phone: 5-8864  
ABP—AFA

President.....Harry L. Goldman  
Vice-Pres.-Treas.....Eleanor Chatham Walter  
Secretary.....Louise Benay  
Television Producers.....Eleanor Chatham  
Walter, Louise Benay

*Radio Accounts Placed*—John G. Meyers Dept. Store, Seven-Up Bottling Co. of Troy, N. Y., Standard Furniture Co., David's Women Apparel, Roxy Cleaners & Dyers, Stone's Liquor Dist., Halfway House, Albany Garage Co. & Appliance Dist., Drive-In Auto Theatres, Green's Stationers.

*Television Accounts Placed*—John G. Meyers Dept. Stores, David's Women Apparel.

•  
**GOODKIND, JOICE & MORGAN**

919 North Michigan Ave., Chicago, Ill.  
Phone Superior 6747  
AAAA—ANPA—PPA—ABP

*Affiliated with Raymond R. Morgan Co.  
Hollywood, Calif.*

President.....Clyde M. Joice  
Vice President-Treasurer.....M. Lewis Goodkind  
Vice-President-Merchandising.....

Harlow P. Roberts

Acct. Executive.....Charles O. Puffer  
Copy Chief.....Garriek M. Taylor  
Space Buyer.....Florence A. Neighbors  
Production Mgr.....George Richter  
Asst Space Buyer.....Jayne Batchelor

*Radio Accounts Placed*—Service Stores, Inc., Planters Nut & Chocolate Co., Goldenrod Ice Cream Co., Planters Edible Oil Co., Iowa Soap Co., Pine Forest Co., Hooker Glass & Paint Co., Jewel Tea Co., Inc., Mid-Continent Airlines, Inc., Priebe & Sons, Inc.

•  
**GOTHAM ADVERTISING  
COMPANY**

2 West 46th St., New York 19, N. Y.  
Phone LOngacre 5-2616  
APA—ABP—ANPA—PPA

Chairman of Board.....G. E. Harris  
President.....D. D. Sutphen, Jr.  
Radio & Tele. Director.....Arthur A. Kron  
Exec. Vice-Pres. & Treas.....Arthur A. Kron  
Secretary.....Chester A. Priest

*Radio Accounts Placed* Hartley's Marm-

ade, Lutheran Hour, R. L. Swain Tobacco Co.

•  
**GRACE & BEMENT, INC.**

2866 Penobscot Bldg., Detroit 26, Mich.  
Phone Cherry 9400  
ANPA—PPA—APA—NOAB

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.**

919 N. Michigan Ave., Chicago 11, Ill.  
Phone Superior 6500

ANPA—PPA—APA—ABP—SNPA—NOAB  
President.....Will C. Grant  
General Radio Director.....Lloyd G. Harris  
Radio Directors.....Harry Holcomb,  
James McClain.

Office Manager.....Ralph E. Ellis  
*Branch Offices*

350 Fifth Ave., New York, N. Y.  
Phone BRyant 9-6100

Office Manager.....Carl B. Wheeler  
Director of Radio.....Morgan Ryan  
2366 Penobscot Bldg., Detroit 26, Mich.  
Phone Cherry 9400

V.P.-In Charge.....Edward R. Grace  
General Manager.....Joseph R. Bracken  
1313 Gulf States Bldg., Dallas 1, Texas  
Phone Riverside 8121

V.P.-Southwestern Division.....Erle Racey  
V.P.-Office Manager.....Samuel W. Hepworth  
Director of Radio.....Virginia Willten  
515 DuPont Bldg., Miami 32, Florida  
Phone 3-0773

V.P.-Caribbean Operations.....John A. Day  
Office Manager.....Ray Lipe  
Director of Radio.....Mary Thorpe  
Offices in South America, Mexico, Canada,  
Cuba, England.

•  
**GREEN-BRODIE**

420 Madison Ave., New York 17, N. Y.  
Phone PLaza 3-9533  
ANPA—PPA

Partner.....Julian P. Brodie  
Partner.....Alan Green  
Art Director.....Cecil Baumgarten  
Production Director.....Sidney Sawyer  
Radio Dept.....Julian P. Brodie

*Radio Accounts Placed*—Pieter deWitt,  
Inc., Trade Bank & Trust Co., The Viking  
Press, The New School.

**GREY ADVERTISING  
AGENCY, INC.**

166 West 32nd St., New York 1. N. Y.  
Phone CHickering 4-3900

ABP—ANPA PPA—NOAB APA—AAAA  
President.....Lawrence Valenstein  
Executive Vice-President....Arthur C. Fatt  
Radio-Television Director....Marvin Corwin  
Time Buyer.....Harriet Belille  
*Radio Accounts Placed*—Dif Corp., Lam-  
bert Bros., Bucilla, Doughnut Corp., Easy-  
Do, Van Heusen, Simplicity, Tussy, LeLong,  
Hat Research Foundation, Hollander Furs &  
Hollander Corp., Kreisler Jewelry, Consoli-  
dated Razor Blade Co., Grolier Society Inc.,  
BBD Corp., American Silk Mills, Mojul  
Hosiery, Miles Shoes, Orbachs, Marcs.

**GRISWOLD-ESHLEMAN**

2700 Terminal Tower, Cleveland 13, Ohio  
Phone Main 9484

AAAA -ANPA PPA—APA APR—NOAB  
ABC—ABP  
President.....Kenneth W. Akers  
Radio Director.....Earl R. Preble  
*Radio Accounts Placed* — Fleetwing Corp.,  
B. F. Goodrich Farm Service Tires.

**JULIAN GROSS ADVERTISING  
AGENCY**

11 Asylum St., Hartford, Conn.  
Phone 7-7179

President-Treasurer .....Julian Gross  
Exec. V.P.-Radio Time Buyer  
Geraldine K. Ray  
V.P.-Prod. Mgr.....Lester Kaufman

**GUILFORD ADVERTISING AGENCY**

350 Fifth Ave., New York 1, N. Y.  
Phone, PENnsylvania 6-8518

Owner.....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  
Montague H. Hackett  
General Manager.....John P. Gilbert  
Time Buyer.....Aida Stearns  
*Radio Accounts Placed*—Riggio Tobacco  
Corp., Chatham Mfg. Co., William S. Scull  
(Boscul Tea).

**HART-CONWAY CO., INC.**

Genesee Valley Trust Bldg., Rochester, N. Y.  
Phone Main 2073

ANPA — APA  
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  
President.....George H. Hartman  
Vice-President.....Edwin Calm  
Secretary-Treasurer.....Frank R. Hartman  
Radio Director.....Thomas Kivlan  
*Radio Accounts Placed*—Hartz Mountain  
Products, Nelson Bros. Co., P. A. Starek Co.,  
Sawyer Biscuit Co.

**HENRI HURST & McDONALD, INC.**

520 N. Michigan Ave., Chicago 11, Ill.  
Phone Superior 3000

ANPA—PPA—APA ABP NOAB—ABC  
President.....W. B. Henri  
Secretary.....W. D. McDonald  
Treasurer.....J. F. Hurst  
Space Buyer.....Louis C. Paul  
Radio Director.....Wm. E. Jones

*Radio Dept.*

Assor. Radio Dir.....David W. Dole  
Publicity Dir.....Russell M. Cunningham  
*Radio Accounts Placed* — Network: Acme  
White Lead & Color Works, Ballard & Bal-  
lard Co., Inc., Skelly Oil Co. National Spot:  
Acme White Lead & Color Works, Fred W.  
Amend Co. (Chuckles), Ballard & Ballard  
Co., Inc., Carolene Products Co., John  
Morrell & Co., Skelly Oil Company.

**HILL ADVERTISING**

250 Park Ave., New York, N. Y.  
Phone, PLaza 3-7800

PPA—ABP  
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

ANPA— ABP— NOAB  
Partner.....David S. Hillman  
Partner.....Donald A. Breyer  
Partner.....Hassel Smith  
*Radio Dept.*  
Director.....Charles F. Chaplin  
Time Buyer.....Selma Schonfeld  
*Radio Accounts Placed* 42 Oil Shampoo,  
42 Hair Oil Tonic.

**HIXSON-O'DONNELL ADV., INC.**

350 Fifth Ave., New York 1. N. Y.  
BRyant 9-5950

ANPA PPA APA ABP NOAB PA of  
N. Y. C.  
President & Gen. Mgr.....S. M. Morey  
Vice-President.....Thos. E. Orr  
V.P. & Radio Director....L. B. Van Doren  
Vice-President.....A. W. Humm  
Secy. & Treas.....W. G. Carmody



**ADVERTISING AGENCIES**

Radio Time Buyer.....Kathryn Shanahan  
*Radio Accounts Placed*—Richfield Oil Corp., Sinclair Refining Co.

**WILLIAM F. HOLLAND AGENCY**

Hotel Simon, Cincinnati, Ohio  
 Phone MAin 3450

Owner, Sales, Buyer.....William F. Holland  
 Copy.....B. J. Holland  
 Art Director.....Dale Maxey  
 Research Director.....Jean Clark  
 Sales.....Clyde Hague  
 Continuity.....James Parson  
 Production.....Cress Meinhardt  
 Associate Mgr.....D. F. Holland

**ROBERT HOLLEY AND COMPANY, INC.**

RKO Bldg. Rockefeller Center, N. Y. C.  
 Phone (TRele) 6-2850  
 ABP—PANY

Pres. & Treas.....Robert Holley  
 Vice Pres. & Sec.....Saul S. Silverman

**CHARLES W. HOYT COMPANY, INC.**

551 Fifth Ave., New York 17, N. Y.  
 Phone MUrray Hill 2-0850  
 AAAA ANPA—PPA—ABP

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 & Morrill, E. L. Knowles Co. (Rubine), W. A. Taylor (Valliant Wine), Barco Laboratories (Cleanser), J. A. Wright & Co. (Silver Polish), Ivanhoe Foods Inc. (Teaspoon Onions).

**THE H S G ADVERTISING AGENCY**

19 East 53rd St., New York, N. Y.  
 Phone Wickersham 2-3338

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—APA

Vice-President & Radio Director,  
 Wm. H. Eynon  
 Asst. to Radio Dir.....Sally Larkin

*Branch Office*

420 Lexington Ave., New York 17, N. Y.  
 Vice-Pres.....H. B. Humphrey, Jr.  
*Radio Accounts Placed*—Rumford Chemical Works, The Christian Science Monitor, The Employers' Group Insurance Companies of Boston, First Church of Christ, Scientist, E. T. Wright & Co.

**HUTCHINS ADVERTISING COMPANY, INC.**

Cutler Bldg., Rochester 4, N. Y.  
 Phone Main 3528

APA—ANPA—PPA—ABP—NOAB  
 President.....F. A. Hutchins  
 Secretary & Treas.....E. Irving Hutchins  
 Vice-Presidents.....J. P. McCarthy,  
 Mosher S. Hutchins

**IVEY & ELLINGTON, INC.**

535 Fifth Ave., New York 17, N. Y.  
 MUrray Hill 2-5204  
 ANPA—PPA

President.....Jesse T. Ellington  
 Vice-Presidents.....T. S. Strong,  
 T. M. Kersey, C. L. Landon, G. F. Morrow, H. I. Hodgson, C. R. Marshall.

*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.....Adele Cohen

**JESSOP ADVERTISING CO.**

First Central Tower, Akron 8, Ohio  
 Phone Franklin 3232  
 APA—ABP

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  
 APA—NOAB—AAAA—ABP—ANPA PPA

President.....C. M. Robertson, Jr.  
 Vice-Presidents.....Stanley A. Willer,  
 James M. Nelson  
 Secretary.....Elmer A. Vehr  
 Space Buyer.....Wm. R. Frictsch, Jr.

*Branch Office*

500 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  
 APA—NOAB—ANPA—PPA

*Officers*

President.....Henry K. Kahn  
 V.P.—Treasurer.....A. G. Kastor  
 Secretary.....W. B. Kastor  
 V.P.—Radio Dept.....James H. Wright  
 Office Manager.....E. F. Fitch  
 Production Manager.....John F. Stoekley  
 Account Executives.....H. Kastor Kahn,  
 V. T. Mertz, James H. Wright.

*Branch Offices*

4858 Fountain St., St. Louis, Mo.  
 Phone Rosedale 1612

Manager.....Herman Kastor  
*Radio Accounts Placed*—Procter & Gamble  
 Co., Welch Grape Juice Co., Blackhawk  
 Brewing Co., 8-In-1 Company.

**KASTOR, FARRELL, CHESLEY &  
 CLIFFORD, INC.**

9 Rockefeller Plaza, New York, N. Y.  
 Phone Columbus 5-6135

President.....H. Kastor Kahn  
 Exec. Vice-Pres.....W. S. Chesley, Jr.  
 Vice Pres.—Sec.....W. R. Farrell  
 Vice Pres.....C. E. J. Clifford  
 Vice Pres.—Treas.....J. M. Van Horson  
 Media Director.....George Duram  
 Radio Director—New York.....Joseph Hill

*Branch Office*

6331 Hollywood Blvd., Hollywood 28, Calif.  
 Phone Granite 1631

Vice Pres., Radio Director...J. H. Wright  
*Radio Accounts Placed*—Drene Shampoo  
 (Procter & Gamble Co.).

**THE JOSEPH KATZ COMPANY**

444 Madison Ave., New York, N. Y.  
 Phone Wickersham 2-2740  
 AAAA—ANPA—PPA—ABP

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, Ruth Javos, Louise Moyer.

*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, Baltimore Transit Co.

**HENRY J. KAUFMAN &  
 ASSOCIATES**

Homer Bldg., Washington 5, D. C.  
 Phone District 7400  
 ANPA—APA—ABP NAAN

Partner-Managing Dir....Henry J. Kaufman  
 Partner-Radio Director....Jeffery A. Abel  
 Partner-Creative Dir....William F. Sigmond  
 Space Buyer.....Betty D. Gwyer  
 Time Buyer.....Jeffery A. Abel

**KAYTON-SPIERO CO., INC.**

230 West 41st St., New York 18, N. Y.  
 Phone Longacre 5-5090  
 ABP ANPA—PPA

President.....Gerald B. Spiero  
 Vice-President.....Morris Kinzler  
 Secretary-Treasurer.....Alvin J. Kayton  
 Time Buyer.....Herinan Jacobs  
*Radio Account Placed*—Twentieth Century-  
 Fox Film Corp.

**KEELING & CO., INC.**

1028 Chamber of Commerce Bldg., Indian-  
 apolis 4, Ind.  
 Phone Riley 1478

ANPA—AAAA—PPA—APA—ABP—NOAB  
 President.....Hal Keeling  
 Exec. V. P.—Time Buyer.....Don Collins  
 V. P.—Sec.....William Hutchinson  
*Radio Accounts Placed*—Hastings Mfg.  
 Co., Casite Corp.

**KELLY, ZAHRNDT & KELLY, INC.**

745 Cotton Belt Bldg., St. Louis 2, Mo.  
 Phone Garfield 0777

PPA—APA

President.....C. F. Kelly, Jr.  
 Vice-Pres. and Treasurer....W. W. Zahrndt  
 Vice-Pres. and Secretary.....V. A. Kelly  
 Director of Radio.....C. F. Kelly, Jr.  
 Assistant Director.....W. W. Zahrndt  
 Radio Producers.....C. F. Kelly, Jr.,  
 V. A. Kelly  
 Radio Continuity Writers...C. F. Kelly, Jr.,  
 V. A. Kelly  
*Radio Accounts Placed*—Tremis, Inc., Visit  
 St. Louis Committee.

# ADVERTISING AGENCIES

## KENYON & ECKHARDT, INC.

217 Park Ave., New York 17, N. Y.  
Phone PLaza 3-0700

AAAA — ANPA — PPA — ABP — APA

Chairman of Board.....Otis Allen Kenyon  
President.....Thomas D'Arcy Brophy  
Exec. Vice Pres.....Dwight Mills  
Treasurer.....Charles Vasoll  
Secretary.....Joseph A. Vessey  
Vice-Pres. & Dir. of Radio...William B. Lewis  
Asst. Director of Radio.....Robert D. Wolf  
Manager-Time Buyer.....Frank Palmer  
Radio Research Dir.....Richard Dunne  
Radio Publicity Dir.....Hal Davis  
New Programs-Talent...Donald W. Severn  
Radio Copy Supervisor...Doris D. Smith  
Director of Television...William B. Lewis  
Radio Producers.....Robert Brillmayer,  
John Hines, Arthur Moore, Andy Andrews, William J. Reddick

### Branch Offices

135 S. La Salle St., Chicago 3, Ill.  
Phone RAndolph 6470

Vice-President in Charge...Chester A. Foust  
1257 Penabscot Bldg., Detroit, Mich.  
Cadillac 3608

Manager.....Ian Smith  
512 Equitable Bldg., Hollywood 28, Calif.  
Hillside 8368

Manager.....John Swallow  
Sun Life Bldg., Montreal, Quebec, Canada  
Plateau 9939

Manager.....Jack Raymond  
*Radio Accounts Placed*—Network: Charles R. Knox Gelatine Co., Richard Hudnut, Wesson Oil & Snowdrift, Rock City, Spool Cotton, Kellogg Co. (All-Bran, Gro-Pup, 40% Bran, Pen, Raisin 40% Bran, Corn Flakes, Rice Krispies, Krumbles, Shredded Wheat, Variety Package, Omaha Feed), Pepperidge Farm, Stetson Co., S. B. Thomas Inc., R. B. Davis Co., Borden Co., American Fat Salvage Co., Chesapeake & Ohio, Ford Motor Co., Industrial Tape Corp., Waldorf-Astoria.

## H. M. KIESEWETTER, WETTERAU & BAKER, INC.

9 East 40th St., New York 16, N. Y.  
Phone Lexington 2-0025

ANPA — PPA — ABP

Ch. Bd.-President.....H. M. Kiewewetter  
Treasurer.....E. T. Kiewewetter  
Secretary.....I. C. Wallace  
V.P.-Copy Chief.....Sam S. Baker  
V.P.-Art Director.....R. Wetterau

*Radio Accounts Placed*—Penn Tobacco Co., Bathasweet Corp., Lorr Laboratories, The Mennen Co.

## ABBOTT KIMBALL CO., INC.

250 Park Ave., New York, N. Y.  
Phone PLaza 3-9600

AAAA—ABP—ANPA—PPA—APA—NOAB

### Radio & Television Departments

Vice-President.....Cecil H. Hackett  
Time Buyer.....Miriam Traeger

### Branch Offices

333 N. Michigan Ave., Chicago, Ill.  
Phone Franklin 0673

Executive-in-Charge.....Grant Chamberlain  
21 West 10th Street, Kansas City, Kans.  
Phone Victor 1950

Executive-in-Charge.....David Mindlin  
649 S. Olive St., Los Angeles, Calif.  
Phone Trinity 7575

Manager.....Blaisdell Gates  
Radio Dept.....Fred Becker

*Radio Accounts Placed*—National Spot: Bonne Bell Inc., Hornblower & Weeks, Koret of Calif., Odorono, Peggy Sage.

## KIRCHER, HELTON & COLLETT, INC.

321 West First St., Dayton 10, Ohio  
Phone 2151

PPA—ABP—ANPA—AAAA—APA

President.....R. C. Kircher  
Treasurer.....C. B. Helton  
Secretary.....Robert Collett  
Art Director.....Gustave Sigriz  
Radio-Tele. Dir.....Herman Land

## KLINGER ADVERTISING CORP.

119 W. 57th St., New York 19, N. Y.  
Phone Circle 6-3660

President-Radio Account Exec. A. A. Klinger  
Secretary, Treas. & Acct. Exec.....E. Trench

*Radio Accounts Placed*—Madison Long Island Personal Loan Co., Madison Finance Co. of N. J., Servus Clothes, Bill Williams, Stanback Co., Ltd., Bridge Apparel Shops, Smilin' Irishman, Kent Motors, Ideal Motors, Price Motors, Superior Agencies, Inc.

## KNOLLIN ADV. AGENCY

105 Montgomery St., San Francisco 4, Cal.  
Phone, Sutter 6110

AAAA—APA—ABP

President.....James C. Knollin  
Art Director.....Norman Erickson  
Space Buyer.....Alice Springer  
Account Executives.....Robert H. Knollin,  
Thomas J. McNamara, Wm. A. Dunkle,  
John L. Hansen.

### Branch Office

530 W. 6th St., Los Angeles 14, Cal.  
Phone, VAndike 4057

## KNOX REEVES ADVERTISING, INC.

600 First National Bank Bldg.

Minneapolis 2, Minn.

Phone Bridgeport 7701

AAAA ABP ANPA APA—NOAB

President.....F. E. Sylvestre  
Executive Vice-President.....Wayne Hunt  
Vice-Presidents.....J. H. Harles,  
Elizabeth B. Reeves, Helen A. Brown  
Secretary & Treasurer.....C. L. Greenwood  
Radio Director.....Russell Neff  
Dir. 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

115 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., Pacific Gamble Robinson Co.

## MERRILL KREMER, INC.

1741 Exchange Bldg., Memphis 3, Tennessee

Phone 5-1343

ANPA—SNPA—NOAB—APA—PANY—  
NAAN—ABP

President.....Ernest Lee  
Vice-President.....Marshall Smith  
Secretary.....Homer Gentry  
Account Executive.....Martha Haynie  
Account Executive.....Mary Russell  
Account Executive.....Jessie Albert  
Account Executive.....Edmunda Fry  
Time Buyer.....Edmunda Fry

Radio Accounts Placed — Tennessee Brew-  
ing Co. (Goldcrest "51" Beer), Orgill Bro-  
thers & Co. (Admiral and O' Cedar), Capitol  
City Products Co. (Dixie Margarine), Co-  
lonial Baking Co. (Colonial Bread).

## KUDNER AGENCY, INC.

630 Fifth Ave., New York 20, N. Y.

Phone Circle 6-3200

NOAB—ABC—AAAA—ANPA—PPA—ABP

President.....J. H. S. Ellis

Vice-Presidents.....E. J. Owens,

Sam D. Fu-on, Robert D. Stewart, Hay-  
wood Anderson, Schuyler Kudner.

Director of Radio.....Myron P. Kirk

Radio Producers.....Alan Ward,  
Wm. Templeton.

Time Buyer.....Georgina Dewey

### 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: Lear, Inc., Gen-  
eral Motors, Benson & Hedges.

## I. R. KUPSICK ADVERTISING AGENCY, INC.

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

Phone MUrray Hill 5-9145

ANPA—APA—PPA

President.....J. R. Kupsick

Vice President.....Saul Kampf

Radio Director.....Jerry Law

Space Buyer.....E. M. Fordsmen

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

APA—ANPA—PPA—SNPA

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

President.....John L. Johnston

Executive V.P. ....Gordon Sengrove

V. P. General Manager.....Frank W. Mace

Radio Accounts Placed—Lambert Phar-  
maceutical Co.; Prophylactic Brush Co.; Phillips  
Petroleum Co.

## LANDSHEFT, INC.

810 Liberty Bank Bldg., Buffalo 2, N. Y.

CI-7260

ANPA—ABP—NOAB—APA

President.....A. Wm. Landsheft

Service Manager.....H. L. Barber

Business Manager.....E. T. Drullard

Radio Dept. ....H. L. Barber, C. Corritore

Radio Accounts Placed — Fairmont Cream-  
ery, Co., Kendall Refining Co., Leonard  
Warehouses, Liberty Bank of Buffalo,  
Lohlaw Groceries.

## LANG, FISHER & STASHOWER, INC.

1010 Euclid Ave., Cleveland 15, Ohio

Phone Main 6579

AAAA—ANPA—ABP—PPA

President.....H. Jack Lang

Vice President-Secretary.....A. B. Fisher

Vice President-Treasurer.....Fred P. Stashower

• • • **ADVERTISING AGENCIES** • • •

Vice President.....Richard P. Dodds  
 Vice Pres. Service Director.....Martin J. Cohn  
 Radio Director.....A. B. Fisher  
*Radio Accounts Placed*—Railley Corp.,  
 Yellow Cab Co., Texas Distributing Co.,  
 Grand Appliance Co., Brewing Corp. of  
 America, Miller-Becker Co., Hirsch Labora-  
 tories, World Publishing Co.

•  
**LAUESEN & SALOMON**

520 No. Michigan Ave., Chicago 11, Ill.  
 Phone Superior 0738  
 APA—ANPA—PPA

President.....A. M. Salomon  
 Account Executive.....Wendell Walker

•  
**LEEFORD ADVERTISING AGENCY**

132 Fourth Ave., New York 16, N. Y.  
 Phone Murray Hill 4-7116-17  
 PPA

President-Radio Director.....David D. Lee  
 V.P.-Treasurer.....W. C. Hoyt  
*Radio Account Placed*—Remington-Rand,  
 Inc., American Writing Machine Co.

•  
**AL PAUL LEFTON CO., INC.**

1617 Penna. Blvd., Philadelphia 3, Pa.  
 Phone Rittenhouse 1500  
 ANPA—APA—NOAB—PPA

President.....A. P. Lefton  
 Vice-Presidents.....G. W. Wolfsten,  
 J. Brown.

*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  
 435 N. Michigan Ave., Chicago 11, Ill.  
 Phone Superior 9511  
 V.P.-Manager.....E. G. Foreman, Jr.

•  
**LEIGHTON & NELSON**

202 State St., Schenectady 5, N. Y.  
 Phone 6-4202

ABP—PPA—ANPA

Partners.....Winslow P. Leighton  
 and George R. Nelson  
 Radio Director.....George R. Nelson  
 Copy Director.....Bob Cragin  
 Radio Assistant.....Cecil Woodland  
 Time Buyer.....E. Van Valkenborg  
 Radio Producers.....E. F. Flynn, R. S. Cragin  
 Television Producers.....G. R. Nelson, E. F.  
 Flynn

*Radio Accounts Placed*—Saratoga Racing  
 Assn., William W. Lee & Co., The Stanton  
 Brewery, Inc., Breslaw Bros. Furniture,  
 Saratoga Vichy Spring Co., Rudolph Bros.,  
 D'Jimas Furs, Colonial Ice Cream Co.,  
 Morris Plan Bank.

• • • **LENNEN & MITCHELL, INC.** • • •

17 East 49th St., New York 17, N. Y.  
 Phone MUrray Hill 2-9170

AAAA—ANPA—PPA—APA—NOAB  
 President.....P. W. Lennen  
 1st Vice President.....R. W. Orr  
 Exec. V.P.-General Manager.....Ray VirDen  
 V.P.-Asst. Secretary.....Reginald Townsend  
 V. P.-Radio.....Mann Holiner  
 Secretary.....A. L. Lynn  
 Asst. to President.....Eldon Sullivan  
 Vice President.....Thayer Ridgway  
 Associate Copy Chief.....William Todd,  
 Gladys Piclan, Marjorie Paul.  
 Radio Copy Chief.....Peter Keyeson  
 V.P.-Media.....Catherine V. Parker  
 Space Buyer.....Arthur L. Ude  
 V.P.-Production.....Michael J. Madar  
 V.P.-Exec. Art Director.....Hans Sauer  
 V.P.-Art Director.....Jacques Zuccaire  
 Art Consultant.....Clark Agnew  
 Art Directors.....Shepard Sheridan,  
 Ted Sandler, Stephen Biggs,  
 Radio Director.....John W. Loveton  
 Radio Time Buyer.....Virginia Butler  
 Research Director.....Arthur Livingston  
 Treasurer.....C. C. Seedorf  
 Asst. Treas.-Pres. Dir.....Barion R. Proctor  
 Television Producers.....Mann Holiner,  
 Ted E. Sherdeman.

*Branch Office*

303 N. Radeo Drive, Beverly Hills, Calif.  
 Phone Crestview 1-7221

V. P.-Radio.....Mann Holiner  
 Asst. in charge-Radio.....Ted E. Sherdeman  
 Business Manager.....William L. Card  
 Radio Director.....Travis D. Wells  
*Radio Accounts Placed*—American Car  
 and Foundry Co., The Andrew Jergens Co.,  
 Bacardi Imports, Inc., Calvert Distillers Corp.,  
 Carstairs Distilling Co. Inc., Dell Publish-  
 ing Co., Lelm & Fink Products Corp., P.  
 Lorillard Co. Perfume Schiaparelli, Inc.,  
 Scripps-Howard Newspapers, Swedish Ameri-  
 can Line, Tide Water Oil Co.

•  
**TED LEVY ADVERTISING AGENCY**

Temple Court Bldg., Denver 3, Colorado  
 Phone CHerry 4521-2  
 ABP—ANPA—APA

President.....Ted Levy  
 Production Manager.....William Robertson  
*Radio Dept.*  
 Radio Director.....Barbara D. Aiton

•  
**A. W. LEWIN CO., INC.**

10 East 49th St., New York 17, N. Y.  
 ELdorado 5-3545

AAAA—ABP—ANPA—PPA—APA

Partners.....A. W. Lewin,  
 S. M. Weiss  
 Traffic Mgr.....S. Levin

Account Execs.....Maurice Marks,  
S. B. Mandell, Harold Moss, John Herr-  
mann, Kenneth Rader.

*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

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

APA—AAAA—ABP—ANPA—PPA—NOAB  
General Partner.....Leon G. Livingston  
General Partner.....W. C. Day

*Branch Office*

155 E. 44th St., New York 17, N. Y.  
Phone VAnderbilt 6-0272

General Partner-Mgr.....E. B. Krough  
*Radio Accounts Placed*—Colgate-Palmolive-  
Pect (Pect's Granulated Soap), Simon Mat-  
tress Mfg. Co., Nestle's Milk Products, Inc.,  
Italian Swiss Colony, Haas Bros.

**LLOYD, CHESTER & DILLINGHAM**

9 Rockefeller Plaza, New York 20, N. Y.  
Phone Circle 5-8800  
ANPA—PPA—NOAB

President.....Laurence M. Lloyd  
Vice-President.....Charles M. Pietsch  
Production Manager.....William T. Kaleb  
Media Director.....John J. Hagan

**LOCKWOOD - SHACKLEFORD AD-  
VERTISING AGENCY**

122 East 7th St., Los Angeles 14, Calif.  
Phone Trinity 9801  
ANPA—NOAB—APA

President.....M. W. Shackelford  
Secretary-Treasurer.....Russell N. Lockwood  
Vice President.....Murray Chotiner  
Director of Radio.....David R. Fenwick  
Manager.....Lou Holzer  
Radio Producers.....David R. Fenwick,  
Lou Holzer, Gene Herman, Robert M.  
Purcell.  
Television Producer.....Lou Holzer

*Branch Offices*

6233 Hollywood Blvd., Hollywood 28, Calif.  
Phone Gladstone 6131  
75 East Wacker Drive, Chicago 1, Ill.  
Phone Franklin 4883  
420 Madison Ave., New York 17, N. Y.  
Phone PLaza 3-5412

*Radio Accounts Placed* — Los Angeles  
Brewing Co., Packard-Bell Co., Industrial  
Management Corp., Breakfast Club Coffee,  
Inc., Los Angeles Furniture Co., Kings  
X Flavor & Extract Co., Nutritional Research  
Products, Inc., McKay Jewelers, Mission  
Stove Co.

**LOGAN & ARNOLD**

621 S. Hope St., Los Angeles, Calif.  
Phone Trinity 8194

ANPA—AAAA—PPA—APA—ABP

Partner.....Dudley L. Logan  
Partner.....J. C. Arnold

**THE W. E. LONG COMPANY**

155 North Clark St., Chicago 1, Ill.  
Phone Randolph 4606  
ANPA—NOAB

President.....L. R. Wolfe  
Director of Radio.....E. J. Sperry  
Supervisor of Syndicated Programs,  
Robert S. Graham  
Hollywood Producer.....Paul Quan  
New York Producer.....Terry Coe

*Radio Accounts Placed*—Agency is a spe-  
cialist in wholesale baker advertising.

**EARLE LUDGIN & CO.**

121 West Wacker Drive, Chicago 1, Ill.  
Phone Andover 1838  
ANPA — ABP — PPA — APA

Partners.....Earle Ludgin,  
V. R. Bliss, J. H. Caro, Montgomery N.  
McKinney, Edward Erstein.  
Radio Director.....V. R. Bliss

**MACE ADVERTISING AGENCY, INC.**

507 Lehmann Bldg., Peoria, Ill.  
Phone 7197  
ANPA ABP—APA—NAAN

President.....J. F. Fellay  
Trea. & Radio Time Buyer.....Jay J. Keith  
Secretary.....Olga Rummel  
Production Mgr.....E. M. Pippen  
*Radio Accounts Placed*—Keystone Steel &  
Wire Co., Consolidated Products Co., Schultz,  
Bausan & Co.

**MacFARLAND, AVEYARD & CO.**

333 North Michigan Ave., Chicago 1, Ill.  
Phone Randolph 9360  
ANPA PPA—ABP—APA NOAB

• • • **ADVERTISING AGENCIES** • • •

President.....Hays MacFarland  
 Secretary-Treasurer.....B. G. Ruttingh  
 General Manager.....Allen B. Dicus  
 Radio Director & Producer.....Evelyn Stark

*Branch Office*

RCA Bldg., New York, N. Y.  
 Circle 6-2890

Partner.....A. E. Aveyard  
 Radio Director.....H. C. Kleia  
 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  
 CBA—CAAA—CRNA—CWNA—  
 CNN & PA

President-General Manager. J. A. MacLaren  
 Vice President-Assistant General  
 Manager.....E. V. Rechnitzer  
 V.P.-Ass't G. M.....James Ferres  
 Vice-President-Treasurer.....J. E. Reynolds  
 Secretary.....G. T. Scroggie

*Radio Dept.*

C. M. Pasmore, M. Rosenfeld,  
 H. H. O'Connor, Hugh Horler  
 J. G. Herald

*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: Imperial 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.

**MALCOLM - HOWARD ADVERTISING AGENCY**

20 East Jackson Blvd., Chicago 4, Ill.  
 Phone Webster 2110  
 ABP—ANPA—PPA—APA

Owner-Chief Account Executive.....

Arthur M. Holland  
 Account Executive.....H. A. Barkun  
 Account Executive.....M. G. Holland  
 Copy Chief.....Ray Freedman  
 Radio Director.....Ray Freedman  
 Radio Continuity.....Ruth Hudson,  
 Eileen Reitz, Nikki Kaye.

Radio Producers.....Ray Freedman,  
 Nikki Kaye, Lynn Burton.

*Radio Accounts Placed*—Dad's Root Beer, Mrs. Klein's Potato Chips and Popcorn, Ciminio Wines, Legion Ice Cream, Clinton Watches, Roller Derby, Chicago Horse Show, Chicago Daily Times, Alert Laundry, Rubin's Apparel, Hollands Jewelry, Newark's Chicago Coliseum, Armory, Arcadia Gardens, Knox Chemical Co. (DDT Insecticides), Fij-Oil Shampoo, Joy Candies.

**DAVID MALKIEL ADVERTISING AGENCY**

260 Tremont St., Boston, Mass.  
 Phone Liberty 1422  
 ANPA—ABP—PPA—APA

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, Stuben's Restaurant, Canadian Ace Ale, Casa Manana, Elm Farm Foods Co., Serta-White Cross Co., Freilicher Kuhlzen, Lithuanian Corp. Group, Rio Casino, Royal Crown Cola of Boston, Old Monastery Wines, Ritter Dancing School, Essex Hotel, Avery Hotel, Granada Vineyards, Inc., Glendale Coal Co., Racing Guide, Ray Galvin, Kasanof's Bread, Rosoff's, Totem Pole Ballroom, Belmont Furn., L. P. Rogers & Son, Washington Jewelers, Babijuce Oranges, Corner House, Franklin Insulation Co., Freda's Restaurant, Artie Clothes, Richards Clothing Co.

**MANSON-GOLD ADVERTISING AGENCY**

1004 Marquette Ave., Minneapolis 2, Minn.  
 Phone Geneva 9619  
 APA

Account Executive.....D. P. Nathanson  
 Account Executive.....Meyer Gold  
 Account Executive.....Jean Hadley  
 Account Executive.....Bruce Siclaff

*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  
*Radio Accounts Placed* Red Devil Soot  
Remover, Snyder's Drug Stores, Janney Best  
Paints, Pfunder's Tablets, Char-Tex.

**MARSCHALK & PRATT COMPANY**

535 Fifth Ave., New York 17, N. Y.  
Phone VAnderbilt 6-2022

ANPA PPA ABP-APA-AAAA-NOAB  
Partners.....Harry C. Marschalk,  
G. A. Poetschke, S. H. Giellerup, S. L.  
Meulendyke

Director of Radio.....Curt Peterson  
*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

President.....J. M. Mathes  
Treasurer.....A. E. Cox  
Secretary.....Carle Rollin-  
Vice-Presidents.....Lester Loh,  
Wilfred S. King, W. T. Okie.

Director of Radio.....John Bates  
Time Buyer.....Edna Cathcart  
*Radio Accounts Placed* - Ludens, Inc.,  
Canada Dry GINGER Ale & Spur, Interna-  
tional Salt Co., Pure Foods (Herbox), Pan-  
American Coffee Bureau, Burlington Mills,  
Dura-Gloss.

**JOSEPH MAXFIELD COMPANY**

87 Weybosset St., Providence 3, R. I.  
Phone GA-pee 4456-7  
ABP-ANPA

President.....Joseph M. Finkle  
Vice-Pres.....Archie M. Finkle  
Treasurer.....Bruno Schnabel  
Copy Chief.....M. Eloise Fichler  
Time Buyer.....Joseph M. Finkle  
Production Chief.....Archie M. Finkle

*Radio Accounts Placed*-Candy Mart Stores,  
Inc., Eclipse Food Products Corp., Inland  
Optical Co., National Glass Co., Shiloh  
Bottling Co., Metropolitan Theaters, Apex  
Fire, Inc., Berry Clothing Co., Eastern Sci-  
entific Co., Lincoln Trust Co., Low Supply  
Co., Progress Ice Cream Co., I.C.T. Bus Co.,  
Stadium Motor Sales Co.

**MAXON, INC.**

2761 E. Jefferson Ave., Detroit, Mich.  
Phone Fitzroy 5710  
ANPA PPA APA-ABC-NOAB -  
TAB-CCA

President.....Lou R. Maxon  
Vice-President.....Searle Hendee  
Treasurer.....W. I. O'Neil  
Secretary.....G. Reginald McKiel  
Radio-Television Dept.....Ed Wilhelm,  
P. Pumphrey.

*Branch Offices*

570 Lexington Ave., New York, N. Y.  
Phone Eldorado 5-2930

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., Pfeiffer Brewing Co., Griesedieck  
Western Brewing Co., General Electric Co.,  
H. J. Heinz Co., Ford Dealers Advertising  
Fund, Duotone Co.

*Television Accounts Placed* - Gillette  
Safety Razor Co.

**THE MAYERS COMPANY**

1210 S. Main St., Los Angeles 27, Calif.  
Phone PRospect 0101

NOAB-ANPA-EAAG-APA

Principals.....Henry Mayers,  
J. R. Mayers, Arthur Mayers

Manager Radio Dept-Time Buyer.....  
Gertrude Stark  
Writer-Production Manager, Jennison Parker  
Vern Davies

*Radio Accounts Placed* - Food Machinery  
Corp., Southern California Telephone Co.,  
Fifth Street Store, Rose Peanut Butter,  
Grand Central Market, Pennzoil Co., Hen-  
dan Shirts, Hoffman Candy Co., Muller Bros.,  
Dad's Root Beer, Live Food Products, Sears,  
Roebuck & Co., Firestone Stores.

**McCANN-ERICKSON, INC.**

50 Rockefeller Plaza, New York 20, N. Y.  
Phone CIrcle 5-7000  
AAAA-ANPA-PPA-ABP-NOAB-  
ABC

President.....H. K. McCann  
Chairman of Exec. Comm., Harrison Atwood  
Exec. Vice-Pres.....Carl B. Robbins  
Vice-Pres. and Manager of New York

Office.....L. S. Briggs  
Vice-Presidents (N.Y.)..... Harrison Atwood,  
R. M. Alderman, J. L. Deane, L. E. Fifth,  
Edward B. Graham, Marion Harper, Jr.,  
C. A. Hoppock, Daniel W. Keefe,  
Howard Korman, Myron Lechner, E. D.  
Madden, J. J. McCarthy, W. E. McKeach-  
ie, H. A. Mitchell, C. A. Posey, R. W.  
St. Hill, John H. Tinker, Jr., R. E.  
Thompson, F. F. Wilson.

Secretary-Treas.....John L. Anderson  
Vice-President in charge of Research,  
Marion Harper, Jr.

*(Radio Executives)*

Vice-President in charge of Radio,  
Hoyd O. Coulter



• • • **ADVERTISING AGENCIES** • • •

Executive Assistant to L. O. Coulter,  
Lawson Paynter  
Vice-President in charge of Programs,  
Russ Johnston  
Vice-President in charge of Hollywood  
Office.....Clarence Olmstead  
Senior Producers..... Dorothy B. McCann,  
Carlo DeAngelo, Glan Heisch  
Director of Time Buying and Station  
Relations.....William C. Dekker  
Director of Radio Copy...William A. Franchy

*Branch Offices*

**Chicago Office**

910 South Michigan Ave., Chicago, Ill.  
Phone Webster 3701

Vice-President-Manager...Homer Haevermale  
Vice-Presidents.....John Jameson,  
Walter C. Krause, A. W. Sherer, H. G.  
Smith, Sidney A. Wells

**Cleveland Office**

1300 Guardian Building, Cleveland 14, Ohio  
Phone Cherry 3490

Vice-President-Manager.....A. A. Sommer

**Detroit Office**

2280 Penobscot Building, Detroit 26, Mich.  
Phone Randolph 9710

Vice-President-Manager.....D. C. Hight

**Hollywood Office**

6331 Hollywood Blvd., Hollywood 23, Calif.  
Phone Hillside 8268

Vice-President-Manager...Clarence Olmstead

**Los Angeles Office**

448 South Hill Street, Los Angeles, Calif.  
Phone Mutual 1181

Vice-President-Manager.....Burt Cochran

**Minneapolis Office**

1000 Hodgson Building, Minneapolis 1, Minn.  
Phone Bridgeport 6801

Vice-President-Manager.....Jackson Taylor  
Vice-Presidents.....Victor Lowrie,  
John Pidgeon

**San Francisco Office**

114 Sansome St., San Francisco, Calif.  
Phone Douglas 5560

Vice-President-Manager.....H. Q. Hawes  
Vice-Presidents.....M. S. Achenbach,  
Roswell Mochran, Clarence Hestorff, F.  
H. McCrea, Robins Milbank, C. F.  
Ohliger, C. E. Parsons

**Portland Office**

1308 Public Service Bldg., Portland, Ore.  
Phone Atwater 4305

Manager.....R. B. Calkins

**Boston Office**

31 St. James Ave., Boston 16, Mass.  
Phone Liberty 5468

Vice-President-Manager Watson M. Gordon  
*Radio Accounts Placed*—New York: Ches-  
brough Mfg. Co., Emerson Drug Co., Fawcett  
Publications, Inc., Gruen Watch Co., Manu-

facturers Trust Co., National Biscuit Co.,  
Pacific Coast Borax Co., Pearson Pharmacal  
Co., Pharma-Craft Co., Stromberg-Carlson  
Co., Stanco, Inc., Westinghouse Electric  
Corp.

Chicago: International Harvester Co.,  
Standard Oil Co. of Nebraska, Standard Oil  
Co. of Indiana, Milk Foundation, Inc., Swift  
& Co. (Brookfield Division).

(Cleveland: Leisy Brewing Co., Richman  
Bros. Co., Standard Oil Co. of Ohio.

Detroit: Tivoli Brewing Co.

Los Angeles: Globe Mills Co., Southern  
California Gas Co., Southern Counties  
Gas Co.

Minneapolis: Pillsbury Flour Mills Co.,  
Twin City Federal Savings & Loan Assn.,  
Gluck Brewing Co.

Portland, Oregon: 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 Corp., Cali-  
fornia Walnut Growers Assn., Harold H.  
Clapp, Inc., Dwight Edwards Co., General  
Brewing Corp., Hale Bros. Stores, Inc., Lon-  
donderry, Safeway Stores, Inc. (Coldstream  
Products Division).

Boston: John Hancock Mutual Life In-  
surance Co.

**R. E. MCCARTHY ADVERTISING  
AGENCY**

1002 Tampa Theater Bldg., Tampa 2, Fla.  
Phone 2323

**PANY—SNPA**

President.....R. E. McCarthy  
Secretary.....M. A. McCarthy  
Treasurer.....M. C. Benito  
Time Buyer.....R. E. McCarthy

*Radio Accounts Placed*—Borden's-Poin-  
settia Dairy, Southern Brewing Co., Peninsu-  
lar Telephone Co., Lenfestey Supply Co.,  
Pioneer Hire Co., Maas Bros.

**McJUNKIN ADVERTISING CO.**

228 N. LaSalle St., Chicago 1, Ill.  
Phone State 5060

President.....Gordon Best  
Vice-Presidents.....Roy M. Kirtland,  
Leroy A. Kling, Willard E. Stevens  
Manager, Radio Dept.....Robert V. Suerli

*Radio Accounts Placed*—Chef Boy-Ar-Dee  
Quality Foods, Inc., Carey Salt Co., Schulze  
and Burch Biscuit Co., Comfort Manufac-  
turing Co.

## McKEE & ALBRIGHT, INC.

1400 South Penn Square, Philadelphia, Pa.

Phone Locust 4737

ANPA-PPA-APA-OAAA

President.....Roy J. McKee

Vice-President-Treasurer.....David R. Albright

Vice President-Radio Director,

James A. McFadden

Radio Producer.....Robert L. Redd

Time Buyer.....Evelyn Walmsley

Vice-President-Merchandising,

Howard H. Yaw

Secretary.....T. E. Libby

### Branch Office

1428 RCA Bldg., New York 20, N. Y.

Phone COLUMBUS 5-2058

715 Equitable Bldg., Hollywood, Calif.

Phone Hollywood 8363

*Radio Accounts Placed*—Sealtest, Inc., Western Maryland Dairy, Southern Dairies, Chestnut Farms-Chevy Chase Dairy, Breyer Ice Cream Company, Quaker City Choc. & Conf. Co., Inc., Philadelphia & Reading Coal and Iron Co.

## A. McKIM, LTD.

1010 St. Catherine St. W., Montreal, Que., Can.

Phone Lancaster 5192

ANPA-APA

President.....James M. Baxter

Radio Director.....E. W. Brodie

Secretary-Treasurer.....J. W. Thain

### 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

## MELAMED-HOBBS, INC.

1100 Hodgson Bldg., Minneapolis 1, Minn.

Phone Bridgeport 1225

ABP-ANPA-PPA-OAAA-NOAB

APA-ABC

President-Treasurer.....Louis Melamed

Secretary.....M. O. Gooder

Production Manager.....Thomas L. B. Campbell

Radio Time Buyer.....J. E. Johns

### Branch Offices

E-912 First National Bank Bldg., St. Paul 1,

Minn.

Phone Garfield 5731

Manager.....W. T. Holmgren

333 N. Michigan Ave., Chicago 1, Ill.

Phone State 9522

Manager.....E. C. Estey

*Radio Accounts Placed*—Hilex Co., Montgomery Ward & Co., Milk Foundation of Minneapolis, Bloomer Brewery, Chocolate Products Co., Hotel Dyckman, Furniture Exposition Mart, Batavia Metal Products Co., Griggs Cooper Co., Sanitary Foods, Minn. Farm Bureau Service Co., Minn. Farm Bureau Federation, Regan Brothers Co., S. & L. Department Store.

## ARTHUR MEYERHOFF & CO.

410 N. Michigan Ave., Chicago, Ill.

Phone Delaware 7860

ANPA-PPA-AAAA-ABP

General Manager.....Arthur E. Meyerhoff

Financial Manager.....J. H. Hildebrandt

Director of Radio.....Nelson A. Shawn

Radio Space Buyer.....Annette Kennelly

Copy Chief.....M. E. Chon

Acct. Executives.....R. J. Rosenthal,

John Lemmon, Mark Rizner, George

Taylor

Television Producer.....Nelson A. Shawn

### Branch Office

759 N. Milwaukee St., Milwaukee, Wis.

Phone Marquette 3144

Manager.....George Grabin

*Radio Accounts Placed*—Wm. Wrigley Jr. Co., Mutual Health & Accident Assn. of Omaha, Illinois Meat Co., Balm Barr, Krank's Shave Kreime, Whiz Candy Bar, Peanut Crunch.

## C. L. MILLER COMPANY

521 Fifth Ave., New York 17, N. Y.

Phone Murray Hill 2-1010

ANPA-PPA-APA-NOAB

President.....C. L. Miller

Sec'y & Asst Treasurer-Radio Director

George Carhart

### Branch Office

333 N. Michigan Ave., Chicago, Ill.

Phone Central 1640

Manager.....I. M. Tutour

*Radio Accounts Placed*—Corn Products Refining Co., Curtis Candy Co., Keeley Brewing Co., Cooter Brokerage Co., Gordon Baking Co., Peter Pan Baking Co., Dr. Swett's Root Beer Co.

## DAN B. MINER CO.

1151 South Broadway

Los Angeles 15, Calif.

Phone Richmond 3101

AAAA-ANPA-ABP-NOAB

CAN-APA-PPA-ABC

President.....Dan B. Miner

Vice-Presidents.....John C. Morse,

Alfred Rooney, I. M. Greer

Secretary-Treasurer.....M. R. Sweeney

Account Executive.....Daniel W. Layman, Jr.

Radio Director.....B. B. Struble

• • • **ADVERTISING AGENCIES** • • •

Radio Copy.....R. W. Sampson.  
Leland L. DePriest  
Time Buyer.....Marie Mazzulla

*Branch Offices*

(Affiliated with Continental Agency Network)  
*Radio Accounts Placed* — Forest Lawn Memorial Park, Weber's Bread, Wilshire Oil Co., Dolly Madison Cakes, Log Cabin Breads, Forest Lawn Life Insurance, Coast-Currier's Ice Cream, Los Angeles Transit Lines, Dr. Ross Dog Food.

**EMIL MOGUL CO., INC.**

250 West 57th St., New York, N. Y.  
Phone, COLUMBUS 5-2482  
ABP—ANPA

Radio Director.....Sydney Rubin  
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.

**THE CHESTER C. MORELAND CO.**

1104 Times-Star Tower, Cincinnati 2, Ohio  
Parkway 1178  
PPA—ABP—ANPA

President-Treasurer....Chester C. Moreland  
Vice-Presidents.....Wm. G. Steiner,  
Bryce L. Schurman  
Secretary.....Walter H. Strauss  
Radio Dept.....L. C. Schurman

**RAYMOND R. MORGAN CO.**

6362 Hollywood Blvd., Hollywood 28, Calif.  
Phone Hempstead 4194  
AAAA—ANPA—PPA—PRB—NOAB

President.....Raymond R. Morgan  
Executive Vice-President....R. C. Temple  
Vice-President & General Manager  
R. E. Messer  
Radio Producers.....Wallace B. Ramsey,  
James C. Morgan  
Television Producer.....R. E. Messer

*Branch Offices*

702 Hearst Bldg., San Francisco 3, Calif.  
Phone Exbrook 1211

Manager.....Porter Anderson  
*Affiliate*  
Goodkind, Joice & Morgan  
Palmolive Bldg., Chicago 1, Ill.  
Phone Superior 6747  
Representatives.....M. Lewis Goodkind,  
Clyde Joice  
*Radio Accounts Placed*—J. A. Folger & Co., White King Soap, Scotch Soap, Kerr Glass, Campbell Cereal, Sparklets Drinking Water Co., Knox Co., Planters Nut & Chocolate Co.

**MORSE, INTERNATIONAL, INC.**

122 East 42nd St., New York 17, N. Y.  
Phone LEXINGTON 2-6727

Chairman of the Board.....Allan T. Preyer  
President.....Mansfield F. House  
Vice-President.....J. P. Sawyer  
Treasurer.....M. K. Burkett  
Dir. of Media.....Herbert G. Selby  
Prod. Mgr.....E. R. Harris  
Director of Marketing.....L. E. Pickett  
Copy Chief.....J. D. Lucas  
Art Director.....J. J. Misley  
Export Media Director.....Aurora Blando

*Radio Dept.*

Manager.....Chester C. Slaybaugh  
Time Buyer.....Margaret J. Little  
Dir. of Radio Prod.....John T. Mitchell  
*Radio Accounts Placed*—Network: Vick Chemical Co., Prince Matchabelli, Inc.; National: Vick Chemical Co., Vitamin Plus, Alfred D. McKelvy Co.

**MOSELLE & EISEN**

**ADV. AGENCY**

522 Fifth Ave., New York 18, N. Y.  
Phone, MURRAY HILL 2-2651  
PPA—APA

Partner.....Rose Moselle  
Partner.....Henry Eisen  
Prod. Mgr.....Bernard Segaloff  
Art Director.....Frederick H. Cassens  
Radio & Publicity.....Miss Margo

**MOSS ASSOCIATES**

415 Lexington Ave., New York 17, N. Y.  
Phone VANDERBILT 6-1828-9  
ABP—PANY—APA—ANPA

President.....Joseph H. Moss  
Copy Chief.....Charles D. Beckman  
Space Buyer.....Betty Math  
Art Director.....Richard W. Bridges  
*Radio Accounts Placed*—Harman Watch Co., Neoderm Inst., Ybry Perfumes.

**MOSER & COTINS, INC.**

10 Hopper St., Utica 3, N. Y.  
Phone Utica 4-6141

ABP—ANPA—PPA—NOAB—APA

President.....A. S. Cotins  
Vice-President.....James N. Brown  
Vice-President-Secretary....Hugo W. Glaser  
Vice-Pres.-Art Director....A. M. Huntington  
Mgr. Media Dept.....Miss L. B. Mang  
Acct. Exces.....George P. Hodges,  
L. S. Hubbell, L. B. Reigler  
Mgr. Production Dept.....Fred Michel

*Branch Office*

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

*Radio Accounts Placed*—West End Brewing Co., C. A. Durr Packing Co., Long's Ox-Heart Peanut Butter Co., Inc., Patent Cereals Co., Oneida, Ltd.

**NATIONAL EXPORT ADVERTISING SERVICE, INC.**

405 Lexington Ave., New York 17, N. Y.  
Phone MURray Hill 9-6835

President.....Paul Kruming  
Vice-President.....Thomas W. Hughes  
Treasurer.....Frank Neuhauser  
Time Buyer.....J. J. Cueto

*Branch Offices In:*

Cuba, Mexico, Venezuela, Colombia,  
Brazil, Argentina, South Africa,  
India, Chile

*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—NOAB—APA—ABC

President.....Maurice H. Needham  
Vice-Presidents.....John H. Louis,  
Melvyn Brorby, W. Raymond Fowler,  
Harry E. Phelps, William D. Horns

Vice-President, Media & Markets  
Otto R. Stadelman  
Vice-President, Research.....Keo Currie  
Secretary-Treasurer.....Max D. Anwyl  
Radio Director, Chicago Office.. Alan Wallace  
Radio Manager-Producer, Hollywood

Office.....Frank Pittman  
Assistant Producer..Frances Van Hartesveldt

*Branch Office*

1680 North Vine St., Hollywood 28, Calif.  
Phone Granite 7186

Manager.....Frank Pittman  
*Radio Accounts Placed:* Kraft Food Co. (The Great Gildersleeve), S. C. Johnson & Son, Inc. (Fibber McGee and Molly), Swift & Co. (Swift Cleanser), Wieboldt Stores, Inc. (Local).

**NEFF-ROGOW, INC.**

30 Rockefeller Plaza, New York, N. Y.  
Phone Circle 7-4230

President.....William Rogow  
Acct. Exce-Time Buyers....William Rogow,  
Don Ball

Copy Chief.....Stewart P. Brown  
Personnel Director.....Harriet Barnett

*Radio Accounts Placed*—Bond Stores, Inc., Melville Shoe Corp., Sears Roebuck & Co., Joseph Martinson & Co., Abraham & Straus, Inc., Ruby Lane Stores, J. W. Beardsley's & Sons, Filtrex Co., Inc., Stern's Nurseries.

**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 McEvov

*Radio Accounts Placed*—Liggett & Myers Tobacco Co. (Chesterfields), Loose-Wiles Biscuit Co., Pepsi-Cola Co., Beech-Nut Packing Co., Economics Laboratories, Kirkman's Soap, Sherwin Williams.

**THEO. A. NEWHOFF ADV. AGENCY**

1403 Court Square Bldg., Baltimore 2, Md.  
Phone Lexington 7155

AAAA—ANPA—ABP—NOAB

President.....Theodore A. Newhoff  
Vice-President.....Marx S. Kaufman  
Secy.-Treas.....R. M. Newhoff

**NEWMAN, LYNDE & ASSOCIATES, INC.**

(Formerly Associated Advertising Agency, Inc.)

400 Florida National Bank Bldg.,  
Jacksonville, Fla.  
Phone 3-1253

ABP—ANPA—SNPA—NOAB—FAAG

President.....M. T. Newman  
Executive Vice-President....Hunter Lynde  
Vice-President.....Gordon Stewart  
Time Buyer.....Charles E. Gressle  
Radio Producer.....Mary Miller

*Radio Accounts Placed*—Foremost Dairies, Jax Beer.

**OLIAN ADVERTISING CO.**

1409 Ambassador Bldg., St. Louis 1, Mo.  
Phone Central 8380-1-2-3

ANPA—PPA—NOAB—ABP

Partner.....Irwin A. Olian  
Vice-President.....Harold A. Thomas  
Vice-President.....J. Walter Goldstein  
Radio Director.....Julian Miller  
Radio Time Buyer.....Margaret Hart  
Radio Producer.....Harold Kaye

*Branch Office*

334 Pure Oil Bldg., Chicago 1, Ill.  
Phone State 3381

Vice-President.....I. J. Wagner

*Radio Accounts Placed*—Lewis-Howe Co., General Grocer Co., Confections, Inc., Bisceglia Brothers Wine Co., Paul F. Beich Co., John G. Ayars Co., Eagle Stamp Co., Columbia Brewing Co., Horlacher Brewing Co., Atlas Brewing Co., Schoenhofen-Edel-

• • • **ADVERTISING AGENCIES** • • •

weiss Co., Cardinal Diamond Ring Syndicate, Western United Dairy, Hardy Salt Co., Alton Boxboard Co., Missouri Brewers' Association, Grove Laboratories, Inc., National Waste Paper Conservation Campaign.

**OWEN & CHAPPELL, INC.**

595 Madison Ave., New York 22, N. Y.  
Phone PLaza 8-2400

ABP—ANPA—PPA—NOAB—APA

President.....John H. Owen  
Executive Vice-President.....Charles Chappell  
Vice-President, Radio & Television  
David Hale Halpern  
Vice-President.....John C. Burton  
Vice-President.....Walter R. Greenlee  
Director of Media.....Marc Seixas  
Radio Research.....Patricia Prichard

**MERRITT OWENS  
ADVERTISING AGENCY**

201 Commercial National Bank Bldg.  
Kansas City 12, Kans.  
Phone Dr. 7250

ABP—ANPA—APA

Owner-Account Executive....Merritt Owens  
Account Executive.....John J. Goetz  
Account Exec.-Production Mgr.  
C. Arthur Smith  
Art Director.....Felix F. Kubicki  
*Radio Accounts Placed*— Interstate Moving  
& Storage, Jungc Biscuit Co., Leo Stern  
(Photographer).

**FRANK OXARART CO.**

672 S. La Fayette Park Pl.,  
Los Angeles 5, Calif.  
Phone Exposition 4191

President.....Frank Oxarart  
Account Executive.....W. W. Harvey  
Production and Media.....E. G. Michel  
*Radio Accounts Placed*— Caltone Corp.,  
Drop-O-Lemon; Ben Harris, Dornia Regis;  
Soil-Off Manufacturing Co.; Fletcher Wiley  
Productions. Hollywood Barn Dance.

**PACIFIC NATIONAL ADVERTISING  
AGENCY**

605 Union St., Seattle 1, Wash.  
Phone Eliot 1401

ANPA—AAAA—NOAB—PPA—APA—CAN

President.....Wm. H. Horsley  
Radio Director.....Trevor Evans  
Secretary.....H. O. Stone  
Radio Time Buyer.....G. M. Nyman

*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.

**PEARSON ADVT. AGENCY, INC.**

50 East 42nd St., New York 17, N. Y.  
Vanderbilt 6-0029

President.....C. H. Pearson  
Asst. to President.....W. S. Booth  
*Radio Accounts Placed*— Cooper Razor  
Blade Co.

**PECK ADVERTISING AGENCY, INC.**

400 Madison Ave., New York 17, N. Y.  
Phone PLaza 3-0900

President.....Harry Peck  
Secretary-Treasurer.....Harry Krawit  
Vice-President.....Walter Schwartz  
Director of Radio-Television  
Arthur Sinsheimer

**PEDLAR & RYAN, INC.**

250 Park Ave., New York 17, N. Y.  
Phone PLaza 5-1500

AAAA—ANPA—PPA—ABP—NOAB  
APA—ABC

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 Dunlavey  
*Radio Accounts Placed*—Sterling Drug  
(Ironized Yeast), Procter & Gamble (Camay,  
Chips-o-Dash).

**PITLUK ADVERTISING CO.**

Alamo Nat'l Bank Bldg., San Antonio, Texas  
Phone Garfield 7268

ABP—ANPA—PPA—SAAA  
SNPA—NOAB—APA

President.....Jack N. Pitluk  
General Manager.....Norman D. Schwerke  
Visualizer.....C. R. Cusick

Art Director.....Gus J. Wild  
 Production Manager.....Fred G. Allen  
 Radio Production Manager.....Perry Dickey  
 Continuity Director.....Rena Lynn  
 Radio Copyrighter.....Harry Cordero

*Radio Accounts Placed* Pearl Brewery,  
 Gebhardt Chili Powder Co., San Antonio  
 Drug Co., Taylor Bedding Co., Volk Brew-  
 ery, Lehr Baking Co., The Starkist Co., Dairy-  
 land, Coca Cola Bottling Co., Handy Andy  
 Stores, Henke & Pillot, Inc., Roegelien Pro-  
 vision Co., Alamo National Bank, Pioneer  
 Flour Mills, Ragsdale Foods Co., Wolff &  
 Marx, Joske's of Texas, The Vogue, S. W.  
 Cutlemen's Assoc., Kaufman's, Inc., Shaw  
 Jewelry Co., The Gunter Hotel, Bexar  
 County National Bank, Shepherd Laundries.

**R. J. POTTS—CALKINS & HOLDEN**

215 W. Pershing Road, Kansas City 8, Mo.  
 Phone Victor 4433

ABP—NOAB—ANPA—PPA—OAAA

President.....R. J. Potts  
 Vice-Presidents.....I. B. Woodbury,  
 C. C. Tucker, E. A. Warner, C. L. Rob-  
 inson  
 Secretary-Treasurer.....Jerry McKee  
 Radio Dept.....Connie Joan Connor,  
 Janice Eastland

**POTTS-TURNBULL ADVERTISING  
 CO.**

912 Baltimore Ave., Kansas City 6, Mo.  
 Phone Victor 9100

ANPA—PPA—APA—NOAB—ABP

President.....W. J. Krebs  
 V.P.—Production Mgr.....D. E. Dexter  
 Secretary.....G. F. Magill  
 Treasurer.....E. T. Chester  
 Time Buyer.....B. G. Wasser  
 Radio Director.....N. P. Rowe

**SAYRE M. RAMSDELL ASSOC., INC.**

3701 N. Broad St., Philadelphia 40, Pa.  
 Phone Radcliff 1900

ANPA—PPA

President.....S. M. Ramsdell  
 Exec. Vice-Pres. & Treas.....E. B. Loveman  
 Vice-President.....F. A. Hutchins  
*Radio Account Placed*—Philco Hall of  
 Fame.

**CHAS. DALLAS REACH CO.**

58 Park Place, Newark 2, N. J.  
 Phone Market 3-5100

AAAA—ANPA—PPA—ABP—APA

President-Director of Radio,  
 Chas. Dallas Reach  
 Vice-President.....Howard E. Sands  
 Vice-President.....Edw. C. Stover, Jr.  
 Vice-President-Radio.....Charles A. King, Jr.  
 Secretary.....F. R. Risley

*Branch Office*

6 E. 45th St., New York 17, N. Y.

*Radio Accounts Placed*—Koppers Co.,  
 Minnesota Division, Admiracion Labora-  
 tories, L. E. Waterman Co., Dugan Bros. of  
 New Jersey, Inc., New Jersey Bell Tele-  
 phone Co.

**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  
 Production Mgr.....Wayne H. Ross  
 Technical Consultant.....W. A. Ciruldi

*Branch Offices*

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  
 1509 Cross Roads of the World,  
 Hollywood 28, Calif.  
 Phone Hollywood 1732

Partner-General Manager.....L. W. Ramsey  
 Partners.....E. G. Naeckel,  
 A. C. Naeckel, W. J. Henderson, George  
 Bischoff

*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

Radio Director.....Catherine A. Gilbert

**REDFIELD-JOHNSTONE, INC.**

420 Madison Ave., New York 17, N. Y.  
 Phone PLaza 3-6120, 1, 2, 3

ANPA—PPA—ABP—APA—NOAB

Chairman of the Board.....L. L. Redfield  
 President.....E. F. Johnstone  
 Treasurer.....L. L. Redfield  
 Secretary.....A. Hollander  
 Secretary.....G. Hepenstal  
 Radio Time Buyer.....N. Cordano  
 Radio Publicity.....M. E. Maddock

## • • • ADVERTISING AGENCIES • • •

*Radio Accounts Placed*—Block Drug Co., Stera-Kleen, Allenn; Wool Novelty Co., Inc., Woolfoam; Ceda Distributing Co., Valse de Fleurs Toiletries; Howard Clothes, Inc.; Wine Shipper Import Corp.

### EMIL REINHARDT ADVERTISING AGENCY

1736 Franklin St., Oakland, Calif.  
Phone Templebar 2408  
ABP — ANPA — APA

Owner.....Emil Reinhardt  
Copywriter.....Dave Lane  
Artist Dir.....Robert Shelton  
Artist.....Edna Shelton  
*Radio Dept.*

Manager.....Joseph Connor  
Time Buyer.....Mildred McMahon

*Radio Accounts Placed*—Kilpatrick's Bakeries, Mary Ellen's, Inc., Standard Beverages, S. F. Brewing Corp., Breuner's, Kahn's, Pacific Guano Co., Central Bank, Mothers Cake & Cookie Company.

### REISS ADVERTISING

221 W. 57th St., New York, N. Y.  
Phone COLUMBUS 5-7733  
ANPA — ABP — PPA — APA

President.....Joseph Reiss  
Vice-President.....Harold Reiss  
Secretary-Treasurer.....B. M. Reiss

### RESNIK-MILLER-ENGLAND, INC.

152 Temple St., New Haven, Conn.  
Phone 7-0241

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

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 2-5117

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  
Change Copy.....S. Chalfin  
Publicity.....P. Leighton  
Account Executives.....I. R. Hill,  
B. N. Rill, L. Denis

### ROCHE, WILLIAMS & CLEARY, INC.

135 S. La Salle St., Chicago, Ill.  
Phone: Randolph 9760

ANPA—APA—PPA—NOAB

President.....J. P. Roche  
Treasurer.....D. J. Kelly  
Secretary.....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 P'ENNYPACKER 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 E. Kemp  
*Radio Accounts Placed* Network: Lewis-Howe Co., Schutter Candy Co., Sun Oil Co. National Spot: Chicago, Milwaukee, St. Paul & Pacific RR. Domestic Finance Co., Dr. Peter Fahrney & Sons Co., Holland Furnace Co., Kenton Pharmacal Co., Inc., National Toilet Co., John Puhl Products Co., Portland Cement Assn., Sempray Jovenay Co., The Studebaker Corp.

### RONALDS ADVT. AGENCY, LTD.

1110 St. Catherine St. W., Montreal, Que.  
Phone Plateau 4803

ANPA

President.....Russell C. Ronalds  
Vice-Pres.....E. M. Putnam  
Treas.....Angus Ahern  
Radio Dir.....Frank Starr  
Radio Producer.....Kenneth O. MacLeod,  
Cecelia Long, Norman K. Vale

#### *Toronto Office*

New Wellington Building, Toronto, Ontario  
Radio Dept.....R. J. Avery  
*Radio Accounts Placed*—National Breweries Limited, McColl-Frontenac Oil Co.,

Ltd., Bristol-Myers Co. of Canada, Ltd., Canadian Industries Limited (Paint & Varnish), United Rexall Drug Co., Liggett Drug Stores, Lyman Agencies Ltd. (Tintex), Pacquin's Hand Cream, Glyco-Thymolene. Roe Farm Milling Company.

**ARTHUR ROSENBERG CO., INC.**

570 Seventh Ave., New York 18, N. Y.  
Phone CHickering 4-4420

ANPA—PPA—APA—ABP—NOAB

President & Dir. of Copy & Plans,  
Arthur Rosenberg  
Vice-President ..... Samuel Rubenstein  
Secretary ..... A. A. Rosenberg  
Treasurer ..... Charles S. Silver  
Production Manager ..... H. B. Fleischman  
Economist ..... Walter Alwyn-Schmidt  
Research Director ..... Sam Haven  
Copy & Plans ..... Harrison J. Cowan,  
H. B. Sadler, Joseph Ellner  
Radio Dept. .... Arthur Rosenberg,  
Samuel Rubenstein, Charles S. Silver  
*Radio Accounts Placed*—Longine-Wittenaur  
Watch Co., Glean Shampoo, Myer 1890  
Beverages.

**CHARLES L. RUMRILL & CO.**

311 Alexander St., Rochester 7, N. Y.  
Phone Stone 592

AAAA—APB—PPA

President ..... C. L. Rumrill  
Vice-President-Art Director ..... J. E. Porter  
Secretary-Treasurer ..... E. A. Rogers  
Production Manager ..... C. W. Gibson  
Time Buyer ..... J. Lawrence Kennedy  
*Radio Accounts Placed*—Genesee Brewing  
Co., The Pfadler Co.

**RUSSEL AND ROBERTS AGENCY**

7 Church St., Paterson 1, N. J.  
Phone ARmory 4-3400

President & Treasurer ..... Abram Eisenman  
*Radio Accounts Placed*—New Jersey State  
Industrial Union Council-C. I. O., American  
Labor Party.

**RUTHRAUFF & RYAN, INC.**

405 Lexington Ave., New York 17, N. Y.  
Phone MURray Hill 6-6400

AAAA—ANPA—PPA—ABI—NOAB—APA

Chairman of the Board ..... F. B. Ryan  
President ..... F. B. Ryan, Jr.  
Senior Vice-President & Treasurer  
Cal J. McCarthy  
Executive Vice-President ..... Everett J. Grady  
V-P & Secretary ..... Ralph Van Buren  
Director of Media ..... Daniel M. Gordon  
V-P & Director of Radio ..... Donald D. Stauffer

V-P & Co-Director ..... S. Heagan Bayles  
V-P in Charge of Radio Programs

Merritt W. Barnum, Jr.

Talent Buyer ..... Willson M. Tuttle  
Business Manager-Radio Department

C. T. Ayres

Production Directors ..... Ted Huston,  
Jack Van Nostrand, Lee Cooley, Robert  
Steel, Fred Essex, Willson Tuttle, John  
Wellington, John C. Cole, Phillip Cohen,  
Grant Y. Flynn.

Radio Commercial Supervisor

Regina Morgan

Time Buyer ..... T. C. Fisher  
Casting Director ..... Kathleen McMahon  
Publicity Director ..... Grant Y. Flynn

*Branch Offices*

300 No. Michigan Ave., Chicago 1, Ill.  
Franklin 0485

Executive Vice-President ..... Paul E. Watson  
Vice-President-Director of Radio

Ros Metzger

Production Director ..... N. E. Heyne  
Media Manager ..... Albert R. Callies  
Charge of Script ..... A. E. Trask  
Business Mgr. & Time Buyer ..... Holly Shively  
Charge of Television ..... Fran Harris  
Charge of Commercials ..... Irene Small  
7430 Second Blvd., Detroit 2, Michigan  
Phone Madison 1980

V-P & Manager ..... Mathew J. Casey  
812 Olive St., St. Louis 1, Mo.  
Phone Main 0127

V-P & Manager ..... Oscar A. Zahner  
1680 North Vine St., Hollywood 28, Calif.  
Phone Hillside 7593

V-P & Pacific Coast Mgr. .... John H. Weiser  
V-P & Radio Director ..... Nate Tufts  
Production Directors ..... Don Clark,  
Sam Pierce, Dave Young, Robert Ballin,  
Kenneth Hodge, Knowles Entrikin.  
712 Main St., Houston 2, Texas  
Phone Charter 4-1741

Manager ..... W. Van A. Combs  
235 Montgomery St., San Francisco 4, Calif.  
Phone Edgemoor 4616

Manager ..... Herbert O. Nelson  
1218 3rd Avenue, Seattle 1, Wash.  
Phone Main 6727

V-P & Manager ..... F. G. Mullins  
Carew Tower, Cincinnati 2, Ohio  
Phone MA 2413

Manager ..... John L. Magro  
80 Richmond Street W., Toronto, Canada  
Phone Adelaide 4069

Manager ..... Douglas Philpott

*Radio Accounts Placed*—American To-  
bacco Company, Bendix Home Appliances,  
Inc., Chrysler Corporation, Delaware, Lack-  
awanna & 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, Pep-  
sodent Co. of Canada, Ltd., Pharmaco, Inc.,  
Quaker Oats Co., Jacob Ruppert Brewery,  
Taylor-Reed Corporation, G. Washington



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

Coffee Refining Co., Whitehall Pharmaceutical Co., Wm. Wrigley Jr. Co., Savings Banks Association of State of New York, Adler Company, Allen Edmonds Shoe Corp., Allied Florist Association, American Recording Artists, American Fluoresit Co., Bailey Schools, Binyon Optical Co., Clorox Corp., Clyde Porcelain Steel Corp., David G. Evans Coffee Co., Fehr Baking Co., Form Fashion, Inc., Ident-O-Tag Co., Inter-Coastal Co., Kick-away Garments, Inc., Klein's Sporting Goods, Inc., Krey Packing Co., Lone Star Creamery, Martha Maid Mfg. Co., Natl. Bank of Commerce of Houston, New Century Beverage Co., Novel Ad Co., O'Connor, Moffatt & Co., Owl Drug Co., Regina Knit Sportswear Co., Roundy, Peckham & Dexter Co., Sears-Roebuck & Co., Seattle Luggage Co., Wonder Orange Co.

**ST. GEORGES & KEYES, INC.**

250 Park Ave., New York 17, N. Y.  
Phone Plaza 5-1180

ABP — ANPA — PPA

President.....Maubert St. Georges  
Exec. Vice-Pres.-Treasurer...Stanley J. Keyes  
Assistant Treasurer.....John H. Vesely  
Vice-Pres.-Art Director...Alfred A. Anthony  
Secretary.....Louise D. Keyes  
Copy Chief.....C. J. Mascek  
Production Manager.....William Korcak  
Media Director.....Charlotte Rains

*Radio Dept.*

Radio Director.....Victor Van Der Linde  
Time Buyer.....Charlotte Rains  
*Radio Accounts Placed* Matilage Products, Inc., Benjamin Moore & Co., Revere Copper & Brass, Inc., Bell Bakeries, Inc., Mido Watch Co. of America.

**SCHOLTS ADVERTISING SERVICE**

1201 West 4th St., Los Angeles, Calif.  
Phone Michigan 2396

Owner.....William G. Scholts  
Radio Director.....Fred Montgomery

**MARCEL SCHULOFF & CO.**

17 W. 15th 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 Product Co., Stylepark Hats, Keal Textile Co., National Sure-Fit Quilting Co.

**SCHWAB & BEATTY, INC.**

1230 Sixth Ave., New York 20, N. Y.  
Phone Circle 5-9090

ANPA AAAA—PPA—APA—ABP

President.....Victor O. Schwab  
Time Buyer.....Robert W. Beatty  
*Radio Accounts Placed* — Book-of-the-Month Club, Omnibook Magazine.

**SCHWIMMER & SCOTT**

75 E. Wacker Drive, Chicago 1, Ill.  
Phone Dearborn 1815

AAAA—ABP—ANPA—PPA—APA

Partners....Walter Schwimmer, R. J. Scott  
Account Executives.....Fred Vosse,  
Carl Knaatz, Harry Jobson  
Time Buyer.....Evelyn Vanderploeg  
Television Producer.....Alan Fishburn

*Radio Accounts Placed*—Coronet Magazine, Fox DeLuxe Brewing Co., Mandel Brothers, Sealy Mattress Co., Christian Business Men's Assn., Chicago Stadium, Walgreen Co., Peter Fox Sons Co., Chicago Daily News, Rudolph Wurlitzer Co., Helmer Lacy, Schutter Candy Co. (Old Nick), Congress Cigar Co., Stuebaker Sales Co. of Chicago, Hirsch Clothing Co., Lincro Products, Salerno Megowen Biscuit Co.

**RUSSEL M. SEEDS COMPANY, INC.**

919 N. Michigan Ave., Chicago 11, Ill.  
Phone, Delaware 1045

ANPA — ABP — SNPA — PPA

*Officers*

President.....Freeman Keyes  
Chairman of Board.....Freeman Keyes  
Executive Vice-President.....George Bayard  
Treasurer.....Jack Harding  
Secretary.....H. J. Smith  
Vice-Presidents.....Paul Richey,  
A. D. Keyes, Harry Maus, E. G. Bentley  
Radio Director.....Jack Simpson  
Time Buyers.....June Jackson,  
Hub Jackson

*Branch Offices*

Lemcke 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.

**SHAPPE-WILKES, INC.**

215 Fourth Ave., New York 3, N. Y.  
Phone. GRamerry 5-5560

ABP

President.....Louis Shappe  
Radio Time Buyer.....Louis Shappe  
Vice-Pres.-Copy Chief.....Milton M. Hermonson  
Secy. & Treas.....Jesse E. Wilkes  
Space Buyer.....Burton Mautner  
Production Mgr.....M. Helfman

**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

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.

**SHERMAN & MARQUETTE, INC.**

919 N. Michigan Ave., Chicago, Ill.  
Phone Delaware 8000

ABP—ANPA PPA SAAA APA

President.....Stuart Sherman  
Chairman of Board.....Arthur Marquette  
Radio Director.....Louise E. Tilden  
*Branch Office*

10 Rockefeller Plaza, New York, N. Y.  
Phone CIrcle 6-1550

Vice-President & Manager.....Carl S. Brown  
Radio Director.....Morgan Ryan  
*Radio Account Placed*—Colgate-Palmolive-Pect Co. (for Colgate Shave Creams, Colgate Tooth Powder, Hulo 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), McLaughlin's Manor House Coffee, Campho-Phenique.

**DOUGLAS D. SIMON ADV., INC.**

280 Madison Ave., New York 16, N. Y.  
Phone, LExington 2-7873

ANPA

President-Treasurer.....Douglas D. Simon  
Vice-President.....Carolyn Glass  
Secretary-Space Buyer.....Anita Chinkel  
Account Executive.....Charles H. Sandak  
Production Manager.....Sidney Jerome  
Art Director.....Doris Brinkerhoff

**SIMON & GWYNN, INC.**

624 Commerce Title Bldg., Memphis, Tenn.  
Phone 5-2404

SNPA—ANPA—APA—FAAA

President.....Milton Simon  
Exec. V.P. & Sec. Treas.....H. N. Gwynn

**SIMONS-MICHELSON CO.**

LaFayette Bldg., Detroit 26, Mich.  
Phone CHerry 3000

AAAA—PPA—APA—ANPA

Partners.....L. N. Simons,  
L. J. Michelson

Radio Director.....Glenn Kyker  
Production.....Art Copland

*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.

**SMALL & SEIFFER, INC.**

21 West 40th St., New York, N. Y.  
Phone WIconsin 7-8765

ANPA—PPA—APA

President.....Albert Seiffer  
Secretary & Treasurer.....Marvin Small  
Time Buyer.....Joya Krakauer  
*Radio Accounts Placed*—Arrid, Allcock Mfg. Co., Souplets.

**SMITH & DRUM, INC.**

650 S. Grand Ave., Los Angeles, Calif.  
Phone Trinity 3454

ABP—ANPA—PPA—APA—NOAB

President.....A. Carman Smith  
Vice-President.....Harry C. Drum  
*Radio Account Placed*—General Petroleum Corp.

**SORENSEN & CO.**

919 No. Michigan Ave., Chicago, Ill.  
Phone, Delaware 5030

ABP—ANPA—PPA—NOAB

President.....Roy A. Sorensen  
Radio Director.....Muriel Wageman  
*Radio Accounts Placed*—Bowcy'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.**

291 Commercial St., Worcester 8, Mass.  
Phone: 3-4789

President-Treasurer.....C. Jerry Spaulding

• • • **ADVERTISING AGENCIES** • • •

Asst. Treasurer.....M. Murray  
 Secretary.....H. H. Hartwell  
*Radio Accounts Placed* — Radio Station  
 WTAG.

•

**RAYMOND SPECTOR  
 COMPANY, INC.**

595 Madison Ave., New York 17, N. Y.  
 Phone ELdorado 5-1270  
 ANPA — PPA — ABP — NOAB

President.....Raymond Spector  
 Secretary.....Norman Jay  
 Treasurer.....Stella Koenigsberg  
 Vice-President.....N. C. Smith  
 Research Director.....Helen Egert  
 Time Buyer.....Edna Zimmerman  
 Television Producers.....N. C. Smith,  
 Norman Jay.

*Radio Accounts Placed* — Staze, Inc.,  
 Macfadden Publications, McKesson & Rob-  
 bins, Fiction Book Club, Lord Davenport  
 Pipes, Ltd., Koral Tooth Powder, King  
 David Memorial Park.

•

**SPITZER & MILLS LTD.**

19 Richmond St., West, Toronto, Ont.  
 Phone WA 1151

CAAA—CDNA—CPA—CAR

President.....G. F. Mills  
 Exec. Vice-President.....J. W. Spitzer  
 Account Executives.....W. H. Reid,  
 J. R. Charles, J. G. Wallace, W. C. Wal-  
 lace, T. G. Vatcher, D. Dunlop.

*Radio Dept.*

Director.....Wm. D. Byles

*Branch Office*

1010 Catherine St., W., Montreal, P. Q.  
 V.P.....C. W. Duncan

Radio Director.....Yves Bourassa

*Radio Accounts Placed*—Colgate-Palmolive-  
 Peet Co., RCA Victor Co., Lehn & Fink,  
 Quaker Oats Co., California Fruit Growers  
 Exchange, Cities Service Oil Co. Ltd.

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**SPITZ & WEBB ADVERTISING**

LaFayette Building, Syracuse 2, N. Y.  
 Phone 4-6868

Partner.....William Spitz  
 Partner.....Stephen M. Webb  
 Space Buyer & Acct.....Rosemary Marioni  
*Radio Accounts Placed*—C. E. Campbell &  
 Sons, A. E. Nettleton Co., Best Ice Cream  
 Co., People's Ice Cream Co.

•

**BARTON A. STEBBINS AGENCY**

811 West Seventh St., Los Angeles  
 Phone Trinity 8821

AAAA—ANPA—PPA—ABP—NOAB

Head of Agency.....Barton A. Stebbins  
 Acct. Executive.....Arthur W. Gudelman  
 Program Director.....Edward Bloodworth  
 Time Buyer.....A. W. Gudelman

*Radio Accounts Placed*—Signal Oil Com-  
 pany, Shontex, Conditioner & Shampoo, E.  
 F. Hutton Co., Ryan Aeronautical Co.

•

**HOWARD D. STEERE ADVERTISING**

2812 Book Tower, Detroit 26, Mich.  
 Phone CHerry 5688

Owner.....H. D. Steere  
 Production Manager.....Chas. R. Stout  
 Space Buyer.....G. Macauley

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**STERLING ADVERTISING AGENCY,  
 INC.**

70 West 40th St., New York 18, N. Y.  
 Phone LOngacre 5-4610

PPA

Chairman of Board.....S. M. Brown  
 President.....Jos. S. Edelman

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**STERNFIELD-GODLEY, INC.**

250 Broadway, New York, N. Y.  
 Phone BARclay 7-3030

APA

Treasurer.....Samuel S. Sternfield  
 V.P.-Production Manager.....Philip Scheft  
 Secretary.....Frances C. Costello  
 Radio Director.....Alvin Samuels

•

**STOCKTON, WEST, BURKHART,**

First National Bank Bldg., Cincinnati 3, O.  
 Phone Cherry 8325

AAAA-ANPA-PPA

President & Treas.....Wm. Z. Burkhart  
 Vice-Pres.-Secy.....Ranald S. West  
 Vice-President.....Eric W. Stockton  
 Radio Director.....Ranald S. West  
 Assistant Radio Director.....Jos. D. Nelson

*Radio Accounts Placed*—Ohio Oil Co.,  
 Clyffside Brewery, Cincinnati Gas & Elec.  
 Co., Central Trust Banking Institution, Cin-  
 cinnati Enquirer. Sperti, Inc.

•

**STODEL ADVERTISING CO.**

411 W. Seventh St., Los Angeles, Calif.  
 Phone, TRinity 8577

President.....Edward C. Stodel  
 Time Buyer.....Selma Schonfeld

**Radio Accounts Placed**—Warner Bros. Pictures, Brooks Clothing Co., Eastern-Columbia Department Stores, Beneficial Casualty 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 Wullicka  
Radio Time Buyer ..... A. Loonan  
Research Director ..... Harry Chapperon  
Account Executives ..... A. E. Storm,  
E. Klein, L. K. Storm, L. Loeb, R. Chapperon.

**STRAUCHEN & McKIM ADVT.**

6 East Fourth St., Cincinnati, Ohio  
Phone Main 1618

AAAA—ANPA PPA—NOAB ABPA

Partners ..... Edmund R. Strauchen,  
G. F. McKim Jr.

Radio Director ..... L. Schaefer  
Traffic Manager ..... K. Amidon  
Media Director ..... J. Dillon  
Production ..... J. Diltz  
Office Manager ..... R. Steffen  
*Radio Accounts Placed* The George Wiedemann Brewing Co., The Queen City Bottling Co., L. R. Numm Motors Co. Inc., Carroll Jewelry Co., Loving Andrews Co.

**STREET & FINNEY, INC.**

330 West 42nd St., New York 18, N. Y.  
Phone: BRyant 9-2400  
ANPA—PPA—ABC—NOAB—APA

President ..... H. K. Finney  
Vice-President ..... John F. Mayer  
General Manager ..... Robert Finney  
Assistant General Manager .... Frank Finney  
Secretary ..... F. S. Park  
Treasurer ..... Fred Hellar  
Director of Radio ..... Howard Miller

*Radio Accounts Placed* Doan's Pills, Lee-Mint, Allen's Foot-Ease, Beecham's Pills, E-spotabs, Dil-Kil, Baby's Own Tablets (Canada), Children's Own Tablets (Canada), Dr. Williams Pink Pills (Canada).

**SWAFFORD & KOEHL, INC.**

311 Madison Ave., New York 17, N. Y.  
Phone, MUrray Hill 6-8860

**ABP ANPA APA NOAB**

President ..... Albert E. Koehl  
Vice-President ..... John R. Landan

**SWEENEY & JAMES CO.**

1501 Euclid Ave., Cleveland, Ohio  
Phone Main 7142  
ANPA PPA—NOAB

Partner ..... John F. Sweeney  
Partner ..... Frank G. James  
Account Executive ..... T. M. Gregory  
*Radio Account Placed* Network: Firestone Tire & Rubber Co.

**TECHNICAL ADVT. AGENCY, INC.**

475 Fifth Ave., New York, N. Y.  
Phone, MUrray Hill 3-5754

**J. WALTER THOMPSON CO.**

120 Lexington Ave., New York 17, N. Y.  
Phone MUrray Hill 3-2000  
AAAA — ANPA — ABP — PPA

President ..... Stanley Resor  
Secretary ..... Howard Kohl  
Treasurer ..... Gilbert Kinney  
Comptroller ..... 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 Henderson, 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, Arthur T. Blomquist, Don Francisco, Robert M. Gillham, Kennett W. Hinks, William C. McKeahan, S. Hunter Richey, Ruth F. Waldo.

Director of Media and Research  
Arno H. Johnson  
Vice-President in Charge of Radio,

John U. Reber  
Radio Time Buyer ..... Linnea Nelson  
Radio Talent Buyer ..... Virginia Spragle  
V.P.—Motion Pictures & Television  
Robert M. Gillham

*Branch Offices*

1549 North Vine St., Hollywood, Calif.  
Phone Hillside 7241

V.P.—Manager ..... Cornwell Jackson  
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

## ADVERTISING AGENCIES

100 Bush St., San Francisco, Calif.  
Phone Garfield 3510

V.P.-Manager ..... Arthur Farlow  
Radio Time Buyer.....Lowell Mainland  
612 South Hope St., Los Angeles, Calif.  
Phone Trinity 2591

V.P.-General Manager...Norton W. Mogge  
*Radio Accounts Placed*- P. Ballantine & Sons, Bowman Dairy Co., H. C. Cole Milling Co., Elgin National Watch Co., Fanny Farnor Candy, General Cigar Co., Johns-Manville Corp., Kraft Cheese Co., Lamont P. Corliss & Co., Lever Bros. Co. (Lux Flakes & Lux Toilet Soap), Libby, McNeil & Libby, Mentholatum Co., Northern Trust 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 & Sanborn Coffee and Tender Leaf Tea, Flei-chmann's Yeast, Blue Bonnet Margarine, Shefford Cheese, Royal Dessert), Swift & Co., Universal Pictures, Ward Baking Co., Washington State Apple Commission, J. B. Williams Co., William Wrigley, Jr. Co., W. F. Young, Bowman Dairy Co., Calavo Growers of Cal., Desert Grapefruit Industry, Eastman Kodak Co., Ford Motor Co., Mutual Orange Distributors, Northrop Aircraft, Pharma-Craft Corp. (Tre-h), Seven-Up Co., So. Calif. Citrus Food, Spreckels Sugar Co., Textron, Inc., John T. Troll Co., Calif. Grapefruit.

### TOMASCHKE-ELLIOTT, INC.

1624 Franklin St., Oakland, Calif.  
Phone Glencourt 4941  
NOAB — APA

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 Distributors, Inc.

### TRACY, KENT & CO., INC.

515 Madison Ave., New York, N. Y.  
Phone ELdorado 5-4404  
ABP PPA -NOAB

Chairman of Board.....W. I. Tracy  
President.....Frank S. Kent  
Treasurer.....George M. Pease  
Vice-Presidents.....Hugh Donnell,  
J. F. Donovan  
Account Executive.....Charles O'Neil  
*Radio Accounts Placed* Wilbert Products Co., John Opitz, Inc.

### UNITED STATES ADVT. CORP.

612 N. Michigan Ave., Chicago 11, Ill.  
Phone Delaware 4466  
ANPA—PPA—APA

Chairman of Board.....W. M. Canaday  
President.....J. C. Ewell  
Radio Manager.....A. J. Englehardt

### VICTOR VAN DER LINDE, INC.

250 Park Ave., New York 17, N. Y.  
Plaza 5-1180

President.....Victor van der Linde  
Treasurer.....Charlotte Rains  
Director of Radio.....Victor van der Linde  
Time Buyer.....Charlotte Rains

### VANGUARD ADVERTISING

15 East 40th St., New York 19, N. Y.  
Phone MUrray Hill 5-1686  
ABP—PPA

Owner.....J. M. Russakoff  
General Manager.....A. M. Ragonetti  
Art Director.....Frank Haase

### VANSANT, DUGDALE & CO., INC.

Court Square Bldg., Baltimore 2, Md.  
Phone, LEXington 5400

AAAA—ABP—ANPA—PPA—NOAB

President.....Wilbur Van Sant  
Executive Vice-President & Treasurer,  
H. K. Dugdale  
Vice-President-Plans Chief.....J. P. Daiger  
Vice-Presidents...R. E. Daiger, H. G. Erick  
Vice-Pres-Business Manager.....C. D. Carr  
Space Buyer.....G. M. Talbot

*Radio Accounts Placed* - National Spot:  
Sherwood Brothers, Inc., The Crosse & Blackwell Co., The Mercier Co., H. J. McGrath Co., Rice's Bakery, The Wm. Schluderberg-T. J. Kurdle Co.

### VIDEOR ENTERPRISES

1629 Chestnut St., Philadelphia 3, Pa.  
Phone Riitenhous 6378

Managing Director.....Franklin O. Pease  
Television Producer.....Franklin O. Pease

### WM. VON ZEHLE & CO.

28 W. 41th 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

President.....Albert G. Wade  
Exec. V.P.-Radio Director.....W. A. Wade  
Radio Time Buyer.....L. J. Nelson  
Secretary-Treasurer.....E. N. Nelson  
Production Manager.....R. O. Archer  
Account Executives.....W. A. Wade,  
E. N. Nelson, R. O. Archer, R. E. Dwyer,  
L. Davidson.

*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-Cuhill Co.

## WALKER & DOWNING

532 Oliver Bldg., Pittsburgh 22, Pa.

Phone Grant 1900

ANPA—ABP PPA OAAA—APA—CAH

Partners.....William S. Walker,  
Benjamin E. Davis, Jr., C. P. Richardson,  
R. C. Woodruff.

Radio Director.....R. C. Woodruff  
Radio Production.....Victor Seydel  
Radio Contact.....William G. Real  
Radio Producers.....Robert T. Gestrich,  
James Dooley.

### Branch Office

Suite 833, Hotel St. Regis, New York, N. Y.  
Eastern Radio Supervisor.....Victor Seydel

*Radio Accounts Placed*—Colonial Biscuit Co., Duquesne Brewing Co., Allegheny-Ludlum Steel Corp., Joseph Horne Company, Mail Pouch Tobacco Co., Sterling Oil Co., Clearfield Furs, Inc., H. Lohrey Co.

## WARWICK & LEGLER, INC.

230 Park Ave., New York 17, N. Y.

Phone Murray Hill 6-8585

AAAA — ANPA — PPA — ABP — ABC

APA—NOAB

President.....H. Paul Warwick  
Vice-Presidents: Henry Legler, S. O. Youngheart, J. R. Warwick, Lester M. Malitz,  
Arthur Deerson.

Treasurer.....Robert H. Hughes  
Sec'y-Asst. Treas.....Irving J. Paulus  
Radio Director.....Tevis Huhn

### Branch Office

6331 Hollywood Blvd., Hollywood, Cal.

Phone Hempstead 8163

*Radio Accounts Placed*—Larus & Bro. Company, Pabst Brewing Co., Equitable Life Assurance Society of the U. S.

*Television Account Placed*—The George Luft Co. Inc. (Tangee Cosmetics).

## NORMAN D. WATERS & ASSOCIATES, INC.

1140 Broadway, New York, N. Y.

Phone, CAledonia 5-7430

ABP PPA—NOAB—ANPA

President.....Norman D. Waters  
Vice-President.....Charles M. Whitebrook  
Secretary.....E. L. Waters  
Treasurer.....Louis Landesman

## TUCKER WAYNE & CO.

629 Ten Pryor St. Bldg., Atlanta 3, Ga.

Phone Walnut 6701

ANPA—PPA—APA—ABP—SNPA OAAA

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), American Bakeries Co. (Regional), J. Allen Smith & Co., The Schwab Co., Scripto Mfg. Co.

## WEARSTLER ADVERTISING, INC.

20 West Front St., Youngstown, Ohio

Phone: 3-4311

PPA—ABP—APA

President-Treasurer...Albert M. Wearstler  
Secretary.....Mary E. Wearstler

## LUTHER WEAVER & ASSOCIATES

200 Globe Bldg., St. Paul 1, Minn.

Phone Cedar 3777

APA

President.....Luther Weaver  
Executive Assistant.....W. K. Nelson  
Director of Radio.....Luther Weaver  
Associates.....Olga Marie Novak,  
Bess Lyman.

*Radio Accounts Placed*—Minnesota Federal Savings & Loan Association, F. C. Hayer Co., Marshall Co., Twin City Wholesale Grocer Co., Minnesota State Optometric Assn.

## ARMAND S. WEILL CO.

170 Franklin St., Buffalo 2, N. Y.

Phone Washington 6250

President.....Armand S. Weill  
Exec. V. P.-Treas.....Harold C. Desbecker  
Art Director.....Victor Aures  
Director of Radio.....William A. Mayhew

*Radio Account Placed* Chalmers Gelatine Corp.

• • • **ADVERTISING AGENCIES** • • •

**MILTON WEINBERG ADVT. CO.**

325 W. Eighth St., Los Angeles 14, Calif.  
Phone Tucker 4111

ANPA—PPA—ABP—APA

Owner.....Bernard Weinberg  
Media Director.....E. Cousins  
Radio Director.....W. H. Krauch  
Radio Producer.....Gene Powers

*Radio Accounts Placed* — Capitol Milling Co., Hamilton Diamond Co., Hollywood Film Studios, Hollywood Pantages Theatre Corp., Hollywood Turf Club, May Co., Midtown Catering So., Pep Boys of Calif., Savenick Tires, Thrifty Cut-Rate Drug Stores.

**WILLIAM H. WEINTRAUB & CO.**

30 Rockefeller Plaza, New York 20, N. Y.  
Phone Circle 7-4282

ANPA—PPA

President.....William H. Weintraub  
Exec. V. P.-Secretary.....Elkin S. Kaufman  
V. P.-General Manager.....John D. Scheuer  
Treasurer.....William Gallow  
Copy Chief.....Kennon Jewett  
Media Director.....William Gallow  
Research Director.....Thomas F. Hughes

*Radio Department*

Business Manager.....Harry Tremner  
Production Manager.....Theo Gannon  
Time Buyer.....William Gallow  
Producers.....Theo Gannon,  
Bernard Prockter, Richard Lewis.

*Radio Accounts Placed*—Anchor Hoeking Glass Corp., Helbros Watch Company, Emerson Radio & Phonograph Corp., Miss Swank, Air Wick (Seenan Bros.), Frank H. Lee Co.

**WEISS & GELLER, INC.**

400 Madison Ave., New York 17, N. Y.  
Phone PLaza 3-4070

ANPA—PPA

Managing Partner.....Max A. Geller  
Media Director.....Lester J. Mallers  
Radio Director.....Sylvan Taplinger  
Copy Director.....Peter Artzt  
Assoc. Copy Director.....Harold Wengler  
Art Director.....Arthur Gordon  
Production Manager.....Sally Green  
Account Executive.....Joseph H. Curtis

*Radio Accounts Placed* — Columbia Pictures Corp., New York City; Albert Ahlers, Inc., Brooklyn, N. Y.; Paul V. Eisner & Co., New York City; Nedick's Inc., New York City.

**WERTHEIM ADV. ASSOCIATES**

11 W. 42nd St., New York 18, N. Y.  
Phone, Wisconsin 7-4978

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.**

Arts & Crafts Bldg., Waterloo, Iowa  
Phone, 4677

ABP—ANPA—PPA—SNPA—NOAB  
APA—ABC

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 Dept.....Martha Schwartz  
*Radio Accounts Placed*—Iowa Soap Co., American Bird Products, Inc., Walker Remedy Co., Vinton Hybrid Corn Co.

**FRANK E. WHALEN ADV. CO.**

15 W. 10th St. Kansas City, Mo.  
Phone, Victor 7200

ANPA—PPA—APA—ABP—NOAB

President & Time Buyer.....F. E. Whalen  
Sec. & Treas.....J. W. Whalen  
Art Director.....Dan Jacobson  
Account Executive.....H. G. Kaufman

**WARD WHELOCK CO.**

Lincoln-Liberty Bldg., Philadelphia 7, Pa.  
Phone Rittenhouse 7500

ANPA—PPA—APA

President.....Ward Wheelock  
Vice-Pres.-General Mgr.....Arthur A. Bailey  
Secretary-Treasurer.....William A. Dunn  
Radio Director.....Diana Bourbon  
Radio Producer.....William N. Robson

*Branch Offices*

444 Madison Ave., New York 22, N. Y.  
Phone PLaza 3-7120

Vice-President.....R. K. Strassman  
Guaranty Bldg., Hollywood 28, Calif.  
Phone Hillside 9221

Radio Director.....Diana Bourbon  
*Radio Account Placed*—Campbell Soup Co.

## WILLIAMS & SAYLOR, INC.

271 Madison Ave., New York 16, N. Y.  
Phone, LExington 2-3493

ANPA—PPA—APA—ABP—NOAB

Pres. & Treas. . . . . Ralph W. Williams  
Vice-President . . . . . Walter T. Pollock  
Vice-President . . . . . George L. Miller  
Secretary . . . . . William F. Adams  
Space Buyer . . . . . Mrs. I. Randall  
Production Manager . . . . . M. J. Osias

## WOOD, BROWN & WOOD, INC.

209 Washington St., Boston, Mass.  
Phone: Capital 1850

ANPA—PPA—ABP

President . . . . . Allen H. Wood  
Vice-President-Radio Director,  
Allen H. Wood, Jr.  
Treasurer . . . . . Jonathan Brown, 3rd  
Space-Time Buyer . . . . . Martha L. Ayers

## THE ALBERT WOODLEY CO.

500 Fifth Avenue, New York 18, N. Y.  
Phone, WISconsin 7-0380

ABP—ANPA—PPA

Owner . . . . . Albert Woodley  
Vice-President . . . . . Louis De Garmo  
Space Buyer . . . . . Edith M. Knott  
*Radio Accounts Placed—Railroad Federal  
Savings Association.*

## WORTMAN, BARTON & GOULD

345 Madison Ave., New York 17, N. Y.  
Phone MUrray Hill 4-2756

APA—NOAB—ANPA—PPA

President-Treasurer . . . . . E. B. M. Wortman  
V.P.-Secretary . . . . . D. Wortman  
Radio Time Buyer . . . . . Hortense Essler  
*Radio Account Placed—Harrisburg Steel  
Corp.*

## YOUNG & RUBICAM, INC.

285 Madison Ave., New York 17, N. Y.  
Phone AShland 4-8400

ANPA—PPA—APA—AAAA—  
NOAB—ABC—ABP

President . . . . . Sigurd S. Larmon  
Executive V. P. . . . . Louis N. Brockway  
V. P., Chairman Plans Board  
Charles L. Whittier  
Vice-President . . . . . Frank Fagan  
V. P., Director of Media and General  
Production . . . . . A. V. B. Geoghegan

Vice-Presidents . . . . . Milford J. Baker,  
Edward Barnes, Harry B. Carpenter, J.  
Brooks Emery, Jr., John L. Grimm, Jr.,  
Garrit Lydecker, Donald Payne, Curtis  
G. Pratt and Bryan Houston.

V. P., Merchandising Director . . . . . Samuel Cherr  
V. P., Copy Director . . . . . H. S. Ward  
V. P., Director of Research . . . . . George Gallup  
V. P., Art Director . . . . . Walter K. Nield  
V. P., Personnel Dir.

Walter M. E. Sullivan  
Director of Publicity and Public  
Relations . . . . . William H. Jenkins  
Treasurer . . . . . J. H. Geise  
Secretary and Assistant Treasurer

H. H. Enders  
V. P., Dir. of Radio . . . . . Thomas H. A. Lewis  
V. P., General Manager of Radio

Gordon D. Cates  
V. P. in Charge of Radio Production  
Operations . . . . . Harry Ackerman  
Associate Director of Radio . . . . . Joseph A. Moran  
Associate Director of Radio, Manager of  
Radio Time Buying . . . . . Carlos Franco  
Manager, Radio Commercial Copy

John L. Swayze  
Supervisor, Television Department  
William E. Forbes  
Commercial Motion Pictures . . . . . John C. Barry  
Radio Business Manager . . . . . Frederick A. Zaghi  
Radio Publicity Director . . . . . Lester Gottlieb  
Manager, Talent Department

Alexander Stronach

### Branch Offices

6253 Hollywood Blvd., Hollywood 28, Calif.  
Phone Hollywood 2734

V. P., Dir. of Radio . . . . . Thomas H. A. Lewis  
Asso. Director of Radio . . . . . Glen Taylor  
Supervisor of Adv. Serv. . . . . Elliot E. Potter  
333 North Michigan Ave., Chicago 1, Ill.  
Phone Central 9389

Vice-President-Manager . . . . . John F. Whedon  
Vice-President . . . . . D. C. Schneider  
7130 Second Blvd., Detroit 2, Mich.  
Phone Madison 4300

Vice-President and Manager . . . . . George Davis  
235 Montgomery St., San Francisco 4, Calif.  
Phone Exbrook 6685

Manager . . . . . Howard Williams  
V. P., Managing Director of Canadian Offices  
A. R. McGill  
660 St. Catherine St., West, Montreal, Que.  
Phone Plateau 4691

Manager . . . . . J. C. Arbutnot  
30 King St., West, Toronto, Ont.  
Phone Elgin 5347

V. P. and Manager . . . . . Stuart B. Smith  
V. P. and Director of International Division  
Lorimer B. Slocum  
24 St. James St., London, S.W.1, England  
Managing Director . . . . . George D. Bryson  
Plaza de La Republica 46, Mexico, D. F.  
Acting Manager . . . . . William F. Geeslin





# FCC PERSONNEL

*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.*

*For additional FCC data, including FM and Television, please refer to the Editorial Index of this issue.*

# FEDERAL COMMUNICATIONS COMMISSION



**Headquarters: New Post Office Building, Washington, D. C.**

*Personnel as of January 1, 1946*

## Commissioners

### **Chairman**

**PAUL A. PORTER**

(Term 1942-49)

**PAUL A. WALKER**

(Term 1934-46)

**RAY C. WAKEFIELD**

(Term 1940-47)

**CLIFFORD J. DURR**

(Term 1941-48)

**EWELL K. JETT**

(Term 1943-50)

**CHAS. R. DENNY**

(Term 1944-51)

**WM. H. WILLS**

(Term 1945-52)

## Secretary

**T. J. SLOWIE**

## Director of Information

**EARL A. MINDERMAN**

### General Counsel

ROSEL H. HYDE

### Assistant to the General Counsel

LEONARD H. MARKS

### Assistant General Counsel

*(Broadcast Division)*

VERNON L. WILKINSON

### Assistant General Counsel

*(Common Carrier Division)*

BENEDICT P. COTTONE

### Assistant General Counsel

*(Litigation & Administration Div.)*

HARRY M. PLOTKIN

### Chief Accountant

WILLIAM J. NORFLEET

### Assistant Chief Accountant

HUGO REYER

### Acting Chief, Service Division

PAUL H. SHEEHY

### Chief Engineer

GEORGE P. ADAIR

### Assistant Chief Engineer

*(Broadcast Branch)*

JOHN A. WHILOUGHBY

### Asst. Chief Engineer

*(Field and Research Branch)*

GEORGE E. STERLING

### Asst. Chief Engineer

*(Common Carrier Branch)*

EDWARD E. HALE

**Chief, Safety and Special Services**

**Branch**

WILLIAM N. KREBS

**Acting Director of Personnel**

GILBERT H. HATFIELD

**Director of Budget & Planning Div.**

WILLIAM B. ROBERTSON

**Chief of License Division**

WILLIAM P. MASSING

**Chief, Records Division**

WALTER S. DAVIS

**LEGAL STAFF**

*Chief, Safety and Special Services Division*

JEREMIAH COURTNEY

*Chief of Technical Section*

WILLIAM H. BAUER

*Chief of Standard Broadcast Section*

HUGH B. HUTCHISON

*Chief of FM Section*

SAMUEL MILLER

*Chief of Transfer Section*

DAVID H. DEUBLER

*Chief of Legislation & Legislation Section*

PHILIP BERGSON

*Chief of Administration Section*

JOSEPH M. KITZNER

*Chief of Language, Amateur and Misc. Services*

LEO RESNICK

*Chief, Rate Counsel*

HAROLD J. COHEN

*Chief of Domestic Wire Service Section*

J. FRED JOHNSON, JR.

*Chief of International Service Section*

DAVID C. ADAMS

*Chief of Domestic Radio Service Section*

ARTHUR A. GLADSTONE

*Chief of Field Section*

MAX GOLDMAN

*Chief of Operator, Aviation, Marine & Experimental Services*

RAYMOND SAWYER

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 MAX ARONSON  
 HARRY BECKER  
 EUGENE BURKE  
 ARNOLD BERKELY  
 MAURICE R. BARNES  
 EDWARD BRECHER (*Special Analyst*)  
 TYLER BERRY  
 MARGARET CONNALLY  
 NORMAN S. CASE, JR.  
 WALTER B. EMERY  
 ROBERT M. FENTON  
 J. ALFRED GUEST (*Field, N. Y.*)  
 GEORGE M. HARRINGTON  
 JOHN HEARNE (*Field, Los Angeles*)  
 CHARLES HUBERT  
 BERNICE K. HARVEY  
 ALBERT M. HALL

ANNIE NEAL HUNTING  
 VIOLET HAZY  
 ROBERT KOTTEEN  
 FANNEXY LEVIN  
 HAROLD E. MOTT  
 JOHN H. McALLISTER  
 E. THEODORE MALLACK  
 MAX PAGLIN  
 HILDA SHEA  
 LESTER SPILLANE  
 ELIZABETH C. SMITH  
 ERICK SANTI  
 DAVID S. STEVENS  
 ABE L. STEIN  
 MAURICE W. WHITON  
 JOHN E. WICKER  
 VINCENT WELCH  
 BERNARD STRASSBURG  
 PASQUALE VALICENTI

**ENGINEERING STAFF**

*Field Language and Monitoring Division*

GEORGE S. TURNER, *Chief*

*Technical Information Division*

DR. LYNDE P. WHEELER, *Chief*

*Laboratory Division*

CHAS. A. ELLERT, *Chief*

*Vocational Division*

PAUL D. MILES, *Chief*

*Television Division*

CURTIS B. PLUMMER, *Actg. Chief*

*Marine and General Mobile Division*

HOWARD C. LOONEY, *Actg. Chief*

*Emergency & Misc. Division*

GLEN E. NIELSON, *Actg. Chief*

*Aviation Division*

GEORGE K. ROLLINS, *Actg. Chief*

*Standard Broadcast Division*

JAMES A. BARR, *Actg. Chief*

*FM Division*

CYRIL M. BRAUM, *Actg. Chief*

## ENGINEERS

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DANIEL ARNOLD  
WILLIARD J. BEALE  
ERNEST R. BLANKINSHIP  
WILLIAM F. BRADLEY  
JAMES P. BUCHANAN  
ARTHUR T. CAPLEN  
EDWARD COLLINS  
FRANK W. COOK  
HERMAN D. COHEN  
GEORGE B. DONOHUE  
EDGAR F. VANDIVERE  
GEORGE L. GADEA  
GEORGE V. WALDO  
C. E. GOEKING  
ROBERT G. WESTON  
JOSEPH H. WOFFORD  
R. D. JONES  
LOUIS E. KEARNEY  
A. L. KREIS  
CARL W. LOEBER  
THEODORE R. McCARTNEY  
A. L. McINTOSH  
K. NEAL McNAUGHTEN  
O. D. MITCHELL  
JAMES F. MOFFATT  
HERRICK JOHNSON  
E. ARDEN WOOTEN  
JOHN A. RUSS  
STACY W. NORMAN  
VIRGIL R. SIMPSON  
EDGAR J. SMITH  
RAYMOND ASSERSON  
HAROLD C. ANDERSON  
GEORGE B. BAIREY  
ERNEST D. HERIDER  
WM. C. BOESE  
LESLIE C. KULBERG  
ROBERT E. BALUTA  
E. C. THELEMANN  
ARNOLD G. SKRIVSETH  
JOHN E. DOANE  
ERNEST E. TRAFTON  
RALPH H. GARRETT  
HERBERT L. BEURY  
KOSMO J. AFFANASIEV

JOHN J. KOOPMAN  
JAMES M. WASHBURN  
MALCOLM G. MOSES  
CARL T. NUHN  
RALPH J. RENTON  
JOHN D. FULMER  
A. PROSE WALKER  
E. MERLE GLUNT  
GLENN E. WEST  
FRANK V. HIGGINS  
CHARLES O. WILSON  
WALLACE E. JOHNSON  
HART S. COWPERTHWAIT  
PAUL V. OVERMYER  
JOHN C. CURRIE  
BRAXTON PEELE  
THOMAS E. DANIELS  
JOHN C. PETERSON  
ELTON D. DAVIS  
ALFRED L. DE LA CROIX  
MARVIN A. PRICE  
GEORGE J. DEMPSEY  
L. C. QUAINANCE  
P. HOWARD DUCKWORTH  
JAMES P. VEATCH  
PAUL W. GILLIGAN  
HAROLD G. WEILER  
THOMAS L. HERON  
ELDRIDGE WILLEY  
WARREN C. STICKLER  
KENNETH G. CLARK  
MARION W. WOODWARD  
FRED H. MILLER  
HENRY J. SVIKA  
ELMER F. RUDESILL  
A. PROSE WALKER  
F. P. LANGBEHN  
DONALD K. MITCHELL  
R. M. ARCHIBALD  
SAM PAYNE  
HERMAN GARLAND  
JAMES T. KYNE  
M. E. FLOEGEL  
WILLIAM F. DULIN  
HENRY W. VON DAHLEN, JR.  
JOHN J. McCUE

## FIELD FORCE

1. CHARLES C. KOLSTER  
Customhouse, Boston, Mass.
2. ARTHUR BATCHELLER  
641 Wash. St., New York, N. Y.
3. FOREST E. REDEERN  
1200 U. S. Custom House, Phila., Pa.
4. EDWARD W. CHAPIN  
508 Old Town Bank Bldg., Baltimore, Md.
5. EDWARD BENNETT  
402 New P.O. Bldg., Norfolk, Va.  
BENJAMIN WOLFE  
106 U. S. P.O. Bldg., Newport News, Va.
6. PAUL H. HERNDON, JR.  
411 Federal Annex, Atlanta, Ga.  
JOSEPH L. CONDON  
P.O. Box 77, Savannah, Ga.
7. ARTHUR S. FISH  
P.O. Box 150, Miami, Fla.  
CHALMER H. NEEB  
203 P.O. Bldg., Tampa, Fla.
8. THEODORE G. DELER  
400 Audubon Bldg., New Orleans, La.
9. LOUIS L. McCABE  
404 Federal Bldg., Galveston, Texas
10. N. A. HALLENSTEIN  
500 U. S. Terminal Annex, Dallas, Texas  
WILLIAM E. CLYNE  
P.O. Box 1527, Beaumont, Texas
11. BERNARD H. LINDEN  
539 U. S. P.O. & Courthouse Bldg., Los Angeles, Cal.  
HAROLD D. DE VOR  
307 U. S. Custom House, San Diego, Cal.  
J. LEE SMITH  
326 U. S. P.O. & Courthouse Bldg., San Pedro, Cal.
12. FRANCIS V. SLOAN  
Custom House, San Francisco, Cal.
13. GEORGE V. WILTSEE  
805 Terminal Sales Bldg., Portland, Ore.

• • • Federal Communications Commission • • •

- |  |  |
|--|--|
| 14. LONDON C HERNDON<br>808 New Federal Bldg, Seattle, Wash.                 | 19. EMERY H. LEE<br>1029 New Federal Bldg., Detroit, Mich.     |
| 15. G. FRANKLIN LEE<br>504 Custom House, Denver, Colo.                       | PAUL A. HOLLOWAY<br>431 Old Post Office Bldg., Cleveland, Ohio |
| 16. DONALD A. MURRAY<br>208 U. S. P.O. & Courthouse Bldg, St. Paul,<br>Minn. | 20. WALTER L. DAVIS<br>328 Federal Bldg., Buffalo, N. Y.       |
| 17. WILLIAM J. McDONELL<br>809 U. S. Courthouse, Kansas City, Mo.            | 21. PAUL FENNER<br>609 Stangenwald Bldg, Honolulu, T. H.       |
| 18. HAROLD D. HAYES<br>246 U. S. Courthouse Bldg, Chicago, Ill.              | 22. EDWARD H. HACKMAN<br>Box 2987, San Juan, P. R.             |
|  | 23. EDWIN S. HEISER<br>P.O. Box 1421, Juneau, Alaska           |

**ACCOUNTING, STATISTICAL and TARIFF DEPARTMENTS**

**Head, Accounting Regulations  
Division**

HENRY M. LONG

**Head, Rates and Traffic Division**  
WILLIAM G. BUTTS

**Head, Statistical Division**  
ALEXANDER UELAND

**Head, Field Division**  
CHAS. R. MAKELA

**Acting Head, Broadcast Division**  
HARRY TENNYSON

**Head, Economics Division**  
DALLAS V. SMYTHE

**FIELD ACCOUNTING OFFICES**

- |  |   |
|--|---|
| WILLIAM B. PITTS<br>299 Broadway (Room 1414), New York, N. Y.                              | CURTIS M. BUSHNELL<br>1860 Railway Exchange Bldg., St. Louis, Mo. |
| CARL E. ZINNS (Acting Accountant in charge)<br>515 First National Bank Bldg., Atlanta, Ga. | PAUL SUMMERHAYS<br>605 Market St., San Francisco, Calif.          |

**MONITORING STATIONS**

- |  |   |
|--|---|
| BENJAMIN E. WOLF<br>P.O. Box 788, Grand Island, Neb. | IRL D. BALL<br>P.O. Box 89, Allegan, Mich |
| GLEN W. EARNHART<br>P.O. Box 632, Kingsville, Texas  |   |

**LICENSE DIVISION**

- |   |   |
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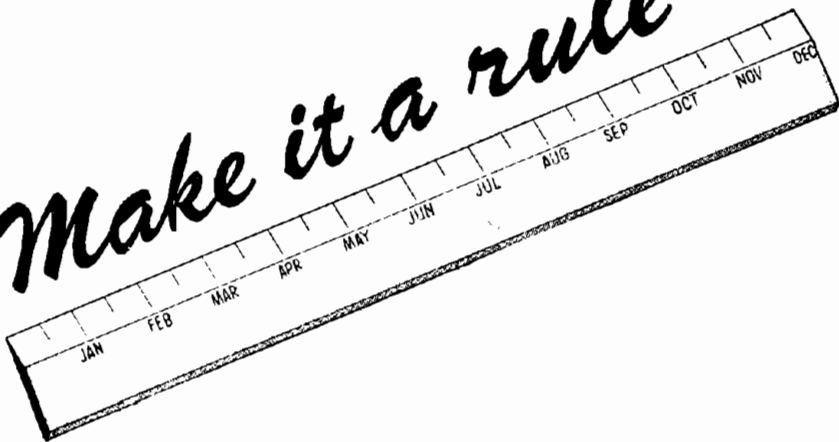
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EIGHTEEN TIMES YEARLY. 113 West 57th St., New York, N. Y. Phone, Circle 7-0520. Publisher, John F. Majeski; Editors, Ronald Eyer, Frances Eaton; Advertising Manager, M. B.

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TWICE MONTHLY. 119 West 57th Street, New York 19, N. Y. Phone, Circle 7-4500. Publisher, Music Periodicals Corp.; General Manager, Grace Nysten; Editor, Russell Kerr; Radio Editor, William A. Taylor. BRANCH OFFICES: 220 South Michigan Ave., Chicago 4, Ill., Rene Devries, Manager; 5617 Hollywood Blvd., Hollywood 28, Calif., Richard Drake Saunders, Manager; 256 Huntington Ave., Boston 15, Mass., Jules Wolfers, Manager; 35-10 Adelaide St., E. Toronto, Canada, Joseph A. Whitmore, Manager. Representatives in South America, Mexico, Australia, France, England, Italy, Netherlands, Palestine, Russia, Sweden and Switzerland.

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MONTHLY. 1270 Sixth Ave., New York 20, N. Y. Phone, Circle 7-5842. Circulation Manager, B. Borin; Editor, Carleton Chace; Associate Editor, Wm. J. Dougherty.

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### **Radio-Craft**

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### **Radio Mirror Magazine**

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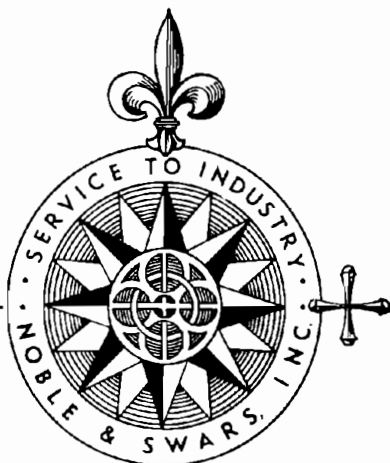
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# RADIO HOMES

*Major Markets For 1946*

•

*Metropolitan Districts—Counties*

•

*Other Cities Of 25,000 Population And Over*

# Radio's Major Markets For 1946

*By WILLIAM NOBLE, President, Noble & Swars, Inc.*

**E**STIMATED number of Radio Homes for all Metropolitan District Counties, other counties with cities of 25,000-50,000 population as well as for all other counties with cities having radio stations, are presented in the 1946 RADIO ANNUAL. State and national totals are also given. These figures are based upon the total number of United States Families, 37,786,000, as estimated by the Bureau of the Census for the year 1946, and on previous estimates made in past years by RADIO ANNUAL.

## Population Figures

Latest civilian population figures for all Major Market Counties as well as for all other counties have been published in previous issues of RADIO ANNUAL. These population figures are listed in the 1945 ANNUAL, pages 274-287 and in the 1944 ANNUAL, pages 235-286. Civilian population figures are based upon War Ration Number 4 and no new estimates of county populations have been made by the Bureau of the Census since 1943. Other pertinent data including population change, number of farms and Retail-Service Stores and Sales are also included in previous issues.

Last year, for the first time, RADIO ANNUAL took cognizance of the fact that many homes under wartime conditions had become "dead" or without operating radios. The total number of such homes, as revealed by all surveys studied, was sizeable and, for the first time, estimates of total U. S. Radio Homes declined from the previous year. Estimates for this year are based upon the expectation that these inoperative homes will again be able to procure receiving sets. With the natural increase in number of families and with the above homes operative again, RADIO ANNUAL estimates that Radio Homes in 1946 will reach a new high level of 34,-

398,302—a national coverage of 91.0 per cent of all United States families.

Projected figures for Radio Homes, by counties, are shown to the last digit, not because they are assumed to be accurate to the last digit, but for summation convenience. This follows the pattern set by the Bureau of the Census in estimating civilian population and permits greater accuracy in comparative compilations.

## New Estimate

The new estimate of total U. S. Radio Homes for 1946 has a significance which should not be lost upon research departments nor upon advertisers generally. With a 91.0 per cent family coverage, radio is approaching the saturation point of "selective families"—or those who are receptive to the impact of national advertising effort. Such national coverage, today, represents what might well be termed the optimum of radio's goal; to reach all families who will at some time respond to the force of radio's voice.

It must be borne in mind that the estimated figure of 34,398,202 Radio Homes for 1946 is dependent upon unlimited production of sets by manufacturers and also upon these sets being available to the public. Various estimates on units of production have been made by leading set manufacturers in late 1945, and, if these figures are only partially attained during 1946, it should assure the radio public of a sufficient volume of sets from which to make purchases in 1946.

In past years RADIO ANNUAL has presented United States Bureau of the Census figures for Radio Homes, similar figures as released by the National Association of Broadcasters, and RADIO ANNUAL's estimates of Radio Homes for all U. S. counties and for Metropolitan Districts. This year's figures include estimates for Metropolitan Districts and for all other cities (counties) with a population of 25,000 or more.

# Major Markets— Radio Homes 1946

*Estimated As of March 1st, 1946, for All Metropolitan District Counties*

## ALABAMA

	1946 Radio Homes
<b>Metropolitan Districts— Counties:</b>	
Birmingham (Jefferson)	115,532
Mobile (Mobile)	41,106
Montgomery (Montgomery)	19,925
<b>Counties With Cities Less Than 50,000 Population:</b>	
Anniston (Calhoun)	11,840
Decatur (Morgan)	7,783
Dothan (Houston)	5,406
Gadsden (Etowah)	14,983
Huntsville (Madison)	9,863
Muscle Shoals City (Colbert)	5,355
Opelika (Lee)	3,345
Selma (Dallas)	4,263
Tuscaloosa (Tuscaloosa)	10,607
<b>TOTAL STATE</b>	<b>406,309</b>

Jonesboro (Craighead)	8,005
Pine Bluff (Jefferson)	9,149
Siloam Springs (Benton)	5,814
<b>TOTAL STATE</b>	<b>285,841</b>

## CALIFORNIA

<b>Metropolitan Districts— Counties:</b>	
Fresno (Fresno)	48,886
Los Angeles (Los Angeles, Orange)	1,150,703
Sacramento (Sacramento)	57,288
San Francisco-Oakland (Alameda, Contra Costa, Marin, San Francisco, San Mateo, Solano)	620,599
San Diego (San Diego)	138,059
San Jose-Santa Clara	60,737
Stockton (San Joaquin)	40,374

<b>Counties With Cities Less Than 50,000 Population:</b>	
Bakersfield (Kern)	37,690
Chico (Butte)	11,832
El Centro (Imperial)	10,750
Eureka (Humboldt)	12,433
Marysville (Yuba)	4,549
Merced (Merced)	11,107
Modesto (Stanislaus)	22,368
Monterey (Monterey)	21,063
Redding (Shasta)	7,721
Riverside (Riverside)	36,087
San Bernardino (San Bernardino)	56,045
Santa Barbara (Santa Barbara)	22,937
San Luis Obispo (San Luis Obispo)	11,607
Santa Rosa (Sonoma)	23,123
Visalia (Tulare)	26,285
Watsonville (Santa Cruz)	13,188

**TOTAL STATE** 2,844,345

## ARIZONA

<b>Metropolitan District— County:</b>	
Phoenix (Maricopa)	49,869
<b>Counties With Cities Less Than 50,000 Population:</b>	
Globe (Gila)	6,211
Lowell (Cochise)	8,425
Prescott (Yavapai)	5,487
Safford (Graham)	1,795
Tucson (Pima)	21,192
<b>TOTAL STATE</b>	<b>124,750</b>

## ARKANSAS

<b>Metropolitan District— County:</b>	
Little Rock (Pulaski)	39,895
<b>Counties With Cities Less Than 50,000 Population:</b>	
El Dorado (Union)	8,700
Fort Smith (Sebastian)	14,502
Helena (Phillips)	4,253
Hot Spring (Garland)	8,415

## COLORADO

	1946 Radio Homes
<b>Metropolitan Districts— Counties:</b>	
Denver <sup>1</sup> (Arapahoe, Denver, Jefferson) . . . . .	134,960
Pueblo (Pueblo) . . . . .	20,395
<b>Counties With Cities Less Than 50,000 Population:</b>	
Alamosa (Alamosa) . . . . .	1,900
Colorado Springs (El Paso) . . . . .	19,675
Durango (La Plata) . . . . .	18,390
Grand Junction (Mesa) . . . . .	6,915
Greeley (Weld) . . . . .	13,464
La Junta (Otero) . . . . .	5,630
Sterling (Logan) . . . . .	3,682
<b>TOTAL STATE</b> . . . . .	<b>309,443</b>

## CONNECTICUT

<b>Metropolitan Districts— Counties:</b>	
Bridgeport (Fairfield) . . . . .	132,396
Hartford - New Britain (Hartford, Middlesex) . . . . .	158,235
New Haven-Waterbury (New Haven) . . . . .	147,804
<b>Counties With Cities Less Than 50,000 Population:</b>	
New London (New Lon- don) . . . . .	37,353
Torrington (Litchfield) . . . . .	25,180
<b>TOTAL STATE</b> . . . . .	<b>530,520</b>

## DELAWARE

<b>Metropolitan District— County:</b>	
Wilmington (New Castle) . . . . .	53,524
<b>TOTAL STATE</b> . . . . .	<b>75,206</b>

## DIST. OF COLUMBIA

<b>Metropolitan District— Counties:</b>	
Washington (District of Columbia, Montgomery, Prince Georges, Md.; Alexandria City, Arling- ton, Va.) . . . . .	337,138
<b>TOTAL STATE</b> . . . . .	<b>231,946</b>

## FLORIDA

<b>Metropolitan Districts— Counties:</b>	
Jacksonville (Duval) . . . . .	60,803
Miami (Dade) . . . . .	86,413
Tampa-St. Petersburg (Hillsborough, Pinellas) . . . . .	81,077
<b>Counties With Cities Less Than 50,000 Population:</b>	
Daytona Beach (Volusia) . . . . .	12,107
Ft. Myers (Lee) . . . . .	4,661
Gainesville (Alachua) . . . . .	5,650
Lakeland (Polk) . . . . .	17,809
Lake Worth-West Palm Beach (Palm Beach) . . . . .	20,100
Ocala (Marion) . . . . .	4,579
Orlando (Orange) . . . . .	19,168
Panama City (Bay) . . . . .	6,109
Pensacola (Escambia) . . . . .	17,514
St. Augustine (St. Johns) . . . . .	3,804
Sarasota (Manatee) . . . . .	5,181
Tallahassee (Leon) . . . . .	5,058
<b>TOTAL STATE</b> . . . . .	<b>448,219</b>

## GEORGIA

<b>Metropolitan Districts— Counties:</b>	
Atlanta (DeKalb, Fulton) . . . . .	125,718
Augusta (Richmond) . . . . .	17,089
Columbus (Muscogee, Rus- sell, Ala.) . . . . .	23,276
Macon (Bibb) . . . . .	18,671
Savannah (Chatham) . . . . .	29,409
<b>Counties With Cities Less Than 50,000 Population:</b>	
Albany (Dougherty) . . . . .	4,447
Athens (Clarke) . . . . .	5,548
Brunswick (Glynn) . . . . .	5,518
Cedartown (Polk) . . . . .	4,508
Cordele (Crisp) . . . . .	1,774
Dalton (Murray) . . . . .	1,305
Dublin (Laurens) . . . . .	2,998
Gainesville (Hall) . . . . .	5,365
Griffin (Spalding) . . . . .	4,977
La Grange (Troup) . . . . .	5,324
Moultrie (Colquitt) . . . . .	3,651
Rome (Floyd) . . . . .	12,156
Thomasville (Thomas) . . . . .	4,171
Toccoa (Stephens) . . . . .	2,193
Valdosta (Lowndes) . . . . .	4,120
Waycross (Ware) . . . . .	4,151
<b>TOTAL STATE</b> . . . . .	<b>479,048</b>



**MAJOR MARKETS—RADIO HOMES 1946**

**IDAHO**

	<b>1946 Radio Homes</b>
<b>Counties With Cities Less Than 50,000 Population:</b>	
Boise City (Ada)	15,343
Idaho Falls (Bonneville)	5,395
Lewiston (Nez Perce)	4,702
Nampa (Canyon)	9,965
Pocatello (Bannock)	9,271
Twin Falls (Twin Falls)	8,496
Wallace (Shoshone)	6,956
<b>TOTAL STATE</b>	<b>132,418</b>

Elkhart (Elkhart)	21,154
Kokomo (Howard)	14,589
Lafayette-West Lafayette (Tpepecanoe)	16,715
Marion (Grant)	17,241
Michigan City (La Porte)	19,936
Muncie (Delaware)	21,489
Richmond (Wayne)	18,388
<b>TOTAL STATE</b>	<b>1,010,757</b>

**IOWA**

**ILLINOIS**

<b>Metropolitan Districts— Counties:</b>	
Chicago (Cook, DuPage, Lake; Lake, Ind.)	1,440,757
Decatur (Macon)	26,670
Peoria (Peoria, Tazewell)	63,181
Rockford (Winnebago)	40,931
Rock Island-Moline-Davenport (Rock Island, Ill.; Scott, Iowa)	65,058
Springfield (Sangamon)	35,946
<b>Counties With Cities Less Than 50,000 Population:</b>	
Aurora-Elgin (Kane)	39,961
Bloomington (McLean)	21,258
Sairo (Alexander)	4,182
Carthage (Hancock)	6,783
Champaign-Urbana (De Witt)	4,641
Danville (Vermilion)	21,707
Galesburg (Knox)	15,310
Harrisburg (Saline)	8,231
Herrin (Williamson)	12,301
Jacksonville (Morgan)	7,925
Joliet (Will)	34,242
Quincy (Adams)	17,525
Tuscola (Douglas)	4,294
<b>TOTAL STATE</b>	<b>2,391,170</b>

<b>Metropolitan Districts— Counties:</b>	
Cedar Rapids (Linn)	28,601
Davenport-Rock Island-Moline (Scott; Rock Island, Ill.)	65,058
Des Moines (Polk)	62,545
Sioux City (Woodbury)	27,523
Waterloo (Black Hawk)	24,946
<b>Counties With Cities Less Than 50,000 Population:</b>	
Ames (Story)	9,761
Boone (Boone)	7,231
Burlington (Des Moines)	13,236
Clinton (Clinton)	13,226
Decorah (Winneshiak)	5,008
Dubuque (Dubuque)	16,552
Ft. Dodge (Webster)	10,567
Iowa City (Johnson)	9,067
Marshalltown (Marshall)	9,302
Mason City (Cerro Gordo)	11,356
Ottumwa (Wapello)	12,528
Shenandoah (Page)	5,895
Spencer (Clay)	4,426
<b>TOTAL STATE</b>	<b>697,048</b>

**KANSAS**

**INDIANA**

<b>Metropolitan Districts— Counties:</b>	
Evansville (Vanderburgh; Henderson, Ky.)	48,461
Fort Wayne (Allen)	48,134
Indianapolis (Marion)	161,291
South Bend (St. Joseph)	50,359
Terre Haute (Vigo)	29,976
<b>Counties With Cities Less Than 50,000 Population:</b>	
Anderson (Madison)	28,677

<b>Metropolitan Districts— Counties:</b>	
Topeka (Shawnee)	27,193
Wichita (Sedgwick)	59,875
<b>Counties With Cities Less Than 50,000 Population:</b>	
Atchison (Atchison)	5,110
Coffeyville (Montgomery)	12,841
Dodge City (Kiowa)	1,091
Emporia (Lyon)	6,201
Garden City (Finney)	2,815
Great Bend (Barton)	6,354
Hutchinson (Reno)	11,906
Lawrence (Douglas)	9,863
Manhattan (Riley)	6,405
Pittsburgh (Crawford)	11,301
Salina (Salina)	9,659
<b>TOTAL STATE</b>	<b>491,499</b>

## KENTUCKY

	1946 Radio Homes
<b>Metropolitan District— Counties:</b>	
Louisville (Jefferson; Clark, Floyd, Ind.)	143,898
<b>Counties With Cities Less Than 50,000 Population:</b>	
Bowling Green (Warren)	6,171
Harlan (Harlan)	10,475
Hopkinsville (Christian)	5,722
Lexington (Fayette)	21,267
Owensboro (Davies)	11,579
Paducah (McCracken)	10,781
<b>TOTAL STATE</b>	<b>322,402</b>

## LOUISIANA

<b>Metropolitan Districts— Parishes:</b>	
New Orleans (Jefferson, Orleans)	140,776
Shreveport (Caddo)	28,317
<b>Parishes With Cities Less Than 50,000 Population:</b>	
Alexandria (Rapides)	13,915
Baton Rouge (East Baton Rouge)	22,938
Lafayette (Lafayette)	4,947
Lake Charles (Calcasieu)	13,209
Monroe (Ouachita)	11,684
<b>TOTAL STATE</b>	<b>382,598</b>

## MAINE

<b>Metropolitan District— County:</b>	
Portland (Cumberland)	45,601
<b>Counties With Cities Less Than 50,000 Population:</b>	
Augusta (Kennebec)	
Bangor (Penobscot)	23,323
Lewiston (Androscoggin)	20,965
Presque Isle (Aroostook)	
<b>TOTAL STATE</b>	<b>215,745</b>

## MARYLAND

<b>Metropolitan District— County:</b>	
Baltimore (Baltimore City, Anne Arundel, Balti- more)	348,345
<b>Counties With Cities Less Than 50,000 Population:</b>	
Cumberland (Allegany)	21,902
Frederick (Frederick)	11,913
Hagerstown (Washington)	18,703
Salisbury (Wicomico)	7,986
<b>TOTAL STATE</b>	<b>534,951</b>

## MASSACHUSETTS

<b>Metropolitan Districts— Counties:</b>	
Boston-Lowell-Lawrence- Haverhill (Essex, Mid- dlesex, Norfolk, Plym- outh, Suffolk)	808,222
Fall River-New Bedford (Bristol)	103,151
Springfield - Holyoke (Hampden, Hampshire)	118,757
Worcester (Worcester)	140,743
<b>Counties With Cities Less Than 50,000 Population:</b>	
Greenfield (Franklin)	13,606
Pittsfield (Berkshire)	37,057

**TOTAL STATE** 1,236,853

## MICHIGAN

<b>Metropolitan Districts— Counties:</b>	
Detroit (Macomb, Oakland, Wayne)	769,613
Flint (Genesee)	67,960
Grand Rapids (Kent)	73,874
Kalamazoo (Kalamazoo)	31,427
Lansing (Ingham)	39,687
Saginaw-Bay City (Sagi- naw, Bay)	59,102
<b>Counties With Cities Less Than 50,000 Population:</b>	
Ann Arbor (Washtenaw)	30,616
Battle Creek (Calhoun)	31,939
Calumet (Houghton)	9,975
Escanaba (Delta)	7,660
Ironwood (Gogebic)	6,640
Jackson (Jackson)	28,972
Lapeer (Lapeer)	7,119
Marquette (Marquette)	10,608
Muskegon (Muskegon)	30,782
Port Huron (Saint Clair)	24,006
Sault Ste. Marie (Chip- pewa)	6,681
Traverse City (Grand Tra- verse)	5,100

**TOTAL STATE** 1,577,101

## MINNESOTA

<b>Metropolitan Districts— Counties:</b>	
Duluth - Superior (St. Louis, Douglas, Wise.)	69,466
Minneapolis - St. Paul (Anoka, Hennepin, Ram- sey, Washington)	295,595
<b>Counties With Cities Less Than 50,000 Population:</b>	
Albert Lea (Freeborn)	7,782
Fergus Falls (Otter Tail)	10,608

1946  
Radio  
Homes

Mankato (Blue Earth)...	8,842
Moorhead (Clay) .....	5,599
Northfield (Dakota) ...	10,240
Rochester (Olmstead) ...	10,192
St. Cloud (Stearns) .....	12,535
Willmar (Krandiyohi) ...	5,803
Winona (Winona) .....	9,078

TOTAL STATE . . . . . 740,105

## MONTANA

Counties With Cities Less  
Than 50,000 Population:

Billings (Yellowstone)	10,720
Bozeman (Gallatin) .....	4,416
Butte (Silverbow) .....	16,751
Great Falls (Cascade) .....	13,280
Helena (Lewis & Clark) .....	6,038
Kalispel (Flathead) .....	6,232
Miles City (Custer) .....	2,560
Missoula (Missoula) .....	7,170
Sidney (Richland) .....	2,070

TOTAL STATE . . . . . 135,502

## MISSISSIPPI

Metropolitan District—  
County:

Jackson (Hinds) . . . . . 19,416

Counties With Cities Less  
Than 50,000 Population:

Clarksdale (Coahoma)	4,212
Columbus (Lowndes)	4,161
Greenville (Washington)	6,966
Greenwood (Leflore)	5,436
Gulfport (Harrison)	11,056
Hattiesburg (Forrest)	7,088
Laurel (Jones) .....	6,989
McComb (Pike) .....	4,600
Meriden (Lauderdale)	8,894
Natchez (Adams)	3,141
Tupelo (Lee) .....	4,865
Vicksburg (Warren)	5,884

TOTAL STATE . . . . . 243,414

## NEBRASKA

Metropolitan Districts—  
Counties:

Lincoln (Lancaster)	30,347
Omaha-Council Bluffs, Iowa (Douglas; Pottawattamie, Iowa) .....	95,032

Counties With Cities Less  
Than 50,000 Population:

Fremont (Dodge) .....	6,854
Grand Isle (Hall)	8,160
Hastings (Adams) .....	7,211
Kearney (Buffalo) .....	5,701
Norfolk (Madison) .....	5,793
North Platte (Lincoln) .....	6,864
Scotts Bluff (Scotts Bluff)	7,017

TOTAL STATE . . . . . 341,022

## MISSOURI

Metropolitan Districts—  
Counties:

Kansas City (Mo.)-Kansas City (Kan.) (Jackson, Mo.; Johnson, Wyandotte, Kan.) .....	233,850
St. Joseph (Buchanan)	22,012
St. Louis (St. Louis City, St. Charles, St. Louis; Madison, St. Clair, Ill.)	455,277
Springfield (Greene) .....	25,622

Counties With Cities Less  
Than 50,000 Population:

Cape Girardeau (Cape Girardeau) .....	7,996
Columbia (Boone) .....	9,046
Hannibal (Marion) .....	7,680
Jefferson City (Cole) .....	6,925
Joplin (Jasper) .....	22,173
Poplar Bluff (Butler) .....	4,845
Sedalia (Pettis) .....	7,497

TOTAL STATE . . . . . 984,066

## NEVADA

Counties With Cities Less  
Than 50,000 Population:

Las Vegas (Clark) .....	10,526
Reno (Washoe) .....	10,638

TOTAL STATE . . . . . 42,306

## NEW HAMPSHIRE

Metropolitan District—  
County:

Manchester (Hillsborough) . . . . . 41,302

Counties With Cities Less  
Than 50,000 Population:

Kecene (Cheshire) .....	9,210
Laconia (Belknap) .....	5,895
Portsmouth (Strafford)	11,995

TOTAL STATE . . . . . 133,858

## NEW JERSEY

	1946
Metropolitan Districts—	<b>Radio</b>
Counties:	<b>Homes</b>
Atlantic City (Atlantic)	33,326
Trenton (Mercer)	55,356
County With City Less Than	
50,000 Population:	
Bridgeton (Cumberland)	20,083
TOTAL STATE	1,247,329

## NEW MEXICO

Counties With Cities Less	
Than 50,000 Population:	
Carlsbad (Eddy)	4,467
Clovis (Curry)	5,549
Hobbs (Lea)	4,233
Las Vegas (San Miguel)	2,029
Roswell (Chaves)	4,834
Santa Fe (Santa Fe)	4,069
Tucumcari (Quay)	2,305
TOTAL STATE	80,662

## NEW YORK

Metropolitan Districts—	
Counties:	
Albany-Schenectady-Troy	
(Albany, Rensselaer,	
Schenectady)	145,360
Binghamton (Broome)	47,718
Buffalo-Niagara Falls	
(Erie, Niagara)	291,422
New York - Northeastern	
N. J. (Bronx, Kings,	
Nassau, New York,	
Queens, Westchester;	
Bergen, Essex, Hudson,	
Middlesex, Monmouth,	
Morris, Passaic, Union,	
N. J.)	3,460,741
Rochester (Monroe)	133,927
Syracuse (Onondaga)	84,710
Utica-Rome (Herkimer,	
Oneida)	75,435
Counties With Cities Less	
Than 50,000 Population:	
Amsterdam (Montgomery)	17,013
Auburn (Cayuga)	18,114
Batavia (Genesee)	11,526
Elmira (Chemung)	23,243
Gloversville (Fulton)	14,208
Ithaca (Tioga)	7,058
Jamestown (Chautauqua)	37,635
Kingston (Ulster)	23,984
Middletown (Orange)	36,516
Newburgh (Orange)	39,065
Ogdensburgh (St. Lawrence)	20,695
Olean (Cattaraugus)	17,870

Plattsburgh (Clinton)	9,567
Poughkeepsie (Dutchess)	31,394
Saranac Lake (Franklin)	9,608
Watertown (Jefferson)	20,515

TOTAL STATE 3,969,928

## NORTH CAROLINA

Metropolitan Districts—	
Counties:	
Asheville (Buncombe)	21,170
Charlotte (Mecklenburg)	33,958
Durham (Durham)	19,010
Greensboro (Guilford)	34,810
Winston-Salem (Forsyth)	25,719
Counties With Cities Less	
Than 50,000 Population:	
Burlington (Alamance)	10,597
Concord (Cabarrus)	12,566
Elizabeth (Pasquotank)	3,865
Fayetteville (Cumberland)	8,741
Gastonia (Gaston)	17,166
Greenville (Pitt)	7,120
Henderson (Vance)	3,559
Hickory (Catawba)	9,526
Kinston (Lenoir)	5,742
New Bern (Craven)	4,528
Raleigh (Wake)	19,500
Roanoke Rapids (North-	
ampton)	2,050
Rocky Mount (Edgecomb,	
Nash)	13,334
Salisbury (Rowan)	12,362
Washington (Beaufort)	3,321
Wilson (Wilson)	6,711
Wilmington (New Han-	
over)	15,419
TOTAL STATE	565,853

## NORTH DAKOTA

Counties With Cities Less	
Than 50,000 Population:	
Bismarck (Burleigh)	4,977
Devils Lake (Ramsey)	3,172
Fargo (Cass)	13,138
Grand Forks (Grand	
Forks)	7,935
Jamestown (Stutsman)	4,630
Mandan (Morton)	4,069
Minot (Ward)	7,160
Valley City (Barnes)	3,794
TOTAL STATE	139,990

## OHIO

Metropolitan District—	
Counties:	
Akron (Summit)	111,150
Canton (Stark)	73,667

**MAJOR MARKETS—RADIO HOMES 1946**

	<b>1946 Radio Homes</b>
Cincinnati (Hamilton, Dearborn, Ind.; Camp- bell, Kenton, Ky.)	270,465
Cleveland (Cuyahoga)	381,691
Columbus (Franklin)	129,504
Dayton (Montgomery)	107,352
Hamilton - Middletown (Butler)	36,970
Springfield (Clark)	30,554
Toledo (Lucas)	104,591
Youngstown (Mahoning, Trumbull)	101,220
<b>Counties With Cities Less Than 50,000 Population:</b>	
Ashtabula (Ashtabula)	19,308
Elyria-Lorain (Lorain)	34,515
Findlay (Hancock)	10,934
Lima (Allen)	21,759
Mansfield (Richland)	21,485
Marion (Marion)	14,262
Newark (Licking)	18,987
Portsmouth (Scioto)	18,692
Stubenville (Jefferson)	23,723
Zanesville (Muskingum)	19,848
<b>TOTAL STATE</b>	<b>2,066,995</b>

## OKLAHOMA

<b>Metropolitan Districts— Counties:</b>	
Oklahoma City (Oklahoma)	76,766
Tulsa (Tulsa)	59,765
<b>Counties With Cities Less Than 50,000 Population:</b>	
Ada (Pontotoc)	6,058
Ardmore (Carter)	6,650
Bartlesville (Washington)	6,823
Elk City (Beckham)	4,049
Enid (Garfield)	11,021
Lawton (Comanche)	10,546
Muskogee (Muskogee)	14,731
Norman (Cleveland)	6,456
Okmulgee (Okmulgee)	7,903
Ponca City (Kay)	11,271
<b>TOTAL STATE</b>	<b>467,012</b>

## OREGON

<b>Metropolitan District— County:</b>	
Portland (Clackamas, Mult- nomah)	178,400
<b>Counties With Cities Less Than 50,000 Population:</b>	
Albany (Linn)	9,098
Astoria (Clatsop)	9,414

Baker (Baker)	3,692
Bend (Deschutes)	5,406
Corvallis (Benton)	6,711
Grants Pass (Josephine)	4,171
Klamath Falls (Klamath)	1,181
La Grande (Union)	4,539
Marshfield (Coos)	9,037
Medford (Jackson)	14,157
Pendleton (Umatilla)	8,007
Roseburg (Douglas)	6,660
Salem (Marion)	21,824
The Dalles (Wasco)	3,202
<b>TOTAL STATE</b>	<b>382,371</b>

## PENNSYLVANIA

<b>Metropolitan Districts— Counties:</b>	
Allentown-Bethlehem- Easton (Lehigh, North- ampton)	99,401
Altoona (Blair)	37,057
Eric (Eric)	55,292
Harrisburg (Dauphin)	51,352
Johnstown (Cambria)	47,401
Lancaster (Lancaster)	54,484
Philadelphia (Delaware, Montgomery, Phil.; Burl- ington, Camden, Glouces- ter, N. J.)	891,603
Pittsburgh (Allegheny, Fayette, Washington, Westmoreland)	558,669
Reading (Berks)	66,967
Scranton-Wilkes Barre (Lackawanna, Luzerne)	163,866
York (York)	51,931
<b>Counties With Cities Less Than 50,000 Population:</b>	
Aliquippa (Beaver)	44,391
Butler (Butler)	21,899
Du Bois (Clearfield)	19,094
Grove City-Sharon (Mer- cer)	30,345
Lebanon (Lebanon)	19,958
Lewiston (Mifflin)	9,516
New Castle (Lawrence)	27,171
Sharon (Sharon)	28,013
Williamsport (Lycoming)	27,073
<b>TOTAL STATE</b>	<b>2,686,401</b>

## RHODE ISLAND

<b>Metropolitan District— County:</b>	
Providence (Bristol Kent, Newport, Providence)	202,178
<b>TOTAL STATE</b>	<b>212,427</b>

# SOUTH CAROLINA

<b>Metropolitan Districts— Counties:</b>	<b>1946 Radio Homes</b>
Charleston (Charleston)	26,876
Columbia (Richland)	21,344
<b>Counties With Cities Less Than 50,000 Population:</b>	
Anderson (Anderson)	13,137
Florence (Florence)	7,425
Greenville (Greenville)	29,299
Greenwood (Greenwood)	5,956
Rock Hill (York)	8,352
Spartanburg (Spartan- burg)	24,148
Sumpter (Sumpter)	4,824
<b>TOTAL STATE</b>	<b>255,886</b>

# SOUTH DAKOTA

<b>Counties With Cities Less Than 50,000 Population:</b>	
Aberdeen (Brown)	7,089
Pierre (Hughes)	1,693
Rapid City (Pennington)	6,109
Sioux Falls (Minnehaha)	17,295
Vermillion (Clay)	2,244
Watertown (Codington)	3,978
Yankton (Yankton)	3,080
<b>TOTAL STATE</b>	<b>148,611</b>

# TENNESSEE

<b>Metropolitan Districts— Counties:</b>	
Chattanooga (Hamilton, Walker, Ga.)	50,184
Knoxville (Knox)	42,633
Memphis (Shelby)	86,544
Nashville (Davidson)	67,720
<b>Counties With Cities Less Than 50,000 Population:</b>	
Clarksville (Montgomery)	5,610
Cookeville (Putnam)	2,774
Jackson (Madison)	9,720
Johnson (Washington)	10,149
<b>TOTAL STATE</b>	<b>524,900</b>

# TEXAS

<b>Metropolitan Districts— Counties:</b>	
Amarillo (Potter)	17,438
Austin (Travis)	24,978
Beaumont-Port Arthur (Jefferson)	44,783
Corpus Christi (Nueces)	24,259
Dallas (Dallas)	126,918
El Paso (El Paso)	29,877
Fort Worth (Tarrant)	72,085
Galveston (Galveston)	26,462
Houston (Harris)	159,271
San Antonio (Bexar)	99,124
Waco (McLennan)	25,032

## Counties With Cities Less Than 50,000 Population:

Abilene (Taylor)	12,058
Big Spring (Howard)	5,110
Brady (McCulloch)	2,448
Brownsville-Harlingen (Cameron)	10,618
Brownwood (Brown)	7,466
College Station (Brazos)	4,916
Corsicana (Navarro)	7,507
Denton (Denton)	8,404
Huntsville (Walker)	1,999
Kilgore-Longview (Gregg)	12,637
Laredo (Webb)	5,554
Lubbock (Lubbock)	14,720
Lufkin (Angelina)	5,242
Midland (Midland)	2,998
Palestine (Anderson)	4,804
Pampa (Gray)	6,242
Paris (Lamar)	8,680
Pecos (Reeves)	1,570
Plainview (Hall)	4,304
San Angelo (Tom Green)	10,127
Sherman (Grayson)	15,912
Sweetwater (Nolan)	3,447
Temple (Bell)	2,264
*Texarkana (Bowie; Miller, Ark.)	15,736
Tyler (Smith)	12,800
Vernon (Wilbarger)	4,712
Victoria (Victoria)	3,998
Weslaco (Hidalgo)	12,066
Wichita Falls (Wichita)	19,162

## TOTAL STATE

1,366,291

<sup>3</sup> Includes Texarkana, Ark.

# UTAH

## Metropolitan District— County:

Salt Lake City (Salt Lake)	70,666
<b>Counties With Cities Less Than 50,000 Population:</b>	
Cedar City (Iron)	1,866
Logan (Cache)	7,333
Ogden (Weber)	20,791
Price (Carbon)	4,641
Provo (Utah)	16,024

## TOTAL STATE

165,284

# VERMONT

## Counties With Cities Less Than 10,000 Population:

Burlington (Chittenden)	13,126
Rutland (Rutland)	10,842
St. Albans (Franklin)	6,364
Waterbury (Washington)	9,190

## TOTAL STATE

89,228

# VIRGINIA

## Metropolitan Districts— Counties:

Norfolk-Portsmouth-New- port News (Hampton,
--

**MAJOR MARKETS—RADIO HOMES 1946**

Newport News, Norfolk, Portsmouth, South Norfolk, Citles, Elizabeth City, Norfolk, Princess Anne, Warwick)	116,038
Richmond (Richmond City, Henrico)	67,927
Roanoke (Roanoke City; Roanoke)	26,781
<b>Counties With Cities Less Than 50,000 Population:</b>	
Charlottesville (Charlottes- ville City; Albermarle)	7,293
Covington (Clifton, Forge City; Alleghany)	5,457
Danville (Danville City; Pittsylvania)	14,960
Fredricksburg (Fredrichs- burg City; Spotsylvania)	4,444
Harrisonburg (Harrison- burg City; Rockingham)	7,333
Lynchburg (Lynchburg City; Campbell)	14,055
Martinsville (Martinsville City; Henry)	5,987
Petersburg (Petersburg City; Dinwiddie)	8,457
Suffolk (Suffolk City; Nansemond)	5,171
<b>TOTAL STATE</b>	<b>544,826</b>

**WASHINGTON**

<b>Metropolitan Districts— Counties:</b>	
Seattle (King)	221,961
Spokane (Spokane)	57,965
Tacoma (Pierce)	72,226
<b>Counties With Cities Less Than 50,000 Population:</b>	
Aberdeen (Grays Harbor)	14,076
Bellingham (Whatcom)	18,761
Centralia (Lewis)	10,087
Everett (Snohomish)	27,278
Longview (Cowlitz)	11,964
Olympia (Thurston)	11,794
Pullman (Whitman)	7,231
Vancouver (Clarke)	24,775
Walla Walla (Walla Walla)	8,262
Wenatchee (Chelan)	9,322
Yakima (Yakima)	24,112
<b>TOTAL STATE</b>	<b>628,990</b>

**WEST VIRGINIA**

<b>Metropolitan Districts— Counties:</b>	
Charleston (Kanawha)	48,853
Huntington-Ashland (Ky.) (Cabell; Boyd, Ky.; Law- rence, Ohio)	43,353

Wheeling (Brooke, Mar- shall, Ohio; Belmont, Ohio)	57,168
<b>Counties With Cities Less Than 50,000 Population:</b>	
Beckley (Raleigh)	16,483
Clarksburg (Harrison)	17,339
Fairmont (Marion)	15,351
Logan (Logan)	10,373
Morgantown (Monongalia)	11,995
Parkersburg (Wood)	15,475
Welch (McDowell)	16,595
<b>TOTAL STATE</b>	<b>371,663</b>

**WISCONSIN**

<b>Metropolitan Districts— Counties:</b>	
Madison (Dane)	41,663
Milwaukee (Wilwaukee)	233,941
Racine-Kenosha (Kenosha, Racine)	47,211
<b>Counties With Cities Less Than 50,000 Population:</b>	
Ashland (Ashland)	4,365
Appleton (Outagamie)	18,703
Beloit (Rock)	24,989
Eau Claire (Eau Claire)	12,164
Fond Du Lac (Fond Du Lac)	16,827
Green Bay (Brown)	22,860
Janesville (Rock)	23,358
La Crosse (La Crosse)	17,100
Manitowoc (Manitowoc)	16,921
Marinette (Marinette)	7,843
Medford (Taylor)	3,549
Oshkosh (Winnebago)	23,822
Poynette (Columbia)	8,874
Rice Lake (Barron)	7,629
Sheboygan (Sheboygan)	21,791
Stevens Point (Portage)	6,609
Wausau (Marathon)	17,688
Wisconsin Rapids (Wood)	10,608
<b>TOTAL STATE</b>	<b>867,045</b>

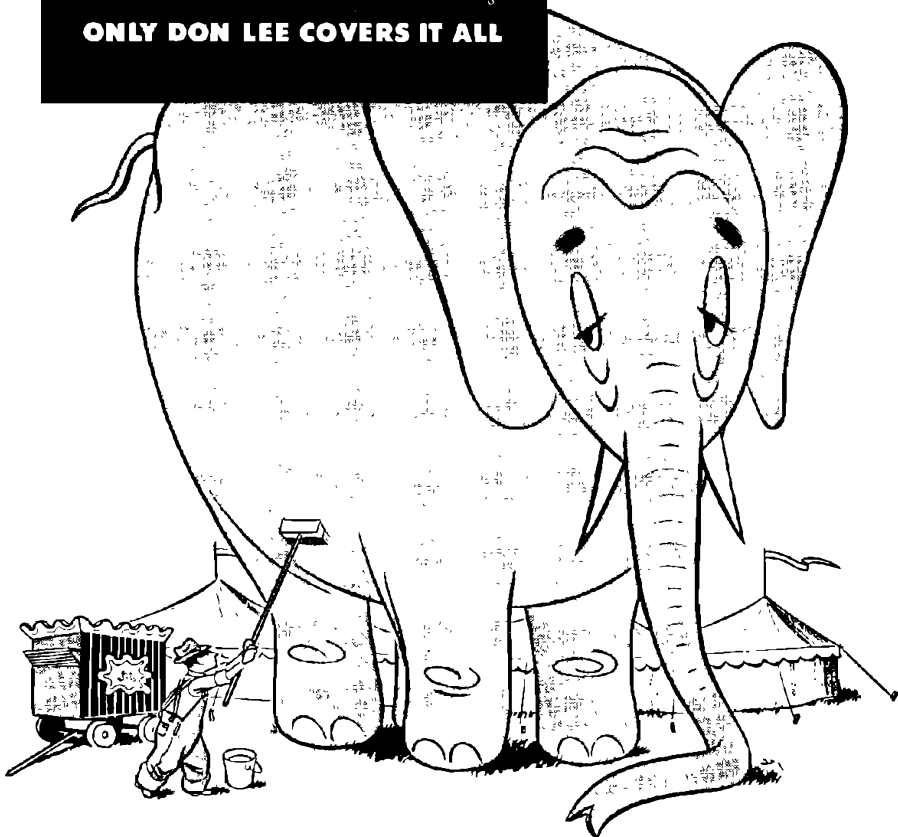
**WYOMING**

<b>Counties With Cities Less Than 50,000 Population:</b>	
Casper (Natrona)	6,579
Cheyenne (Laramie)	10,587
Powell (Park)	4,980
Rock Springs (Sweet- water)	5,681
Sheridan (Sheridan)	4,457
<b>TOTAL STATE</b>	<b>67,153</b>
<b>TOTAL U. S.</b>	<b>34,398,302</b>

THE PACIFIC COAST IS

**BIG**

ONLY DON LEE COVERS IT ALL



The Pacific Coast is 1,352 miles long and contains over 11 million people. With 39 stations, Don Lee is the only network big enough to cover it all (the other networks combined have only 28 stations)

*Mutual*  
**DON LEE**  
BROADCASTING SYSTEM

THE NATION'S GREATEST  
REGIONAL NETWORK

Represented nationally by JOHN BLAIR AND COMPANY





# NETWORKS

NATIONAL



REGIONAL

# ONLY WMT BRINGS YOU INTO EASTERN IOWA COMPLETELY!

Tell your story! Sell your product in the choice Eastern Iowa Buying market with WMT. Quick, direct, resultful, your salesworthy appeal will blanket the Large Eastern Iowa Area COMPLETELY...! Get YOUR share of this rich market the direct, economical WMT way!

## Some Coverage!

**5000 WATTS ON 600 KC'S**

**(IOWA'S BEST FREQUENCY NOW first in America, with a brand new RCA 5F Transmitter)**

**LARGEST DAY TIME COVERAGE of any station in the state within its 0.5 MV line (3,500,000 people)**

**LARGEST POPULATION COVERAGE of any station in the state within its 2.5 MV line (1,200,000 people)**

**Covers 19,094 SQUARE MILES of sales rich area (2.5 MV)**

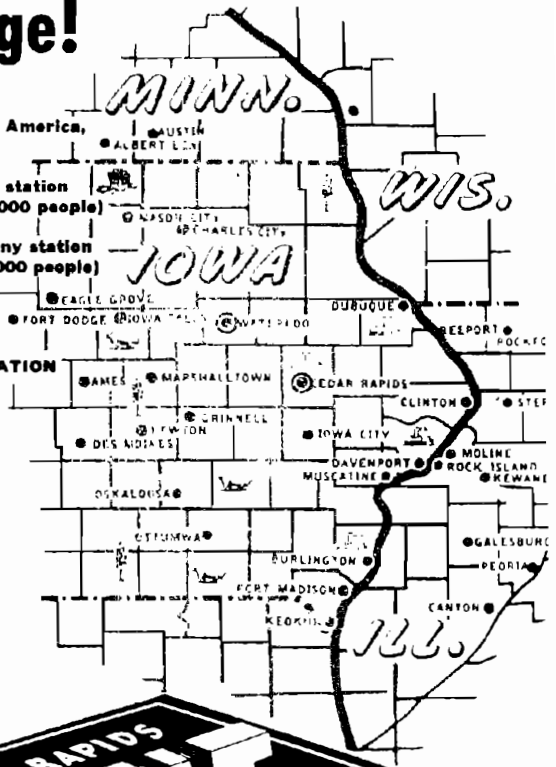
**EASTERN IOWA'S ONLY COLUMBIA STATION leads in popularity day & night.**

**THE BIGGEST RADIO BUY IN THE BEST MARKET OF A GREAT STATE**

### 3 Fast Facts About

#### WMTland's BIG Sales Potential

- The Nation's FIRST Farm Market
- Ranks 16th in Manufacturing. (Almost 50% of Iowa's Wealth is INDUSTRIAL)
- LEADS Nation in per capita wealth (\$4,122 per person)
- A BALANCED Market for Permanent SELLING ACTION!



**Write Today** for information HOW you can get the most out of Iowa's Eastern Area with WMT exclusively at LOW Cost Coverage.

Represented by KATZ AGENCY

**L**OOKING forward to 1946 as the year of peace with all the plans of the country, its people and industry in general pointing toward a further expansion along all lines, Mark Woods, president of the American Broadcasting Company, Inc., adds that ABC feels the deepest gratification from the year 1945 from its part in helping to bring the country through to the end of a great conflict.

ABC helped directly through utilizing its facilities and talents to spread messages that helped to curb inflation, sell victory bonds and keep war workers on the job; indirectly, by carrying news back from the battlefields to the main streets of America.

It was for radio and the nation a convulsive year of tragedy and exultation, seeing casualties and victory, the death of a great president and the birth of the United Nations. It brought forth a new energy which—like so many developments in this age—is only as constructive or destructive as we decide to make it.

ABC devoted thousands of hours in these 365 days to unfolding the magic story of a magic year in world history. Our correspondents lived in bizarre corners of the earth and reported what they saw. Our writers, actors and producers turned domestic studios into colorful stages to enact the story of civilization at a crossroad.

Our thanks goes from ABC to its 195 affiliated stations which carried the story to the people.

Part of the thanks must go to ABC's advertisers, who brought programs of comfort, enlightenment and comedy to the people. In any balance sheet of broadcasting they represent far more than the approximately \$40,000,000 of gross sales that they placed with the ABC network during



**MARK WOODS**  
President

1945. For these advertisers are the life-blood of American commerce. They promoted their business through our business, and still afforded millions of listeners a chance to laugh or learn or find relief from their cares for at least a few hours of every day.

Much credit goes to those specialists whom we welcomed to our microphones to review sports events, deliver sermons, conduct great music, create great dramatic roles. Without them radio in 1945 would have been mechanical rather than inspirational.

For 1946 the American Broadcasting Company has plans to expand its operations in Television, Research, Programs and Sales.

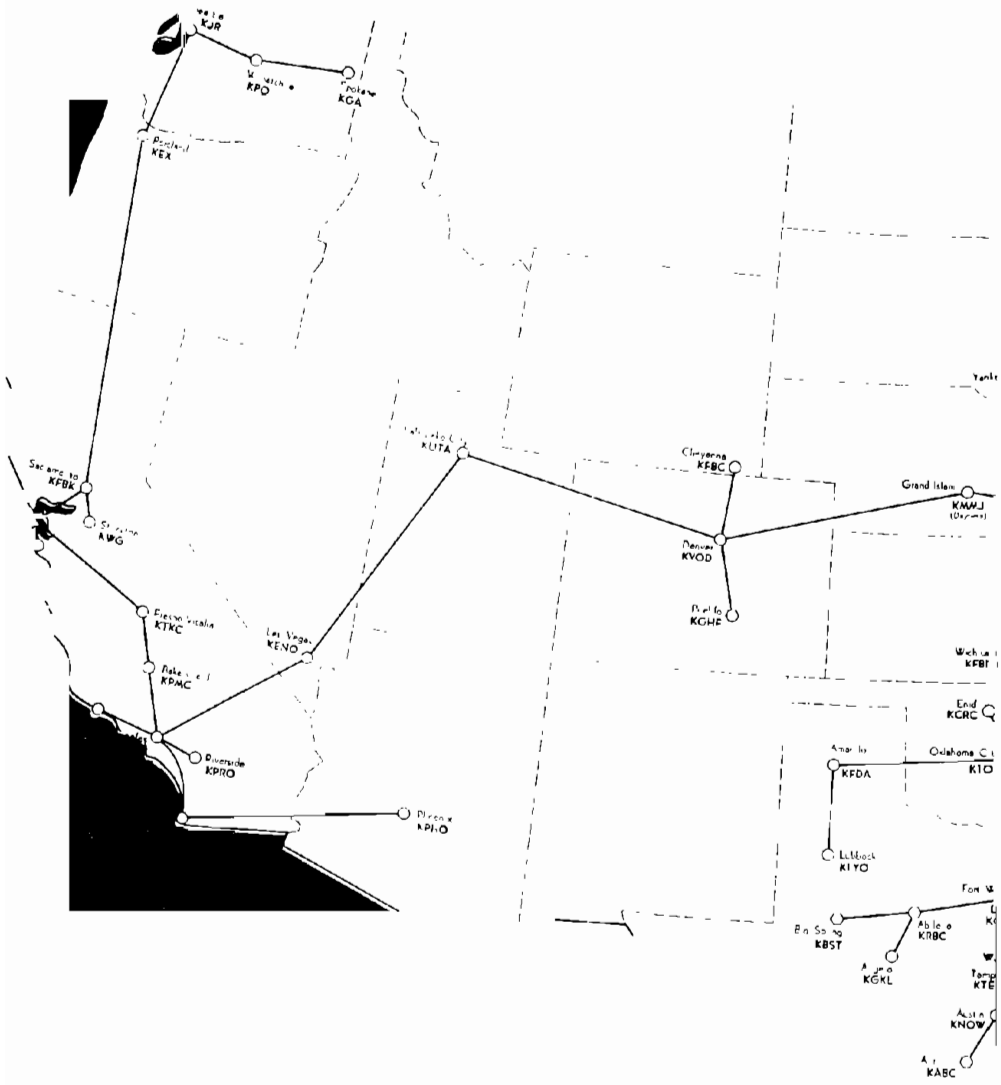
Television will see new ABC programs produced with greater frequency and ever better program technique as the art develops.

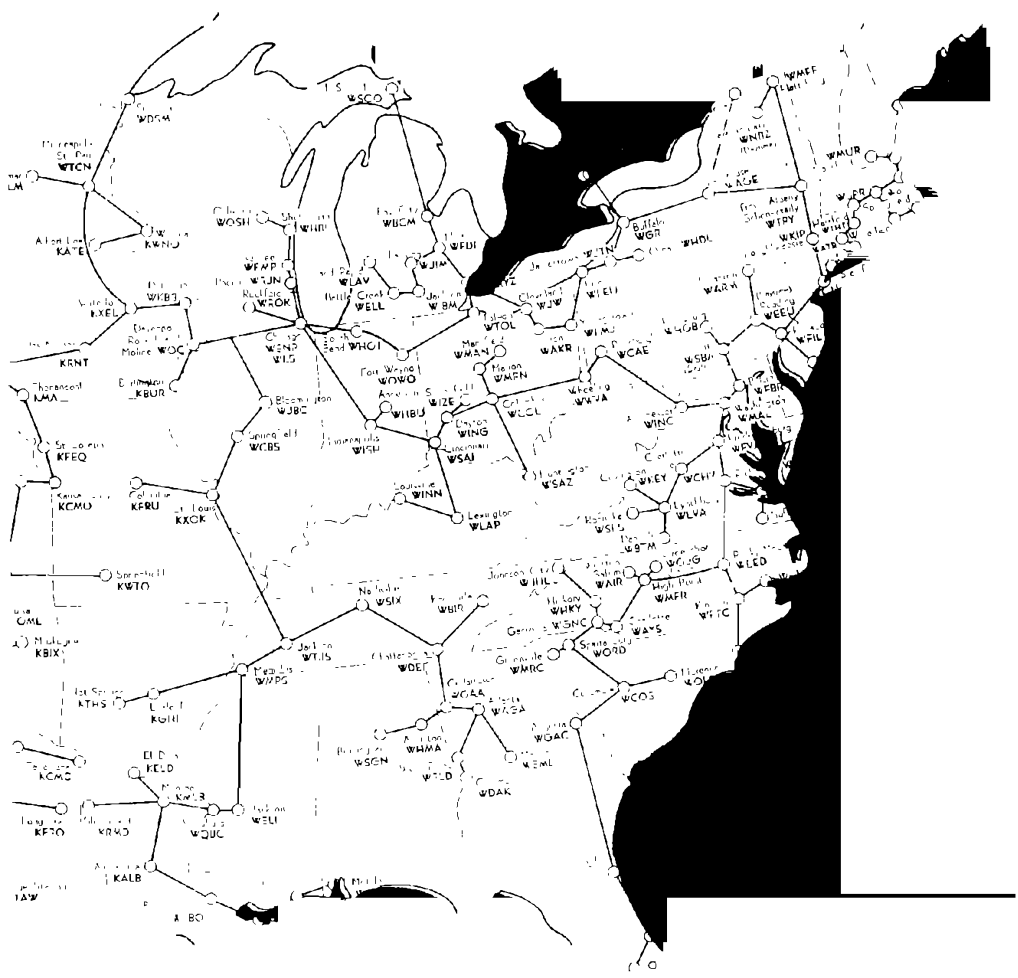
Research in the qualitative field will begin in January on a scale and in a manner not heretofore attempted by the American Broadcasting Company.

New programs are to begin during January, including F. H. LaGuardia; two new series of mystery shows—Dashiell Hammett's "The Fat Man" and William Gargan's "Ideal in Crime"; the program, "Forever Tops!", starring Paul White-man and his entertainers; a comedy show starring Jimmy and Lucille Gleason entitled "Jimmy Gleason's Diner"; and "The American Farmer," a new series of service to the agricultural regions.

In addition, public affairs will find new platforms on ABC. Our service in news will continue to improve in accordance with plans for still better coverage in world news capitals, and on the domestic scene.

It is to be hoped that the country's economic condition during 1946 will enable us to expand even beyond present plans. We look forward with confidence to the New Year.





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# AMERICAN Broadcasting Company, Inc.

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OPERATING THE BLUE NETWORK

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*R. C. A. Bldg., 30 Rockefeller Plaza  
New York 20, N. Y.  
(Telephone Number Circle 7-5700)*

## BOARD OF DIRECTORS

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Mark Woods  
C. Nicholas Priaulx

Franklin S. Wood  
Earl E. Anderson  
Harold V. Hough

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Keith Kiggins ..... Vice President  
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Alexander D. Nicol ..... Controller

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Theodore J. Oberfelder Audience Promotion Mgr.

### Continuity Acceptance

Gertrude Hoffman ..... Manager

### Engineering Operations

George O. Milne

Director of Technical Operations

### General Engineering

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Benjamin Adler ..... Facilities Engineer

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Geraldine B. Zorbaugh ..... Attorney  
C. Clark Stover ..... Attorney

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Thomas Velotta ..... Director of Special Events

John Madigan ..... National News Editor  
Paul Scheffels ..... Manager of N. Y. News Room

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D. B. Van Houten

Office Manager and Personnel Manager

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Charles C. Barry ..... National Program Director  
Carol Irwin

Eastern Dir. of Talent and Program Dept.  
Eastern Dir. Talent and Prog. Development  
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Paul Whiteman ..... Director of Music  
Frank Vagnoni ..... Manager of Music Division  
Harry Wismer ..... Director of Sports Division  
John C. Turner ..... Script Manager  
Paul Mowrey ..... Manager of Television Division  
William Abernathy ..... Night Program Manager  
Raymond Diaz ..... Supervisor of Announcers  
Maurice Brachhausen ..... Manager of Sound Effects  
Helen Guy ..... Business Manager  
Richard Banner

Dir. of Library and Supervisor of Music Rights  
Norah Donovan ..... Manager of Literary Rights

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## Publicity Department

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Arthur B. Donegan..... Assistant Publicity Mgr.  
John Pacey..... Trade News Editor

## Recording

Lawrence Ruddell..... Manager

## Research

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Ben Gedalcia..... Associate Research Director

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C. P. Jaeger..... Vice President of Creative Sales  
John Donohue..... Eastern Sales Manager  
Humboldt Greig..... Mgr. of Bus. Development  
Neil Mulhern..... Detroit Representative  
Robert Post..... Pittsburgh Representative

## Sales Service

Alfred Beckman..... Manager

## Station Sales Department

M. B. Grabhorn..... Manager

## Co-Op Program Sales Department

Stanley Florsheim..... Director  
Barney Cragston..... Sales Manager

## National Spot Sales Department

Ralph Dennis..... National Spot Sales Manager  
John Brooke..... Eastern Spot Sales Manager

## WJZ Management

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Robert I. Garver..... Sales Manager  
John J. Hade..... Program Manager  
Duncan Miller..... Sales Promotion Manager

## Stations Department

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## Public Relations

Robert Saudek..... Manager  
Doris Hastings..... Mgr. of Audience Information

## Treasurers

C. Nicholas Prialux..... Vice Pres. and Treas.  
Anthony M. Hennig..... Assistant Treasurer  
Alexander D. Nicol..... Controllor  
Henry T. Hede..... Purchasing Agent

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G. I. Berry..... Sales Manager  
Kenneth Christiansen..... Traffic Supervisor  
Fred J. Dickinson..... Office Manager  
L. E. Douglass..... Program Business Manager  
Walter L. Emerson..... Legal Counsel  
E. C. Horstman..... Engineering Manager  
Eli Henry..... Publicity Manager

F. E. Kasser..... Supervisor of Announcers  
Olive D. McCann..... Supervisor of Research  
Roy McLaughlin  
Mgr. Sta. WENR, Nat. Spot & Local Sales Mgr.  
Cornelius O'Dea..... News Supervisor  
Gene Rouse..... Program Manager  
Karl R. Sutphin..... Sales Promotion Supervisor  
M. S. Wetzel..... Production Manager

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Clifford Anderson..... Program Business Manager  
Dorothy L. Brown..... Continuity Acceptance Mgr.  
R. G. Denechaud..... Engineering Manager  
John I. Edwards..... Program Operations Manager  
Paul Kates..... Evening Program Manager  
Russell Hudson..... Sales Service Manager  
George E. Lewin..... Manager of News

Walter W. Lonner..... Traffic Manager  
Ted MacMurray..... Program Manager  
Frank Samuels..... Pacific Coast Sales Manager  
J. Donald Wilson..... Director of Production  
Amos Baron..... Spot Sales Manager  
John J. O'Mara..... Sales Promotion Manager  
Francis Conrad..... Station Relations Manager

## WESTERN DIVISION—SAN FRANCISCO

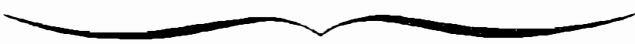
Gayle Grubb..... General Manager KGO  
A. E. Evans..... Engineering Manager  
Eleanor Higby..... Traffic Manager  
Edith Kirby..... Auditor  
Robert Laws..... Promotion and Publicity Manager

Francis La Tourette..... News Manager  
Byron Nelson..... Sales Manager  
Lorraine Jeneve n..... Continuity Manager  
Robert Wesson..... Program Manager

## AMERICAN BROADCASTING CO., INC.

WJZ, New York..... Owned, operated and represented by ABC  
WENR, Chicago..... Owned, operated and represented by ABC  
WMAL, Washington..... Owned by Evening Star Publishing Co.  
Represented by ABC  
KGO, San Francisco..... Owned, operated and represented by ABC

*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**



**A**LTHOUGH radio broadcasting celebrated its twenty-fifth birthday in 1945, a large part of its "growing up" was packed into the years between Pearl Harbor and V-J Day. Those few years placed a greater responsibility on broadcasting that it had ever had before. They also advanced our technical knowledge farther than we had traveled during the whole course of the preceding 20 years.

As we move now into our first full peacetime year since 1940, we have opportunities far different than we could have imagined even as recently as a year ago. The experience gained from our wartime duties gives us an opportunity for a more important peacetime role than we played before the war. Our inheritance from wartime research laboratories, moreover, gives us an opportunity for faster technical development than we ever enjoyed before.

Today's radio audience is, in my opinion, a direct reflection of the kind of job broadcasting did during the war. It is not the same kind of audience we had in 1940. It, too, did some growing up between Pearl Harbor and V-J Day. Americans are more aware of and more interested in world affairs than they were five years ago. We are a better-informed people. Credit for these facts, in part, belongs to broadcasting.

Not only do we have a different kind of audience than we had before the war, we have—or



**PAUL W. KESTEN**  
Vice Chairman of Board

soon will have—an uncounted number of new adult listeners in our audience. Millions of young Americans, coming home from distant parts of the world, are bringing with them a great liking for American radio and radio entertainers. As they join the ranks of the regular

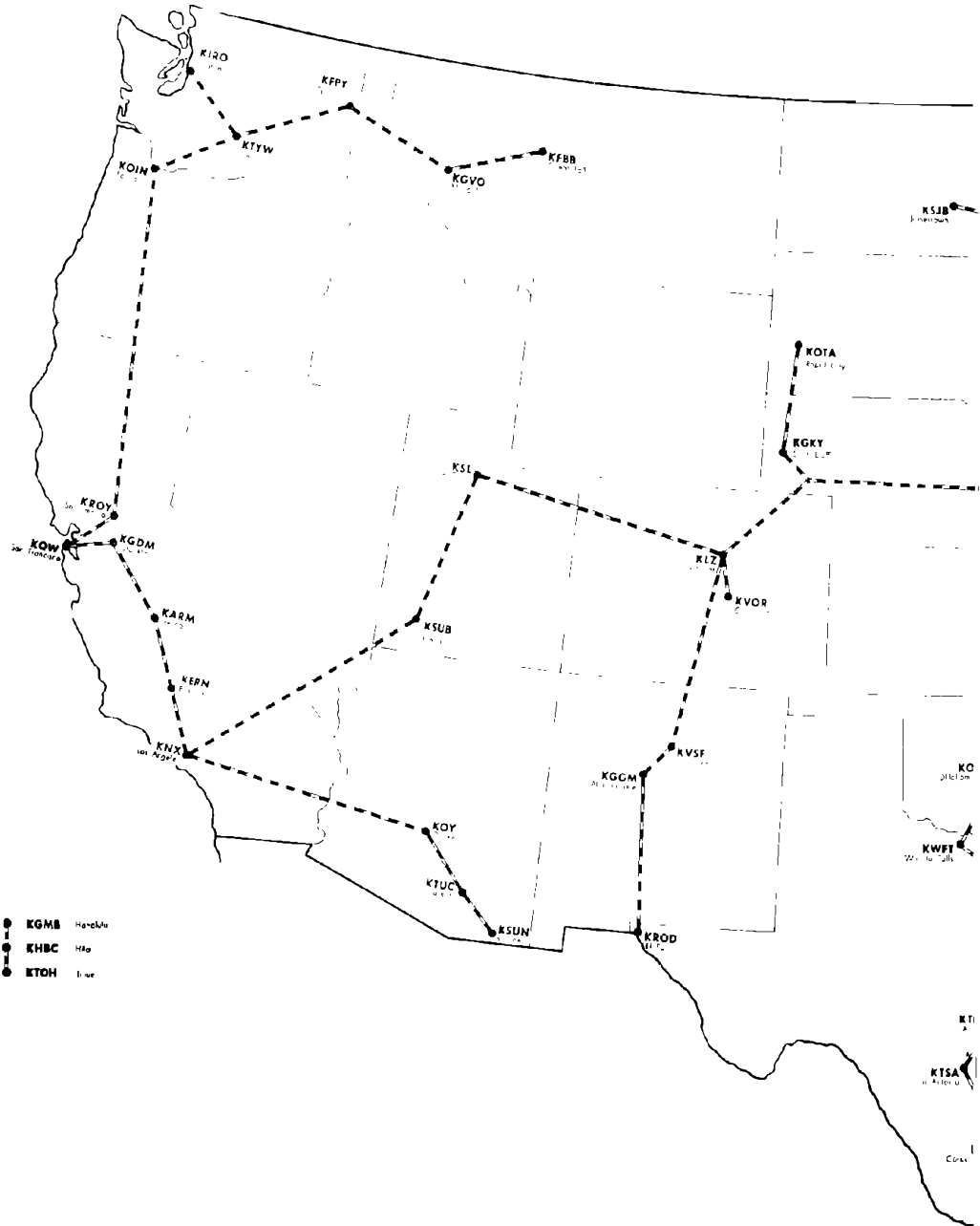
audience, they offer broadcasting a fresh source of audience interest and loyalty. This is an immediate opportunity broadcasting cannot afford to ignore.

Still another opportunity lies in those parts of the world from which our young men now return. In thousands of foreign cities, towns and hamlets through which these men have passed, an eager interest in things American has been deeply implanted. Looking toward our country's future international interests, we in radio have an obligation to see that the seed thus planted is not left to wither in the ground.

It took less than two months to reveal television as radio's greatest hoped might be accomplished in a year of peacetime effort—high-definition, full-color television in the ultra-high frequencies — was achieved only 60 days after V-J Day. We, and others since ourselves, have clearly demonstrated that better pictures can be broadcast through use of wider channels in the higher frequencies. To this extent, post-war television is running well ahead of the most optimistic schedule that might have been set for it a year ago.



# COLUMBIA BROADCAST



**NETWORK FACILITIES  
AS OF JAN. 15, 1946**

# CASTING SYSTEM



# 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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 Prescott S. Bush  
 Ralph F. Colin

Samuel Paley  
 William S. Paley  
 Joseph H. Ream  
 Leon Levy

J. A. W. Iglehart  
 Paul W. Kesten  
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Dorsey Richardson  
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 Paul W. Kesten....Vice Chairman of the Board  
 Frank Stanton.....President  
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 Frank K. White....Vice President and Treasurer  
 H. V. Akerberg  
 Vice President in Charge of Station Relations  
 H. Leslie Atlas  
 Vice President in Charge of Central Division  
 Douglas Coulter  
 V-P and Dir. of Com. Program Development  
 William C. Gittinger  
 Vice President in Charge of Sales

L. W. Lowman  
 Vice President in Charge of Television  
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### **DEPARTMENTS AND DIVISIONS**

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 William J. Flynn.....Assistant Comptroller  
 L. C. Merrick.....Assistant Comptroller  
 Sophie Hinz.....Cashier

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G. Stanley McAllister  
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 C. R. Jacobs  
 Assistant Director & 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  
 Supervisor of Repair and Replacement Unit

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 Director of Copyright & Asso. Dir. of Editing  
 W. Clark Harrington  
 Supervisor, Music Clearance Division

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 A. B. Chamberlain.....Chief Engineer  
 J. W. Wright.....Chief Radio Engineer  
 H. A. Chinn.....Chief Audio Engineer

#### **Engineering Research and Development Department**

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 John H. Martin.....Executive Assistant

#### **Legal Department**

Julius Brauner.....General Attorney  
 Howard L. Hausman.....Attorney

#### **Network Sales Department**

William C. Gittinger...VP. in Charge of Sales  
 Douglas Coulter  
 V-P and Dir. of Com. Program Development  
 John J. Katol.....Sales Manager  
 William J. Fagan.....Administrative Manager  
 Allyn Jay Marsh.....Assistant Sales Manager  
 Charles H. Smith.....Market Research Counsel  
 Charles E. Midgley, Jr....Sales Service Manager  
 Nicholas Keesely.....Manager of Program Sales  
 Chicago Office Network Sales, 410 North Michigan

W. Donald Roberts.....Western Manager  
Detroit Office Network Sales, Fisher Building  
Joseph Spadea.....Manager

### **Program Department**

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Vice President and Director of Programs  
William Fineshriber.. Asst. Director of Programs  
R. S. Langham.....Coordinator of Broadcasts

### **General**

James H. Fassett  
Supervisor of Serious Music Programs  
Larry Puck.....Supervisor of Popular Music  
Programs and Talent Scout  
Marjorie Morrow.....Casting Director  
Lucile Singleton...Director of Vocal Auditions  
and Manager of Script and Record Library  
Frances Farmer Wilder  
Consultant on Daytime Programs  
Ted Husing.....Director of Sports Broadcasts

### **Program Writing Division**

Robert J. Landry...Director of Program Writing

### **Program Operations Department**

James M. Seward..... Director of Operations  
I. S. Becker.....Assistant Director of Operations  
R. R. Ray. Assistant to Director of Operations  
Emily Newman...Asst. to Director of Operations

### **Music Library Division**

Julius Mattfield.....Director of Music Library

### **Network Operations Division**

Horace Guillotte...Mgr. of Network Operations

### **Program Typing Division**

Harriet Hess...Supervisor of Program Typing

### **Sound Effects Division**

Walter R. Pierson  
Manager of Sound Effects Division  
Davidson Vorhes.....Assistant Manager

### **Technical Operations Division**

Henry Grossman  
Director of Technical Operations  
R. G. Thompson  
Manager of Technical Operations, Eastern Div.

### **Traffic Division**

Hugh A. Cowham  
Commercial Engineer in Charge of Traffic  
A. H. Petersen.....Traffic Manager

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Edward R. Murrow..V.P.-Director Public Affairs  
Paul W. White....Director of News Broadcasts  
Wells Church  
Assistant Director of News Broadcasts  
Wm. J. Slocum, Jr...Director of Special Events

### **Education Division**

Lyman Bryson..... Director of Education  
Robert Hudson...Associate Director of Education  
Leon Levine....Assistant Director of Education  
Helen Sioussat.....Director of Talks  
Elinor Inman...Director of Religious Broadcasts

### **Press Information**

George Crandall.....Director  
Arthur Perles.....Assistant Director  
Michael Boscia.....Manager of Operations  
Charles F. Pekar, Jr..Assistant to the Director  
Walter Seigal..Manager of Photographic Division  
Anne Harding.....Manager of Service Division  
Corinne Martin.....Trade News Editor

### **Purchasing Department**

John E. Forsander.....Purchasing Agent

### **Radio Sales**

J. L. Van Volkenburg.....General Manager  
H. A. Carlborg.....Eastern Sales Manager  
New York  
Wilbur S. Edwards....Western Sales Manager  
Chicago  
John Brumbach...Representative, San Francisco  
H. H. Holtzhouse...Southern Sales Manager  
Atlanta  
Carter Ringlep...Representative, St. Louis  
Meredith Pratt...Representative, Los Angeles  
Richard Hess.....Supervisor of Research for  
C-O Stations & Radio Sales

### **Research Department**

Elmo C. Wilson.....Director of Research  
Oscar Katz....Associate Director of Research  
Edward Reeve.....Chief Statistician

### **Reference Department**

William C. Ackerman  
Director of CBS Reference Department  
Stanford Mirkin  
Manager of Program Research Division  
Agnes Law.....Librarian

### **Sales Promotion and Advertising Department**

Paul M. Hollister...Vice President in Charge  
of Advertising & Sales Promotion  
John Fox.....Manager of Production  
Thomas D. Connolly  
Director of Program Promotion  
Louis Hausman...Manager of Presentation Division  
Harry O'Brien.....Art Director  
Dick Dorrance...Director of Promotion Service  
for C-O Stations & Radio Sales

### **Station Administration Department**

Howard S. Meighan  
Director of Station Administration

### **Station Relations Department**

H. V. Akerberg....Vice President in Charge  
of Station Relations  
J. Kelly Smith...Director of Station Relations  
William A. Schudt, Jr..Eastern Division Manager  
Chicago Office, Station Relations  
410 North Michigan Avenue  
Ralph S. Hatcher...Central Division Manager  
Los Angeles Office, Station Relations  
Columbia Square  
Edwin Buckalew...Western Division Manager

## Television Department

Lawrence W. Lowman  
Vice President in Charge of Television  
Worthington Miner  
Manager of Television Department  
George Moscovics.....Commercial Manager  
Ben Feiner, Jr.....Assistant Program Director  
James Kane.....Manager of Press Information  
for Television

### 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  
Jules Dundes.....Sales Promotion Manager  
J. E. Doyle.....Director of Special Events

### BOSTON—WEEI

182 Tremont Street  
Harold E. Fellows.....Manager of New England  
Operations for CBS and Gen. Mgr. of WEEI  
Kingsley F. 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 Houlihan.....Director of Press Information  
Guy C. Cunningham.....Director of Sales Promotion  
H. Roy Marks.....Assistant Sales Manager

### CHICAGO—WBBM and WBBM-FM

410 North Michigan Avenue  
H. Leslie Atlass.....Vice President in Charge  
of Central Division and Gen. Mgr. of WBBM  
Frank Falknor.....Assistant General Manager  
Walter Preston.....Act. Dir. of Program Dept.  
Urban Johnson.....Chief Sound Technician  
G. V. Sherman.....Chief Engineer of WBBM  
J. V. McLoughlin  
Accountant, Office of Personnel Manager  
Everett Holles.....News Editor  
Thomas R. Rooney.....Sales Promotion Manager  
Erwin H. Shomo.....Sales Manager  
George T. Case.....Assistant Program Director  
Don E. Kelley.....Assistant to Executives  
MINNEAPOLIS—ST. PAUL—WCCO  
625 Second Avenue, South.  
Austin E. Joscelyn.....General Manager  
Eugene B. Wilkey.....Program Director  
J. J. Beloungy.....Chief Engineer  
Thomas Dawson.....Sales Manager

Mary Doherty.....Accountant  
Carl Small Ward.....Manager of Sales Promotion  
and Director of Press Information

### LOS ANGELES—KNX

Columbia Square  
D. W. Thornburgh.....Vice President in Charge  
of Western Division and Gen Mgr. of KNX  
Harry W. Witt.....Assistant General Manager  
Charles D. Ryder, Jr.....Manager of Accounting,  
Personnel and Purchasing  
Lester Bowman.....Mgr. of Tech. Operations  
Western Division and and Chief Eng. of KNK  
Clinton Jones.....News Editor  
Hal Hudson.....Western Program Director  
Charles Vanda.....Program Director  
Lloyd Brownfield.....Director of Press Information  
Ralph W. Taylor.....Manager of Sales Promotion  
Chet Huntley  
Director of Special Features and Public Events  
J. Archie Morton.....Sales Manager, KNX  
Ben Paley.....Production Manager  
Charles E. Morin  
Sales Manager, Columbia Pacific Network  
George W. Allen  
Program Director, Columbia Pacific Network

### SAN FRANCISCO OFFICE

Palace Hotel  
Wayne Steffner.....Manager

### ST. LOUIS—KMOX

401 South Twelfth Blvd.  
Wendell B. Campbell.....General Manager  
Jerry Hoekstra.....Assistant to General Manager  
Harry Harvey.....Chief Engineer  
David Sutton.....General Sales Manager  
J. Souldar Johnson.....Local Sales Manager  
Jack Sexton.....Program Director  
Robert F. DeVoe.....Supervisor of Accounting,  
Personnel and Office  
David Moore.....Director of Press Information  
Carrington W. Doebler  
Director of Sales Promotion

### WASHINGTON—WTOP

Earle Building  
Earl H. Gammons.....Director of Washington Office  
Carl Burkland.....General Manager of WTOP  
Fox Case.....Assistant to the Director of the  
Washington Office  
Martin D. Wickett.....Program Director  
Clyde Hunt.....Chief Engineer  
Carl Gebuhr.....Publicity  
Robert S. Wood.....Director of Public Events  
Maurice Mitchell.....Sales Manager  
Roy Passman.....Director of Program Operations

### Stations Owned and Operated By

WABC, New York  
WBBM, Chicago  
WCCO, Minneapolis-St. Paul

WTOP, Washington, D. C.  
KMOX, St. Louis  
KNX, Los Angeles

WEEI, Boston  
WBBM-FM, Chicago

Television Stations:  
WCBW, New York

FM Stations:  
WABC-FM, New York

**S**AID President Truman in his first radio speech of the year—"1946 is our year of Decision." True of the United States as a nation, the statement is equally true of radio as an industry—but, more importantly, as a service to the people of America and the world.

It is probably no hyperbole to say that what radio does in this coming year—as well as what it fails to do—will become the yardstick wherewith people will measure broadcasting. Upon this will depend whether people look upon radio as a force for peace and advancement or merely as a Punch-and-Judy show to which people turn when, in an idle moment, they seek a little amusement and laughter.

Look at it this way. During the war, radio reached heights of service to the war fronts and the home front which earned the respect and confidence of the people: it demonstrated that, properly used, it had power to fight a war and help bring about a peace. People expect that radio, having developed such influence and technique, should continue to use its power to help the world find its way out of the darkness that presently engulfs it.

That expectation on the part of the public is a responsibility, one that we, if we are to be worthy of our job as broadcasters, cannot shirk. And the first step toward use of the power we possess, is the realization that it has a strange and inescapable parallel to atomic power. We have seen the devastation which can be wrought by atomic power and by the power of broadcasting—when misused. We have yet to know what atomic energy can do for the benefit of mankind. By the same token, we do not yet know to what extent radio—properly used—can advance the good of mankind. Our first responsibility is to find out.

Suppose we assume that radio is to be used to promote peace—which, let us say, translates, in practical terms, to informing and enlightening radio's listeners the world over. How to start? Perhaps the first



**EDGAR KOBAK**  
President

step is to educate ourselves. To open our minds—and our air—to the knowledge without which there can be no peace and prosperity.

Next, let us assume that only the truth will make the people free—and the world free from wars. It then behooves us to be honest with ourselves and with our listeners—to play fair with them—to present the current scene and its significance—as it is and not merely as it is viewed by partisans in the one camp or the other.

All this is a matter of programming. A matter of a new, an earnest, a searching, an humble approach to the entire question of programming. We have come far in our first twenty-five years, yes: but who knows how much farther we can go—how much farther we must go—before we shall have fulfilled our responsibility in the use of a power that is as devastating (and could be as beneficial) at atomic energy.

But programs can accomplish nothing unless they are heard—are listened to—are understood and are taken to heart.

And we get down to the regions of practical and vexing problem. How to hold the listener? Perhaps it is not the smart thing to do—to admit that there is a possibility that the public may become—nay, has become—radio-weary.

What would happen if people did really become radio-weary? You can visualize the situation as well as I. And here is where we have another responsibility—to make radio so new, so fresh, so different, so interesting that people will not readily weary of it. Until we do that—or approach it measurably—we will find that the great impact which we expect we can exercise upon the eager, hungry and groping minds of a war-weary population will merely fizzle like a V-2 dud that has buried itself in the ground.

What we broadcasters make of radio in 1946 is in our hands—in our heads—in our hearts. This is the year of decision for us.



# MUTUAL BROADCAST



**NETWORK FACILITIES  
AS OF FEB. 1, 1946**





# MUTUAL

# Broadcasting System

## *Executives and Staff*

1440 Broadway, New York 18, N. Y.

Phone, Pennsylvania 6-9600

## **Executive Personnel**

### **Officers**

Alfred J. McCosker  
New York, Chairman of the Board  
Edgar Kobak ..... New York, President  
J. E. Campeau ..... Detroit, Vice-President  
Robert D. Swezey  
New York, Vice-President  
and General Manager  
Phillips Carlin ..... New York, Vice-President  
in Charge of Programs  
Z. C. Barnes ..... New York, Vice-President  
in Charge of Sales  
Carl Haverlin ..... New York, Vice-President  
in Charge of Station Relations  
Robert A. Schmid ..... New York, Vice-President  
in Charge of Advertising, Promotion  
and Research  
E. M. Antrim ..... Chicago, Secretary  
J. E. Wallen ..... New York, Treasurer

### **Board of Directors**

Edgar Kobak ..... MBS, New York  
E. M. Antrim ..... WGN, Chicago  
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  
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

### **Executive Committee**

Edgar Kobak ..... MBS, New York  
Chesser Campbell ..... WGN, Chicago  
H. K. Carpenter ..... WBK, 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  
Robert D. Swezey  
Vice-President and General Manager  
Jesse Thompson ..... Policy Co-ordinator

#### **Accounting Department**

James E. Wallen ..... Controller  
George Ruppel ..... Asst. Controller  
George Westby ..... Budget Director

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Andrew C. Hamilton ..... Chicago  
Emanuel Dannett ..... New York

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Esterly Chase Page ..... Director of Engineering  
E. M. Johnson  
Chief Plans and Allocations Engineer

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Vice-President in Charge of Programs  
Adolph Opfinger ..... Program Director  
Robert Novak  
Director of Talent and Program Development  
Idella Grindlay Kampf ..... Assistant Director  
Bertram Hauser ..... Cooperative Program Director  
Edwin T. Otis ..... Commercial Program Supervisor  
Harold Wagner ..... Assistant Program Manager  
H. L. Fishel ..... Script Editor  
Herbert Rice ..... Creative Producer  
Dorothy Ann Kemble  
Director of Continuity Acceptance  
Frank Chase ..... In Charge of Program Sales  
Elsie Dick ..... Director of Women's Activities

## **News and Special Events**

A. A. Schachter  
Director of News and Special Events  
Tom Slater.....Manager of Special Events  
Paul Jonas  
Assistant Manager of Special Events  
Milton Burgh.....Manager of News Division  
Floyd Mack.....Manager, Operations  
John Newhouse.....Day Program Supervisor  
Hugo Seiler.....Night Program Supervisor  
John Thornton  
Manager of Overseas Operation

## **Washington Staff**

Albert L. Warner.....Director of News Activities  
Charter Heslep.....Administrative Head  
Alexandra Roudybush  
Administrative Assistant  
William Hillman.....Commentator  
Jack Paige  
Karl Bates.....Presidential Announcers

## **Sales Department**

Z. C. Barnes.....Vice-President in Charge of Sales  
Duncan R. Buckham.....Eastern Sales Manager  
E. P. H. James.....Manager of Sales Operations  
Torrence Danley  
Manager of National Sales Service  
Frank Kizis.....Eastern Service Manager  
George M. Benson.....Division Sales Manager

## **Sales Promotion and Research Department**

Robert A. Schmid.....Vice-President in Charge of  
Advertising, Promotion and Research  
Peter Zaphir.....Assistant Director  
Harold Coulter  
Manager of Audience Promotion  
Richard Puff.....Manager of Research  
Arnold Boston.....Art Director  
Richard Redmond.....Advertising Director

## **Foreign Correspondent for Mutual Broadcasting System**

Robert F. Allen.....Mexico City  
Don Bell.....Tokyo  
Bob Brumby.....In U. S. (awaiting assignment)  
Owen Cunningham.....Honolulu  
Gerald Dougherty.....Buenos Aires  
Sidney Fine.....Moscow  
Arthur Gaeth.....Balkans  
Ted Hoskins.....Cairo  
Berger Jacobsen.....Sweden

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Francis X. Zuzulo  
Assistant Director and Trade News Editor  
Helen Stedman.....Magazine Syndicate Editor  
John Skinner.....News Editor  
Bob Wilson.....Exploitation Director  
Geraldine Foster.....Photo Editor  
Carl Oswald.....Travelling Representative  
Norma Roberts.....Music Editor

## **Station Relations Department**

Carl Haverlin  
Vice-President in Charge of Station Relations  
Charles Godwin.....Assistant to Mr. Haverlin  
Leslie L. Learned  
Manager of Engineering Traffic  
Lewis Tower.....Station Traffic Supervisor  
Dorothy Driscoll.....Manager of Station Traffic  
Paul Hancock.....Statistician  
Robert W. Carpenter  
Field Representative (Southwest Division)  
Harry Le Brun  
Field Representative (Southeast Division)

## **Chicago Staff**

Adolph Hull.....Vice-President in Charge of  
Midwest Operations  
Carroll Marts.....Assistant to Vice-President  
Gilbert McClelland.....Sales Promotion Manager  
James Mahoney.....Manager of Western  
Division-Station Relations  
George P. Herro.....Publicity Director  
Myrtle Goulet.....Station Traffic Supervisor

## **Detroit Staff**

Penabscot Bldg.  
Herbert Faust.....Central Division Manager

## **Pittsburgh Office**

William Penn Hotel  
Richard Bachman.....Sales Representative

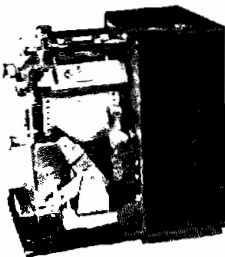
Seymour Korman.....Rome  
Jack Mahon.....In U. S. (on leave)  
Arthur Mann.....London  
Ken McLaughlin.....Chungking  
Charles Miner.....Shanghai  
Leslie Nichols.....Germany  
Robert Stewart.....Manila  
Helen Townsley.....Rio de Janeiro  
Alfred Wagg.....India—New Delhi  
Dorothy Williams.....Madrid

# NOW

# more information

about listening in the **WLW Merchandise-able Area . . . more accurately measured by the**

## **NIELSEN RADIO INDEX**



**What is this . . .**

### **NIELSEN RADIO INDEX**

Nielsen Radio Index is a method of audience measurement by means of the Audiometer, a mechanical recorder installed in radio sets in selected homes throughout the area. This device starts turning against time, and produces a record of every minute of every day. From this record, representing the listening habits of a particular district, every type of audience measurement information available (NRI has been in operation for the past five years) and has been accepted and used by most major advertisers, agencies and radio networks.

● Because WLW-land is a big, BIG market, it is important to every advertiser to know how well he is covering that market with his radio advertising ● Recognizing this increasing need for more **FACTS**, the Nation's Station, in the Fall of 1945, engaged the A. C. Nielsen Co., to record and tabulate, by means of Nielsen audiometers, properly distributed in parallel with U. S. Bureau of Census figures for the area, a continuous record of all radio listening in the WLW Merchandise-able Area ● In addition to the usual measurements of Homes Using Radio (sets-in-use), Average Audience and Share of Audience, for every quarter-hour from 6 A.M. to midnight, for every day of the week, WLW now offers additional yardsticks, such as Total Audience (percentage of total radio homes that heard any part of a program) and Holding Power (the ratio between Total Audience and Average Audience, in percentage of total minutes of listening) ● And besides this regular information, WLW now can show you much more general information about coverage, circulation, penetration . . . about the relative audiences of individual stations and groups of stations in this area . . . about total minutes of listening . . . about frequency of tuning to WLW and to other stations and groups ● All this, and more, is available now through the Nielsen Radio Index, separately tabulated for the WLW Merchandise-able Area, to help you plan your radio advertising in this big, BIG market more intelligently and more effectively.



**THE NATION'S MOST MERCHANDISE-ABLE STATION**

DIVISION OF THE CROSBLEY CORPORATION

---

**T**HE start of 1946 finds radio, like every other industry, at the crossroads. Policies adopted this first year of peace will establish the pattern for many years to come. Therefore it is fitting that we pause now for a review of our position at this historic jumping off place.

The Broadcasters of the United States are now better able to serve their listeners than at any time in radio history. We have at our command the world's greatest entertainment and finest music. Radio, which during the war gave the public the "News Listening Habit" through its extensive coverage, will now provide news of the world on a scale never before envisioned. Public affairs will continue to be covered thoroughly through special public service programs with authoritative speakers representing many viewpoints.

Probably best demonstrating the past and future of news and special events are the "Army Hour" and "National Hour" programs. During the war, the "Army Hour" was the public's closest radio link to its loved ones all around the world, giving listeners up-to-the-second news of our fighting men, and describing vividly the life they led. When the "Army Hour" became a "peace casualty," NBC replaced it with the "National Hour," which is designed to dramatize vital problems of the day closest to the public's welfare. Comparative ratings show audience interest continuing on a high plane.

Our staff is constantly being strengthened by the returning stream of key men from the armed forces. Others are being encouraged to enter the radio industry through our "Welcome Home Auditions."



**NILES TRAMMELL**  
President

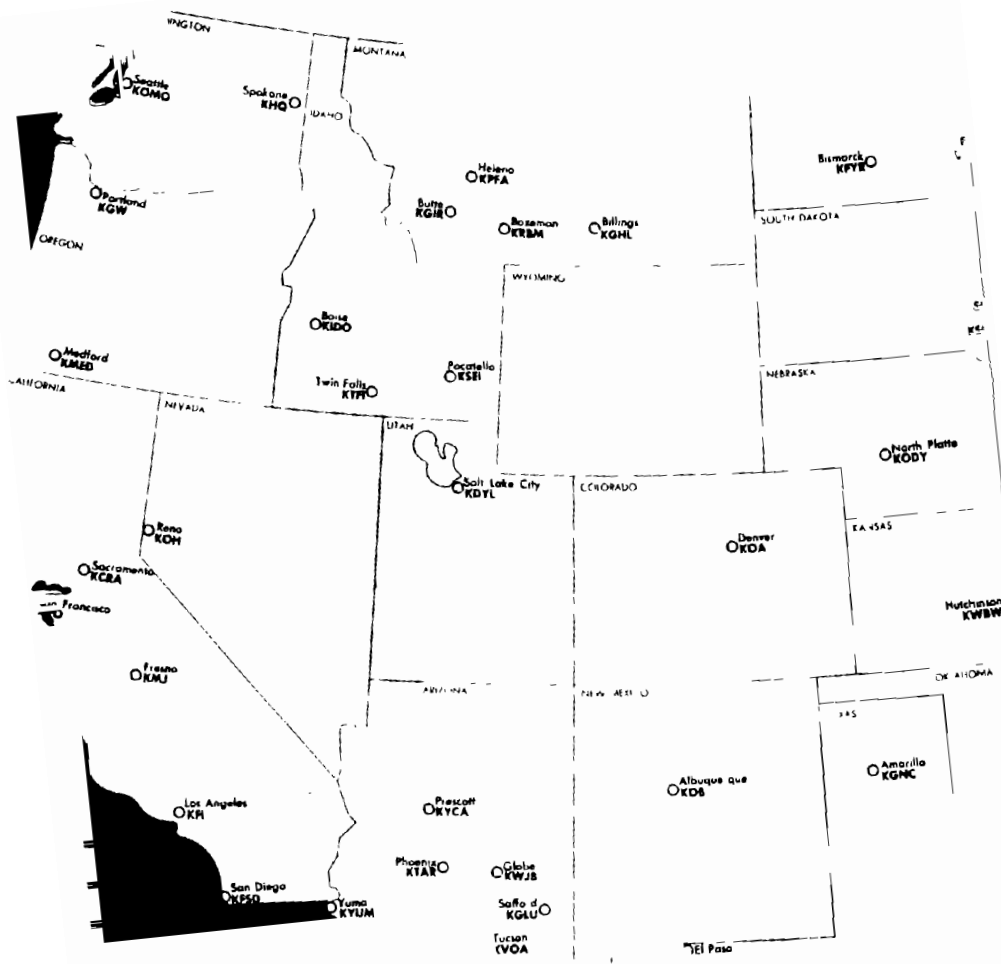
The National Broadcasting Company has been planning technical as well as program advances and already some of those preparations are being set in motion. Our Engineering Department, busy with many secret projects during the war which only now are coming to light, has begun the job of modernizing facilities worn by war service.

Many wartime discoveries now are being incorporated in our regular service, with AM, FM and television all represented. We have completed plans and field surveys for post war television and FM transmitting facilities and have filed applications with the FCC for television licenses at Chicago, Los Angeles, Washington and Cleveland, and FM licenses at Washington, Chicago, Cleveland, Denver and San Francisco.

A new transmitter will be installed this year atop the Empire State Building for our television station WNBT. We will operate a network between New York and Washington in 1946, and New York and Boston in 1947. Other regional networks will be established as soon as possible. The program service also will be enlarged.

Construction of a new wing housing two audience studios was launched recently in Hollywood. Modernization of our Chicago studios is in progress. In New York's Radio City a studio incorporating many new developments in acoustical control was completed.

The National Broadcasting Company is entering with confidence what I predict will be the greatest year in broadcasting history - truly an auspicious time for NBC to mark its 20th anniversary.



MAINE

Bangor WBZQ

Augusta WBDQ

NEW YORK

Syracuse WSYR

Schenectady WGYO

Rochester WHAM

Buffalo WBEN

Elmira OWENY

Springfield WZLX

Hartford WTNH (CONN)

Providence WJAR (RHODE ISLAND)

Worcester WZLW

Lowell WLBK

Manchester WMOX

Nashua WAZO

Alton WATN

Keene WKEA

Concord WCON

Amherst WAMU

Warren WWTN

Windsor WWSR

Wilmington WWSM

Greenville WWSM

Rocky Hill WWSM

Meriden WWSM

Waterbury WWSM

Stamford WWSM

Meriden WWSM

Waterbury WWSM

Stamford WWSM

Meriden WWSM

Waterbury WWSM

Stamford WWSM

Meriden WWSM

Waterbury WWSM

Stamford WWSM

Meriden WWSM

Waterbury WWSM

Stamford WWSM

Meriden WWSM



en 100

# NATIONAL Broadcasting Company

30 Rockefeller Plaza 20, New York City  
(Telephone number, Circle 7-8300)

Registered Telegraphic Address  
NATBROADCAST NEW YORK

## BOARD OF DIRECTORS

James Rowland Angell	Gano Dunn	Edward W. Harden	Frank E. Mullen
Arthur E. Braun	Frank M. Folsom	Edward F. McGrady	Edward J. Nally
Bertram Cutler	James G. Harbord	De Witt Milhauser	David Sarnoff
	Niles Trammell		

## Officers

David Sarnoff . . . . . Chairman of the Board	Clarence L. Menser . . . . . Vice President
Niles Trammell . . . . . President	John F. Royal . . . . . Vice President
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A. L. Ashby . . . . . Vice President & General Counsel	Sidney N. Strotz . . . . . Vice President
C. Lloyd Egner . . . . . Vice President	Roy C. Witmer . . . . . Vice President
O. B. Hanson . . . . . Vice President	R. J. Teichner . . . . . Treasurer
William S. Hedges . . . . . Vice President	H. F. McKeon . . . . . Controller
Harry C. Kopf . . . . . Vice President	Lewis MacConnach . . . . . Secretary
John H. MacDonald . . . . . V.P. & Assistant Secretary	C. E. Pfautz . . . . . Assistant Secretary

## DEPARTMENTS AND DIVISIONS

### Executive Officers

Niles Trammell . . . . . President  
Frank E. Mullen . . . . . Vice President & General Manager  
James Rowland Angell . . . . . Public Service Counselor  
Clayland T. Morgan . . . . . Assistant to the President  
John H. MacDonald . . . . . Vice President in Charge of Finance

### Advertising and Promotion Department

Charles P. Hammond . . . . . Director  
James Nelson . . . . . Assistant Director  
Parnellee W. Cusack . . . . . Art Director  
Charles Vaill . . . . . Manager of Network Sales Promotion

### Continuity Acceptance Department

J. K. Mason . . . . . Manager

### Controller's Department

Harry F. McKeon . . . . . Controller  
Harold M. Kelly . . . . . Assistant Controller  
Hugh R. McGeachie . . . . . Assistant Controller

### Engineering Department

O. B. Hanson . . . . . Vice President & Chief Engineer  
George McElrath, . . . . . Manager of the Engineering Department  
William A. Clarke . . . . . Administrative Assistant  
E. R. Cullen . . . . . Operations Assistant to the Manager  
J. D'Agostino . . . . . Staff Engineer  
Raymond F. Guy . . . . . Radio Facilities Engineer  
C. A. Rackey . . . . . Audio & Video Facilities Engineer  
R. E. Shelby . . . . . Director of Technical Development  
George E. Stewart . . . . . National Recording Supervisor  
F. A. Wankel . . . . . Eastern Division Engineer  
J. Wood, Jr. . . . . Manager of Technical Services



## Finance Department

John H. MacDonald.

Vice President in Charge of Finance

J. Robert Myers,

Assistant to Vice President in Charge of Finance

Charles A. Wall,

Adm. Asst. to V.-Pres. in Charge of Finance

## General Service Department

Edward M. Lowell... Director of General Service

W. R. Thompson,

Supervisor of Building Maintenance Division

Leslie C. Vaughan,

Manager of Office Services Division

## Guest Relations Department

William Ervin... Manager

Peter Tintle... Assistant Manager

Albert E. Walker, Asst. Mgr. of Special Activities

Robert Wogan... Assistant Manager

## Information Department

Horton Heath... Director

Mrs. Irene Kuhn... Assistant Director

Anita Barnard, Mgr. of Correspondence Division

## International Department

Fred Bate... Manager

## Legal Department

A. L. Ashby... Vice President & General Counsel

Henry Ladner... Assistant General Counsel

Carlyle E. Yates... Assistant General Counsel

Edmund Souhami... Attorney

John P. King... Attorney

Paul B. Lynch... Attorney

Richard H. Graham... Attorney (Hollywood)

Edward J. McCrossin... Attorney (Chicago)

Wilson I. Hurt... Attorney (Denver)

Cahill, Gordon, Zachry & Reindel... Counsel  
(New York & Washington)

## National Spot Sales Department

James V. McConnell... Manager

Willan C. Roux... Assistant Manager

William O. Tilenius... Assistant Manager

## Network Sales Department

Roy C. Witmer... Vice President in Charge

Edward R. Hitz, Asst. to Vice President in Charge

I. E. Showerman, Eastern Division Sales Manager

F. Melville Greene... Sales Service Manager

George H. Frey... Asst. Sales Manager

## News and Special Events Department

William F. Brooks,

Director of News and Special Events

Francis C. McCall... Manager of Operations

Adolph Schneider... Acting Manager of Operations

Joseph O. Meyers... Assistant to the Director

## Personnel Department

Ernest de la Ossa... Director of Personnel

Ashton Dunn... Manager

Ruth Hurd... Records and Research Manager

Helen Korday... Employment Manager

## Planning and Development Department

William S. Hedges... Vice President in Charge

James M. Gaines... Manager

Philip I. Merryman,

Director of Facilities Development

## Press Department

Sydney Eiges... Manager

Thomas E. Knode... Assistant Manager

## Program Department

Clarence L. Menser... Vice President in Charge

Thomas H. Belviso, Manager of the Music Library

Frank Black... General Music Director

Thomas Risworth,

Manager of Package Program Sales

Samuel Chotzinoff... Manager, Music Division

Patrick J. Kelly... Supervisor of Announcing

Frederick Knopfke... Supervisor of Sound Effects

William Stern... Director of Sports

Thomas McCray... Eastern Program Manager

Richard P. McDonagh... Manager, Script Division

de Lancey Provost,

Assistant to Program Manager of WEFB

Arch Robb... Night Program Manager

Fred Shawn... Administrative Assistant

Grace H. Sniffin... Supervisor Business Office

Wynn Wright... National Production Manager

## Public Service Department

James Rowland Angell... Public Service Counselor

Dwight B. Herrick... Manager

Margaret Cuthbert,

Director of Programs for Women & Children

Sterling Fisher, Assistant Public Service Counselor

Mrs. Doris Corwith... Assistant to the Manager

Jane T. Wagner... Director of Home Economics

Gilbert C. Chase,

Specialist, Latin-American Music & Literature

## Radio Recording Department

C. Lloyd Egner... Vice President in Charge

Robert W. Freidheim... Manager

Henry P. Hayes,

Assistant to Vice President & Business Manager

Norman Cloutier, Manager of Thesaurus Programs

Charles G. Hicks, Jr., Recording Sales Manager

Willis B. Parsons,

Thesaurus & Syndicated Sales Manager

William Seth... Director of Sales Promotion

George C. Stevens... Office Manager

H. H. Wood... Program Manager

## Research Department

Hugh M. Beville... Director

Barry T. Rumble... Manager

## Stations Department

Easton C. Woolley... Director

## Stations Relations Department

Sheldon B. Hickox, Jr., Manager

## Traffic Department

Harry A. Woodman .....Traffic Manager

## Television Department

John F. Royal .....Vice President in Charge  
Noran Kersta .....Manager  
N. Ray Kelly,  
    Manager, Program Production Facilities  
Reynold Kraft .....Sales Manager  
Warren Wade,  
    Executive Director, Program Division  
John T. Williams .....Business Manager

## Transportation Department

Marie F. Dolan .....Manager

## Treasurers Department

Rudolph J. Teichner .....Treasurer  
William D. Blxham .....Purchasing Agent  
William A. Williams Assistant to the Treasurer

## Operated Stations

### STATION MANAGERS

Vernon H. Pribble..Manager of Station WTAM  
Lloyd E. Yoder..... Manager of Station KOA  
John W. Elwood.... Manager of Station KPO  
Carleton D. Smith...Manager of Station WRC

## Central Division—Chicago

*Merchandise Mart, Chicago 51, Ill.*

*Tel.—Superior 8300*

Harry C. Kopf,  
    V. Pres. & Gen. Mgr. of the Central Division  
Oliver Morton.... National Spot Sales Manager  
Emmons C. Carlson,  
    Sales Promotion & Advertising Manager  
Frank E. Chizzini...Manager of Radio Recording  
Henry D. Livezey... Manager of Guest Relations  
Eric Danielson .....Program Traffic Supervisor  
Robert M. Guilbert..Continuity Acceptance Editor  
William Drips.....Director of Agriculture  
Everett G. Mitchell,  
    Director of Agriculture for Station WMAQ  
Jules Herbeveux .....Program Manager  
Frederick A. Jacobson, Jr.,..Production Manager  
A. W. Kaney.... Stations Relations Department  
Howard C. Lutgens,  
    Central Division Chief Engineer  
Paul McCluer.....Sales Manager  
Edward J. McCrossin.....Attorney  
William J. Murphy .....Script Editor  
William B. Ray,  
    Manager, News and Special Events  
Jack Ryan.....Manager of Press Relations  
Judith C. Waller..... Director of Public Service  
John F. Whalley..... Business Manager

## Western Division— Hollywood

*Sunset Blvd. and Vine St., Hollywood, Calif.*  
*Tel.—Hollywood 6161*

Sidney N. Strotz .... Vice President in Charge  
Joseph J. Alvin Manager News & Special Events  
Frank A. Berend .....Sales Manager  
Harold J. Boek,  
    Mgr. of Press Dept. & Dir. of Pub. Rel.  
Frank V. Dellelt..... Auditor  
Frank E. Ford,  
    Manager, Sales Promotion Department  
Lewis S. Frost,  
    Asst. to V. Pres & Western Div. Program Mgr.  
Paul B. Gale.....Traffic Supervisor  
Donald Honrath,  
    Manager, Continuity Acceptance Department  
Robert E. Howard,  
    Manager, National Spot Sales Department  
Henry C. Maas,  
    Manager of Sales and Program Traffic  
Jennings Pierce,  
    Director of Public Service & Mgr. of Sta. Rel.  
Alex S. Robb.....Manager of Package Sales  
A. H. Saxton.. Chief Engineer, Western Division  
Donn B. Tatum..... Attorney  
Oscar C. Turner,  
    Manager, Radio Recording Department

## Washington, D. C.

*724 14th Street N.W., Washington, D. C.*

*Phone—Republic 4000*

Frank M. Russell.....Vice President in Charge  
Carleton D. Smith..... Manager WRC  
R. G. Goldenstoth..... Auditor  
Albert E. Johnson.....Engineer in Charge  
William McAndrew,  
    Director, News and Special Events  
George Wheeler.....Assistant to Manager  
Mahlon Glascock.....Sales Manager  
Ward Hubbard,  
    Manager, Radio-Recording Department

## Foreign Representatives

### ENGLAND

Stanley Richardson.....Manager, London Office  
43 Berkeley Square, London, England  
Tel. Grosvenor 3150, Grosvenor 1905  
NBC Stations Planning and Advisory Committee

### NBC STATIONS PLANNING AND ADVISORY COMMITTEE

Clair McCollough .....WGAL, Lancaster, Pa.  
G. Richard Shafto.....WIS, Columbia, S. C.  
Nathan Lord..... WAVE, Louisville  
Harold Wheelahan.....WSMB, New Orleans  
Stanley E. Hubbard.....KSTP, St. Paul  
Edgar T. Bell .....WKY, Oklahoma City  
Richard O. Lewis.....KTAR, Phoenix, Ariz.  
Arden X. Pangborn.....KGW, Portland, Ore.

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## NBC Foreign Correspondents

Henry Cassidy, Edwin Haaker, Romney Wheeler,  
London  
Paul Archinard, Paris  
Robert Magidoff, Eddie Gilmore, Daniel DeLuce,  
Moscow  
Roy Porter, Berlin  
Frank O'Brien, Cairo  
Guthrie Janssen, Philippines  
James M. Wahl, Hawaii

Calvin Hirsh, William Shaplen, China  
Sven Norberg, Stockholm  
A. D. Bramstedt, Fairbanks  
George Thomas Folster, Japan  
Harwood Hull, Jr., Puerto Rico  
Max Jordan, Berne  
Donald L. Ferguson (Rio de Janeiro), Leon  
Hochstetter (Buenos Aires), South America  
Peter Brennan, Panama

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

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FOR COMPLETE LIST OF  
ALL COMMERCIAL PROGRAMS  
ON MAJOR NETWORKS  
PLEASE TURN TO PAGE 865



# KEYSTONE



# Broadcasting System

### **Headquarters**

580 Fifth Avenue  
New York, N. Y.  
Phone, LOngacre 3-2221

### **Officers & Directors**

President ..... Michael M. Sillerman  
Vice-President ..... Naylor Rogers  
Vice-President ..... Mort Adams  
Vice-President ..... Arthur Wolf  
Vice-President ..... William Wolf  
Secretary-Treasurer ..... Sidney J. Wolf  
Assistant Treasurer ..... Joseph Bayer

### **Offices**

#### **New York**

580 Fifth Avenue  
Phone, LOngacre 3-2221

General Manager..... Michael M. Sillerman  
Director of Station Relations..... Mort Adams  
Manager of Station Relations.. James P. Lappin  
Sales & Promotion Consultant.... Alvin Austin  
Director Promotion-Research ..... Calvin Fox  
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  
Pacific Coast Sales ..... 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 transcriptions, eliminating wire charges. At time of going to press, the network includes 200 affiliated stations. The network supplies its stations with 48 fully scripted sustaining shows per week filling 2 hours per day, seven days each week, to a total of 14 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.



# FOLLOW- THRU...

ESSENTIAL  
RADIO ADVERTISING



[www.kbs.com.au](http://www.kbs.com.au)



**Completes the local tieup  
to sell Mighty Main Street**

More and more national radio advertisers now realize the importance of bringing their network programs *directly* into the homes of the 28 million small town and rural inhabitants who get **No signals, or INFERIOR signals, from major wired networks.**

Surveys show that, in the absence of this immediate, *local tieup*, many "BEYOND-METROPOLITAN" listeners had never *heard* of the so called "nationally radio-advertised" product. When they *had* heard of it over a remote station, they never thought of it as being available in their **OWN neighborhood stores.**

This current attitude is reflected in indifference among "BEYOND-METROPOLITAN" DEALERS. In the absence of the necessary follow through, neighborhood dealers fail to push, promote, or display

**T H I S   I S   T H E   K E Y S T O N E**

# FOLLOW THROUGH

the best which are not known or demanded locally.

To provide this necessary "FOLLOW THROUGH," extend your wired-network programs to K B S . . . the ONLY network concentrating upon "BEYOND-METROPOLITAN" America *exclusively!*

Via the K B S, transcription network, you can annex this huge market — in ONE streamlined operation — with NO production headaches — at remarkably low cost per *actual listener.*

## QUANTITY PLUS QUALITY

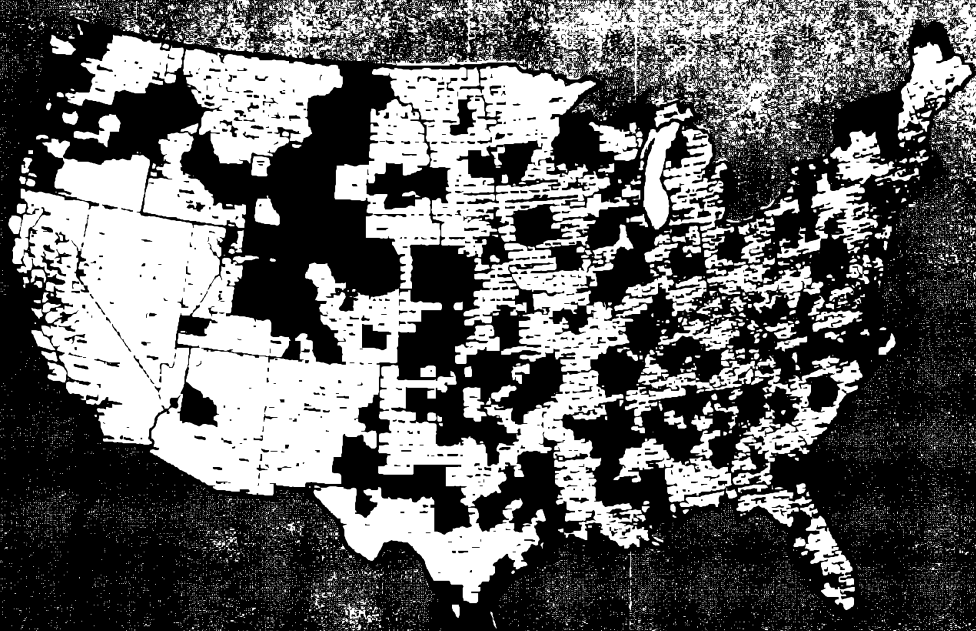
Prosperity in "BEYOND-METROPOLITAN" America is at an all-time high; — and is based on a FIRM FOUNDATION that assures its continuation.

KEYSTONE listeners are CONSTANT AND LOYAL. New Ross-Federal surveys prove they listen up to 289% as much as to all other stations in their areas *combined!* (complete survey upon request.)



**B R O A D C A S T I N G   S Y S T E M**

THE #1 RATED BROADCASTING SYSTEM



"TOP AD COIN TO SMALL OUTLETS"

Keystone Broadcasting System, Inc.  
1000 North 10th Street  
Philadelphia, Pennsylvania 19107  
Phone: 215-381-1000

**KEYSTONE BROADCASTING SYSTEM, Inc.**



# REGIONAL NETWORKS

## Arizona Broadcasting System

(ABC Network)

711 Heard Bldg., Phoenix, Ariz.

Phone 4-4161

### PERSONNEL

Manager ..... Dick Lewis  
Commercial Manager ..... Bill Harvey  
Promotion Manager ..... Arnold LaBenz

### STATIONS

KTAR; Phoenix; KVOA, Tucson; KYUM,  
Yuma; KGLU, Safford; KWJB, Globe; KYCA,  
Prescott.

### 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 ..... Dave Karbach

### STATIONS

KTUC; Tucson; KSUN, Bisbee-Douglas-  
Lowell.

### NATIONAL REPRESENTATIVE

John Blair & Company

★

## Arrowhead Network

WEBC Bldg., Duluth, Minn.

Phone, Melrose 2873

### PERSONNEL

General Manager ..... W. C. Bridges  
Director of Operations ..... H. E. Westmoreland  
Promotion Manager ..... H. H. Sonnenburg  
WMFG Manager ..... Harry Hyett  
WHLB Manager ..... Greg Rouleau  
WEAU Manager ..... Clyde Riddle  
WJMC Manager ..... Leonard Anderson

### 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 ..... G. J. Morey  
Director ..... Richard Davis  
Director ..... Sam Elman  
Director ..... Levon Thomas

### STATIONS

WNAB, Bridgeport; WATR, Waterbury;  
WSRR, Stamford; WNLC, New London; WELL,  
New Haven; WTHT, Hartford.

### REPRESENTATIVES

Helen Wood, New York

Bertha Bannan (Boston)

★

## Don Lee Broadcasting System

5515 Melrose Ave., Hollywood 38, Calif.

Phone: Hollywood 8111

### PERSONNEL

President ..... Thomas S. Lee  
Vice-President & General Manager  
Lewis Allen Weiss  
Vice-President & Asst. General Manager  
Willet H. Brown  
Secretary-Treasurer ..... A. M. Quinn  
General Sales Manager ..... Sydney Gaynor  
Asst. Gen. Sales Manager ..... Henry Kerstenkorn  
Program Director ..... Pat Campbell  
Production Director ..... William Randol  
Continuity Acceptance Dir. .... William Williams  
News & Special Features Dir. ... Les Mawhinney  
Chief Supervisor ..... Tony La Frano  
Dir. of Station Relations ..... Pat Campbell  
Publicity Director ..... Harriet Crouse

### STATIONS

NORTHERN CALIFORNIA: KFRC, San Fran-  
cisco; KHSL, Chico; KIEM, Eureka; KPFE,  
Fresno; KMYC, Marysville; KYOS, Merced;  
KDON, Monterey; KVCV, Redding and KXOA,  
Sacramento.



*"This is the **CONNECTICUT STATE NETWORK...**"*



***WSRR WYAB WELI WATR WTHT WNLC***

REGIONAL NETWORKS

SOUTHERN CALIFORNIA: KHJ, Los Angeles; KXO, El Centro; KFXM, San Bernardino; KGB, San Diego; KVEC, San Luis Obispo; KVOE, Santa Ana; KDB, Santa Barbara and KCOK, Tulare-Visalia.

OREGON: KALE, Portland; KWIL, Albany; KAST, Astoria; KBND, Bend; KOOS, Coos Bay; KORE, Eugene; KUIN, Grants Pass; KFJL, Klamath Falls, KRNR, Roseburg and KSLM, Salem.

WASHINGTON: KOL, Seattle; KXRO, Aberdeen; KELA, Centralia; KRKO, Everett; KWLK, Longview; KGY, Olympia; KFIO, Spokane; KMO, Tacoma; KUJ, Walla Walla and KIT, Yakima.

IDAHO: KRLC, Lewiston; KWAL, Wallace. NATIONAL REPRESENTATIVE John Blair & Co.

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

248 S. Main St., Salt Lake City, Utah Phone: 4-1843

President... A. L. Glasman General Manager... George C. Hatch General Sales Manager... Lynn L. Meyer Engineering Director... D'Orr Cozzens STATIONS

KALL, Salt Lake City, Utah; KLO, Ogden, Utah; KOVO, Provo, Utah; KVNU, Logan, Utah; KOAL, Price, Utah; KID, Idaho Falls, Idaho and KVRS, Rock Springs, Wyo.

REPRESENTATIVE Adams J. Young, Jr., 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 Nat'l 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 5259

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 King-Trendle Broadcasting Corp. Stroh Bldg., Detroit, Mich. Phone: Cherry 8321

PERSONNEL President... George W. Trendle General Manager... H. Allen Campbell Adv. & Sales Prom. Mgr. Wm. J. Hendricks, Jr. Commercial Manager... James G. Riddell

STATIONS WXYZ, Detroit (Key Station); WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WLAV, Grand Rapids; WSOO, Saulte Ste. Marie; 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  
Program Director.....John J. Groller  
Promotion Director.....Evert S. Peterson  
Agricultural Editor.....Hamilton L. Hintz  
Technical Director.....Norman Webster

### STATIONS

KERN, Bakersfield, Cal.; KMJ, Fresno, Cal.;  
KFBK, Sacramento, Cal.; KWG, Stockton, Cal.;  
KOH, Reno, Nev.

### REPRESENTATIVE

Paul H. Raymer Company

★

## Mississippi Valley Network

E-6222 First National Bank Bldg., St. Paul,  
Minn.

Phone: Cedar 8579

### PERSONNEL

Chairman of Board.....John W. Boler  
President.....Howard S. Johnson  
Vice President-Gen. Mgr.....Donn Clayton  
Vice President-Sales.....William J. Kutsch  
Western Div. Sales Mgr.....William E. Ware  
Assistant to Vice President.....Harland Ohde  
Controller.....Florence Tibeau

### BRANCH OFFICES

360 N. Michigan Ave., Chicago 1, Ill. Phone,  
Central 4894, William J. Kutsch, Vice President.  
Empire State Building, New York 1, N. Y.,  
Phone LOngacre 3-4374, William J. Kutsch,  
Vice President. Rand Tower, Minneapolis,  
Minn., Harland Ohde, Assistant to Vice Presi-  
dent.

### STATIONS

North Central Broadcasting System, Inc.,  
operators of Mississippi Valley Network. 76  
affiliated stations located within twelve mid-  
western states. For station lists, contact North  
Central Broadcasting Systems, Inc.

★

## New England Regional Network

26 Grove St., Hartford, Conn.  
Phone: Hartford 2-3181

### PERSONNEL

Chairman.....Paul W. Morency  
Lee B. Wallis, John J. Boyle, Wm. H. Rines.

### STATIONS

WBZ, Boston, Mass.; WCSH, Portland, Me.;  
WJAR, Providence, R. I.; WLBY, Bangor, Me.;  
WTIC, Hartford, Conn.; WRDO, Augusta, Me.

### REPRESENTATIVE

Weed & Company

## North Central Broadcasting System, Inc.

E-622 First National Bank Bldg., St. Paul, Minn.  
Phone: Cedar 8579

See Mississippi Valley Network.

★

## Northern Broadcasting & Publishing, Ltd.

Thomson Bldg., Timmins, Ont., Canada  
Phone: 500

### PERSONNEL

President.....R. H. Thomson  
Secretary-Treasurer.....S. F. Chapman  
Supervisor of Stations.....Jack M. Davidson  
Chief Engineer.....George McCurdy  
Manager (CKGB).....H. Freeman  
Manager (CJKL).....C. Chambers  
Manager (CFCH).....Cliff Pickrørn  
Manager (CHEX).....H. Cooke  
Manager (CKWS).....Roy Hoff

### STATIONS

CKGB, Timmins, Ont.; CJKL, Kirkland Lake,  
Ont.; CFCH, North Bay, Ont.; associated with  
CKWS, Kingston, Ont.; and CHEX, Peterbor-  
ough, Ont.

### BRANCH OFFICES

Bank of Commerce Bldg., Toronto, Ontario  
Phone: E.L. 1165  
Manager.....R. H. Thomson  
1010 University Tower, Montreal, Quebec  
Phone: H.A. 3051  
Manager.....R. A. Leslie

★

## Northwest Network

c/o KSTP, Hotel Saint Paul, St. Paul, Minn.  
Phone: Cedar 5511

Sales Office: c/o KSTP, Radio City, Minne-  
apolis 2, Minn.

Phone: Bridgeport 3222

### PERSONNEL

General Manager.....Stanley E. Hubbard  
Treasurer.....Kenneth M. Hance  
Sales Manager.....Miller C. Robertson

### STATIONS

KSTP, St. Paul-Minneapolis, Minn. (Key sta-  
tion); WEBC, Duluth, Minn.; KYSM, Mankato,  
Minn.; WMFG, Hibbing, Minn.; WHLB, Vir-  
ginia, Minn.; KROC, Rochester, Minn.; KFAM,  
St. Cloud, Minn.; KFVR, Bismarck, N. D.;  
WDAY, Fargo, N. D.; WEAU, Eau Claire,  
Wisc.; WJMC, Rice Lake, Wisc.

### NATIONAL REPRESENTATIVE

Edward Petry & Co.

★

## The Oklahoma Network

APCO Tower, Oklahoma City, Okla.

### PERSONNEL

Managing Director.....Robert D. Enoch

REGIONAL NETWORKS

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 Buenning

STATIONS

KOMA, Oklahoma City; KTUL, Tulsa; KWFT,
Wichita Falls, Texas.

NATIONAL REPRESENTATIVE

Free & Peters, Inc.



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, Johns-
town; WKST, New Castle; KDKA, Pittsburgh;
WJAS, Pittsburgh; KQV, Pittsburgh; WCAE,
Pittsburgh; WRAW, Reading; WARM, Scrant-
on; WGBI, Scranton; WKOK, Sunbury; WJPA,
Washington; WBRE, Wilkes-Barre; WBAX,
Wilkes-Barre; WRAX, Williamsport; (Harris-
burg, 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; WRAX, Wil-
liamsport; 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)...Fred Ohl



Southern Minnesota Network

101 N. Second St., Mankato, Minn.
Phone 4673

PERSONNEL

Sales Manager...John F. Meagher
KYSM Manager...John F. Meagher
KROC Manager...L. A. Mair
KATE Manager...Ed. L. Hayek
WKNO Manager...L. L. McCurrin
KWLM Manager...H. W. Linder

STATIONS

KATE, Albert Lea, Minn.; KYSM, Mankato,
Minn.; KROC, Rochester, Minn.; KWNO,
Winona, Minn.; KWLM, Willmar, Minn.

NATIONAL REPRESENTATIVE

John E. Pearson Company



Tennessee Valley
Regional Network

Knoxville, Tenn.

PERSONNEL

Business Manager (WROL)...C. H. Frazier

STATIONS

WOPI, Bristol, Tenn.-Va.; WROL, Knoxville,
Tenn.; WKPT, Kingsport, Tenn.

REPRESENTATIVES

Burn-Smith Co. (New York-Chicago)
Harry E. Cummings (Jacksonville, Fla.)

## 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..... Russ Lamb  
 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; KFRO,  
 Longview; KMAC, San Antonio; KBWD,  
 Brownwood; KNOW, Austin; KTHH, Houston.

### NATIONAL REPRESENTATIVE

Weed & Co.

★

## The Tobacco Network

P. O. Box 1150, Raleigh, North Carolina  
 Phone 6411

### PERSONNEL

President..... Louis N. Howard, WHIT  
 Secretary..... Harry Bright, WGBR  
 Treasurer..... Allen Wannamaker, WGTM  
 Program Director..... Ray Reeve  
 Sales Manager... Philip F. Whitten, Raleigh  
 Vice-President..... B. S. Hodges, Jr., WGTC

### 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.; WJNC, Jacksonville, 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

Phillip 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..... John Sinclair  
 Program Director..... Berton Sonis  
 Musical Director..... Leah Sloman  
 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

# REGIONAL NETWORKS

V.P. & Managing Dir.....Don C. Wirth  
 Traffic Manager.....Geo. T. Frechette  
 (Address all communications to Don. C. Wirth)

## 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; WKBH, La Crosse; WDSM, Superior.



## 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, WATT, Cadillac, Mich.; WKBZ, Muskegon; WJJD, Chicago, Illinois; WIND, Chicago-Gary, Ind.; WKLA, Ludington, Mich.; WELL, Battle Creek, Mich.; WIBM, Jackson, Mich.; WHDF, Calumet, Mich.; WDBC, Ecanaba, Mich.; WDMJ, Marquette, Mich.; WJMS, Ironwood, Mich.; WMAM, Marinette, Wis.; WJBE, Detroit, Mich.; WATW, Ashland, Wis.



## 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,  
   Leland Bickford  
 Director of 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

## EXECUTIVE COMMITTEE

William O'Neil, Chairman; John Shepard  
 3rd, Vice-Chairman; James W. Haggerty.

## BOARD OF DIRECTORS

William O'Neil; Loren Angus McQueen;  
 Samuel Smith Poor; James W. Haggerty; John  
 Shepard 3rd; Henry Linus Travers; Frank  
 Knowlton.

## STATIONS

WNAC, Boston; WHTD, Hartford; WEAN,  
 Providence; WAAB, Worcester; WICC, Bridgeport;  
 WCSH, Portland; WLBZ, Bangor; WFEA,  
 Manchester; WSAR, Fall River; WHEB, Portsmouth,  
 N. H.; WLLH, Lowell and Lawrence;  
 WLNH, Laconia; WRDO, Augusta; WNLC, New  
 London; WHAI, Greenfield; WCOU, Lewiston  
 and Auburn; WBRK, Pittsfield; WSYB, Rutland,  
 Vt.; WATR, Waterbury, Conn.; WEIM, Fitchburg;  
 WHYN, Holyoke.

## BRANCH OFFICES

34 Mechanic St., Worcester 8, Mass.  
 Phone: Worcester 2-5611

WAAB Manager.....H. Wm. Koster

Crown Hotel, Providence 2, R. I.  
 Phone: DEXter 1500

WEAN Supervisor.....Malcolm Parker

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: 22-344

## PERSONNEL

Manager.....E. B. Craney

## STATIONS

KGIR, Butte; KPFA, Helena; KRBM, Bozeman.

## NATIONAL REPRESENTATIVE

The Walker Co.

## WEST COAST REPRESENTATIVE

Pacific Northwest Broadcasters

# *They said it couldn't be done!*

In 1936, when WQXR set out upon its unique policy of broadcasting only the best in music and strict adherence to quality and good taste in advertising, most radio experts sagely shook their heads.

But they overlooked one thing—within reach of WQXR's signal there are concentrated more lovers of fine music than in any similar area in the world. And WQXR is their only consistent means, day in and day out, of getting the kind of programs they like.

Grateful listeners from Canada to Carolina and as far west as Ohio were so interested in our programs and policy that many of them requested detailed information on WQXR's daily schedule.

WQXR complied with a program booklet which still sells for 10¢ a copy or \$1.00 a year. The total current paid circulation is more than 25,000 a month. Surveys indicate that the number of our regular listeners in the New York Market exceeds our program subscribers more than 25 to 1, which means a total audience in this area of some 500,000 families—an audience with above-average taste and income that advertisers find highly profitable.

We'd like to tell you more about WQXR. Write today for your copy of our "Program Booklet Circulation Report" and the folder giving the results of a study of "Regular Listening to New York Radio Stations."

**WQXR AND FM STATION WQXQ**  
730 FIFTH AVENUE, NEW YORK 19, N. Y.

*The Radio Stations of The New York Times*





# **S T A T I O N S**

*Alphabetical Listing*

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*U. S. Standard Stations  
Indexed by Call Letters—  
Power and Frequency*

•

*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	1150	250	589
KARR	Aberdeen, S. D.	1170	5000	578
KADA	Ada, Okla.	1230	250	510
KALB	Alexandria, La.	580	1000	414
KALE	Portland, Ore.	1330	5000	518
KALL	Salt Lake City, Utah	910	1000	604
KAMD	Camden, Ark.	1150	250 C.P.	318
KAND	Corsicana, Texas	1310	250	580
KANS	Wichita, Kans.	1240	250	409
KAPT	North Little Rock, Ark.	1150	250 C.P.	320
KARK	Little Rock, Ark.	920	5000	310
KARM	Fresno, Calif.	1430	5000	321
KASA	Elk City, Okla.	1210	100	510
KAST	Astoria, Ore.	1230	250	515
KATE	Albert Lea, Minn.	1450	250	451
KAVE	Carlsbad, N. M.	1210	250	180
KBIX	Muskogee, Okla.	1100	250	541
KBIZ	Ottumwa, Iowa	1310	250	399
KBKR	Baker, Ore.	1490	250	515
KBND	Bend, Ore.	1310	250	545
KBNE	Boulder City, Nev.	1150	250	175
KBON	Omaha, Neb.	1490	250	474
KBPS	Portland, Ore.	1450	100	518
KBST	Big Spring, Texas	1190	100	588
KBTM	Jonesboro, Ark.	1230	250	319
KBUR	Burlington, Iowa	1100	250	305
KBWD	Brownwood, Texas	1380	1000 d., 500 n.	588
KCKN	Kansas City, Kans.	1310	250	405
KCMC	Texarkana, Texas	1230	250	601
KCMJ	Palm Springs, Calif.	1310	250	333
KCMO	Kansas City, Mo.	1180	1000	463
KCOK	Tulare, Calif.	1240	250	341
KCOR	San Antonio, Texas	1350	1000 C.P.	509
KCOW	Ellensburg, Wash.	1210	250 C.P.	612
KCRA	Sacramento, Calif.	1310	250	331
KCRC	Enid, Okla.	1390	1000	510
KCRS	Midland, Texas	1230	250	507
KDAL	Duluth, Minn.	610	1000	451
KDB	Santa Barbara, Calif.	1490	250	330
KDFN	Ca-per, Wyo.	1170	1000	627

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KDKA	Pittsburgh, Pa.	1020	50000	565
KDJR	Devils Lake, N. D.	1240	250	523
KDNT	Denton, Texas	1450	250	391
KDON	Monterey, Calif.	1210	250	331
KDRO	Sedalia, Mo.	1190	250	468
KDTH	Dubuque, Iowa	1370	1000	398
KDYI	Salt Lake City, Utah	1320	5000	605
KECA	Los Angeles, Calif.	790	5000	325
KELA	Centralia-Chehalis, Wash.	1470	1000	612
KELD	El Dorado, Ark.	1400	250	318
KELO	Sioux Falls, S. D.	1230	250	579
KENO	Las Vegas, Nev.	1100	250	475
KERN	Bakersfield, Calif.	1410	1000	323
KEVR	Seattle, Wash.	1000	250	613
KEX	Portland, Ore.	1190	5000	548
KEYS	Corpus Christi, Texas	1190	250	589
KFAB	Lincoln, Neb.	1110	10000	473
KFAC	Los Angeles, Calif.	1330	1000	325
KFAM	St. Cloud, Minn.	1150	250	451
KFAR	Fairbanks, Alaska	610	10000	629
KFBB	Great Falls, Mont.	1310	5000	471
KFBC	Cheyenne, Wyo.	1210	250	627
KFBI	Wichita, Kans.	1070	5000 d., 1000 n.	409
KFBK	Sacramento, Calif.	1530	10000	331
KFDA	Amarillo, Texas	1230	250	586
KFDM	Beaumont, Texas	560	1000	587
KFEL	Denver, Colo.	950	5000	342
KFEQ	St. Joseph, Mo.	680	5000	465
KFFA	Helena, Ark.	1190	250	319
KFGQ	Boone, Iowa	1260	250	395
KFH	Wichita, Kans.	1330	5000	407
KFI	Los Angeles, Calif.	610	50000	326
KFIO	Spokane, Wash.	1230	250	615
KFIZ	Fond-Du-Lac, Wis.	1150	250	621
KFJB	Marshalltown, Iowa	1230	250	398
KFJI	Klamath Falls, Ore.	1210	100	546
KFJM	Grand Forks, N. D.	1410	1000	523
KFJZ	Fort Worth, Texas	1270	5000	503
KFKA	Greeley, Colo.	910	1000	344
KFKU	Lawrence, Kans.	1250	5000 d., 1000 n.	406
KFLW	Klamath Falls, Ore.	1450	250	546
KFMB	San Diego, Calif.	1450	250	335
KFNF	Shenandoah, Iowa	920	1000 d., 500 n.	399
KFOR	Lincoln, Neb.	1240	250	473
KFOX	Long Beach, Calif.	1280	1000	325
KFPW	Fort Smith, Ark.	1100	250	318
KEPY	Spokane, Wash.	920	5000	615
KFQD	Anchorage, Alaska	790	1000	629
KFRC	San Francisco, Calif.	610	5000	336
KFRE	Fresno, Calif.	1340	250	324
KFRO	Longview, Texas	1370	1000	596
KFRU	Columbia, Mo.	1100	250	461
KFSD	San Diego, Calif.	600	1000	335
KFSG	Los Angeles, Calif.	1150	2500 d., 1000 n.	326
KFUN	Las Vegas, N. M.	1230	250	180
KFUO	St. Louis, Mo.	850	5000	465
KFVD	Los Angeles, Calif.	1020	1000	328
KFVS	Cape Girardeau, Mo.	1400	250	461
KFWB	Los Angeles, Calif.	980	5000	326
KFXD	Nampa, Idaho	1230	250	375
KFXJ	Grand Junction, Colo.	920	1000 d., 500 n.	344
KFXM	San Bernardino, Calif.	1240	250	331

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KFYO	Lubbock, Texas	1310	250	596
KFYR	Bismarck, N. Dak.	550	5000	523
KGA	Spokane, Wash.	1510	10000	615
KGAK	Gallup, N. Mex.	1230	250	180
KGB	San Diego, Calif.	1360	1000	336
KGBS	Harlingen, Texas	1210	250	595
KGBX	Springfield, Mo.	1260	5000	468
KGCU	Mandan, N. D.	1250	250	521
KGCX	Sidbey, Mont.	1180	1000	472
KGDE	Fergus Falls, Minn.	1230	250 d., 100 n.	451
KGDM	Stockton, Calif.	1110	5000	310
KGEK	Sterling, Colo.	1230	250	315
KGER	Long Beach, Calif.	1390	5000	325
KGEZ	Kalispell, Mont.	1310	100	471
KGEF	Shawnee, Okla.	1450	250	513
KGFJ	Los Angeles, Calif.	1230	100	328
KGFL	Roswell, N. M.	1100	100	481
KGFW	Kearney, Neb.	1310	250	473
KGFY	Pierre, S. Dak.	630	200	578
KGGF	Coffeyville, Kans.	690	1000 d., 500 n.	103
KGGM	Albuquerque, N. M.	1260	1000	480
KGHF	Pueblo, Colo.	1350	1000 d., 500 n.	315
KGHI	Little Rock, Ark.	1230	250	320
KGHL	Billings, Mont.	790	5000	169
KGIR	Butte, Mont.	1370	5000	471
KGIW	Alamosa, Colo.	1450	250	312
KGKB	Tyler, Texas	1490	250	601
KGKL	San Angelo, Texas	1100	250	598
KGKO	Fort Worth, Texas	570	5000	501
KGKY	Scottsbluff, Neb.	1490	250	175
KGLD	Mason City, Iowa	1300	5000	399
KGLU	Safford, Ariz.	1450	250	317
KGMR	Honolulu, Hawaii	590	5000	631
KGNC	Amarillo, Texas	1440	5000 d., 1000 n.	586
KGNO	Dodge City, Kans.	1370	1000 d., 250 n.	103
KGO	San Francisco, Calif.	810	7500	336
KGRH	Layetteville, Ark.	1150	250 C.P.	318
KGU	Honolulu, Hawaii	760	2500	631
KGVO	Missoula, Mont.	1290	5000 d., 1000 n.	171
KGW	Portland, Ore.	620	5000	518
KGY	Olympia, Wash.	1210	250	613
KHAS	Hastings, Neb.	1230	250	473
KHBC	Hilo, Hawaii	1230	250	631
KHBC	Okmulgee, Okla.	1210	250	512
KHJ	Los Angeles, Calif.	930	5000	329
KHMO	Hannibal, Mo.	1310	250	161
KHON	Honolulu, Hawaii	1100	250 C.P.	631
KHIQ	Spokane, Wash.	590	5000	616
KHSL	Chico, Calif.	1290	1000	323
KHUB	Watsonville, Calif.	1310	250	311
KICA	Cloyis, N. M.	1210	250	480
KICD	Spencer, Iowa	1210	250	401
KID	Idaho Falls, Idaho	1350	5000 d., 500 n.	395
KIDO	Boise, Idaho	1380	2500 d., 1000 n.	375
KIFM	Fureka, Calif.	1480	1000	324
KIEV	Glendale, Calif.	870	250	321
KILO	Grand Forks, N. Dak.	1110	1000 d., 500 n.	523
KINY	Juneau, Alaska	1160	5000	629
KIRO	Seattle, Wash.	710	50000	614
KIT	Yakima, Wash.	1280	1000	617
KITL	Garden City, Kans.	1210	250	103

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KTUN	Pecos, Texas	1400	100	599
KIUP	Durango, Colo.	1100	250	341
KJBS	San Francisco, Calif.	1100	500	336
KJR	Seattle, Wash.	950	5000	614
KLAC	Los Angeles, Calif.	570	1000	329
KLBM	La Grande, Ore.	1450	250	547
KLCN	Blytheville, Ark.	900	1000	318
KLIZ	Brainerd, Minn.	1100	250 C.P.	451
KLO	Ogden, Utah	1130	5000	604
KLPM	Minot, N. D.	1390	1000	524
KLRA	Little Rock, Ark.	1040	10000 d., 5000 n.	320
KLUF	Galveston, Texas	1100	250	595
KLX	Oakland, Calif.	910	1000	332
KLZ	Denver, Colo.	560	5000	343
KMA	Shenandoah, Iowa	960	5000	309
KMAC	San Antonio, Texas	1240	250	590
KMBC	Kansas City, Mo.	980	5000	463
KMED	Medford, Ore.	1140	1000	547
KMJ	Fresno, Calif.	580	5000	324
KMLB	Monroe, La.	1230	250	115
KMMJ	Grand Island, Neb.	750	1000	472
KMO	Tacoma, Wash.	1360	5000	616
KMOX	St. Louis, Mo.	1120	50000	467
KMPC	Los Angeles, Calif.	710	10000	331
KMYC	Marysville, Calif.	1450	250	331
KMYR	Denver, Colo.	1310	250	313
KNAK	Salt Lake City, Utah	1100	250	601
KNEL	Brady, Texas	1190	250 d., 100 n.	588
KNET	Palesline, Texas	1150	100	597
KNOE	Monroe, La.	1150	250	415
KNOW	Austin, Texas	1190	250	587
KNX	Los Angeles, Calif.	1070	50000	329
KOA	Denver, Colo.	850	50000	343
KOAC	Corvallis, Ore.	550	5000 d., 1000 n.	515
KOAL	Price, Utah	1150	250	604
KOAM	Pittsburgh, Kans.	810	1000	406
KOB	Albuquerque, N. M.	770	5000	480
KOCA	Kilgore, Texas	1210	250	506
KOCY	Oklahoma City, Okla.	1310	250	511
KODL	The Dalles, Ore.	1240	250 d., 100 n.	546
KODY	North Platte, Neb.	1210	250	474
KOH	Reno, Nev.	630	1000	175
KOIL	Omaha, Neb.	1290	5000	171
KOIN	Portland, Ore.	970	5000	518
KOKO	La Junta, Colo.	1100	250	311
KOL	Seattle, Wash.	1300	5000	611
KOMA	Oklahoma City, Okla.	1520	5000	541
KOME	Tulsa, Okla.	1310	250	513
KOMO	Seattle, Wash.	1000	5000	611
KONO	San Antonio, Texas	1100	250	599
KONP	Port Angeles, Wash.	1150	250	613
KOOS	Cous Bay, Ore.	1230	250	547
KORE	Eugene, Ore.	1150	250	516
KORN	Fremont, Neb.	1100	250	472
KOTA	Rapid City, S. D.	1380	5000	578
KOTN	Pine Bluff, Ark.	1100	250	320
KOVC	Valley City, N. D.	1190	250	524
KOV0	Provo, Utah	1210	250	601
KOWH	Omaha, Neb.	660	500	474
KOY	Phoenix, Ariz.	550	1000	316
KPAB	Laredo, Texas	1490	250	596

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KPAC	Port Arthur, Texas	1250	1000	598
KPDN	Pampa, Texas	1310	250	597
KPEA	Helena, Mont.	1210	250	471
KPHO	Phoenix, Ariz.	1230	250	316
KPRW	Pasco, Wash.	1310	250	613
KPLC	Lake Charles, La.	1190	250	411
KPLT	Paris, Texas	1190	250	597
KPMC	Bakersfield, Calif.	1560	1000	323
KPO	San Francisco, Calif.	680	50000	336
KPOF	Denver, Colo.	910	1000	313
KPOW	Powell, Wyo.	1230	250	627
KPPC	Pasadena, Calif.	1210	100	333
KPQ	Wenatchee, Wash.	560	1000	617
KPRC	Houston, Texas	950	5000	595
KPRO	Riverside, Calif.	1410	1000	333
KQV	Pittsburgh, Pa.	1410	1000	563
KQW	San Jose, Calif.	710	5000	330
KRBA	Lutkin, Texas	1310	250	597
KRBC	Abilene, Texas	1450	250	586
KRBM	Bozeman, Mont.	1150	250	169
KRE	Berkeley, Calif.	1400	250	323
KRGV	Weslaco, Texas	1290	1000	603
KRIC	Beaumont, Texas	1450	250	588
KRIS	Corpus Christi, Texas	1360	1000	589
KRJJ	Miles City, Mont.	1340	250	471
KRKD	Los Angeles, Calif.	1150	2500 d., 1000 n.	329
KRKO	Everett, Wash.	1400	250	612
KRLC	Lewiston, Idaho	1400	250	375
KRLD	Dallas, Texas	1080	50000	591
KRMD	Shreveport, La.	1310	250	416
KRNB	Roseburg, Ore.	1190	250	549
KRNT	Des Moines, Iowa	1350	5000	397
KROC	Rochester, Minn.	1340	250	453
KROD	El Paso, Texas	600	1000 d., 500 n.	593
KROP	Brawley, Calif.	1300	1000 d., 500 n., C.P.	323
KROS	Clinton, Iowa	1310	250	395
KROW	Oakland, Calif.	960	1000	332
KROY	Sacramento, Calif.	1210	250	331
KRRV	Sherman, Texas	810	1000	600
KRSU	Seattle, Wash.	1150	1000	614
KSAC	Manhattan, Kans.	580	1000 d., 500 n.	406
KSAL	Salina, Kans.	1150	1000	406
KSAM	Huntsville, Texas	1490	250	596
KSAN	San Francisco, Calif.	1450	250	337
KSCJ	Sioux City, Iowa	1360	5000	309
KSD	St. Louis, Mo.	550	5000 d., 1000 n.	167
KSEI	Pocatello, Idaho	930	1000 d., 250 n.	375
KSFO	San Francisco, Calif.	560	5000 d., 1000 n.	337
KSIL	Silver City, N. M.	1310	250 C.P.	481
KSJB	Jamestown, N. D.	600	250, 5000 C.P.	524
KSKY	Dallas, Texas	660	1000	501
KSL	Salt Lake City, Utah	1160	50000	605
KSLM	Salem, Ore.	1290	1000	519
KSMA	Santa Maria, Calif.	1150	250	310
KSO	Des Moines, Iowa	1460	5000	397
KSOO	Sioux Falls, S. D.	1140	5000	579
KSBO	Santa Rosa, Calif.	1350	1000	310
KSRV	Ontario, Ore.	1150	250 C.P.	547
KSTP	St. Paul, Minn.	1500	50000	454
KSUB	Cedar City, Utah	1310	250	603
KSUN	Bisbee, Ariz.	1230	250	315

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KSWO	Lawton, Okla.	1150	250	541
KTAR	Phoenix, Ariz.	620	5000	316
KTBC	Austin, Texas	590	1000 d., 250 n.	587
KTBI	Tacoma, Wash.	1100	250	616
KTBS	Shreveport, La.	1180	1000	417
KTEM	Temple, Texas	1100	250	600
KTFI	Twin Falls, Idaho	1270	1000	377
KTHS	Hot Springs, Ark.	1090	10000 d., 1000 n.	319
KTHT	Houston, Texas	1230	250	595
KTKC	Visalia, Calif.	910	5000	341
KTKN	Ketchikan, Alaska	930	1000	629
KTMC	McAlester, Okla.	1100	250 C.P.	511
KTMS	Santa Barbara, Calif.	1250	1000	340
KTNM	Tucumcari, N. M.	1100	250	481
KTOH	Lihue, Hawaii	1490	250	631
KTOK	Oklahoma City, Okla.	1100	250	542
KTRB	Modesto, Calif.	860	1000	331
KTRH	Houston, Texas	740	50000	505
KTRI	Sioux City, Iowa	1150	250	401
KTSA	San Antonio, Texas	550	5000 d., 1000 n.	600
KTSM	El Paso, Texas	1380	1000 d., 500 n.	593
KTSW	Emporia, Kans.	1400	250	403
KTTS	Springfield, Mo.	1400	250	169
KTCC	Tucson, Ariz.	1400	250	317
KTUL	Tulsa, Okla.	1130	5000	543
KTW	Seattle, Wash.	1250	1000	615
KTYW	Yakima, Wash.	1480	250	617
KUYN	Grand Pass, Ore.	1340	250	516
KUJ	Walla Walla, Wash.	1120	1000	617
KUOA	Siloam Springs, Ark.	1200	5000	320
KUOM	Minneapolis, Minn.	770	5000	452
KUSD	Vermillion, S. D.	920	500	579
KUTA	Salt Lake City, Utah	570	5000	605
KVAK	Atchison, Kans.	1450	250	103
KVAL	Brownsville, Texas	1190	250 C.P.	588
KVAN	Vancouver, Wash.	910	500	016
KVCV	Redding, Calif.	1230	250	333
KVEC	San Luis Obispo, Calif.	1230	250	339
KVET	Austin, Texas	1100	250 C.P.	587
KVPD	Fort Dodge, Iowa	1100	250	398
KVGB	Great Bend, Kans.	1400	250	405
KVI	Trenon, Wash.	570	5000	616
KVIC	Victoria, Texas	1310	250	601
KVNU	Logan, Utah	1230	250	603
KVOA	Tucson, Ariz.	1290	1000	317
KVOD	Denver, Colo.	630	5000	344
KVOE	Santa Ana, Calif.	1490	250	339
KVOL	Lafayette, La.	1310	250	414
KVOO	Tulsa, Okla.	1170	50000	513
KVOP	Plainview, Texas	1100	250	598
KVOR	Colorado Springs, Colo.	1300	1000	312
KVOS	Bellingham, Wash.	790	250	612
KVOX	Moorhead, Minn.	1340	250	453
KVRS	Rock Springs, Wyo.	1100	250	627
KVSP	Santa Fe, N. M.	1340	100	481
KVSO	Ardmore, Okla.	1210	250	540
KVWC	Vernon, Texas	1190	250	601
KWAL	Wallace, Idaho	1150	250	377
KWAT	Waltertown, S. D.	1240	250	579
KWBR	Oakland, Calif.	1310	1000	332
KWBU	Corpus Christi, Texas	1010	50000	580

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KWBW	Hutchinson, Kans.	1150	250	405
KWFW	Hobbs, N. M.	1190	100	480
KWFC	Hot Springs, Ark.	1310	250	310
KWFT	Wichita Falls, Texas	620	5000 d., 1000 n.	603
KWG	Stockton, Calif.	1230	250	310
KWIL	Albany, Ore.	1240	250	515
KWJB	Globe, Ariz.	1210	250	315
KWJJ	Portland, Ore.	1080	1000	540
KWK	St. Louis, Mo.	1380	5000 d., 1000 n.	467
KWKH	Shreveport, La.	1130	50000	417
KWKW	Pasadena, Calif.	1430	1000	353
KWLC	Decorah, Iowa	1210	250	397
KWLK	Longview, Wash.	1100	250	613
KWLM	Willmar, Minn.	1310	250	455
KWNO	Winona, Minn.	1230	250	455
KWOC	Poplar Bluff, Mo.	1310	250	465
KWON	Bartlesville, Okla.	1100	250	510
KWOR	Warland, Wyo.	1190	250 C.P.	627
KWOS	Jefferson City, Mo.	1210	250	461
KWRC	Pendleton, Ore.	1210	250	517
KWSC	Pullman, Wash.	1250	5000	613
KWTO	Springfield, Mo.	560	5000 d., 1000 n.	469
KWTX	Waco, Texas	1230	250 C.P.	601
KWYO	Sheridan, Wyo.	1400	250	627
KXA	Seattle, Wash.	770	1000	615
KXEL	Waterloo, Iowa	1540	50000	401
KXL	Portland, Ore.	750	10000	549
KXLA	Pasadena, Calif.	1110	10000	332
KXO	El Centro, Calif.	1230	250	323
KXOA	Sacramento, Calif.	1490	250	331
KXOK	St. Louis, Mo.	630	5000	167
KXOX	Sweetwater, Texas	1210	250	600
KXRO	Aberdeen, Wash.	1310	250	612
KXYZ	Houston, Texas	1320	5000	596
KYA	San Francisco, Calif.	1260	5000 d., 1000 n.	339
KYCA	Prescott, Ariz.	1190	250	316
KYOS	Merced, Calif.	1190	250	331
KYSM	Mankato, Minn.	1230	250	482
KYUM	Yuma, Ariz.	1210	250	317
KYW	Philadelphia, Pa.	1060	50000	556
WAAB	Worcester, Mass.	1110	5000	434
WAAP	Chicago, Ill.	950	1000	378
WAAT	Newark, N. J.	970	1000	478
WABC	New York, N. Y.	880	50000	180
WABI	Bangor, Me.	1230	1000, 5000 C.P.	417
WABY	Albany, N. Y.	1400	250	483
WACO	Waco, Texas	1450	250	601
WADC	Akron, O.	1350	5000	526
WAGA	Atlanta, Ga.	590	5000	367
WAGC	Chattanooga, Tenn.	1450	250 C.P.	581
WAGE	Syracuse, N. Y.	620	1000	505
WAGF	Dothan, Ala.	1100	250	312
WAGM	Presque Isle, Me.	1450	100	410
WAIM	Anderson, S. C.	1230	250	574
WAIR	Winston-Salem, N. C.	1430	250	521
WAIT	Chicago, Ill.	820	5000	378
WAJR	Morgantown, W. Va.	1230	250	610
WAKR	Akron, O.	1590	5000	528
WALA	Mobile, Ala.	1110	5000	313
WALB	Albany, Ga.	1590	1000	365
WALL	Middletown, N. Y.	1310	250	189



Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WAML	Laurel, Miss.	1340	250	458
WAOV	Vincennes, Ind.	1450	250	391
WAPI	Birmingham, Ala.	1070	5000	311
WAPO	Chattanooga, Tenn.	1150	5000 d., 1000 n.	581
WARD	Johnstown, Pa.	1400	250 C.P.	584
WARM	Scranton, Pa.	1400	250	566
WASK	Lafayette, Ind.	1450	250	393
WATL	Atlanta, Ga.	1400	250	365
WATN	Watertown, N. Y.	1210	250	509
WATR	Waterbury, Conn.	1320	1000	350
WATT	Cadillac, Mich.	1210	250	437
WATW	Ashland, Wis.	1400	250	621
WAVE	Louisville, Ky.	970	5000	412
WAWZ	Zarepath, N. J.	1380	5000 d., 1000 n.	479
WAYS	Charlotte, N. C.	610	1000	513
WAYX	Waycross, Ga.	1230	250	374
WAZL	Hazleton, Pa.	1450	250	555
WBAA	West Lafayette, Ind.	920	5000 d., 1000 n.	394
WBAB	Atlantic City, N. J.	1490	250	477
WBAC	Cleveland, Tenn.	1310	250	582
WBAL	Baltimore, Md.	1090	5000	421
WBAP	Fort Worth, Texas	820	5000	593
WBAX	Wilkes-Barre, Pa.	1210	250	568
WBBS	Burlington, N. C.	920	1000	513
WBBL	Richmond, Va.	1450	250	609
WBBM	Chicago, Ill.	780	5000	378
WBBR	Brooklyn, N. Y.	1330	1000	486
WBBZ	Ponca City, Okla.	1230	250	542
WBCM	Bay City, Mich.	1110	1000 d., 500 n.	437
WBEJ	Elizabethton, Tenn.	1210	250 C.P.	582
WBEN	Buffalo, N. Y.	930	5000	486
WBHD	Petersburg, Va.	1240	250 C. P.	620
WBHP	Huntsville, Ala.	1230	250	313
WBIG	Greensboro, N. C.	1170	5000	516
WBIR	Knoxville, Tenn.	1210	250	583
WBLJ	Dalton, Ga.	1230	250	370
WBLK	Clarksburg, W. Va.	1400	250	619
WBML	Macon, Ga.	1240	250	371
WBNS	Columbus, O.	1160	5000 d., 1000 n.	531
WBNX	New York, N. Y.	1380	5000	490
WBNY	Buffalo, N. Y.	1100	250	486
WBOC	Salisbury, Md.	1230	250	427
WBOW	Terre Haute, Ind.	1230	250	394
WBRB	Red Bank, N. J.	1240	250	478
WBRC	Birmingham, Ala.	960	5000	311
WBRE	Wilkes-Barre, Pa.	1340	250	568
WBRK	Pittsfield, Mass.	1310	250	433
WBRW	Welch, W. Va.	1340	250	620
WBRY	Waterbury, Conn.	1590	1000	350
WBT	Charlotte, N. C.	1110	5000	511
WBTA	Batavia, N. Y.	1190	250	483
WBTH	Williamson, W. Va.	1400	250	620
WBTM	Danville, Va.	1400	250	607
WBYN	Brooklyn, N. Y.	1130	1000 d., 500 n.	485
WBZ	Boston, Mass.	1030	5000	429
WBZA	Springfield, Mass.	1030	1000	429
WCAE	Pittsburgh, Pa.	1250	5000	565
WCAL	Northfield, Minn.	770	5000	453
WCAM	Camden, N. J.	1310	500	478
WCAO	Baltimore, Md.	900	5000	421
WCAP	Asbury Park, N. J.	1310	500	477

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WCAR	Pontiac, Mich.	1130	1000	419
WCAT	Rapid City, S. D.	1230	100	578
WCAU	Philadelphia, Pa.	1210	50000	557
WCAX	Burlington, Vt.	620	1000	606
WCAZ	Carthage, Ill.	1080	250	378
WCBI	Columbus, Miss.	1310	250	456
WCBM	Baltimore, Md.	1100	250	121
WCBS	Springfield, Ill.	1450	250	386
WCBT	Roanoke Rapids, N. C.	1230	250	519
WCCO	Minneapolis, Minn.	830	50000	153
WCED	Du Bois, Pa.	1230	250	551
WCFL	Chicago, Ill.	1000	10000	379
WCFS	Charleston, W. Va.	580	5000	618
WCHV	Charlottesville, Va.	1450	250	607
WCKY	Cincinnati, O.	1530	50000	528
WCLO	Janesville, Wisc.	1230	250	622
WCMA	Corinth, Miss.	1230	250	156
WCMI	Ashland, Ky.	1310	250	111
WCNC	Elizabeth, N. C.	1100	250	511
WCNH	Concord, N. H.	1190	250 C.P.	176
WCDA	Pensacola, Fla.	1370	1000 d., 500 n.	360
WCOC	Meridian, Miss.	910	1000	158
WCOL	Columbus, O.	1230	250	531
WCOP	Boston, Mass.	1150	500	429
WCOS	Columbia, S. C.	1100	250	571
WCOU	Lewiston, Maine	1210	250	418
WCOV	Montgomery, Ala.	1210	250	313
WCPO	Cincinnati, O.	1230	250	528
WCRS	Greenwood, S. C.	1150	250	577
WCRW	Chicago, Ill.	1210	100	
WCSC	Charleston, S. C.	1390	1000 d., 500 n.	571
WCSH	Portland, Me.	970	5000	118
WDAD	Indiana, Pa.	1450	250	555
WDAE	Tampa, Fla.	1250	5000	361
WDAF	Kansas City, Mo.	610	5000	163
WDAK	Columbus, Ga.	1310	250	370
WDAN	Dunville, Ill.	1190	250	381
WDAS	Philadelphia, Pa.	1100	250	557
WDAY	Fargo, N. D.	970	5000	523
WDDC	Escanaba, Mich.	1190	250	113
WDBJ	Roanoke, Va.	660	5000	610
WDBO	Orlando, Fla.	580	5000	358
WDEF	Chattanooga, Tenn.	1100	250	581
WDEL	Wilmington, Del.	1150	5000	351
WDEY	Waterbury, Vt.	550	1000	606
WDGY	Minneapolis, Minn.	1430	5000 d., 500 n.	152
WDLP	Panama City, Fla.	1230	250	359
WDMJ	Marquette, Mich.	1310	250	118
WDNO	Durham, N. C.	1190	250	511
WDOD	Chattanooga, Tenn.	1310	5000	581
WDRC	Hartford, Conn.	1360	5000	317
WDSM	Superior, Wisc.	1230	250	626
WDSU	New Orleans, La.	1280	5000	115
WDWS	Champaign, Ill.	1100	250	378
WDZ	Tuscola, Ill.	1050	1000	387
WEAF	New York, N. Y.	650	50000	191
WEAN	Providence, R. I.	790	5000	573
WEAU	Eau Claire, Wisc.	120	5000 d., 1000 n.	621
WEBC	Duluth, Minn.	1320	5000	151
WEBQ	Harrisburg, Ill.	1210	250	385
WEBR	Buffalo, N. Y.	1310	250	181

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WEDC	Chicago, Ill.	1240	250	381
WEED	Rocky Mount, N. C.	1450	250	519
WEET	Boston, Mass.	500	5000	429
WEFU	Reading, Pa.	850	1000	566
WEGU	Concord, N. C.	1110	1000	514
WEIM	Fitchburg, Mass.	1340	250	431
WEII	New Haven, Conn.	960	1000 d., 500 n.	319
WELL	Battle Creek, Mich.	1400	250	437
WELQ	Tupelo, Miss.	1490	250	459
WEMP	Milwaukee, Wis.	1340	250	623
WENR	Chicago, Ill.	890	50000	379
WENT	Gloversville, N. Y.	1340	250	488
WENY	Elmira, N. Y.	1230	250	488
WEOA	Evansville, Ind.	1400	250	389
WERC	Erie, Pa.	1230	250	553
WEST	Easton, Pa.	1400	250	552
WESX	Salem, Mass.	1230	250	433
WEVD	New York, N. Y.	1330	5000	491
WEW	St. Louis, Mo.	770	1000	468
WEXL	Royal Oak, Mich.	1340	250	148
WFAA	Dallas, Texas	820	50000	591
WFAS	White Plains, N. Y.	1230	250	511
WFBC	Greenville, S. C.	1330	5000	577
WFBG	Allouma, Pa.	1340	250	551
WFBL	Syracuse, N. Y.	1300	5000	507
WFBM	Indianapolis, Ind.	1260	5000	390
WFBR	Baltimore, Md.	1300	5000	121
WFCT	Pawtucket, R. I.	1120	1000	573
WFDF	Flint, Mich.	910	1000	443
WFEA	Manchester, N. H.	1370	5000	476
WFER	Sylvenuga, Ala.	1340	250	315
WFHR	Wisconsin Rapids, Wis.	1340	250	626
WFIG	Sumter, S. C.	1310	250	578
WFIL	Philadelphia, Pa.	560	1000	559
WFIN	Findlay, O.	1330	1000	533
WFKY	Frankfort, Ky.	1100	250 C.P.	411
WFLA	Tampa, Fla.	970	5000	363
WFMD	Frederick, Md.	930	500	423
WFMJ	Youngstown, O.	1150	250	539
WFNC	Fayetteville, N. C.	1450	250	515
WFOR	Hattiesburg, Miss.	1400	250	457
WFOY	St. Augustine, Fla.	1240	250	360
WFPG	Atlantic City, N. J.	1150	250	477
WFTC	Rinston, N. C.	1230	250	517
WFVA	Fredericksburg, Va.	1200 1230 C. P.	250	607
WGAA	Augusta, Ga.	1210	250	369
WGAC	Cedartown, Ga.	1340	250	369
WGAL	Lancaster, Pa.	1100	250	555
WGAN	Portland, Me.	560	5000	118
WGAP	Maryville, Tenn.	1100	250 C.P.	583
WGAR	Cleveland, O.	1220	5000	530
WGAU	Athens, Ga.	1310	250	365
WGBB	Freeport, N. Y.	1240	100	188
WGBF	Evansville, Ind.	1280	5000 d., 1000 n.	389
WGBG	Greensboro, N. C.	980	1000	516
WGBI	Scranton, Pa.	910	1000 d., 500 n.	566
WGBR	Goldboro, N. C.	1400	250	515
WGBS	Miami, Fla.	710	10000	356
WGCM	Gulfport, Miss.	1210	250	457

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WGES	Chicago, Ill.	1390	5000	381
WGGA	Gainesville, Ga.	1240	250	371
WGH	Newport News, Va.	1340	250	608
WGIL	Galesburg, Ill.	1400	250	381
WGKV	Charleston, W. Va.	1490	100	618
WGL	Fort Wayne, Ind.	1450	250	300
WGN	Chicago, Ill.	790	50000	381
WGNC	Gastonla, N. C.	1150	250	515
WGNV	Newburgh, N. Y.	1220	1000	489
WGOV	Valdosta, Ga.	1450	250	371
WGFC	Albany, Ga.	1450	250	365
WGR	Buffalo, N. Y.	550	5000 d., 1000 n.	487
WGRG	Louisville, Ky.	1100	250	412
WGRM	Greenwood, Miss.	1240	250	456
WGST	Atlanta, Ga.	920	5000 d., 1000 n.	367
WGTC	Greenville, N. C.	1490	250	517
WGTM	Wilson, N. C.	1340	250	521
WGY	Schenectady, N. Y.	810	50000	501
WHIA	Madison, Wisc.	970	5000	622
WHAI	Greenfield, Mass.	1210	250	432
WHAM	Rochester, N. Y.	1180	50000	503
WHAS	Louisville, Ky.	810	50000	412
WHAT	Philadelphia, Pa.	1340	100	559
WHAZ	Troy, N. Y.	1330	1000	507
WHB	Kansas City, Mo.	880	1000	463
WHBB	Selma, Ala.	1490	100	311
WHBC	Canton, O.	1180	1000	528
WHBF	Rock Island, Ill.	1270	5000	386
WHBI	Newark, N. J.	1280	2500 d., 1000 n.	478
WHBL	Sheboygan, Wisc.	1330	1000 d., 250 n.	620
WHBQ	Memphis, Tenn.	1400	250	581
WHBU	Anderson, Ind.	1210	250	389
WHBY	Appleton, Wisc.	1230	250	621
WHCU	Ithaca, N. Y.	870	1000	488
WHDF	Calumet, Mich.	1400	250	437
WHDH	Boston, Mass.	850	5000	429
WHDL	Olean, N. Y.	1450	250	501
WHEB	Portsmouth, N. H.	750	1000	477
WHEC	Rochester, N. Y.	1160	1000 d., 500 n.	503
WHFC	Cicero, Ill.	1450	250	381
WHGR	Harrisburg, Pa.	1100	250	553
WHIO	Dayton, O.	1290	5000	532
WHIS	Bluefield, W. Va.	1110	1000 d., 500 n.	618
WHIT	New Bern, N. C.	1150	250	518
WHIZ	Zanesville, O.	1240	250	539
WHJB	Greensburg, Pa.	620	250	553
WHK	Cleveland, O.	1120	5000	530
WHKC	Columbus, O.	610	1000	531
WHKK	Akron, O.	610	1000	626
WHKY	Hickory, N. C.	1200	5000 d., 1000 n.	517
WHLB	Virginia, Minn.	1100	250	451
WHLD	Niagara Falls, N. Y.	1200	1000	501
WHLN	Harlan, Ky.	1230	250	411
WHLS	Port Huron, Mich.	1450	250	419
WHMA	Anniston, Ala.	1450	250	311
WHN	New York, N. Y.	1050	50000	491
WHNC	Henderson, N. C.	890	250	517
WHO	Des Moines, Iowa	1010	50000	397
WHOM	Jersey City, N. J.	1180	1000 d., 500 n.	478

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WHOP	Hopkinsville, Ky.	1230	250	412
WHOT	South Bend, Ind.	1190	250	393
WHIP	Harrisburg, Pa.	1160	5000 d., 1000 n.	553
WHTB	Talladega, Ala.	1230	250	315
WHTD	Hartford, Conn.	1110	5000	347
WHUB	Cookeville, Tenn.	1100	250	582
WHYN	Holyoke, Mass.	1100	250	132
WIAC	Hato Rey-San Juan, Puerto Rico	580	5000	633
WIBA	Madison, Wis.	1310	5000	622
WIBC	Indianapolis, Ind.	1070	5000	391
WIBG	Philadelphia, Pa.	990	10000	559
WIBM	Jackson, Mich.	1150	250	415
WIBU	Poynette, Wis.	1210	250	625
WIBW	Tepeka, Kans.	580	5000	103
WIRX	Utica, N. Y.	1230	250	509
WICA	Ashtabula, O.	970	1000	528
WICC	Bridgeport, Conn.	600	1000 d., 500 n.	317
WIGM	Medford, Wis.	1190	250	623
WIL	St. Louis, Mo.	1230	250	168
WILL	Urbana, Ill.	580	5000	387
WILM	Wilmington, Del.	1150	250	351
WINC	Winchester, Va.	1100	250	611
WIND	Chicago, Ill.	560	5000	383
WING	Dayton, O.	1410	5000	532
WINK	Fort Myers, Fla.	1210	250	351
WINN	Louisville, Ky.	1210	250	113
WINS	New York, N. Y.	1010	10000	191
			50000 C. P.	
WINX	Washington, D. C.	1340	250	352
WIOD	Miami, Fla.	610	5000	357
WIP	Philadelphia, Pa.	610	5000	561
WIRE	Indianapolis, Ind.	1120	5000	393
WIS	Columbia, S. C.	560	5000	575
WISE	Asheville, N. C.	1230	250	513
WISH	Indianapolis, Ind.	1310	5000 d., 1000 n.	391
WISN	Milwaukee, Wis.	1150	5000	625
WISR	Butler, Pa.	680	250	551
WITH	Baltimore, Md.	1230	250	121
WIZE	Springfield, O.	1310	250	535
WJAC	Johnstown, Pa.	1100	250	551
WJAG	Norfolk, Neb.	780	1000	173
WJAR	Providence, R. I.	920	5000	573
WJAS	Pittsburgh, Pa.	1320	5000	565
WJAX	Jacksonville, Fla.	930	5000 d., 1000 n.	355
WJBC	Bloomington, Ill.	1230	250	371
WJBK	Detroit, Mich.	1190	250	139
WJBO	Baton Rouge, La.	1150	5090	414
WJBW	New Orleans, La.	1230	250	116
WJBY	Gadsden, Ala.	1210	250	312
WJDX	Jackson, Miss.	1200	5000 d., 1000 n.	457
WJEF	Grand Rapids, Mich.	1230	250 C. P.	113
WJEF	Hagerstown, Md.	1210	250	127
WJIL	Johnson City, Tenn.	910	1000	582
WJHO	Opelika, Ala.	1100	250 d., 100 n.	314
WJHP	Jacksonville, Fla.	1320	250	355
WJIM	Lansing, Mich.	1210	250	111
WJJD	Chicago, Ill.	1160	20000	381
WJLB	Detroit, Mich.	1100	250	139
WJLD	Bessemer, Ala.	1100	250	314
WJLS	Beekley, W. Va.	560	250	618

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WJMC	Rice Lake, Wis.	1210	250	625
WJMS	Ironwood, Mich.	1150	250	145
WJNC	Jacksonville, N. C.	1210	250	518
WJNO	West Palm Beach, Fla.	1230	250	363
WJOB	Hammond, Ind.	1230	250	390
WJOL	Florence, Ala.	1310	250 C.P.	312
WJOL	Joliet, Ill.	1310	250	385
WJPA	Washington, Pa.	1150	250	561
WJPF	Herrin, Ill.	1310	250	385
WJPR	Greenville, Miss.	1310	250	455
WJR	Detroit, Mich.	760	50000	411
WJRD	Tuscaloosa, Ala.	1230	250	315
WJTN	Jimestown, N. Y.	1210	250	488
WJW	Cleveland, O.	850	5000	530
WJXX	Jackson, Miss.	1100	250	457
WJZ	New York, N. Y.	770	50000	493
WJZM	Clarksville, Tenn.	1100	250	382
WKAQ	San Juan, Puerto Rico	620	5000	635
WKAR	East Lansing, Mich.	870	5000	443
WKAT	Miami, Fla.	1260	1000	358
WKAY	Glasgow, Ky.	1190	250 C.P.	411
WKBB	Dubuque, Iowa	1190	250	398
WKBB	La Crosse, Wis.	1110	1000	622
WKBN	Youngstown, O.	570	5000	539
WKBO	Harrisburg, Pa.	1230	250	551
WKBV	Richmond, Ind.	1190	250	393
WKDW	Buffalo, N. Y.	1520	50000	487
WKDZ	Muskegon, Mich.	1190	250	149
WKEU	Griffin, Ga.	1150	250	371
WKEY	Covington, Va.	1310	250	607
WKIP	Poughkeepsie, N. Y.	1150	250	503
WKIX	Columbia, S. C.	1190	250	575
WKLA	Ludington, Mich.	1150	250	417
WKMO	Kokomo, Ind.	1100	250	393
WKNE	Keene, N. H.	1290	5000	476
WKNY	Kingston, N. Y.	1190	250	489
WKOK	Sumbury, Pa.	1210	250	567
WKPA	New Kensington, Pa.	1150	250	556
WKPT	Kingport, Tenn.	1100	250	583
WKRC	Cincinnati, O.	550	5000 d. 1000 n.	529
WKRM	Columbia, Tenn.	1310	250 C.P.	582
WKRO	Cairo, Ill.	1190	250	378
WKRR	Oil City, Pa.	1310	250 C.P.	556
WKST	New Castle, Pa.	1280	1000	556
WKVM	Arecibo Puerto Rico	1230	250	633
WKWF	Key West, Fla.	1600	500	350
WKWK	Wheeling, W. Va.	1100	250	620
WKXI	Concord, N. H.	1150	250	176
WKY	Oklahoma City, Okla.	930	5000	542
WKZO	Kalamazoo, Mich.	590	5000	417
WLAC	Nashville, Tenn.	1510	50000	581
WLAG	La Grange, Ga.	1210	250	371
WLAK	Lakeland, Fla.	1310	250	356
WLAP	Lexington, Ky.	1150	250	412
WLAT	Conway, S. C.	1100	250	575
WLAR	Athens, Tenn.	1150	250 C.P.	581
WLAV	Grand Rapids, Mich.	1310	250	115

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WLAW	Lawrence, Mass.	680	5000	433
WLAY	Muscle Shoals City, Ala.	1150	250	311
WLBC	Muncie, Ind.	1310	250	393
WLBJ	Bowling Green, Ky.	1310	250	111
WLBL	Stevens Point, Wis.	930	5000	626
WLBZ	Baugor, Me.	620	5000	118
WLDS	Jacksonville, Ill.	1180	250	385
WLEE	Richmond, Va.	1150	250	609
WLEU	Erie, Pa.	1150	250	552
WLIB	Brooklyn, N. Y.	1190	1000	485
WLLH	Lowell-Lawrence, Mass.	1100	250	433
WLNH	Laconia, N. H.	1310	250	476
WLOF	Orlando, Fla.	1230	250	359
WLOG	Logan, W. Va.	1230	250	610
WLOK	Lima, O.	1210	250	533
WLOL	Minneapolis, Minn.	1330	1000	453
WLPM	Suffolk, Va.	1150	250	611
WLS	Chicago, Ill.	890	50000	383
WLVA	Lynchburg, Va.	1230	250	608
WLW	Cincinnati, O.	700	50000	529
WMAJ	State College, Pa.	1150	250	567
WMAL	Washington, D. C.	630	5000	352
WMAM	Marquette, Wis.	570	250	623
WMAN	Mansfield, O.	1100	250	533
WMAQ	Chicago, Ill.	670	50000	383
WMAS	Springfield, Mass.	1150	250	431
WMAZ	Macon, Ga.	910	5000	371
WMBC	Macon, Miss.	1100	250 C.P.	458
WMBD	Peoria, Ill.	1170	5000 d., 1000 n.	385
WMBG	Richmond, Va.	1380	5000	609
WMBH	Joplin, Mo.	1150	250	461
WMBI	Chicago, Ill.	1110	5000	384
WMBO	Auburn, N. Y.	1310	250	183
WMBR	Jacksonville, Fla.	1100	250	356
WMBS	Clrontown, Pa.	590	1000	567
WMC	Memphis, Tenn.	790	5000	584
WMCA	New York, N. Y.	570	5000	495
WMEX	Boston, Mass.	1510	5000	431
WMFD	Wilmington, N. C.	1100	250	521
WMFF	Plattsburgh, N. Y.	1310	250	501
WMFG	Hibbing, Minn.	1210	250	451
WMFJ	Daytona Beach, Fla.	1150	250	351
WMFR	High Point, N. C.	1230	250	517
WMFT	Florence, Ala.	1210	250 C.P.	312
WMGA	Moultrie, Ga.	1100	250	373
WMGR	Rainbridge, Ga.	1190	250 C.P.	369
WMLN	St. Paul, Minn.	1100	250	451
WMIS	Natchez, Miss.	1190	250	158
WMJM	Cordele, Ga.	1190	250 d., 100 n.	370
WMLT	Dublin, Ga.	1310	250	370
WMMN	Fairmont, W. Va.	920	5000	619
WMOB	Mobile, Ala.	1230	250	313
WMOG	Brunswick, Ga.	1190	250 d., 100 n.	369
WMOH	Hamilton, O.	1150	250	533
WMOX	Meridian, Miss.	1210	250 C.P.	458
WMPC	Lapeer, Mich.	1230	250	417
WMPS	Memphis, Tenn.	1160	1000 d., 500 n.	581

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WMRC	Greenville, S. C.	1100	250	575
WMRF	Lewiston, Pa.	1490	250	556
WMRN	Marion, O.	1190	250	535
WMRO	Aurora, Ill.	1280	250	377
WMSA	Maxena, N. Y.	1310	250	489
WMSL	Decatur, Ala.	1100	250	312
WMT	Cedar Rapids, Iowa	600	5000	305
WMTK	Manchester, N. H.	610	5000 d., 1000 n.	476
WMVA	Martinsville, Va.	1150	250	608
WMVG	Milledgeville, Ga.	1150	250 C.P.	373
WNAH	Bridgeport, Conn.	1150	250	347
WNAC	Boston, Mass.	1260	5000	431
WNAD	Numan, Okla.	610	1000	541
WNAX	Yankton, S. D.	570	5000	570
WNBK	Binghamton, N. Y.	1290	5000	483
WNBH	New Bedford, Mass.	1310	250	433
WNBZ	Saranac Lake, N. Y.	1320	100	501
WNFL	San Juan, Puerto Rico	1320	5000	635
WNEW	New York, N. Y.	1130	10000	497
WNEX	Macon, Ga.	1100	250	371
WNHC	New Haven, Conn.	1310	250	340
WNLC	New London, Conn.	1390	250	319
WNOE	New Orleans, La.	1150	250	416
WNOX	Knoxville, Tenn.	990	10000	583
WNVA	Norton, Va.	1150	250 C.P.	609
WNYC	New York, N. Y.	830	1000	495
WOMI	San Antonio, Texas	1200	5000	600
WOC	Dayton, Iowa	1170	5000	397
WOCB	W. Yarmouth, Mass.	1210	250	131
WOI	Ames, Iowa	610	5000	395
WOKO	Albany, N. Y.	1160	1000 d., 500 n.	183
WOL	Washington, D. C.	1260	1000	352
WOLF	Syracuse, N. Y.	1490	250	507
WOLS	Fluence, S. C.	1230	250	575
WOMI	Owensboro, Ky.	1190	250	413
WOMT	Manitowoc, Wis.	1240	100 250 C. P.	622
WOOD	Grand Rapids, Mich.	1300	5000	443
WOPI	Bristol, Tenn.	1190	250	581
WOR	New York, N. Y.	710	5000	497
WORC	Worcester, Mass.	1310	1000	435
WORD	Spartanburg, S. C.	1100	250	577
WORK	York, Pa.	1350	1000	570
WORL	Boston, Mass.	950	1000	431
WOSH	Oshkosh, Wis.	1190	250	625
WOSU	Columbus, O.	820	5000	531
WOV	New York, N. Y.	1280	5000	499
WOW	Omaha, Neb.	590	5000	475
WOWO	Fort Wayne, Ind.	1190	10000	390
WPAB	Ponce, Puerto Rico	1370	1000	633
WPAD	Paducah, Ky.	1150	250	413
WPAG	Ann Arbor, Mich.	1050	250	437
WPAR	Parkersburg, W. Va.	1150	250	620
WPAT	Paterson, N. J.	930	1000	478
WPAX	Thomasville, Ga.	1340	250	373
WPAY	Portsmouth, O.	1190	250	535
WPDQ	Jacksonville, Fla.	1270	5000	356



Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WPEN	Philadelphia, Pa.	950	5000	563
WPIC	Sharon, Pa.	730	1000	567
WPIK	Alexandria, Va.	730	250	607
WPOK	Portland, Me.	1150	250	119
WPRR	Mayaguez, Puerto Rico	990	5000 d., 1000 n.	633
WPRO	Providence, R. I.	630	5000	573
WPRP	Ponce, Puerto Rico	1120	250	633
WPTF	Raleigh, N. C.	680	50000	518
WPCV	Pulaski, Va.	1230	250 C.P.	609
WQAM	Miami, Fla.	560	5000 d., 1000 n.	357
WQAN	Scranton, Pa.	910	1000 d., 500 n.	506
WQBC	Violsburg, Miss.	1120	1000	159
WQXR	New York, N. Y.	1560	10000	501
WRAK	Williamsport, Pa.	1100	250	569
WRAL	Raleigh, N. C.	1210	250	519
WRAW	Reading, Pa.	1310	250	566
WRBL	Columbus, Ga.	1230	250	370
WRC	Washington, D. C.	980	5000	352
WRDO	Augusta, Me.	1100	250	417
WRDW	Augusta, Ga.	1180	5000	369
WREC	Memphis, Tenn.	600	5000	581
WREN	Lawrence, Kans.	1250	5000 d., 1000 n.	106
WRGA	Rome, Ga.	1190	250	372
WRHI	Rock Hill, S. C.	1310	250	577
WRJN	Racine, Wis.	1100	250	625
WRLC	Toccoa, Ga.	1150	250	374
WRLD	West Point, Ga.	1190	250	374
WRNL	Richmond, Va.	910	5000	610
WROK	Reekford, Ill.	1110	1000 d., 500 n.	386
WROL	Knoxville, Tenn.	630	1000 d., 500 n.	582
WROW	Athens, Tenn.	1190	250 C.P.	581
WROX	Clarksdale, Miss.	1150	250	155
WRR	Dallas, Texas	1310	5000	591
WRRF	Washington, N. C.	930	1000	521
WRRN	Warren, O.	1100	250	530
WRUF	Gainesville, Fla.	850	5000	355
WRVA	Richmond, Va.	1110	50000	610
WSAI	Cincinnati, O.	1360	5000	530
WSAJ	Grove City, Pa.	1310	100	553
WSAM	Saginaw, Mich.	1100	250	148
WSAN	Allentown, Pa.	1170	500	551
WSAP	Portsmouth, Va.	1190	250	600
WSAR	Fall River, Mass.	1180	1000	137
WSAU	Wausau, Wis.	1100	250	626
WSAV	Savannah, Ga.	1310	250	373
WSAY	Rochester, N. Y.	1370	1000	503
WSAZ	Huntington, W. Va.	930	1000	619
WSB	Atlanta, Ga.	750	50000	360
WSBA	York, Pa.	900	1000	569
WSBC	Chicago, Ill.	1210	250	332
WSBT	South Bend, Ind.	960	1000	301
WSFA	Montgomery, Ala.	1110	1000 d., 500 n.	314
WSGN	Birmingham, Ala.	610	5000 d., 1000 n.	314
WSIX	Nashville, Tenn.	980	5000	581
WSJS	Winston-Salem, N. C.	600	5000	721
WSKB	McComb, Miss.	1230	250	158
WSLB	Ogdensburg, N. Y.	1100	250	501
WSLI	Jackson, Miss.	1150	250	158
WSLS	Roanoke, Va.	1210	250	611
WSM	Nashville, Tenn.	650	50000	586

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WSMB	New Orleans, La.	1350	5000	416
WSNJ	Bridgeton, N. J.	1210	250	477
WSNY	Schenectady, N. Y.	1210	250	505
WSOC	Charlotte, N. C.	1210	250	511
WSOH	Henderson, Ky.	860	500	411
WSOO	Sault Ste. Marie, Mich.	1230	250 d., 100 n.	448
WSOY	Deerun, Ill.	1310	250	381
WSPA	Spartanburg, S. C.	950	5000 d., 1000 n.	577
WSPB	Sarasota, Fla.	1150	250	361
WSPD	Toledo, O.	1370	5000	536
WSPR	Springfield, Mass.	1270	1000	131
WSTC	Stamford, Conn. (Formerly WSRB)	1100	250	350
WSSV	Petersburg, Va.	1210	250	609
WSTP	Salisbury, N. C.	1190	250	519
WSTV	Steubenville, O.	1310	250	535
WSUI	Iowa City, Iowa	910	5000	308
WSCN	St. Petersburg, Fla.	620	5000	361
WSVA	Harrisonburg, Va.	550	1000	608
WSYB	Rutland, Vt.	1380	1000	606
WSYR	Syracuse, N. Y.	570	5000	507
WTAD	Quincy, Ill.	930	1000	386
WTAG	Warester, Mass.	580	5000	435
WTAL	Tallahassee, Fla.	1310	250	361
WTAM	Cleveland, O.	1100	50000	531
WTAQ	Green Bay, Wis.	1300	5000	621
WTAR	Norfolk, Va.	790	5000	608
WTAW	College Station, Texas	1170	1000	588
WTAX	Springfield, Ill.	1210	100	387
WTBO	Cumberland, Md.	1150	250	423
WTCM	Traverse City, Mich.	1100	250	448
WTCN	Minneapolis, Minn.	1280	5000 d., 1000 n.	452
WTEL	Philadelphia, Pa.	1310	250	561
WTHH	Hartford, Conn.	1230	250	319
WTIC	Hartford, Conn.	1080	50000	319
WTJS	Jackson, Tenn.	1330	1000	582
WTMA	Charleston, S. C.	1250	1000	574
WTMC	Ocala, Fla.	1190	250	359
WTMJ	Milwaukee, Wis.	620	5000	623
WTMV	East St. Louis, Ill.	1190	250	384
WTNJ	Trenton, N. J.	1310	500	179
WTOC	Savannah, Ga.	1290	5000	373
WTOL	Toledo, O.	1230	250	536
WTON	Staunton, Va.	1100	250	611
WTOP	Washington, D. C.	1500	50000	353
WTRC	Elkhart, Ind.	1310	250	389
WTRY	Troy, N. Y.	980	1000	507
WTSP	St. Petersburg, Fla.	1380	1000 d., 500 n.	361
WTTM	Trenton, N. J.	920	1000	479
WVCX	Sitka, Alaska	1220	15 (Amer. Expeditionary Station)	629
WWDC	Washington, D. C.	1150	250	353
WWJ	Detroit, Mich.	950	5000	111
WWL	New Orleans, La.	870	50000	416
WWNC	Asheville, N. C.	570	1000; 5000 C.R.	513
WWNY	Watertown, N. Y.	730	1000	509
WWPG	Palm Beach, Fla.	1310	250	359
WWRL	Woodside, N. Y.	1600	250	511
WWSR	St. Albans, Vt.	1420	1000	606
WWSW	Pittsburgh, Pa.	1490	250	565
WWVA	Wheeling, W. Va.	1370	50000	629
WXYZ	Detroit, Mich.	1270	5000	111

# ALABAMA

For Major Markets Radio Homes 1946 Please Turn To Pages 247-255

## W H M A

ANNISTON—EST. 1938

AMERICAN BROADCASTING CO.

Frequency: 1450 Kc. Power: 250 Watts  
Owned By Anniston Broadcasting Co.  
Operated By Anniston Broadcasting Co.  
Address 14th & Noble Streets  
Phone Number 2380  
Transmitter Location 14th & Noble Streets  
Time on the Air 6 a.m. to 12 midnight  
Newspaper Affiliation Anniston Star  
News Service AP, UP  
Transcription Service NBC & Cole  
Representative Sears & Ayer, Inc.

### Personnel

Owner Harry M. Ayers  
Station-Commercial Manager J. W. Buttram  
Program Director Ruby Meigs  
Publicity Director Mary Toulmen  
Chief Engineer James Hudson

## W J L D

BESSEMER—EST. 1942

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By Johnston  
Broadcasting Company.  
Address 1800 3rd Ave., N.  
Phone Number 2300; 2301; 6-6172  
Transmitter Location Blue Lake Site  
Time on the Air 6 a.m. to 12 p.m.  
News Service AP  
Transcription Service Standard, Cole,  
Keystone Broadcasting System.  
Representatives Helen Wood, New York;  
Dewey Long, Atlanta; Gene Grant, Holly-  
wood.

### Personnel

Principal Partner George Johnston, Jr.  
General-Station Manager William R. Terry  
Commercial Manager Clay Coe  
Sales Director Carl Ross  
Musical Director Robert Tamblin  
Chief Engineer Rufus Jones

## 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.:  
Birmingham, Ala.  
Transmitter Location Sandusky, Ala.  
Time on the Air 5:30 a.m. to 12 midnight;  
Sundays, 7 a.m. to 12 midnight.  
News Service UP  
Transcription Service WBS  
Representative Radio Sales

### Personnel

Chairman of Board Ed Norton  
President-General Manager Thad Holt  
Program Director Jimmie Willson  
Chief Engineer N. S. Hurley

## W S G N

BIRMINGHAM—EST. 1927

AMERICAN BROADCASTING COMPANY

Frequency: 610 Kc. Power: 5000 d.; 1000 n.  
Owned-Operated by The Birmingham  
News Co.  
Business Address P.O. Box 2553  
Studio Address Dixie Carlton Hotel  
Phone Number 4-3434  
Transmitter Location Alabama State  
Fair Grounds  
Time on the Air 5 a.m. to 12 midnight  
Newspaper Affiliation Birmingham News  
Company, Birmingham News-Age-Herald.  
News Service AP  
Transcription Service NBC Thesaurus,  
Langworth, Cole.  
Representative Headley-Reed Co.

### Personnel

Exec. V.P.-Managing  
Director Henry P. Johnston  
Commercial Manager Henry P. Johnston  
Sales Promotion Julian A. Flint  
Program Director David Loveman  
Chief Engineer Gordon Bishop

## W B R C

BIRMINGHAM—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 960 Kc. Power: 5000 Watts

Owned-Operated By Birmingham Broadcast-  
ing Co., Inc.  
Address.....WBRC Bldg., 1727<sup>1</sup>/<sub>2</sub> 2nd Ave. N.  
Phone Number .....4-7741  
Transmitter Location... 2400 Arkadelphia Rd.  
Time on the Air.....Unlimited  
Transcription Service..... Standard Radio  
& Langworth  
Representative.....Paul H. Raymer Co.

**Personnel**

President-General Manager...W. Walter Tison  
Sales Promotion & Merchandising  
Manager ..... John Connolly  
Production Manager.....John Orr  
Musical Director.....Herb Grieb  
Chief Engineer.....Jerry Hayman

(Call Letters to Be Assigned)

**CULLMAN\***

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By... Cullman Broadcasting  
Company  
Address..... Cullman, Alabama

**Personnel**

Owners..... H. H. Kinney, D. T. Kinney  
\* Construction Permit.

**W M S L**

DECATUR—EST. 1935

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By... Tennessee Valley  
Broadcasting Co.  
Address.....511 Bank St  
Phone Number .....802-3  
Transmitter Location... Danville Rd., Decatur  
Time on the Air.....Unlimited  
News Service.....UP  
Transcription Service...World Broadcasting  
System and Standard.  
Representative.....Headley-Reed Co.

**Personnel**

President.....Melvin Hulson  
Station-Commercial Manager... Kyle G. Frazier  
Program Director.....Letha Coker  
Chief Announcer ..... Lewis Blizzard  
Chief Engineer ..... J. V. Rozer

**W A G F**

DOTHAN—EST. 1933

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts

Owned-Operated By... Dothan Broadcasting  
Company  
Address.....204<sup>1</sup>/<sub>2</sub> E. Main Street  
Phone Number .....1430  
Transmitter Location... Headland Highway,  
Dothan  
Time on the Air ..... Daytime license  
Newspaper Affiliation ..... Dothan Eagle  
News Service ..... AP  
Transcription Service... Standard Radio, World

**Personnel**

Station Manager.....Julian C. Smith  
Commercial Manager.....Fred Moseley  
Program Director and  
Chief Announcer.....Willard Wilkes  
Promotion Manager ..... Arthur Creamer  
Chief Engineer ..... John T. Hubbard

**W J O I\***

FLORENCE

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By... Florence Broadcasting  
Company  
Address ..... Reeder Hotel

**Personnel**

Owners..... Clyde W. Anderson,  
Ice T. Van Sandt  
General Manager..... Joe T. Van Sandt  
\* Construction Permit.

**W M F T\***

FLORENCE

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By... Tri-Cities Broadcasting  
Company  
Address ..... Florence, Ala.  
\* Construction Permit.

**W J B Y**

GADSDEN—EST. 1928

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By... Gadsden Broadcast-  
ing Co., Inc  
Address ..... 108 Broad Street  
Phone Number ..... 88  
Transmitter Location... 108 Broad Street  
Time on the Air.....17<sup>1</sup>/<sub>2</sub> hours daily

**Personnel**

President . . . . . B. H. Hopson  
 Station Manager and  
 Program Director . . . . . Beatrice Tale Benton  
 Commercial Manager . . . . . Sam Benton  
 Chief Engineer . . . . . William Pigg

Publicity Director . . . . . C. L. Smallwood  
 Chief Announcer . . . . . Charles Saunders  
 Chief Engineer . . . . . R. B. Hurlay

**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. Pope  
 Operated By . . . . . Pope Broadcasting Co.  
 Address . . . . . 106 St. Joseph St., AT&N  
 Railroad Bldg.  
 Phone Number . . . . . Dexter 3-3756  
 Transmitter Location . . . . . Cochran Bridge  
 Causeway, Baldwin County.  
 Time on the Air . . . . . 5:30 a.m. to 12:00 midnight  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard Radio  
 Representative . . . . . Headley-Reed Co.

**Personnel**

Owner . . . . . W. O. Pope  
 General Manager . . . . . H. K. Martin  
 Station Manager . . . . . H. K. Martin  
 Commercial Manager . . . . . Al. Treadway  
 Program Director . . . . . Charles Saunders

**W M O B**

MOBILE—EST. 1939

AMERICAN BROADCASTING CO.

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 . . . . . The Branham Company

**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  
 ALABAMA NETWORK

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . G. W. Covington, Jr.  
 Business Address . . . . . P.O. Box 1029,  
 Montgomery, Ala.  
 Phone Number . . . . . 5781  
 Transmitter Location . . . . . Narrow Lane Road,  
 Montgomery  
 Time on the Air . . . . . 6:00 a.m. to 12 midnight  
 News Service . . . . . INS  
 Transcription Service . . . . . Standard Radio  
 Representative . . . . . Howard H. Wilson Co.

**Personnel**

President-Station Mgr. . . . . G. W. Covington, Jr.  
 Commercial Manager . . . . . R. B. Raney  
 Musical Director . . . . . Weston Britt  
 Program Director . . . . . Sybil I. Winn  
 Chief Engineer . . . . . W. D. Weatherly

**WSFA**

**MONTGOMERY—EST. 1930**

**NATIONAL BROADCASTING CO.**

Frequency: 1440 Kc. Power: 1000 d.; 500 n.

Owned-Operated By.....Montgomery Broadcasting Co., Inc.

Business Address.....P. O. Box 1031

Phone Number.....8361-2

Studio Address.....Jefferson Davis Hotel

Transmitter Location.....Narrow Lane Road,

Time on the Air.....5:45 a.m. to 11:30 p.m.

News Service.....AP

Transcription Service.....NBC Thesaurus & M. M. Cole.

Representative.....Headley-Reed Co.

**Personnel**

President-General Manager.....Howard E. Pili

Station Manager.....John B. DeMotte

Local Sales Manager.....W. W. Hunt

Publicity Director.....John B. DeMotte

Program-Musical Director and

Production Manager.....Caldwell Stewart

Chief Announcer.....Leland Childs

Chief Engineer.....Cliff Shelkofsky

(Call Letters to Be Assigned)

**MONTGOMERY\***

Frequency: 800 Kc. Power: 1000 Watts, Day

Owned-Operated By.....Dixie Broadcasting Company

Address.....Montgomery, Ala.

\* Construction Permit.

**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.....Box 230, Sheffield, Ala.

Phone Number.....1450

Transmitter Location.....Sheffield, Ala.

Time on the Air.....6:30 a.m. to 11 p.m.

News Service.....UP

Transcription Service.....Standard Radio & Lang-Worth.

Representative.....Sears & Ayer

**Personnel**

President.....F. M. Farris, Jr.

Station and Commercial Manager.....E. J. Sperry

Sales Promotion Mgr.....Josephine T. Sperry

Production Manager.....Lynn V. McMoran

Chief Engineer.....Lynn V. McMoran

**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.....Guy Mangram

Sales Promotion.....F. Marion Hyatt

**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.....7:30 a.m. to 11:00 p.m.

Representative.....Sears & Ayer, Inc.

**Personnel**

Chief Executive.....B. H. Hopson

General-Station Manager.....Julien Smith, Jr.

Sales Promotion.....Erin Reynolds

Program Director.....Erin Reynolds

Chief Engineer.....T. F. Kelly, Jr.

# WFEB

SYLACAUGA—EST. 1945

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By Alabama  
 Broadcasting Company.  
 Business-Studio Address 527 North Broadway  
 Phone Number 160  
 Transmitter Location 527 North Broadway  
 Time on Air 6:00 a.m. to 11:00 p.m.  
 News Service UP  
 Transcription Service NBC

## Personnel

President E. E. Forbes, Sr.  
 V.P.-General Manager J. W. Buttram  
 Station Manager Hugh Webb  
 Sales-Promotion Manager Hugh Webb  
 Program Director Bonnie Skelton  
 Production-Publicity Bill Irby  
 Chief Announcer Bob Donovan  
 Musical Director Ralph Bennett  
 Chief Engineer James Stower

# WJRD

TUSCALOOSA—EST. 1936

ALABAMA NETWORK

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By James R. Doss, Jr.

Address First National Bank Bldg.  
 Phone Number 4464-65  
 Transmitter Location Greensboro Highway  
 Time on the Air 7:00 a.m. to 10:00 p.m.  
 Transcription Service World Broadcasting  
 System

Representative Keystone Broadcasting System

## Personnel

Owner J. R. Doss, Jr.  
 Program Director Wilhelmina Doss  
 Chief Announcer Charles Zennah  
 Chief Engineer James Arendale

# WHTB

TALLADEGA

MUTUAL BROADCASTING SYSTEM  
 ALABAMA NETWORK

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By Voice of Talladega, Inc.  
 Address 122 S. Court Square  
 Phone 2360  
 Transcription Service Standard  
 News Service AP

## Personnel

Chief Executive Harry Held  
 General-Commercial Mgr. R. C. Hammett  
 Program Director Otis Dodge  
 Sales Promotion R. C. Hammett  
 Chief Engineer Julius C. Vessels

# ARIZONA

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# KWJB

GLOBE—EST. 1938

NATIONAL BROADCASTING COMPANY  
 ARIZONA BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: The Gila Broadcasting  
 Co., Inc  
 Business Address Globe, Arizona  
 Phone Number Globe 41  
 Studio Address South Globe, Arizona  
 Transmitter Location South Globe, Arizona  
 Time on the Air Unlimited  
 Representative Paul H. Raymer  
 News Service AP, INS, UP  
 Transcription Service Standard Radio

## Personnel

President Louis F Long

General Manager Paul Merrill  
 Station Manager Willard Shoecraft  
 Commercial and Sales  
 Manager Edward E. Furman  
 Chief Engineer Frank Toomey  
 Chief Announcer Robert Coffman

# KSUN

BISBEE—EST. 1933

CBS

ARIZONA NETWORK

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By Carleton W. Morris  
 Address Box C, Bibe, Ariz.  
 Phone Number Bisbee 9  
 Transmitter Location Noco Rd., Bisbee, Ariz.

Time on the Air. . . . . 6:30 a.m. to 11 p.m.  
 News Service. . . . . UP and Transradio  
 Representative. . . . . John Blair & Co.

**Personnel**

**President-Owner-Station**  
 Manager. . . . . Carleton W. Morris  
 Commercial Manager. . . . . Gilbert C. Alzua  
 Program Director. . . . . Bonnie J. Miller  
 Chief Announcer. . . . . John Earl Hickman  
 Chief Engineer. . . . . David C. Karbach

**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. . . . . Arizona Farmer  
 Publishing Co., Arizona Farmer  
 News Service. . . . . UP; Transradio  
 Transcription Service. . . . . World Broadcasting  
 System, Associated Music Service.  
 Representative. . . . . John Blair & Co.

**Personnel**

Chairman of Board. . . . . Burrige D. Butler  
 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**

**AMERICAN BROADCASTING SYSTEM**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. Phoenix Broadcasting, Inc.  
 Business Address. Adams Hotel, Phoenix, Ariz.  
 Phone Number . . . . . 4-7387  
 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. . . . . SESAC  
 Representative. . . . . Howard H. Wilson Co.

**Personnel**

**President-Owner** . . . . . Rex Shepp  
**Station Manager.** . . . . Charlie Garland  
**Commercial Manager.** . . . . Arnold J. Gregory  
**Program Director.** . . . . Frank James  
**Promotion Manager** . . . . . Richard Canaday  
**Chief Engineer.** . . . . Wayne Ferncyhough

**K T A R**

**PHOENIX—EST. 1922**

NBC

**ARIZONA BROADCASTING SYSTEM**

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, 6:45 a.m. to 12:15 a.m.  
 News Service. . . . . AP; INS; UP  
 Transcription Service. . . . . NBC Thesaurus,  
 Standard Radio Library.  
 Representative. . . . . Paul H. Raymer Co.

**Personnel**

Chief Owner-Ch. of Bd. . . . . John J. Louis  
 President & General Manager . . . . . Dick Lewis  
 Sales-Commercial Manager. . . . . Bill Harvey  
 Sales Promotion-Merchandising  
 Manager . . . . . Arnold LaBenz  
 Program Director. . . . . J. Howard Pyle  
 Production Manager. . . . . John McGreevey  
 Publicity Director. . . . . John Snow  
 Musical Director . . . . . Pierson Bancroft  
 Chief Engineer . . . . . A. C. Anderson

**K Y C A**

**PRESCOTT—EST. 1940**

**NATIONAL BROADCASTING COMPANY  
 ARIZONA BROADCASTING SYSTEM**

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**

President-Owner.....Jack J. Louis  
 Station and Commercial Mgr.....Harold Ritter  
 Program Director.....Roberta Pfister  
 Publicity Director.....Marcia Gates  
 Chief Engineer.....George Eitel  
 Sales Promotion Manager.....Byron Lee McCall

**K G L U**

SAFFORD—EST. 1938

NATIONAL BROADCASTING CO.  
 ARIZONA BROADCASTING SYSTEM

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.....World  
 Representatives.....Paul H. Raymer Co.

**Personnel**

President.....Louis F. Long  
 Station Manager.....Paul Merrill  
 Commercial and Sales  
 Promotion Manager.....Edward E. Furman  
 Program Director, Production Manager and  
 Chief Announcer.....Norman B. Harrington  
 Chief Engineer.....Herbert Hartman

**K T U C**

TUCSON—EST. 1929

COLUMBIA BROADCASTING SYSTEM  
 ARIZONA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Tucson Broadcasting  
 Co., Inc.  
 Address.....900 E. B'way  
 Phone Number.....1400  
 Transmitter Location.....900 E. B'way  
 Time on the Air.....6 a.m. to 12 midnight  
 News Service.....UP  
 Transcription Service.....Associated Record  
 Program, Service & World Broadcasting  
 System  
 Representative.....John Blair & Co.

**Personnel**

President.....Burridge D. Butler  
 Station Manager.....Lee Little

Sales Manager.....Lee Little  
 Chief Announcer.....Ray Helgesen  
 Production Manager-Program Director  
 and Musical Director.....Wayne Sanders

**K V O A**

TUCSON—EST. 1929

NATIONAL BROADCASTING CO.  
 ARIZONA BROADCASTING COMPANY

Frequency: 1290 Kc.....Power: 1000 Watts  
 Owned By.....KTAR Broadcasting Co., Inc.  
 Operated By.....Arizona Broadcasting  
 Company, Inc.  
 Business Address.....48 E. Broadway  
 Phone Number.....3703  
 Studio Address.....48 East Broadway  
 Transmitter Location.....10th and Lee  
 Time on the Air.....5:55 a.m. to 12:00 midnight  
 News Service.....AP  
 Transcription Service.....NBC Thesaurus,  
 Standard.  
 Representative.....Paul H. Raymer Co.

**Personnel**

General Manager.....R. B. Williams  
 Station Manager.....R. B. Williams  
 Sales Promotion.....Fred J. Gerletti  
 Program Director.....Ben L. Slack, Jr.  
 Publicity Director.....Fred J. Gerletti  
 Chief Engineer.....Ray H. Holsclaw

**K Y U M**

YUMA—EST. 1940

NATIONAL BROADCASTING COMPANY  
 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 12 midnight  
 News Service.....INS, AP  
 Transcription Service.....NBC Thesaurus  
 Representative.....Paul H. Raymer Co.

**Personnel**

President.....R. N. Campbell  
 Station Manager.....Ray Smucker  
 Program Director.....Leavenworth Wheeler  
 Chief Engineer.....Leavenworth Wheeler

# ARKANSAS

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## K L C N

**BLYTHEVILLE—EST. 1922**  
ARKANSAS NETWORK

Frequency: 900 Kc. Power: 1000 Watts  
Owned and Operated By Harold L. Sudbury  
Address Sudbury Bldg.  
Phone Number 2093  
Transmitter Location East Highway 18  
Time on the Air 6 a.m. to local sunset  
News Service UP  
Transcription Service World, Cole  
Representative The John E. Pearson Co.

### Personnel

Owner-Manager Harold L. Sudbury  
Sales Promotion Manager J. T. Sudbury  
Program Director Ray Van Hooser  
Chief Announcer Russ Hodge  
Publicity Director Bill Cherry  
Chief Engineer Bob Connor

## K A M D\*

**CAMDEN—EST. 1945**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By Camden Radio, Inc.  
Address 2010 Ft. Worth National Bank  
Bldg., Fort Worth, Tex.

### Personnel

Chief Executive W. R. Hussman  
\* Construction Permit.

## K E L D

**EL DORADO—EST. 1935**  
AMERICAN BROADCASTING CO.  
ARKANSAS NETWORK

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By Radio Enterprises, Inc.  
Business Address Exchange Building,  
El Dorado, Ark.  
Studio Address Country Club Colony  
Phone 1313  
Transmitter Location Country Club Colony  
Time on the Air 6:45 a.m. to 10:45 p.m.  
News Service AP  
Transcription Service Standard Radio  
Representative Cox and Tans

### Personnel

President T. H. Barton  
Station and General Manager Leon Sipes  
Sales Promotion Manager W. N. McKinney  
Commercial-Publicity Director J. R. Duerson  
Musical-Program Director Rodney Smith  
Chief Announcer Ed Gideon  
Chief Engineer A. W. Hearin

## K G R H\*

**FAYETTEVILLE—EST. 1945**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By Fayetteville Broadcasting  
Company  
Address Fayetteville, Ark.

### Personnel

Owners George Bennitt, Russell Bennitt,  
Hal Douglas  
\* Construction Permit.

## K F P W

**FORT SMITH—EST. 1930**

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By Southwestern  
Hotel Co.  
Address 1213 Garrison Ave.  
Phone Number 4106-4107-7069-5554  
Transmitter Location Albert Pike &  
Kelley Highway  
Time on the Air 8:00 a.m. to 11:00 p.m.  
Sundays, 8:00 a.m. to 10:00 p.m.  
News Service UP and AP  
Transcription Service M. M. Cole &  
World Broadcasting System

### Personnel

President and General Mgr. John A. England  
Station Manager J. E. "Pat" Garner  
Commercial-Sales Promotion  
Manager Bill Slaten  
Program Director-Production  
Manager Dorothy Gibson  
Chief Announcer Bill Stapleton  
Musical Director Afton Blake  
Record M.C. Glenn O'Neal  
Chief Engineer John M. VanHorn

**K F F A**

HELENA—EST. 1941

MUTUAL 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: 7:00 a.m. to 10:15 p.m.  
News Services: UP  
Transcription Service: Keystone Broadcasting System & Lang-Worth.

**Personnel**

President-General Manager: Sam Anderson  
Production Manager: Barton Wellborn  
Program Director: Elizabeth Shepperson  
Publicity Director: Hugh Smith  
Chief Announcer: Bill Tappan  
Musical Director: S. B. Williamson  
Record M.C.: Bill Tappan  
Chief Engineer: M. C. McKenney

**K T H S**

HOT SPRINGS—EST. 1924

AMERICAN BROADCASTING CO.

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 & AP  
Transcription Service: Lang-Worth  
Newspaper Affiliation: Shreveport, Louisiana Times.  
Representative: Branham Company

**Personnel**

President: John D. Ewing  
Station Manager: K. K. Kellam  
Commercial Manager: Ed Appler  
Program Director: William S. Bailey  
Chief Engineer: Cecil Suit

**K W F C**

HOT SPRINGS—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Clyde E. Wilson

Address: 819½ Central  
Phone Number: 412-3  
Transmitter Location: 819½ Central  
Time on the Air: 7 a.m. to 11 p.m.  
News Service: AP  
Transcription Service: Standard Radio.  
Keystone.

**Personnel**

Owner: Clyde E. Wilson  
Station & General Sales Manager: Robert Choate  
Program Director: Gene Edsal  
Sales Promotion: Robert Harrison  
Chief Announcer: Wilson Hurst  
Chief Engineer: Earl H. Butler

**K B T M**

JONESBORO—EST. 1930

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts  
Owned By: Jay P. Beard and Veda F. Beard  
Operated By: Owners  
Address: KBTM Bldg., Madison at Jackson Sta.  
Phone Number: 597  
Transmitter Location: Tower Place, East of Jonesboro  
Time on the Air: 6:00 a.m. to 10:00 p.m.  
Transcription Service: World Broadcasting System.  
West Coast Representative: Gene Grant

**Personnel**

President and General Manager: Jay P. Beard  
Sales Promotion Manager: William H. Cate  
Program Director-Production Manager: Mrs. Estelle Fox  
Publicity Director: Ted Rand  
Chief Announcer: Ed Coughlin  
Record M.C.: Bob Hess  
Chief Engineer: John E. Douglas

**K A R K**

LITTLE ROCK—EST. 1931

NATIONAL BROADCASTING CO.

SOUTHCENTRAL QUALITY NETWORK

Frequency: 920 Kc. Power: 5000 Watts  
Owned-Operated By: Arkansas Radio & Equipment Co.  
Address: 112 East Capitol Ave.  
Phone Number: LD 224  
Transmitter Location: Jackson Blvd., North Little Rock

Time on the Air . . . 5:30 a.m. to 12 midnight;  
Sundays 6:45-12 midnight.  
News Service . . . . . AP, UP  
Transcription Service . . . . . Standard  
Representative . . . . . Edward Petry & Co.

**Personnel**

President-Owner . . . . . T. H. Barton  
V.P., Gen. Mgr., and Station  
Manager . . . . . G. E. Zimmerman  
Sales-Commercial Manager . . . . . Julian F. Haas  
Program Director-Production  
Manager . . . . . Douglas J. Romine  
Publicity Director . . . . . A. C. Dowden  
Musical Director . . . . . Tommy Scott  
Chief Engineer . . . . . Dan L. Winn

**K G H I**

**LITTLE ROCK—EST. 1927**  
**AMERICAN BROADCASTING CO.**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . KGHI Broadcasting  
Service.  
Address . . . . . P.O. Box 3099, Union Life Bldg.  
Phone Number . . . . . 9166  
Transmitter Location . . . . . Gazette Building  
Time on the Air . . . . . 6 a.m. to 12:00 midnight  
Transcription Service . . . . . Associated  
Representative . . . . . Walker Co.

**Personnel**

Station and General  
Manager . . . . . S. C. Vinsonhaler  
Commercial Manager . . . . . R. E. Rives  
Sales Promotion . . . . . Rolfe Corbett  
Program Director . . . . . Dorothy Parker  
Chief Engineer . . . . . V. O. Vandusen

**K L R A**

**LITTLE ROCK—EST. 1927**  
**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1010 Kc. . . . . Power 10000 d.; 5000 n.  
Owned-Operated By . . . . . Arkansas Broadcasting  
Company  
Address . . . . . Gazette Bldg., 3rd & Louisiana Sts.  
Phone . . . . . 5427  
Transmitter Location . . . . . 7 miles out on  
Memphis Hi-Way  
Time on the Air . . . . . 18 hours 35 minutes,  
per day, Mondays through Saturday; 17  
hours 5 minutes, Sundays.  
Newspaper Affiliation . . . . . Gazette Publishing Co.  
News Service . . . . . UP  
Transcription Service . . . . . World Broadcasting  
Service  
Representative . . . . . The Katz Agency

**Personnel**

President . . . . . J. N. Heiskell  
General and Station Manager . . . . . Roy Judge  
Program-Publicity Director . . . . . James Woodard  
Commercial Manager . . . . . Roy Judge  
Chief Engineer . . . . . K. F. Tracy

**K A P T**

**NORTH LITTLE ROCK—EST. 1945**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Arkansas Airwaves Co.  
Address . . . . . 217 E. 3rd St.  
\* Construction Permit.

**K O T N**

**PINE BLUFF—EST. 1934**

**MUTUAL BROADCASTING SYSTEM**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Universal Broadcasting  
Corp.  
Address . . . . . 505½ Main St.  
Phone Number . . . . . 721  
Transmitter Location . . . . . 505½ Main St.  
Time on the Air . . . . . 6:00 a.m. to 11:00 p.m.  
News Service . . . . . UP and AP  
Transcription Service . . . . . Thesaurus

**Personnel**

President-General Manager . . . . . B. J. Parrish  
Sales Promotion Manager . . . . . R. W. Etter  
Program Director . . . . . Lois Sloan  
Chief Announcer . . . . . Wendell Atchison  
Chief Engineer . . . . . B. J. Parrish

**K U O A**

**SILOAM SPRINGS—EST. 1922**

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  
General Manager . . . . . Storm Whaley  
Sales Director . . . . . Galen O. Gilbert  
Program Director . . . . . Mary Shaw  
Chief Engineer . . . . . Kenneth Maxwell

## **"SPORTS STAR SPECIAL"**

The greatest, all-time stars of the sporting world in exciting 15-minute transcribed dramatizations.

The local sports commentator becomes part of the show through a unique new technique called "Cue-In."

"Cue-In" localizes and personalizes.

*Exclusive in Any Market*

SEE

## **AP RADIO PRODUCTIONS**

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA      NEW YORK 20, N. Y.

\* "With all convenient speed"...



\*Madam, I go with all convenient speed.—*Merchant of Venice*, Act IV, Scene 3.

**THE BEELINE**

ORENO - KOH

SACRAMENTO - KFBK

STOCKTON - KWG

FRESNO - KMJ

BAKERSFIELD - KERN

PAUL H. RAYMER CO.  
National Representative

Students have often smiled over Shakespeare's use of the word "convenient" in this instance. But the dictionary says another meaning is "adapted to requirements".

Advertisers know that the *Beeline* is adapted to any requirements that they might have in their radio broadcasting—from chain-breaks to remote control programs.

The *Beeline* with its forty-two primary counties is the only combination of stations that properly can cover the California Central Valleys plus Western Nevada.

WHAT THE *Beeline* IS . . . not a regional network but a group of long-established key stations, each the favorite in its community . . . combined for national spot business.

See the McClatchy *Beeline* rate listing, first under California in Standard Rate and Data.

**McClatchy Broadcasting Company**

SACRAMENTO, CALIFORNIA

# CALIFORNIA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

## KERN

BAKERSFIELD—EST. 1932

COLUMBIA BROADCASTING SYSTEM

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: 8 a.m. to 12 midnight  
Newspaper Affiliation: McClatchy Newspapers  
News Service: AP and INS  
Transcription Service: Standard Radio,  
SESAC, World  
Representative: Paul H. Raymer Co.

### Personnel

President: Eleanor McClatchy  
General Manager: Harold J. Brown  
Commercial Manager: Richard Brothers  
Chief Engineer: Luverne Shatto

## K P M C

BAKERSFIELD—EST. 1935

AMERICAN BROADCASTING CO.

Frequency: 1560 Kc. Power: 1000 Watts  
Owned-Operated By: Pioneer Mercantile Co.  
Business Address: Box 1709, Bakersfield, Calif.  
Phone Number: 8-8581  
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,  
Transcription Service: NBC Thesaurus, Associ-  
ated Music Publishers  
Representative: W. S. Grant

### Personnel

President: F. G. R. Schamblin  
General-Commercial  
Manager: L. A. Schamblin  
Program Manager: C. C. Sturm  
Chief Engineer: John W. Kibby

## K R E

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 Manager: Don Hambly  
Program-Publicity Director: Les Avery  
Musical Director: Harrold Hawley  
Chief Engineer: McKernan

## K R O P

BRAWLEY—EST. 1945

Frequency: 1300 Kc. Power: 1000 D; 500 N.  
Owned-Operated By: Broadcasting Corp. of  
America  
Address: 3401 Russell St., Riverside, Calif.  
\* Construction Permit.

## K H S L

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: 336 Broadway  
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  
Representative: W. S. Grant Co

### Personnel

President: Hugh McClung  
Station Manager: M. F. Woodling  
Commercial Manager: Justine A. Pero  
Program Director: J. Wightman  
Chief Engineer: Russell Pope

## K X O

EL CENTRO—EST. 1927

MUTUAL BROADCASTING SYSTEM  
DON LEE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts 250 N  
Owned-Operated By: Valradio, Inc.  
Business Address: Box 140, El Centro  
Address: 793 Main St.  
Phone Number: 1100, 1120  
Transmitter Location: 793 Main St.  
Time on the Air: 6:00 a.m. to 11:00 p.m.  
Transcription Service: Standard Radio,  
Sesac, Cole.  
Representative: Paul H. Raymer Co.

**Personnel**

President.....Thomas E. Sharp  
 General Manager.....Kenneth H. Thornton  
 Commercial Manager.....Belle Hovey  
 Sales Promotion.....Harold Steckel  
 Program Director.....Virginia Fox  
 Publicity Director.....Kenneth H. Thornton  
 Chief Engineer.....Leroy Bellwood

**K I E M**

**EUREKA—EST. 1933**  
**MUTUAL—DON LEE**

Frequency: 1480 Kc. Power: 1000 Watts  
 Owned-Operated By.....Redwood Broadcast-  
 ing Co., Inc.  
 Business Address.....Box 1021  
 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, SESAC, MacGregor  
 Representative.....John Blair & Co.

**Personnel**

President and Station  
 Manager.....William B. Smullin  
 Commercial Manager.....Don Telford  
 Program Manager.....C. Paul Corbin  
 Sales Promotion Manager.....Robert Stach  
 Engineer.....Alvor Olson

**K A R M**

**FRESNO—EST. 1938**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1430 Kc. Power: 5000 Watts  
 Owned-Operated By.....KARM, The George  
 Harm Station  
 Address.....1333 Van Ness Ave.  
 Phone Number.....4-2966  
 Transmitter Location.....Van Ness & Allu-  
 vial Avenues  
 Time on the Air.....6 a.m. to 12 midnight;  
 8 a.m. to 12 midnight, Sunday  
 News Service.....AP and INS  
 Transcription Service.....Standard Radio  
 Representative.....Edward Peiry & Co., Inc.

**Personnel**

Owner & President.....Mrs. Hattie Harm  
 Station and General  
 Manager.....Clyde F. Coombs  
 News Director.....Ed Clough  
 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 Sts.  
 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.....Francis L. Quinn  
 Chief Engineer.....Harold R. Brown

**K M J**

**FRESNO—EST. 1922**

**NATIONAL BROADCASTING CO.**

Frequency: 580 Kc. Power: 5,000 Watts  
 Owned-Operated By.....McClatchy Broadcast-  
 ing Co.  
 Address.....1559 Van Ness Ave.  
 Phone Number.....3-6277  
 Transmitter Location.....North & Madera Aves.  
 Kerman  
 Time on the Air.....24 hours daily  
 Newspaper Affiliation.....McClatchy Newspapers  
 News Service.....UP & AP  
 Transcription Service.....NBC Thesaurus  
 Representative.....Paul H. Raymer Co.

**Personnel**

President.....Eleanor McClatchy  
 Station Manager.....Keith Collins  
 Sales Manager.....Coyle Chambers  
 Sales Promotion Manager.....Jack Griffith  
 Program and Musical Director.....Andy Patterson  
 Publicity Director.....Jack Griffith  
 Chief Engineer.....Wm. N. Wallace

**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  
 News Service.....UP  
 Representative.....Biddick



**Personnel**

President.....David H. Cannon  
 General Manager.....L. W. Peters  
 Program Director.....R. W. Muller  
 Chief Engineer.....John W. Tutt

**K F O X**

**LONG BEACH—EST. 1924**

ASSOCIATED BROADCASTING SYSTEM

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: SESAC  
 Representative.....Biddick

**Personnel**

President, Station Manager and  
 Program Director.....Hal G. Nichols  
 Commercial and Sales Promotion Manager  
 and Chief Engineer..Lawrence W. McDowell

**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 & Compton  
 Blvds.  
 Time on the Air.....24 hours daily  
 News Service.....AP & INS  
 Transcription Service: World Broadcasting Sys-  
 tem, Standard Radio, Lang-Worth, McGregor  
 and Associated  
 National  
 Representative.. Joseph Hershey McGilvra

**Personnel**

President-Gen'l Manager...C. Merwyn Dobyns  
 Commercial Manager.....Lee Wynne  
 Sales Promotion Manager...Wendell Neely  
 Musical Director.....Helene Smith  
 Chief Engineer..Ronald Oakley and Jay Tapp

**K E C A**

**LOS ANGELES—EST. 1929**

AMERICAN BROADCASTING CO.

Frequency: 790 Kc.....Power: 5000 Watts  
 Owned-Operated By: American Broadcasting  
 Co.  
 Address.....1440 No. Highland Ave.  
 Phone Number.....Hillside 8231  
 Transmitter Location...2951 S. Fairfax Ave.  
 Time on the Air.....5:45 a.m. to 12 midnight  
 6:45 a.m. to midnight, Sunday  
 News Service.....UP, AP & INS  
 Transcription Service.....Thesaurus and  
 Lang-Worth.  
 Representative.....ABC Spot Sales

**Personnel**

President.....Mark Woods  
 Station Manager.....Clyde P. Scott  
 Commercial and Sales  
 Manager.....Amos T. Baron  
 Sales Promotion-Merchandising  
 Manager.....Jack O'Mara  
 Program Director...William J. Davidson  
 Production Manager...Rollo Hunter  
 Publicity Director...Virginia West  
 Musical Director.....Buzz Adlam  
 Chief Engineer.....T. B. Palmer

**K F A C**

**LOS ANGELES—EST. 1933**

Frequency: 1330 Kc.....Power: 1000 Watts  
 Owned-Operated By: Los Angeles Broadcast-  
 ing Company Incorporated  
 Address.....645 South Mariposa  
 Phone Number.....Flitzroy 1231  
 Transmitter Location...3725 Chesapeake,  
 L. A., Calif.  
 Time on the Air.....24 hours daily  
 News Service.....AP  
 Transcription Service...WBS, Associated

**Personnel**

President-General Manager...Calvin J. Smith  
 Sales-Commercial Manager...Calvin J. Smith  
 Production-Program Director..Charles Granville  
 Publicity Director.....Eileen Wheatley  
 Musical Director.....Elmitt Eastcott  
 Chief Announcer.....Charles Granville  
 Chief Engineer.....Calvin J. Smith

BOB HOPE JACK BENNY  
 AMOS 'N' ANDY  
 EDDIE CANTOR  
 INFORMATION PLEASE  
 FRED WARING ONE MAN'S  
 HOUR FAMILY  
 OF CHARM RED SKELTON

FIBBER McGEE  
 BERGEN AND MOLLY  
 AND McARTHUR  
 BOB BURNS  
 BURNS & ALLEN  
 ABBOTT  
 & COSTELLO  
 GINNY SIMMS

BING CROSBY  
 HOAGY  
 CARMICHAEL  
 PEOPLE  
 ARE FUNNY  
 BANDWAGON  
 KAY KYSER  
 GREAT  
 GILDERSLEEVE

# LOS ANGELES

50,000 WATTS—CLEAR CHANNEL—640 KILOCYCLES

*Earle C. Anthony, Inc.*

## ... CALIFORNIA ...

### KFI

LOS ANGELES—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 640 Kc. Power: 50,000 Watts  
 Owned-Operated By: Earle C. Anthony, Inc.  
 Address: 141 North Vermont Ave.  
 Phone Number: FAirtax 2121  
 Transmitter Location: Buena Park, Calif.  
 Time on the Air: 24 Hours Daily,  
 Except Tues.—12 Hours  
 News Service: UP, City News  
 Transcription Service: Standard Radio, Lang-  
 Worth, World, BMI  
 Representative: Edward Petry & 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: Dean Moxley  
 Director of Promotion and  
 Public Service: J. G. Paltridge  
 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  
 Representative: William G. Rambeau Co.

#### Personnel

President: C. H. Wilder  
 General Manager: Harry Matzlish  
 Asst. General Mgr.: G. McGuire Pierce  
 Production-Program Director: William Ray  
 Chief Announcer: Harry Hall  
 Musical Director: Dion Romandy  
 Commercial Manager: Berne Wilkins  
 Sales Promotion: Don Ross  
 Chief Engineer: Harry Myers

### KFSG\*

LOS ANGELES—EST. 1924

Frequency: 1150 Kc. Power: 2500 d.; 1000 n.  
 Owned By: Echo Park Evangelistic Ass'n  
 Operated By: Angelus Temple, Church of the  
 Foursquare Gospel.

A PLEA FOR PEACE! Anthony Eden addressing plenary session; Secretary of State Stettinius presiding.

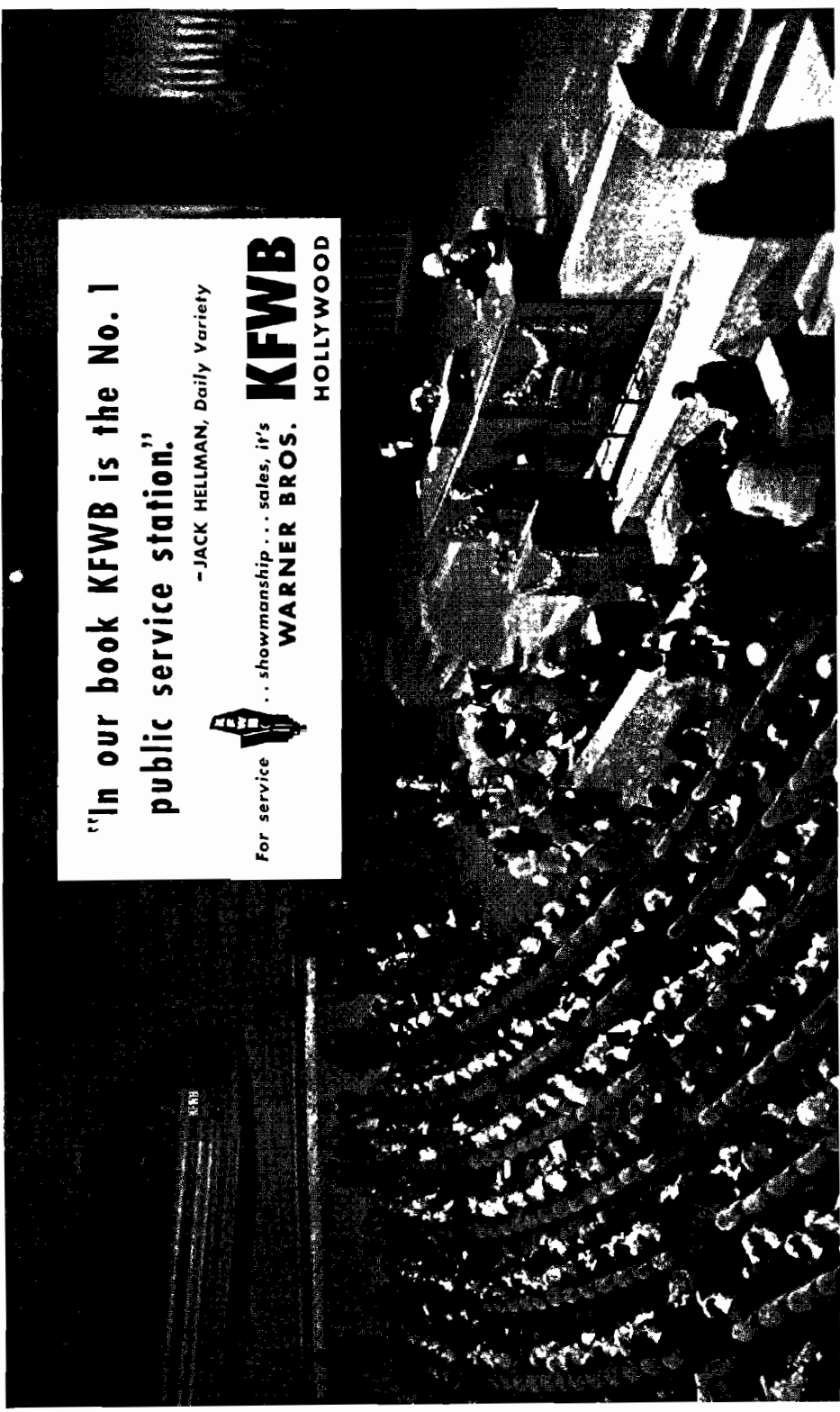
"In our book KFWB is the No. 1 public service station."

- JACK HELLMAN, Daily Variety



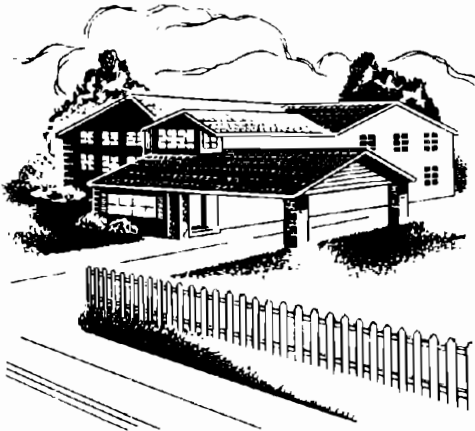
For service . . . showmanship . . . sales, it's **WARNER BROS.**

**KFWB**  
HOLLYWOOD



KFWB was the only radio station to broadcast every minute of every session of the San Francisco United Nations Security Conference.

**KG&FJ**  
*New*  
**HOLLYWOOD HOUSE**



**R**eflecting KG&FJ's ever-enlarging service to the music loving world is its move to a new home—Hollywood House—at Sunset and Vine Here—at the Cross Roads of Radio, clients and agencies alike will find an easily accessible contact with KG&FJ's unique and effective programming. Pay us a visit. The latch string is always out at Hollywood House

**KG&FJ**  
**1230 KC**

*The Twenty-four Hour Station*  
 Thelma Kirchner, Manager

Address..... 1100 Glendale Blvd.  
 Phone Number.....Exposition 1141  
 Transmitter Location.....1100 Glendale Blvd.  
 Time on the air: 7:45 p.m. to 12 midnight (except 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.....Dr. Rolf K. McPherson  
 General Manager.....Rev. Jack Carmain  
 Program-Musical Director.....John Vitallo  
 Chief Announcer.....Marshall Harry  
 Chief Engineer.....Harvey Haas  
 \* Non-Commercial Station.

**K F V D**  
**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 local sundown  
 News Service.....UP  
 Transcription Service.....Lang-Worth

**Personnel**

President-General Manager... J. Frank Burke  
 Sales-Commercial Manager... Howard Gray  
 Chief Engineer.....Jack Fredericks

**KG&FJ**  
**LOS ANGELES—EST. 1926**

Frequency: 1230 Kc.....Power: 100 Watts  
 Owned-Operated By.....Ben S. McGlashan  
 Address.....6314 Sunset Blvd.  
 Phone Number.....Prospect 2434  
 Transmitter Location..Washington & Oak Sts.  
 Time on the Air.....Unlimited license  
 News Service.....INS  
 Transcription Service.....Associated Music Publishers.

**Personnel**

Owner.....Ben S. McGlashan  
 General & Station Manager...Thelma Kirchner  
 Sales-Commercial Manager..Thelma Kirchner  
 Sales Promotion-Merchandising Manager.....Thelma Kirchner  
 Program-Publicity Director...Thelma Kirchner  
 Production Manager-Musical Director.....Thelma Kirchner  
 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. and Fairfax  
Time on the Air: 24 hours daily: Monday, 12:00  
midnite to 6:00 a.m.

News Service: AP, INS  
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  
Publicity Director: Harriet Crouse  
Program Director: Pat Campbell  
Chief Announcer: Tony La Frano  
Musical Director: Harry Zimmerman  
Chief Engineer: Frank Kennedy

**KLAC**

LOS ANGELES—EST. 1924

Frequency: 570 Kc. Power: 1000 Watts  
Owned-Operated By: Dorothy S. Thackrey

Address: 1000 Cahuenga Blvd.  
Phone Number: Hillside 1161

Transmitter Location: 1000 Cahuenga Blvd.  
Time on the Air: 5:30 a.m. to 1:00 a.m.

News Service: INS, AP, UP  
Transcription Service: Lang-Worth; Standard Radio.

Representative: Burn-Smith Co.

**Personnel**

General Manager: Don J. Feddersen  
Program Manager: Jim Strain  
Commercial Manager: H. R. Land  
Chief Announcer: Al Warner  
Musical Director: Oreste Tomasso  
Chief Engineer: Earl Buchanan

\* Formerly KTMR.

**KNX**

LOS ANGELES—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1070 Kc. Power: 50,000 Watts  
Owned-Operated By: Columbia Broadcasting System, Inc.

Address: 8121 Sunset Blvd.  
Phone Number: Hollywood 1212  
Transmitter Location: Columbia Park, Torrance, Calif.

Time on the Air: 6:00 a.m. to 1:05 a.m.  
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.: Charles Morin  
Sales Manager (KNX): J. A. Morton  
Sales Promotion Manager: Ralph Taylor  
Merchandising & Sales Service  
Manager: Ernest H. Martin  
Radio Sales Representative: Meredith Pratt  
Program Manager: Tom Hargis  
Chief Engineer: Lester H. Bowman  
Director of Public Relations: Chet Huntley  
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: John F. Beck  
Stations Relations Manager: E. W. Buckalew

**K R K D**

LOS ANGELES—EST. 1927

Frequency: 1150 Kc. Power: 2500 d.; 1,000 n  
Owned-Operated By: Radio Broadcasters, Incorporated

Business Address: 541 So. Spring Street  
Phone Number: Tucker 7111  
Studio Addresses: 312 Spring Arcade Bldg.;  
541 So. Spring St.

Transmitter Location: 1100 Lemoyne  
Time on the Air: Shares Time with KFSG  
News Service: INS  
Transcription Service: SESAC

**Personnel**

Chief Executive: Frank P. Doherty  
General Manager: Ned Connor  
Program Director: Venna Taylor  
Chief Engineer: Willis O. Freitag



"Free Speech  
Mike"

*Always*  
**OUT IN FRONT**

You can count on progressive programming to keep KMPC always out in front of the Western radio parade. KMPC sets the leader's pace with *better* programs built from sparkling new talent by top staff names. As a result, *more* listeners are spending *more* time with the "Station of the Stars". And more and more advertisers are lining up their advertising dollars behind the WEST'S GREATEST INDEPENDENT—KMPC. Join the parade. Remember, you're always in good company when you advertise on KMPC.

FULL INFORMATION AT YOUR PAUL H. RAYMER CO. OFFICE



LOS ANGELES, CALIFORNIA

# KMPC

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: Charles Calvert  
 Program Manager: C. G. Renier  
 Promotion-Publicity Director: Willard Hanes  
 Musical Director: Ted Steele  
 Chief Engineer: Lloyd Cigmon

# 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: 5:30 a.m. to 12 midnight  
 News Service: UF  
 Transcription Service: World and M. M. Cole  
 Representative: W. S. Grant Co

## Personnel

President: Horace Thomas  
 Station and Commercial Manager: Joe D. Carroll  
 Program Director and  
 Production Manager: Jayn Feller  
 Chief Engineer: Joe D. Carroll  
 Chief Announcer: Hedley Hall  
 Musical Director: George Davidson

# KYOS

MERCED—EST. 1936

MUTUAL BROADCASTING SYSTEM  
 DON LEE BROADCASTING SYSTEM

Business Address: P. O. Box 717  
 Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: Merced Broadcasting  
 Company  
 Phone Numbers: 1430; 1431

Studio Address: "G" Street Grade  
 Transmitter Location: "G" Street Grade  
 Time on the Air: 5:30 a.m. to midnight  
 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  
 Program Director: W. L. Musladin  
 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  
 Transcription Service: World, Lang-Worth  
 Representative: W. S. Grant

## Personnel

President-Station Manager: Wm. H. Bates, Jr.  
 Sales Manager: Virgil V. Riesley  
 Program Director: Cecil Lynch  
 Chief Engineer: Wm. H. Bates, Jr.

# KDON

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 11:15 p.m.;  
 Sunday 7:30 a.m.  
 Newspaper Affiliation: Monterey Peninsula  
 Herald; Salinas, Californian  
 News Service: UP  
 Transcription Service: NBC Thesaurus,  
 Associated

## Personnel

President: Paul H. Caswell  
 Station Manager: Reed Pollock  
 Sales Promotion Manager: George Ross  
 Program Director: Edward Duty, Jr.  
 Production Manager: Ford Warner  
 Publicity Director: George Ross  
 Chief Announcer: Orel Phillips  
 Chief Engineer: Omar Wright

# KWBR

OAKLAND—EST. 1921

Frequency: 1310 Kc. Power: 1000 Watts  
 Owned By: Warner Brothers  
 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  
 Representative: Wm. G. Rambeau

## Personnel

President-General Manager: S. W. Warner  
 Station-Sales-Commercial  
 Manager: F. Wellington Morse  
 Program Director: Sylvia L. Chandler  
 Chief Announcer: Dave Moore

# KLX

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: 6:45 a.m. to 1:00 a.m.  
 Newspaper Affiliation: Oakland Tribune  
 News Service: AP  
 Transcription Service: World Broadcasting  
 System and Associated  
 Representative: Joseph Hershey McGillvra

## Personnel

President-Owner: J. R. Knowland, Jr.  
 General Manager: Glenn Shaw  
 Sales Promotion Manager: Ellis F. Rehn  
 Program Director-Production Manager  
 and Publicity Director: Jerry Morton  
 Chief Announcer: Bill Stevens  
 Musical Director: Paul Scheiner  
 Chief Engineer: Roswell Smith

# KROW

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: 464 19th St., San Francisco  
 Newsreel Theatre, Oakland, Calif.  
 Transmitter Location: 1522 - 8th Avenue  
 Time on the Air: 17½ hours daily

News Service: UP  
 Transcription Service: Standard Radio;  
 Langworth

## Personnel

President-General Mgr.: Sheldon Sackett  
 Commercial Manager-Station  
 Manager: Wilton Guzendorier  
 Production Manager: R. W. Wassenberg  
 Publicity Director: Mercedes Prosser  
 Chief Engineer: C. E. Downey

# KXLA

PASADENA—EST. 1942

Frequency: 1110 Kc. Power: 10,000 Watts  
 Owned-Operated By: Pacific Coast Broadcast-  
 ing Co.  
 Business Address: 1401 South Oak Knoll Ave.  
 Phone Number: RYan 1-6991  
 Studio Address: 1401 Oak Knoll Ave.  
 Transmitter Location: El Monte, Calif.  
 Time on the Air: 24 Hours  
 News Service: INS  
 Transcription Service: Lang-Worth; Associated  
 Music Publishers  
 Representative: Joseph Hershey McGillvra, Inc.

In 5 years (by official census)  
**OAKLAND GROWS**  
**31.6% . . . to 401,257**  
 (Metropolitan Oakland near million)

It's official . . . just certified to the U. S. Bureau of Census. A special count places Oakland fourth (possibly third) among Coast cities . . . at least 26th in the nation! Oakland is increasingly a market all its own. And you can't overlook the fact that . . .



# KROW

"The Home Interest Station"

IS Oakland's Leading Radio Station

RADIO CENTER BLDG., OAKLAND 12, CALIF.

National Representatives: Radio Advertising Co.



**Personnel**

General Manager..... Loyal K. King  
 Station-Commercial Manager... Loyal K. King  
 Program-Publicity Director... Norman Rodgers  
 Chief Announcer..... Carl Saunders  
 Chief Engineer..... Jack Reader

**K C M J**

**PALM SPRINGS—EST. 1946**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned By..... Dick Joy, Donald C. McBain  
 Operated By... Palm Springs Broadcasting Co.  
 Address..... Box KK  
 Phone Number..... 2253-4  
 Studio-Transmitter Location.. North Indian Ave.  
 Time on the Air..... 6:30 a.m. to midnight;  
 Sunday, 8 a.m. to midnight  
 News Service..... UP  
 Transcription Service..... Standard  
 Representative..... Homer Griffith Co., Inc.

**Personnel**

Co-owner-Program Director..... Dick Joy  
 Co-owner..... Donald C. McBain  
 General Manager..... Clinton Jones  
 Commercial-Promotion Mgr.... George E. Irwin  
 Office Manager..... Margaret Lord  
 Chief Engineer..... William Murtough

**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 3-4363  
 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**

General Manager..... Rev. George E. Petrie  
 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 local sunset

News Service..... UP  
 Transcription Service..... Standard Radio

**Personnel**

Owners..... Marshall S. Neal, Paul Buhlig  
 General-Sales Manager..... William J. Beaton  
 Sales Promotion-Publicity..... Claire Hughes  
 Program Dir.-Chief Ann..... George Sanders  
 Musical Director..... Rowland Gibbs  
 Chief Engineer..... Paul W. 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..... Central Office, KYOS,  
 Merced, Calif.  
 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**

Station Manager..... Fred M. Stuelpnagel  
 Commercial Manager..... H. E. McCarty  
 Sales Promotion Manager..... Orville Burda  
 Program Director..... Charles Castor  
 Production Manager..... Lyle Mathis  
 Publicity Director..... Ted Dooley  
 Chief Announcer-Musical Dir... Charles Kinsley  
 Chief Engineer..... Russell Pope

**K P R O**

**RIVERSIDE—EST. 1941**

**AMERICAN BROADCASTING CO.**

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  
 480th 5th St. San Bernardino  
 Transmitter Location:..... 3401 Russell St.  
 Time on the Air..... 5:30 a.m. to 1 p.m.  
 News Service..... AP  
 Transcription Service: Associated Music Pub-  
 lishers and Cole  
 Representative..... Adam J. Young, Jr.

**Personnel**

President-General Manager..... W. L. Gleeson  
 Station Manager..... Gene Williams  
 Sales-Commercial Manager... Gene Williams  
 Sales Promotion-Merchandising  
 Manager..... Mildred Thorne

Program Director.....Kenyon E. Linn  
 Production Manager.....Ed McLean  
 Publicity Director.....Mildred Thorne  
 Chief Announcer.....Lee Lawley  
 Musical Director.....Marlene White  
 Chief Engineer.....Cecil Caves  
 Record m.c.....Ralph James

## K C R A

SACRAMENTO—EST. 1944

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned By...Central Valleys Broadcasting Co.  
 Business Address.....Calif. State Life Bldg.  
 Phone Number.....2-0758  
 Studio Address.....Calif. State Life Bldg.  
 Transmitter Location...27th & American River  
 Time on the Air.....6:00 a.m. to 12:05 a.m.  
 News Service.....AP  
 Transcription Service.....World Broadcasting System  
 National Representatives....Helen Wood and W. S. Grant

### Personnel

General Manager.....Ewing C. Kelly  
 Sales Manager.....Frank Coumont  
 Program Director.....Irving Phillips  
 Publicity Director.....Hill Armfield  
 Record m.c.....Edwin Carlson  
 Chief Engineer.....Marvin D. Myers

## K F B K

SACRAMENTO—EST. 1922

AMERICAN BROADCASTING CO.

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..McClatchy Newspapers  
 News Service.....UP and AP  
 Transcription Service.....NBC Thesaurus  
 Representative.....Paul H. Raymer Co.

### Personnel

President.....Eleanor McClatchy  
 Station Manager.....Leo O. Ricketts  
 Program Director.....James Eakins  
 Publicity Director.....Marjorie Kistie  
 Sales Manager.....Richard Brothers  
 Chief Announcer.....Tony Koester  
 Chief Engineer.....Stam Sronce

## 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.....Avery

### Personnel

President-Owner.....Mrs. Royal Miller  
 Station Manager.....Mrs. Royal Miller  
 Public Relations Manager.....Howard Smiley  
 Program Director.....Howard Smiley  
 Chief Engineer.....Howard Martineau

## K X O A

SACRAMENTO—EST. 1945

MUTUAL BROADCASTING SYSTEM

DON LEE BROADCASTING SYSTEM

Frequency: 1490 kc.....Power: 250 Watts  
 Owned-Operated by.....Lincoln Dellar  
 Business-Studio Address.....30th & P Sts.  
 Phone Number.....6-4728  
 Transmitter Location.....30th & P Sts.  
 Time on the Air.....18 Hours Daily  
 News Service.....UP  
 Transcription Service.....Associated. Cole  
 Representative.....John Blair & Co.

### Personnel

Owner-General Manager.....Lincoln Dellar  
 Commercial-Sales Promotion...Morton Sidley  
 Program-Publicity Director...Robert W. Dumm  
 Production Manager.....Earl Russel  
 Chief Engineer.....Neal Black

## 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.....512 Fifth St.  
 Phone Number.....4-761, 4-762  
 Transmitter Location.....990 Colton Ave.  
 Time on the Air.....5:45 a.m. to 12 midnight  
 Sunday 6:00 a.m.  
 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.....Eberle T. Shields  
 Production Manager-Chief  
 Announcer .....Paul C. Lynde  
 Chief Engineer.....George W. Ewing

**K F M B**

SAN DIEGO—EST. 1941

AMERICAN BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By:

The Jack Gross Broadcasting Co.

Address.....1375 Pacific Blvd.  
 Phone Number .....Main 2114  
 Transmitter Location .....Spreckles Bldg.  
 Time on the Air.....18 Hours per Day  
 News Service.....AP  
 Transcription Service.....Standard Radio  
 Representative.....The Bramham Co.

**Personnel**

President, Station and  
 Commercial Manager.....Jack Gross  
 Sales Promotion Manager.....Shirley Hawley  
 Program Director and  
 Production Manager.....Paul Baron  
 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.....Airtam Radio Corporation, Ltd.

Address .....326 Broadway  
 Phone Number .....Franklin 6353  
 Transmitter Location .....326 Broadway  
 Time on the Air.....6 a.m. to Midnight,  
 Sunday 8 a.m. to Midnight

Transcription Service.....NBC Thesaurus;  
 Representative .....Paul H. Rayer Co.

**Personnel**

President-Owner and  
 Station Manager.....Thomas E. Sharp  
 Assistant Manager.....M. R. Harris  
 Commercial-Sales Manager.....Larry Scalf  
 Program Director.....Alys Phreamer  
 Publicity-Sales Promotion.....M. R. Harris  
 Production-Musical Director.....Russ Plummer  
 Chief Announcer.....Len Lundmark  
 Chief Engineer.....Richard Gartner

**KFMB**  
*Sells*  
**SAN DIEGO**

San Diego County is important on any marketing map . . . and KFMB is important in covering this 'concentrated market from "within." 373,000 persons live within 15 miles of our antenna.

**KFMB**  
 BASIC AMERICAN NETWORK  
 (Pacific Coast)  
**SAN DIEGO, CALIF.**

Owned and Managed by JACK GROSS  
 Represented by the BRANHAM CO.

**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; Sundays, 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 Engineer: William G. Collins  
 Publicity Director: Willis I. Branin  
 Record m.c.: Jerry Lee Pecht

**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 0107  
 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  
 Station-General Manager: William D. Pabst  
 Sales Manager: Merwyn McCabe  
 Program-Production Manager: Mel Venter  
 Publicity Manager: R. L. Templeton  
 Musical Director: Lyle Bardo  
 Chief Engineer: Jim McArdle

**K G O**

**SAN FRANCISCO—EST. 1924**  
**AMERICAN BROADCASTING CO.**

Frequency: 810 Kc. Power 7500 Watts

Owned-Operated By:

American Broadcasting Co.  
 Address: 155 Montgomery St.  
 Phone Number: Exbrook 8544  
 Transmitter Location: 5433 E. 12th St., Oakland  
 Time on the Air: 24 hours daily;  
 Midnight to 5:45 a.m., Mondays  
 News Service: AP, INS, UP  
 Transcription Service: Standard, Associated, NBC Thesaurus, BMI  
 National Sales Office: ABC Spot Sales  
 Representative: ABC Spot Sales

**Personnel**

President: Mark Woods  
 Station Manager: Gayle V. Grubb  
 Sales Manager: Byron H. Nelson  
 Promotion-Publicity Manager: Robert F. Laws  
 Program Director: Robert H. Wesson  
 Chief Engineer: A. E. Evans  
 Musical Director: Phil Bovero  
 Record Master of Ceremony: George Fenneman

**K J B S**

**SAN FRANCISCO—EST. 1925**

Frequency: 1100 Kc. Power: 500 Watts  
 Owned By: KJBS Broadcasters  
 Operated By: KJBS Broadcasters  
 Address: 1470 Pine Street  
 Phone Number: Ordway 4148  
 Transmitter Location: 1470 Pine Street  
 Time on the Air: 5:00 a.m. to local sunset, 10:00 p.m. to 3:00 a.m.  
 News Service: INS; UP; AP  
 Transcription Service: Standard  
 Representative: Headley-Reed Co.

**Personnel**

President: E. P. Franklin  
 General Manager: E. P. Franklin  
 Sales Manager: S. G. Breyer  
 Program Manager-Production Manager: C. F. Pendleton  
 Musical Director: Mildred Bowyer  
 Record m.c.: Frank Cope  
 Chief Engineer: William Nielsen

**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: 8:00 a.m. to 2:00 a.m.

• • • CALIFORNIA • • •

News Service.....AP; INS; UP  
Transcription Service.....NBC Thesaurus;  
Standard Radio  
National Representative ..NBC Spot Sales

**Personnel**

General Manager.....John W. Elwood  
Sales Manager.....Alfred Crapsey  
Program Director.....Wendell Williams  
Publicity Director.....Louise Landis  
Chief Announcer.....Floyd Farr  
Sales Promotion Manager...Hunter L. Scott  
Station Engineer.....Curtis D. Peck

**K S A N**

**SAN FRANCISCO—EST. 1922**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By...Golden Gate Broad-  
casting Corp.

Address ..... 1355 Market St.,  
Merchandise Mart Bldg.

Phone Number...Market 8171  
Transmitter Location .....1355 Market St.  
Time on the Air .....18 Hours  
News Service.....AP  
Transcription Service.....Langworth  
Representative.....Wm. G. Rambeau Co.

**Personnel**

President ..... S. H. Patterson  
Station and Commercial  
Manager ..... Jerry Akers  
Production-Program Director... Lee Giroux  
Sales Promotion.....Bob Woodmansee  
Publicity Director ..... John Ross  
Chief Announcer..... Bill Braly  
Musical Director..... Jack Buckingham  
Chief Engineer..... N. I. 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.....6:00 a.m. to 12 Midnight  
News Service.....INS, UP  
Transcription Service.....Lang-Worth.  
Standard, World Associated  
Representative.....Weed & Company

**Personnel**

President.....W. I. Dumm  
Sales Manager.....John H. Schacht  
Program Director-  
Production Manager.....Richard M. Oddie  
Public Relations Director...David C. Spencer  
Chief Announcer.....Robert W. Day  
Musical Director.....Sam Moore  
Vice-President Engineering..Royal V. Howard

If you have Availability  
Chills

and

Spots Before the Eyes

**TAKE THE CURE  
WITH "CUE-IN"**

SEE

**A P R A D I O  
P R O D U C T I O N S**

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA  
NEW YORK 20, N. Y.

*One of America's Outstanding Independent Stations*

RADIO STATION

**K Y A**

*San Francisco* 5000 watts-Days  
1000 watts-Nights 1260 KC

**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... Adam Young

**Personnel**

President and Station Manager... Don Feddersen  
 Sales and Sales Promotion  
 Manager... D. E. Lundy  
 Program Director... William Brown  
 Chief Engineer... Paul C. Schulz  
 Chief Announcer... Ellis Lind

**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 2816 (San Jose),  
 EXbrook 3233  
 Studio Address... 89 E. San Antonio St.  
 San Jose; Palace Hotel, San Francisco  
 Transmitter Location... Alviso, California  
 Time on the Air... 5:30 a.m. to 12 midnight  
 News Service... INS; UP; AP  
 Transcription Service... Standard Radio;  
 NBC Thesaurus, Cole.  
 Representative... Edward Petry & Co., Inc.

**Personnel**

President... Ralph R. Brunton  
 General Manager... C. L. McCarthy  
 Vice President and  
 Publicity-Sales Promotion  
 Manager... Wade Thompson  
 Program Director... Fred Ruegg  
 Production Manager... Grant Holcomb  
 Commercial Manager... D. M. Greene  
 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 264  
 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, 7:00 a.m. to Midnight  
 News Service... AP  
 Transcription Service... Standard Radio  
 and World  
 Representative... W. S. Grant Company

**Personnel**

Owner... Christina M. Jacobson  
 Manager... Les Hacker  
 Commercial and Sales  
 Promotion Manager... Joe Shuttleworth  
 Program Director... William Barton  
 Production Manager... Aram Rejabian  
 Chief Announcer-Musical Dir... Clark Blocher  
 Chief Engineer... Earle Travis

**K V O E**

**SANTA ANA—EST. 1926**

**DON LEE — MUTUAL**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By... The Voice of the  
 Orange Empire, Inc., Ltd.  
 Business Address... 206 No. Main St.  
 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  
 Commercial Manager... L. S. Nicholson  
 Sales Promotion Manager... Marjory Marsh  
 Production Manager... Bill Elliott  
 Chief Engineer... Stan Guenther

**K D B**

**SANTA BARBARA—EST. 1921**

**MUTUAL—DON LEE BROADCASTING  
 SYSTEMS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By... Don Lee Broadcasting System  
 Address... 1309 State St.  
 Phone Number... Santa Barbara 4131  
 Transmitter Location... 17 East Haley  
 Time on the Air... 6:45 a.m. to 12:15 a.m.  
 Transcription Service... World Broadcasting  
 System  
 Representative... John Blair & Co.

**Personnel**

President.....Thomas S. Lee  
 Manager.....Lewis Allen Weiss  
 Commercial Manager.....James S. Blomfield  
 Sales Promotion Manager.....Donald C. Roberts  
 Program Director.....Fin Hollinger  
 Production Manager.....Donald C. Roberts  
 Publicity Director.....Elizabeth Goddard  
 Record m.c.....Raymond Dietrich  
 Chief Engineer.....William C. Buckley

**K T M S**

**SANTA BARBARA—EST. 1937**

AMERICAN BROADCASTING CO.

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.....18 Hours, Mon.-Sat.;  
 16 Hours, Sun.  
 Newspaper Affiliation.....Santa Barbara  
 News-Press  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....Paul H. Raymer Co.

**Personnel**

President-Owner.....T. M. Storke  
 Station-General and  
 Commercial Manager.....Jack Heintz  
 Sales-Promotion Manager.....R. A. Harding  
 Program Director and  
 Production Manager.....Frank P. Weltmer  
 Musical Director.....Ernie Dugue  
 Chief Engineer.....Albert Nicolay

**K S M A**

**SANTA MARIA—EST. 1946**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By...H. G., C. A., M. C.  
 Shurtliff & C. A. Center  
 Address.....3437 Hedges Ave., Fresno, Calif.

(Call Letters to Be Assigned)

**SAN MATEO\***

Frequency: 1050 ks. .... Power: 250-D  
 Owned-Operated By...San Mateo County  
 Broadcasters  
 Address.....San Mateo, Calif.

**Personnel**

Chief Executive.....Edmund Scott  
 \* Construction Permit.

**K S R O**

**SANTA ROSA—EST. 1937**

Frequency: 1350 Kc. .... Power: 1000 Watts  
 Operated By.....Ruth W. Finley  
 Owned By.....Ruth W. Finley  
 Business Address.....Press-Democrat Bldg.  
 Phone Number.....110  
 Studio Address.....427 Mendocino Ave  
 Casa de Vallejo Hotel, Vallejo  
 Transmitter Location Fresno and Finley Aves.  
 Time on the Air...6:00 a.m. to 10:00 p.m.  
 News Service.....UP, AP  
 Transcription Service:  
 World Broadcasting System; Standard  
 and Cole

**Personnel**

President.....Ruth Finley  
 Station Manager.....Eddie Handley  
 Chief Engineer.....Howard McCauley  
 Sales Manager.....Ted Hall

**K G D M**

**STOCKTON—EST. 1926**

COLUMBIA BROADCASTING SYSTEM

Frequency: 1140 Kc. .... Power: 5000 Watts  
 Owned-Operated By.....E. F. Peffer  
 Address.....517 E. Market St.  
 Phone Number.....4-4551  
 Transmitter Location...S.E. 3 miles on 99 hiway  
 Time on the Air...6:00 a.m. to 12 midnight  
 News Service.....INS  
 Transcription Service...World Broadcasting  
 System  
 Representative.....John Blair & Co.

**Personnel**

Owner.....E. F. Peffer  
 Manager.....E. Smith  
 Program Director...M. Dinamore  
 Chief Engineer...M. B. Greene

**K W G**

**STOCKTON—EST. 1921**

AMERICAN BROADCASTING CO.

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By...McClatchy Broad-  
 casting Co.  
 Address.....Hotel Wolf  
 Phone Number.....22727  
 Transmitter Location.....Weber & E. Sta.



Time on the Air.....6 a.m. to 12 midnight:  
 Sunday, 7 a.m. to 12 midnight  
 Newspaper Affiliation:  
 McClatchy Newspapers  
 News Service.....UP, AP  
 Transcription Service.....Thesaurus  
 Representative.....Paul H. Raymer Co.

**Personnel**

President.....Eleanor McClatchy  
 Station & Sales Manager.....Howard L. Bailey  
 Program Director.....James E. Longe  
 Publicity Director.....Gail K. Mayers  
 Chief Engineer.....Russell Bennett

**K C O K**

TULARE—EST. 1945

MUTUAL—DON LEE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Herman Anderson  
 Address.....Box 873  
 Phone Number.....800  
 News Service.....UP  
 Transcription Service.....SESAC, Standard  
 Representative.....Homer Griffith

**Personnel**

Chief Executive.....Herman Anderson  
 General Manager.....Sheldon Anderson  
 Commercial Manager.....Richard Wegner  
 Program Director-Chief  
 Engineer.....Harold Sparks  
 Promotion Manager.....Bob Lane

**K T K C**

VISALIA—EST. 1937

AMERICAN BROADCASTING CO.

Frequency: 940 Kc.....Power: 5,000 Watts  
 Owned-Operated By.....Tulare-Kings Counties  
 Radio Associates  
 Business Address.....Post Office Box 511  
 Phone Number.....575  
 Studio Address.....Hotel Fresno, Fresno, Calif.  
 Transmitter Location.....1 3/4 miles southwest  
 of Visalia, California  
 Time on the Air.....5:45 a.m. to 12:10 Midnight  
 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.....Milliard Kibbe  
 Production Manager.....Bill Gracey  
 Chief Engineer.....Bert Williamson  
 Chief Announcer.....Bill Ott  
 Publicity Director.....Jean Banks

**K H U B**

WATSONVILLE—EST. 1936

AMERICAN BROADCASTING CO.

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.....Knight Johnston  
 Program Director.....Don De Wald  
 Chief Announcer.....Don Malone  
 Chief Engineer.....George Kenville

**"STAR TIME"**

Intensely interesting dramati-  
 zations of personalities of  
 interest to women.  
 Through the unique, new  
 "Cue-In" technique, the sta-  
 tion's local women's program  
 editor participates with the  
 star.  
 "Cue-In" localizes and per-  
 sonalizes the program—15-  
 minutes, transcribed.

*Exclusive in Any Market*

WRITE

**A P R A D I O  
 P R O D U C T I O N S**

PRESS ASSOCIATION, INC.  
 50 ROCKEFELLER PLAZA  
 NEW YORK 20, N. Y.

# COLORADO

For Major Markets Radio Homes 1946 Please Turn to Pages 247-255

## KGIW

ALAMOSA—EST. 1929

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. to 9:30 p.m.  
News Service..... UP  
Transcription Service..... Keystone

### Personnel

Owner..... E. L. Allen  
Sales Manager..... Lloyd Allen  
Program Director..... Kay Allen  
Chief Engineer..... George H. Kettle

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, 7:00 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 Manager..... Everett Shupe  
Commercial Manager..... Orville W. Suhre  
Chief Engineer..... H. C. Strang

## KVOR

COLORADO SPRINGS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1300 Kc.....Power: 1000 Watts  
Owned-Operated By..... Outwest Broad-  
casting Company

## KFEL

DENVER—EST. 1922

MUTUAL

Frequency: 950 Kc.....Power: 5000 Watts  
Owned-Operated By..... Eugene P. O'Fallon,  
Inc.  
Address..... Albany Hotel



1946...

4th YEAR

FOR THE

KFEL NEWS HOUR

- 9:00 P.M. News by Associated Press, I.N.S. and the KFEL Staff
- 9:15 P.M. Exclusive Foreign Service of THE CHICAGO DAILY NEWS
- 9:30 P.M. "Top of the News" by FULTON LEWIS, JR. (MBS)
- 9:45 P.M. "The Inside of Sports" by BILL BRANDT (MBS)

## KFEL — "THIS IS MUTUAL IN DENVER"

950 Kilocycles— with 5,000 Watts 24 hours a day

Managed by Gene O'Fallon

Represented by John Blait & Co.

Phone Number .....KEystone 0178  
 Transmitter Location ... 5350 West 20th Ave.  
 Time on the Air.....24 Hours Daily  
 News Service.....AP & Chicago Daily News  
 Transcription Service.....Standard Radlo  
 and Associated Record. SESAC. Cole  
 Representative.....John Blair & Co.

**Personnel**

President-Manager.....Gene O'Fallon  
 Director .....Frank Bishop  
 Program Director.....Paul Godt  
 Chief Engineer.....Tom Atherstone  
 Musical Director.....Paul Godt

.   
**K L Z**

**DENVER—EST. 1920**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 580 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 12:15 a.m.  
 News Service.....INS, AP  
 Transcription Service .....Standard.  
 C. P. MacGregor, M. M. Cole  
 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-Operated By.....KMYR Broadcasting Co.  
 Address.....1626 Stout Street  
 Phone Number.....Main 4161  
 Transmitter Location.....1626 Stout Street  
 Time on the Air.....6:00 a.m. to 2:00 a.m.  
 News Service.....UP and AP  
 Transcription Service.....World Broadcasting  
 and Cole.  
 Representative.....William G. Rambeau Co.

**Personnel**

Owner .....F. W. Meyer  
 Station Manager.....A. G. Meyer  
 Commercial Manager.....Ben Bezoff

Publicity Manager.....E. H. Meyers  
 Program Director.....Dolores Plested  
 Production Manager.....Leo Cross  
 Chief Announcer.....Bill Butterfield  
 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.....19¼ Hours  
 News Service .....AP; INS; UP  
 Transcription Service.....NBC Thesaurus,  
 Standard

**Personnel**

President, National Broadcasting Co.  
 Niles Trammell  
 Station Manager.....Lloyd E. Yoder  
 Sales Manager.....James R. MacPherson  
 Program Director.....Clarence C. Moore  
 Sales Promotion Manager..T. Ellsworth Stepp  
 Production Manager.....Earle Ferguson  
 Publicity Director.....T. Ellsworth Stepp  
 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.....Shares Time

**Personnel**

President .....Bishop Alma White  
 Station Managers.....Dr. A. K. White and  
 Dr. Ray B. White  
 Program Director.....Kathleen M. White  
 Musical Director.....Orland A. Wolfram  
 Chief Engineer .....Paul H. Schissler  
 \*(Non-Commercial Station)

# KVOD

DENVER—EST. 1925

AMERICAN BROADCASTING CO.

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. Hills  
 Assistant Program Director: Thelma Smallegenberger  
 Secretary: Elaine Barcroft  
 Chief Engineers: W. D. Pyle and T. C. Ekrem

# KIUP

DURANGO—EST. 1935

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: San Juan Broadcasting Co.  
 Address: 2800 Main Ave.  
 Phone Number: 117  
 Transmitter Location: 2800 Main Ave.  
 Time on the Air: 7:00 a.m. to 10:00 p.m.  
 News Service: UP  
 Transcription Service: Keystone Broadcasting System, SESAC, Cole

## Personnel

Station Manager: Raymond M. Beckner  
 Chief Engineer: John L. Antic  
 Chief Announcer: Don Hoover

# KFXJ

GRAND JUNCTION—EST. 1926

MUTUAL BROADCASTING SYSTEM  
 KEYSTONE BROADCASTING SYSTEM

Frequency: 920 Kc. Power: 1000 d.; 500 w.  
 Owned-Operated By: Western Slope Broadcasting 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 11:00 p.m.  
 News Service: UP  
 Transcription Service: World Broadcasting System, Standard and SESAC  
 Representative: Walker Company

## Personnel

Station and Sales Manager: Rex Howell  
 Sales Manager: Roger Kelly  
 Chief Announcer: Jack Lund  
 Chief Engineer: D. E. Towne  
 Auditor: Charles Howell  
 Program Director: Mildred Fuller

# KFKA

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: Shares Time  
 News Service: UP  
 Transcription Service: Lang-Worth, Cole

## Personnel

Managing Director: H. E. Green  
 General Manager: Francis Price  
 Program Director: Charles E. Sumerau  
 Chief Engineer: Ray E. Smith

# KOKO

LA JUNTA—EST. 1937

KEYSTONE BROADCASTING SYSTEM

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: UP  
 Transcription Service: Keystone  
 Transcription Service: Keystone Broadcasting System, Standard Radio, SESAC  
 Representative: Thomas F. Clark Co.

## Personnel

Chief Owner-Secy.-Treas.: Leonard E. Wilson  
 Station Manager: Leonard E. Wilson  
 Sales Manager: Margaret W. Johnson  
 Production Manager: Leonard E. Wilson  
 Chief Engineer: Leonard E. Wilson

# K G H F

PUEBLO—EST. 1928

AMERICAN BROADCASTING CO.

Frequency: 1350 Kc. Power: 1000 d.; 500 n.  
 Owned-Operated By: Curtis P. Ritchie  
 Address: P.O. Box 293  
 Phone Number: 3877  
 Studio Address: 304 North Main  
 Transmitter Location: 3 miles south on Highway 85  
 Time on the Air: 6:00 a.m.-11 p.m. daily; 7 a.m.-11 p.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: Cliff Hendrix  
 Publicity Director: Maxson I. Bevens

# K G E K

STERLING—EST. 1926

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: 11:30 a.m. to 1:30 p.m.  
 Representative: Thomas F. Clark Co., Inc.

## Personnel

Owner: Elmer G. Beehler  
 Sales Manager: Glenn Presser  
 Chief Engineer: Elmer G. Beehler

## "SPECIAL ASSIGNMENT"

Exciting dramatizations based on the unusual stories of top-flight news reporters.

It's 15-minutes of *action, thrills and chills.*

An easy sales-winner for any sponsor of transcribed programs.

*Exclusive in Any Market*

SEE

# AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK 20, N. Y.



*Connecticut has a great inheritance: the first democratic constitution, adopted in 1636. Above: Seat of government in Hartford.*

# EVERYTHING HERE IS CAPITAL . . .

1. **THE CAPITAL CITY** of Connecticut, Hartford is the center of the busy political, financial and industrial life of the state.
2. **THE CAPITAL MARKET** of the country, the Hartford Trading Area is the Major Market in a state which leads all others in Effective Buying Income per family.
3. **THE CAPITAL STATION** in this market, WDRC is a capital buy, with one low uniform rate for all advertisers, national, regional and local.

**WDRC**  
HARTFORD 4 CONNECTICUT  
WDRC - FM

BASIC CBS HARTFORD REPRESENTED BY PAUL H. RAYMER

# CONNECTICUT

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

## 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  
Transcription Service Associated; Standard Radio, SESAC  
Representative Edward Petry & Co., Inc.

### Personnel

President Wm. F. O'Neil  
Chairman of Board John Shepard, 3rd  
Station Manager Joseph Lopez  
Assistant Manager Thomas O'Neil  
Sales Manager Norman Whittaker  
Sales Promotion James S. Powers  
Program Director Florence Robinson  
Chief Engineer George Kelch

## W N A B

BRIDGEPORT—EST. 1941

AMERICAN BROADCASTING CO.  
CONNECTICUT STATE NETWORK

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By Harold Thomas  
Address 991 Broad Street  
Phone Number 3-3112  
Transmitter Location Locomobile Point—(Inner Harbor)  
Time on the Air: 7:00 a.m. to midnight; Sundays, 9 a.m. to midnight  
News Service UP  
Transcription Service Standard Radio  
Representative William G. Rambeau Co.

### Personnel

Owner Harold Thomas  
General Manager Bruff W. Olin, Jr.  
Sales Manager Terry McGough  
Chief Engineer Vinnie De Laurentis  
Sales Promotion Sidney Peters  
Sales Promotion Bruff W. Olin, Jr.  
Publicity-Production Director Peter Bochan

## W D R C

HARTFORD—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1360 Kc. Power: 5000 Watts  
Owned-Operated By WDRC, 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 World  
Representative Paul H. Raymer Co., R. C. Foster & Company

### Personnel

President and Station  
Station Manager Walter B. Haase  
Commercial and Sales Promotion  
Manager William F. Malo  
Program Director and  
Production Manager Harvey Olson  
Publicity Director Jack Zaiman  
Chief Announcer Larry Colton  
Chief Engineer Italo A. Martino  
Record m.c.'s Roy Hansen; Larry Colton; James Garrett; Dean Luce

## W H T D

(Formerly Known as WNBC)  
HARTFORD—EST. 1935

MUTUAL BROADCASTING SYSTEM  
YANKEE 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. to 1 a.m.; Sun., 8 a.m. to 1 a.m.  
News Service UP  
Transcription Service Standard Radio and Associated  
National Sales Office Edward Petry & Co., Inc. Company, New York, Detroit, Chicago

### Personnel

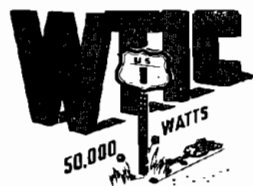
Ch. of Bd. of Directors of  
The Yankee Network John Shepard, III  
Station Supervisor Ralph D. Kanna  
Sales Manager Linus Travers  
Promotion Manager Robert Mooney  
Chief Engineer Rogers Holt

# TRY SOME?



During the past eight years, Peter Paul, makers of chocolate-coconut MOUNDS—through their agency, Platt-Forbes, Inc.—have consistently employed the facilities of WTIC to sell their famous candy bar to the Southern New England Market. As a result, Southern New Englanders *have* tried this delicious confection, and they keep coming back for more.

Peter Paul is typical of the many advertisers who have found it both profitable and pleasant to do business with WTIC.



**DIRECT ROUTE TO  
SALES IN**  
*Southern New England*  
The Travelers Broadcasting Service Corporation  
Affiliated with NBC  
and New England Regional Network  
Represented by WEED & COMPANY,  
New York, Boston, Chicago,  
Detroit, San Francisco and Hollywood



# W T H T

HARTFORD—EST. 1936

AMERICAN BROADCASTING CO.  
CONNECTICUT STATE NETWORK

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By... Hartford Times, Inc.  
Address..... 555 Asylum St.  
Phone Number..... 2-0237  
Transmitter Location..... 555 Asylum St.  
Time on the Air..... 6:30 a.m. to midnight;  
Sunday, 8 a.m. to midnight

Newspaper Affiliation..... Hartford Times  
News Service..... AP  
Transcription Service..... Lang-Worth  
Standard  
Representative..... J. P. McKinney & Son

## Personnel

Station Manager..... C. Glover DeLaney  
Commercial Manager..... Leonard R. Schoenfeld  
Sales Promotion Manager..... John S. Lloyd  
Program Director.....

Production Manager..... F. E. Bieber  
Musical Director..... Charlotte Anderson  
Chief Engineer..... Charles S. Masini  
Record m.c.'s..... Joseph W. Girand,  
Mitchell C. Belters

# W T I C

HARTFORD—EST. 1925

NBC—NEW ENGLAND REGIONAL NETWORK

Frequency: 1080 Kc. Power: 50,000 Watts  
Owned-Operated By... The Travelers Broad-  
casting Service Corporation  
Address..... 26 Grove Street  
Phone Number..... 2-3181  
Transmitter Location..... Avon, Connecticut  
Time on the Air..... 5:30 a.m. to 1 a.m.  
Sundays, 8 a.m. to 1 a.m.

News Service..... AP; INS; Transradio  
Transcription Service..... Lang-Worth, NBC.  
Thesaurus  
Representative..... Weed & Company

## Personnel

General Mgr.-Station Mgr. .... Paul W. Morency  
Asst. General Manager.....

Commercial Manager..... Walter Johnson  
Sales Promotion Manager..... James F. Clancy  
Program Manager..... Leonard J. Patricelli  
Production Manager..... Paul Lucas  
Publicity Director..... James F. Clancy  
Chief Announcer..... Bernard Mullins  
Musical Director..... Moshe Paramov  
Plant Manager..... H. D. Taylor

# W E L I

NEW HAVEN—EST. 1935

AMERICAN BROADCASTING CO.

Frequency: 960 Kc. Power: 1,000 d.; 500 w.

Owned-Operated By... Conn. Radio Foundation,  
Inc.

Address..... 221 Orange Street  
Phone Number..... 8-1133  
Transmitter Location..... Hamden, Conn.  
Time on the Air..... Unlimited  
News Service..... UP  
Transcription Service..... World Broadcasting  
System Library  
Representative..... Headley-Reed Co.

## Personnel

President..... H. C. Wilder  
Vice-President..... W. A. Riple  
General-Station Manager..... Richard W. Davis  
Commercial Manager..... Edwin H. Schweitzer  
Sales Promotion Manager.....  
Publicity Director..... Dudy Frank  
Program Director..... Charles Wright  
Chief Announcer..... Jack Ryan  
Record m.c..... Clive Dill  
Chief Engineer..... Fred King

# W N H C

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..... 6:30 a.m. to 1 a.m.  
Representative..... Wm. G. Rambeau Co.  
News Service..... AP  
Transcription Service..... Standard

## Personnel

President..... Patrick J. Goode  
General-Station Manager..... James T. Milne  
Merchandising Manager..... Vincent Callanan  
Program Director..... Kenneth Carter  
Production Manager..... George Chapman  
Publicity Director..... Margaret Wilson  
Chief Engineer..... Garo W. Ray  
Record m.c.'s..... Richard Jessens, Dave  
Harriss, Joseph Burns

# W N L C

NEW LONDON—EST. 1936

MUTUAL BROADCASTING SYSTEM—YANKEE  
NETWORK & CONNECTICUT STATE  
NETWORK

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By... Thames Broadcasting  
Corporation  
Address..... Mohican Hotel,  
281 State Street

• • • CONNECTICUT • • •

Phone Number ..... New London 4900  
Transmitter Location ..... Winthrop Point  
Time on the Air: 7:30 a.m. to 12 midnight;  
News Service ..... AP  
Representative ..... Bertha Bannon

**Personnel**

General Manager ..... Gerald J. Morey  
Sales-Merchandising  
Manager ..... Edwrd F. Darrell, Jr.  
Program Director-Production  
Manager ..... Leslie S. Morson  
Record m.c. .... Milton Warren  
Chief Engineer ..... Gerald J. Morey

**W S R R**

STAMFORD—EST. 1941

AMERICAN BROADCASTING CO.  
CONNECTICUT STATE NETWORK

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Western Conn.  
Broadcasting Co.  
Address ..... 270 Atlantic St  
Phone Number ..... 4-7575  
Transmitter Location ..... Lindstrom Rd., Ship-  
pan Point, Conn.  
Time on the Air ..... 6:30 a.m. to 12 midnight  
News Service ..... UP  
Transcription Service ..... World Broadcasting  
System  
Representatives ..... Bertha Bannon, Helen Wood

**Personnel**

Station Manager ..... Harold H. Meyer  
Sales Manager ..... Wharton Ford  
Sales Promotion Manager ..... K MacEwen  
Program Director ..... C. H. Shadwell  
Publicity Director ..... D. Hay  
Chief Engineer ..... Edward Markman  
Musical Director ..... Wharton Ford

**W A T R**

WATERBURY—EST. 1934

AMERICAN BROADCASTING CO.  
CONNECTICUT STATE NETWORK—YANKEE

Frequency: 1320 Kc. .... Power: 1000 Watts  
Owned By ..... The Watr Co.  
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 Gen'l Mgr ..... Harold Thomas  
Station Sales Manger ..... Sam Elman  
Sales Promotion Manager ..... Sam Elman  
Chief Engineer ..... Russel Jensen

**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 Promotion Manager ..... E. J. Frey  
Program Director ..... Charles Lynch  
Commercial Manager ..... H. A. DeVorken  
Chief Engineer ..... Frank Hales

**WSRR**

STAMFORD, CONNECTICUT

*Ask  
Anyone!*

# DELAWARE

For Major Markets Radio Homes 1946 Please Turn to Pages 247-255

## 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...35th St. & Bellevue Ave.  
Time on the Air.....8 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. Mathlot

## 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 .....Wilmington 4-7771  
Transmitter Location...35th St. & Bellevue Ave.  
Time on the Air.....6 a.m. to 1 a.m.;  
Sunday, 7 a.m. to 1 a.m.  
News Service .....AP  
Transcription Service.....Lang-Worth  
Representative.....Joseph Hershey McGilvra

### Personnel

President.....Alfred G. Hill  
General-Station Mgr.....George L. Sutherland  
Sales-Merchandising Mgr..Chauncey Eames, Jr.  
Musical Director .....Delamere Parks

**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 Major Markets Radio Homes 1946 Please Turn to Pages 247-255

## WINX

WASHINGTON, D. C.—EST. 1940

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: WINX Broadcasting Co.  
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, UP  
Transcription Service: Standard Radio,  
Langworth and Associated, World

### Personnel

President: Eugene Meyer  
General Manager: Wayne Coy  
Sales Manager: Regis O'Donnell  
Program Director: Richard C. McNamara  
Production Managers: Betti Allen and  
Paul Hume  
Publicity Director: Phil Reilly  
Chief Announcer: George Crawford  
Chief Engineer: Ralph Cannon

## WMAI

WASHINGTON, D. C.—EST. 1926

AMERICAN BROADCASTING CO.

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,  
7 a.m. to 1 a.m.  
Newspaper Affiliation: Washington Evening  
Star  
News Service: AP; UP; Reuters  
Transcription Service: NBC Thesaurus;  
Standard Radio  
Representative: ABC Spot Sales

### Personnel

President: S. H. Kauffman  
General Manager: K. H. Berkeley  
Assistant General Manager and  
Commercial Manager: Ben B. Baylor, Jr.  
Sales Promotion Manager: William R. Willison  
Program Director: Gordon Hubbel  
Production Manager: John MacKercher  
Publicity Director: Bryson Rash

Chief Announcer: Harold Stepler  
Musical Director: Sidney  
Record m.c.: Traiton Robertson  
Chief Engineer: Daniel Hunter

## 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: Silver Springs, Md.  
Time on the Air: 19½ hours daily;  
17½ hours Sunday  
News Service: UP, AP, Washington News  
Service  
Transcription Service: Lang-Worth; Standard  
Radio; Associated  
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  
Promotion Manager: Tom Means  
Production Manager: Jay Caldwell  
Publicity Director: Jack Paige  
Chief Announcer: Karl Bates  
Musical Director: Charles Keaton  
Record m.c.'s: Russ Hodges, Dale Morgan

## WRC

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: Ager Rd., Bethesda, Md.  
7:30 a.m. to 1 a.m.  
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.....James Seiler  
 Production-Program Dir.....George Y. Wheeler  
 Musical Director.....Fritz Balzer  
 Chief Engineer.....Donald Cooper  
 Record MC .....Bill Herson  
 Publicity Director.....Mary Cavanaugh

**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 Washington Office (CBS)  
 Earl H. Gammons  
 General Manager (WTOP).....Carl Burkland  
 Assistant to Director.....Fox Case  
 Program Director.....Martin D. Wickett  
 Supervisor Accounting, Personnel,  
 Purchasing .....Harry R. Crow  
 Sales Manager.....Maurice Mitchell  
 Director Program Operations.....Roy Passman  
 Director Press Information.....Carl Gebuhr  
 Chief Washington Correspondent-Director  
 Washington News Bureau (CBS)  
 Eric Sevareid  
 Chief Engineer .....Clyde Hunt

**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 ..... 24 hours daily;  
 News Service.....AP, UP  
 Transcription Service ..... Standard, Cole  
 Representative .....Weed & Co.

**Personnel**

President.....Joseph Katz  
 Station Manager.....Ben Strouse  
 National Sales Mgr.....Helen K. Moberley  
 Merchandising-Sales Promotion..Herman Paris  
 Program Director .....Ira Walsh  
 Production Manager.....Sidney Peters  
 Publicity Director.....Jack Espey  
 Chief Announcer.....Jack Lowe  
 Musical Director.....Rosa May Fischer  
 Record m.c .....Jack Lowe  
 Chief Engineer.....Ross Beville

**POSTWAR  
 WASHINGTON, D. C.**

The Planning Committee of the Washington Board of Trade and the Opinion Research Corporation of Princeton, N. J., have released some extremely pertinent findings on the immediate peacetime prospects for Washington. Look for them in our WWDC ads.

**WWDC**

**the big sales result station  
 in Washington, D. C.**

Represented nationally by  
**WEED & COMPANY**

# FLORIDA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

## W M F J

DAYTONA BEACH—EST. 1935

AMERICAN BROADCASTING CO.

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . W. Wright Esch  
 Address . . . . . 126½ Magnolia Ave.  
 Phone Number . . . . . 91-2  
 Transmitter Location . . . . . 126½ Magnolia Ave.  
 Time on the Air . . . . . 7 a.m. to midnight.  
 Sunday, 8 a.m. to midnight  
 News Service . . . . . AP  
 Transcription Service . . . . . NBC Thesaurus

### Personnel

Owner . . . . . W. Wright Esch  
 General Manager . . . . . Billee B. Esch  
 Station Manager . . . . . Ray Clancy  
 Traffic Manager . . . . . Oliver Thornburg  
 Sales-Commercial Manager . . . . . John S. Pitts  
 Program Director . . . . . Oliver Thornburg  
 Publicity Director . . . . . Crystal Palmer  
 Chief Engineer . . . . . W. Wright Esch

## 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 . . . . . 7 a.m. to 12 midnight  
 News Service . . . . . AP  
 Transcription Service . . . . . NBC Thesaurus  
 Representative . . . . . John E. Pearson

### Personnel

President . . . . . Ronald B. Woodyard  
 Sales Manager . . . . . Harry Thrift  
 Chief Engineer . . . . . Al Scott

# W M F J

DAYTONA BEACH, FLORIDA

**(Call Letters to Be Assigned)**  
**FORT LAUDERDALE\***

Frequency: 1400 kc.....Power: 250 Watts  
Owned-Operated By.....Fort Lauderdale  
Broadcasting Co.  
Address ..... Fort Lauderdale, Fla.

**(Call Letters to Be Assigned)**  
**FORT PIERCE\***

Frequency: 1400 kc.....Power: 250 Watts  
Owned-Operated By.....Indian River  
Broadcasting Co.  
Address ..... Fort Pierce, Fla.  
\* Construction Permit.

**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.....Langworth, Cole  
Representative.....Burn-Smith Co., Inc.

**Personnel**

Director-General Mgr...Maj. Garland Powell  
Station Office Manager.....John Berry  
Commercial Manager.....Rem James  
Merchandising Manager.....Paul Acosta  
Musical Director.....Helen S. Edwards  
Chief Engineer.....Dr. Palmer Craig

**WJAX**

**JACKSONVILLE—EST. 1925**  
**NATIONAL BROADCASTING CO.**

Frequency: 930 Kc.....Power: 5000 d.; 1000 n.  
Owned, Operated By.. City of Jacksonville, Fla.  
Address..... No. 1 Broadcast Place  
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.....J. W. Douglass  
Chief Announcer.....Grant Frankish  
Musical Director.....Frank Morris

**WJHP**

**JACKSONVILLE—EST. 1940**  
**MUTUAL BROADCASTING SYSTEM**  
**FLORIDA 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  
Chief Engineer.....B. Hayford  
Commercial Manager.....R. R. Powell  
Program Manager.....George Jesse

**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

**W M B R**

**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 a.m. to 12:05 a.m.  
News Service . . . . . UP  
Transcription Service . . . . . World  
Representative . . . . . Weed & Co

**Personnel**

President-Station Manager . . . . . Frank King  
Commercial-Sales Promotion Manager  
Glenn Marshall, Jr.  
Program Director . . . . . Madelinn Chace  
Production Manager . . . . . Roger Van Duzer  
Chief Announcer . . . . . E. D. Hill  
Musical Director . . . . . Allen Holmes  
Chief Engineer . . . . . E. B. Vordermark

**W K W F**

**KEY WEST—EST. 1946**  
MUTUAL BROADCASTING SYSTEM

Frequency: 1600 kc. . . . . Power: 500 Watts  
Owned-Operated By . . . . . John M. Spottswood  
Address . . . . . Stock Island  
Phone Number . . . . . 510  
Transcription Service . . . . . NBC Thesaurus

**Personnel**

General-Commercial Mgr. John M. Spottswood  
Program-Promotion Dir. John M. Spottswood  
Chief Engineer . . . . . Harold G. Scholz

(Call Letters to Be Assigned)

**LAKE CITY—EST. 1946**

Frequency: 1340 ks. . . . . Power: 250 Watts  
Owned-Operated By . . . Deep South Radioways  
Address . . . . . Lake City, Fla.

**Personnel**

Chief Executive . . . . . Alfred H. Temple

**W P D Q**

**JACKSONVILLE—EST. 1942**  
AMERICAN BROADCASTING CO.  
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.  
Sales Promotion Manager . . . . . Sid Beighley  
Program Director . . . . . Gary Allen  
Production Manager . . . . . Bernie Adams  
Publicity Director . . . . . Edith Cooper  
Record m.c. . . . . Fred Bradshaw  
Chief Engineer . . . . . J. R. Donovan

**W L A K**

**LAKELAND—EST. 1936**  
NATIONAL BROADCASTING CO.

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 a.m. to 12:05 a.m.  
News Service . . . . . UP  
Representative . . . . . John E. Pearson Co.

**Personnel**

President and Station Manager . . . . . S. O. Ward  
Commercial Manager . . . . . Powell Adams  
Program Director . . . . . Maxine Tyner  
Chief Announcer-Engineer . . . . . Wm. P. Lee

**W G B S**

**MIAMI—EST. 1939**  
AMERICAN BROADCASTING CO.  
FLORIDA-AMERICAN GROUP

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 . . . Highway No. 26, 9 miles  
W. of Ft. Lauderdale, Fla.



Time on the Air.....6:30 a.m. to 1 a.m.  
 News Service.....AP  
 Transcription Service.....NEC Thesaurus  
 and Lang-Worth  
 Representative.....Headley-Reed Co.

**Personnel**

Owner.....Comdr. Geo. B. Storer  
 Station Manager.....Robert Venn  
 Sales Manager.....M. N. Babcock  
 Promotion Manager.....M. McGrath  
 Program Director  
 and Production Manager.....George Ballou  
 Publicity Director.....M. McGrath  
 Chief Announcer.....Jack Williams  
 Musical Director.....Judy Strubhar  
 Record m.c.....Donald M. Butler  
 Chief Engineer.....Al Rutherford

**WIOD**

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.....North Bay Causeway

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 E. 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.....Milton C. Scott

**WQAM**

MIAMI—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 560 Kc.....Power: 5000 Watts d.  
 1000 Watts, n  
 Owned-Operated...Miami Broadcasting Co.  
 Address.....Box 3741  
 Phone Number.....28121  
 Transmitter Location.....Biscayne Bay  
 Time on the Air.....6:30 a.m. to 1:05 a.m.  
 News Service.....AP



National Representatives  
 GEORGE P. HOLLINGBERY CO  
 Southeast Representative  
 HARRY E. CUMMINGS

JAMES M. LeGATE, General Manager

5,000 WATTS • 610 KC • NBC



Transcription Service... World Broadcasting System  
 Representative ..... John Blair & Co.

**Personnel**

President and General Manager ..... Fred W. Borton  
 Commercial Manager ..... F. W. Mizer  
 Promotion and Publicity Manager ..... W. P. Carey  
 Chief Engineer ..... Earle Lewis

**W K A T**

MIAMI BEACH—EST. 1937

MUTUAL BROADCASTING SYSTEM

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 ..... UP  
 Transcription Service..... AMP, Cole  
 Representative ..... Radio Advertising Co.

**Personnel**

Owner..... A. Frank Katzentine  
 Station Manager..... John I. Prosser  
 Commercial and Sales Promotion Manager..... John I. Prosser  
 Program Director..... Sam Parker  
 Musical Director..... Betty Lee Taylor  
 Engineers..... Tom Magee, Arthur Smith

**W D B O**

ORLANDO—EST. 1924

COLUMBIA BROADCASTING SYSTEM

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 and AP  
 Transcription Service..... World Broadcasting System and NBC Thesaurus  
 Representatives..... John Blair & Co. and Harry E. Cummings

**Personnel**

President-Station Manager  
 Col. George C. Johnston

ONE-FOURTH OF FLORIDA'S RADIO HOMES ARE SERVED BY THE 5000 WATTS OF FLORIDA'S ONLY 24 HOUR STATION LOCATED IN ORLANDO, THE CENTER OF THE SUN EMPIRE.

**WDBO**



**580** ON YOUR DIAL  
 COLUMBIA NETWORK

In our twenty-one years of continuous operation, we have learned the 'know-how' of providing those uncontracted services of Promotion and Publicity — those important added services which make clients happy.

Maybe that's why our advertisers continue to renew contracts for our complete facilities again, and again, and again!

Represented nationally by John Blair & Co.

Executive Officer.....Harold P. Danforth  
 National Sales Mander ad  
 Program Director.....William G. McBride  
 Local Sales Manager.....John M. Pedrick  
 Production Manager.....H. Carter Scofield  
 Publicity Director.....Rosalind Boggs  
 Chief Announcer.....H. Carter Scofield  
 Musical Director.....Dorothy Morton Parks  
 Record m. c.....Tom Sawyer  
 Chief Engineer.....James E. Yarbrough

## W T M C

OCALA—EST. 1939

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power 250 Watts  
 Owned-Operated By...Ocala Broadcasting Co.  
 Address .....P.O. Box 831  
 Phone Number .....128  
 Studio Address.....1 Broadcast Place  
 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.....Lang-Worth and  
 Keystone  
 Representative.....John H. Perry Associates

### Personnel

President.....John H. Perry  
 Station and Commercial  
 Manager.....T. S. Gilchrist, Jr.  
 Program Director.....John F. Nickolson  
 Chief Announcer.....John F. Nickolson  
 Chief Engineer.....Donald N. Richardson

## W L O F

ORLANDO—EST. 1940

AMERICAN BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Hazlewood, Inc.  
 Business Address.....Angebilt Hotel Bldg.  
 Phone Number .....8163-8164  
 Studio Address.....Angebilt Hotel Bldg.  
 Transmitter Location.....Near Orlando  
 Time on the Air...6:30 a.m. to 12 midnight;  
 Sun., 7:30 a.m. to 12 midnight

News Service .....INS  
 Transcription Service .....Lang-Worth  
 Representative.....Burn-Smith Co., Inc.:  
 Frank Cook

### Personnel

General Manager.....Victor Bulsset

## W W P G

PALM BEACH—EST. 1941

AMERICAN BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Palm Beach  
 Broadcasting Corp.  
 Business Address.....South Ocean Blvd.  
 Phone Number .....West Palm Beach 2151S,  
 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, Thesaurus  
 Representative.....Joseph Hersey McGillvra

### Personnel

President.....Charles E. Davis  
 Station Manager.....Donald S. Greenleaf  
 Chief Engineer.....Clyde E. Walkden  
 Commercial Manager.....D. S. Greenleaf  
 Program Director.....Alice Danahy  
 Promotion Manager.....Louise Adler

## W D L P

PANAMA CITY—EST. 1940

MUTUAL

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  
 Newspaper Affiliation...Panama City News  
 Herald  
 Representative.....John H. Perry Associates

### Personnel

Station Manager.....Byron Hayford  
 Chief Engineer.....Elmer Scott  
 Commercial Manager.....Byron Hayford  
 Program Director.....Byron Hayford  
 Publicity Director.....John Thomas  
 Chief Announcer.....Elmer Scott

**WCOA**

PENSACOLA—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1370 Kc. . . . . Power 1000 d.; 500 n.  
Owned-Operated By: Pensacola Broadcasting  
Co.

Address . . . . . Box 1669  
Phone Number . . . . . 4111-4112  
Transmitter Location . . . . . Pensacola Bay Bridge  
Time on the Air . . . . . 6 a.m.-12 Midnight  
News Service . . . . . UP  
Transcription Service . . . . . World  
Representative . . . . . John H. Perry Associates

**Personnel**

President . . . . . John H. Perry  
General and Commercial  
Manager . . . . . Jack Rathbun  
Program Director and Promotion  
Manager . . . . . Jack Rathbun  
Chief Engineer . . . . . Bert Meade

**WFOY**

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 . . . . . Magnolia Ave., Box 588  
Phone Number . . . . . 1622  
Transmitter Location . . . . . Magnolia Ave.  
Time on the Air . . . . . 6:30 a.m. to 12:05 a.m.;  
Sunday, 7:30 a.m. to 12:05 a.m.

News Service . . . . . UP  
Representative . . . . . Weed & Co.  
Transcription Service . . . . . NBC Thesaurus

**Personnel**

President-General Mgr. . . . . Glenn Marshall, Jr.  
Station-Commercial Mgr. . . . . John Cummins  
Program Director-Production  
Manager . . . . . Frank'e Collyer Walker  
Publicity Director . . . . . Bernice McCarter  
Chief Announcer-Chief Engineer . . . . . Pat Bernhard

85% of the 97,585 persons in  
PENSACOLA and ESCAMBIA COUNTY, FLORIDA  
Listen MOST Night AND Day to . . .

**WCOA**

PENSACOLA, FLORIDA  
NBC AFFILIATE

ONLY Station For COMPLETE Coverage  
OF NORTHWEST FLORIDA

WCOA SERVES almost exclusively nine  
Florida and Alabama counties with  
estimated population of 400,000

PENSACOLA and ESCAMBIA COUNTY  
—Buying Income \$85,000,000

PENSACOLA—FLORIDA'S 4th MAR-  
KET

PENSACOLA—Florida's Fastest Grow-  
ing INDUSTRIAL and SHIPPING  
CENTER

**KEY TO RADIO SELLING IN NORTHWEST FLORIDA**

**"A John H. Perry Station"**

Jack Rathbun, Gen. and Sales Mgr.  
Represented by John H. Perry Associates

**WSUN**

**ST. PETERSBURG—EST. 1927**  
**AMERICAN BROADCASTING CO.**

Frequency: 620 Kc. Power: 5000 Watts  
 Owned-Operated By: City of St. Petersburg.  
 Address: P. O. Box 240, Municipal Pier  
 Phone Number: 4747-4748  
 Transmitter Location: Bayview near Tampa.  
 Time on the Air: 6:45 a.m. to 12:05 a.m.  
 News Service: UP  
 Transcription Service: Associated Music, Cole  
 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  
 Musical Director: Edith Ginn

**WTSP**

**ST. PETERSBURG—EST. 1939**  
**MUTUAL BROADCASTING SYSTEM**

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  
 Transcription Service: World  
 News Service: UP  
 Representative: John E. Pearson Co.

**Personnel**

President-General Manager: Irwin A. Simpson  
 Commercial Manager: Coburn Gum  
 Program Director: Herbert T. Anderson  
 Promotion Manager: Jean Allyn  
 Chief Engineer: William D. Mangold

**WSPB**

**SARASOTA—EST. 1939**  
**COLUMBIA BROADCASTING SYSTEM**  
**FLORIDA WEST COAST GROUP**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: WSPB, Inc.  
 Business Address: P. O. Box 1110  
 Phone Number: 2565  
 Studio Address: City Island, Sarasota  
 Time on the Air: 7 a.m. to 11:15 p.m.  
 News Service: UP  
 Transcription Service: Lang-Worth  
 National Representative: John E. Pearson Co.

**Personnel**

President: R. C. Jones, Jr.  
 Station Manager: John Browning  
 Sales Merchandising Manager: Ken Randolph  
 Chief Engineer: James E. Grant, Jr.

**WTAL**

**TALLAHASSEE—EST. 1943**  
**MUTUAL**

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 and AP  
 Transcription Service: Standard & Thesaurus  
 National Representative: Thomas F. Clarke Co.

**Personnel**

President: Mrs. John H. Phipps  
 Station Manager: Mrs. Teresa M. Myers  
 Commercial Manager: Mrs. Betty C. Perkins  
 Sales Promotion-Merchandising Manager: Mrs. Harriet B. Carson  
 Program Director: Sadie L. Wooley  
 Production Manager: Mrs. Helen Todd  
 Publicity Director: Mrs. Harriet B. Carson  
 Musical Director: Mrs. Betty C. Perkins  
 Chief Announcer-Chief Engineer: William A. Snowden, Jr.

**WDAE**

**TAMPA—EST. 1922**  
**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1250 Kc. Power: 5000 Watts  
 Owned-Operated By: Tampa Times Company  
 Business Address: 112 N. Franklin St.  
 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

If you have Availability Chills

and

Spots Before the Eyes

**TAKE THE CURE WITH "CUE-IN"**



*SEE*

**AP RADIO PRODUCTIONS**

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK 20, N. Y.

**WFLA**

TAMPA—EST. 1925

ORANGE NETWORK

Frequency: 970 Kc. Power: 5000 d.; 1000 n.

Owned-Operated By.....Tampa Tribune  
 Address.....Lafayette & Hyde Park Ave.  
 Phone Number.....Tampa H 1828  
 Transmitter Location.....East Entrance  
 Davis Causeway, Columbus Drive  
 Time on the Air.....6:45 a.m. to 12:02 a.m.  
 Newspaper Affiliation.....Tampa Tribune  
 News Service.....UP  
 Transcription Service.....NBC Thesaurus;  
 Standard and Lang-Worth  
 Representative.....John Blair & Co.

**Personnel**

Station Manager.....Charles G. Baskerville  
 Local Sales Manager.....Bert Arnold  
 Production Manager.....Paul M. Jones  
 Musical Director.....Frank Grasso  
 Chief Engineer.....Joe Mitchell

**WJNO**

WEST PALM BEACH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

FLORIDA BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By.....WJNO, Inc.  
 Business Address.....P. O. Box 189  
 Phone Number.....3638  
 Transmitter Location.....1500 N. Flagler Drive  
 Time on the Air.....6:30 a.m. to 1:05 a.m.  
 News Service.....UP  
 Transcription Service.....World and Cole  
 Representative.....Radio Advertising Co.

**Personnel**

Owner.....Marshall Hemmway  
 General Manager.....Stephen Willis  
 Sales Promotion-Merchandising  
 Manager.....Harry Forster  
 Program Director.....Rebecca Frazier  
 Production Manager.....Davies Webster  
 Publicity Director.....Harry Forster  
 Chief Announcer.....Davies Webster  
 Musical Director.....Ruth Shockley  
 Chief Engineer.....Otis C. Wright

YOUR RED CROSS  
 MUST CARRY ON



GIVE!

# Lest We Forget . . .



THE  
SCHOOL



THE  
CHURCH

**RADIO**  
*is a*  
**PUBLIC  
SERVANT**



VETERANS  
REHABILITATION



THE  
FARM

## WATL WRBL WGPC

**ATLANTA**

1400 KC MBS

**COLUMBUS**

1230 KC CBS

**ALBANY**

1450 KC CBS

NATIONALLY REPRESENTED BY

**GEORGE P. HOLLINGBERY CO.**



# GEORGIA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

## W A L B

ALBANY—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1590 Kc. Power: 1000 Watts  
Owned-Operated By . . . Herald Publishing Co.  
Address . . . Albany Theater Arcade Bldg.  
Phone Number . . . 389  
Transmitter Location . . . Leesburg Road  
Time on the Air . . . 6:45 a.m. to 11:20 p.m.  
Newspaper Affiliation . . . Albany Herald  
News Service . . . AP  
Transcription Service . . . World Broadcasting  
Representative . . . Burn-Smith Co.; Frank Cook

### Personnel

President . . . H. T. McIntosh  
Station Manager . . . Abner M. Israel  
Commercial Manager . . . Guy Hamilton  
Sales Promotion Manager . . . Abner M. Israel  
Program Director . . . Betty Cooper  
Publicity Director . . . A. M. Israel  
Musical Director . . . Guy Hamilton  
Record m.c. . . . Jim Rounsley  
Chief Engineer . . . William Allford

## 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 . . . Gillonville Road  
Time on the Air . . . 6:45 a.m. to 11:15 p.m.  
News Service . . . UP  
Transcription Service . . . Lang-Worth  
Representative . . . George P. Hollingberry

### Personnel

President . . . J. W. Woodruff, Jr.  
Station Manager . . . Margaret Kinnett  
Program Director . . . Margaret Kinnett  
Chief Announcer . . . Theora Brown  
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  
and Keystone

### Personnel

General Manager . . . Robert Lewis Doster  
Program Director . . . Marguerite Williams  
Chief Announcer . . . Bob Vandiver  
Chief Engineer . . . Phillip F. Jones

## W A T L

ATLANTA—EST. 1931

MUTUAL BROADCASTING SYSTEM  
GEORGIA SPORTS NETWORK

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 . . . 12 midnight:  
Saturday, 6 a.m. to 1 a.m.  
News Service . . . UP  
Transcription Service . . . Lang-Worth  
Representative . . . George P. Hollingberry

### Personnel

President . . . J. W. Woodruff, Jr.  
Station Manager . . . Walter P. Speight, Jr.  
Sales Manager . . . Sam Kane  
Program Director . . . Dan Hornsby  
Production Manager . . . Larry Millert  
Publicity Director . . . Bill Penny  
Chief Announcer . . . Ted Fenster  
Music Director . . . Cliff Cameron  
Chief Engineer . . . R. W. Minton



## Clear and Strong

A radio station's effectiveness starts with the power to be heard — *in the right places*. WAGA's 5,000 watts on 590 kilocycles assures dependable coverage of a market which, according to our latest figures, accounts for 41% of Georgia's population — 49% of its radio homes and 49.5% of its retail sales.

Add to the *power to be heard* the appeal of *something worth hearing* and a tested plan for stimulating the *desire to listen* and you have the formula through which WAGA has become one of the South's most successful stations.



**WAGA**  
ATLANTA

5000 Watts on 590 Kes.

Represented by Headley-Reed

American Broadcasting Co.

# 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, State of Georgia  
Operated By ..... Radio Committee—Board of  
Regents, State of Georgia  
Address ..... Box 674, Atlanta, Ga.  
Phone Number ..... Walnut 8441  
Transmitter Location ..... Cheshire Bridge Rd.  
Time on the Air ..... 6 a.m. to 12:05 a.m.  
News Service ..... AP  
Transcription Service ..... World Broadcasting  
System and NBC Thesaurus  
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

# WAGA

ATLANTA—EST. 1937

AMERICAN BROADCASTING CO.

Frequency: 590 Kc. Power: 5,000 Watts  
Owned By ..... Fort Industries Company  
Operated By ..... Liberty Broadcasting Corp.  
Address ..... Western Union Bldg.  
Phone Number ..... MAin 5101  
Transmitter Location:  
1299 North Druid Hills Road  
Time on the Air ..... 5:55 a.m. to 12 midnight  
News Service ..... AP  
Transcription Service ..... NBC Thesaurus  
and Lang-Worth  
Representative ..... Headley-Reed Co.

## Personnel

President ..... Comm. George B. Storer  
Station Manager ..... Charles A. Smithgall, Jr.  
Commercial Manager ..... James Bailey  
Sales Promotion and  
Publicity Manager ..... Hugh E. Mackenzie  
Program Director-Production  
Manager ..... M. C. Gregory  
Production Manager ..... John Barlett  
Musical Director ..... Frances Wallace  
Chief Engineer ..... Al Jones

You ring the bell  
every time with  
WGST.

- Merchandising
- Promotion
- Programming
- Listeners
- CBS Affiliate

A member of the  
Georgia Major  
Market Trio.

WGST, Atlanta  
WTOG, Savannah  
WMAZ, Macon

For complete  
coverage of  
Georgia at one  
low cost.



GEORGIA TECH STATION

# WGST

ATLANTA

Represented Nationally By  
THE KATZ AGENCY, INC.

*The*  
**OLDEST CALL LETTERS IN THE SOUTH**  
**ATLANTA'S**

**WSB**

**GEORGIA'S ONLY**  
**50,000 WATT**  
**CLEAR CHANNEL STATION**

Owned and operated by  
The Atlanta Journal.  
N B C Affiliate.

**750 K. C.**

— with a record of public service which  
guarantees a dominance in postwar develop-  
ment of this great market. W S B is truly  
*The Voice of The South.*

*For further information, address*  
**EDWARD PETRY and CO., INC.**  
*National Representatives*

**W S B**

**ATLANTA—EST. 1922**  
**NATIONAL BROADCASTING CO.**

Frequency: 750 Kc. Power: 50,000 Watts  
 Owned-Operated By The Atlanta Journal  
 Company  
 Address Biltmore Hotel  
 Phone Numbers Hemlock 1045  
 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**

President James M. Cox, Jr.  
 General Manager John M. Outler, Jr.  
 Sales Promotion Manager Tom Downing  
 Production Manager M. K. Toolson  
 Musical Director Albert Coleman  
 Chief Engineer C. F. Daugherty

**W G A C**

**AUGUSTA—EST. 1940**  
**AMERICAN BROADCASTING CO.**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By The Twin States Broad-  
 casting Company  
 Address Augusta  
 Phone Number 2-2692  
 Transmitter Location Augusta, Ga.  
 Time on the Air 6:30 a.m. to 12:05 a.m.;  
 Sunday, 7:45 a.m. to 12:05 a.m.  
 News Service AP  
 Transcription Service NBC Thesaurus  
 and Standard  
 Representative Headley-Reed Company

**Personnel**

President J. B. Fuqua  
 Sales Manager Donald Kelly, Jr.  
 Chief Engineer John P. Jopling

**W R D W**

**AUGUSTA—EST. 1930**  
**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1480 Kc. Power: 5,000 Watts  
 Owned-Operated By Augusta Broadcasting  
 Company  
 Address 8th & 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, Lang-Worth  
 Representative George P. Hollingbery

**Personnel**

President Wm. K. Jenkins  
 Station Manager W. R. Ringson  
 Commercial Manager Wm. B. Smart  
 Chief Engineer Harvey Aderhold

**W M G R**

**BAINBRIDGE**

Frequency: 1490 kc. Power: 250 Watts  
 Owned-Operated By S. Marvin Griffin  
 Address P. O. Box 367

**Personnel**

Owner S. Marvin Griffin  
 Construction Permit.

**W M O G**

**BRUNSWICK—EST. 1940**  
**MUTUAL BROADCASTING SYSTEM**  
**KEYSTONE BROADCASTING SYSTEM**

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  
 Representative Clark

**Personnel**

President Mrs. Alma W. King  
 General and Sales Manager Kenneth E. White  
 Chief Engineer Kenneth E. White

(Call Letters to Be Assigned)

**CARTERSVILLE\***

Frequency: 1450 kc. Power: 250 Watts  
 Owned-Operated By W. R. Frier  
 Address 111-113 W. Main St.

**Personnel**

Owner W. R. Frier  
 Construction Permit.

**W G A A**

**CEDARTOWN—EST. 1941**  
**ABC**

**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 and 570  
 Transmitter Location Cave Spring Rd.  
 Time on the Air 17½ hours daily  
 News Service AP  
 Transcription Service World  
 Representative Headley-Reed

**Personnel**

President-General Manager.....O. C. Lam  
 Station, Sales-Commercial  
 Manager ..... Thomas Carr  
 Sales Promotion-Merchandising  
 Manager ..... Thomas Carr  
 Program Director..... Rowena Whitfield  
 Production Manager..... Bill Ostrander  
 Chief Engineer..... Luther Martin  
 Record m.c..... Bill Ostrander

**W D A K**

**COLUMBUS—EST. 1940**

**AMERICAN BROADCASTING CO.**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By... Radio Columbus, Inc.  
 Address ..... 1028½ Broadway  
 Phone Number..... 3-2771  
 Transmitter Location..... Brick Yard Rd.:  
 Phenix City, Ala.  
 Time on the Air..... 6 a.m. to 1 a.m.  
 News Service..... AP  
 Representative..... Headley Reed Co.  
 Transcription Service..... World

**Personnel**

President-General Mgr..... Allen M. Woodall  
 Sales-Commercial Manager... James W. Hicks  
 Sales Promotion-Merchandising Mgr. Ben Lucas  
 Program Director ..... Dora Anna Gay  
 Production Manager..... Dennis Brown  
 Publicity Director..... Henry East  
 Chief Announcer..... Joe Byars  
 Musical Director..... Gertrude Handley  
 Record m. c..... Tommy Tucker  
 Chief Engineer..... DeForrest Layton

**W R B L**

**COLUMBUS—EST. 1928**

**COLUMBIA 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, 7:45 a.m. to 1:05 a.m.  
 News Service ..... UP  
 Transcription Service... Lang-Worth and SESAC  
 Representative..... George P. Hollingsberry

**Personnel**

President..... J. W. Woodruff  
 Commercial Manager..... W. S. Massie  
 Sales Promotion Manager... Ed J. Hennessy  
 Program Director..... Tony Barrett  
 Publicity Director..... Ed J. Hennessy  
 Musical Director..... Miss Jewel Casey  
 Chief Engineer..... H. J. Smith

**W M J M**

**CORDELE—EST. 1940**

**MUTUAL BROADCASTING SYSTEM  
 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.  
 News Service ..... UP  
 Transcription Service... Keystone Broadcasting  
 Representative..... Thomas F. Clarke

**Personnel**

President..... James S. Rivers  
 General-Commercial Mgr... James T. Ownby  
 Chief Engineer..... John B. Broughton

**W B L J**

**DALTON—EST. 1940**

**MUTUAL BROADCASTING SYSTEM**

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.  
 News Service ..... UP  
 Transcription Service..... Lang-Worth  
 Representative ..... Cox & Tanz

**Personnel**

President ..... H. C. Kenemer  
 Manager..... W. V. Williams  
 Sales Promotion Manager... F. H. McMillan  
 Publicity Program Director..... Bill Armond  
 Production Manager..... Bill Armond  
 Chief Announcer..... Ed Craigmiles  
 Chief Engineer ..... John S. Andrews

**W M L T**

**DUBLIN—EST. 1945**

**MUTUAL BROADCASTING SYSTEM**

Frequency: 1340 kc.....Power: 250 Watts  
 Owned-Operated By... Dublin Broadcasting Co.  
 Address ..... Box 604  
 Phone Number ..... 87L  
 News Service ..... AP  
 Transcription Service... Standard, Lang-Worth

**Personnel**

Chief Executive ..... George T. Morris  
 General-Commercial Manager... Al Robinson  
 Program Director..... Betty Page  
 Sales Promotion..... Al Robinson  
 Chief Engineer..... J. B. Benonis

## W G G A

**GAINESVILLE—EST. 1941**  
MUTUAL

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 a.m. to 11:30 p.m.  
News Service . . . . . UP  
Transcription Service . . . . . Lang-Worth and Cole

### Personnel

President . . . . . Charles Smithgall  
Vice-President . . . . . H. Russ Holt  
Sales Manager . . . . . E. F. MacLeod  
Program Director . . . . . Mildred Thompson  
Chief Engineer . . . . . C. M. Callicott

## W K E U

**GRIFFIN—EST. 1934**

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Address . . . . . Griffin Hotel, Griffin  
Time on the Air . . . . . Daytime License  
Transcription Service . . . . . SESAC  
Representative . . . . . Sears & Ayer, Inc.

### Personnel

Manager & Owner . . . . . A. W. Marshall, Jr.

## W L A G

**LA GRANGE—EST. 1941**

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Operated By. LaGrange Broadcasting  
Address . . . . . 303 Broome St.  
Phone Number . . . . . 1700  
Transmitter Location . . . . . La Grange  
Time on the Air . . . . . Unlimited  
Newspaper Affiliation . . . . . LaGrange Daily News  
News Service . . . . . UP  
Transcription Service . . . . . World

### Personnel

President . . . . . Roy C. Swank  
Station Manager . . . . . Edwin Mullinax  
Sales Promotion-Merchandising  
Manager . . . . . Herb Wells  
Program Director . . . . . John Boggess  
Chief Engineer . . . . . J. M. McKay

## W B M L

**MACON—EST. 1940**

AMERICAN BROADCASTING CO.  
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;  
News Service . . . . . UP  
Transcription Service . . . . . Standard  
Representative . . . . . Joseph H. McGillvra

### Personnel

President . . . . . Ernest D. Black  
General Manager . . . . . Charles W. Pittman  
Commercial Manager . . . . . Walter Graham  
Sales Promotion Manager . . . . . Harold Beaty  
Chief Engineer . . . . . H. S. Goodrich

## W M A Z

**MACON—EST. 1922**

COLUMBIA BROADCASTING SYSTEM

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  
Station Manager . . . . . Wilton E. Cobb  
Commercial & Sales Promotion  
Mgr. . . . . Frank Crowther

## W N E X

**MACON—EST. 1945**

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Operated By. Macon Broadcasting Co.  
Address . . . . . Bibb Building  
Phone Number . . . . . 8211  
News Service . . . . . AP  
Transcription Service . . . . . NBC Thesaurus  
Representative . . . . . Burn-Smith

### Personnel

Chief Executive . . . . . E. M. Lowe  
General Manager . . . . . A. L. Lowe  
Commercial Manager . . . . . Carl Williams  
Chief Engineer . . . . . Clarence Landress

**THE HALF MILLION PEOPLE  
LIVING IN THE COASTAL  
EMPIRE SECTION OF GEORGIA  
AND SOUTH CAROLINA TUNE**

**IN REGULARLY TO**

**W T O C**

**DUE TO SEVENTEEN**

**YEARS OF GOOD**

**"LISTENER-EXPERIENCE"**



(Call Letters to Be Assigned)

**MARIETTA \***

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Chattahoochie Broad-  
 casters  
 Address.....75 Marietta St., Atlanta, Ga.

**Personnel**

Chief Executives.....Fred B. Wilson,  
 Channing Cope  
 \* Construction Permit.

**WMVG \***

**MILLEDGEVILLE**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Jere N. Moore  
 Address.....E. Hancock St.

**Personnel**

Owner.....Jere N. Moore  
 \* Construction Permit.

**WMGA**

**MOULTRIE—EST. 1939**

**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, Sr.  
 Manager.....John F. Pidcock  
 Commercial Manager.....James M. Wilder  
 Chief Engineer.....James Wilder

**WRGA**

**ROME—EST. 1929**

**MUTUAL BROADCASTING SYSTEM**

**GEORGIA SPORTS NETWORK**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Rome Broadcasting  
 Corp.

Address.....National City Bank Building  
 Phone Number.....6589  
 Transmitter Location.....Seventh Ave., Rome  
 Time on the Air.....6 a.m. to midnight;  
 Sunday, 7:45 a.m. to midnight

News Service.....UP  
 Representative.....Maurice C. Coleman &  
 Associates

**Personnel**

President.....John W. Quarles  
 Gen'l Mgr. & Treasurer.....Happy Quarles  
 Sales Manager.....Price Selby

Production-Program Director.....George Eubanks  
 Sales Promotion.....Mather Payne  
 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.....6:30 a.m. to 12:05 a.m.  
 News Service.....AP  
 Transcription Service.....NBC Thesaurus  
 Representative.....George P. Hollingbery

**Personnel**

President.....Harben Daniel  
 Station Manager.....Harben Daniel  
 Commercial Manager.....N. W. Brandon  
 (U. S. Army)  
 Sales Promotion Manager.....L. H. Thesmar  
 Program Director.....Clarence M. Garnes  
 Publicity Director.....L. H. Thesmar  
 Chief Engineer.....Meredith E. Thompson

**WTOC**

**SAVANNAH—EST. 1929**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1290 Kc.....Power: 5000 Watts  
 Owned By.....Savanna Broadcasting Com-  
 pany

Operated By.....Savannah Broadcasting Co.  
 Address.....516 Abercorn Street  
 Phone Number.....20127  
 Transmitter Location.....Central Junction  
 Time on the Air: 6:00 to 12 midnight; Sun-  
 days, 8 a.m. to 12 midnight

News Service.....UP  
 Transcription Service.....Lang-Worth;  
 Standard Radio and World  
 Representative.....The Katz Agency

**Personnel**

President and Station Mgr.....W. T. Knight, Jr.  
 Sales-Merchandising Manager.....J. D. Sheppard  
 Local Sales Mgr.....Ben Williams  
 Program Director.....Ben Quick  
 Publicity Director.....R. M. Charlton  
 Chief Engineer.....Claude M. Gray

**WPAX**

**THOMASVILLE—EST. 1934**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....H. Wimpy  
 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.;  
 Sunday, 9 a.m. to 6 p.m.  
 News Service ..... UP  
 Transcription Service..... M. M. Cole

**Personnel**

Owner-Station Manager..... H. Wimpy  
 Commercial Manager..... Al Feinberg  
 Chief Announcer and Engineer James W. Poole

**W R L C**

**Toccoa—EST. 1941**

**MUTUAL 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..... 7 a.m. to 12 midnight  
 News Service..... UP  
 Transcription Service..... Lang-Worth; BMI;  
 Keystone, World and Cole

**Personnel**

Owner..... R. G. LeTourneau  
 General Manager..... Jack Salvador  
 Station Manager ..... Virgle E. Craig  
 Sales Promotion-Merchandising  
 Manager ..... Sam A. Gaines  
 Program Director-Production  
 Manager Chief Announcer..... Carroll Lee  
 Chief Engineer..... Ernest Church

**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 Number ..... 1420  
 Transmitter Location... Valdosta, Ga.  
 Time on the Air..... 6:30 a.m. to 12 midnight  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... The Walker Co.

**Personnel**

Owner..... E. D. Rivers  
 Station Mgr..... Mrs. E. D. Rivers  
 Sales Manager ..... W. R. Link  
 Program Director..... J. Marion Harman  
 Chief Engineer..... W. P. Callahan

**W A Y X**

**Waycross—EST. 1936**

**MUTUAL BROADCASTING SYSTEM**

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 ..... UI  
 Transcription Service ... World Broadcasting  
 System, M. M. Cole  
 Representative ..... The Walker Company

**Personnel**

President ..... Jack Williams  
 Station Manager..... John J. Tobola  
 Sales-Commercial Manager..... R. C. Tuten  
 Sales Promotion-Merchandising  
 Manager..... R. C. Tuten  
 Program Director..... Gwen Thomas  
 Production Manager..... R. C. Tuten  
 Publicity Director..... Dorothy Smith  
 Chief Announcer..... Clyde C. Davis  
 Record m. c..... Raymond Williamson  
 Chief Engineer..... John J. Tobola

**W R L D**

**West Point—EST. 1944**

**AMERICAN BROADCASTING CO.**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By: Valley Broadcasting Co.  
 Address ..... Gen. Tyler Hotel Bldg.  
 Phone Numbers..... 173 or 193  
 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  
 Station Manager..... Alden H. Haight  
 Sales Manager..... J. Sidney Laird  
 Chief Engineer..... Dige Bishop

# IDAHO

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

## K I D O

BOISE—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1380 Kc. Power: 2500 d.; 1000 n.  
Owned By.....Mrs. G. M. Phillips  
Operated By.....Mrs. G. M. Phillips  
Address.....Hotel Boise  
Phone Numbers.....660; 661; 682  
Transmitter Location...4½ miles northwest of City

Time on the Air.....Full Time  
News Service.....UP and AP  
Transcription Service...World Broadcasting System

Representative.....John Blair & Company

### Personnel

President.....Mrs. G. M. Phillips  
Commercial-Sales Promotion, Boyd Braithwaite  
General Manager.....Walter E. Wagstaff  
Chief Engineer.....James Johnitz

(Call Letters to Be Assigned)

## BURLEY\*

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By.....Jessica Longston  
Address.....Burley, Idaho

### Personnel

Owner.....Jessica Longston  
\* Construction Permit.

(Call Letters to Be Assigned)

## COEUR d'ALENE

Frequency: 1430 Kc. Power: 1000 Watts  
Owned-Operated By.....Coeur d'Alene Broadcasting Co.

Address.....Coeur d'Alene, Idaho

## K I D

IDAHO FALLS—EST. 1928

MUTUAL BROADCASTING SYSTEM  
WESTERN

Frequency: 1350 Kc. Power: 5000 d.; 500 n.

Owned-Operated By.....Idaho Radio Corp.  
Address.....KID Building  
Phone Number.....4  
Transmitter Location.....Ammon Road  
Time on the Air.....6:30 a.m. to 11 p.m. daily;  
Sunday, 7 a.m. to 11 p.m.

News Service.....UP  
Transcription Service.....World  
National Representative

Joseph Hershey McGillvra

### Personnel

Manager.....Eugene M. Halliday  
Sales Manager.....Leonard Wasden  
Chief Engineer.....C. N. Layne

## K R L C

LEWISTON—EST. 1935

MUTUAL BROADCASTING SYSTEM  
DON LEE

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.....6:30 a.m. to 11 p.m.  
News Service.....UP  
Transcription Service...World Broadcasting  
Representative.....Howard H. Wilson Co.

### Personnel

Owner.....H. E. Studebaker  
Station Manager.....Donald A. Thomas  
Commercial Manager.....David Peterson  
National-Regional Sales Mgr....Donald Wike  
Chief Engineer.....Gene Wilson

## K F X D

NAMPA—EST. 1929

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By.....Frank E. Hurt & Son  
Business Address...1024 Twelfth Ave., South  
Phone Number.....1208  
Studio Addresses: 1024 Twelfth Ave., South;  
809 Main St., Boise, Idaho  
Transmitter Location...1024 Twelfth St., South;  
Radio Sta. KSL, Salt Lake City, Utah  
Time on the Air.....6 a.m. to 11 p.m.  
News Service.....UP-AP  
Transcription Service: NBC Thesaurus; Lang-  
Worth

### Personnel

Owner.....Frank E. Hurt  
and Edward P. Hurt  
Sales Manager.....Doyle Cain  
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.....Yellowstone Highway

**In the Chicago area . . .**

**8**  
OUT OF THE FIRST  
**10**

**28**  
OUT OF THE FIRST  
**40**



*. . . The favorite programs are heard over **WMAQ!***

**FIRST in CHICAGO**



**50,000 watts**

*Represented by NBC SPOT SALES*

*A Service of Radio  
Corporation of America*

Independent surveys prove that year after year the nation's favorite programs are heard over WMAQ. These NBC shows are the combined result of NBC program direction, top-flight talent and expert production facilities—all made possible by America's leading radio advertisers and their capable agencies.

Through the station coverage afforded by WMAQ these astute advertisers reach our country's number two market, Chicagoland, where 2,855,700 families annually spend over \$3,500,000,000. And the same advantages await those interested in either local or spot campaigns. For WMAQ—morning, noon or night—is the Chicago station that reaches the people who listen and buy.

*The Chicago station most people listen to most of the time*

**670 ON YOUR DIAL**

Phone Number .....960  
 Transmitter Location.....Pocatello  
 Time on the Air: 6 a.m. to 11 p.m.; Sundays,  
 8:33 a.m. to 11 p.m.  
 News Service.....UP  
 Transcription Service.....Standard and Cole  
 Representatives.....The Walker Co. (East);  
 Homer Owen Griffith (West)

**Personnel**

President.....O. P. Soule  
 Vice-Pres.-General Manager Henry H. Fletcher  
 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.....6 a.m. to 11 p.m.  
 News Service.....UP  
 Transcription Service.....Standard Library,  
 Lang-Worth, Cole,  
 Representatives.....Weed & Co.;  
 John Keating, Northwest Rep.

**Personnel**

President.....O. P. Soule  
 General Manager.....F. M. Gardner  
 Sales Promotion.....Don E. Evans  
 Chief Engineer.....William Richardson

**(Call Letters to Be Assigned)**  
**TWIN FALLS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Southern Idaho  
 Broadcasting and Television Corp.  
 Address.....Twin Falls, Idaho

**(Call Letters to Be Assigned)**  
**TWIN FALLS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Radio Sales Corp.  
 Address.....Twin Falls, Idaho

**K W A L**

WALLACE—EST. 1939

MUTUAL 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.....Silverton, Idaho  
 Time on the Air.....7 a.m. to 1 a.m.  
 News Service.....UP  
 Transcription Service.....World Library, SESAC

**Personnel**

President.....Dr. J. R. Binyon  
 V.P.-General Manager.....R. G. Binyon  
 Program Director.....W. Mondell Spencer  
 Chief Engineer.....Howard Olsen

**ILLINOIS**

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

**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  
 Chief Engineer.....Phillip Olson

**W J B C**

BLOOMINGTON—EST. 1924

AMERICAN BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....A. M. McGregor, Hugh  
 L. Gately  
 Business Address.....209 E. Washington  
 Phone Number.....2635-0  
 Transmitter Location.....West Gregory Ave.  
 Normal, Ill.  
 Time on the Air.....6 a.m. to 10:30 p.m.  
 Transcription Service.....Lang-Worth  
 News Service.....UP  
 Representative.....Sears and Ayer, Inc.

**Personnel**

General Manager.....A. M. McGregor  
 Sales-Commercial Manager.....Hugh L. Gately  
 Chief Engineer.....Ted Bailly

# WKRO

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  
 Representative: John E. Pearson Co.

## Personnel

Owner: Oscar C. Hirsch  
 Station Manager: Merrill C. Currier  
 Chief Engineer: Ralph L. Hirsch

# WCAZ

CARTHAGE—EST. 1921

MISSISSIPPI VALLEY NETWORK

Frequency: 1080 Kc. Power: 250 Watts  
 Owned-Operated By: Superior Broadcasting  
 Service, Inc.  
 Business Address: Marine Trust Co. Bldg.  
 Phone Number: 520  
 Studio Address: Carthage; Macomb, Ill.  
 Transmitter Location: Carthage  
 Time on the Air: Daytime to local sunset  
 News Service: UP  
 Representative: Thomas F. Clark Co., Inc.

## Personnel

President: Bob Compton  
 Station-Commercial Manager: John Palmer

# WDWS

CHAMPAIGN—EST. 1937

COLUMBIA BROADCASTING SYSTEM  
 MISSISSIPPI VALLEY

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: 16 hours  
 Newspaper Affiliation: Champaign News-  
 Gazette  
 News Service: UP  
 Transcription Service: World  
 National Sales Office: 360 N. Michigan Ave.,  
 Chicago  
 National Representative: Advertising Time  
 Sales Co.

## Personnel

General Manager: J. A. McDermott  
 Station Manager: Frank R. Mills

Sales Manager: Frank R. Mills  
 Program Director: Katherine Scheurich  
 Chief Engineer: Jack R. Baum

# WAAF

CHICAGO—EST. 1922

Frequency: 950 Kc. Power: 1000 Watts  
 Owned-Operated By: Drovers' Journal Pub-  
 lishing Co.  
 Address: Palmer House  
 Phone Number: Randolph 1932  
 Transmitter Location: 1001 Exchange Ave.  
 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: Eleanora Stechbart  
 Program Director-Production  
 Manager: Cynthia Coyle  
 Publicity Director: Eleanora Stechbart  
 Record man: Bill Bauer  
 Chief Engineer: Carl Ulrich

# WAIT

CHICAGO—EST. 1923

Frequency: 820 Kc. Power: 5000 Watts  
 Owned-Operated By: Radio Station WAIT  
 Address: 360 N. Michigan Avenue  
 Phone Number: Franklin 0680  
 Transmitter Location: Church Road,  
 Elmhurst, Ill.  
 Time on the Air: Local sunrise to sunset  
 News Service: UP, Transradio  
 Transcription Service: World, Associated,  
 SESAC  
 Representative: Howard Wilson Co.

## Personnel

Managing Director: Gene T. Dyer  
 Station Manager: Earl Withrow  
 Program Director: Lorraine Dwyer  
 Chief Engineer: Ellery Plotts

# WBBM

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**

Chief Executive ..... H. Leslie Atlas  
 General Manager ..... Frank Falknor  
 Commercial Manager ..... E. H. Shomo  
 Sales Promotion-Merchandising  
 Manager ..... Tom Rooney  
 Program Director ..... Walter Preston  
 Production Manager ..... Al Morey  
 Publicity Director ..... Don E. Kelley  
 Chief Announcer ..... Bob Cunningham  
 Musical Director ..... Caesar Petrillo  
 Chief Engineer ..... James Beloungy

**W C F L**

CHICAGO—EST. 1926

AMERICAN BROADCASTING CO.

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, 7:45 a.m. to 12 midnight.  
 News Service ..... UP  
 Transcription Service .. World Broadcasting  
 Representative ..... The Katz Agency

**Personnel**

President ..... John Fitzpatrick  
 Commercial and Sales Manager .. M. B. Wolens  
 Program Director ..... Roy Franklin  
 General Manager ..... Maurice Lynch  
 Sales Promotion Manager .. Melvin B. Wolens  
 Production Manager ..... Roy Franklin  
 Musical Director ..... Jack Kelly  
 Chief Engineer ..... Richard Pappin  
 Record M. C. .... Howard Roberts

**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  
 General Manager ..... J. A. White

**W E N R**

CHICAGO—EST. 1925

AMERICAN BROADCASTING CO.


Frequency: 890 Kc. .... Power: 50000 Watts  
 Owned-Operated By .. American Broadcasting  
 Company

Address ..... 20 No. Wacker Dr.  
 Phone Number ..... Delaware 1900  
 Transmitter Location ..... Tinley Park, Ill.  
 Time on the Air: Monday thru Friday, 3:00 p.m.-  
 6:00 p.m. and 800 p.m.-1:00 a.m.; Saturday,  
 3:00 p.m.-6:00 p.m. and 12:00 Midnight-100  
 a.m.; Sunday, 12:00 Noon to 7:00 p.m. and  
 8:00 p.m.-1:00 a.m.

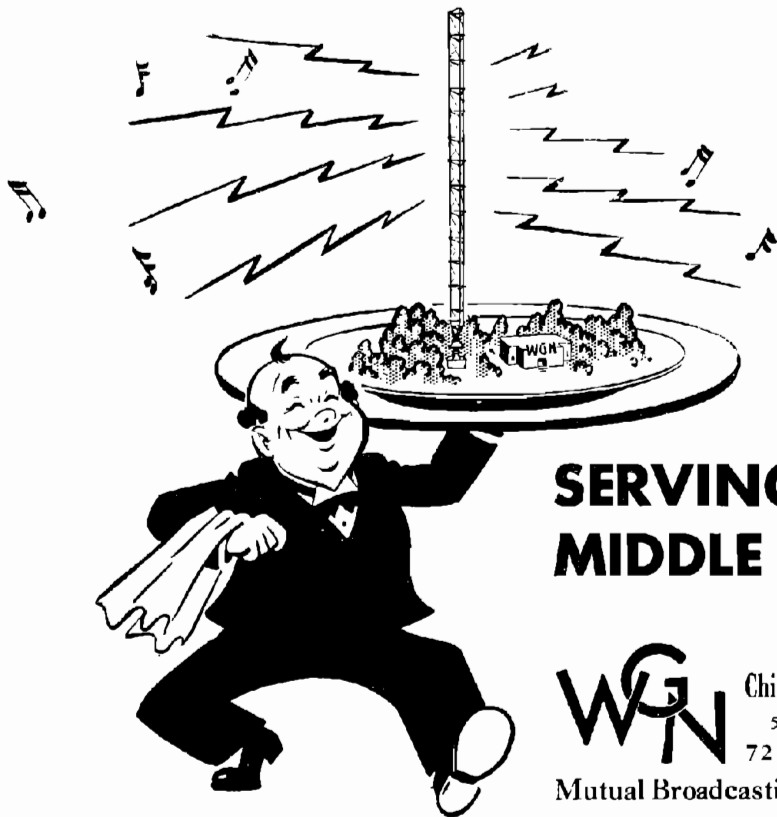
News Service ..... AP; INS; UP  
 Transcription Service ..... Standard Radio  
 Representatives ..... ABC, Spot Sales

**Personnel**

Chief Executive-General Mgr. .... E. R. Borroff  
 Station-Sales Manager ..... R. McLaughlin  
 Sales Promotion-Merchandising  
 Manager ..... K. R. Sutphin  
 Program Director Production Mgr. .. Gene Rouse  
 Publicity Director ..... E. Henry  
 Supervisor of Announcers ..... E. Kasser  
 Musical Director ..... Rex Maupin  
 Chief Engineer ..... E. C. Horstman



Thanks to all at  
**WENR**  
 who have been so  
 helpful during  
**12 YEARS**  
 of broadcasting my  
**"Breakfast Club"**  
 —Don McNeill



# SERVING THE MIDDLE WEST

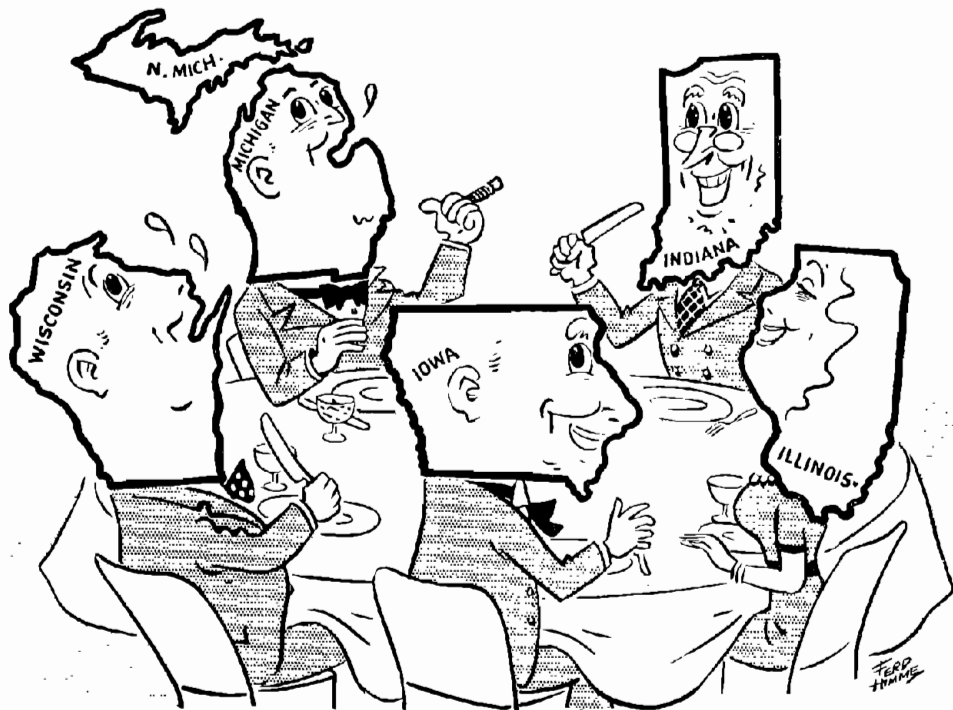
# WGN

Chicago 11, Illinois

50,000 WATTS

72 On Your Dial

Mutual Broadcasting Company





# W E D C

CHICAGO—EST. 1926

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: Emil Denmark, Inc.  
 Address: 3860 Ogden Ave.  
 Phone Number: Crawford 4100  
 Transmitter Location: 3860 Ogden Ave.  
 Time on the Air: 8:30 a.m. to 10 a.m.; 3:30 to  
 5 p.m.; 7 p.m. to 8 p.m.; 10 p.m. to 11 p.m.;  
 12 midnight to 6 a.m.

News Service: UP

## Personnel

President: Emil Denmark  
 General and Commercial  
 Manager: Frank J. Kotnour  
 Program Director and Chief  
 Announcer: Bill Mack  
 Musical Director: Bill Brady  
 Chief Engineer: Chester Lewicki

# W G E S

CHICAGO—EST. 1924

Frequency: 1390 Kc. Power: 5000 Watts  
 Owned and Operated: Radio Station WGES  
 Address: 2708 W. Washington Blvd.  
 Phone Number: Sacramento 1700  
 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

Station Manager: John A. Dyer  
 Commercial Manager: E. M. Hinzman  
 Sales Promotion Manager: K. P. Freda  
 Program Director: Herbert Rudolph  
 Production Manager: M. E. Clemens

# W G N

CHICAGO—EST. 1924

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, 7 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: Bruce Dennis  
 Production Manager: Edmund F. Kahn  
 Sales Promotion: William Meyers  
 Musical Director: Henry Weber  
 Chief Engineer: Carl J. Meyers

# W J J D

CHICAGO—EST. 1932

Frequency: 1160 Kc. Power: 20000 Watts  
 Owned-Operated By: Field Enterprises, Inc.  
 Address: 230 North Michigan Ave.  
 Phone Number: STAtE 5466  
 Transmitter Location: Desplaines, Illinois  
 Time on the Air: 4 a.m. to sundown, Salt Lake  
 City

Transcription Service: World, Cole  
 Newspaper Affiliation: Chicago Sun  
 News Service: AP, UP  
 Representative: Lewis H. Avery

## Personnel

President: Marshall Field  
 General-Station Manager: Arthur F. Harre  
 Sales-Commercial Manager: Fred G. Harm  
 Sales Promotion-Merchandising Mgr.: Bob Ward  
 Program Director-Production  
 Manager: Randy Blake

the New

# W J J D

20,000 WATTS OF  
 SELLING POWER

## CHICAGO

A Marshall Field Station  
 represented nationally  
 by Lewis H. Avery



LIKE THE TAILOR fitting a suit, WLS program builders plan their programs to fit the needs of Midwest listeners. They know the WLS listening family and their requirements. In educational, spiritual and entertainment features, WLS serves the interests of a friendly, growing audience.

**tailored to fit**

"School Time" brings progressive education to one million youngsters in 30,000 classrooms . . . Dr. John Holland, WLS staff pastor, gives daily inspiration to listening millions. There are the farm features, Art Page's Dinnerbell Time, radio's oldest farm service program, a quarter hour of farm news at 6 a.m. and again at 11:45, frequent daily market reports, and an evening quarter hour of rural service with different subjects from day to day: farming in other lands, questions and answers, livestock, new farm equipment, and similar information.

This combination of service, inspiration and entertainment is planned to fill a need, to fit the pattern of daily living in Midwest America. It's one of the reasons why *WLS Gets Results!*



*A Clear Channel Station*

CHICAGO 7

MANAGEMENT AFFILIATED WITH

*The Arizona Network*

ALL STATIONS AFFILIATED WITH CBS

**KSUN**

Bisbee-Lowell Douglas  
Carl Morris, Mgr.  
1230 Kilocycles  
250 Watts

**KOY**

**KTUC  
TUCSON**

Lee Little, Mgr.  
1400 Kilocycles  
250 Watts

Both WLS and the Arizona Network are represented by John Blair & Company

Publicity Director.....Bob Ward  
Musical Director.....Kennedy Nelson  
Chief Engineer.....Walter Meyers  
Record M. C.....Irvin Victor

## 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...25 miles S.E. of Chicago  
Time on the Air.....24 Hours a Day  
News Services.....AP, INS, UP  
Transcription Service.....Standard.  
World and Thesaurus  
Representative.....John E. Pearson Co.

### Personnel

President-Owner.....Ralph L. Atlas  
Station Manager.....Ralph L. Atlas  
Sales Manager.....John T. Carey  
Program Director.....Ralph L. Atlas  
Publicity Director.....Joan Kaufman  
Chief Announcer.....Brooks Connally  
Chief Engineer.....Ellery C. Plotts

## WLS

CHICAGO—EST. 1924

AMERICAN BROADCASTING CO.

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  
V-P and General Manager.....Glenn Snyder  
Sales Manager.....C. M. Freeman  
Sales Promotion Manager..Donald E. Finlayson  
Program Director.....Harold Safford  
Production Manager.....Al Boyd  
Publicity Director.....Wilma Gwilliam  
Chief Announcer.....Jack Holden  
Musical Director.....Osgood Westley  
Chief Engineer.....Thomas L. Rowe

## WMAQ

CHICAGO—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 670 Kc.....Power: 50000 Watts  
Owned-Operated By

National Broadcasting Co., Inc.

Address.....Merchandise Mart  
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  
Chief Announcer.....William Kephart  
Publicity Director.....Jack Ryan  
Continuity Editor.....William Murphy  
Production Mgr.....Frederick A. Jacobson, Jr.  
Sales Manager.....Oliver Morton  
Business Manager.....John F. Whalley  
Program Manager.....Jules Herbueaux  
Advertising and Sales Promotion Manager,

Emmons C. Carlson

Musical Director.....Roy Shield

Director of Public Programs...Judith Waller

(See Page 376)

## WMBI

CHICAGO—EST. 1926

Frequency: 1110 Kc.....Power: 5000 Watts  
Owned-Operated By...The Moody Bible  
Institute of Chicago

Address.....153 Institute Place  
Phone Number.....Michigan 1570  
Transmitter Location...Addison, Ill.  
Time on the Air.....Limited time

News Service.....AP  
Transcription Service.....NBC Thesaurus,  
World

### Personnel

General Manager.....Henry C. Crowell  
Program Director.....Robert Parsons  
Production Manager.....Pierce Hiscock  
Publicity Director.....Russell T. Hitt  
Musical Director.....Sheldon Fardig  
Chief Engineer.....A. P. Frye

## WSBC

CHICAGO—EST. 1925

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By...Radio Station WSBC

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.....SESAC. MacGregor.  
 M. M. Cole

**Personnel**

General Manager.....Robert O. Miller  
 Commercial Manager.....Julius Miller  
 Sales Promotion Manager.....M. V. Baker  
 Program Director.....Robert O. Miller  
 Musical Director.....Arnold B. Miller

**WHFC**

CICERO—EST. 1926

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....WHFC, Inc.  
 Address.....6138 W. Cermak Road  
 Phone Number.....Lawndale 8228  
 Transmitter Location...6138 W. Cermak Road  
 Time on the Air.....7:00 a.m.-12 Midnight  
 News Service.....UP

**Personnel**

General Manager.....R. W. Hoffman  
 Manager.....M. E. Clifford  
 Chief Announcer.....George Haywood  
 Chief Engineer.....Frank Linhardt

**WDAN**

DANVILLE—EST. 1938

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned By.....Northwestern Publishing Co.  
 Operated By.....Northwestern Publishing Co.  
 Address.....Hotel Wolford  
 Phone Number.....1700  
 Transmitter Location...1500 Washington Ave.  
 Time on the Air...7 a.m. to 10:15 p.m., Mon.  
 ..to Sat.; Sun., 8 a.m. to 10:45 p.m.  
 Newspaper Affiliation....Danville Commer-  
 cial News  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....J. P. McKinney & Son

**Personnel**

General Manager.....E. C. Hewes  
 Commercial Manager.....Robert J. Burow  
 Program Director.....Honore E. Ronan  
 Chief Engineer.....Ted Magin  
 Publicity Director.....Joan Randolph

**WSOY**

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 Newspapers  
 Inc.  
 News Service.....AP  
 Transcription Service...Standard Radio, NBC  
 Representative.....Weed & Co.

**Personnel**

President.....Frederick Schaub  
 General Manager.....F. Merrill Lindsay, Jr.  
 Sales-Commercial Manager. Charles F. Bruce  
 Program Director.....Buren C. Robbins  
 Chief Announcer.....E. B. Pennhalletgon  
 Chief Engineer.....Paul A. Wnorowski

**WTMV**

EAST ST. LOUIS—EST. 1935

ASSOCIATED BROADCASTING CO.

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.:  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Regional Radio Sales

**Personnel**

President.....William F. Johns  
 General Manager-Station  
 Manager.....Michael Henry  
 Sales Manager-Commercial  
 Manager.....Frank J. Prendergast  
 Program Director.....Paul M. Enright  
 Chief Announcer.....Bob Terry  
 Musical Director.....Bill Hart  
 Record M. C.....Bob Baker  
 Chief Engineer.....Erle E. White

**WGIL**

GALESBURG—EST. 1938

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Galesburg Broad-  
 casting Co.  
 Address.....Hill Arcade Bldg.  
 Phone Number.....4628 Main  
 Transmitter Location...Hill Arcade Bldg.  
 Time on the Air.....6 a.m. to 12 midnight  
 News Service.....UP  
 Transcription Service.....Standard Radio  
 and SESAC  
 Representative.....Sears & Ayer

**Personnel**

General Manager ..... Klaus Nordgren  
 Sales-Commercial Manager Kenneth Schliefer  
 Publicity Director..... Jack Lawrence  
 Chief Engineer ..... R. K. Pratt

**W E B Q**

HARRISBURG—EST. 1923

KEYSTONE BROADCASTING SYSTEM  
 MISSISSIPPI VALLEY NETWORK

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  
 Representative..... Howard H. Wilson & Co.

**Personnel**

Station Manager..... I. M. Taylor  
 Program-Musical Director.. Wanda Ruth Owen  
 Production Manager-Publicity  
 Director ..... Eddie Wise  
 Chief Engineer ..... Joseph R. Tate  
 Sales Promotion Mgr.... Kenneth E. Hamilton

**W J P F**

HERRIN—EST. 1940

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By..... Orville W. Lyerla  
 Address ..... P. O. Box 179  
 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 and M. M. Cole

**Personnel**

President..... Orville W. Lyerla  
 Station and Commercial Manager.. Charles R.  
 Cook  
 Production Manager..... Betty Kinler  
 Chief Engineer ..... Marian F. Sawyer

**W L D S**

JACKSONVILLE—EST. 1942

KEYSTONE BROADCASTING SYSTEM  
 MISSISSIPPI VALLEY NETWORK

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  
 Program Director..... La Fern Coultas  
 Chief Engineer..... C. J. Cassens

**W J O L**

JOLIET—EST. 1926

KEYSTONE BROADCASTING SYSTEM  
 MISSISSIPPI VALLEY NETWORK

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By..... Joliet Broadcasting Co.  
 Address..... 601 Walnut St., Joliet & 362 E.  
 Court St., Kankakee, Ill.  
 Phone Number..... 4761  
 Transmitter Location ..... 601 Walnut St., Joliet  
 Time on the Air..... 6 a.m. to midnight  
 News Service..... UP  
 Transcription Service..... World Library

**Personnel**

President-General Manager ... R. L. Bowles  
 Program Director..... Marcia Mitchell  
 Chief Engineer..... Lester DeCosta

(Call Letters to Be Assigned)

**PEKIN\***

Frequency: 1140 kc. .... Power: 250 D.  
 Owned-Operated By..... Pekin Broadcasting Co.  
 Address ..... Pekin, Illinois  
 \*Construction Permit

**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..... 19½ hours daily;  
 18 hours Sunday  
 News Service..... UP & AP  
 Transcription Service..... World Broadcasting  
 System and NBC Thesaurus  
 Representative..... Free & Peters, Inc.

**Personnel**

President and Manager..... Edgar L. Bill  
 Vice-President..... Charles C. Caley  
 Commercial Manager..... Joe Raber  
 Promotion Manager..... Vernon A. Nolte  
 Chief Engineer ..... Ted A. Giles

# WTAD

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: 5:45 a.m. thru 12:05 a.m.;  
 Sunday, 6:30 a.m. to 12:05 a.m.  
 News Service: AP; UP  
 Newspaper Affiliation: Mason City Globe  
 Gazette  
 Transcription Service: Standard  
 Representative: The Katz Agency

## Personnel

President: Lee Loomis  
 General Manager: Walter J. Rothschild  
 Local Sales Manager: Bill Burghart  
 Program Director: C. Arthur Fifer  
 Promotion-Publicity: Jean Verheyen  
 Production Manager: Dick Falter  
 Chief Announcer: Dick Falter  
 Musical Director: Jean Fessler  
 Chief Engineer: Urlin Whitman  
 Record M. C.: Hal Barton

# WROK

ROCKFORD—EST. 1923

ABC

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. A. Smith, FM and Tele

# WHBF

ROCK ISLAND—EST. 1925

MUTUAL BROADCASTING SYSTEM

Frequency: 1270 Kc. Power: 5000 Watts  
 Owned-Operated By: Rock Island Broad-  
 casting Co.  
 Business Address: 1800 Third Ave.  
 Phone Number: 918

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  
 Transcription Service: Standard Radio,  
 NBC Thesaurus, Cole  
 Representative: Howard H. Wilson Company

## Personnel

President: John W. Potter  
 Station Manager: L. C. Johnson  
 Sales Manager: Maurice Corken  
 Program Director: Ted F. Arnold  
 Production Manager: Forest W. Cooke  
 Chief Engineer: Robert J. Sinnett

# WCBS

SPRINGFIELD—EST. 1922

ABC

Frequency: 1450 Kc. Power: 250 Watts  
 Operated By: WCBS, Inc.  
 Address: 523 E. Capital  
 Phone Number: 9855

**WROK**

THE *Only* STATION IN  
**ROCKFORD, ILLINOIS**

1000 WATTS  
**AMERICAN NETWORK**

NATL. REP.:  
**HEADLEY-REED CO.**

Transmitter Location.....2200 S. 8th  
 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 Manager-Sales  
 Promotion Manager.....C. W. Neeld  
 Local Sales Manager.....F. A. Harbauer  
 Musical Director.....John C. Gell

**WTAX**

SPRINGFIELD—EST. 1930

COLUMBIA BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 100 Watts  
 Owned-Operated By.....WTAX, Inc.  
 Business Address.....202 Reisch Bldg.  
 Phone Number.....2-4441  
 Studio Address.....202 Reisch Bldg.  
 Transmitter Location.....117-119 S. 5th St.  
 Time on the Air.....18 hours, 5 min. daily;  
 17 hours, 5 min. Sunday

News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative.....Weed & Co.

**Personnel**

President and Manager.....Jay A. Johnson  
 Program Director.....Gladys McGrew  
 Chief Engineer.....Eli Swaringen  
 Sales Manager.....Jay A. Johnson  
 Merchandising Manager.....Clarence Evans  
 Musical Director.....Betty Cole

**WDZ**

TUSCOLA—EST. 1921

Frequency: 1050 Kc.....Power: 1000 Watts  
 Owned-Operated By.....WDZ Broadcasting  
 Company  
 Address.....101½ N. Main St.  
 Phone Number.....431  
 Transmitter Location.....Intersection of U. S.  
 Highways 36 and 45  
 Time on the Air.....Sunrise to local sunset  
 News Service.....UP  
 Transcription Service.....World. Texas  
 Ranger Library

Representative.....Howard H. Wilson Co.

**Personnel**

President.....Edgar L. Bill

General Manager.....Ralph L. Stufflebam  
 Sales Promotion.....Robert E. Koehnemann  
 Chief Engineer.....T. A. Giles

**WILL**

URBANA—EST. 1922

Frequency: 580 Kc.....Power: 5000 W.  
 Owned-Operated By.....University of Illinois  
 Business Address.....1010 S. Wright St.  
 Phone Number.....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  
 Transcription Service.....Thesaurus

**Personnel**

President.....A. C. Willard  
 General Manager.....Joseph F. Wright  
 Program Director.....Frank E. Schooley  
 Publicity Director.....Art Wildhagen  
 Musical Director.....Kenneth Cutler  
 Chief Engineer.....A. James Ebel  
 Production Manager.....George H. Sharp  
 Record M. C.....Phil Spradling

**"SPECIAL  
 ASSIGNMENT"**

Exciting dramatizations based on  
 the unusual stories of top-flight  
 news reporters.

It's 15-minutes of *action, thrills  
 and chills.*

An easy sales-winner for any spon-  
 sor of transcribed programs.

*Exclusive in Any Market*

SEE

**AP RADIO  
 PRODUCTIONS**

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA  
 NEW YORK 20, N. Y.

# DEAR TO THE HEART OF HOOSIERLAND

## THE 500 MILE RACE

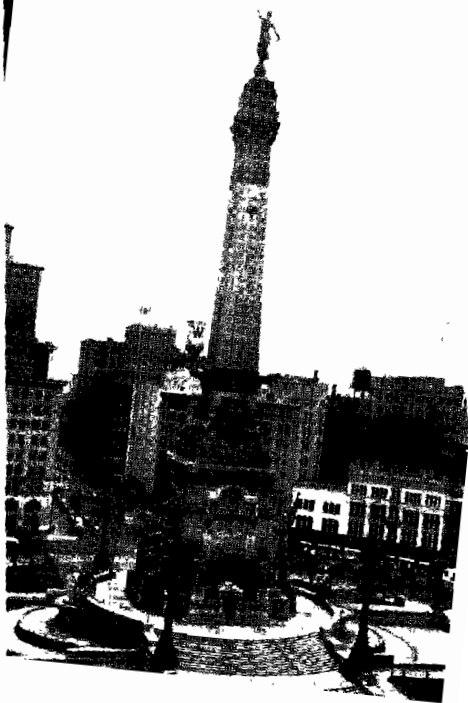
In 1946, Memorial Day means the gasoline mounts again resume the internationally famous chase around the 2½ mile brick oval—now Hoosier owned.

## SOLDIERS' AND SAILORS' MONUMENT

The hub of Indiana—built of Hoosier limestone—and beloved by Hoosiers and Indianapolis visitors the world over.

## WFBM—INDIANA'S *First* RADIO STATION

Happily married to the rich central Indiana market since October, 1924. An old and trusted friend to more than 400,000 radio set owners in its PRIMARY coverage area. Consistent programming—merchandising—promotion—assures results as dependable and as solid as Indiana landmarks.



# WFBM



COLUMBIA  
BROADCASTING  
SYSTEM

REPRESENTED NATIONALLY BY THE KATZ AGENCY



# INDIANA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

## W H B U

ANDERSON—EST. 1922

ABC

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Anderson Broad-  
casting Corp.  
Business Address . . . . . Citizens Bank Bldg.  
Phone Number . . . . . 7791  
Studio Address . . . . . 640 Citizens Bank Bldg.  
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 . . . . . C. Bruce McConnell  
General Managers . . . . . R. E. Bausman,  
John R. Atkinson  
Station Manager . . . . . John R. Atkinson  
Commercial Manager . . . . . R. E. Bausman  
Program Director . . . . . E. R. Allen  
Chief Engineer . . . . . L. F. Podhaski

## W E O A

EVANSVILLE—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Evansville On The  
Air, Inc.  
Address . . . . . 519 Vine St.  
Phone Number . . . . . 2-1171  
Transmitter Location . . . . . Evansville  
Time on the Air . . . . . 6:30 a.m. to 12:05 a.m.  
News Service . . . . . UP  
Transcription Service . . . . . World Broadcasting  
System and Standard  
Representative . . . . . Weed & Co.

### Personnel

President . . . . . Alvin Q. Eades  
Station Manager . . . . . Clarence Leich  
Commercial Manager . . . . . Guy R. Crecellus  
Program Director . . . . . Mrs. Pat Roper  
Publicity Director . . . . . Mrs. Louise Chapman  
Chief Announcer . . . . . Fred Rollison  
Chief Engineer . . . . . Erwin P. Schoeny

## W T R C

ELKHART—EST. 1931

NBC

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 . . . . . Burn-Smith Company, Inc.

### Personnel

President . . . . . C. D. Greenleaf  
General Manager . . . . . Tom H. Keene  
Station Manager . . . . . R. R. Baker  
Sales Promotion Manager . . . . . B. B. Baker  
Program Director . . . . . Margaret Lantz  
Chief Announcer . . . . . Louis Glass  
Chief Engineer . . . . . Lester Zellmer

## W G B F

EVANSVILLE—EST. 1928

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 . . . . . 6 a.m. to 12 midnight  
News Service . . . . . UP  
Transcription Service . . . . . World Broadcasting  
System and Standard  
Representative . . . . . Weed & Co.

### Personnel

President . . . . . Alvin Q. Eades  
Station Manager . . . . . Clarence Leich  
Commercial Manager . . . . . Guy R. Crecellus  
Program Director . . . . . Mrs. Pat Roper  
Publicity Director . . . . . Mrs. Louise Chapman  
Chief Announcer . . . . . Fred Rollison  
Chief Engineer . . . . . Fay A. Gehres

**WGL**

**FORT WAYNE—EST. 1924**

**NATIONAL BROADCASTING COMPANY**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By... Farnsworth Television  
 and Radio Corp.  
 Business Address... 201 W. Jefferson St.  
 Phone Number... Eastbrook 3366  
 Transmitter Location... Atop Keenan Hotel  
 Time on the Air... 6 a.m. to 12 midnight.  
 Sundays 7 a.m. to 12 midnight  
 News Service... UP  
 Transcription Service... Standard Radio.  
 Thesaurus  
 Representative... Headley-Reed

**Personnel**

President... E. A. Nichols  
 Station Manager... Frank V. Webb  
 Commercial Manager... William R. Aldrich  
 Sales Promotion Manager-Publicity  
 Director... Norman C. Widenhofer  
 Program Director... James D. Westover  
 Production Manager... Rosemary Stanger  
 Chief Announcer... Paul Havens  
 Musical Director... James Westover  
 Chief Engineer... Howard Beck

**WJOB**

**HAMMOND—EST. 1928**

**HOOSIER BROADCASTING NETWORK**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By... Adair-Richardson-Adair  
 Address... 449 State St.  
 Phone Number... Hammond 10,000  
 Transmitter Location... 449 State St.  
 Time on the Air... 7 a.m. to 12 midnight  
 News Service... UP  
 Transcription Service... Associated  
 Representative... Joseph Hershey McGillvra,  
 Inc.

**Personnel**

General Manager... O. E. Richardson  
 Commercial Manager... Robert C. Adair  
 Sales Promotion Manager... Stanley Davis  
 Chief Announcer and  
 Program Director... Sam Weller  
 Production Manager... R. C. Adair  
 Publicity Director... Stanley Davis  
 Musical Director... J. Gibbs Spring  
 Chief Engineer... Stanley Strasburg

**WOWO**

**FORT WAYNE—EST. 1925**

**AMERICAN BROADCASTING CO.**

Frequency: 1190 Kc. Power: 10,000 Watts  
 Owned-Operated By... Westinghouse Radio  
 Stations, Inc.  
 Address... 925 So. Harrison St.  
 Phone Number... A-2136  
 Transmitter Location... Routes 2 and 6.  
 Lincoln Highway West  
 Time on the Air... 5 a.m. to 1 a.m.;  
 Sunday, 7 a.m. to 12 midnight  
 News Service... UP  
 Transcription Services... World Broadcasting  
 Representative... National Broadcasting Co.

**Personnel**

Vice-President... Walter Evans  
 General Manager... Paul E. Mills  
 Commercial Manager... H. D. Longworth  
 Production Program Director... Carl Vandagriff  
 Publicity Director... Roger Vornholt  
 Sales Promotion... Hilda C. Woehrmeyer  
 Farm Program Director... Jay Gould  
 Chief Announcer... J. Howard Ackley  
 Musical Director... Guy Fitzsimmons  
 Chief Engineer... Bruce Ratts

**WFBM**

**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.  
 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 M. C... Paul K. Roberts

(See Page 388)

# WIBC

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 ..... 30 32 W. Washington St.  
 Phone Number..... Li 2305  
 Transmitter Location..... New Augusta, Ind.  
 Time on the Air..... 5 a.m. to 1 a.m. daily;  
 Sunday, 7 a.m. to 1 a.m.  
 News Service..... AP, UP  
 Transcription Service Lang-Worth, Associated  
 Representative ..... John Blair & Co.

## Personnel

President..... C. Walter McCarty  
 General Manager ..... George C. Biggar  
 Commercial Manager..... J. J. Flanigan  
 Sales-Promotion Manager..... Samuel R. White  
 Merchandising Manager..... W. A. Spencer  
 Program Director..... Ed Mason  
 Production Manager..... Bradford DeMarcus  
 Publicity Director..... Norm Perry, Jr.  
 Chief Announcer..... Everett Howard  
 Musical Director..... Walter Jackson  
 Chief Engineer..... Harry S. Adams

# WISH

INDIANAPOLIS—EST. 1941

AMERICAN BROADCASTING CO.

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 midnight  
 News Service..... AP  
 Transcription Service..... Standard Radio  
 Representative ..... Free & Peters, Inc.

## Personnel

President-Gen. Manager... C. Bruce McConnell  
 Station-Commercial Mgr. ... Robert E. Bausman  
 Program Director..... Reid Chapman  
 Production-Chief Announcer... Wm. Frosch, Jr.  
 Record M. C. .... Jack Morrow  
 Musical Director..... James H. Boyer  
 Chief Engineer..... Stokes Gresham, Jr.  
 Sales Promotion Mgr. ... Robert B. McConnell

# WIBC

The Indianapolis News  
 PARALYZES FAITH  
 The Indianapolis News Station

★ C. WALTER McCARTY, *President*  
 GEORGE C. BIGGAR, *General Manager*

● Owned and operated by *The Indianapolis News*... one of America's Great Newspapers... and dedicated to the public interest.

Music, drama, fun; news, commentaries, and discussions of public interest; education and religion; special events... all of these are woven into a program schedule that appeals to all Indiana... all the time... as reflected in rising Hoopers and a fast increasing number of advertisers.

5 A.M. to 1 A.M. every day... (7 A.M. to 1 A.M. on Sundays)... WIBC sends out a clear signal on 1070 kilocycles that can be heard all over Indiana.

JOHN BLAIR & COMPANY, NATIONAL REPRESENTATIVES

OWNED AND OPERATED BY **WIBC**  
 THE INDIANAPOLIS NEWS  
 MUTUAL OUTLET IN INDIANAPOLIS



WANT A  
**CHOICE**  
PROGRAM?

— OR A  
**GOOD**  
SPOT?



— NEED A  
'LIVE WIRE  
PERSONALITY?

— THEN IT'S  
**WIRE**

**WIRE**

BASIC NBC • 5000 WATT  
JOHN E. PEARSON COMPAN  
NEW YORK • CHICAGO • KANSAS CI

AFFILIATED WITH

**THE INDIANAPOLIS STA**

**WIRE**

**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  
 Transmitter Location 44th & Knollton Rd.  
 Time on the Air 6 a.m. to 12 midnight  
 News Service UP  
 Transcription Service World Broadcasting  
 Thesaurus  
 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

**WKMO**

**KOKOMO—EST. 1941**

**COLUMBIA BROADCASTING SYSTEM**  
**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By Kokomo Broadcast-  
 ing Co.  
 Address College Bldg.  
 Phone Number 5171-5172  
 Transmitter Location Morgan & Ohio Sts.  
 Time on the Air 6:00 a.m. to 12:05 a.m.  
 News Service UP  
 Representative Howard Wilson Company

**Personnel**

President Dr. R. Spencer Taylor  
 General and Sales Mgr. John Carl Jeffrey  
 Program Director Ward Charles Glenn  
 Chief Engineer George Palmer

**WASK**

**LAFAYETTE—EST. 1942**

**MISSISSIPPI VALLEY NETWORK**  
**MUTUAL**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By WFAM, Inc.  
 Business Address Wallace Bldg.  
 Studio Address Wallace Bldg.  
 Phone Number Lafayette 4300  
 Transmitter Location No. River Road,  
 West Lafayette  
 Time on the Air 6 a.m. to 12 midnight  
 News Service UP  
 Transcription Service World Broadcasting  
 System  
 National Representative Joseph Hershey  
 McGilvra

**Personnel**

President O. E. Richardson  
 Station and Sales Manager J. Gibbs Spring  
 Program Director Rayne Spring  
 Chief Announcer William Warren, Sr.  
 Chief Engineer Harry C. Garbo

**WLBC**

**MUNCIE—EST. 1926**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By Donald A. Burton  
 Business Address WLBC, Muncie  
 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 Hal Holman, Chicago;  
 The Walker Co., New York

**Personnel**

Owner-Station Manager Donald A. Burton  
 Commercial Manager Wm. F. Craig  
 Program-Musical Director June Johnson  
 Chief Engineer Maurice Crain

**WKBV**

**RICHMOND—EST. 1926**

**MUTUAL**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By  
 Central Broadcasting Corp.  
 Address 25 S. 9th St.  
 Phone Number 1156  
 Transmitter Location Richmond  
 Time on the Air 7 a.m. to 10:30 p.m.  
 News Service UP  
 Transcription Service World, Standard  
 Representative William G. Rambeau Co.

**Personnel**

President J. Robert Quigg  
 General Manager G. F. Albright  
 Commercial-Sales Promotion  
 Manager R. L. Nusbaum  
 Program Director-Production  
 Manager Marie Robbins  
 Chief Engineer Louis Dunning

**WHOT**

**SOUTH BEND—EST. 1944**

**ABC**

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 the Air... 6:30 a.m. to 12 midnight  
 News Service ..... AP  
 Transcription Service... World and Standard  
 Representative ..... Weed and Company

**Personnel**

President..... C. Bruce McConnell  
 General Manager..... Robert E. Bausman  
 Station Manager..... Ford Billings  
 Commercial Manager..... Charles W. Hines  
 Sales Promotion Manager-Publicity.....  
 Director..... Dan Richardson  
 Program Director-Production  
 Manager..... Harold M. Cook  
 Musical Director..... Violet Joy  
 Chief Engineer..... Jack E. Wilson

**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. Collax Ave.  
 Phone Number..... 3-6161  
 Transmitter Location: 5 miles south of South Bend on Ironwood Road  
 Time on the Air..... 6 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 and Standard  
 Representative..... Paul H. Raymer Co.

**Personnel**

President..... F. A. Miller  
 Station Manager..... Franklin D. Schurz  
 Commercial Manager..... R. H. Swintz  
 Program Director..... Marc Boyden  
 Chief Announcer..... Morton L. Linder  
 Publicity Director..... Neal B. Welch  
 Musical Director..... Harlan Hogan  
 Chief Engineer..... H. G. Cole

**W B O W**

**TERRE HAUTE—EST. 1925**

**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 5034  
 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, World  
 Representative ..... Weed & Company

**Personnel**

President..... Alvin Eades  
 Gen. Com. Manager..... George M. Jackson  
 Sales Promotion..... Aline Arnold  
 Chief Engineer..... Dan Aldrich

**W A O V**

**VINCENNES—EST. 1940**

**MUTUAL**

**MISSISSIPPI VALLEY NETWORK**

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Operated By... Vincennes Newspapers, Inc.  
 Studio Address..... Grand Hotel  
 Business Address..... 320 Busserson 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  
 Transcription Service..... Lang-Worth  
 Representative ..... John E. Pearson Co.

**Personnel**

President..... Eugene C. Pulliam  
 General Manager..... Howard N. Greenlee  
 Station Manager-Sales  
 Promotion Manager..... Victor H. Lund  
 Commercial Manager..... Richard B. Harris  
 Publicity Director..... Gene Allison  
 Chief Announcer..... Edward Raasch  
 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 a.m. to 9 p.m.  
 News Service..... AP  
 Transcription Service..... Standard Radio and Thesaurus

**Personnel**

President..... Frederick Hovde  
 Station Manager..... J. W. Ditamore  
 Program Director..... Jim Miles  
 Production Manager..... John Henderson  
 Publicity Director..... Phil Wygant  
 Chief Announcer..... John DeCamp  
 Musical Director..... Jo Hamford  
 Record M. C..... George Yack  
 Chief Engineer..... Robert King

# IOWA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

## WOI\*

AMES—EST. 1921 (9YI)

ABC

Frequency: 640 Kc. Power: 5000 Watts Day  
Owned By: Iowa State College  
Operated By: Iowa State College  
Address: Ames, Iowa  
Phone Number: 2500; Extension 281  
Transmitter Location: Service Building  
Time on the Air: 6 a.m. to local sunset  
News Service: AP  
Transcription Service: World  
and Standard

### Personnel

President (of Iowa State College):  
Charles E. Friley  
Station Director: W. I. Griffiths  
Program Director and  
Station Manager: Richard B. Hull  
Production Manager: Edward Wegener  
Publicity Director: Alfred T. Mitchell  
Chief Announcer: Richard Vogl  
Musical Director: Edward Wegener  
Chief Engineer: L. L. Lewis  
Record M. C.: William Merrill  
(\*Non-Commercial Station).

## KFGQ\*

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  
(\*Non-Commercial Station)

## KBUR

BURLINGTON—EST. 1941

AMERICAN BROADCASTING SYSTEM  
TALL CORN 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, Cole  
Representative: William G. Rambeau Co.

### Personnel

President-General Manager: G. B. McDermott  
Commercial Manager: George B. J. Adkisson  
Sales Promotion Mgr.: G. B. McDermott  
Program Director: Lucile Weinrich  
Chief Engineer: John Galliao

## WMT

CEDAR RAPIDS, WATERLOO—

EST. 1922

CBS—MBS

MID-STATES GROUP

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: Marlon, Iowa  
Time on the Air: 5:30 a.m. to 12:05 a.m.;  
Sundays, 7:55 a.m. to 12:05 a.m.  
News Services: AP; UP  
Transcription Service: Lang-Worth & Standard  
Representative: The Katz Agency

### Personnel

Executive Vice-President: William B. Dolph  
General Manager: William B. Quarton  
Studio Manager: V. A. L. Linder (Waterloo)  
Commercial Manager: Donald D. Sullivan  
Merchandising Manager: Leo F. Cole  
Program Director: Douglas B. Grant  
Production Manager: Robert Leefers  
Publicity Director: Leo F. Cole  
Chief Engineer: George P. Hixenbaugh  
Record M. C.: Dean Landfear

## KROS

CLINTON—EST. 1941

MUTUAL 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

**IN CENTRAL IOWA *KSO*  
IS DOING A TERRIFIC JOB**

Folks in our own backyard . . .  
who know which Central Iowa station  
is really delivering the goods . . .  
choose **KSO**.

More than 147

**Des Moines advertisers used KSO**

last year . . . and it's hard to fool  
your neighbors, especially when  
they know what's going on here at **KSO**.

***KSO***

**DES MOINES, IOWA      5000 Watts**

**Kingsley H. Murphy, Owner      -      George J. Higgins, General Manager**  
**Represented by Headley-Read Co.**





News Service..... UP  
 Transcription Service.... Standard Radio, Cole  
 Representative... George Webber, Des Moines,  
 Wm. Rambeau Co.

**Personnel**

President..... W. S. Jacobsen  
 General and Promotion Mgr.... Morgan Sexton  
 Program Director..... Lucille DeLeers  
 Sales Manager..... Walter Jetch  
 Chief Engineer..... Gilbert Andrew

**W O C**

DAVENPORT—EST. 1922

ABC

Frequency: 1420 Kc..... Power: 5000 Watts  
 Owned-Operated By.... Tri-City Broadcasting  
 Company

Address..... 1002 Brady Street  
 Phone Number..... 3-3861  
 Transmitter Location..... R. F. D. No. 1  
 Time on the Air: 18 hours daily; 16 hours  
 (Sunday)

News Service..... UP, AP  
 Transcription Service.... World, Lang-Worth  
 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  
 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 Trilhus  
 Chief Announcer..... Olive Sharpee  
 Chief Engineer and  
 Production Manager..... O. M. Elttrim  
 \*(Non-Commercial Station)

**K R N T**

DES MOINES—EST. 1936

ABC

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,  
 Associated

Representative..... The Katz Agency

**Personnel**

President..... Gardner Cowles, Jr.  
 General Manager..... Phil Hoffman  
 Commercial Manager..... Bob Dillon  
 Program Director..... Charles Miller  
 Production Manager..... George Cremeens  
 Record M. C.'s..... Gene Emerald,  
 Myron J. Bennett  
 Sales Promotion Manager..... Robert Dillon  
 Publicity Director..... Mary Little  
 Chief Engineer..... Charles Quentin

**K S O**

DES MOINES—EST. 1921

CBS

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... 6 a.m. to 1 a.m., weekdays  
 News Service..... AP; UP  
 Transcription Service.... World, M. M. Cole  
 Representative..... Headley-Reed Co.

**Personnel**

President..... Kingsley H. Murphy  
 General Manager..... George J. Higgins  
 Sales Promotion Manager... Nancy M. Halsor  
 Program Director..... Edmund J. Lineham  
 Record M. C..... R. J. Nash  
 Chief Engineer..... F. E. Bartlett

**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 Service . . . INS, UP, AP  
 Transcription Services . . . NBC Thesaurus;  
 Lang-Worth, M. M. Cole  
 Representative . . . Free & Peters, Inc.

**Personnel**

President . . . B. J. Palmer  
 Station Manager . . . J. O. Maland  
 Sales Manager . . . E. H. Bondurant

**K D T H**

DUBUQUE—EST. 1941  
 MUTUAL BROADCASTING SYSTEM  
 IOWA TALL CORN NETWORK

Frequency: 1370 Kc. . . . . Power: 1000 Watts  
 Owned By . . . . . Telegraph-Herald  
 Operated By . . . . . Telegraph Herald  
 Address . . . . . 8th and Bluff  
 Phone Number . . . . . 1603  
 Transmitter Location . . . East Dubuque, Ill.  
 Time on the Air . . . . . 6 a.m. to 12 midnight  
 Newspaper Affiliation . . . . . Telegraph-Herald  
 News Service . . . . . AP  
 Representative . . . . . William G. Rambeau

**Personnel**

General Manager . . . . . K. S. Gordon  
 Commercial Manager . . . Robert S. Graham  
 Sales Promotion Manager . Gordon K. Downey  
 Program Director . . . . . Arnie Stierman  
 Musical Director . . . . . Jerry Chandler  
 Chief Engineer . . . . . Charles Cain

**W K B B**

DUBUQUE—EST. 1933  
 AMERICAN BROADCASTING CO.

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  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Howard H. Wilson Co.

**Personnel**

Vice President and Station  
 Manager . . . . . James D. Carpenter  
 Local Sales Manager . . . Harry Hatzenbuehler  
 Program Director . . . . . Jeanne F. Wiedner  
 Chief Announcer and Production  
 Manager . . . . . L. Vaughn Gayman  
 Musical Director . . . . . Samuel Ham  
 Publicity Director . . . . . L. Vaughn Gayman  
 Record M. C. . . . . Robert Gilliam  
 Chief Engineer . . . . . Leonard Carlson

**K V F D**

FORT DODGE—EST. 1939  
 MUTUAL BROADCASTING SYSTEM

NCBS AND IOWA TALL CORN NETWORK  
 Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned By . . . . . Northwest Broadcasting Co.  
 Operated By . . . . . Edward Breen, President &  
 General Manager

Address . . . . . Warden Bldg., Fort Dodge  
 Phone Number . . . . . Walnut 3761-2-3  
 Transmitter Location . . . S.W. of Ft. Dodge, 1 mile  
 Time on the Air . . . . . 6 a.m. to 12 midnight  
 News Service . . . . . UP  
 Transcription Service . . . . . Cole  
 Representative . . . . . Burn-Smith and  
 William G. Rambeau

**Personnel**

President . . . . . Edward Breen  
 Sales Manager . . . . . Jon Shafer  
 Merchandising Manager-Publicity  
 Manager . . . . . Kenneth Peterson  
 Program Director . . . . . Drexel Peterson  
 Chief Engineer . . . . . David G. 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 . . . Iowa City  
 Time on the Air . . . . . Unlimited  
 News Service . . . . . AP

**Personnel**

Station Director . . . . . Carl H. Menzer  
 Program Director . . . . . Armon Bonney  
 Chief Engineer . . . . . S. J. Ebert  
 \*(Non-Commercial Station)

**K F J B**

MARSHALLTOWN—EST. 1923  
 MUTUAL—TALL CORN NETWORK  
 MISSISSIPPI VALLEY 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 . . . . . SESAC  
 Representative . . . . . William G. Rambeau Co.

**Personnel**

Chief Executive..... Kenneth Durham  
 General Manager..... Warren J. Binkley  
 Commercial Manager..... Theodore M. Silva  
 Program Director..... Charles T. Webb  
 Promotion Manager..... La Verne Koenig  
 Chief Engineer..... James A. Dickens

**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  
 Representative..... Weed & Co.

**Personnel**

President..... Lee P. Loomis  
 Station Manager..... F. C. Eighmey  
 Commercial Manager..... Herbert Ohrt  
 Sales Promotion..... Dominic Haynes  
 Program Director..... Merrill Milligan  
 Publicity Director..... Charles Hilton  
 Chief Engineer..... Roger Sawyer

**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  
 Sales Manager..... Eleanor M. Halling  
 Program Director..... Gene Milner  
 Publicity Director..... Dorothy Lindley  
 Chief Engineer..... J. C. Haley

**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; 7 a.m.-3:30 p.m. & 6  
 p.m.-12 mid., Sundays

News Service..... AP  
 Transcription Service..... Standard Radio  
 and World

**Personnel**

President..... Henry Field  
 General Manager..... John L. Nicolson  
 Station-Commercial Manager..... T. F. Stubbs  
 Musical Director..... Ermal Dilley  
 Chief Announcer..... Melvin Eyeberg  
 Chief Engineer..... Robert N. Barkman

**K M A**

SHENANDOAH—EST. 1925

ABC—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  
 General Manager..... Owen Saddler  
 Station & Commercial Mgr..... J. C. Rapp  
 Sales Manager..... Howard O. Peterson  
 Farm Service Director..... Merrill Langfitt  
 Sales Promotion..... Harriet Lingo  
 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

CBS

Frequency: 1360 Kc..... Power: 5000 Watts  
 Owned-Operated By..... Perkins Bros. Co.  
 Address..... 415 Douglas Street  
 Phone Number..... 5-7993  
 Transmitter Location..... N.W., 7 miles on  
 Highway 75  
 Time on the Air..... 6 a.m. to 12 midnight  
 News Service..... AP  
 Newspaper Affiliation..... Journal-Tribune  
 Transcription Service..... C. P. MacGregor  
 and World  
 Representative..... Geo. P. Hollingbery Co.

**Personnel**

President..... William R. Perkins  
 General Manager..... Eugene T. Flaherty  
 Sales Manager..... Eugene T. Flaherty  
 Program Director..... Elizabeth Sammons  
 Publicity-Sales Promotion..... Jean Haraday  
 Production-Chief Announcer..... Lawrence E. Coke  
 Musical Director..... Berniece Ewing  
 Chief Engineer..... Stephen S. Dier



*Things Look Mighty Good  
at KXEL out here in IOWAY!*

*Josh Higgins*

**KXEL**

Represented by John Blair & Company

**50,000 WATTS**  
CLEAR CHANNEL BASIC AMERICAN  
JOSH HIGGINS BROADCASTING CO.  
WATERLOO, IOWA

# KTRI

SIoux CITY—EST. 1938

MUTUAL BROADCASTING SYSTEM  
TALL CORN NETWORK

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: 6 a.m. to 12 midnight  
News Service: UP  
Transcription Service: Associated Music Pub-  
lishers  
Representative: Wm. Rambeau Co.

## Personnel

President-General Manager: Dietrich Dirks  
Commercial Manager: Dietrich Dirks  
Program Director: Al Triggs  
Production Manager: Andre Wilson  
Publicity Director: Mary Lou Sheer  
Chief Announcer: Frederic Taylor  
Sales Promotion: Buzz Hassett  
Record M. C.: Buzz Hassett  
Musical Director: Bernie Mahr  
Chief Engineer: Will Easterly

# KXEL

WATERLOO—EST. 1942

ABC

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 a.m. to midnight  
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: Emlyn Owen  
Musical Director: George Timm  
Chief Engineer: Don Kassner  
Record M. C.: Herb James

# KICD

SPENCER—EST. 1942

MUTUAL BROADCASTING SYSTEM  
TALL CORN NETWORK

Frequency: 1240 Kc. Power: 250 Watts  
Owned By: Iowa Great Lakes  
Broadcasting Co.  
Operated By: Ben B. Sanders  
Address: P. O. Box 631, Spencer  
Phone Number: 45  
Transmitter Location: North of Spencer  
on Highways 18 and 71  
Time on the Air: 6 a.m. to 12 midnight;  
Sundays, 7 a.m. to 12 midnight  
News Service: AP  
Transcription Service: Lang-Worth, Standard  
and Cole  
National Representative: George W. Webber

## Personnel

President-General Manager: Ben B. Sanders  
Sales-Commercial Manager: Staton A. Dixon  
Sales Promotion-Merchandising  
Manager: Staton A. Dixon  
Program Director-Record M. C.: Staton A. Dixon  
Production Manager: Staton A. Dixon  
Publicity Director: John A. Howe  
Chief Announcer-Musical  
Director: Wayne Ross  
Chief Engineer: Burney B. Jones

## "STAR TIME"

Intensely interesting dramati-  
zations of personalities of  
interest to women.

Through the unique, new  
"Cue-In" technique, the sta-  
tion's local women's program  
editor participates with the  
star.

"Cue-In" localizes and per-  
sonalizes the program—15-  
minutes, transcribed.

*Exclusive in Any Market*

WRITE:

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NEW YORK 20, N. Y.



# FAITHFULLY SERVING AMERICAN AGRICULTURE



At its opening twenty years ago, WIBW was dedicated to the service of American agriculture . . . to farmers, stockmen, and small town residents whose livelihood revolved around the production and distribution of farm products.

Unwavering adherence to this policy has won us millions of staunch friends and eager listeners throughout Kansas and adjoining states. Because they appreciate our sincere services in their interests, they are quick to follow the purchasing suggestions of WIBW advertisers. Can *you* use such whole-hearted buying response?

**WIBW**

IN  
TOPEKA

**BEN LUDY**

General Manager

*"The Voice of Kansas"*

COLUMBIA'S OUTLET FOR KANSAS

WIBW, Topeka

KCKN, Kansas City

REPRESENTED BY CAPPER PUBLICATIONS, INC.

NEW YORK, CHICAGO, KANSAS CITY, SAN FRANCISCO

# KANSAS

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

## 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: 6:30 a.m. to midnight  
News Service: AP  
Representative: Dawn Peterson

### Personnel

President-Owner: S. H. Patterson  
General Manager: Jerry Akers  
Station Manager-Merchandising  
Manager: David G. Roberts  
Commercial Manager: Leslie D. Cox  
Program Director: Joseph Kilgore  
Production Manager: Allen Manefee  
Chief Announcer: Joseph Peck  
Chief Engineer: Thomas Vance

## K G G F

**COFFEYVILLE—EST. 1930**  
ABC

Frequency: 690 Kc. Power: 1000 c.; 500 n.  
Owned-Operated By: Hugh J. Powell  
Address: 8th and Elm  
Phone Number: 147  
Transmitter Location: South Coffeyville, Okla.  
Time on Air: Sundays, 7 a.m.-11 p.m.;  
Weekdays, 6:45 a.m. to 11 p.m.  
Newspaper Affiliation: Coffeyville Journal  
News Service: AP  
Transcription Service: NBC Thesaurus, World  
Representative: Weed & Co.

### Personnel

Owner: Hugh J. Powell  
Station Manager: Bert H. Powell  
Commercial-Sales Promotion  
Manager: Ed Spoonamore  
Program Director: Ozzie Osborne  
Chief Engineer: J. Sarto 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: 705 Second Avenue  
Phone Number: 1100  
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. Hagg and  
Associates

### Personnel

President: J. C. Denlous  
Manager: N. C. Peterson  
Sales Manager: N. C. Peterson  
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 Broadcast-  
ing Co., Inc.  
Address: 613 Merchant St.  
Phone Number: 153  
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: J. J. Hovorka  
General Manager: J. Nelson Rupard  
Program Director: Miriam Porter  
Commercial Manager: Wendell Elliott  
Publicity-Sales Promotion: Burton D. Harrison  
Production Manager: Larry Cotton  
Chief Engineer: Paul H. Daniels

## K I U L

**GARDEN CITY—EST. 1935**  
MUTUAL  
KANSAS STATE NETWORK

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: F. D. Conrad  
Business Address: 509 N. Main  
Phone Number: 666  
Studio Address: 509 N. Main  
Transmitter Location: Northwest of  
Garden City

For

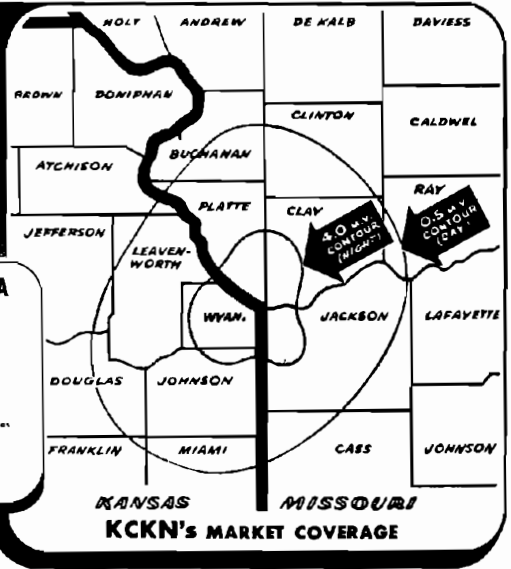
# BUYING POWER

that pays off in SALES,  
Look to GREATER  
KANSAS CITY

## GREATER KANSAS CITY MARKET DATA

Counties and Important Cities	O.P.A. Civilian Pop. 2-15-44	Effective Buying Income
Jackson Mo - Kansas City	485,900	5776,365 000
Wyandotte Mo - Kansas City	431,700	705,330 000
Jackson Mo - Kansas City	144,900	196,114 000
Johnson Mo - Kansas City	135,000	182,250 000
Johnson Mo - Kansas City	40,200	26,719 000
<b>Total</b>		
Kansas Sales	\$180,370,000	184,067
Kansas City	364,500,000	112,945
Wyandotte Mo	76,040,000	36,676
Kansas City	74,443,000	31,168
Johnson Mo	11,880,000	4,552

SOURCES: Homes with Radios - Bureau of Census. All other data - Sales Management's SURVEY OF BUYING POWER - May 15, 1945.



And for radio advertising that pays off in RESULTS, hire KCKN to deliver your sales messages to Kansas Citizens. KCKN, and only KCKN, programs specifically and exclusively for the Greater Kansas City market. Result is that Kansas Citizens look to KCKN for the kind of radio entertainment they like—day and night.

Thus, thru KCKN, you may sell a substantial share of Greater Kansas City's nine hundred million dollar buying power without the rate penalty of outstate coverage.

- Contact your nearest Capper office for availabilities.

**KCKN**  
Kansas City

*The Voice of Greater Kansas City*

**BEN LUDY**, GENERAL MANAGER, KCKN, KANSAS CITY... **WIBW**, TOPEDIA  
**ELLIS ATTEBERRY**, MANAGER, KCKN, KANSAS CITY

**CAPPER PUBLICATIONS, Inc.**

NEW YORK 17: 420 LEXINGTON AVENUE MOHAWK 4-3280 CHICAGO 1: 190 NORTH MICHIGAN AVENUE CENTRAL 8877  
SAN FRANCISCO 4: 1207 RUSS BUILDING DOUGLAS 8220 KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 2864



Time on the Air . . . . . 7 a.m. to 11 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . C. P. McGregor.  
 Keystone Broadcasting System. SESAC. Cole  
 Representatives . . . . . Cox & Tanz

**Personnel**

President . . . . . F. D. Conard  
 Station and Commercial Manager . . . . . Al Pyatt  
 Publicity Director . . . . . Johnnie Melcum  
 Chief Announcer . . . . . Ed Watts, Jr.  
 Program Director . . . . . Ed Watts, Jr.  
 Chief Engineer . . . . . Robert W. Snyder

**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 . . . . . 2103 Forest Ave.  
 Phone Number . . . . . 1080  
 Transmitter Location . . . . . South Great Bend  
 Time on the Air . . . . . Unlimited  
 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 . . . . . Perry Reed  
 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 Broadcast-  
 ing Co.  
 Address . . . . . 101 East Avenue A  
 Phone Number . . . . . 5202  
 Transmitter Location . . . . . Hutchinson  
 Time on the Air . . . . . Unlimited Time  
 News Service . . . . . UP, AP  
 Transcription Service . . . . . Lang-Worth, Standard

**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**

(After 6 PM)

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . The KCKN Broad-  
 casting Company  
 Address . . . . . 300 Waltower Bldg.  
 Phone Number . . . . . Victor 3964  
 Transmitter Location . . . . . 901 North 8th St.  
 Time on the Air . . . . . 6 a.m. to 1 a.m.  
 Newspaper Affiliation The Kansas City Kansas  
 News Service . . . . . AP & UP  
 Transcription Service . . . . . Standard Radio,  
 Lang-Worth  
 Representative . . . . . Capper Publications

**Personnel**

President . . . . . Arthur Capper  
 General Manager . . . . . Ben Ludy  
 Station Manager . . . . . Ellis Atteberry  
 Sales-Commercial Manager . . . . . Joe Story  
 Production Manager . . . . . George Stump  
 Musical Director . . . . . Milan Mahale  
 Chief Engineer . . . . . Max Williams



WILLIAM WYSE, President, KWBW

**K W B W  
 HUTCHINSON**

**Serves 456,151  
 People in Central  
 KANSAS**

**An NBC Affiliate**

**KFKU \***

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)

**WREN**

LAWRENCE—EST. 1926

ABC

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 12 1/2 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

**KSAC \***

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  
 Dean of Division of Extension H. Umberger  
 Extension Editor Lisle Longsdorf  
 Chief Engineer Bernard Holbert  
 \* (Non-Commercial Station)

**KOAM**

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

**KSAL**

SALINA—EST. 1937

MUTUAL BROADCASTING SYSTEM  
 KANSAS STATE NETWORK

Frequency: 1150 Kc. Power: 1000 Watts  
 Owned-Operated By KSAL, Inc.  
 Address Journal Bldg.  
 Phone Number 100  
 Transmitter Location State Street Rd.  
 Time on the Air 18 hours daily,  
 Sunday, 17 hours  
 News Service AP  
 Transcription Service NBC Thesaurus,  
 SESAC, Standard  
 Representative John E. Pearson Co.

**Personnel**

President R. J. Laubengayer  
 Station and Commercial  
 Manager Ray Y. Jenser  
 Musical Director Barbara Lewton  
 Program Director Grover C. Cobb, Jr.  
 Chief Engineer N. E. Vance, Jr.

**WIBW**

TOPEKA—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 580 Kc. Power: 5000 Watts  
 Owned-Operated By Copper Publications,  
 Inc.  
 Business Address 1035 Topeka Ave.  
 Phone 3-2377

Studio Address.....1035 Topeka Ave.  
 Transmitter Location...Seven miles west of  
 Topeka  
 Time on the Air.....Shares Time  
 Newspaper Affiliation...Capper Publications,  
 Inc.  
 News Service.....UP, AP  
 Transcription Service.....Standard Radio  
 ..and Lang-Worth  
 Representative.....Capper Publications, Inc.

**Personnel**

President.....H. S. Blake  
 General Manager.....Ben Ludy  
 Publicity Director.....Bob McClure  
 Program Director-Production  
 Manager.....Mrs. Maude Carlson  
 Chief Engineer.....K. G. Marquardt  
 (See Page 402)

**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 Elite 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

**“THE CLIFF EDWARDS SHOW”**

An extensive library of all-time, all-American musical favorites that are strictly “in the groove” . . . for oldsters and youngsters alike.

A musical package complete with theme and suitable scripts for exclusive presentation in any market.

WRITE

**AP RADIO PRODUCTIONS**

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA NEW YORK 20, N. Y.

Get Your Share Of

**KANSAS WHEAT  
INDUSTRIAL  
CATTLE  
OIL MONEY**



# KANS-WICHITA

The NBC Station in KANSAS' No. 1 Market

**General Information:**

**KANS** is owned by THE KANS BROADCASTING COMPANY (a corporation), Herb Hollister, President, Jack Todd, General Manager.

**KANS** operates on a power of 250 watts, day and night, on a frequency of 1240 kilocycles.

**KANS** has been in operation since September, 1936.

**KANS** does a big local coverage job on all civic events including local sports.

**Network Affiliations:**

**KANS** is affiliated with the National Broadcasting Company

**Program Facilities:**

**KANS** maintains two transcription libraries — the NBC "Thesaurus" and Standard. **KANS** has both AP and UP news service day and night.

**Hours on the Air:**

6:30 A.M. to Midnight.

**Merchandising Facilities:**

Bus cards in all local buses (135 in all) for a two-week period at the start of a campaign of programs. Feature articles and pictures in "The KANSan," monthly **KANS** merchandiser mailed to most retail outlets in Wichita.

**REPRESENTED NATIONALLY BY HEADLY-REED CO.**

NEW YORK • CHICAGO • DETROIT • ATLANTA • SAN FRANCISCO • LOS ANGELES

# KANS

WICHITA—EST. 1936

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc. . . . Power: 250 Watts  
 Owned-Operated By . . . . The KANS Broad-  
 casting Co.  
 Address . . . . . Wichita  
 Phone Number . . . . . 4-2387  
 Transmitter Location . . . . . Wichita  
 Time on the Air . . . . . 6 a.m. to midnight  
 News Service . . . . . AP & UP  
 Transcription Service . . . . . NBC Thesaurus-  
 Standard  
 Representative . . . . . Headley-Reed Co

## Personnel

President . . . . . Herb Hollister  
 General Manager . . . . . Jack Todd  
 Program Director . . . . . Vic Rugh  
 Publicity . . . . . Vic Rugh  
 Sales-Promotion Manager . . . . . Jack Todd  
 Chief Engineer . . . . . Ted Heithecker

# KFBI

WICHITA—EST. 1923

AMERICAN BROADCASTING CO.  
 MUTUAL BROADCASTING SYSTEM  
 KANSAS STATE NETWORK

Frequency: 1070 Kc. . . . Power: 5000 d., 1000 n.  
 Owned-Operated By . . . . Farmers and Bankers  
 Broadcasting Corporation  
 Address . . . . . 1st & Market Sts.  
 Phone Number . . . . . 2-1447  
 Transmitter Location . . . . . 42nd and Broadway  
 Time on the Air . . . . . 6 a.m. to 1 a.m.  
 News Service . . . . . INS & UP  
 Transcription Service . . . . . World, Cole  
 Representative . . . . . George P. Hollingberry Co.

## Personnel

President . . . . . H. K. Lindsley  
 General Manager . . . . . Robert K. Lindsley  
 Sales Promotion Manager . . . . . D. W. McCoy  
 Chief Engineer . . . . . K. W. Pyle  
 Sales-Publicity . . . . . D. W. McCoy  
 Program Director . . . . . C. T. Johnson  
 Musical Director . . . . . F. E. Markwell

# “STAR TIME”

Intensely interesting dramatizations of per-  
 sonalities of interest to women.

Through the unique, new “Cue-In” tech-  
 nique, the station’s local women’s program  
 editor participates with the star.

“Cue-In” localizes and personalizes the pro-  
 gram—15-minutes, transcribed.

*Exclusive in Any Market*

WRITE

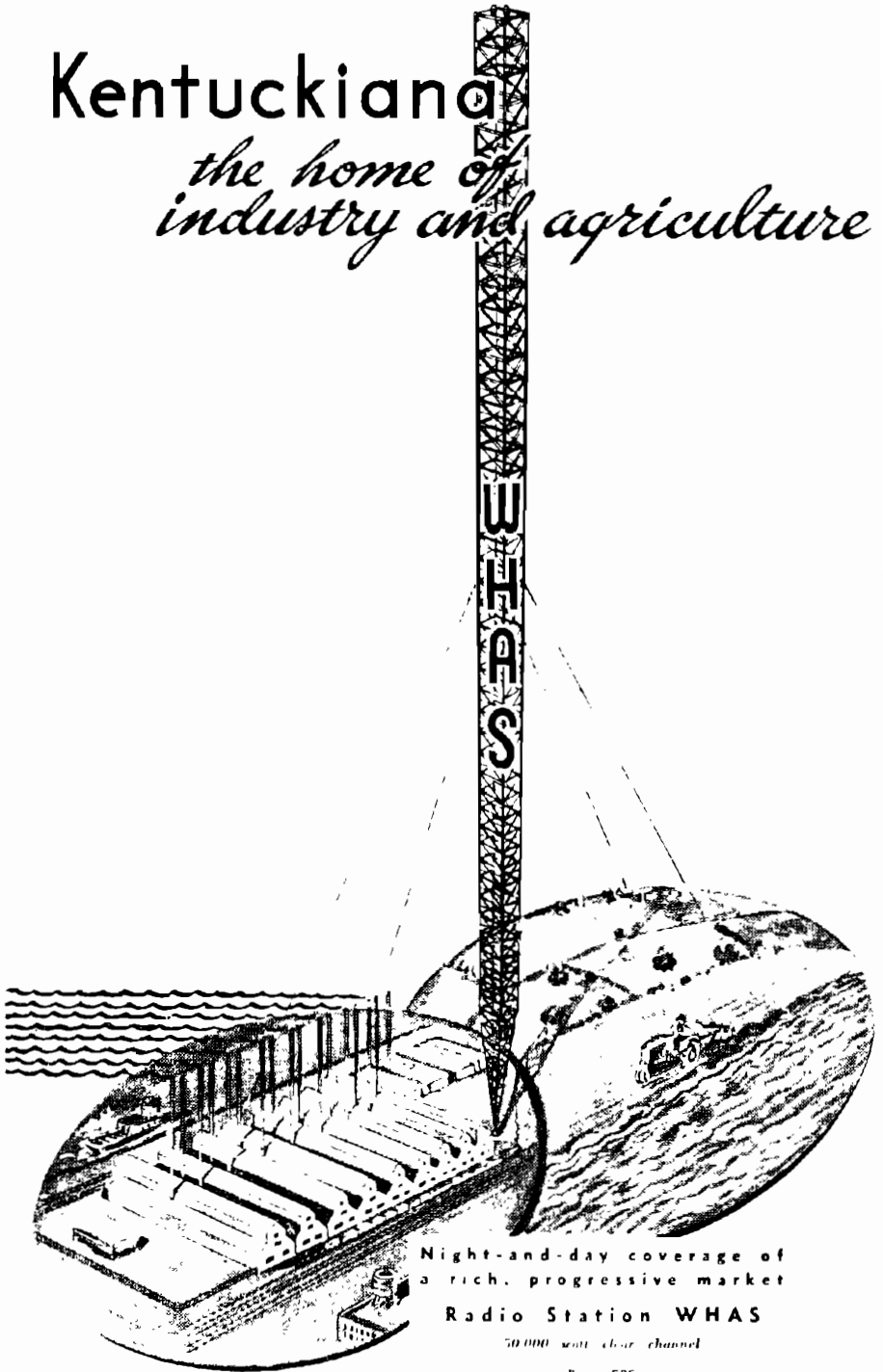
# AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA NEW YORK 20, N. Y.

# Kentuckiana

*the home of  
industry and agriculture*



Night-and-day coverage of  
a rich, progressive market

**Radio Station WHAS**

*50,000 watt clear channel*

Basic CBS

Louisville, Kentucky

# KENTUCKY

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

## W C M I

ASHLAND—EST. 1935

COLUMBIA BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By... Ashland Broadcasting  
Company

Address ..... Box 949  
Phone Number ..... 3010 (Ashland)  
Studio Address, 20th & Front Streets, Ashland,  
Ky.; 625 - 4th Ave., Huntington, West Va.  
Transmitter Location, 48th and Ohio River,  
Ashland, Ky.

Time on the Air ..... 6:30 a.m. to 1:05 a.m.,  
Weekdays; 7:45 a.m. to 1:05 a.m.

News Service ..... UP  
Transcription Service ..... NBC Thesaurus  
and Standard

Representative ..... John E. Pearson Co.

### Personnel

President ..... Gilmore Nunn  
Vice-President ..... I. Lindsay Nunn  
General Manager ..... Joseph B. Matthews  
Commercial Manager ..... Joseph B. Matthews  
Sales Promotion ..... John D. Fell  
Chief Engineer ..... Clarence Weaver

## W L B J

BOWLING GREEN—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By... Bowling Green Broad-  
casting Corp.

Address ..... Fairview & Lehman Aves.  
Phone Number ..... 1340 1  
Transmitter Location, Fairview & Lehman Aves.

Time on the Air ..... 6 a.m. to 11 p.m.  
News Service ..... UP

Transcription Service ..... Lang-Worth, Cole  
Representative ..... Burn-Smith Co.

### Personnel

President & Station Manager ..... Ken D. Given  
Sales Manager ..... Ken D. Given  
Promotion-Musical Director ..... Helen Given  
Production Manager ..... Joe Hicks  
Publicity Director ..... Jaunita Britt  
Chief Announcer ..... Joe Hamilton  
Program Director ..... Joe Hamilton  
Chief Engineer ..... Joe Pentecost

## W F K Y

FRANKFORT

Frequency: 1490 kc. Power: 250 Watts  
Owned-Operated By

Frankfort Broadcasting Co.

Address ..... 317 Ann St.  
Phone Number ..... 421

News Service ..... AP

### Personnel

President ..... J. Sneed Yager  
Gen.-Com. Manager ..... Clarence H. Fleming  
Program-Promotion Man. .... Marshall L. Peace  
\*Construction Permit

## W K A Y

GLASGOW

Frequency: 1490 kc. Power: 250 Watts  
Owned-Operated By Glasgow Broadcasting Co.

Address ..... 213 S. Green St.  
\*Construction Permit

## W H L N

HARLAN—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By ..... Blanford Radio  
Company, Incorporated

Address ..... Main St.  
Phone Number ..... 625

Time on the Air ..... 6 a.m. to 11 p.m.  
News Service ..... UP, AP

Transcription Service ..... Lang-Worth, Keystone  
Representative ..... Burn-Smith Co.

### Personnel

Owner-General Manager ..... R. B. Helms  
Station Manager-Program-Publicity  
Director ..... Stuart Odell  
Commercial Manager ..... C. E. Wilkehart  
Chief Engineer ..... J. Francks Fox

## W S O N

HENDERSON—EST. 1941

Frequency: 860 Kc. Power: 500 Watts, Day  
Owned-Operated By ..... Henderson Broad-  
casting Co., Inc.

Address ..... P. O. Box 418  
Phone Number ..... 3923

Transmitter Location ..... Zion Rd.  
Henderson

Time on the Air ..... Local sunup to local  
sundown

News Service ..... UP & AP  
Transcription Service ..... NBC Thesaurus, Asso-  
ciated Music

Representative ..... Sears & Ayer, Helen Wood

### Personnel

President ..... Pierce E. Lackey  
General and Station Manager ..... Hecht S. Lackey

# KENTUCKY

Sales Promotion-Merchandising  
 Manager.....Hecht S. Lackey  
 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 Road  
 Time on the Air.....6 a.m. to 11:05 p.m.;  
 Sunday, 7 a.m. to 11:05 p.m.

News Service.....UP & AP  
 Transcription Service.....World Broadcasting  
 System, M. M. Cole  
 Representative.....Seats & Ayer, Helen Wood

### Personnel

President.....Pierce E. Lackey  
 General and Commercial  
 Manager.....F. Ernest Lackey  
 Merchandising Manager Chief  
 Announcer.....William T. Bullington  
 Program Director.....Bonnie Bessire  
 Production Manager.....Charles Stratton  
 Publicity Director.....Katherine Peden  
 Musical Director.....Charles Melton  
 Chief Engineer.....T. E. Brewer  
 Record M. C.....Leo Wilson

## W L A P

**LEXINGTON—EST. 1934**

**AMERICAN BROADCASTING CO.**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....American Broadcasting  
 Corp.

Address.....Radio Bldg., Walnut and Short Sts.  
 Phone Numbers.....1721-22-23-70  
 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.....Gilmore N. Nunn  
 Station-Commercial Manager.....Miller A. Welch  
 Program Director.....Doris Holtzclaw  
 Production Manager.....Henry Allin  
 Publicity Director.....Fred Augsburg  
 Chief Announcer.....Truman Morris  
 Musical Director.....Oscar Huff  
 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.....Jeffersonville, Ind.  
 Time on the Air.....6 a.m. to 12 midnight;  
 Sundays, 8 a.m. to 12 midnight  
 News Service.....INS, AP, & PA  
 Transcription Service.....NBC Thesaurus,  
 Lang-Worth  
 Representative.....Free & Peters, Inc.

### Personnel

President.....Major Geo. W. Norton, Jr.  
 Station Manager.....Nathan Lord  
 Commercial Manager.....James F. Cox  
 Program Director.....George C. Patterson  
 Publicity Director.....Elizabeth B. Sanders  
 Chief Announcer.....Burt Blackwell  
 Musical Director.....Earle Keller  
 Chief Engineer.....Wilbur 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.  
 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;  
 Lang-Worth  
 Representative.....The Walker Co.

### Personnel

President and Commercial Mgr.....J. Porter Smith  
 General Manager.....Charles L. Harris  
 Publicity-Sales Promotion.....Harry Hunter  
 Program Director.....Ward Hatcher  
 Production Manager.....W. S. Lukenbill  
 Chief Announcer.....Gerald R. Fordyce  
 Musical Director.....I. 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



KENTUCKY

Transcription Service...World, Standard  
Representative...Edward Pety & Company

Personnel

President...Barry Bingham  
General Manager...W. Lee Coulson  
Commercial Manager...Joe Eaton  
Program Director...Richard E. Filscher  
Promotion Manager...J. M. Wynn  
Program Co-Ordinator...Ray Shannon  
Religious Co-Ordinator...C. E. Burns  
Chief Announcer...Paul Clark  
Technical Director...Orrin W. Towner

(See Page 410)

WINN

LOUISVILLE—EST. 1940

ABC

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:

Sunday, 8 a.m. to 12 midnight

News Service...AP

Transcription Service...C. P. MacGregor & Standard

Representatives...Broadcast Sales Co., Homer Griffith

Personnel

President...Mrs. Nelle M. Kendrick  
Station Manager...Harry McTigue  
Commercial Manager...G. F. Bauer  
Program Director...M. K. McCarten  
Traffic Manager...Louise Hodapp  
Continuity Director...Nancy Russell  
Chief Announcer...Walter Murphy  
Musical Director...Claude Fraul  
Record M. C...Bill Moore  
Chief Engineer...E. G. Renn

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... 7:30 a.m. to 11:30 p.m.

Transcription Service...Lang-Worth

News Service...AP

Representative...Burn-Smith Co.

Personnel

President...Lawrence W. Hager  
General Manager...Hugh O. Potter

Commercial Manager...Malcolm Greep  
Sales Promotion Manager-Publicity  
Director...Hugh O. Potter  
Program Director-Production  
Manager...Cliffordean Potter  
Chief Engineer...Leslie Goodaker

W P A D

PADUCAH—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1450 Kc...Power: 250 Watts  
Owned-Operated By...Paducah Broadcasting Co.

Business Address...Taylor Bldg., 4th and Broadway

Phone Numbers... 4100-1-2

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...W. Prewitt Lackey  
Merchandising-Production Mgr...Gene Peak  
Program Director...Evelyn Spier Carroll  
Musical Director...Lynn Wolff  
Chief Engineer...U. C. Morris

For the  
BEST IN NEWS  
for the  
BEST IN PROGRAMS  
BASED ON NEWS  
AP!

# LOUISIANA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

## KALB

ALEXANDRIA—EST. 1935

ABC

LOUISIANA NETWORK

Frequency: 580 Kc. Power: 1000 Watts  
Owned-Operated By: Alexandria Broad-  
casting Co., Inc.

Address: 505½ Johnston St.  
Phone Numbers: 3335-6  
Transmitter Location: Wardville, La.  
Time on the Air: 6:30 a.m. to 11 p.m.; Sunday,  
8 a.m. to 10:35 p.m.

News Service: INS-AP  
Transcription Service: World  
Representatives: Weed & Co.

### Personnel

President: Walter H. Allen  
General-Commercial Manager: E. R. Cappellini  
Program Director: Janet Baker Immler  
Chief Announcer: Ed Rand  
Chief Engineer: Jesse Sexton

## WJBO

BATON ROUGE—EST. 1934

AMERICAN BROADCASTING CO.

LOUISIANA 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: 6 a.m. to midnight;  
Sunday, 7 a.m. to midnight

Newspaper Affiliation: Baton Rouge State-  
Times, Baton Rouge Morning Advocate  
News Service: AP, UP  
Transcription Service: World Broadcasting,  
Standard

Representative: Geo. P. Hollingbery Company

### Personnel

President: Charles P. Manship, Jr.  
General Manager: J. R. Dabadie  
Exec. V.P.: H. Vernon Anderson  
Commercial-Sales Manager: T. E. Gibbens  
Program Director: Ralph H. Sims  
Production Manager: Robert H. Searce  
Chief Announcer: Dolph Norton  
Musical Director: Joseph Searce  
Chief Engineer: Donald K. Allan

(Call Letters to Be Assigned)

BATON ROUGE\*

Frequency: 1400 kc. Power: 250 Watts

Owned-Operated By: Air Waves, Inc.  
Address: Baton Rouge, Louisiana

### Personnel

Chief Executive: Harry B. Nelson  
General Manager: Woodrow W. Hattic  
\*Construction Permit

## KVOL

LAFAYETTE—EST. 1935

NATIONAL BROADCASTING CO.

EVANGELINE GROUP AND

LOUISIANA NETWORK

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Evangeline Broad-  
casting Company, Inc.

Business Address: 519 Buchanan  
Phone Numbers: 336, 2062, 2101  
Studio Address: 519 Buchanan  
Transmitter Location: Scott Road  
Time on the Air: 6:30 a.m. to 11:05 p.m.  
Newspaper Affiliation: Lafayette Daily

Advertiser

News Service: UP  
Transcription Service: World, MacGregor

### Personnel

President: Morgan Murphy  
Station Manager: Geo. H. Thomas  
Commercial Manager: B. H. Bailey, Jr.  
Sales Promotion Manager: Franck Lee  
Program Director: Franck Lee  
Production Manager: A. B. Craft, Jr.  
Chief Announcer: Al Theriot  
Chief Engineer: B. Hillman Bailey, Jr.

## KPLC

LAKE CHARLES—EST. 1935

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  
Studio Address: Majestic Hotel  
Transmitter Location: La Grange St.  
Time on the Air: 6:30 a.m. to 11:05 p.m.

News Service: AP  
Transcription Service: World

### Personnel

President: T. B. Lanford  
Station Manager: David Wilson  
Musical-Program Director: Anna Louise Clark  
Chief Engineer: Earl C. Moses  
Production Manager: Joe Campbell  
Sales-Publicity Director: Jerry Bozeman

• • • LOUISIANA • • •

Chief Announcer.....Pelham Mills  
Record M. C.....Seaman A. Mayo

**K M L B**

MONROE—EST. 1930

AMERICAN BROADCASTING CO.  
LOUISIANA NETWORK

Frequency: 1230 Kc.....Power: 250 Watts  
C.P. 1440 Kc.....C.P. 1000 Watts  
Owned-Operated By.....Liner's Broadcasting  
Station, Inc.  
Address.....P. O. Box 1723  
Phone Number.....4321  
Studio Address.....Jackson & Harrison Sts.  
Transmitter Location.....Millhaven Rd.  
Time on the Air.....6 a.m. to midnight  
News Service.....UP  
Transcription Service.....Standard Radio,  
Lang-Worth

**Personnel**

President.....J. C. Liner  
General Manager.....J. C. Liner, Jr.  
Sales Promotion Manager.....J. C. Liner, Jr.  
Program Director.....Edward Peppers  
Chief Engineer.....O. L. Morgan

**K N O E**

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 a.m. -12 midnight, daily;  
Sunday, 17 hours  
Representative Joseph Hershey McGillvra, Inc.

**Personnel**

Owner-President.....James A. Noe  
Vice-Pres.-Gen. Mgr.....James E. Gordon  
Station Manager.....Elaine C. Haas  
Sales-Promotion Manager.....Ruth Surguine  
Chief Engineer.....Edward R. Goodwin

(Call Letters to Be Assigned)

**NEW IBERIA\***

Frequency: 1240 kc.....Power: 250 Watts  
Owned-Operated By  
New Iberia Broadcasting Co.  
Address.....New Iberia, Louisiana  
\*Construction Permit

**W D S U**

NEW ORLEANS—EST. 1923

ABC

LOUISIANA STATE NETWORK

**WDSU** Offers . . .

- ★ 5,000 Watts, Delivering 20,000 Watts, In The Populated Areas Of South Louisiana-Mississippi
- ★ Occupies A Central Dialing Position
- ★ First in Daytime Listening (—Hooper)
- ★ Affiliated With the A B C Network
- ★ Emphasizes Local Programming!
- ★ Carries BOTH AP and UP News Service
- ★ New Orleans' ONLY 24-Hour Radio Station!



Frequency: 1280 Kc. Power: 5000 Watts  
Owned-Operated By: Stephens Broadcasting Co.

Address Hotel Monteleone  
Phone Number Raymond 7135  
Transmitter Location Algiers, La.  
Time on the Air 24 Hours Daily,  
but Monday from 12:45 a.m. to 5 a.m.

News Service UP, AP  
Transcription Service Lang-Worth, Associated  
Representative John Blair Co.

**Personnel**

Partner & Sta. Mgr. Fred Weber  
Sales Promotion Manager Jeanne Spoonmoor  
Program Director Stanley Hollday  
Commercial Manager Charles Price  
Publicity Director Jeanne Spoonmoor  
Musical Director Joseph Schramm  
Chief Engineer Charles Whitney

**W J B W**

NEW ORLEANS—EST. 1926

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By Charles C. Carlson  
Address 540 Audubon Building  
Phone Number Magnolia 3488-9  
Transmitter Location 3617 Bruxelle St.  
Time on the Air 7:00 a.m. to 12:00 midnight  
News Service AP  
Representative William C. Rambeau Co.

**Personnel**

Gen. Mgr. P. K. Ewing  
Chief Engineer V. W. Bradbury

**W N O E**

NEW ORLEANS—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts  
Owned By James A. Noe  
Operated By James E. Gordon  
Address St. Charles Hotel, 211 St. Charles St.  
Phone Numbers Raymond 0423-4  
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  
Publicity Director Mrs. Evelyn Batt  
Chief Announcer Ray McGuire  
Musical Director Mrs. Evelyn Ford  
Record M. C. Freddie Hall  
Chief Engineer Al C. Bourgeois

**W S M B**

NEW ORLEANS—EST. 1925

NATIONAL BROADCASTING CO.

SOUTH CENTRAL NETWORK

Frequency: 1350 Kc. Power: 5000 Watts  
Owned-Operated By WSMB, Inc.  
Address 901 Canal St.  
Phone Number MA 5921  
Transmitter Location Algiers, La.  
News Service AP  
Time on the Air 7 a.m. to 12 midnight  
Transcription Service

NBC Thesaurus Lang-Worth  
Representative Edward Petry & Co.

**Personnel**

President E. V. Richards  
General Manager H. Wheelahan  
Chief Engineer H. G. Nebe

**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 12:05 a.m.  
News Service UP, AP  
Transcription Service Standard Radio  
and World  
Representative The Katz Agency

**Personnel**

General Manager W. H. Summerville  
Commercial Manager Louis Read  
Merchandising Manager Tom Holbrook  
Program Director Ed M. Hoerner  
Publicity Director Martin Burke  
Musical Director Irvine Vidacovich  
Agricultural Director Gordon Loudon  
Chief Engineer I. D. Bloom, Jr.

**K R M D**

SHREVEPORT—EST. 1928

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By KRMD, Inc.  
Business Address P. O. Box 192  
Phone Number 6171-2  
Studio Address New Jefferson Hotel  
Transmitter Location New Jefferson Hotel  
Time on the Air 6 a.m. to midnight

**Personnel**

Owner R. M. Dean  
Owner T. B. Lanford

# KTBS

SHREVEPORT—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1480 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, Standard  
 Representative Edward Petry & Co.

## Personnel

General Manager John C. McCormack  
 Assistant Manager Louis R. Snyder  
 Sales Promotion Manager-Publicity  
 Director Jay Anderson  
 Program Director-Production  
 Manager Judith Lawton  
 Chief Announcer Wes Jones  
 Record M. C. Maurice Wenzinger  
 Chief Engineer C. H. Maddox

# KWKH

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  
 Manager Fred Ohl  
 Commercial Manager J. A. Oswald  
 Chief Engineer W. E. Antony  
 Sales Promotion Manager James T. Briggs  
 Program Director Ralph E. Matthews  
 Publicity Director James T. Briggs

# MAINE

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

# WRDO

AUGUSTA—EST. 1932

NATIONAL BROADCASTING CO.  
 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 Unlimited  
 News Service UP  
 Transcription Service World  
 Representatives Weed & Company  
 Bertha Bannan

## Personnel

President Adeline B. Rines  
 Station Manager Jack S. Atwood  
 Commercial Manager Walter Weightman  
 Program Director Dan Kelly  
 Chief Engineer Harold T. Dinsmore

# WABI

BANGOR—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 910 Kc. Power: 1000 Watts. C.P. 5000  
 Watts  
 Owned-Operated By Community Broad-  
 casting Service, Inc.  
 Address 57 State St.  
 Phone Number 6446  
 Transmitter Location Brewer, Me.  
 Time on the Air 6:30 a.m. to midnight  
 Transcription Service Associated Library  
 Representative Adam Young, Jr.

## Personnel

President and Station Manager F. B. Simpson  
 Commercial Manager Guy Corey  
 Program Director Harold Dorr  
 Chief Engineer Walter Dickson

# W L B Z

**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 Thesaurus  
 News Service: ..... UP  
 Representative: ..... Weed & Co.

## Personnel

President: ..... William H. Rines  
 Station Manager: ..... Edward E. Guernsey  
 Musical Director: ..... Norman Lambert  
 Chief Announcer: ..... Irving Hunter  
 Chief Engineer: ..... John Wibby

# W C O U

**LEWISTON—EST. 1938**  
**MUTUAL BROADCASTING SYSTEM**  
**YANKEE NETWORK**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By: Twin City Broadcast-  
 ing Co., Inc.  
 Address: ..... 223 Lisbon St.  
 Phone Number: ..... 3140  
 Transmitter Location: ..... East Ave.  
 Time on the Air: ..... 7 a.m. to midnight  
 News Service: ..... UP  
 Transcription Service: ..... Standard, SESAC  
 Representative: ..... Forjoe & Co.

## Personnel

President: ..... Faust Couture  
 Station and Commercial  
 Manager: ..... Oscar J. Normand  
 Program Director: ..... Norman Gallant  
 Chief Announcer: ..... Robert I. Payne  
 Musical Director: ..... Marion Payne Louistell  
 Chief Engineer: ..... John T. Duty

# W C S H

**PORTLAND—EST. 1925**

**NBC-YANKEE-NEW ENGLAND REGIONAL**

Frequency: 970 Kc. .... Power: 5000 Watts  
 Owned-Operated By: Congress Square  
 Hotel Co.  
 Business Address: ..... 157 High St.  
 Phone Number: ..... 2-0180  
 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 Bannam

## Personnel

President: ..... Adeline B. Rines  
 Station Manager: ..... William H. Rines  
 Commercial Manager: ..... Albert W. Smith  
 Sales Promotion Manager: Linwood T. Pitman  
 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: ..... 645a Congress St.  
 Phone Number: ..... 2-7489  
 Transmitter Location: ..... Portland  
 Time on the Air: ..... 6:30 a.m. to 12:05 a.m.;  
 Sundays, 8 a.m. to 12:05 a.m.

Covering  
 Maine's Richest Industrial Area

# W C O U

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

Newspaper Affiliation . . . Gannett Publishing  
 Transcription Service . . . . . Standard Radio  
 Representative . . . . . Paul H. Raymer Co.

**Personnel**

President . . . . . Guy P. Gannett  
 Station Manager . . . . . Creighton E. Gatchell  
 Commercial Manager . . . . . Arthur K. Atherton  
 Chief Engineer . . . . . Roger W. Hodgkins

**WPOR**

PORTLAND—EST. 1945

AMERICAN BROADCASTING CO.

Frequency: 1450 kc . . . . . Power: 250 Watts  
 Owned-Operated By  
 Centennial Broadcasting Co., Inc.  
 Address . . . . . Portland, Maine  
 News Service . . . . . AP

**Personnel**

General Manager . . . . . Murray Carpenter  
 Chief Engineer . . . . . Roger Perry

**WAGM**

PRESQUE ISLE—EST. 1930

Frequency: 1450 Kc . . . . . Power: 100 Watts  
 Owned-Operated By . . . . . Aroostook Broadcast-  
 ing Corporation  
 Address . . . . . 180 State St., W.  
 Phone Number . . . . . 8821  
 Transmitter Location . . . . . Caribou Rd.  
 News Service . . . . . UP  
 Transcription Service . . . . . World, M. M. Cole

**Personnel**

President . . . . . Harry E. Umphrey  
 Station-Commercial Mgr. . . . . Harold D. Gidden  
 Chief Engineer . . . . . Lester E. Hughes

(Call Letters to Be Assigned)

**WATERVILLE\***

Frequency: 1490 kc . . . . . Power: 250 Watts  
 Owned-Operated By  
 Dennebec Broadcasting Co.  
 Address . . . . . Waterville, Maine  
 \*Construction Permit

**"SPECIAL ASSIGNMENT"**

Exciting dramatizations based on the unusual stories of  
 top-flight news reporters.

It's 15-minutes of *action, thrills and chills.*

An easy sales-winner for any sponsor of transcribed  
 programs.

*Exclusive in Any Market*

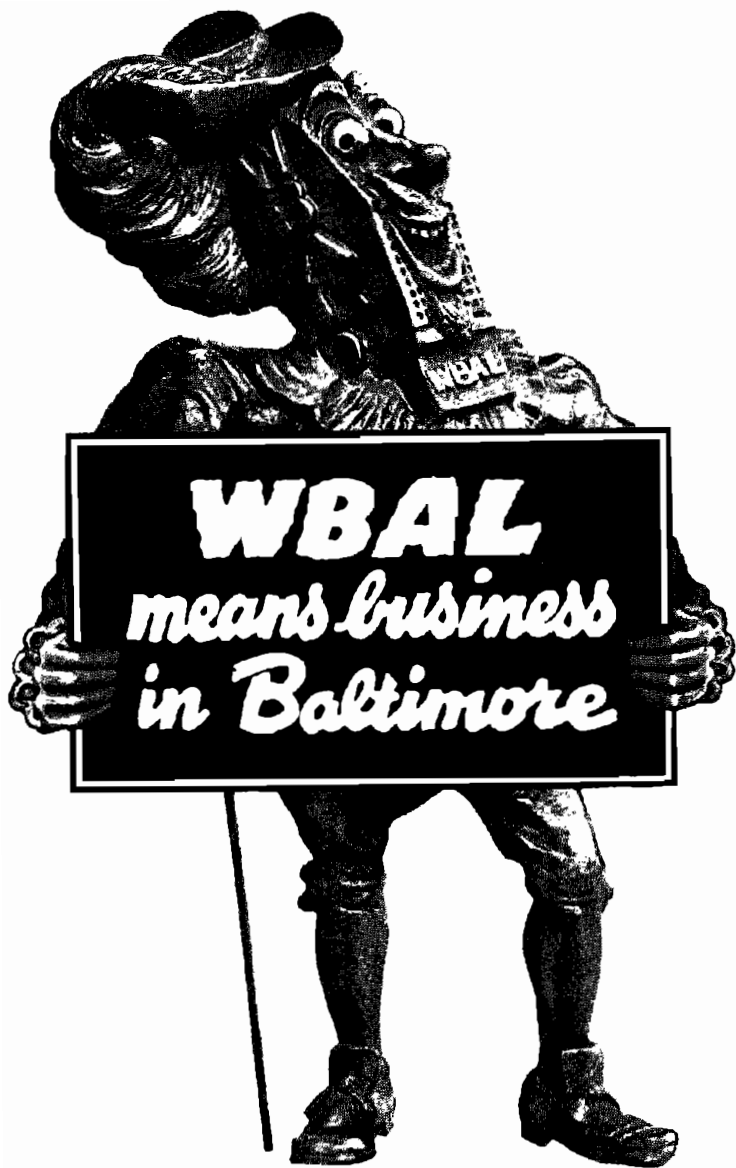
SEE

**AP RADIO PRODUCTIONS**

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK 20, N. Y.



50,000 WATTS — BASIC NBC NETWORK

Nationally represented by Edward Petry & Co., Inc.



# MARYLAND

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

## 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 Pikeville, Md.  
Time on the Air 5:45 a.m. to 12:35 a.m.;  
Sunday, 7 a.m. to 12:35 a.m.  
Newspaper Affiliation Baltimore News-  
Post, Sunday American  
News Service INS; UP & AP  
Transcription Service Standard Radio;  
World Broadcasting System  
Representative Edward Petry & Co.

### Personnel

Station Manager Harold C. Burke  
Sales Promotion Jack Tappin  
Musical Director Joseph C. Miller  
Chief Engineer Richard S. Duncan

## 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 Unlimited  
News Service INS  
Transcription Service Lang-Worth  
Representative Paul H. Raymer Company

### Personnel

President Lewis M. Milbourne  
Vice-President-Gen. Mgr. L. Waters Milbourne  
Program Director Gordon A. Schelting  
Chief Announcer Charles W. Purcell  
Musical Director Robert P. Iula  
Chief Engineer Martin L. Jones

(See Page 422)

## W C B M

BALTIMORE—EST. 1924

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By Baltimore Broadcast-  
ing Corporation

Address North at Harford  
Phone Number University 8400  
Transmitter Location 1100 East Cold Spring  
Lane

Time on the Air 6:30 a.m. to midnight;  
Sunday, 8 a.m. to midnight

News Service INS, UP  
Transcription Service Lang-Worth  
Representative Free & Peters, Inc

### Personnel

President and Commercial

Manager John Elmer  
General Manager George H. Roeder  
Program and Production Charles A. Roeder  
Chief Engineer G. Porter Houston  
(See Page 424)

## W F B R

BALTIMORE—EST. 1922

AMERICAN BROADCASTING CO.

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, UP  
Transcription Service 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. Dohard  
Program Director Bert Hanauer  
Production Manager Henry Hickman  
Publicity Director Robert S. Maslin, Jr.  
Chief Engineer William Q. Rant

## W I T H

BALTIMORE—EST. 1940

Frequency: 1230 Kc. Power: 250 Watts  
Owned By Maryland Broadcasting Co.  
Operated By Thomas G. Tinsley

*The Voice of  
Baltimore*

**W**

**W** ATTS 5000, 600 K.C.  
DAY AND NIGHT

**C**

**C**OLUMBIA  
BASIC OUTLET

**A**

**A**MERICA'S  
6th CITY

**O**

**O**LDEST  
STATION IN  
MARYLAND

**PAUL H. RAYMER CO.**

*National Sales Representative*

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

• • • MARYLAND • • •

Address.....7 E. Lexington St.  
 Phone Number.....Lexington 7808  
 Transmitter Location.....1230 Curtain St.  
 Time on the Air.....24 hours a day  
 News Service.....AP, Transradio  
 Transcription Service.....Lang-Worth;  
 Standard Radio & Associated  
 Representative.....Headley-Reed Company

**Personnel**

President-General Manager..Thomas G. Tinsley  
 Station Manager.....Helen Powers  
 Commercial Manager.....Robert C. Embry  
 Program Director-Production Manager-  
 Chief Announcer.....Raymond W. Baker  
 Publicity Director.....Mae Hughes  
 Musical Director.....Wallace W. Ashley  
 Chief Engineer.....James S. Duff  
 (See Pages — and 426)

•  
**W T B O**

CUMBERLAND—EST. 1929

NATIONAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Cumberland  
 Broadcasting Co.  
 Address.....31 Frederick St.  
 Phone Number.....Cumberland 298 and 299  
 Transmitter Location.....Fort Hill, Cumberland  
 Time on the Air.....7 a.m. to 12:05 a.m.;  
 Sundays, 8 a.m. to 12:05 a.m.  
 News Service.....UP, AP  
 Transcription Service...World Broadcasting  
 System

**Personnel**

President-General Manager..Aurelia S. Becker  
 Chief Engineer.....David W. Jefferies

•  
**W F M D**

FREDERICK—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 930 Kc.....Power: 500 Watts  
 Owned-Operated By.....Monocacy Broadcast-  
 ing Company  
 Business Address.....Winchester Hall  
 Phone Number.....Frederick 1626  
 Studio Addresses.....Winchester Hall.  
 Transmitter Location.....Frederick, Md.  
 Time on the Air.....6:30 a.m. to 12:05 a.m.;  
 Sundays, 7 a.m. to 12:05 a.m.  
 News Service.....AP  
 Transcription Service.....Lang-Worth

**Personnel**

President.....Laurence Leonard  
 General & Station Manager..William E. Hardy  
 Sales-Merchandising Mgr...William E. Hardy

**WTBO**

your

**Tri-STATE**

Voice



**NBC**

Affiliation

Cumberland, Maryland



*Day and Night!*

MUTUAL BROADCASTING SYSTEM  
**WCBM**



*is "Baltimore's Listening Habit"*

**JOHN ELMER**  
PRESIDENT

**FREE AND PETERS, Inc.**  
EXCLUSIVE NATIONAL REPRESENTATIVES

**GEORGE H. ROEDER**  
GENERAL MANAGER

MUTUAL **WJEJ** MUTUAL  
HAGERSTOWN, MARYLAND

MORE PEOPLE IN THE HAGERSTOWN  
AREA LISTEN TO WJEJ ANY HOUR OF  
THE DAY, DAY OR NIGHT, THAN TO  
ALL OTHER STATIONS COMBINED.

**C. E. Hooper — Fall 1945**

**Index WJEJ**

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12 N.-6 P.M. . . . . 57.6

6 P.M.-10 P.M. . . . . 53.9

**WJEJ**

WESTERN MARYLAND

GREATEST ADVERTISING MEDIUM

GROVER C. CRILLEY    GEORGE DIETRICH  
General Manager      Commercial Manager

**An**

**Outstanding**

**Audience**

**in**

**Baltimore**

**WITH**





## Let's see your license

That's Sadie and her four Black Bear Cubs. It was taken just about the time we opened up W-I-T-H. And it seems out there in the Great Smoky National Park they stopped the show . . . literally stopped traffic to get snacks from passing motorists.

Know the comparison we're going to make? That's right.

We've been stealing the radio show down here in Baltimore.

Because today W-I-T-H, the successful independent, produces more listeners-per-dollar-spent than any other station in this big five-station town.

Facts that back up our license to say that are available. Glad to show them to you.



**W-I-T-H**  
and the FM Station W3XMB  
**IN BALTIMORE**

**TOM TINSLEY, President**  
**REPRESENTED BY HEADLEY-REED**

MARYLAND

Program Director-Production  
Manager ..... Millard H. Klunk  
Publicity Director..... William E. Hardy  
Chief Announcer..... Murray Goldsborough  
Chief Engineer..... Julius Thiel  
Record M. C ..... Roger Carroll

Production Manager..... William Paulsgrove  
Chief Announcer ..... Glen Thomas  
Musical Director..... Malcolm Hutto  
Record M. C..... Jimmy Riser  
Chief Engineer ..... George W. McIntire  
(See Page 425)

**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 Numbers..... 2322-23-24  
Transmitter Location.....Carrol Heights  
Time on the Air..... 7:00 a.m. to 2:00 a.m.  
Transcription Service.....Associated, Lang-Worth  
News Service ..... AP

**Personnel**

Gen. Manager..... Grover C. Crilley  
Commercial Manager.....George Dietrich  
Program Director..... Ames Harper  
Promotion-Publicity ..... Frank Bowers

**W B O C**

SALISBURY—EST. 1940

MUTUAL BROADCASTING SYSTEM

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  
Program Director..... Gladys Stearns  
Commercial-Promotion Mgr..... Charles J. Truitt  
Chief Engineer..... Peter A. Alfonsi

**A NEW ARRIVAL  
A NEW SALES-WINNER  
in the Transcription field**

**AP RADIO PRODUCTIONS**

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK 20, N. Y.



A COWLES STATION

*Serving the*  
**Metropolitan Boston Market**

•  
*The Nation's*  
*3rd largest market and a must*  
*for all advertisers*

•  
**Represented by**  
**THE KATZ AGENCY**



# MASSACHUSETTS

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

## W B Z & W B Z A

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.

### Personnel

Chief Executive.....W. C. Evans  
Station Manager.....Wilmer C. Swartley  
Program Manager.....W. Gordon Swan  
Production Manager.....John H. Wright  
Sales Manager.....C. Herbert Massé  
Sales Promotion Manager.....Lynn Morrow  
Chief Engineer.....W. H. Hauser

## W C O P

BOSTON—EST. 1935

ABC

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 1 a.m.;  
Sunday, 8 a.m. to 1 a.m.

Newspaper Affiliation.....Des Moines Register  
.. and Tribune, Minneapolis Star Journal

News Service.....INS, AP, UP

Representative.....Katz Agency, Inc.

Transcription Service.....Standard Radio  
and Lang-Worth

### Personnel

President.....Gardner Cowles, Jr.  
General Manager.....A. N. Armstrong, Jr.  
Sales Manager.....Norbert O'Brien  
Sales Promotion Manager.....Harry D. Goodwin  
Program Director.....John D. Maloy  
Publicity Director.....Harry D. Goodwin  
Musical Director.....Mario Mantini  
Chief Engineer.....Roland C. Hale

## W E E I

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  
Publicity Director.....Marle Houlahan  
Musical Director.....Frank Bell  
Chief Engineer.....W. J. Stiles

## W H D H

BOSTON—EST. 1929

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 AF  
Transcription Service.....World Broadcasting  
System, Associated Recorded Program Ser-  
vice, Cole, Lang-Worth.

Representative.....Adam J. Young, Jr., Inc.



**This little budget went  
to WORL. Boston**

**Personnel**

President . . . . . Ralph G. Matheson  
 General Manager . . . . . John F. Manning, Jr.  
 Commercial Manager . . . . . William A. Warner  
 Program Director . . . . . Elizabeth M. Manning  
 Chief Engineer . . . . . R. G. Matheson

**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  
 News Service . . . . . AP and INS  
 Transcription Service . . . . . Lang-Worth, World,  
 Associated, SESAC  
 Representative . . . . . Spot Sales Co.

**Personnel**

Chief Executive . . . . . Wm. S. Pote  
 General Manager . . . . . Alfred J. Pote  
 Station-Commercial Manager . . . . . Wm. S. Pote  
 Sales Promotion . . . . . Marie Mason  
 Program-Musical Director . . . . . John Kiley  
 Chief Engineer . . . . . Alfred J. 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 1 p. m.;  
 Sundays, 8 a.m. to 1 a.m.  
 News Service . . . . . AP & INS  
 Transcription Service . . . . . AMPI, SESAC  
 and Standard  
 Representative . . . . . Edward Petry & Co., Inc.

**Personnel**

President . . . . . William F. O'Neil  
 Chairman of the Board and  
 General Manager . . . . . John Shepard, 3rd  
 Station Manager . . . . . John Shepard, 3rd  
 Promotion Director . . . . . James S. Powers  
 Publicity Director . . . . . Phyllis Doherty  
 Sales Manager . . . . . Linus Travers  
 Program Director . . . . . George Steffy  
 Chief Engineer . . . . . Irving B. Robinson

**W O R L D**

BOSTON—EST. 1926

Frequency: 950 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By: Broadcasting Service  
 Organization, Inc.  
 Address . . . . . 216 Tremont St.  
 Phone . . . . . Liberty 4540  
 Transmitter Location . . . . . Needham, Mass.  
 Time on the Air . . . . . 6:30 a.m. to Sunset  
 News Service . . . . . AP and UP  
 Representative . . . . . Forjoe & Co.

**Personnel**

Chief Executive . . . . . Harold A. LaFount  
 General Manager . . . . . George Lasker  
 Program Director . . . . . Robert N. Perry  
 Chief Engineer . . . . . John Parker

**W S A R**

FALL RIVER—EST. 1921

MUTUAL—YANKEE

Frequency: 1480 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Fall River  
 Broadcasting Co.  
 Address . . . . . Academy Bldg.  
 Phone Numbers: 7-9477-8 (studio); 2,4261  
 (Transmitter)  
 Transmitter Location . . . . . E. Somerset, Mass.  
 Time on the Air . . . . . 6:30 a.m. to 12 midnight  
 News Service . . . . . AP  
 Newspaper Affiliation . . . . . Fall River Herald News  
 Transcription Service . . . . . Standard Radio, World  
 Representative . . . . . Headley Reed Co.

**Personnel**

President-General Manager . . . . . Melvin Lahr  
 V.P. and Treasurer . . . . . Frank M. Headley  
 Office Manager . . . . . Phylomena J. Maurelli  
 Commercial-Sales Promotion  
 Manager . . . . . John Harrington  
 Program Director-Production  
 Manager . . . . . Angus Bailey  
 Publicity Director . . . . . John Crowley  
 Chief Engineer . . . . . John 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 Numbers . . . . . Fitchburg 1600-1  
 Transmitter Location . . . . . Summer St.  
 Time on the Air . . . . . 6 45 a.m. to midnight;  
 Sundays, 8 a.m. to midnight  
 New Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth

**Personnel**

Operating Partner . . . . . Milton H. Meyers  
 Station Manager . . . . . Earle G. Clement

Commercial-Sales Promotion  
 Manager.....Mort Silverman, Jr.  
 Chief Engineer.....Ted Kalin

Program Director-Chief  
 Announcer.....H. Frederick Grebe  
 Chief Engineer.....Leland F. Wheeler

**W H A I**

**GREENFIELD—EST. 1938**  
**MUTUAL-YANKEE NETWORK**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By .....John W. Hatgis  
 Address .....354 Main St.  
 Phone Number.....4301  
 Transmitter Location .....Woodard Rd.  
 Time on the Air.....6:45 a.m. to 11:30 p.m.  
 News Service .....AP  
 Transcription Service.....World Broadcasting  
 System  
 Representative.....Burn-Smith Co.

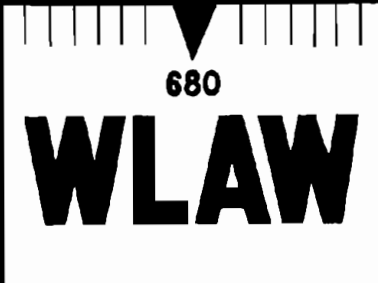
**Personnel**

Owner.....John W. Hatgis  
 General Manager.....James L. Spates  
 Commercial-Sales Promotion  
 Manager.....Horace W. Nichols  
 Production-Publicity  
 Director.....H. Frederick Grebe

**W H Y N**

**HOLYOKE—EST. 1941**  
**MUTUAL-YANKEE NETWORK**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By .....Hampton-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.....World, Associated  
 Representatives.....Spot Sales, Inc.



**680 Kilocycles**

**5000 WATTS**  
**Day and Night**

**Reaching**  
**Nearly 2,000,000 Listeners**  
**in 181 Cities and Towns**

A . . . Serving New England's 3rd Largest Concentrated Audience

B . . . Basic Station: American Broadcasting Company

C . . . Studios: Lawrence and Lowell, Massachusetts

Nationally Represented by WEED & CO.

**Personnel**

President ..... Mrs. William R. Dwight  
 General Manager..... Charles N. DeRose  
 Commercial-Sales Promotion  
 Manager..... Patrick J. Montague  
 Program Director-Chief  
 Engineer..... Thomas R. Humphrey  
 Publicity Director-Chief Announcer. Jay Heitlin  
 Musical Director..... John H. Vendell

**W L A W**

LAWRENCE—EST. 1937  
 ABC

Frequency: 680 Kc..... Power: 5000 Watts  
 Owned-Operated By..... Hildreth & Rogers  
 Company  
 Address..... 278 Essex Street  
 Phone Number..... Lawrence 4107  
 Transmitter Location..... River Road.  
 Andover, Mass.  
 Time on the Air..... 6 a.m. to 1 a.m.  
 News Service..... UP  
 Transcription Service Standard Radio & World  
 Representative..... Weed & Company

**Personnel**

President, General & Station  
 Manager..... Irving E. Rogers  
 Sales-Commercial Manager..... David M. Kimel  
 Program Director-Production  
 Manager..... James Mahoney  
 Publicity Director..... Fred Sullivan  
 Chief Engineer..... George A. Hinckley  
 Record M. C..... Bob Moore

**W L L H**

LOWELL-LAWRENCE—EST. 1934  
 MUTUAL-YANKEE NETWORK

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Operated By..... Merrimac Broadcasting  
 Co., Inc.  
 Business Address 39 Kearney Square, Lowell  
 Phone Numbers..... Lowell 8715;  
 Lawrence 2-2148  
 Transmitter Location: 39 Kearney Square.  
 Lowell; Cregg Building, Lawrence  
 Time on the Air..... 6:30 a.m. to 12 midnight  
 News Service..... AP  
 Transcription Service: Associated Music Pub-  
 lishers  
 Representative..... Edward Petry & Co., Inc.

**Personnel**

President ..... A. S. Moffat  
 Station Manager..... Dana W. Fitzgerald  
 Sales-Sales Promotion  
 Manager..... Haskell Bloomberg  
 Program Director-Production  
 Manager..... Tom Clayton  
 Chief Engineer..... Ralph Newton

**W N B H**

NEW BEDFORD—EST. 1921  
 ABC

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Operated By..... Bristol Broadcasting  
 Co., Inc.  
 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, 8:00 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..... Thomas J. Wertenbaker  
 Production Manager..... Edward J. Boghosian  
 Musical Director..... James Gleason  
 Chief Announcer..... Bill Pendergrast  
 Chief Engineer..... Everett Parker

**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..... Lang-Worth  
 Representative..... The Walker Co.

**Personnel**

President-Station Manager..... Monroe B. England  
 Station Manager..... John Parsons  
 Program Director..... William Geary  
 Chief Engineer..... Leonard Lavendol

**W E S X**

SALEM—EST. 1939

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By: North Shore Broadcasting  
 Company  
 Business Address..... 126 Washington St.,  
 Salem, Mass.  
 Phone Number..... Salem 5870  
 Transmitter Location..... Marblehead  
 Time on the Air..... Full Time  
 Transcription Service..... World Broadcasting

MASSACHUSETTS

System; Associated Music Publishers; NBC Thesaurus  
Representative . . . New England Radio Adv. Co.

Personnel

President . . . . . Charles W. Phelan  
Station Manager . . . . . A. M. Morgan  
Program Director . . . . . Dorothy Rich  
Production Manager . . . . . Richard I. Hammond  
Publicity Director . . . . . Ed Meaney  
Chief Announcer . . . . . Bill Hubbard  
Musical Director . . . . . Lenny Powers  
Record M. C. . . . . Tom Lester  
Chief Engineer . . . . . Richard I. Hammond

W M A S

SPRINGFIELD—EST. 1932

COLUMBIA BROADCASTING SYSTEM

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . WMAS, Inc.  
Address . . . . . 1757 Main St.  
Phone Number . . . . . 7-1414  
Transmitter Location . . . . . Pynchon Park  
Time on the Air . . . . . 7 a.m. to midnight;  
Sunday, 8 a.m. to midnight  
News Service . . . . . UP  
Transcription Service . . . . . Associated Music  
Representative . . . . . Edward Petry & Co.

Personnel

President . . . . . A. S. Moffat  
General Manager . . . . . Robert F. Donahue  
Sales Manager . . . . . Robert M. Feldman  
Sales Promotion . . . . . Robert F. Donahue  
Program Director . . . . . Turner Cooke  
Musical Director . . . . . Paul Peltier  
Chief Engineer . . . . . Earle G. Hewinson

W S P R

SPRINGFIELD—EST. 1936

AMERICAN BROADCASTING CO.

Frequency: 1270 Kc. Power: 1000 Watts, Day;  
500 Night  
Owned-Operated By . . . . . WSPR, Inc.  
Address . . . . . 63 Chestnut Street  
Phone Number . . . . . Springfield 6-2757  
Transmitter Location: Union St. and Palmer  
Ave., West Springfield, Mass.  
Time on the Air: 7 a.m. to 12 midnight; Sun-  
days, 8 a.m. to 12 midnight  
News Service . . . . . 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  
Sales Promotion-Publicity  
Director . . . . . Howard S. Keefe  
Chief Announcer . . . . . Robert A. Strohshine  
Chief Engineer . . . . . Lawrence A. Reilly

W O C B

WEST YARMOUTH—EST. 1944

AMERICAN BROADCASTING CO.

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. . . . . Power: 250 W.  
Owned-Operated By  
Bristol Broadcasting Co., Inc.  
Business Address . . . . . South Sea Ave.,  
West Yarmouth, Mass.  
Phone Number . . . . . Hyannis 502  
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.

Personnel

Owners . . . . . Basil Brewer, Hugh R. Norman  
General Manager . . . . . Donald L. Sellard  
Commercial Manager . . . . . Marion Crowell  
Program Director . . . . . Don Sellers  
Chief Engineer . . . . . Everett Parker

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 . . . . . 2-5611  
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  
 Chairman of the Board and  
 General Manager. .... John Shepard, 3rd  
 Sales Manager ..... Linus Travers  
 Station Manager ..... H. William Koster  
 Publicity Director ..... James S. Powers  
 Sales Promotion Manager ..... Arthur Lathrop  
 Chief Engineer ..... Joseph Grahn

**W O R C**

**WORCESTER—EST. 1925**  
**AMERICAN BROADCASTING CO.**

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  
 Commercial 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..... 20 Franklin Street  
 Phone Number..... 5-4321  
 Transmitter Location..... Holden, Mass.  
 Time on the Air..... 6 a.m. to 12:05 a. m.;  
 Sundays, 7:30 a.m. to 12:05 a.m.  
 Newspaper Affiliation: Worcester Telegram &  
 The Evening Gazette  
 News Service ..... AP, Reuters  
 Transcription Service .. World Broadcasting  
 System; Associated  
 Representative..... Paul H. Raymer Co.

**Personnel**

President..... George F. Booth  
 Managing Director ..... Edward E. Hill  
 Commercial Manager..... Herbert L. Krueger  
 Publicity Director..... Mitzi Kornetz  
 Chief Engineer..... Elliot A. Browning

**AP!**

For the **BEST IN NEWS**

For the

**BEST IN PROGRAMS**

**BASED ON NEWS**



## *Character*

...is the combination of qualities that distinguishes WWJ from all other radio stations. The esteem in which WWJ is held by the community and by the nation, is based on a pioneer spirit that has motivated each milestone of WWJ's progress. As America's *first* commercial radio station, WWJ offers an impressive record of "firsts" . . . reflected in the influence exerted by WWJ's leadership, in the public interest and in the interest of advertisers.

*Your sales message on WWJ is enhanced by the prestige achieved through 25 years of progressive broadcasting service.*



NBC Basic Network  
Associate FM Station WENA

**AMERICA'S PIONEER BROADCASTING STATION — *First in Detroit***

*National Representatives:* **THE GEORGE P. HOLLINGBERY COMPANY**

**OWNED AND OPERATED BY THE DETROIT NEWS**



# MICHIGAN

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

## W P A G

ANN ARBOR—EST. 1945

Frequency: 1050 Kc. Power: 250 D.  
Owned-Operated By

Washtenaw Broadcasting Co., Inc.

Address: Hutzel Bldg.  
Phone Number: 2-5517  
News Service: AP  
Transcription Service: Standard, World  
Representative: Broadcast Sales

### Personnel

Chief Executive: Arthur E. Greene  
General Manager: Edward F. Baughn  
Commercial Manager: Howard C. Walters  
Program Director: Charles Wilton  
Sales Promotion: Stephen J. Filpiak  
Chief Engineer: George D. Sterns

## W E L L

BATTLE CREEK—EST. 1925

AMERICAN BROADCASTING CO.  
MISSISSIPPI VALLEY NETWORK  
WOLVERINE 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; 7168  
Transmitter Location: Michigan National Bank Bldg.

Time on the Air: Unlimited license  
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  
Sales Promotion: Forrest F. Owen  
Chief Engineer: Earl J. Stone

## W B C M

BAY CITY—EST. 1925

AMERICAN BROADCASTING CO.  
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, World  
Representative: George P. Hollingbery

### Personnel

President: Harley D. Peet  
Gen.-Com. Manager: H. A. Giesel  
Chief Engineer: Ralph H. Carpenter

## W A T T

CADILLAC—EST. 1945

MUTUAL-WOLVERINE NETWORK

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: Midwestern Broadcasting Co.

Business Address: P. O. Box 219  
Phone Number: Cadillac 1270  
Studio Address: U. S. 131 South

Transmitter Location: Clam Lake Township  
Time on Air: 7 a.m. to 11 p.m.  
News Service: AP

Representative: The Walker Co.

### Personnel

President-General Manager: Les Biederman  
Station Manager: Richard H. Wolgast

## W H D F

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 889  
Studio Address: 515 Scott St., Calumet  
Transmitter Location: Laurium, Michigan

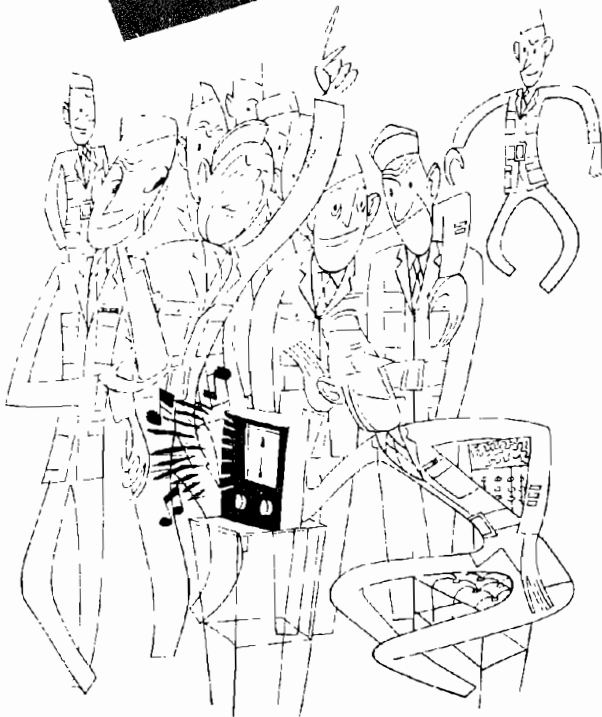
Time on the Air: 6 a.m. to 11 p.m.  
Newspaper Affiliation: Daily Mining Gazette  
Transcription Service: World,  
Lang-Worth

News Service: AP  
Representative: Sears & Ayer

### Personnel

President: A. L. Burgan  
Exec. V.-P.: John W. Rice  
Station-Commercial-Sales  
Manager: Albert W. Payne  
Program Director-Chief  
Announcer: Earl Norden  
Technical Supervisor: George L. Burgan

**"Throw Your Voice Where  
It Will Do the Most Good!"**



Leading Advertisers know that Detroit is the most responsive and fastest moving market in the world . . . and they pick WXYZ because this station completely covers the Detroit area . . . where there is a market with a billion dollar buying power.

WXYZ maintains an aggressive Merchandising Service Department insuring that advertised products are adequately supported.

(Key Station of the Michigan Radio Network)

Affiliated with the American Broadcasting Company, Inc.

Owned and Operated by the

**KING-TRENDLE BROADCASTING CORPORATION**

1700 Stroh Building - Detroit 26, Michigan

Represented by the Paul H. Raymer Co.

**WXYZ**

# W J B K

DETROIT—EST. 1928

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . James F. Hopkins, Inc.  
 Address . . . . . 6559 Hamilton Avenue  
 Phone Number . . . . . Trinity 2-2000  
 Transmitter Location . . . 15555 Woodrow Wil-  
 son Avenue  
 Time on the Air . . . . . 24 hours a day  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus;  
 World and Standard  
 Representatives . . . . . Forjoe & Company,  
 Hal Holman

## Personnel

President-Station Manager . . . James F. Hopkins  
 Commercial Manager . . . . . George Millar  
 Program Director . . . . . Sybil Krieghoir  
 Promotion Manager . . . . . N. W. Hopkins  
 Chief Engineer . . . . . Paul Frincke

# W J L B

DETROIT—EST. 1926

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . Booth Radio Station, Inc.  
 Address . . . . . 3100 Eaton Tower  
 Phone Number . . . . . Cadillac 7600  
 Transmitter Location . . . 7310 Woodward Ave.  
 Time on the Air . . . . . 6 a.m. to 3 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Burn-Smith Co.

## Personnel

President-General Manager . . . John L. Booth  
 Station Manager . . . . . Hugh M. Gray  
 Sales Manager . . . . . Eric V. Hay  
 Sales Promotion Manager . . . Henry LaPrete  
 Program Director & Production Mgr. . . . . Doug  
 Wright  
 Chief Announcer . . . . . Doug Wright  
 Musical Director . . . . . Herbert Mertz  
 Publicity Director . . . . . Mel Jerome  
 Chief Engineer . . . . . Edward Clark  
 Record M. C. . . . . Bill Randle

**CLINCH** *your coverage  
of the vital*

**DETROIT  
MARKET**

*with* **W J B K**

250 Watts . . . 24 Hours a Day

# PARLOR MAGIC



● Myrtle Labbitt's "*Homechats*," after a solid ten-year run, is a morning institution in thousands of Greater Detroit homes. Myrtle's program is probably one of the most unique and informally simple shows in the country . . . homey as a parlor rocker, smart as a new Spring bonnet. "*Homechats*" is just another sample of CKLW programming that sends listeners

merrily off to pay cash for things on dealers' shelves. PROOF? On a recent food recipe-request campaign placed on nine nation-wide homemaker programs, our own "*Homechat*" show clocked *second* on the list in low net costs per inquiry . . . and, mind you, *five of the 9 stations were 50,000 watters!* How'd you like CKLW to sell YOUR wares that way for so little? For fast facts, write our Executive Sales Office, now!

**IN The Detroit Area, It's**

# CKLW

5,000 WATTS  
AT 800 KC.  
DAY AND NIGHT

J. E. Campeau, Managing Director

MUTUAL SYSTEM • Adam J. Young, Jr., Nat'l Rep.

**CKLW**

**DETROIT-WINDSOR—EST. 1932**

**MUTUAL**

Frequency: 800 Kc. Power: 5000 Watts  
Owned-Operated By: Western Ontario  
Broadcasting Co.

Business Addresses: Guaranty Trust Bldg.,  
Windsor; Union Guardian 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: Frank Burke  
Sales Prom. Manager: Barbara MacFarland  
Traffic Manager: Margaret Pratt  
Chief Engineer: William J. Carter

**WJR**

**DETROIT—EST. 1922**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 760 Kc. Power: 50000 Watts  
Owned-Operated By: WJR, The Goodwill  
Station

Business Address: 2103 Fisher Building  
Phone Number: Madison 4440

Studio Address: 28th Floor Fisher Building  
Transmitter Location: Trenton, Mich.

Time on the Air: 5 a.m. to 1 a.m., daily;  
Sundays, 8 a.m. to 1 a.m.

News Service: AP, INS & UP  
Transcription Service: World Broadcasting  
System, Standard Radio, Lang-Worth

Representative: Edward Petry & Co., Inc.

**Personnel**

President: G. A. Richards  
Vice-President and Gen. Mgr.: Leo Fitzpatrick  
Assistant General Manager-Sales-  
Promotion Manager: Owen F. Uridge  
Program Director: Charles G. Burke  
Publicity Director: Mark Haas  
Musical Directors: Samuel Benavie,  
Paul LaVoie

Chief Engineer Trans.: Merrill Mitchell  
Chief Engineer Studio: Andrew Friedenthal  
Chief Announcer: Franklin "Bud" Mitchell

**WWJ**

**DETROIT—EST. 1920**

**NATIONAL BROADCASTING CO.**

Frequency: 950 Kc. Power: 5000 Watts  
Owned-Operated By: Evening News Association

Business Address: 630 W. Lafayette  
Phone Number: Randolph 2000

Studio Address: 630 W. Lafayette  
Transmitter Location: 12700 W. 8 Mile Road,  
Oak Park, Detroit, Michigan

Time on the Air: 6 a.m. to 1 a.m.;  
Sunday, 8 a.m. to 1 a.m.

Newspaper Affiliation: The Detroit News  
News Service: UP, AP, Reuters

Transcription Services: Standard  
Representative: George P. Hollingbery Co.

**Personnel**

President: W. E. Scripps  
General Manager: Harry Bannister  
Assistant Manager: Edwin K. Wheeler  
Sales Manager: Harry Belleridge  
Sales Promotion Manager: Jake Albert  
Program Director: Don F. DeGroot  
Production Manager: Don DeGroot  
Program Supervisor: Stanley Swales  
Publicity Director: Lansing M. Pittman  
Musical Director: Mischa Kottler  
Chief Engineer: Herbert F. Tank

(See Page 436)

**WXYZ**

**DETROIT—EST. 1925**

**ABC MICHIGAN RADIO NETWORK**

Frequency: 1270 Kc. Power: 5000 Watts  
Owned-Operated By: King-Trendle Broadcast-  
ing Corporation

Business Address: 1700 Stroh Building  
Phone Number: Cherry 8321

Studio Address: 8415 East Jefferson Ave.  
Transmitter Location: Joy Rd. and Greenfield

Time on the Air: 6:30 a.m. to midnight  
News Service: UP and INS

Transcription Service: Lang-Worth  
Representative: Paul H. Raymer Co.

**Personnel**

President: George W. Trendle  
General Manager: H. Allen Campbell  
Studio Manager: H. Earl Moore  
Director of Production: Charles Livingstone

**T** *Twice*  
*as many-*

**GRAND  
RAPIDS**  
*Listeners*

AS ANY OTHER STATION

*Anywhere!*

**WOOD**

No. 1 Station (5000 WATTS) with the No. 1 Network (NBC)  
in the No. 1 Market in Outstate Michigan

Merchandising Manager...Harold S. Christian  
 Publicity Director.....William J. Hendricks  
 Commercial Manager..... James G. Riddell  
 Musical Director..... Philip F. Brestoff  
 Chief Engineer..... Charles F. Kocher  
 (See Page 438)

**WKAR\***

**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..... Full Daytime  
 News Service.....AP  
 Transcription Service..... Standard

**Personnel**

Station Manager.....Robert J. Coleman  
 Program Supervisor..... Lawrence Frymire  
 Chief Engineer..... Norris Grover  
 \*(Non-Commercial Station)

**WDBC**

**ESCANABA—EST. 1941**

MUTUAL—MISSISSIPPI—KBS—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..... Full Daytime  
 News Service.....UP

**Personnel**

General Manager.....Gordon H. Brozek

**WFDF**

**FLINT—EST. 1922**

ABC—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..... 6 a.m. to midnight daily;  
 Sundays, 7 a.m. to midnight  
 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..... A. R. Cooper  
 Sales Promotion Manager... Graham Keevil  
 Chief Announcer..... Marvin Levey  
 Musical Director..... William Geyer  
 Chief Engineer..... Frank D. Fallain

**WJEF**

**GRAND RAPIDS—EST. 1945**

CBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By... Felzer Broadcasting Co.  
 Business Address..... P. O. Box 52  
 Phone Number..... 6-8512  
 Studio Address..... Pantlind Hotel  
 Transmitter Location..... Pantlind Hotel  
 Time on the Air..... 6:45 a.m. to 12:05 a.m.  
 News Service.....AP  
 Transcription Service..... Associated  
 Representative.....Lewis H. Avery, Inc.

**Personnel**

Managing Director.....John E. Felzer  
 General Manager..... Edward H. Bronson  
 Sales Manager..... John W. O'Harrow  
 Sales Promotion Mgr..... John W. O'Harrow  
 Program Director..... Willis F. Dunbar  
 Chief Announcer..... Miles Olson  
 Chief Engineer..... Carl E. Lee

**WOOD**

**GRAND RAPIDS—EST. 1930**

NATIONAL BROADCASTING CO.

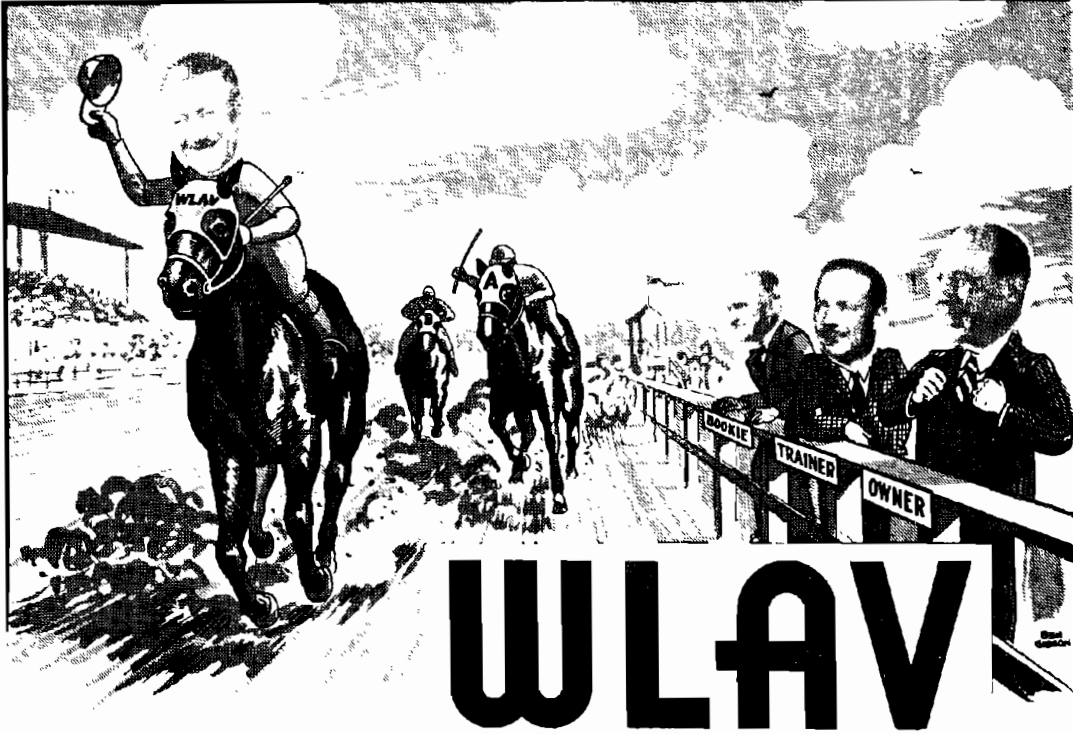
Frequency: 1300 Kc.....Power: 5000 Watts  
 Owned-Operated By.....King-Trendle Broad-  
 casting Corporation  
 Address..... 14th Floor Grand Rapids National  
 Bank Building  
 Phone Number..... 9-4211  
 Transmitter Location..... 633 - 60th St.  
 Time on the Air: 6:30 a.m. to 12 midnight; Sun-  
 days, 8 a.m. to 12 midnight  
 News Service..... UP  
 Transcription Service.....Lang-Worth, World,  
 SECAC  
 Representative.....Paul H. Raymer Co.

**Personnel**

President.....George W. Trendle  
 Station and Sales Manager. Stanley W. Barnett  
 Sales Promotion Manager..... Paul Eichhorn  
 Program Director..... Sandy Meek  
 Publicity Director..... Lenore Little  
 Chief Engineer..... Fred W. Russell

# NO FOTO-FINISH IN GRAND RAPIDS

*In the "Daytime Audience Derby"*



**OWNED BY** —Col. Len Versluis  
**TRAINER** —Mark Woods  
**BOOKIE** —Joe McGillvra  
**STABLE** —A.B.C. Network

**JOCKEY** —Hy Stead  
**SIRE** —Grand Daddy Rapids  
**DAM** —Good Shows  
**ADDED WEIGHT** —Loral Production

**WIN** —More Periods Weekly  
**PLACE** —113,000 Radio Homes  
**SHOW** —Always a Good One  
**PRICE** —More For Your \$

**PLAY THE FAVORITE! THE ODDS ARE IN YOUR FAVOR!**

THE SCORE BOARD			
	WLAV	STA. A	STA. B
DOMINATION OF THE HALF-HOURS SURVEYED (194 TOTAL)	90	69	4
MORNING 8:00 A.M. - NOON	33.2	21.2	8.9
AFTERNOON NOON 6:00 P.M.	28.0	25.6	10.4
EVENING 6:00 P.M. - 10:30 P.M.	21.7	31.5	11.5
TOTAL WEEK LISTENING	26.5	27.2	10.5

American Broadcasting Company's  
 Station for Western Michigan

**WLAV**

Key Station for the  
 WOLVERINE NETWORK

Results of a Canteen Survey, as  
 in Grand Rapids, Dec. 7-8, 1940

**WLAV**

Kaizer Building  
 Grand Rapids, Mich.

Represented Nationally by Joseph Hershey McGillvra Inc. New York — Chicago — Los Angeles — San Francisco.



**W L A V**

GRAND RAPIDS—EST. 1940

ABC—MICHIGAN RADIO 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: 6:45 a.m. to midnight  
News Service: UP  
Transcription Service: Standard Radio  
Representative: Joseph Hershey McGillivra, Inc.

**Personnel**

Owner: Leonard A. Versluis  
Station Manager: Hy M. Steed  
Program Director: Elizabeth Shuter  
Musical Director: Regis Patoff  
Record M. C.: Bill Whitlock  
Production Manager: Joe Hooker  
Chief Engineer: George Funkey

**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-Wisconsin Broadcasting Co., Inc.  
Address: 124 E. McLeod Ave.  
Phone Numbers: 20 & 21  
Transmitter Location: U. S. Highway No. 2  
Time on the Air: 6 a.m. to 11 p.m. daily; Sundays, 7 a.m. to 11 p.m.  
News Service: UP  
Transcription Service: World  
Representative: North Central Broadcasting

**Personnel**

President: William L. Johnson  
Station Manager: J. W. Huss  
Program-Publicity-Musical Director: Laura Johnson  
Production Manager-Chief Announcer: Don Hoover  
Chief Engineer: Arne Dahlbacka

**W I B M**

JACKSON—EST. 1925

ABC—MICHIGAN RADIO NETWORK

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: WIBM, Inc.  
Address: Hotel Hayes  
Phone Number: 6121

Transmitter Location: Hotel Hayes  
News Service: AP  
Time on the Air: 6:45 a.m. to 11:30 p.m.  
Representative: Forjoe & Company

**Personnel**

President: Herman Radner  
V.-P. & General Manager: Roy Radner  
Station-Commercial Manager: William Cizek  
Sales Promotion-Merchandising Manager: Warren Augustine  
Program Director-Chief Announcer: Derwood Carn  
Production Manager: Jeff Adams  
Record M. C.: Jack Underwood  
Chief Engineer: C. W. Wirtanen

For the  
**BEST IN NEWS**  
for the  
**BEST IN PROGRAMS**  
**BASED ON NEWS**  
**AP!**

# YOU MAY BE ABLE TO SURF-CAST 623 FEET\* —



## **BUT—YOU CAN'T BEAT WKZO-WJEF FOR BROADCASTING IN WESTERN MICHIGAN!**

For many, many years, most time buyers have accepted WKZO as the top station for greater Western Michigan. The only exception they ever made was for Grand Rapids and Kent County. But now the WKZO-WJEF combination has more than taken the "except" out of the exception!

Let's take net circulation figures. The CBS standard for listening areas is the toughest of all. Most stations keep strictly mum on the subject. Not us, however! For WJEF, Columbia gives 48,493 radio

homes—for WKZO, 111,022. The total is 159,515. But the CBS mail formula gives 248,090!

In Grand Rapids, WJEF carries more than 50 categories of public service programs, for almost all the top-notch local-service organizations—carries most of the top CBS network shows—has the best frequency in Grand Rapids, delivering 25 microvolts throughout the entire city!

Enough said?—Or will you ask Lewis H. Avery, Inc. for more???

\* 623 feet 10 inches: record held by August F. Livenois, San Francisco.

# WKZO

**FIRST IN KALAMAZOO AND  
GREATER WESTERN MICHIGAN (CBS)**

# WJEF

**FIRST IN GRAND RAPIDS  
AND KENT COUNTY (CBS)**

**BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY**

**LEWIS H. AVERY, 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 Address.....Burdick Hotel  
Phone Number .....3-1223  
Studio Address.....7th Fl., Burdick Hotel  
Transmitter Location.....Parchment, Michigan  
Time on the Air.....6 a.m. to 12:05 a.m.;  
Sunday, 7 a.m. to 12:05 a.m.

News Service.....AP  
Transcription Service.....World, Standard  
Representative.....Lewis H. Avery, Inc.

## Personnel

Managing Director.....John E. Fetzer  
Sales-Commercial Manager.....John W. O'Harrow  
Sales Promotion-Merchandising  
Manager.....John W. O'Harrow  
Program Director.....Dr. Willis F. Dunbar  
Chief Engineer.....Carl E. Lee

# WJIM

LANSING—EST. 1934

ABC—MICHIGAN RADIO 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.....6 a.m. to midnight  
News Service .....UP  
Transcription Service.....Standard, Lang-Worth  
Representative.....Broadcast Sales Co.

## Personnel

President .....Harold F. Gross  
Musical Director.....Earle Parchman  
Record M. C .....Tom Carson  
Chief Engineer .....Melvin Wirth

# WMPG

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)

# WKLA

LUDINGTON—EST. 1944

MUTUAL—BLUE

MICHIGAN & WOLVERINE & KEYSTONE

Frequency 1450.....Power 250 Watts  
Owned & Operated By Ludington Broadcast-  
ing Co.

Address .....Stearns Bldg.  
Phone .....842  
Transmitter Location.....E. Ludington Ave.  
Time on the Air.....Unlimited  
News Service .....UP  
Transcription Service .....Keystone  
Representatives .....Burn-Smith Co.

## Personnel

President-Partner.....Karl F. Ashbacker  
V.-P.-Partner.....Grant F. Ashbacker  
General Manager.....Karl F. Ashbacker  
Publicity-Program Director.....Peter A. Mars  
Chief Engineer.....N. Hale Blakely  
Production-Chief Announcer.....Peter A. Mars

**THE MICHIGAN  
WEST COAST GROUP**

**WKBZ —MUSKEGON  
KEY STATION**

**WKLA —LUDINGTON**

**WTCM —TRAVERSE CITY**

**WATT —CADILLAC**

**SERVE**  
300,000 people in

**WESTERN MICHIGAN**

FOR COMBINATION RATES  
WRITE

**ASHBACKER RADIO CORP.**  
**MUSKEGON—MICH.**

# WEXL

ROYAL OAK—EST. 1925

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By Royal Oak Broadcasting  
 Address: 212 West Sixth Street  
 Phone Numbers: Elmhurst 65224.  
 Royal Oak 0815  
 Transmitter Location: 2201 Woodward  
 Heights Blvd., Ferndale, Michigan  
 Time on the Air: 24 hours daily  
 News Service: INS

## Personnel

President: George B. Hartrick  
 Treasurer: Jacob B. Sparks  
 Station Manager-Commercial  
 Manager: Ellis C. Thompson  
 Program Director-Production-Manager-  
 Chief Announcer: Kirk Knight  
 Chief Engineer: Jerome F. Steadley

# WSAM

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  
 Studio Transmitter: 2745 Bay St.  
 Time on the Air: 6:30 a.m. to 12:05 a.m.;  
 Sunday, 8 a.m. to 12:05 a.m.  
 News Service: INS  
 Transcription Service: Standard Radio, World  
 Representative: Headley-Reed Co.

## Personnel

President-General Mgr.: Milton L. Greenebaum  
 Station-Sales-Commercial  
 Manager: Robert W. Phillips  
 Sales Promotion-Merchandising  
 Manager: E. A. Fairchild  
 Program Director-Production  
 Manager: T. W. Austin  
 Publicity Director: E. A. Fairchild  
 Chief Announcer: Ralph Kobernat  
 Musical Director: T. W. Austin  
 Record M. C.: Lee Chetek  
 Chief Engineer: Harold McCullen

# WSOO

SAULT STE. MARIE—EST. 1939

ABC—MICHIGAN RADIO NETWORK

Frequency: 1230 Kc. Power: 250 d.; 100 r.  
 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 11:45 p.m.  
 Newspaper Affiliation: Sault Ste.  
 Marie Evening News  
 News Service: AP  
 Transcription Service: Standard Radio, SESAC

## Personnel

President: Stanley R. Pratt  
 General Manager: Stanley R. Pratt  
 Station Manager: Stanley R. Pratt  
 Sales-Commercial Manager: R. Y. Burnett  
 Sales Promotion-Merchandising  
 Manager: R. Y. Burnett  
 Program Director: Vera Hotten  
 Publicity Director: Wilf Morley  
 Chief Announcer, Record M. C.: Ray Ulbrich  
 Chief Engineer: E. Kaari

# WTCM

TRAVERSE CITY—EST. 1941

MUTUAL—WOLVERINE—PAUL BUNYAN

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: 7 a.m. to 11 p.m.  
 News Service: AP  
 Transmitter Location: Elmwood Township  
 Representative: The Walker Co.

## Personnel

President-General Manager: Les Biederman  
 Station Manager: R. E. Detwiler  
 Program Director: William H. Kiker  
 Chief Engineer: Drew McClay

# WDMJ

MARQUETTE—EST. 1931

MUTUAL—MISSISSIPPI—KBS—WOLVERINE

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: Lake Superior Broad-  
 casting 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

# W K B Z

MUSKEGON—EST. 1926

MUTUAL—MICHIGAN RADIO NETWORK  
WOLVERINE

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....Ashbacker Radio Corp.

Business Address.....432 Apple Ave.  
Phone Number.....26-051  
Studio Address.....432 Apple Ave.  
Transmitter Location... Muskegon Township  
Time on the Air.....8 a.m. to 12 Midnight  
News Service.....UP  
Transcription Service.....Associated, SESAC & McGregor  
Representative.....Joseph Hershey McGillvra

## Personnel

President.....Grant F. Ashbacker  
General Manager.....Grant F. Ashbacker  
Station Manager.....Grant F. Ashbacker  
Sales-Commercial  
  Manager.....Grant F. Ashbacker  
Sales Promotion-Merchandising  
  Manager.....Grant F. Ashbacker  
Program Director.....Loran A. Haney

Publicity Director.....Bill L. Bennett  
Chief Announcer.....Anson Van Alstyne  
Chief Engineer.....George 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.....Associated SESAC  
Representatives.....Burn-Smith, McGillvra

## Personnel

President and General  
Manager.....H. Y. Levinson  
Program Director.....William J. Lofbach  
Chief Engineer.....Wayne N. Cook

**THERE IS MONEY  
ON THE  
GOLD COAST  
OF  
MICHIGAN!  
---WKBZ---  
MUSKEGON MICHIGAN  
MUTUAL NETWORK  
SERVES  
PROSPEROUS  
WESTERN  
MICHIGAN**

National Representatives  
JOSEPH HERSHEY MCGILVRA, INC

# W H L S

PORT HURON—EST. 1938

MUTUAL BROADCASTING SYSTEM  
WOLVERINE NETWORK

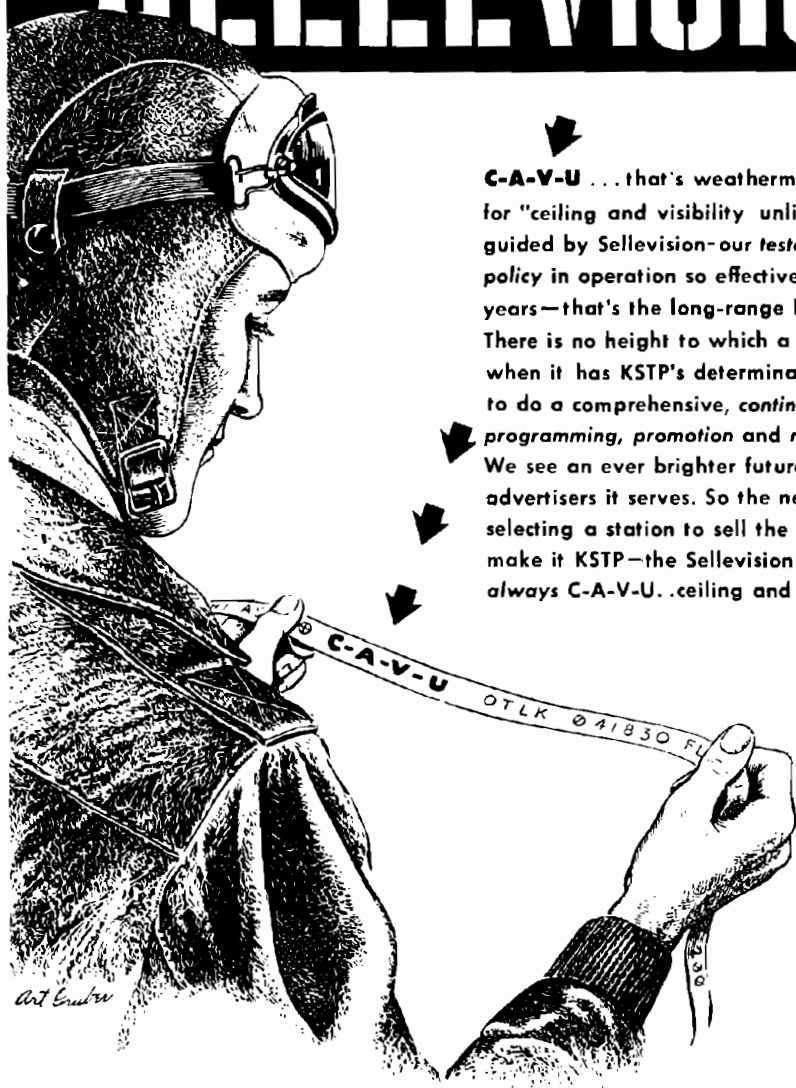
Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By ..Fort Huron Broadcasting Co.

Address.....932 Military St.  
Phone Number.....2-3151  
Transmitter Location ..32nd St. and Lapeer  
Time on the Air.....7 a.m. to Midnight  
News Service.....UP  
Transcription Service.....Lang-Worth  
Representative.....Gene Grant

## Personnel

President-Station Manager..Harmon L. Stevens  
General Manager.....Harmon L. Stevens  
Sales-Commercial Manager...Robert L. Macklin  
Sales Promotion-Merchandising  
  Manager.....V. O. Cram  
Program Director-Production  
  Manager.....Lyle Patterson  
Chief Announcer-Musical  
  Director.....Lyle Patterson  
Chief Engineer.....Leslie C. Conant

# SELLEVISION



**C-A-V-U** . . . that's weatherman-to-pilot parlance for "ceiling and visibility unlimited." And, guided by Sellelevision—our tested station *Betterment* policy in operation so effectively the past four years—that's the long-range forecast for KSTP. There is no height to which a station can not rise when it has KSTP's determination and know-how to do a comprehensive, *continuing* job of *programming, promotion and merchandising*. We see an ever brighter future for KSTP and the advertisers it serves. So the next time you're selecting a station to sell the Twin Cities' Market, make it KSTP—the Sellelevision Station—where it's always C-A-V-U. .ceiling and visibility unlimited!

50,000 WATTS — CLEAR CHANNEL  
NORTHWEST'S LEADING RADIO STATION  
EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES

Represented, Nationally by Edward Petry & Co.

# KSTP

MINNEAPOLIS . . . ST. PAUL

# MINNESOTA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

## K A T E

ALBERT LEA—EST. 1937

AMERICAN BROADCASTING CO.

DAIRYLAND—MISSISSIPPI—SO. MINN.

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: SESAC

Representative: John E. Pearson Co.

### Personnel

President and Station Manager: E. L. Hayek

Assistant Station Mgr.: Warner C. Tidemann

Commercial Manager: E. L. Hayek

Chief Engineer: Lawrence Lawson

## KLIZ\*

BRAINERD

Frequency: 1400 kc. Power: 250 Watts

Owned-Operated By: Brainerd Broadcasting Co.

Address: 307 S. Eighth St.

### Personnel

Owners: E. Thomas O'Brien,

Mildred O'Brien Chalberg, John Chalberg,

Mabel O'Brien Smith, William Graham.

\*Construction Permit

## K D A L

DULUTH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 610 Kc. Power: 1000 Watts

Owned By: Red River Broadcasting Co., Inc.

Operated By: Dalton LeMasurier

Address: 218 Bradley Building

Phone Number: Melrose 2628

Transmitter Location: Foot of 63rd Ave. W.

Time on the Air: 6:30 a.m. to 12 midnight;

Sundays, 7:30 a.m. to midnight

News Service: AP

Transcription Service: Lang-Worth; Standard

Representative: Free & Peters, Inc.

### Personnel

President-Gen. Manager: Dalton LeMasurier

Commercial Manager: Odin S. Ramsland

Sales Promotion and Publicity

Manager: Joseph C. Cook

Program Director: Don Mathers

Production Manager: Joseph C. Cook

Chief Engineer: R. A. Dettman

## 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 2073,

Superior, Wisc.

Time on the Air: Unlimited License

News Service: UP

Transcription Service: NBC Thesaurus, World,

Cole, SESAC

Representative: George P. Hollingbery

### Personnel

Station Manager: Walter C. Bridges

Dir. of Operations: H. E. Westmoreland

Commercial Manager: H. H. Dunavan

Sales Promotion-Publicity: Sylvia Covet

Program Director-Production: Earl Henton

Musical Director: John Kleive

Chief Engineer: William Lounsberry

## K G D E

FERGUS FALLS—EST. 1926

MUTUAL BROADCASTING SYSTEM

MISSISSIPPI VALLEY NETWORK

Frequency: 1230 Kc. Power: 250 d.; 100 n.

Owned-Operated By: Charles L. Jaren

Address: Fergus Falls

Phone Number: 3988

Transmitter Location: Fergus Falls

Time on the Air: Unlimited license

Transcription Service: SESAC

Representative: No. Central

### Personnel

General Manager: C. L. Jaren

## W M F G

HIBBING—EST. 1935

NATIONAL BROADCASTING CO.

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..... 8 a.m. to 11 p.m.  
 Newspaper Affiliation..... Superior (Wis.)  
 Telegram  
 News Service .....UP  
 Transcription Service ..... SESAC  
 Representative..... George P. Hollingbery Co.

**Personnel**

President .....Morgan Murphy  
 General Manager..... W. C. Bridges  
 Station Manager..... H. S. Hyett  
 Program Director..... R. E. Coe  
 Chief Engineer..... Arthur Schroeder

**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..... Unlimited  
 News Service .....UP  
 Transcription Service.....NBC, Thesaurus &  
 Lang-Worth  
 Representative.....John E. Pearson Co.

**Personnel**

President .....F. B. Clements  
 General Manager.....John F. Meagher  
 Station-Commercial Manager.....John F. Meagher  
 Sales Promotion-Program  
 Director .....Bob Gardner  
 Production Manager..... Jerry Deane  
 Publicity Director..... Delphine Brudette  
 Chief Announcer..... Larry Turner  
 Musical Director..... Maurice Piche  
 Chief Engineer..... Jim Houts

**W D G Y**

MINNEAPOLIS-ST. PAUL—EST. 1923

Frequency: 1130 Kc...Power: 5000 d.; 500 n.  
 Owned By.....Mae C. Young  
 Operated By..... Lee L. Whiting  
 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.....Mae C. Young  
 General Manager..... Lee L. Whiting  
 Commercial Manager..... Lee L. Whiting  
 Sales Promotion-Merchandising  
 Manager..... John Wilcox  
 Chief Announcer..... Richard M. Day  
 Musical Director..... Irma Coffrin  
 Chief Engineer..... Bernard Renk  
 Program-Production  
 Director..... John T. MacKnight

**K U O M**

MINNEAPOLIS—EST. 1921

Frequency: 770 Kc.....Power: 5000 Watts  
 Owned-Operated By..University of Minnesota  
 Address .....15th & Pillsbury Ave., S.E.  
 Phone Number.....Main 8177  
 Transmitter Location..North Cleveland Ave-  
 nue & Roselawn, St. Paul  
 Time on the Air..... Shares Time  
 News Service.....UP

**Personnel**

Station Manager.....Burton Paulu  
 Chief Announcer..... Robert Boyle  
 Production Manager..... Ruth Swanson  
 Chief Engineer.....Berten Holmberg  
 Director, Minnesota School  
 of the Air..... Betty Girling  
 Musical Director..... Paul Brisseay  
 \*(Non-Commercial Station)

**W T C N**

MINNEAPOLIS—EST. 1934

ABC—DAIRYLAND NETWORK

Frequency: 1280 Kc...Power: 5000 d.; 1000 n.  
 Operated By..... Clarence T. Hagman  
 Owned By..... Minnesota Broadcasting Corp.  
 Address..... Wesley Temple Building  
 Phone Numbers..... Main 6562; Nestor 8661  
 Transmitter Location: Snelling Road B. Rose  
 Township  
 Time on the Air.....5:30 a.m. to midnight  
 Newspaper Affiliation: St. Paul Dispatch-  
 Pioneer Press  
 News Service..... AP & UP  
 Transcription Service..... Associated Music  
 Publishers & Langworth  
 Representative..... Free & Peters

**Personnel**

President.....William J. McNally  
 General Manager..... Clarence T. Hagman  
 Station Manager..... Clarence T. Hagman  
 Commercial Manager..... F. Van Konyneburg  
 Sales Promotion Manager-Publicity  
 Director..... Cliff Rian  
 Program Director..... Judy Bryson  
 Chief Announcer..... Jack Bell



Musical Director.....William Metchnek  
 Record M. C. ....Ellen Boltz  
 Chief Engineer.....John M. Sherman

# WCCO

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  
 Station Manager.....A. E. Jocelyn  
 Commercial Manager.....Tom Dawson  
 Sales Promotion Manager-Publicity  
 Director.....Carl S. Ward  
 Program Director.....Eugene Wilkey  
 Production Manager.....E. W. Ziebarth  
 Musical Director.....Wallace Olson  
 Chief Engineer.....Hugh S. McCartney

# WLOL

MINNEAPOLIS-ST. PAUL—EST. 1940

MUTUAL 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 Address...1730 Hennepin Ave., St. Paul  
 Transmitter Location.....2508 Myrtle Ave.,  
 St. Paul

Time on the Air.....6 a.m. to 12 midnight;  
 Sundays, 7:30 a.m. to 12:30 midnight

News Service.....INS  
 Transcription Service.....Standard  
 Representative.....John E. Pearson Co.

## Personnel

Majority Stockholder.....Ralph L. Atlas  
 General-Station Manager.....Norman Boggs  
 Commercial Manager.....Fred F. Laws  
 Sales Promotion Manager-Publicity

Director.....Mary Bowers  
 Program Director-Production

Manager.....Bill Udell  
 Chief Announcer.....Bob Bauchier  
 Musical Director.....Verne Rooney  
 Chief Engineers.....Gene Brautigam (Studio);  
 Harvey Headen (Trans.)

Record M. C. ....Jack Thayer

# 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.....6:30 a.m. to midnight;  
 Sundays, 8 a.m. to midnight

News Service.....UP  
 Representatives: North Central Broadcasting System

Transcription Service.....SESAC

## Personnel

President.....David C. Shepard  
 General-Station Manager ..Manuel M. Marget  
 Commercial-Sales Promotion

Manager.....Arvid Johnson  
 Program Director-Production

Manager.....Jocelyn Birch  
 Chief Announcer.....Earl Hayes  
 Chief Engineer.....Harry 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,  
 408 - 5th Ave., Minneapolis

Time on the Air.....Shares Time  
 News Service.....AP  
 Transcription Service.....Associated

## Personnel

President.....Dr. Clemens M. Granskov  
 Director of Station.....Milford C. Jensen  
 Program Director.....David Johnson  
 Chief Announcer.....Wm. Lundquist  
 Musical Director.....Oscar R. Overby  
 Chief Engineer.....M. C. Jensen  
 Record M. C. ....Jerry Hansen

\* (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  
 Transmitter Location.....Cascade Township  
 Time on the Air.....6 a.m. to 12:30 a.m.  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Radio Advertising Corp.

**Personnel**

President.....Agnes P. Gentling  
 General and Station Manager.....L. A. Mair  
 Secretary-Treasurer.....Maxine Jacobs  
 Program Director-Production  
 Manager.....Calvin Smith  
 Publicity Director.....Walter Bruzek  
 Chief Announcer.....Calvin Smith  
 Chief Engineer.....Fred C. Clarke

**K F A M**

ST. CLOUD—EST. 1938  
 NBC—NORTHWEST NETWORK  
 MINNESOTA RADIO 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.....6 a.m. to midnight;  
 Sunday, 7 a.m. to midnight  
 Newspaper Affiliation.....St. Cloud Times  
 News Service.....AP  
 Transcription Service.....NBC Thesaurus  
 Regional Sales Office.....KSTP, Radio City,  
 Minneapolis

**Personnel**

President-General Manager.....Fred Schilplin  
 Commercial Manager.....Chester W. Erickson  
 Publicity Director.....Lucile Miller  
 Chief Engineer.....Robert B. Witschen  
 Chief Announcer-Record M. C.....Robert Wayne

**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.....5 a.m. to 2 a.m.  
 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.....Miller C. Robertson  
 Sales Promotion and Publicity  
 Manager.....Sam Levitan  
 Production Manager.....Brooks Henderson  
 Public Service Director.....Dorothy Spicer  
 Musical Director.....Leonard Leigh  
 Farm Director.....Gary Wiegand  
 Chief Engineer.....John N. Fricker

(See Page 450)

**W M I N**

ST. PAUL & MINNEAPOLIS  
 EST. 1936

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....WMIN Broadcasting  
 Company  
 Address.....1287 St. Anthony Ave. (St. Paul)  
 Phone Number.....Nestor 6501  
 Transmitter Location.....1287 St. Anthony Ave.  
 Time on the Air.....6 a.m. to midnight  
 News Service.....AP  
 Transcription Service.....Standard Radio

**Personnel**

President and General Mgr....Edward Hoffman  
 Assistant General Mgr....Frank M. Devaney  
 Commercial and Sales  
 Promotion Manager.....Samuel N. Nemer

**W H L B**

VIRGINIA—EST. 1936

NATIONAL BROADCASTING CO.  
 ARROWHEAD NETWORK  
 NORTHWEST 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  
 Transcription Service.....SESAC

**Personnel**

Manager.....O. H. Peterson  
 Chief Engineer.....William Lounsberry

# K W L M

WILLMAR—EST. 1940

ABC

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: Lakeland Broadcasting  
 Business Address: 307 W. 6th St.  
 Phone Numbers: 1340, 1310, 910  
 Transmitter Location: Fool Lake  
 Time on the Air: 6 a.m. to 12 midnight  
 News Service: UP  
 Representative: John E. Pearson Co.

## Personnel

President: H. W. Linder  
 General Manager: H. W. Linder  
 Station Manager: H. W. Linder  
 Sales-Commercial Manager: H. W. Linder  
 Sales Promotion-Merchandising  
 Manager: Ralph E. Shepherd  
 Program Director: Harland Horness  
 Chief Engineer: Clinton W. Knapp

# K W N O

WINONA—EST. 1938

ABC—DAIRYLAND

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Winona Radio Service  
 Address: 216 Center St.  
 Phone Number: 3315  
 Transmitter Location: 831 Sarnia St.  
 Time on the Air: 6:30 a.m. to midnight;  
 Sunday, 7:30 a.m. to midnight  
 Newspaper: Winona Republican Herald  
 News Service: AP  
 Transcription Service: Standard  
 Representative: John E. Pearson Co.

## Personnel

President: M. H. White  
 General and Commercial Mgr.: L. L. McCurnin  
 Station Manager: L. L. McCurnin  
 Promotion Manager: Gordon R. Clossway  
 Production Manager: Irving H. Tingley  
 Record M. C.: Donald Bonham  
 Chief Engineer: L. L. McCurnin

# MISSISSIPPI

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

# W R O X

CLARKSDALE—EST. 1944

MUTUAL—MID SOUTH

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts  
 Owned By: Birney Ines, Sr.  
 Operated By: Clarksdale Broadcasting Co.  
 Business Address: WROX Building  
 Phone Number: 1566  
 Studio Address: WROX Building  
 Transmitter Location: Clarksdale  
 Time on the Air: 6:30 a.m. to 10:30 p.m. daily;  
 Sunday, 6:45 a.m. to 11 p.m.  
 Newspaper Affiliation: Columbus Commercial  
 Dispatch  
 News Service: AP  
 Transcription Service: World, Keystone  
 Representative: Sears and Ayer

## Personnel

President: Birney Ines, Sr.  
 Station Manager: David M. Segal  
 Sales-Commercial Manager: David M. Segal  
 Production Manager: Carrol F. Jackson  
 Publicity Director: David M. Segal  
 Chief Engineer: Henry Fones

# W J P R

GREENVILLE—EST. 1939

MUTUAL BROADCASTING SYSTEM

MISSISSIPPI NETWORK

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: Radio Services Co.  
 Address: 107 So. Poplar  
 Phone Number: 1770  
 Transmitter Location: North on Highway  
 No. 1  
 Time on the Air: 6 a.m. to 11 p.m.  
 News Service: UP  
 Transcription Service: World, NBC Thesaurus  
 Representative: Sears & Ayer

## Personnel

Merchandising-Production  
 Manager: Ben F. Rogers  
 Program-Publicity Director: Bob Thompson  
 Chief Announcer: Bill McHan  
 Musical Director: Ed Vincent  
 Record M. C.: Bill McHan  
 Chief Engineer: Horace S. Colby  
 General Manager: Emmet H. McMurry  
 Commercial Manager: Frank W. Baldwin

**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 . . . . . Tom Big Bee River  
Bridge

Time on the Air . . . . . 16 hours daily  
Newspaper Affiliation . . . . . Columbus Commercial  
Dispatch

News Service . . . . . AP  
Transcription Service . . . . . Standard Radio,  
Keystone Broadcasting System, M. M. Cole  
Representative . . . . . Sears and Ayer, Inc.

**Personnel**

Owner . . . . . Capt. Birney Imes, Jr.  
General Manager . . . . . Bob McRaney  
Commercial Manager . . . . . James Eatherton  
Production-Program Dir. . . . . P. B. Hinman, Jr.  
Sales-Promotion Director . . . . . Bob McRaney  
Publicity Director . . . . . Charles Newman  
Chief Announcer . . . . . Mims Boswell, Jr.  
Chief Engineer . . . . . Holt Dyess

**W C M A**

CORINTH—EST. 1946

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 kc. . . . . Power: 250 Watts  
Owned-Operated By

Corinth Broadcasting Co., Inc.  
Address . . . . . Ray Building  
Representative . . . . . Burn-Smith

**Personnel**

Chief Executive . . . . . Dr. Frank M. Davis  
Gen.-Com. Manager . . . . . Aaron B. Robinson  
Chief Engineer . . . . . W. M. Essary

**W G R M**

GREENWOOD—EST. 1938

NBC

MISSISSIPPI NETWORK

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . P. K. Ewing  
Address . . . . . 222 Howard Street  
Phone Numbers . . . . . 1900-1  
Transmitter Location . . . . . North Greenwood  
Time on the Air . . . . . 6:30 a.m. to 11:05 p.m.  
Transcription Service . . . . . Standard  
Representative . . . . . Wm. G. Rambeau

**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 ..... P. K. Ewing  
 General Station-Commercial  
 Manager ..... F. C. Ewing  
 Sales Promotion-Merchandising  
 Manager ..... Shelton Morgan  
 Program Director ..... Grace Harris  
 Chief Announcer ..... Van Power  
 Musical Director ..... Joe Cudd  
 Chief Engineer ..... William Lewis

**WGCM**

GULFPORT—EST. 1929

AMERICAN BROADCASTING CO.

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 ..... 5:55 a.m. to 11:05 p.m.;  
 Sundays, 7:55 a.m. to 10:15 p.m.  
 News Service ..... AP  
 Transcription Service ..... Standard, Keystone  
 Representative ..... Sears & Ayer

**Personnel**

General Manager ..... Hugh O. Jones  
 Sales Manager ..... Mrs. O. L. Owens  
 Program Director-Production ..... C. E. Vann  
 Chief Engineer ..... Donovan Murphy

**WFOR**

HATTIESBURG—EST. 1926

NATIONAL BROADCASTING CO.

REBEL NETWORK

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 ..... World, Thesaurus

**Personnel**

President and General Manager ..... C. J. Wright  
 Commercial Manager ..... H. L. Patterson  
 Program Director ..... Ed Jenkins  
 Chief Engineer ..... B. B. McLemore

**WJDX**

JACKSON—EST. 1929

NATIONAL BROADCASTING CO.

SOUTH CENTRAL QUALITY

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 ..... 6 a.m. to 11:15 p.m.  
 News Service ..... UP  
 Transcription Service ..... NBC Thesaurus;  
 Lang-Worth

Representative ..... George P. Hollingbery  
 Company

**Personnel**

General Manager ..... Wiley P. Harris  
 Chief Engineer ..... P. G. Root

**WJXN**

JACKSON—EST. 1946

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 kc. .... Power: 250 Watts  
 Owned-Operated By ..... Ewing Broadcasting Co.  
 Address ..... 1200 N. State St.  
 Phone Number ..... 4-8871  
 News Service ..... INS  
 Transcription Service ..... Standard  
 Representative ..... William G. Rambeau Co.

**Personnel**

Owners ..... F. C. Ewing, P. K. Ewing, Jr.  
 Gen.-Com. Manager ..... Hugh M. Smith

**WGCM**

VOICE OF THE  
 MISSISSIPPI  
 GULF COAST

COVERS MISSISSIPPI'S  
 SECOND MARKET

You'll get good results from WGCM because this station covers a vital growing market. For instance, last year Harrison County (Gulfport-Biloxi) led the entire state of Mississippi in Food Sales; retail sales in the WGCM area totaled more than \$130,000,000, and radio homes in the area almost doubled from 1940 to 1945. Write for schedules and rates.

**WGCM**

HEWES-MARTIN BLDG.  
 GULFPORT, MISSISSIPPI

AMERICAN BROADCASTING COMPANY  
 Sears & Ayers, National Representatives

Program Director.....Paul Simpkins  
 Promotion Manager.....Dean Linville  
 Chief Engineer.....Murray Ellington

# W S L I

JACKSON—EST. 1938

AMERICAN BROADCASTING CO.

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.....World  
 Representative.....Weed & Co.

## Personnel

President.....Geo. W. Covington  
 Secretary-Treasurer.....L. M. Sepaugh  
 Station Manager.....L. M. Sepaugh  
 Commercial Manager.....F. E. Wilkerson, Jr.  
 Chief Engineer.....C. A. Perkins

# W A M L

LAUREL—EST. 1932

NATIONAL BROADCASTING CO.  
 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.....Ellisville Blvd.  
 Time on the Air.....6:30 a.m. to 11:05 p.m.;  
 Sunday, 7:30 a.m. to 11:05 p.m.  
 News Service.....AP & UP  
 Transcription Service.....World  
 Representative.....George P. Hollingberry Co.

## Personnel

President.....D. A. Mattson  
 General Manager.....Ward A. Coleman  
 Commercial Manager.....W. C. DeHority  
 Sales Promotion Manager-Publicity  
 Director.....W. A. Coleman  
 Chief Engineer.....Clyde Graves  
 Program Director-Production.....Tyler Nourse

# W M B C \*

MACON—EST. 1946

Frequency: 1400 Kc. ....Power: 250 Watts  
 Owned-Operated By.....Mississippi Broadcasting  
 Co.  
 Business Address.....Macon Hotel

## Personnel

President.....D. W. Gavin  
 \*Under Construction

# W S K B

McCOMB—EST. 1939

KEYSTONE BROADCASTING SYSTEM

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  
 Representative.....Gene Grant

## Personnel

President.....Robert L. Sanders  
 General and Commercial  
 Manager.....George Blumenstock  
 Program 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 Broadcas-  
 ting 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

President-General Manager.....D. W. Gavin

# W M O X \*

MERIDIAN

Frequency: 1240kc. ....Power: 250 Watts  
 Owned-Operated By.....Blrney Imes Jr.  
 Address.....514 Main St., Columbus, Miss.  
 \*Construction Permit

# W M I S

NATCHEZ—EST. 1941

NBC

Frequency: 1490 Kc. ....Power: 250 Watts  
 Owned By.....Natchez Broadcasting  
 Operated By.....P. K. Ewing, Jr.  
 Address.....City Bank & Trust Co. Bldg.  
 Phone Number.....580-1  
 Transmitter Location.....Highway No. 81, North  
 Time on the Air.....7 a.m. to 11 p.m.  
 News Service.....AP

MISSISSIPPI

Transcription Service . . . . . World  
Representative-Nat'l. . . . . William G. Rambeau

**Personnel**

President. . . . . P. K. Ewing  
General Manager-Sales-Commercial  
Manager. . . . . P. K. Ewing, Jr.  
Program Director. . . . . Wilna Nichols  
Chief Engineer. . . . . George W. Wilson

**WELO**

TUPELO—EST. 1944

MUTUAL BROADCASTING SYSTEM  
MID SOUTH

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.;  
Sunday, 7 a.m. to 10:30 p.m.

News Service. . . . . AP  
Transcription. . . . . Standard, Keystones  
Representatives. . . . . Sears & Ayers

**Personnel**

President-Owner . . . . . Birney Imes, Jr.  
General Manager. . . . . Bob McRaney  
Station Manager. . . . . Gene Tibbett  
Sales Manager. . . . . Bob Evans  
Merchandising Manager. . . . . Gene Tibbett

Program Directors. . . . . Joe Russell,  
Margaret O'Regan  
Production Manager. . . . . Gene Tibbett  
Publicity Director. . . . . Eugene Tibbett  
Chief Announcer. . . . . Charley Boren  
Musical Director . . . . . Don Whitney  
Record M. C. . . . . Charley Boren  
Chief Engineer . . . . . LeRoy Green

**WQBC**

VICKSBURG—EST. 1931

ABC

Frequency: 1420 Kc. . . . . Power: 1000 Watts  
Owned-Operated By. . . . . Delta Broadcasting  
Company, Inc.  
Address. . . . . Hotel Vicksburg  
Phone Number. . . . . 312  
Transmitter Location. . . . . 2½ miles E. of  
Vicksburg

Time on the Air. . . . . 7 a.m. to 10:30 p.m.  
News Service . . . . . AP  
Newspaper Affiliation . . . . . Vicksburg Evening  
Post, Vicksburg Morning Herald  
Transcription Service. . . . . World Broadcasting

**Personnel**

President. . . . . L. P. Cashman  
General Manager. . . . . O. W. Jones  
Sales-Commercial Manager. . . . . O. W. Jones  
Program Director. . . . . Mary Van Cashman  
Chief Engineer. . . . . C. E. Drake

**A NEW ARRIVAL  
A NEW SALES-WINNER  
in the Transcription field**

**AP RADIO PRODUCTIONS**

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK 20, N. Y.

# KSD

SAINT LOUIS

**Basic Affiliate of the National Broadcasting Company**

It Is 225 Miles to the Nearest  
Other NBC Basic Outlet

**Only Broadcasting Station in St. Louis With the  
Full Service of the Associated Press**

Combining the Special Radio Wire  
of Press Association, Inc., With  
the World-Famous News Wires of AP

**Greatest Daytime Coverage of Any Broadcasting  
Station in St. Louis**

1,264,760 Radio Homes (56% Urban, 44% Rural)  
5,300,943 Population in 182 Counties  
\$1,465,140,000.00 in Annual Retail Sales

**A Distinguished Broadcasting Station Recognized  
Throughout Its Listening Area for Its High Standards  
of Programming and Advertising Acceptance**

550 on the Dial—5000 Watts Daytime; 1000 Watts Nighttime

Owned and Operated by the

**ST. LOUIS POST-DISPATCH**

National Advertising Representatives

**FREE & PETERS, INC.**

To Deliver YOUR Sales Message to the Greater  
St. Louis Market, Use

**The Combination that C-E-L-E-C-K-S-U**





# MISSOURI

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

## K F V S

CAPE GIRARDEAU—EST. 1925

Frequency: 1400 Kc. Power: 250 Watts  
Owned By.....Oscar C. Hirsch  
Operated By.....Oscar C. Hirsch  
Address.....324 Broadway  
Phone Number.....2104, 2105  
Transmitter Location.....3½ miles west of  
Cape Girardeau on Highway No. 61  
Time on the Air.....Unlimited  
News Service.....UP  
Transcription Service.....Standard Radio  
Representative.....John E. Pearson

### Personnel

President-General Manager...Oscar C. Hirsch  
Station-Sales Manager.....Ralph L. Hirsch  
Production-Program Director...Virginia Bahn  
Chief Engineer.....R. L. Hirsch  
Promotion-Publicity.....R. L. Hirsch

## K F R U

COLUMBIA—EST. 1925

ABC

Frequency: 1400 Kc. Power: 250 Watts  
Owned By.....KFRU, Inc.  
Address.....Ninth and Elm Sts.  
Phone Number.....4141  
Transmitter Location.....Hickman Hall,  
Stephens College  
Time on the Air.....6:30 a.m. to 11 p.m.  
Newspaper Affiliation.....Star Times Publish-  
ing Company, St. Louis  
News Service.....AP & UP  
Transcription Service.....NBC Thesaurus  
Representative.....John Blair & Co.

### Personnel

President.....Elzey Roberts  
General Manager.....Mahlon Aldridge  
Program Director.....Harold Douglas  
Musical Director.....Dorothy Jacques  
Chief Engineer.....Robert Haigh  
Record M. C.....Dorothy Jacques

## K H M O

HANNIBAL—EST. 1941

MUTUAL

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.....NBC & Cole  
Representative.....John E. Pearson Co.

### Personnel

General Manager-Sales Promotion  
Manager.....Wayne W. Cribb  
Commercial Manager.....Chris Jensen  
Program-Musical Director.....Dud Dawson  
Production Manager.....Maxine Dierking  
Publicity Director-Record M. C.....Gene Hoeses  
Chief Announcer.....Bob McCoy  
Chief Engineer.....Ben Parrish

## K W O S

JEFFERSON CITY—EST. 1936

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By.....Tribune Printing Co.  
Business Address.....210 Monroe  
Phone Number.....4000  
Studio Address.....210 Monroe  
Transmitter Location.....St. Mary's Blvd.  
Time on the Air.....6 a.m. to midnight  
Newspaper Affiliation.....Jefferson City Capitol  
News & Post Tribune  
News Service.....AP  
Transcription Service.....Lang-Worth  
Representative.....Sears & Ayer

### Personnel

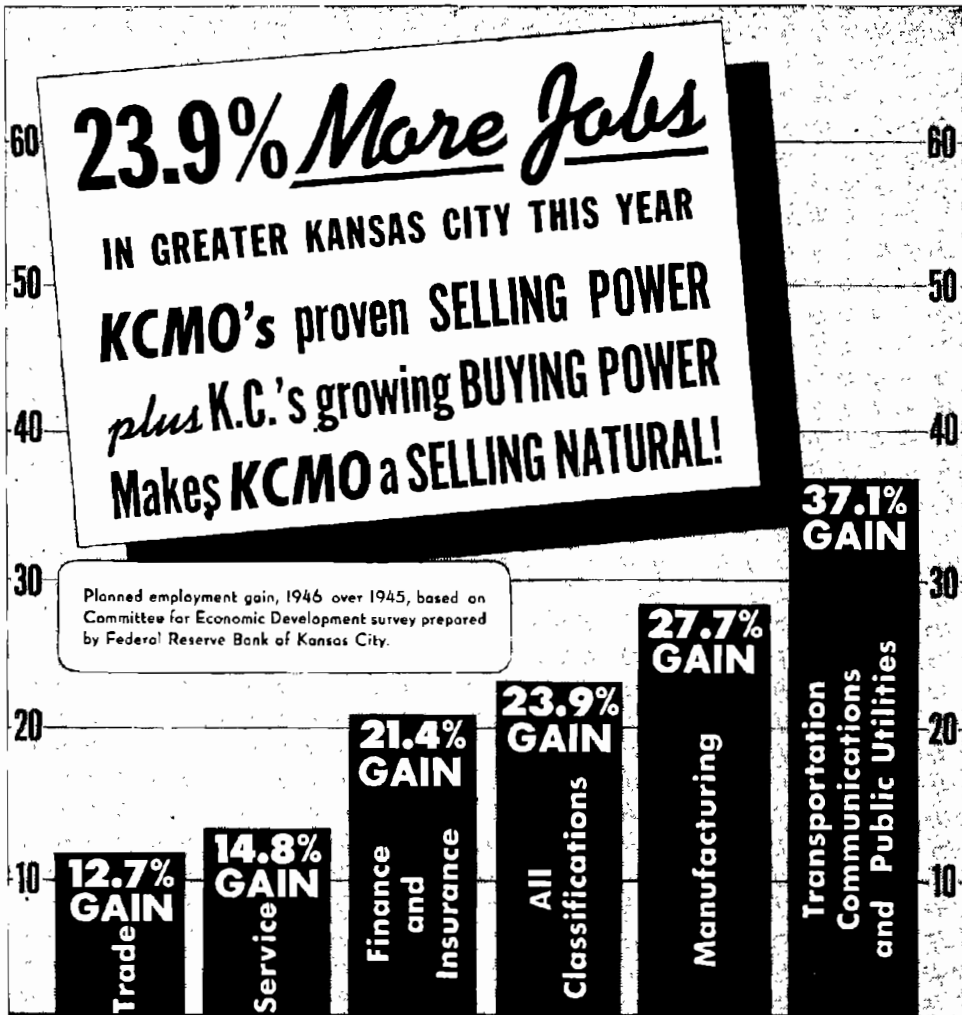
President.....R. C. Goshorn  
General Manager.....R. L. Rose  
Station Manager.....R. L. Rose  
Commercial Manager.....R. L. Rose  
Sales Promotion Manager-Publicity  
Director.....Natalie LePage  
Program Director.....Ray Manning  
Chief Engineer.....Harold White

## 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  
Transmitter Location.....1334 Roosevelt Ave.  
Time on the Air.....6 a.m. to midnight  
Newspaper Affiliation.....Joplin Globe  
Publishing Co.  
News Service.....UP



KCMO is a Selling Natural in more ways than one! Lowest cost per radio family ... healthy program ratings ... more value per advertising dollar in this thriving market. For availabilities on KCMO, Greater Kansas City's outstanding selling station, contact your nearest John E. Pearson office.

**Today 5000 WATTS**  
**COMING** 50,000 WATTS DAY  
 10,000 WATTS NIGHT **at 810 kc**

**BASIC STATION**  
**AMERICAN Broadcasting Co.**

Represented by

**JOHN E. PEARSON**

CHICAGO - NEW YORK - KANSAS CITY



Transcription Service...Thesaurus & Standard  
Representative.....Sears & Ayer

**Personnel**

President-General Manager.....D. J. Poynor  
Station Manager.....D. J. Poynor  
Sales-Commercial Manager.....W. M. Clark  
Sales Promotion.....Abe Radunsky  
Program Director.....Martha Brown  
Chief Announcer.....Charles McIntire  
Musical Director.....Stella Lukens  
Chief Engineer.....Richard Meek

**KCKN**

KANSAS CITY

(See Listing, Kansas City, Kans.)

**KCMO**

KANSAS CITY—EST. 1925

AMERICAN BROADCASTING CO.

Frequency: 1480 Kc.....Power: 5000 d.:  
1000 n. (C. P. 5000 n.)

Owned-Operated By.....KCMO Broadcasting  
Company

Address.....1515 Commerce Building  
Phone Number.....Victor 0900  
Transmitter Location...Hardesty & Washington  
Sts.

Time on the Air.....5 a.m. to 1 a.m.;  
Sunday, 7:30 a.m. to midnight

News Service.....AP, UP  
Transcription Service...Lang-Worth, Standard  
Representative.....John E. Pearson Co.

**Personnel**

General Manager.....E. K. Hartenbower  
Asst. Manager.....C. E. Brezaceal  
Sales Manager.....C. E. Morrill  
Sales Promotion Manager.....F. C. Strawn  
Program Director-Production

Manager.....James Coy  
Publicity Director.....F. C. Strawn  
Chief Announcer.....James Monroe  
Musical Director.....Gene Moore  
Chief Engineer.....Karl Troeglen

(See Page 462)

**KMBC**

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 & Bellder Road  
Time on the Air.....5:30 a.m. to midnight;  
Sundays, 7 a.m. to 12 midnight

News Service.....AP, UP, TP,  
Transcription Service: Lang-Worth; World  
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  
Program Director.....Roderick Cupp  
Chief Engineer.....A. R. Moler

(See age 464)

**WD AF**

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 McColium  
Station Manager.....Deam Fitzer  
Program Manager.....Harry J. Kaufmann  
Chief Engineer.....Joseph A. Flaherty

**WHB**

KANSAS CITY—EST. 1922

MUTUAL

KANSAS STATE NETWORK  
MISSISSIPPI VALLEY

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  
Transcription Service.....Associated  
Representative.....Adam J. Young, Jr.

**Personnel**

President and Commercial  
Manager.....Donald Dwight Davis  
General Manager.....John T. Schilling

# Why YOU Will Prosper in GREATER KANSAS CITY



© 1945... H. M. CO.

A report by Greater Kansas City Business concerning future planned employment for this area. These facts and figures were collated and analyzed by the Research Department of the Federal Reserve Bank of Kansas City. Here is a true picture of the job opportunities ahead—and thereby an insight into tomorrow's business conditions for Kansas City. Employment planned for September, 1946, compared with the employment of fall, 1945, and of 1940, is as follows:

## PLANNED EMPLOYMENT INCREASE

Business Classification	% Over Fall, 1945			% Over 1940		
	Total	Men	Women	Total	Men	Women
All Classifications	23.9	32.6	10.3	40.5	40.2	41.0
Manufacturing	27.7	29.3	23.5	39.3	41.4	33.9
Trade	12.7	41.3	2.6 <sup>†</sup>	32.0	22.5	40.5
Transportation, Communications and Public Utilities	37.1	40.9	27.5	88.8	62.0	246.5
Service	14.8	22.4	4.5	21.3	32.5	7.0
Finance and Insurance	21.4	85.1	12.3 <sup>†</sup>	50.3	58.2	42.4

<sup>†</sup>Decrease

## YOU Will Prosper on



- *First* in Programming!
- *First* in Public Service!
- *First* in Farm Service!
- *First* in Hooperatings!\*

**KMBC**  
OF KANSAS CITY  
*Free & Peters, Inc.*

\* Kansas City, Mo. and Kansas May through September, 1945

SINCE 1928—BASIC CBS STATION for MISSOURI & KANSAS

# K W O C

POPLAR BLUFF—EST. 1938

KEYSTONE BROADCASTING SYSTEM  
MISSISSIPPI VALLEY NETWORK

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 . . . . . Associated  
Representative . . . . . Adam J. Young, Jr.

## Personnel

General Manager . . . . . P. H. Cunningham  
Chief Engineer . . . . . Don Lidenton

# K F E Q

ST. JOSEPH—EST. 1924

ABC

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 . . . 5:45 a.m. to midnight daily; 7  
a.m. to midnight, Sunday  
Newspaper Affiliation . . St. Joseph News-Press,  
Gazette  
News Service . . . . . UP  
Transcription Service . . . . . NBC Thesaurus,  
Lang-Worth  
Representative . . . . . Headley-Reed Company

## Personnel

President . . . . . Barton Pitts  
General Manager . . . . . Barton Pitts  
Station Manager . . . . . Barton Pitts  
Sales-Commercial Manager . . . . . Glen G. Griswold  
Sales Promotion Manager . . . . . J. Ted Branson  
Program Director-Musical  
Director . . . . . H. H. Packard  
Production Manager . . . . . Rollin Mabie  
Publicity Director . . . . . J. Ted Branson  
Chief Announcer . . . . . Dee D. Denver, Jr.  
Record M. C. . . . . Lawrence M. Parker  
Chief Engineer . . . . . Fred Damm

# 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

Director . . . . . Herman H. Hohenstein  
Production Manager-Chief Announcer,  
Elmer Knoernschld  
Program Director . . . . . H. H. Hohenstein  
Director of Public Relations . . . . . Paul C. Barth  
Chief Engineer . . . . . Albert Wiese

\* (Non-Commercial Station)

## "SPECIAL ASSIGNMENT"

Exciting dramatizations based on the unusual stories of top-flight news reporters.

It's 15-minutes of *action, thrills and chills.*

An easy sales-winner for any sponsor of transcribed programs.

*Exclusive in Any Market*

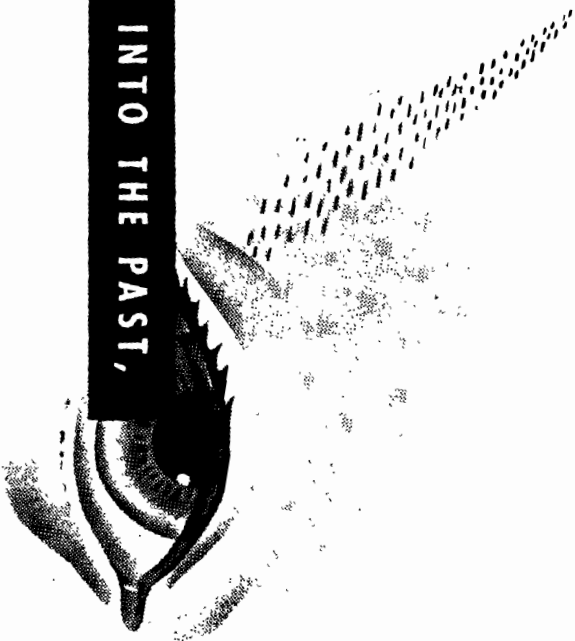
SEE

## AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA  
NEW YORK 20, N. Y.

LOOKING INTO THE PAST,



PRESENT, FUTURE

For years, KXOK has grown steadily and impressively, gaining appreciative audiences and selling important markets.

Today, KXOK's vast daytime audience covers 114 counties—the rich oil fields of central and southern Illinois; the bounteous agricultural areas of northwest Kentucky, southwest Indiana, central and eastern Missouri, and several cities throbbing with industry.

KXOK's present important standing has been gained through top programs with all-round appeal and complete, award-winning promotional activities.

KXOK's sturdy past and present make a strong foundation for a mischievous future. The "blueprints" for its future now include the conditional FM grant and applications for television and facsimile—and, of course, tops in programs and energetic, consistent promotional activities.

**KXOK**

SAINT LOUIS 1, MISSOURI

Owned and Operated by the St. Louis Star-Times

630 KILOCYCLES, 5,000 WATTS FULLTIME—

AMERICAN BROADCASTING CO.

Represented by John Blair & Co.

Offices in New York • Chicago • St. Louis • Los Angeles

San Francisco

• Soon To Be Filled

**K M O X**

ST. LOUIS—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1120 Kc. Power: 50000 Watts  
 Owned-Operated By: Columbia Broadcasting System, Inc.  
 Address: 401 South Twelfth Blvd.  
 Phone Number: Central 8240  
 Transmitter Location: 18 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, UP  
 Transcription Service: Associated Music Publishers; Lang-Worth  
 Representative: Radio Sales

**Personnel**

General and Station  
 Manager: Wendell B. Campbell  
 Assistant to Manager-Public Relations  
 Director: Jerry Hoekstra  
 General Sales Manager: David V. Sutton  
 Local Sales Manager: J. Scoulard Johnson  
 Sales Promotion Manager: C. W. Doebler  
 Program Director: Jack Sexton  
 Production Manager: Lewis Shumate  
 Publicity Director: David Moore  
 Musical Director: Seth Greiner  
 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: 1111 Olive St.  
 Phone Number: Main 1111  
 Transmitter Location: Twelfth and Olive Sts.  
 Time on the Air: 5:30 a.m. to 12:30 a.m.; Sundays, 7 a.m. to 12:30 a.m.  
 Newspaper Affiliation: St. Louis Post-Dispatch  
 News Service: AP  
 Transcription Service: NBC Thesaurus, World  
 Representative: Free & Peters, Inc.

**Personnel**

President: Joseph Pulitzer  
 General Manager: George M. Burbach  
 Commercial Manager: Edward W. Hamlin  
 (See Page 480)

**K W K**

ST. LOUIS—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 1380 Kc. Power: 5000 d., 1000 n. (CP 5000)  
 Owned-Operated By: Thomas Patrick, Inc.  
 Address: Hotel Chase, Lindell & Kingshighway  
 Phone Number: Rosedale 3210  
 Transmitter Location: 500 E. Logan, Baden Station, Baden, Mo.  
 Time on the Air: 6 a.m. to midnight; Sunday, 7 a.m. to 12:15 a.m.  
 News Service: AP & UP  
 Transcription Service: World Broadcasting System  
 Representative: Paul H. Raymer Company

**Personnel**

President: R. T. Convey  
 Station Director: Ray E. Dady  
 Assistant Director: John W. Tinnea  
 Commercial Manager: V. E. Carmichael  
 Merchandising Manager: Thomas E. Richter  
 Program Director: Russel C. Kaiser  
 Production Manager: Thad Shore  
 Publicity Director: Robert J. Richardson, Jr.  
 Chief Announcer: Fred Moegle  
 Musical Director: Carl Hohengarten  
 Chief Engineer: N. J. Zehr

**K X O K**

ST. LOUIS—EST. 1938

ABC

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, Reuters  
 Transcription Service: Associated Music Publishers; Standard Radio  
 Representative: John Blair & Company

**Personnel**

President-Owner: Elzey M. Roberts  
 General Manager-Station Mgr.: Chet L. Thomas  
 Commercial Manager: V. N. Springgate  
 Sales Promotion Manager: Mauriel Medearis  
 Production Manager: Elmer G. Muschany  
 Publicity Director: Ralph Gentles  
 Musical Director: Emmett Schuster  
 News Editor: Mahlon Aldridge  
 Chief Engineer: Arthur Bekart

**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 Numbers... FRanklin 5665-6-7  
 Transmitter Location... 3642 Lindell Blvd.  
 Time on the Air... 6 a.m. to local 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  
 Chief Announcer... O. J. McQuigg  
 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... Melbourne 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, MacGregor  
 Representative... William G. Rambeau Co.

**Personnel**

President... L. A. Benson  
 V-P. General Manager and Station  
 Manager... C. W. Benson  
 Commercial Manager... Kenneth Parke  
 Sales Production-Merchandising... Bill Durney  
 Record M. C.'s... Vern King, Ed Rutledge  
 Chief Engineer... Edward Goodberlet

**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  
 Address... Broadway at State Fair Blvd.  
 Phone Numbers... 4004, 4005  
 Transmitter Location... Broadway at State  
 Fair Blvd.  
 Time on the Air... Unlimited  
 News Service... UP  
 Representative... The Walker Company

**Personnel**

President... Milton J. Hinlein  
 General and Station Manager... Phoebe E. Trout  
 Sales-Commercial Manager... William W. Davis  
 Sales Promotion... William W. Davis  
 Program Director... Maxine Fisher  
 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, UP  
 Transcription Service... NBC Thesaurus  
 Representative... George P. Hollingsberry Co.

**Personnel**

President... Jeanne Bixby  
 Station and Commercial  
 Manager... J. Gordon Wardell  
 Program Director... Carl Fox  
 Promotion Manager... Dudley Morris  
 Chief Engineer... E. Dennis White

**"STAR TIME"**

Intensely interesting dramati-  
 zations of personalities of  
 interest to women.

Through the unique, new  
 "Cue-In" technique, the sta-  
 tion's local women's program  
 editor participates with the  
 star.

"Cue-In" localizes and per-  
 sonalizes the program—15-  
 minutes, transcribed.

*Exclusive in Any Market*

WRITE

**A P R A D I O  
 P R O D U C T I O N S**

PRESS ASSOCIATION, INC.  
 50 ROCKEFELLER PLAZA  
 NEW YORK 20, N. Y.



# 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 Air: 6:30 a.m. to 12:05 a.m.  
News Service: AP  
Transcription Service: World Broadcasting  
System, MacGregor

Representative: Sears & Ayer, Inc.

## Personnel

President: J. H. G. Cooper  
General-Station Manager: G. Pearson Ward  
Commercial Manager: Bob Burke  
Sales Promotion Manager: G. Pearson Ward  
Chief Engineer: William F. Curry

# K W T O

SPRINGFIELD—EST. 1933

AMERICAN BROADCASTING CO.

Frequency: 560 Kc. Power: 5000 d.; 1000 n.

Owned-Operated By: Ozarks Broadcasting Co.

Address: 508 St. Louis St.

Phone Number: 1360

Time on the Air: 5 a.m. to midnight

News Service: UP

Transcription Service: Standard

Representative: John E. Pearson

## Personnel

Chairman of Board: Lester E. Cox  
President & General Manager: Ralph D. Foster  
V-P & Treasurer: C. Arthur Johnson  
Sales Manager: Leslie L. Kennon  
Sales Promotion Manager: Ralph A. Nelms  
Acting Program Producer: Lou Black  
Chief Announcer: Charles Seiford  
Musical Director: Virgil Phillips  
Chief Engineer: Fritz Bauer

# MONTANA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

# K G H L

BILLINGS—EST. 1928

NBC

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 midnight;  
Sundays, 7 a.m. to midnight

News Service: AP & UP

Transcription Service: Standard, NBC  
Thesaurus, World

Representative: The Katz Agency

## Personnel

President: C. O. Campbell  
General Manager: Ed Yocum  
Station Manager: V. Braunberger  
Sales-Commercial Manager: Ed Yocum  
Sales Promotion Manager-Chief  
Announcer: Harry Turner  
Program Director: M. V. Braunberger

Production Manager: Frank Manzari  
Publicity Director: Maurice Enright  
Musical Director: George Heins  
Chief Engineer: Jeff Klichli

(See Page 470)

# K R B M

BOZEMAN—EST. 1939

ABC—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: 7:15 a.m. to 10:30 p.m.

News Service: AP

Transcription Service: Lang-Worth, Keystone

Representative: The Walker Co.

## Personnel

President-General Manager: Ernest A. Neath  
Commercial Manager: J. Ray Bridges  
Program Director: Larry Binder  
Chief Engineer: Jack Provis

*The Formula  
For Coverage*

**POWER  
+ FREQUENCY  
+ CONDUCTIVITY**

<b>POWER</b>	<b>5000 W.</b>	No station in Montana or Wyoming has greater power than KGHL.
<b>FREQUENCY</b>	<b>790 kc.</b>	KGHL is the only station in Montana and Wyoming with a frequency under 1200 kc.
<b>CONDUCTIVITY</b>	<b>FAVORABLE</b>	The KGHL signal encounters less soil resistance than any other regional channel station in Montana.
<b>COVERAGE</b>	<b>MAXIMUM</b>	No other station can match KGHL's coverage* of Montana and Northern Wyoming.  <div style="text-align: center;"> <p>KGHL Primary Area</p> <p>*Population ..... 326,777</p> <p>Retail Sales ..... \$180,033,000</p> <p>Radio Homes ..... 72,630</p> <p>Source: Katz Research Bureau</p> </div>



**KGHL**

**THE DOMINANT STATION**

**in MONTANA and NORTHERN WYOMING**

**Represented by THE KATZ AGENCY**

**K G I R**

**BUTTE—EST. 1929**  
**NATIONAL BROADCASTING CO.**  
**Z-BAR NET**

Frequency: 1370 Kc. Power: 5000 Watts  
 Owned-Operated By: KGIR, Inc.  
 Address: Box 1956, Butte  
 Phone Number: 2-2344  
 Transmitter Location: Butte  
 Time on the Air: 7 a.m. to midnight  
 News Service: UP  
 Transcription Service: Lang-Worth;  
 C. P. McGregor  
 Representative: The Walker Co.

**Personnel**

Manager: Ed. B. Craney  
 Station Manager-Sales Manager: Arne Anzjon  
 Sales Promotion-Merchandising  
 Manager: John Schille  
 Program Director-Production  
 Manager: Mel Jass  
 Chief Announcer: Mel Jass  
 Chief Engineer: Jack Provis

**K F B B**

**GREAT FALLS—EST. 1922**  
**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1310 Kc. Power: 5000 Watts  
 Owned-Operated By: Buttrely 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. Buttrely  
 General Manager: J. P. Wilkins  
 Program Director: LeRoy Stahl  
 Chief Engineer: Wilbur L. Myhre

**K P F A**

**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  
 Representative: The Walker Co., Pacific Northwest Broadcasters

**Personnel**

President: Barclay Craighead  
 Station Manager: K. O. MacPherson  
 Chief Engineer: R. B. Martin

**K G E Z**

**KALISPELL—EST. 1927**

Frequency: 1340 Kc. Power: 100 Watts  
 Lessee: A. W. Talbot  
 Operated By: A. W. Talbot  
 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: World

**Personnel**

President: A. W. Talbot  
 Station & General Manager: Donald C. Treloar  
 Commercial Manager: Glenn E. Millhouse  
 Program-Production Director: Donald C. Treloar  
 Promotion-Publicity Director: Donald C. Treloar  
 Musical Director: Maurice Driscoll  
 Chief Engineer, Acting: Paul Johnston  
 Record M. C.: Paul Johnston

**K R J F**

**MILES CITY—EST. 1941**

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;  
 Keystone Broadcasting System

**Personnel**

General Manager: W. F. Flinn  
 Station Manager: Don Tannehill  
 Sales-Commercial Manager: D. E. Tannehill  
 Chief Announcer: Robert T. Wilson  
 Chief Engineer: Ian Elliott

**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

**MONTANA - NEBRASKA**

Time on the Air.....6:45 a.m. to midnight  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Weed & Co.

**Personnel**

President and Station Manager....A. J. Mosby  
 Sales Manager.....Harry Bennett  
 Publicity Director.....Bill Zietzke  
 Sales Promotion.....Don Jones  
 Program Director.....Lee Saunders  
 Production Manager.....Mary Bertholdt  
 Chief Announcer.....Sid McSloy  
 Musical Director.....Ragna Phelps  
 Record M. C.....George Livesey  
 Chief Engineer.....Merrill Chaplin

**K G C X**

SIDNEY—EST. 1926  
 MUTUAL

NORTH CENTRAL BROADCASTING SYSTEM  
 Frequency: 1480 Kc.....Power: 1000 Watts

Owned-Operated By.....E. E. Krebsbach  
 Business Address.....109 So. Central Ave.  
 Phone Number.....408  
 Studio Address.....Suckstorff Bldg.  
 Transmitter Location....4½ miles N. E. of  
 Sidney

Time on the Air.....7 a.m. to 10 p.m.  
 Transcription Service.....World  
 Representative.....North Central Broadcasting  
 System

**Personnel**

President-General Manager...E. E. Krebsbach  
 Station Manager-Sales-Commercial  
 Manager.....E. Clair Krebsbach  
 Sales Promotion-Merchandising  
 Manager.....Jack Britton  
 Program Director.....William J. Brady  
 Chief Announcer.....Jack Britton  
 Chief Engineer.....Q. V. Prochaska

**NEBRASKA**

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**K O R N**

FREMONT—EST. 1939  
 MUTUAL—NORTH CENTRAL  
 MISSISSIPPI VALLEY

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By...Nebraska Broadcasting  
 Corporation  
 Address.....Pathfinder Hotel  
 Phone Number.....1080  
 Transmitter Location.....E. 16th St., Fremont  
 Time on the Air.....8 a.m. to midnight;  
 Sunday, 8 a.m. to midnight  
 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.....Marjorie Christensen  
 Chief Announcer.....Don French  
 Record M. C.'s.....Jim O'Neill, Bob Lee  
 Chief Engineer.....Philip Stevens  
 Sales Promotion.....Lumir Urban  
 Production Director.....Bill Ross

**K M M J**

GRAND ISLAND—EST 1926  
 ABC

Frequency 750 Kc.....Power: 1000 Watts  
 Owned-Operated By.....KMMJ, Inc.  
 Address.....At Cedar Division  
 Phone Number.....703  
 Transmitter Location.....Phillips, Nebr.  
 Time on the Air.....Sunrise to Sunset  
 News Service.....UP  
 Transcription Service.....Standard Radio,  
 SESAC, Republic, NAB Bonus  
 Representative.....Headley-Reed Co.

**Personnel**

President.....Don Searle  
 General Manager.....Wick Heath  
 Asst. General Manager.....Bill Martin  
 Commercial Manager.....Bill Martin  
 Sales Promotion-Merchandising Manager-  
 Publicity Director.....Ed Skinner  
 Program Director.....Oris Kerwood  
 Production Manager.....Dick Yarnell  
 Farm & Public Service Director...George Kister  
 Musical Director.....Jim Johnson  
 Record M. C.....Raymond Kozak  
 Chief Engineer.....Don Campbell

**K H A S**

**HASTINGS—EST. 1940**

**MUTUAL 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 a.m. to  
 midnight; Sundays, 8 a.m. to 9:30 p.m.  
 Newspaper Affiliation: Hastings Daily Tribune  
 News Service: AP  
 Transcription Service: World Broadcasting  
 System

**Personnel**

President: D. W. Clark  
 Chief Executive: Fred A. Seaton  
 Station-General Manager: Duane L. Watts  
 Commercial Manager: Ken James  
 Program-Production Manager: Herb Clark  
 Chief Engineer: Duane Allison

**K G F W**

**KEARNEY—EST. 1928**

**MUTUAL  
 NEBRASKA WIRELESS**

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: Lakeside  
 Time on the Air: 6:30 a.m. to 10:15 p.m.  
 News Service: UP  
 Transcription Service: Keystone  
 Representative: Sears & Ayer, Inc.

**Personnel**

President: Lloyd C. Thomas  
 General Manager-Station-Sales  
 Commercial Manager: E. Anson Thomas  
 Program Director: Peg Biber  
 Publicity Director: John Mitchell  
 Chief Announcer: Tom Cary  
 Musical Director: Norma Applegate  
 Chief Engineer: Jack Lewis

**K F A B**

**LINCOLN—EST. 1924**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1110 Kc. Power: 10000 Watts  
 Owned-Operated By: KFAB Broadcasting  
 Company  
 Address: Sharp Bldg., Lincoln.  
 Farnam Bldg., Omaha

Phone Number: 2-3214  
 Transmitter Location: 17th and Holdrege Sta.  
 Time on the Air: 5 a.m. to 1 a.m.  
 Newspaper Affiliation: Nebraska State  
 Journal, Lincoln Star  
 News Service: AP & UP  
 Transcription Service: Standard Radio,  
 M. M. Cole  
 Representative: Paul H. Raymer Co.

**Personnel**

General Manager: Harry D. Burke  
 Station Manager: C. Earl Williams  
 National Sales Manager: Robert M. Dooley  
 Commercial Manager: Harry D. Burke  
 Sales Promotion Manager-Publicity  
 Director: Harold E. Roll  
 Program Director: L. A. Miller  
 Production Manager: William E. MacDonald  
 Chief Announcer: Lyell Bremser  
 Musical Director: Alene McKinney  
 Chief Engineer: Mark W. Bullock

**K F O R**

**LINCOLN—EST. 1924**

**AMERICAN BROADCASTING CO.  
 MUTUAL BROADCASTING SYSTEM**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: Corbett 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.  
 Representative: Edward Petry & Co., Inc.

**Personnel**

President: Charles T. Stuart  
 General Manager: Gordon Gray  
 Station Manager: Melvin Drake  
 Promotion Manager: Bill Malone  
 Program Director: Ken Stuart  
 Commercial Manager: W. O. Edholm  
 Chief Engineer: Charles Winkler

**W J A G**

**NORFOLK—EST. 1922**

Frequency: 780 Kc. Power: 1000 Watts  
 Owned-Operated By: Norfolk Daily News  
 Business Address: Norfolk Ave. & 6th St.  
 Phone Number: 432  
 Studio Address: Norfolk Ave. & 6th St.  
 Transmitter Location: West Koenigstein Ave.  
 Time on the Air: Shares Time  
 Newspaper Affiliation: Norfolk Daily News  
 News Service: AP  
 Transcription Service: Lang-Worth  
 Representative: The Walker Co.

**Personnel**

President.....Gene Huse  
 General Manager.....Art Thomas  
 Station Manager.....Art Thomas  
 Sales-Commercial Manager.....Art Thomas  
 Sales Promotion-Merchandising  
 Manager.....Vernon Stedry  
 Program Director-Publicity  
 Director.....Hollis Francis  
 Production Manager.....Hollis Francis  
 Chief Announcer.....Hollis Francis  
 Musical Director.....Hollis Francis  
 Record M. C.....Hollis Francis  
 Chief Engineer.....F. W. Weidenbach

**K O D Y**

**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  
 Merchandising Manager.....Jerry Wing  
 Program Director.....John Alexander  
 Production Manager.....Ed Launer  
 Publicity Director.....Joe Di Natale  
 Musical Director.....Dorothy Roberts  
 Record M. C.....Dave Button  
 Chief Engineer.....Beuford Eaves

**K B O N**

**OMAHA—EST. 1942**

**MUTUAL BROADCASTING SYSTEM**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Inland Broadcasting  
 Company  
 Address.....2027 Dodge Street  
 Phone Number.....Jackson 8282  
 Transmitter Location.....2027 Dodge St.  
 Time on the Air.....6:30 a.m. to midnight;  
 Sunday, 8 a.m. to midnight  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Weed & Co.

**Personnel**

President.....John K. Morrison  
 General Manager.....Paul R. Fry  
 Station Manager.....R. E. Welna  
 Sales-Commercial Manager.....Paul R. Fry  
 Sales Promotion-Merchandising

Manager.....M. K. Doyle  
 Program Director.....Richard E. Welna  
 Production Manager.....H. E. Bader  
 Publicity Director.....M. K. Doyle  
 Chief Announcer.....Dick McGann  
 Musical Director.....E. S. Priesman  
 Record M. C.....Charles Jackson  
 Chief Engineer.....Percy Ziegler

**K O I L**

**OMAHA—EST. 1925**

**ABC**

Frequency: 1290 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Central States Broad-  
 casting Co.  
 Address.....Omaha National Bank Bldg.  
 Phone Number.....Jackson 7626  
 Transmitter Location.....Council Bluffs, Iowa  
 Time on the Air.....6 a.m. to midnight;  
 Sundays, 7 a.m. to midnight  
 News Service.....INS; AP  
 Transcription Service.....Standard Radio,  
 Associated  
 Representative.....Edward Petry & Co.

**Personnel**

President.....Charles T. Stuart  
 General Manager.....Gordon Gray  
 Assistant General Manager.....Harold Hughes  
 Sales-Commercial Manager.....W. O. Edholm  
 Sales Promotion-Merchandising  
 Manager.....Angus Nicoll  
 Program Director-Production  
 Manager.....Harold Hughes  
 Publicity Director.....Angus Nicoll  
 Chief Announcer.....Harry Peck  
 Musical Director.....Teresa Bredar  
 Record M. C.'s.....Byron Head, Lee Barron  
 Chief Engineer.....C. W. Winkler

**K O W H**

**OMAHA—EST. 1922**

**ASSOCIATED BROADCASTING SYSTEM**

Frequency: 660 Kc.....Power: 500 Watts  
 Owned By.....World Publishing Co.  
 Operated By.....Omaha World-Herald  
 Business Address.....15th and Farnam Sts.  
 Transmitter Location.....60th & Girard  
 Time on the Air.....6 a.m. to local sunset  
 News Service.....UP  
 Transcription Service.....World, Associated  
 Representative.....George P. Hollingbery Co.

**Personnel**

President.....Henry Doorly  
 Station Manager.....B. C. Corrigan  
 Musical Director.....George Johnson  
 Chief Engineer.....Frank E. Shopen

• • • NEBRASKA - NEVADA • • •

# WOW

OMAHA—EST. 1923

NATIONAL BROADCASTING CO.  
NEBRASKA NETWORK

Frequency: 590 Kc. . . . . Power: 5000 Watts  
Owned-Operated By: Radio Station WOW, Inc.  
Address: Insurance Building, 17th & Farnam  
Streets

Phone . . . . . Webster 3400  
Transmitter Location . . . . . 5500 Kansas Ave.  
Time on the Air . . . . . 5:30 a.m. to 1 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.  
Promotion Manager . . . . . Bill Wiseman  
Program Manager . . . . . Lyle DeMoss  
Musical Director . . . . . Morton Wells

Chief Engineer . . . . . William J. Kotera  
Technical Supervisor . . . . . Joseph Herold

# KGKY

SCOTTSBLUFF—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Hilliard Co.  
Business Address . . . . . 1517½ Broadway  
Phone Number . . . . . 856  
Studio Address . . . . . 1517½ Broadway  
Transmitter Location . . . . . South Broadway  
Time on the Air . . . . . 16 hours daily  
News Service . . . . . UP  
Transcription Service . . . . . Standard Radio

### Personnel

President-General Manager, Station  
Manager . . . . . L. L. Hilliard  
Sales-Commercial Manager . . . . . R. M. Stewart  
Chief Engineer . . . . . Harland Morrison

# NEVADA

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# KBNE

BOULDER CITY—EST. 1946

Frequency: 1450 kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Boulder City Co.  
Address . . . . . P. O. Box H  
Phone Number . . . . . 247  
Transcription Service . . . . . World

### Personnel

Chief Executive . . . . . J. Clarence Manix  
Mgr.-Chief Enginee. . . . . Calvert C. Applegate

Business Address . . . . . P. O. Box 1310  
Phone Number . . . . . 1400  
Studio Address . . . . . El Rancho Vegas  
Transmitter Location . . . . . El Rancho Vegas  
Time on the Air . . . . . 6 a.m. to 11 p.m.  
Transcription Service . . . . . NBC Thesaurus, World

### Personnel

President-General Manager . . . . . Maxwell Kelch  
Commercial Manager . . . . . Paul R. Gang

(Call Letters to Be Assigned)  
ELY\*

Frequency: 1230 kc. . . . . Power: 250 Watts  
Owned-Operated By  
Boulder City Broadcasting Co.  
Address . . . . . Ely, Nevada  
\*Construction Permit

# KENO

LAS VEGAS—EST. 1940

AMERICAN BROADCASTING CO.

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Nevada Broadcast-  
ing Company

# KOH

RENO—EST. 1928

NATIONAL BROADCASTING CO.

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,  
Modesto Bee; Fresno Bee  
Time on the Air . . . . . 6 a.m. to 12 midnight  
Newspaper Affiliation . . . . . The Sacramento Bee;  
Modesto Bee; Fresno Bee  
News Service . . . . . UP, AP  
Transcription Service . . . . . NBC Thesaurus, World  
Representative . . . . . Paul H. Raymer Co.

### Personnel

President . . . . . Eleanor McClatchy  
Station Manager . . . . . Robert L. Stoddard  
Commercial Manager . . . . . George Carr

# NEW HAMPSHIRE

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## WCNH\*

CONCORD

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 kc.....Power: 250 Watts  
Owned-Operated By

Concord Broadcasting Corp.

Address.....Concord, N. H.  
Transcription Service.....Standard

### Personnel

Chief Executive.....William J. Barkley  
Gen.-Com. Manager.....H. Scott Kilgore  
Chief Engineer.....William F. Rust, Jr.  
\*Construction Permit

## WKXL

CONCORD—EST. 1946

MUTUAL BROADCASTING SYSTEM  
YANKEE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Charles M. Dale  
Address.....Eagle Hotel  
Transmitter Location.....Concord, N. H.  
Time on the Air.....6:30 a.m. to midnight;  
Sundays, 8 a.m. to midnight

News Service.....AP  
Representatives.....New York: Walker Company

### Personnel

President.....Charles M. Dale  
Vice-President-General Manager.....Bert Georges  
Sales Manager.....Keith Field  
Chief Engineer.....Paul G. Lindsay

## 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 a.m. to midnight;  
Sundays, 8:30 a.m. to midnight

News Service.....UP  
Transcription Service.....World  
Representative.....Headley-Reed Co.

### Personnel

President.....Harry C. Wilder  
Vice Pres. Gen. Mgr.....David Carpenter  
Commercial Manager.....Richard G. Bath  
Program Director.....Howard W. Wheelock  
Chief Engineer.....Ernest F. Batchelder, Jr.

## WLNH

LACONIA—EST. 1922

MUTUAL—YANKEE

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....Northern Broadcasting  
Address.....653 Main Street  
Phone Number.....Laconia 501  
Transmitter Location.....Lower 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.....Malcolm Jenney  
Station Manager-Sales.....Martin B. Avery  
Sales Promotion.....Martin B. Avery  
Program Director.....Sherwin Greenlaw  
Publicity Director.....Martin B. Avery  
Chief Announcer-Director.....Sherwin Greenlaw  
Chief Engineer.....Louis C. Steady

## WFEA

MANCHESTER—EST. 1932

COLUMBIA BROADCASTING SYSTEM  
YANKEE NETWORK

Frequency: 1370 Kc.....Power: 5000 Watts  
Owned By.....H. M. Bitner  
Operated By.....Melvin C. Green  
Address.....286 Franklin St.  
Transmitter Location.....Merrimack, N. H.  
Time on the Air.....6 a.m. to 12:05 midnight;  
Sunday, 7:45 a.m. to 12:05 a.m.

News Service.....UP  
Transcription Service.....NBC Thesaurus  
Representative.....Bertha Bannan, Katz Agency

### Personnel

President.....Harry M. Bitner  
General Manager.....Melvin C. Green  
Sales-Commercial Manager.....William C. Engel  
Sales Promotion.....William C. Engel  
Chief Announcer.....Gerald Kearney  
Chief Engineer.....Reginald Schow

## WMUR

MANCHESTER—EST. 1941

AMERICAN BROADCASTING CO.

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.



**NEW HAMPSHIRE-NEW JERSEY**

News Service..... AP  
 Transcription Service..... World Broadcasting  
 Representatives..... Weed.  
 R. C. Foster & Company

**Personnel**

President..... Francis P. Murphy  
 Station Manager..... Harvey Carter  
 Commercial Manager..... Hervey Carter  
 Chief Engineer..... Vincent H. Chandler

**W H E B**

**PORTSMOUTH—EST. 1932**

**MUTUAL—YANKEE**

Frequency: 750 Kc..... Power: 1000 Watts

Owned-Operated By..... WHEB, Inc.  
 Address..... Lafayette Road, U. S.  
 Highway No. 1

Phone Number..... 4080  
 Transmitter Location..... Lafayette Road, U. S.  
 Highway No. 1

Time on the Air..... Daytime  
 News Service..... UP, AP  
 Transcription Service..... NBC Thesaurus, World  
 Representative..... Walker

**Personnel**

Owner..... Hon. Charles M. Dale  
 General Manager..... Bert Georges  
 Sales Manager..... Keith Field  
 Chief Engineer..... Paul Lindsay

**NEW JERSEY**

*For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255*

**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  
 Transmitter Location..... Whiteville Section  
 Neptune, N. J.

Time on the Air..... Shares with WCAM  
 News Service..... AP  
 Transcription Service..... BMI, World  
 Representative..... Spot Sales, Inc.

**Personnel**

President..... Walter W. Reid, Jr.  
 General Manager..... Morris Scheck  
 Station Manager-Program

Director..... V. N. Scholes  
 Chief Engineer..... Alphonse Bressan

**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. Foyl  
 General Manager..... Monroe L. Mendelsohn  
 Station Manager..... Monroe L. Mendelsohn  
 Production Manager..... Ralph Shoemaker  
 Chief Engineer..... Earle Godfrey

**W F P G**

**ATLANTIC CITY—EST. 1940**

**ABC**

Frequency: 1450 Kc..... Power: 250 Watts  
 Operated By..... Neptune Broad-  
 casting Corporation

Business Address..... Steel Pier  
 Phone Number..... 5-2188  
 Transmitter Location..... Steel Pier

Time on the Air..... 6:55 a.m. to 1 a.m.  
 News Service..... UP  
 Transcription Service..... Associated Music  
 Representative..... Joseph Hershey McGillvra,  
 Inc.

**Personnel**

President..... John J. Laux  
 General Manager-Station

Manager..... Edwin E. Kohn  
 Chief Engineer..... Blair K. Thron

**W S N J**

**BRIDGETON—EST. 1937**

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Operated By..... Eastern States  
 Broadcasting Corp.

Address..... Carl's Corner

**NEW JERSEY**

Phone Numbers.... Bridgeton 1600, 2353  
 Transmitter Location .....Carll's Corner  
 Time on the Air... 6:45 a.m. to midnight  
 News Service .....UP  
 Transcription Service.....NBC Thesaurus  
 Representative.....Thomas F. Clark Co., Inc.

**Personnel**

President ..... Elmer Wene  
 General Mgr.-Station Mgr.-Sales-  
 Commercial Mgr..... Paul Alger  
 Program Director-Production  
 Manager..... Charles D. Murray  
 Chief Engineer..... Francis C. Fekel

**W C A M**

**CAMDEN—EST. 1926**

Frequency: 1310 Kc. Power: 500 Watts  
 Owned-Operated By .....City of Camden  
 Address ..... City Hall  
 Phone Number..... Camden 0907  
 Transmitter Location... Civic Center, Camden  
 Time on the Air..... Shares Time  
 News Service.....UP  
 Transcription Service..... Standard Radio  
 Representative..... Mack Radio Sales Co.

**Personnel**

Chief Executive... Mayor George E. Brunner  
 General Manager..... William Markwood  
 Sales Promotion Manager..... L. M. Maxwell  
 Chief Engineer..... Clarence E. Owens

**W H O M**

**JERSEY CITY—EST. 1930**

Frequency: 1480 Kc. Power: 1000 d.; 500 n.  
 Owned-Operated By .... Atlantic Broadcasting  
 Co., Inc.  
 Business Address... 29 W. 57th St., New York,  
 N. Y.  
 Phone Number ..... Plaza 3-4204  
 Studio Addresses..... 30 Journal Square;  
 29 W. 57th St., New York City  
 Transmitter Location... Washington Street  
 Time on the Air... 6:30 a.m. to midnight;  
 Sunday, 7:30 a.m. to midnight  
 Newspaper Affiliation... Des Moines Register  
 & Tribune, Cowles Broadcasting Co.  
 News Service ..... AP & UP  
 Transcription Service ..... Standard  
 National Sales Office... H. T. Ens, Jr., 29 West  
 57th St., N. Y. C.  
 Representatives ..... The Katz Agency

**Personnel**

President ..... Gardner Cowles, Jr.  
 Exec. V-P-Station Manager... Craig Lawrence  
 Commercial Sales Manager... J. M. Compler  
 Program Director..... Chas. Baltin  
 Production Director..... Maurice Barrett

Sales Promotion Manager ..... G. Miner  
 Musical Director..... Giuseppe DeLuca  
 Chief Engineer ..... Theodore Gemp  
 Chief Ann-Record M. C. .... Jack O'Reilly  
 (See Page 500)

**W A A T**

**NEWARK—EST. 1926**

Frequency: 970 Kc. Power: 1000 Watts  
 Owned-Operated By ..... Bremer Broad-  
 casting Corporation  
 Address ..... 11 Hill St., Newark  
 Phone Number..... Mitchell 2-6400  
 Studio Address..... 15 Hill St., Newark  
 Transmitter Location... Kearny  
 Time on the Air ..... 24 hours daily  
 News Service..... UP & AP  
 Transcription Service ..... World-Associated  
 Representative. Radio Advertising Co., Chicago

**Personnel**

Executive V. P.-General  
 Manager..... Irving Robert Rosenhaus  
 V. P. in Chg. of Sales..... A. B. Schillin  
 V. P. in Chg. of Nat. Sales... Victor Bennett  
 Program Director..... Dale Kennedy  
 Chief Engineer..... Frank V. Bremer

**W H B I**

**NEWARK—EST. 1922**

Frequency: 1280 Kc. Power: 2500 d.; 1000 n.  
 Owned-Operated By .... May Radio Broad-  
 cast Corp.  
 Address ..... 100 Shipman Street  
 Phone Number ..... Mitchell 2-7354  
 Transmitter Location... Newark  
 Time on the Air ..... Limited

**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 P A T**

**PATERSON—EST. 1941**

Frequency: 930 Kc. Power: 1000 Watts  
 Owned-Operated By... North Jersey Broad-  
 casting Co., Inc.  
 Address ..... 7 Church St., Paterson

Phone Numbers.....Armory 3-3400 (Paterson),  
 Penn 6-2945 (New York)  
 Transmitter Location.....Clifton, N. J.  
 Time on the Air.....To local sunset  
 News Service.....UP  
 Representative.....Joseph H. McGillvra, Inc.

**Personnel**

President.....James V. Cosman  
 General-Station Manager.....Sidney J. Flamm  
 Sales-Commercial Manager.....Herman Fields  
 Sales Promotion-Mdse. Mgr.....Ralph Silver, Jr.  
 Program Director-Production.....Ted Webbe  
 Publicity Director.....Dave Golden  
 Chief Engineer.....Earl Lucas

**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, Morris-  
 ville, Pa.  
 Time on the Air.....Shares Time  
 News Service.....UP

**Personnel**

Vice-President-General Manager. F. J. Wolff

**W T T M**

TRENTON—EST. 1942

NATIONAL BROADCASTING COMPANY

Frequency: 920 Kc.....Power: 1000 Watts  
 Owned By.....Elmer H. Wene  
 Operated By.....Paul Alger  
 Address.....35 West State St.  
 Phone Number.....2-7127  
 Transmitter Location.....Yardley, Pa.  
 Time on the Air.....6:30 a.m. to 12 midnight  
 News Service.....UP  
 Representative.....Joseph Hershey McGillvra, Inc.

**Personnel**

President.....Elmer H. Wene  
 General-Station Manager.....Paul Alger  
 Commercial Manager.....Frank A. Wellman

**W A W Z\***

ZAREPHATH—EST. 1931

Frequency: 1380 Kc...Power: 5000 d.; 1000 n.  
 Owned By.....Pillar of Fire  
 Address.....Zarephath  
 Phone Number.....Bound Brook 223  
 Transmitter Location.....Alma White College  
 Time on the Air.....Shares time

**Personnel**

General Manager.....Ray B. White  
 \*(Non-Commercial Station)

**ONE OF AMERICA'S BEST RADIO BUYS**



**COMPLETE  
 COVERAGE**

... in Metropolitan  
 New York ... New  
 Jersey ... Northern  
 Pennsylvania.

**LOW COST**

WPAT gives you the  
 largest block of pro-  
 ductive time for the  
 least amount of money.

Get to know WPAT... the fastest grow-  
 ing station in the metropolitan area.

**WPAT** } 7 CHURCH STREET  
 PATERSON 1, N. J.

# NEW MEXICO

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

## K G G M

ALBUQUERQUE—EST. 1926  
COLUMBIA BROADCASTING SYSTEM

Frequency: 1260 Kc. Power: 1000 Watts  
Owned-Operated By: New Mexico Broadcast-  
ing Company

Address: Kimo Bldg.  
Phone Number: 4544  
Transmitter Location: Atrisco, N. M.  
Time on the Air: 18 hours, 5 min. daily  
News Service: UP  
Transcription Service: World Broadcasting  
System, SESAC, Cole, Standard  
Representative: Taylor-Howe & Snowden

### Personnel

President-General Manager: A. R. Hebenstreit  
Sales-Commercial Manager: Jack Skillen  
Sales Promotion-Merchandising  
Manager: J. J. Donnelly  
Program Director: Bob Van Dreil  
Chief Engineer: Leonard Dodds

## K O B

ALBUQUERQUE—EST. 1921  
NATIONAL BROADCASTING CO.

Frequency: 770 Kc. Power: 50000 d.; 25000 n.  
Owned-Operated By: Albuquerque Broad-  
casting 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: SESAC, Thesaurus  
Representative: Free & Peters, Inc.

### Personnel

President: T. M. Pepperday  
Manager: Frank Quinn  
Chief Engineer: Geo. S. Johnson

## K A V E

CARLSBAD—EST. 1937

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: Carlsbad Broadcast-  
ing Co.

Address: 800 South Canal Street  
Phone Number: 244  
Transmitter Location: La Huerta, N. M.  
Time on the Air: 14 hours daily  
News Service: UP  
Transcription Service: Standard, Keystone  
Representative: Howard H. Wilson Co.

### Personnel

President: Val Lawrence  
General and Station Mgr.: Norman R. Loose  
Sales-Commercial Manager: Norman R. Loose  
Chief Engineer: H. A. Nifong

## K I C A

CLOVIS—EST. 1933

MUTUAL BROADCASTING SYSTEM  
KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: Hugh DeWitt Landis  
Address: 4th & Main  
Phone Number: 3  
Transmitter Location: Clovis  
Time on the Air: Full Time  
News Service: UP  
Transcription Service: Associated, SESAC

### Personnel

Chief Executive: Hugh DeWitt Landis

## K G A K

GALLUP—EST. 1945

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Gallup Broadcasting Co.  
Address: Gallup, N. M.

### Personnel

Owners: Albert E. Buck, Merle H. Tucker  
General Manager: Frank E. Cooke  
Chief Engineer: E. L. Gemoets

## K W E W

HOBBS—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 100 Watts  
Owned-Operated By: W. E. Whitmore  
Address: Hardin Hotel  
Transmitter Location: Hobbs  
Time on the Air: 7 a.m. to 9 P.M.  
News Service: UP

### Personnel

President-Owner: W. E. Whitmore

## K F U N

LAS VEGAS—EST. 1941

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Southwest Broad-  
casters, Inc.  
Business Address: P. O. Box 710  
Phone Number: 12

Studio Address.....University Ave.  
 Transmitter Location.....University Ave.  
 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, MacGregor  
 Representative.....Homer Griffith Co.

**Personnel**

President-Station Manager...E. N. Thwaites  
 Program Manager.....Dorothy G. Thwaites  
 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  
 News Service.....UP

**Personnel**

Station Manager.....W. E. Whitmore  
 Commercial-Sales Promotion Manager  
 John McBoyle  
 Chief Engineer.....Melvin Unger

**K V S F**

SANTA FE—EST. 1934

CBS

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 11:15 p.m.;  
 Sunday, 8 a.m. to 11:15 p.m.  
 Transcription Service.....World  
 News Service.....INS  
 Representative.....Taylor-Howe-Snowden

**Personnel**

President.....A. R. Hebenstrief  
 General and Station Manager...Ivan R. Head  
 Sales-Commercial Manager...Ivan R. Head  
 Sales Promotion-Merchandising...Ann Clark  
 Program Director-Production  
 Manager.....Tom Walton  
 Chief Engineer.....B. L. Kennington

**KSIL\***

SILVER CITY

Frequency: 1340 kc.....Power: 250 Watts  
 Owned-Operated By...Dorrance D. Roderick  
 Address.....2201 Wyoming St., El Paso, Texas

**Personnel**

Owner.....Dorrance D. Roderick  
 \*Construction Permit

**K T N M**

TUCUMCARI—EST. 1941

MUTUAL

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By...Tucumcari Broadcasting  
 Co.  
 Address.....Tucumcari  
 Phone Number.....100  
 Transmitter Location.....Highway 66  
 Time on the Air.....7 a.m. to 10:15 p.m.  
 Transcription Service...Standard Radio, Cole  
 News Service.....INS  
 Representative.....Thomas F. Clark

**Personnel**

President.....Hoyt Houck  
 General Manager.....W. J. Dickerson  
 Sales-Commercial  
 Manager.....W. J. Dickerson

A NEW ARRIVAL  
 A NEW SALES-  
 WINNER in the  
 Transcription field

**A P RADIO  
 PRODUCTIONS**

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK 20, N. Y.

# THIS IS WOR *in 1946*

In which one of America's great stations sums up a partial declaration of intent

**I**N this, our twenty-fourth year, we start again—as always—with a declaration of serious purpose, but with a concomitant declaration that WOR's program personalities shall play the major part in executing it.

Whatever the big things WOR might say, or the big things we might TRY to think, we'd be mute fumblers without the names and voices of those artists who so uncannily mirror the thoughts and desires of millions of people in one of the greatest listening territories on the Eastern Seaboard.

In this new year there'll be nothing particularly original about the programs that these WOR personalities will conduct. But their astute formulas which have charmed and moved millions of listeners for almost a quarter-century will—as always—accurately reflect changing times in a changing world.

However, there'll be new talent, too. WOR will carefully watch, listen to and talk with those artists, writers and whatever released from the Army, Navy and Marines; from the Spars, Waves, and all the services which have contributed to a world a United Nations bled to build.

As usual, there will be advice for the farmer and the bees he hives; the dairyman, truck-gardener and the produce they must sell. There will be the winds judged accurately, and the warning finger raised to signal the hurricane that tentatively nudges the sunsplashed rooftops of a drowsy Jersey town.

WOR's artists will discuss the theory and probable future of the energy called atomic, and describe a dusty courtroom in which a fascist

culprit sulks. There will be talk of recipes and why marmalade won't run in frost. There will be Beethoven, too; and Stravinsky, and Harry James, and The Duke and . . . Oh, you know, whatever good music's got to give. Comedy? Oh, yes. Corn maybe; but there will be the subtle mimic, too.

People will hear the news (we're famous for it) as accurately and often as they've always heard it. Telephone lines, like gloved fingers, will reach into American cities far away and bring back what vivid events they offer. Moscow, London, Budapest, Athens, Warsaw, Paris . . . Again the once-dimmed but brightening voices of these and

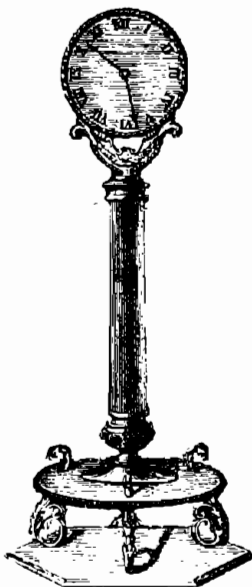
other great cities shall enter the homes of millions.

These—VERY briefly—are some of the almost intangible things that have long been part of WOR's amazingly successful growth. Collectively, it is a sensitive awareness of what people want sympathetically reflected in the voices and the actions of the WOR artists who have always more than fulfilled those wants. It is a more than ordinary alertness to the see-saw of world and home events, and an immeasurable degree of honest friendliness, as well as an intelligent and imaginative way of presenting the times in which we live.

This, then, is WOR in 1946 . . . partially.

WOR . . . that power-full station at 1440 Broadway, in New York

MUTUAL



# NEW YORK

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

## 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  
Transcription Service: Standard Radio  
Representative: J. P. McKinney & Son

### Personnel

General Manager: Harold E. Smith

## 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: 4-4194  
Transmitter Location: Central Avenue  
Time on the Air: 6:45 a.m. to 1:05 a.m.  
Newspaper Affiliation: Knickerbocker News  
News Service: UP  
Transcription Service: Standard  
Representative: J. P. McKinney & Son

### Personnel

General Manager: Harold E. Smith

## 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: Metcalf 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  
Sales-Commercial Mgr.: Frederick L. Keesee  
Program Director: Elizabeth Trowbridge  
Chief Announcer: Robert Morgan  
Musical Director: Elizabeth Trowbridge  
Chief Engineer: Herbert House

## W B T A

BATAVIA—EST. 1941

MUTUAL BROADCASTING SYSTEM  
KEYSTONE 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  
Sales Manager: Frederick R. MacLaughlin  
Program Director: Doris Susat  
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: Inghram Hill  
Time on the Air: 6 a.m. to 1:05 a.m.;  
Sundays, 8 a.m. to 1:05 a.m.

News Service: UP  
Transcription Service: World Broadcasting  
Representative: John Blair & Co.

### Personnel

President: John C. Clark  
General Manager-Station  
Manager: Cecil D. Mastin  
Sales-Commercial Manager: Stanley N. Heslop  
Sales Promotion-Merchandising  
Manager: Fred Bosin

# WBYN

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reaches PEOPLE  
in the world's largest MARKET

If you are interested in  
selling to PEOPLE  
you'll be interested in

# WBYN

1 Nevins Street, Braoklyn, 17, N. Y.  
OTIS P. WILLIAMS, Gen. Mgr.



Program Director-Production  
 Manager..... E. Ray McCloskey  
 Publicity Director..... Fred Bosin  
 Chief Announcer..... Edwin Whittaker  
 Musical Director..... W. J. Gillen  
 Record M. C..... Ralph Carroll  
 Chief Engineer..... Lester H. Gilbert

**WLIB**

**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..... Limited  
 News Service..... AP, UP, Reuters  
 Newspaper Affiliation..... New York Post  
 Transcription Service..... Associated Music  
 and World

National Representative.... The Forjoe Co.,  
 Chicago

**Personnel**

Owner..... Dorothy S. Thackrey  
 President..... T. O. Thackrey  
 General Manager..... Edgar Twamley  
 Station Manager..... Paul Gould  
 Sales-Commercial Manager..... Robert Scholle  
 Program Director..... Murray Jordan  
 News & Publicity Director..... Clifford Evans  
 Chief Announcer..... Murray Jordan  
 Musical Director..... Eddy Brown  
 Technical Director..... Frank Knaack

**WBYN**

**BROOKLYN—EST. 1941**

Frequency: 1430 Kc... Power: 1000 d.: 500 n.  
 Owned-Operated By..... WBYN—Brooklyn,  
 Inc.  
 Address..... 1 Nevins St., Brooklyn

**Specialized Programs**

**FOR A  
 LARGE GROUP OF**

*New Yorkers*

**NEW YORK'S**

**WLIB**

**CLEAR CHANNEL • 1190 ON YOUR DIAL**

Phone Number .....TRiangle 5-3300  
 Transmitter Location.....Greenpoint, L. I.  
 Time on the Air..... 6:45 a.m. to midnight;  
 Saturday, to 1 a.m.; Sunday, 8 a.m. to 1 a.m.  
 Newspaper Affiliation.....Newark Evening  
 News-Owner  
 News Service .....AP; INS  
 Transcription Service.....NBC Thesaurus,  
 Associated

**Personnel**

President.....Edward W. Scudder  
 Station-General Manager.....Otis P. Williams  
 Commercial Manager.....Otis P. Williams  
 Production-Program Director.....William Fariss  
 Publicity Director.....Mildred O'Neil  
 Chief Announcer.....William Fariss  
 Chief Engineer.....Peter Testan

**W B B R \***

**BROOKLYN—EST. 1934**

Frequency: 1330 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Watchtower Society  
 Address .....124 Columbia Heights  
 Phone Number .....MAin 4-9735  
 Transmitter Location.....Rossville, Staten  
 Island  
 Time on the Air..... Shares time

**Personnel**

Manager.....M. A. Howlet  
 \*(Non-Commercial Station)

**W B E N**

**BUFFALO—EST. 1930**

**NATIONAL BROADCASTING CO.**

Frequency: 930 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WBEN, Inc.  
 Address .....Hotel Statler  
 Phone Number.....CLevland 5400  
 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 Director.....C. Robert Thompson  
 Program Director.....Woodrow Magnuson  
 Sales-Commercial Manager.....Frank W. Kelly

Production Manager.....Edward Wegman  
 Publicity Director.....Haeffner  
 Musical Director.....Harry Slick  
 Record M. C.'s.....Cling Buehlman, Bob Smith  
 Chief Engineer.....Ralph J. Kingsley

**W B N Y**

**BUFFALO—EST. 1935**

**ASSOCIATED BROADCASTING SYSTEM**

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 12 midnight  
 News Service.....Transradio; AP; UP  
 Transcription Service.....Associated

**Personnel**

Owner-General Manager.....Roy L. Albertson  
 Commercial Manager.....Virginia C. Fyda  
 Program Director-Chief  
 Announcer.....H. C. Schellenberg  
 Musical Director.....Arthur Cresson  
 Chief Engineer.....Thomas L. Vines

*News Comes First*

AT

**W B N Y**

★

Buffalo's only independent station consistently has a large audience (see Hooperatings) because at all hours it broadcasts up-to-the-minute local and regional news as well as the latest dispatches of the big four . . . TP, UP, AP and INS. We have the ear of Western New York.

★

**W B N Y**

Owned and Operated by  
**ROY L. ALBERTSON**

485 Main Street

Buffalo, N. Y.

# 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, Reuters  
 Transcription Service: Lang-Worth  
 Standard Radio, BMI, ASCAP  
 Representative: Weed & Company

## Personnel

President: Paul E. Fitzpatrick  
 Station Director: Cy King  
 Sales Manager: William Doerr, Jr.  
 Sales Promotion-Merchandising  
 Manager: William Schweitzer  
 Program Director: Robert Dambach  
 Production Manager: John D. Boothby  
 Publicity Director: William Schweitzer  
 Chief Announcer: Clare Allen  
 Musical Director: Wallace McManus  
 Technical Supervisor: Raymond H. Lamy  
 Record M. C.: Billy Keaton

# WGR

BUFFALO—EST. 1922

AMERICAN BROADCASTING CO.

Frequency: 550 Kc. Power: 5000 d.; 1000 a.  
 Owned-Operated By: Buffalo Broadcasting  
 Corp.  
 Address: 1800 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, Cole  
 Representative: Free & Peters

## Personnel

President: H. W. Deyo  
 Executive Vice-President: I. R. Lounsberry  
 Sales Manager: John A. Bacon  
 Production Manager: Robert Strigl  
 Publicity Director: Lillian Kirk  
 Program Manager: Karl Hoffman  
 Sales Promotion: R. McPherson  
 Chief Engineer: Karl B. Hoffman

# WKBW

BUFFALO—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1520 Kc. Power: 50000 Watts  
 Owned-Operated By: Buffalo Broadcasting  
 Corp.  
 Address: 1800 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 Broadcast-  
 ing System, Cole  
 Representative: Free & Peters

## Personnel

President: H. W. Deyo  
 Executive Vice-President: I. R. Lounsberry  
 Program Dept. Manager: Karl Hoffman  
 Sales Manager: John A. Bacon  
 Production Manager: Robert Strigl  
 Publicity Director: Ross McPherson  
 Sales Promotion Manager: R. McPherson  
 Chief Engineer: Karl B. Hoffman

BUFFALO Courier EXPRESS STATION

**WEBR**  
*Sells Buffalo*  
**FULL COVERAGE  
 AT  
 LOWEST COST**  
 ★  
**MUTUAL NETWORK**  
*Nationally Represented by*  
**WEED & CO.**

**WENY**  
ELMIRA—EST. 1939  
NBC

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 a.m. to 1 a.m.  
Newspaper Affiliation: Gannett Co., Inc.  
News Service: UP  
Transcription Service: World Broadcasting  
Representative: J. P. McKinney & Son

**Personnel**

President: Frank E. Gannett  
General Manager: Dale Taylor  
Sales-Commercial Manager: Ernest F. Oliver  
Sales Promotion-Merchandising Manager: Ernest F. Oliver  
Program Director: Woodrow W. Ott  
Publicity Director: Betty Stevens  
Chief Announcer: Ted Hodge  
Musical Director: Harry Springer  
Chief Engineer: Thurlow A. Greene

**WGBB**

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: 8 a.m. to 10 p.m.  
Transcription Service: NBC Thesaurus

**Personnel**

President-General & Station Manager: Harry H. Carman  
Sales-Commercial Manager: Harry H. Carman  
Sales Promotion-Merchandising Manager: A. Lavesque  
Program Director: A. Cheesman  
Chief Announcer: Neal Seaman  
Musical Director: A. Cheesman  
Chief Engineer: G. Graham  
Record M. C.: Alan Jasper

**WENT**

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 12:05 a.m.  
News Service: UP  
Transcription Service: Lang-Worth

**Personnel**

President: George F. Bissell  
General Manager: Dale Robertson  
Program Director: Malcolm Weaver

**WHCU**

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  
News Service: UP  
Transcription Service: World Broadcasting System

Representative: Howard H. Wilson Co.

**Personnel**

General Manager-Station Manager: Michael R. Hanna  
Sales-Commercial Manager: H. Stilwell Brown  
Sales Promotion-Merchandising Manager: Theodore T. Howes  
Program Director-Production Manager: Joseph A. Short  
Publicity Director: Theodore T. Howes  
Chief Engineer: True McLean

**WJTN**

JAMESTOWN—EST. 1936

NBC

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 a.m. to 1 a.m.;  
Sundays, 7 a.m. to 1 a.m.

News Service: UP  
Transcription Service: Associated Music, World

Representative: Wm. G. Rambeau Co.

**Personnel**

President: Jay E. Mason  
General Manager-Station Manager: Simon Goldman  
Sales-Commercial Manager: Simon Goldman  
Sales Promotion-Merchandising Manager: Alfred E. Spokes  
Program Director-Production Manager: J. Ralph Carlson  
Chief Engineer: Harold J. Kratzert

**W K N Y**  
**KINGSTON—EST. 1939**  
 MBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By... Kingston Broad. Corp.  
 Address ..... 601 Broadway  
 Phone Number ..... Kingston 4500  
 Transmitter Location..... Ulster Township  
 Time on the Air..... 7 a.m. to 12 midnight  
 News Service ..... UP  
 Representative.. Joseph Hershey McGillvra, Inc.

**Personnel**

President..... John J. Laux  
 General Manager..... John J. Laux  
 Station Manager..... Lou Steketee  
 Sales-Commercial Manager... George M. Hard  
 Sales Promotion-Merchandising.. C. S. Middagh  
 Program Director..... Lou Steketee  
 Chief Engineer..... F. H. Boisvert

**W M S A**

**MASSENA—EST. 1945**  
 AMERICAN BROADCASTING CO.

Frequency: 1340 kc. Power: 250 Watts  
 Owned-Operated By..... Brockway Co.

*For*

**RESULTS**

*In*

Southwestern New York and  
 Northwestern Pennsylvania

*Ask*

**William G. Rambeau**  
 Company

*About*

**W J T N**

Jamestown, N. Y.

**ABC Network**

Address..... Central Building  
 Phone Number..... 990  
 Transcription Service..... SESAC, Standard  
 Representative..... Weed & Co.

**Personnel**

Chief Executive..... Harold B. Johnson  
 Gen.-Com. Manager..... Thomas R. McHugh  
 Program Manager..... James W. Higgins  
 Promotion Manager..... Robert Anderson  
 Chief Engineer..... Michael R. Yonkovic

**W A L L**

**MIDDLETOWN—EST. 1942**  
 MUTUAL BROADCASTING SYSTEM  
 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**

President..... John Morgan Davis  
 Station Manager..... Theodore F. Allen  
 Chief Engineer..... M. Karly, 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..... Cochection Turnpike  
 Time on the Air..... 7:30 a.m. to local sunset  
 Newspaper Affiliations..... Poughkeepsie  
 Newspapers, Inc.  
 News Service ..... UP  
 Transcription Service..... Standard, Cole

**Personnel**

President..... Merritt C. Speidel  
 General Manager..... Harold W. Cassill  
 Chief Engineer..... Marvin Seines

**W A B C**

**NEW YORK CITY—EST. 1924**  
 COLUMBIA BROADCASTING SYSTEM

Frequency: 880 Kc. Power: 50000 Watts  
 Owned-Operated By.. Columbia Broadcasting  
 System, Inc.  
 Business Address..... 485 Madison Avenue  
 Phone Number..... Wickersham 2-2000

Studio Addresses: 485 Madison Ave.; 49 E. 52nd St.; 1697 Broadway; 799 Seventh Ave.; 251 W. 45th St.; 254 W. 54th St.; 109 W. 39th St., 111 E. 58th St.

Transmitter Location: Columbia Island, New Rochelle, N. Y.

Time on the Air..... 21 hours daily  
 News Service..... AP, INS, UP, Reuters  
 Transcription Service..... Associated Music Publishers; Langworth Feature Programs  
 Representative..... Radio Sales

**Personnel**

President..... William G. Paley  
 General Manager..... Arthur Hull Hayes  
 Commercial Manager..... John H. Field, Jr.  
 Sales Promotion Manager..... Jules Dundes  
 Program Director..... G. Richard Swift  
 Publicity Director..... Michael Boscia  
 Manager of Studio

Operation..... D. Gordon Graham  
 Musical Librarian..... Edna Barnes  
 Director of Special Events..... J. E. Doyle  
 Script Editor..... Jack Hoins  
 Chief Engineer..... Henry Grossman  
 (For additional personnel see listing of Columbia Broadcasting System, Inc., under Networks)

**W B N X**

NEW YORK—EST. 1927

Frequency: 1380 Kc..... Power: 5000 Watts  
 Owned-Operated By..... WBNX Broadcasting Co., Inc.

Address..... 260 E. 161st Street  
 Phone Number..... MEIrose 5-0333  
 Transmitter Location..... Carlstadt, N. J.  
 Time on the Air... ¾ time shared with WAWZ  
 News Service..... AP  
 Transcription Service..... Standard Radio, SESAC  
 National Representative..... Forjoe & Co.

**Personnel**

President..... A. L. Haskell  
 Vice-President-General  
 Manager..... W. L. Moore  
 Production Manager..... Edw. Ervin  
 Program Director..... Frank Johnson  
 Musical Director... Fred Mendelsohn  
 Chief Engineer..... A. Solbrig



- Aim their spot shots into New York's FOREIGN LANGUAGE high-income family group.
- Use the power of WBNX to sail deep into the heart of this rich FOREIGN market!!

**WBNX**  
 5000 WATTS DIRECTIONAL OVER NEW YORK  
*America's Leading Foreign Language Station*

*The Population is Tremendous*

TIME RATES—LOW

260 E. 161st STREET  
 NEW YORK 5, N. Y.  
 MEIrose 5-0333

# WEAF

NEW YORK—EST. 1922

KEY STATION NBC

Frequency: 660 Kc. Power: 50000 Watts

Owned-Operated By National Broadcasting Co.

Address 30 Rockefeller Plaza

Phone Number Circ'e 7-8300

Transmitter Location Port Washington, N. Y.

Time on the Air 5:30 a.m. to 1 a.m.; Sunday, 8 a.m. to 1 a.m.

News Service AP, UP, INS

Transcription Service NBC Thesaurus

Representative NBC National Spot & Local Sales

## Personnel

President Niles Trammell

Manager William Gairs

Program Director DeLancy Provost

Sales Promotion-Merchandising

Manager Charles Phillips

Production Manager Wynn Wright

Publicity Director Marion Chapman

Chief Announcer Patrick J. Kelly

Musical Director Samuel Chotzinoff

Chief Engineer F. A. Wankel

(For additional personnel see listing of National Broadcasting Co., under Networks.)

Address 28 West 44th Street

Phone Number BRyant 9-6000

Transmitter Location Lyndhurst, N. J.

Time on the Air 6 a.m. to midnight;

Sundays, 8 a.m. to midnight

Newspaper Affiliation N. Y. Daily Mirror,

N. Y. Evening Journal

News Service AP, INS

Transcription Service World Broadcasting

System: Standard Radio

Representative Paul H. Raymer Co.

## Personnel

General Manager Hearst

Radio, Inc. Leonard Kapner

General Manager-Station

Manager Willard Schroeder

Publicity Director Hazel Estes

Musical Director Bert Shefter

# WHN

NEW YORK—EST. 1922

Frequency: 1050 Kc. Power: 50000 Watts

Owned-Operated By Marcus Loew Book-

ing Agency

Address 1540 Broadway

Phone Number BRyant 9-7800

# 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. L., 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.

News Service AP

## Personnel

President Adolph Held

General-Station Manager Henry Greenfield

Sales-Commercial Manager Henry Greenfield

Sales Promotion-Merchandising

Manager Henry Greenfield

Program-Publicity Director George Field

Chief Announcer David Niles

Musical Director Nicholas Saslavsky

Chief Engineer Charles Brown

# WINS

NEW YORK—EST. 1924

Frequency: 1010 Kc. Power 10000 Watts

Owned-Operated By Hearst Radio, Inc.

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.



**1945** WAS WHN's

**BIGGEST** YEAR WITH...

**GREATEST** lineup of top programs and personalities

**GREATEST** listening audience in station's history

**GREATEST** array of clients . . . largest percentage of renewals

**GREATEST** dollar billing

**SERVING AMERICA'S NUMBER ONE MARKET**

**WHN**

REPRESENTED BY RAMBEAU

**50,000 WATTS • NEW YORK**  
AFFILIATED WITH FREQUENCY MODULATION STATION WHNF  
METRO-GOLDWYN-MAYER PICTURES AND LOEW'S THEATRES



• • NEW YORK • •

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, Reuters  
Representatives . . Wm. G. Rambeau Co., Bertha Bannan, Boston

**Personnel**

Executive Director . . . . . Herbert L. Petley  
General Manager . . . . . Frank Roehrenbeck  
Sales-Commercial Mgr. . . . . Bertram Lebar, Jr.  
Sales Promotion-Merchandise Manager . . . . . Robert F. Anthony  
Program Director . . . . . Frank Roehrenbeck  
Asst. Program Director . . . . . Louis Carino  
Production Manager . . . . . Wayne Hutchinson  
Publicity Director . . . . . Jo Ranson  
Chief Announcer . . . . . William Edmonds  
Musical Director . . . . . Don Albert  
Chief Engineer . . . . . Paul Fuelling

**WHOM**

NEW YORK—EST. 1945

Frequency: 1480 Kc. . . . . Power: 1000 D, 500 N.  
Owned-Operated By . . . . . Atlantic Broadcasting Co., Inc.  
Address . . . . . 29 W. 57th St.  
Phone Number . . . . . Plaza 3-4204  
News Service . . . . . AP, UP  
Transcription Service . . . . . Standard  
Representative . . . . . The Katz Agency, Inc.

**Personnel**

Chief Executive . . . . . Gardner Cowles, Jr.  
General Manager . . . . . Craig Lawrence  
Commercial Manager . . . . . Jack Compter  
Program Manager . . . . . Charles Ballin  
Chief Engineer . . . . . Theodore Gempp  
(See Pages 478 and 500)

**WJZ**

NEW YORK—EST. 1921

ABC—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  
Representative . . . . . ABC Spot Sales

**Personnel**

Chairman of Board . . . . . Edward J. Noble  
President . . . . . Mark Woods  
Manager . . . . . John H. McNeill  
Sales Manager . . . . . Robert Garver  
Sales promotion-Merchandising Manager-Program Director . . . . . John Hade

**"SPECIAL ASSIGNMENT"**

Exciting dramatizations based on the unusual stories of top-flight news reporters.

It's 15-minutes of *action, thrills and chills.*

An easy sales-winner for any sponsor of transcribed programs.

*Exclusive in Any Market*

SEE

**AP RADIO PRODUCTIONS**

PRESS ASSOCIATION, INC.

60 ROCKEFELLER PLAZA

NEW YORK 20, N. Y.



570...first on the dial...  
24 hours a day!

---

REPRESENTED BY WEED AND COMPANY

## NEW YORK

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 American Broadcasting Company in network section of this volume.)

## W M C A

NEW YORK—EST. 1925

Frequency: 570 Kc.....Power: 5000 Watts  
Owned-Operated By.....WMCA, Inc.  
Address.....1657 Broadway  
Phone Number.....Circle 6-2200  
Transmitter Location.....Kearney, N. J.  
Time on the Air.....6:45 a.m. to 1:05 a.m.  
News Service.....AP  
Representative.....Weed & Co.

### Personnel

President.....Nathan Straus  
Vice-President and  
General Manager.....Charles Stark  
Commercial Manager.....Charles Stark  
V.P. Director of News and  
Publicity.....Leon Goldstein  
Secretary-Treasurer.....Herman M. Stein  
Sales Promotion Manager.....Howard Klarman  
Studio Manager.....Charles Wilshin  
Chief Announcer.....Ted Campbell  
Musical Director.....Jerry Sears  
Music Supervisor.....Martha Coe  
Education Director.....Helen Sachs Straus  
Chief Engineer.....Pierre C. Verscut

## 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

### Personnel

Administrative Assistant.....J. DeProspero  
Program Director.....S. N. Siegel  
Production Manager.....N. Rudich  
Publicity Director.....L. Supove  
Chief Announcer.....T. H. Cowan  
Musical Director.....H. Newman

(Non-Commercial Station)

## "STAR TIME"

Intensely interesting dramatizations of personalities of interest to women.

Through the unique, new "Cue-In" technique, the station's local women's program editor participates with the star.

"Cue-In" localizes and personalizes the program—15-minutes, transcribed.

*Exclusive in Any Market*

WRITE

## A P R A D I O P R O D U C T I O N S

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK 20, N. Y.

**A RADIO STATION  
IS KNOWN FOR THE  
COMPANIES IT KEEPS  
AND WNEW KEEPS THE  
FINEST...YEAR AFTER YEAR**

**For a real selling job in New York  
City—the nation's leading adver-  
tisers use—**

**WNEW**

**1130**  
ON YOUR  
DIAL

**NEW YORK 22, N. Y.**

**TEN THOUSAND WATTS — ON THE AIR TWENTY-FOUR HOURS A DAY  
REPRESENTED NATIONALLY BY JOHN BLAIN 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.....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  
 Lang-Worth, World  
 Representative: John Blair & Co.; R. C. Foster

**Personnel**

Station Manager .....Bernice Judis  
 Sales Manager.....Herman Bess  
 Program Director .....Ted Cott  
 Sales Promotion Manager...Wm. B. McGrath  
 Assistant Publicity Director...Rhea Diamond  
 Production Manager.....Jack Grogan  
 Special Events.....Bill Berns  
 Record M. C.'s.....Martin Block, Art Ford,  
 Maurice Hart, Johnnie Dale  
 Chief Announcer .....John Jaeger  
 Musical Director.....Merle Pitt  
 Chief Engineer .....M. J. Weiner

**W O R**

NEW YORK—EST 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 710 Kc.....Power: 50000 Watts  
 Owned-Operated By.....Bamberger Broad-  
 casting Service, Inc.  
 Business Address.....1440 Broadway  
 Phone Number.....Pennsylvania 6-8600  
 Studio Addresses....1440 Broadway; 245 W.  
 52nd St.; 200 W. 48th St.  
 Transmitter Location.....Carteret, N. J.  
 Time on the Air.....24 hours daily  
 News Service .....AP, UP, INS, Reuters  
 Transcriptions Service....World Broadcasting  
 System  
 Representatives...M. L. Tyler (Boston); John  
 Shelton, Alan Schroeder, Robert A. White  
 (Chicago); Edward S. Townsend (San Fran-  
 cisco)

**Personnel**

President .....Theodore C. Strelbert  
 Vice-President .....Rufus C. Maddux  
 Sales Manager.....Eugene S. Thomas  
 Program Director.....Norman Livingstone, Sr.  
 Production Manager.....Daniel Ehrenreich  
 Director of Publicity.....Charles Oppenheim  
 Director of Special Features  
 and News.....Dave Driscoll

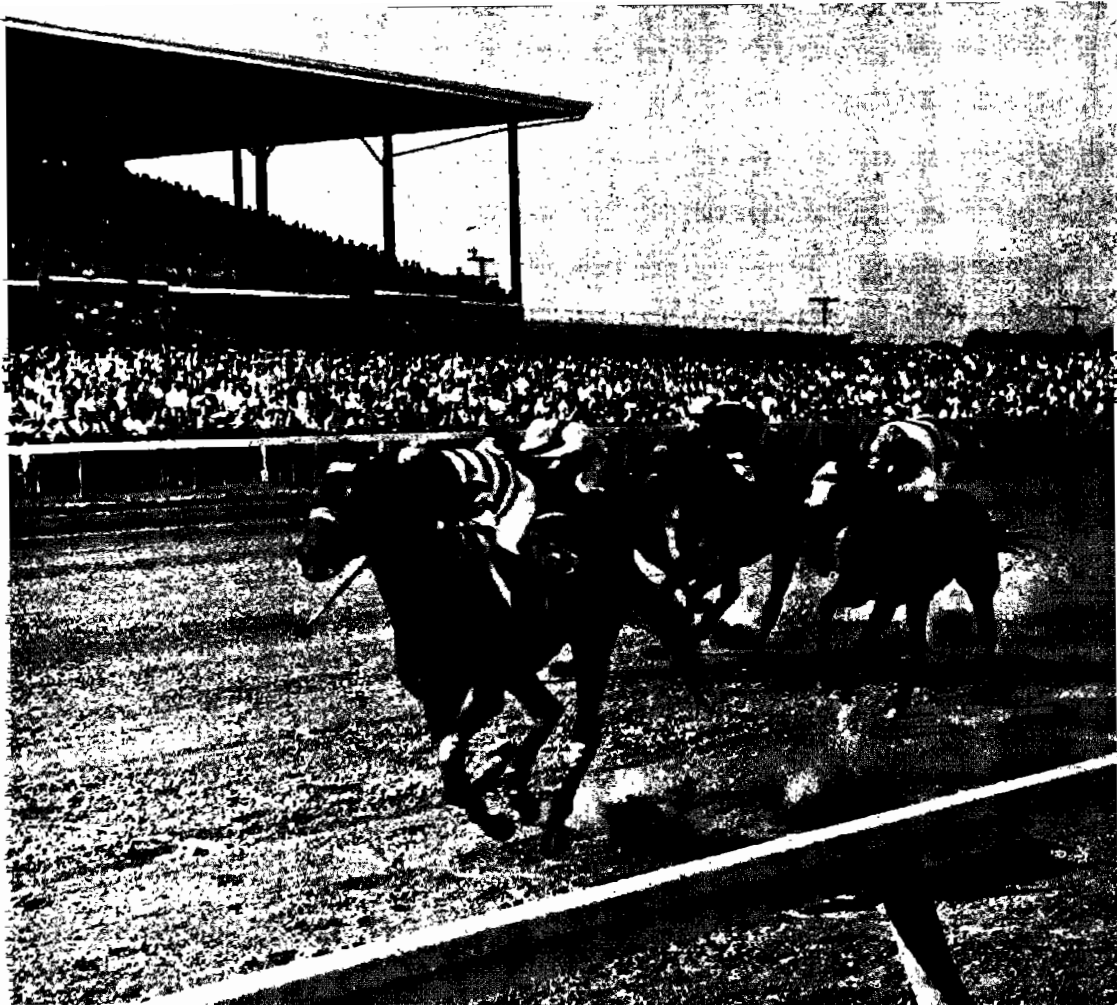
**AP!**

For the BEST IN NEWS

For the

BEST IN PROGRAMS

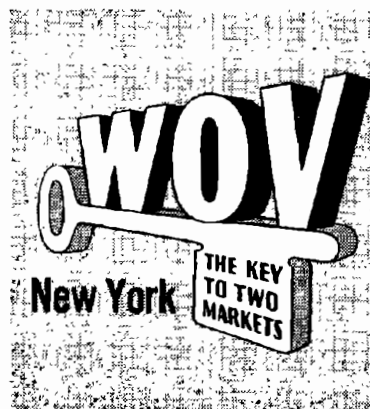
BASED ON NEWS



## **HOT TIP ON THE DAILY DOUBLE . . . .**

**C**ONSULT your ratings and you'll agree that here are two sure bets for sales in the New York market . . . the consistent daytime audience and the consistent evening audience that listen to **WOV**. Our daily program schedule results in balanced broadcasting that has won and holds two distinct metropolitan New York markets . . . two markets that combine, in their respective listening hours, to give this important station a continuous around-the-clock coverage. In the daytime **WOV** overwhelmingly dominates metropolitan New York's Italian-speaking audience of 520,000 radio homes. And, in the evening between the Hooper Hours of 7:30 and 10:00 p.m., **WOV** delivers one of the largest average metropolitan audiences of any New York independent station . . . at less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager  
JOHN E. PEARSON CO., Nat'l Rep



Chief Engineer-Secretary... J. H. Poppele  
 Promotion and Advertising  
 Director ..... Joseph Creamer  
 Musical Director..... Sylvan Levin  
 Continuity Director..... Robert Simon  
 Record M. C..... Barry Gray  
 (See Page 482)

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**

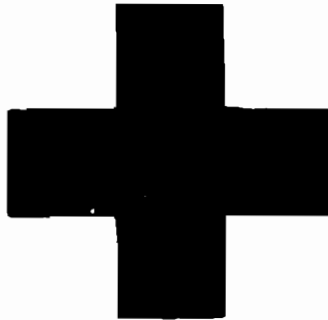
President ..... Arde Bulova  
 General Manager-Station  
 Manager..... Ralph N. Well  
 Commercial Manager..... Ralph Nardella  
 Sales Promotion Manager..... Judith Vallen  
 Program Director..... Arnold B. Hartley  
 Publicity Director..... Rita Hurwick  
 Musical Director..... Paul Romeo  
 Chief Engineer..... Hillis Holt  
 Record M. C ..... Fred Robbins

**W O V**

NEW YORK —EST. 1933

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.

The Red Cross Needs



Your Unstinting Assistance

**GIVE!**

# HOW ONE **WHOM** PACKAGE DELIVERS 4 PRIMARY MARKETS!

In one buy on this one station, you can assure yourself of primary audiences in four important markets.

It's the WHOM 4-Market Package—and here's what you get:

**PRIMARY NO. 1**—The Italian Market (549,649 foreign born).

**PRIMARY NO. 2**—The Polish Market (262,606 foreign born).

**PRIMARY NO. 3**—The Jewish Market (The Yiddish speaking portion of New York's 2,000,000 Jewish people).

**PRIMARY NO. 4**—Northern New Jersey (Over 2,500,000 people).

PLUS a Secondary which includes American born Italians, Poles and Jews, and other Metropolitan Area Listeners.

Whatever you may be using in Metropolitan Radio, this is one buy you should consider for really thorough penetration of these four important markets.



GET THE **FACTS** ABOUT THE FOREIGN LANGUAGE AUDIENCE AND THE **WHOM** 4-MARKET PACKAGE FROM ANY OFFICE OF THE KATZ AGENCY, INC. OR BY CALLING **WHOM**, PLAZA 3-4204

---



**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 12:05 midnight  
 Newspaper Affiliation.....New York Times  
 News Service .....AP  
 Transcription Service...World Broadcasting  
 System; Associated Music  
 Representative.....Adam J. Young, Jr.

**Personnel**

Chairman of the Board, Arthur Hays Sulzberger  
 President.....John V. L. Hogan  
 Executive Vice-President...Elliott M. Sanger  
 Vice-Chairman.....Julius Ochs Adler  
 Vice-President .....Nicholas Roosevelt  
 Secretary.....Godfrey N. Nelson  
 Treasurer.....Orvil E. Dryfoos  
 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  
 (See Page 292)

**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; World; SESAC  
 Representative .....Headley-Reed Company

**Personnel**

President.....Alanson C. Deuel  
 General Manager.....Earl C. Hull  
 Commercial Manager.....Richard G. Robbins  
 Program Director.....Robert Manning  
 Production Manager.....John M. Whitney  
 Chief Engineer.....E. D. Hiatt, Jr.

**W S L B**

OGDENSBURG—EST. 1940

MUTUAL BROADCASTING SYSTEM

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 11:15 p.m.  
 News Service ..... UP  
 Transcription Service .....Keystone  
 Representative .....Walker Co.

**Personnel**

President-Commercial Manager,  
 Joseph R. Brandy  
 General Station Manager....Harold J. Frank  
 Sales Promotion-Merchandising  
 Manager .....Harry Keavin  
 Program Director-Production  
 Manager .....Alex Blake  
 Publicity Director-Musical  
 Director.....Flo Beach Rowe  
 Record M. C. ....Johnny Kay  
 Chief Engineer.....Clifford W. Moore

**W H D L**

OLEAN—EST. Tupper Lake, 1928

ABC

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....WHDL, Inc.  
 Business Address .....19 Exchange National  
 Bank Building  
 Phone Number.....Olean 4149  
 Studios Address.....619 Exchange National  
 Bank Building  
 Transmitter Location.....Allegany, N. Y.  
 Time on the Air.....7 a.m. to 12:05 a.m.  
 Newspaper Affiliation .....Olean Times  
 Herald  
 News Service .....UP  
 Transcription Service.....World  
 Representative .....J. P. McKinney & Son

**Personnel**

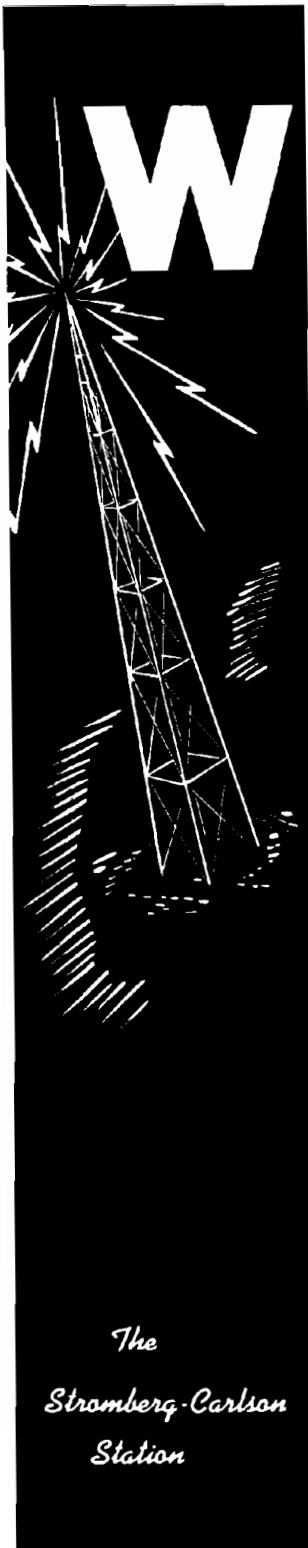
President.....E. B. Fitzpatrick  
 General Manager.....Thomas L. Brown  
 Sales Manager.....Fred G. Meyer, Jr.  
 Chief Engineer .....T. J. Gill

**W M F F**

PLATTSBURG—EST. 1934


ABC—CHAMPLAIN


Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By...Plattsburg Broadcast-  
 ing Corporation  
 Address.....153 Margaret St.  
 Phone Number .....1600



# WHAM

*Your Western New York Salesman*

Covers not Rochester alone, but  counties

with all of their prosperous farms  all the



busy trading centers where they do their shopping . . .

 the well-to-do homes surrounding busy

factories where seasonal lay-offs are things

they only read of.  A big time market respon-

sive to WHAM-appeal  as proved by audience

surveys  and by measured mail response. 

Your best buy for plus coverage in a plus market.

50,000 WATTS • CLEAR CHANNEL • 1180 ON THE DIAL

Affiliated with NBC • National Representative: George P. Hallingbery Co.

**ROCHESTER, NEW YORK**

*The  
Stromberg-Carlson  
Station*

Transmitter Location.....Boynton Ave.  
 Time on the Air.....8:30 a.m. to 11 p.m.;  
 Sundays, 8 a.m. to 11 p.m.  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....Joseph Hershhey McGilvra, Inc.

**Personnel**

President.....George F. Bissell  
 Station Manager.....Jan King  
 Commercial Manager-Merchandising  
 Manager.....Joel Scheler  
 Program Director-Production  
 Manager.....William Chambers  
 Publicity Director.....Catherine Walsh  
 Chief Announcer.....William Watts  
 Chief Engineer.....Jack Nazak

**WKIP**

POUGHKEEPSIE—EST. 1940

ABC

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Poughkeepsie News-  
 papers, Inc.  
 Address.....The Nelson House  
 Phone Number.....6-800  
 Transmitter Location.....The Nelson House  
 Time on the Air.....8:30 a.m. to midnight  
 News Service.....AP  
 Transcription Service.....NBC Thesaurus  
 Representative.....Headley-Reed Company

**Personnel**

President.....Merritt C. Speldel  
 General Manager.....Harold W. Cassill  
 Production Manager-Chief  
 Announcer.....Harold Hennig  
 Chief Engineer.....Marvin S. Selmes

**WHAM**

ROCHESTER—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 1180 Kc.....Power: 50000 Watts  
 Owned-Operated By.....Stromberg-Carlson  
 Company  
 Business Address.....111 East Avenue  
 Phone Number.....Stone 1862  
 Studio Address.....111 East Ave.  
 Transmitter Location.....Victor, New York  
 Time on the Air.....6:30 a.m. to 1 a.m.  
 News Service.....UP  
 Transcription Service.....NBC Thesaurus;  
 World Broadcasting System, RCA  
 Representative.....Geo. P. Hollingsbery Co.

**Personnel**

Vice-President.....William A. Fay  
 General Manager.....John H. Lee  
 Sales Manager.....J. W. Kennedy, Jr.  
 Sales Promotion Manager.....Truman Brizee

Program Director.....Chas. Siverson  
 Production Manager.....Syl Novelli  
 Musical Director.....Eugene Zacher  
 Publicity Director.....Truman Brizee  
 Chief Announcer.....Dean Harris  
 Record M. C.....George Hafner  
 Chief Engineer.....Kenneth 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.....6:30 a.m. to 1 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  
 General Manager.....Gunnar O. Wiig  
 Commercial Manager.....L. C. Wheeler  
 Program Director.....William J. Adams  
 Production Manager.....Lowell H. MacMillan  
 Publicity Director.....William J. Adams  
 Chief Engineer.....Bernard C. O'Brien

**WSAY**

ROCHESTER—EST. 1936

MUTUAL BROADCASTING SYSTEM  
 AMERICAN BROADCASTING CO.

Frequency: 1370 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Brown Radio Ser-  
 vice & Laboratories, Gordon P. Brown, Owner  
 Address.....328 Main St.  
 Phone Number.....Stone 702  
 Transmitter Location.....Brighton, N. Y.  
 Time on the Air.....6:30 a.m. to 12:30 a.m.;  
 Sat., to 1 a.m.; Sun., 2 a.m. to 12:30 a.m.  
 News Service.....INS

**Personnel**

President-Chief Engineer &  
 Station Manager.....Gordon P. Brown  
 Sales Manager.....E. J. Walk  
 Sales Promotion Manager.....Ralph Palmer  
 Publicity Director.....Harland Evans  
 Record M. C.....Louis Fabien  
 Chief Engineer.....Gordon Brown

**W N B Z**

**SARANAC LAKE—EST. 1937**  
**AMERICAN BROADCASTING CO.**  
**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  
 Representative.....Thomas F. Clark Co., Inc.

**Personnel**

President-General Manager.....John F. Grimes  
 Program Director.....Lewis Pettit  
 Chief Engineer.....H. Berwind Williams

**W G Y**

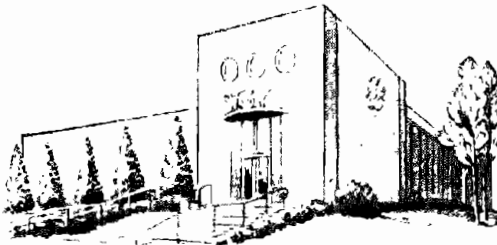
**SCHENECTADY—EST. 1922**  
**NATIONAL BROADCASTING CO.**

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; Lang-Worth  
 Representative....National Broadcasting Co; NBC Spot Sales

**Personnel**

V-P & Manager of Broadcasting...R. S. Peare  
 Asst. Manager Broadcasting.....E. J. Rowan  
 Station Manager.....Kolin Hager  
 Sales-Commercial Manager.....Kolin Hager  
 Asst. Sales-Commercial Manager .....Alexander MacDonald  
 Sales & Station Promotion Manager .....Jeanne Weller  
 Program Director.....A. O. Caggeshall  
 Asst. Program Planning & Creation .....Earle Pudney  
 Press Relations.....W. T. Meenam  
 Musical Leaders...Frank Glenn, Edward Rice  
 Station Engineer.....W. J. Purcell



**NO OTHER STATION**

**In the Great Northeast OFFERS YOU LOCALLY ORIGINATED PROGRAMS FOR SO LARGE A LISTENING AUDIENCE**

Music, drama, variety . . . programs which meet the needs and listening habits of every age group in 63 counties in central and eastern New York and western New England . . . a rich metropolitan area . . . a vast market created by WGY, the **ONLY** station which can combine all this into **ONE** coverage area.

**W G Y**

For Power, Programming, and Prestige  
 50,000 Watts—NBC—24 Years of Service  
 Represented Nationally by NBC Spot Sales

**GENERAL ELECTRIC** Schenectady, New York  
 WGY 274

# 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  
 General-Station Manager . . . . . George R. Nelson  
 Sales-Commercial Manager . . . . . George R. Nelson  
 Sales Promotion . . . . . Cecil Woodland  
 Program Director-Production . . . . . Edward F. Flynn  
 Publicity Director . . . . . Rosemary Cramb  
 Chief Engineer . . . . . Irving P. Beck

# W A G E

**SYRACUSE—EST. 1941**

ABC

Frequency: 620 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . WAGE, Inc.  
 Address . . . . . Loew Building  
 Phone Number . . . . . 2-0277  
 Transmitter Location . . . . . Salina, N. Y.  
 Time on the Air . . . . . 6 a.m. to 1 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard,  
 NBC Thesaurus  
 Representative . . . . . Edward Petry & Co., Inc.

## Personnel

President . . . . . Frank C. Revoir  
 V-P, General Manager . . . . . William T. Lane  
 Sales Manager-Merchandising  
 Manager . . . . . Aaron Beckwith  
 Program Director . . . . . Gordon Alderman  
 Chief Announcer . . . . . Jan Costley  
 Musical Director . . . . . Thelma MacNeil Curren  
 Chief Engineer . . . . . Charles Brannen  
 Production Manager . . . . . Bruce Rector

## "THE CLIFF EDWARDS SHOW"

An extensive library of all-time, all-American musical favorites that are strictly "in the groove" . . . for oldsters and youngsters alike.

A musical package complete with theme and suitable scripts for exclusive presentation in any market.

WRITE

# AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.  
 50 ROCKEFELLER PLAZA  
 NEW YORK 20, N. Y.

**WAGE**  
 SYRACUSE, N. Y.  
**DOMINATES**  
 Central New York!

WAGE ABC  
 FIRST CHOICE OF TOP NATIONAL ADVERTISERS  
 WILLIAM T. LANE, Gen'l Mgr.  
 SYRACUSE, N. Y.  
 1 Kw. on 620 Kc.  
 Represented by the Edward Petry Co.

# More Listeners for you in Central New York

✓ Check any authoritative data source for facts on Syracuse and Central New York as a market.

✓ Check the following facts on WFBL as the best medium to sell this market.

WFBL is the only radio station with mobile unit facilities to cover special events throughout Central New York.

WFBL is the only radio station with a separate agricultural studio.

WFBL is the only radio station that provides an early morning live talent show.

WFBL is the only radio station in Syracuse to have won a George Foster Peabody award during 1945.

✓ Check again this 24-year-old station, first in Central New York to have a network affiliation (Charter member of CBS), first to operate on 5,000 watts day and night; first to be granted FM broadcasting privilege; first to have its own building with complete broadcasting facilities all under one roof; first in audience, day and night, first with advertisers both national and local . . . WFBL should be your first consideration if you want to sell Central New York and get the most for your radio dollar.

# WFBL

*Syracuse, N.Y.*



**MEMBER OF BASIC NETWORK COLUMBIA BROADCASTING SYSTEM  
FREE & PETERS, INC. . . . . Exclusive National Representatives**

# W F B L

SYRACUSE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1390 Kc. Power: 5000 Watts  
 Owned-Operated By: Onondaga Radio  
 Broadcasting Corporation  
 Business Address: 433 S. Warren St.  
 Phone Number: 2-1147  
 Studio Address: Onondaga Hotel  
 Transmitter Location: Collamer, N. Y.  
 Time on the Air: 5 a.m. to 1 a.m.;  
 Sunday, 8 a.m. to 1 a.m.  
 News Service: INS, UP  
 Transcription Service: World Broadcasting  
 System  
 Representative: Free & Peters

## Personnel

President: Oscar F. Soule  
 Vice-President-General  
 Manager: Samuel Woodworth  
 V.-P.-Treasurer: Robert G. Soule  
 V.-P.-Commercial Manager: Charles Phillips  
 Program Director: James Deline  
 Publicity Director: James E. Moore  
 Production Manager: Raymond Ganter  
 Chief Announcer: Ronald Curtis  
 Musical Director: Donald Anderson  
 Chief Engineer: Alfred C. Marcy

# W O L F

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 Rensselaer and  
 Kirkpatrick Streets  
 Time on the Air: 6 a.m. to 2 a.m.;  
 Sunday, 8 a.m. to midnight  
 Transcription Service: Standard  
 Representative: The Walker Co.

## Personnel

President-General Manager: T. S. Marshall  
 Station Manager-Program Director:  
 Production Manager: Hamilton Woodie  
 Sales-Commercial Manager: Daniel Dwyer  
 Sales Promotion-Merchandising  
 Manager: Daniel Dwyer  
 Publicity Director: Eleanor Merz  
 Musical Director: Norman Messervey  
 Chief Engineer: Tom Crimmins

# W S Y R

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 a.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  
 Sales Manager: W. R. Alford, Jr.  
 Promotion-Merchandising  
 Manager: Irene Underwood  
 Program Director: Bill Rothrum  
 Continuity Chief: Ray Servatius  
 Publicity Director: Irene Underwood  
 Chief Announcer: Herb Carneal  
 Musical Director: Murray Bernthal  
 Chief Engineer: G. Armand Belle Isle

(See Page 508)

# 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: L. W. Houston  
 General Manager: W. I. Williams  
 Sales Manager: W. C. Stoker  
 Program Director: A. O. Niles  
 Chief Announcer: R. Schmelter  
 Chief Engineer: H. Harris

# W T R Y

TROY—EST. 1940

AMERICAN BROADCASTING CO.

Frequency: 980 Kc. Power: 1000 Watts  
 Owned-Operated By: Troy Broadcasting  
 Co., Inc.

YOU CAN

**Buy**

**WSYR**  
 Square Deal Station  
 Syracuse, N. Y.  
 NBC 570 KC.

and

**WTRY**  
 Square Deal Station  
 Albany, Troy  
 Schenectady, N. Y.  
 ABC 980 KC.

**Combined**

**for primary coverage of Urban retail sales greater than the 10th United States city**

— plus —

**more than 1,000,000 potential listeners in rural areas and small towns . . . . .**



NO ONE STATION COVERS THIS AREA!  
 NO OTHER COMBINATION COVERS  
 SO MUCH FOR SO LITTLE!  
 AVAILABLE AS A SPOT UNIT OR A  
 TWO STATION NETWORK

Ask your Raymer man

**COMBINED MARKET DATA FOR WSYR-WTRY**

	Primary	Secondary	Total
Population	1,900,997	1,257,191	3,158,188
Families	524,781	337,983	864,764
Radio Homes	480,000	307,560	787,560
Total Retail Stores	30,412	19,152	49,564
Sales, \$	735,851	483,768	1,221,619
Food Stores	9,328	5,744	15,072
Sales, \$	188,781	126,642	315,423
General Mdse. Stores	679	509	1,188
Sales, \$	87,539	50,531	138,070
Filling Stations	4,319	2,993	7,312
Sales, \$	47,147	32,507	79,654
Drug Stores	796	490	1,286
Sales, \$	20,406	13,931	34,337
Other Stores	15,280	9,416	24,696
Sales, \$	391,978	262,157	654,135

All money values in thousands of dollars. Radio homes by Joint Committee Radio Research 1938 percentages of 1940 families (occupied dwelling units). All other data from sixteenth decennial Census of United States, 1940. Wartime increases not included.

	Number of Farm Families	Value of Farms, \$
Primary	61,109	313,402,384
Secondary	47,349	292,773,543
Total	108,458	606,175,927
Total N. Y. State	153,238	947,073,893



Address . . . . . 92 Fourth St.  
 Phone Numbers . . . . . Troy 2100; Albany 4-2500  
 Transmitter Location . . . . . Colonie, N. Y.  
 Time on the Air . . . . . 6:30 a.m. to midnight;  
 Sunday, 8 a.m. to midnight  
 News Service . . . . . UP  
 Transcription Service . . . . . World Broadcasting  
 System; Lang-Worth; Standard  
 Representative . . . . . Paul H. Raymer Co.;  
 Bertha Bannon, Boston

**Personnel**

President . . . . . Col. H. C. Wilder  
 General Manager . . . . . William A. Riple  
 Station Manager . . . . . Woodbury Carter, Jr.  
 Program Director . . . . . E. W. Rossell  
 Promotion-Publicity Director . . . . . Edward Walker  
 Musical Director and  
 Production Manager . . . . . E. Rossell  
 Commercial Manager . . . . . John Sutphen  
 Chief Engineer . . . . . Albert Chismark  
 Record MC . . . . . Don Jarvis

Owned-Operated By . . . . . Watertown Broad-  
 casting Corporation  
 Business Address . . . . . 118 Washington St.  
 Phone Number . . . . . Studios 2424  
 Studio Address . . . . . 118 Washington St.  
 Transmitter Location . . . . . 118 Washington St.  
 Time on the Air . . . . . 7 a.m. to 12:20 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard Radio  
 Representatives . . . . . Sears & Ayers

**Personnel**

President . . . . . G. H. Righter  
 General Manager . . . . . G. H. Righter  
 Sales Promotion-Merchandising  
 Manager . . . . . G. H. Righter

**WIBX**

UTICA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . WIBX, Inc.  
 Address . . . . . 187 Genessee St.  
 Phone Number . . . . . 2-2101  
 Transmitter Location . . . . . Schuyler St., Marcy,  
 N. Y.

Time on the Air . . . . . 6 a.m. to 1 a.m.;  
 Sundays, 7:30 a.m. to 12:05 a.m.  
 News Service . . . . . INS & UP  
 Transcription Service . . . . . World Broadcasting  
 System  
 New York Sales Office . . . . . 39 E. 63rd St.  
 Helen Wood, Commercial Manager  
 Representatives . . . . . Walter Biddick Co.  
 (West Coast); Bertha Bannon Boston)

**Personnel**

President-General Manager . . . . . Margaret Bowen  
 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

(See Page 510)

**WATN**

WATERTOWN—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc. . . . . Power: 250 Watts

**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 12:05 a.m.;  
 Sunday, 8 a.m. to 12:05 a.m.

Newspaper Affiliation . . . . . Watertown Daily  
 Times  
 News Service . . . . . UP  
 Transcription Service . . . . . World Broadcasting  
 Representative . . . . . Weed & Co.

**Personnel**

President . . . . . Harold B. Johnson  
 General Manager-Commercial  
 Manager . . . . . Louis Saiff, Jr.  
 Station Manager . . . . . Thomas E. Martin  
 Sales Promotion-Merchandising  
 Manager . . . . . Glenn Doull  
 Program Director-Production  
 Manager . . . . . Earl R. Kelly  
 Publicity Director . . . . . Glenn Doull  
 Chief Announcer . . . . . Charles Pierce  
 Musical Director . . . . . Ward Hamilton  
 Chief Engineer . . . . . Maynard B. Davis  
 Record M. C. . . . . Anderson Ward

# From Cradle to College

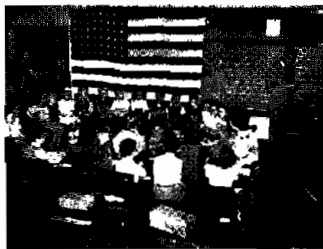
**WHEN** the late Scott Howe Bowen took over the active management of Radio Station WIBX, Utica, N. Y., in 1938, he inaugurated a series of programs of an educational character to better inform the parents, and the public, of the good work that the schools in Central New York were doing in educating the citizens of tomorrow.

**SINCE 1938**, the Educational Department of WIBX, with Betty Cushing Griffin as Director (with the full co-operation of the Principals and Teachers of all schools—and the guiding genius of our President and General Manager, Mrs. Scott Howe Bowen) has written, produced and broadcast every week the following series of educational programs:

"Youth Presents" Variety Show.  
Drama and Music Saturdays 8:30 P.M.  
"Wizard and Witch of Quiz" Saturdays 9:30 A.M.  
"Young America Speaks" Mondays 4:30 P.M.  
"Cavalcade of Choirs" Fridays 4:45 P.M.

**DURING 1945**, an additional program was conceived—called "Let's Go to School" and is exactly what the name implies—a broadcast direct from the classrooms of Utica and vicinity schools. Each week, WIBX takes its recording equipment into a classroom and records an actual classroom lesson—grades from kindergarten thru 6th. This recording is then placed at the disposal of the Board of Education and Parent-Teachers Organizations for use as deemed advisable.

**HERE** is a typical classroom scene taken Monday, October 10, 1945, at the Hughes School, Utica—2nd grade studying social studies and broadcast Tuesday, October 16, 1945, at 3 P.M. All subsequent programs were recorded on Monday and broadcast Tuesday.



**WIBX**  
1230

UTICA, N.Y.



**THEN AGAIN**, to perpetuate the memory of her late husband, Mrs. Bowen in March, 1945, offered a Radio Scholarship Award of \$500 in cash to the student—senior or post-graduate—who best answered the question "Why I want to make radio my life work!" The contest was eminently successful and the winner is now attending Syracuse University.

**ANOTHER FEATURE** of this educational series is the Scholastic All-Star Football Team Contest and the Most Valuable Football Player Contest conducted by the WIBX Sports Department with Michael Sandy, Director. Coaches and players on the teams were asked to vote for players who played during the 1945 football season. Thirteen schools in the area were eligible. Score sheets were sent to all coaches and cards to be filled out and returned. At the conclusion of the Contest, 4278 postcards were returned out of a possible 5000. The program is broadcast Tuesdays and Thursdays at 4:30 P.M. (this is in addition to the 11:15 P.M. nightly Sports Program by Michael Sandy Sundays thru Fridays).

## JUST ANOTHER PROGRAM IN THE PUBLIC INTEREST

OTHER PROGRAMS IN THE PUBLIC INTEREST HAVING WON FOR WIBX 5 NATIONAL AWARDS:

W. B. LEWIS, BILLBOARD, PEABODY AND VARIETY

(FOR STATION LISTING SEE PAGE 509)

# WFAS

WHITE PLAINS—EST. 1932

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Westchester Broad-  
 casting Corp.

Address: Roger Smith Hotel  
 Phone Number: White Plains 6400  
 Transmitter Location: Roger Smith Hotel  
 Time on the Air: Unlimited license  
 News Service: AP  
 Transcription Service: World Broadcasting  
 System; AMP  
 Representative: Headley-Reed Co.

## Personnel

President: J. Noel Macy  
 V-P-Managing Director: Frank A. Seltz  
 Commercial Manager: T. Eugene Duffy  
 Program-Musical Director: Ran Kaler  
 Chief Engineer: F. A. Seltz

# 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: Associated

## Personnel

President and General  
 Manager: William H. Reuman  
 Station and Sales Manager: Edith Dick  
 Program Director: Fred Barr  
 Musical Director: Lou Cole  
 Chief Announcer: Lou Cole  
 Chief Engineer: Joseph Franz, Jr.  
 Production Manager: Gene Flanagan  
 Record M. C.'s: Edwin Bronner,  
 Lou LaFrance, Sid Torin

# WFAS...

*"Six Weeks in  
 Westchester..."*

Do you know that in 1945, WFAS pro-  
 grammed a total of 1021 hours of live  
 Westchester features? These included News,  
 Civic, Religious, War Effort, Educational and  
 other categories. That's the equivalent of  
 more than six weeks, 7 days a week, 24  
 hours a day! This blends the 'local interest'  
 appeal with WFAS' 10 year policy of fine  
 music. (More than 2300 hours in '45). All  
 of it adds up to results for WFAS advertisers.  
 So much so that better than 70% of them  
 renewed in the last 12 months!

## WFAS in Westchester

Roger Smith Hotel  
 White Plains, N. Y.

Represented by  
**HEADLEY-REED COMPANY**  
 Chrysler Bldg.  
 New York

# W W R L NEW YORK

LOW COST PROGRAMMING  
 THAT SELLS IN  
 NEW YORK'S  
 HIGH COST MARKET

ASSOCIATED PRESS NEWS  
 STANDARD & ASSOCIATED  
 LIBRARIES

1600

**"THE HIGH SPOT  
 ON THE DIAL"**

# W B T

CHARLOTTE

ROLLING 50,000 WATTS ACROSS THE  
SOUTHEAST'S RICHEST MARKET—THE CAROLINAS

# NO

**RADIO STATION**

**COMBINATION OF RADIO STATIONS**

**NEWSPAPER**

**COMBINATION OF NEWSPAPERS**

CAN DUPLICATE THIS COVERAGE

# W B T



*The South's Pioneer Station*

CHARLOTTE • 50,000 WATTS  
SOUTHEASTERN BROADCASTING COMPANY

Represented by Radio Sales, the SPOT Broadcasting Division of CBS  
New York • Chicago • Los Angeles • St. Louis • San Francisco • Atlanta

# NORTH CAROLINA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

## WISE

ASHEVILLE—EST. 1939

NATIONAL BROADCASTING CO.  
MUTUAL BROADCASTING CO.

Frequency: 1230 Kc. Power: 250 Watts  
Owned By Radio Station WISE, Inc.  
Address 100 College St.  
Phone Number 1213  
Transmitter Location 100 College St.  
Time on the Air: 6:30 a.m. to 1 a.m.; Sundays,  
8 a.m. to 1 a.m.  
News Service INS, AP  
Transcription Service NBC Thesaurus  
National Representative Burn-Smith Co.;  
Harry E. Cummings

### Personnel

Pres.-Gen. Mgr.-Station Mgr. Harold H. Thomas  
Commercial Manager C. Fred Rabell  
Promotion Manager Nina F. Williams  
Chief Engineer Madeline Hollerith  
Record m.c. Harry Varner

## WWNC

ASHEVILLE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 570 Kc. Power: 1000 Watts  
(C.P. 5000)  
Owned-Operated By Asheville Citizen-  
Times Co., Inc.  
Address 14 O'Henry Avenue  
Phone Number 5500  
Transmitter Location Flatiron Building  
Time on the Air: 6:30 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-Lang-Worth  
Representative Katz Agency

### Personnel

Executive Director Don S. Elias  
Commercial Manager James A. Hagan  
Sales Promotion-Merchandising  
Manager-Program Director Lee Chadwick  
Production Manager William F. Melia  
Chief Engineer Cecil Hoskins

(Call Letters to Be Assigned)

## ASHEVILLE\*

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By Community Broad-  
casting Co.

Address Asheville, N. C.  
\* Construction Permit.

## WBBB

BURLINGTON—EST. 1941

MUTUAL BROADCASTING SYSTEM  
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: 5:30 AM to local sunset  
News Service UP; AP  
Transcription Service Standard Radio;  
Lang-Worth, Cole

### Personnel

Gen.-Mgr.-Station Mgr. E. Z. Jones  
Sales-Commercial Manager Roy Springer  
Sales Promotion-Merchandising  
Manager John Francis O'Farrell  
Program Director Jack Hankins  
Production Manager William Sandefur  
Publicity Director Jack O'Farrell  
Chief Announcer Jack Hankins  
Chief Engineer Berry Tysor  
Record m.c.'s Al Nelson, Charles Slate

## WAYS

CHARLOTTE—EST. 1942

ABC

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  
Road, Highway 16  
Time on the Air: 6 a.m. to 1 a.m.;  
Sunday, 7 a.m. to 1 a.m.  
News Service AP  
Transcription Service Lang-Worth; Standard  
Representative Weed & Co

### Personnel

President George W. Dowdy  
General Manager Walter H. Goan  
Program Director J. Norman Young  
Chief Engineer Paul T. Absher

## W B T

CHARLOTTE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1110 Kc. . . . . Power: 50000 Watts  
 Owned-Operated By . . . . . Southeastern Broadcast-  
 ing Co., Greensboro, N. C.  
 Business Address . . . . . Wilder Building  
 Phone Number . . . . . 3-8833  
 Transmitter Location . . . . . 9 miles southeast of  
 Charlotte  
 Time on the Air . . . . . 5 a.m. to 1:05 a.m.,  
 Sundays, 7 a.m. to 1:05 a.m.  
 News Service . . . . . UP; AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Radio Sales, Inc.

### Personnel

President . . . . . J. M. Bryan  
 Gen.-Station Mgr. . . . . Charles H. Crutchfield  
 Sales Manager . . . . . Royal Penny  
 Business Manager . . . . . E. J. DeGray  
 Program Director . . . . . Larry Walker  
 News Editor, Director of Special Events

Jack Knell

Farm Director . . . . . Grady Cole  
 Publicity Director . . . . . Frances Coiner  
 Musical Director . . . . . Clarence Eiters  
 Chief Engineer . . . . . M. J. Minor

(See Page 512)

## W S O C

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 a.m. to midnight;  
 Sundays, 8 a.m. to 12 midnight  
 News Service . . . . . AP  
 Transcription Service . . . . . NBC Thesaurus;  
 Standard Radio, M. M. Cole  
 Representative . . . . . Headley-Reed Company

### Personnel

Pres.-Gen.-Station Mgr. . . . . Earle J. Gluck  
 Com.-Sales Promotion-Merchandising  
 Manager . . . . . W. C. Irwin  
 Program Dir.-Prod. Mgr. . . . . Ron Jenkins  
 Pub. Dir.-Chief Announcer . . . . . Don McSwain  
 Musical Director . . . . . Don Sheldon  
 Record M. C. . . . . Dewey L. Drum  
 Chief Engineer . . . . . L. L. Caudle, Jr.

## W E G O

CONCORD—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1410 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Wayne Nelson  
 Business Address . . . . . Concord  
 Phone Number . . . . . 2271  
 Transmitter Location . . . . . Highway 29A, 1 1/4 miles  
 west of Concord  
 Time on the Air . . . . . Daytime license  
 News Service . . . . . UP & AP  
 Transcription Service . . . . . Standard Music,  
 Keystone  
 Representative . . . . . Thomas F. Clark Co.

### Personnel

Owner . . . . . Wayne Nelson

## W D N C

DURHAM—EST. 1928

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . The Durham Radio  
 Corporation  
 Address . . . . . 138 1/2 Chapel Hill Street  
 Phone Number . . . . . R-155  
 Transmitter Location . . . . . Forest Hills,  
 Near Durham  
 Time on the Air . . . . . 6:35 a.m. to 1:05 a.m.,  
 Sundays, 8 a.m. to 1:05 a.m.  
 Newspaper Affiliation . . . . . Herald-Sun Papers  
 News Service . . . . . AP & UP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Howard H. Wilson Company

### Personnel

President . . . . . C. C. Council  
 General and Commercial  
 Manager . . . . . L. F. Jarman  
 Sales Pro.-Mer.-Manager . . . . . J. Frank Jarman  
 Program Director . . . . . L. C. Johnson  
 Office Manager . . . . . Sue Taylor  
 Publicity Director . . . . . Mrs. Dennis Johnson  
 Record m.c. . . . . George Dinnick  
 Chief Engineer . . . . . Walter S. Hill

## W C N C

ELIZABETH CITY—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Albemarle Broadcasting  
 Co.  
 Address . . . . . Colonial Ave.

• • • NORTH CAROLINA • • •

Phone Number ..... 1400-1472  
 Transmitter Location ..... City Limits  
 Time on Air ..... 7 a.m. to 11 p.m.;  
 Sundays, 8 a.m. to 11 p.m.  
 Transcription Service ..... World Broadcasting  
 System  
 Representative ..... Burn-Smith Co.

**Personnel**

President ..... Edd Harris  
 Station Manager ..... Edd Harris  
 Commercial Manager ..... Bob Moore  
 Publicity-Program Director ..... Don Pierce  
 Chief Engineer ..... C. Ross Askey  
 Chief Announcer ..... Jim Turner

•

## W F N C

**FAYETTEVILLE—EST. 1940**  
**MUTUAL BROADCASTING SYSTEM**  
**TOBACCO NETWORK**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Cape Fear  
 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

**Personnel**

Station Manager ..... W. C. Ewing  
 Commercial Manager ..... Paul Moyle  
 Program Director-Chief  
 Announcer ..... Ray Woodard  
 Chief Engineer ..... L. E. Small

•

## W G N C

**GASTONIA—EST. 1939**  
**ABC**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... F. C. Todd  
 Address ..... 168-170 Main St.  
 Phone Number ..... 732  
 Transmitter Location ..... Gastonia  
 Time on the Air ..... 7 a.m. to 11 p.m.  
 News Service ..... UP  
 Transcription Service ..... McGregor, Cole  
 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.

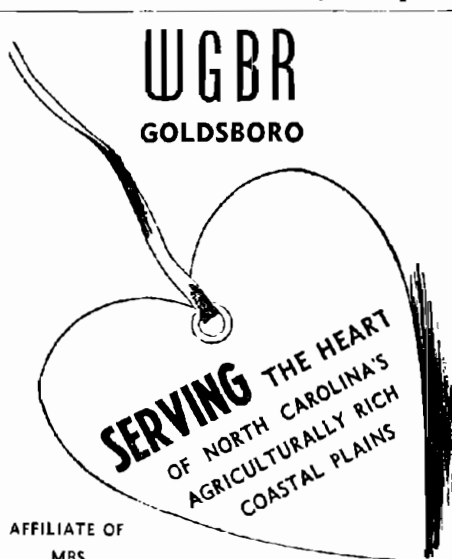
## W G B R

**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 ..... 1550-51  
 Studio Address ..... Borden Bldg.  
 Transmitter Location ..... Goldsboro-Raleigh  
 Highway  
 Time on the Air ..... 6:30 a.m. to midnight  
 Sundays, 8:30 a.m. to midnight  
 News Service ..... AP  
 Transcription Service ..... World, NBC Thesaurus  
 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 ..... Marietta G. MacFarland  
 Merchandising Mgr. Prod. Mgr. .... John Randolph  
 Musical Director ..... John Gay Britt



AFFILIATE OF

MBS

and TOBACCO NETWORK

Represented by The Walker Co.

## W G B R

"Eastern Carolina's Number One Station"

HARRY G. BRIGHT, Gen. Mgr.

GOLDSBORO

NORTH CAROLINA

## W B I G

**GREENSBORO—EST. 1926**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1470 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . North Carolina Broad-  
 casting Co., Inc.

Business Address . . . . . Box 1807  
 Phone 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

General and Station Manager . . . . . Edney Ridge  
 Com.-Sales Manager . . . . . Gilbert M. Hutchison  
 Sales Pro.-Mer. Mgr. . . . . Adelaide J. Bernard  
 Program Director-Prod. Mgr. . . . . Wally Williams  
 Publicity Director . . . . . Margaret Leonard  
 Chief Announcer . . . . . W. E. Jackson, Jr.  
 Musical Director . . . . . Margaret Banks  
 Record m.c. . . . . Bob Jones  
 Chief Engineer . . . . . Earl Allison

## W G B G

**GREENSBORO—EST. 1942**

ABC

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  
 General and Station Mgr. . . . . Ralph M. Lambeth  
 Commercial-Sales Promotion and Mer-  
 chandising Manager . . . . . L. O. Hutchins  
 Program Director-Production Manager-  
 Chief Announcer . . . . . Stan Conrad  
 Publicity Director . . . . . J. R. Marlowe  
 Chief Engineer . . . . . James Stewart



"The PRESTIGE  
 STATION of the  
 CAROLINAS"

*famed*  
 for  
**Showmanship**



GEO. P. HOLLINGBERY, INC. *Natl. Reps.*



# W G T C

**GREENVILLE—EST. 1940**  
**MUTUAL BROADCASTING SYSTEM**  
**TOBACCO NETWORK**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned By Greenville Broadcasting Co.  
 Operated By J. J. White  
 Address Falkland Highway  
 Transmitter Location Falkland Highway  
 Time on the Air Unlimited Time  
 News Service UP  
 Transcription Service Long-Worth, World.  
 M. M. Cole  
 Representative The Walker Co.

### Personnel

President Julian J. White  
 General and Station Mgr. Billy S. Hodges  
 Sales-Commercial Manager Carl J. McKinney  
 Sales Pro.-Mer.-Manager Carl J. McKinney  
 Chief Engineer James H. Mayo  
 Record m. c. Max Ross

# W H N C

**HENDERSON, N. C.—EST. 1945**  
**MUTUAL BROADCASTING SYSTEM**

Frequency: 890 Kc. Power: 250 Watts  
 Owned-Operated By Henderson Radio Corp.  
 Address 219 S. William St.  
 Phone Number 736-925  
 Transmitter Location U. S. 1, 2 miles north  
 Time on the Air Sun-up to Sun-down  
 News Service AP  
 Transcription Service World, Lang-Worth,  
 Cole, Keystone

### Personnel

President S. S. Stevenson  
 Vice Pres.-General Manager Nathan Frank  
 Station-Commercial Manager Nathan Frank  
 Chief Engineer Lewis Hiland

# W H K Y

**HICKORY—EST. 1939**  
**ABC**

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 6:15 a.m. to midnight  
 News Service UP  
 Transcription Service World  
 Representative Howard H. Wilson

### Personnel

President Carl V. Cline  
 Gen. and Station Manager Edmund S. Long  
 Sales-Commercial Manager Frank Hathcox

Sales Pro.-Mer. Mgr. Edmund S. Long  
 Chief Engineer Edmund S. Long

# W M F R

**HIGH POINT—EST. 1935**  
**ABC**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By Radio Sta. WMFR, Inc.  
 Address 164 S. Main St.  
 Phone Number 4593  
 Transmitter Location 164 S. Main St.  
 Time on the Air 6 a.m. to 12:05 a.m.  
 News Service UP  
 National Representative Burn-Smith Co.

### Personnel

President H. M. Lambeth  
 General-Station Manager H. M. Lambeth  
 Sales-Commercial Manager Pat Taylor  
 Chief Engineer R. P. Boyd

# W F T C

**KINSTON—EST. 1936**  
**ABC**

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 6:15 a.m. to 11:30 p.m.  
 News Service AP  
 Representatives Burn-Smith Company

### Personnel

General Manager Bob Bingham  
 Sales Manager Baldwin Harper  
 Continuity Director Mary D. Dudley  
 Production Director Chlc Wingate  
 Chief Announcer Ben Taylor  
 Publicity Director Eleanor Snow  
 Chief Engineer Herman Ards

(Call Letters to Be Assigned)  
**LEXINGTON\***

Frequency: 1190 Kc. Power: 250 Watts  
 Owned-Operated By Davidson County  
 Broadcasting Co.  
 Address Lexington, N. C.

### Personnel

Owners Omar G. Hilton, Greeley N. Hilton  
 \* Construction Permit:

(Call Letters to Be Assigned)  
**LUMBERTON\***

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By Robeson Broadcasting  
 Co.  
 Address Lumberton, N. C.  
 \* Construction Permit.

## NORTH CAROLINA

### W H I T

NEW BERN—EST. 1942

MBS—TOBACCO NETWORK

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 Full Time License  
News Service UP  
Transcription Service Lang-Worth  
Representative The Walker Co.

#### Personnel

Pres.-Station & Gen. Mgr. Louis N. Howard  
Sales Prom.-Mer. Mgr. Thomas E. McCaffrey  
Chief Engineer David E. Hardison

### W P T F

RALEIGH—EST. 1924

NATIONAL BROADCASTING COMPANY

Frequency: 680 Kc. Power: 50000 Watts  
Owned-Operated By WPTF Radio Co.  
Address Insurance Bldg.  
Phone Number 8311  
Transmitter Location Cary, N. C.  
Time on the Air 6 a.m. to midnite, Sun. 8 a.m.  
to midnight  
News Service AP: UP  
Transcription Services NBC Thesaurus, World,  
Cole, Standard  
Representative Free & Peters

#### Personnel

President J. R. Weatherspoon  
General Manager Richard H. Mason  
Sales Manager Ollie L. Carpenter  
Director of Adver. & Prom. R. W. Youngsteadt  
Program Dir.-Prod. Manager Graham Poyner  
Chief Engineer Henry Hulick, Jr.

### W J N C

JACKSONVILLE—EST. 1945

MBS—TOBACCO NETWORK

Frequency: 1240 kc. Power: 250 Watts  
Owned By Jacksonville Broadcasting Co.  
Operated By Louis N. Howard and  
Ellis Howard  
Business Address Box 367, Highway 24  
Studio Address Highway 24  
Transmitter Location Highway 24  
Time on the Air Full Time License  
News Service UP  
Transcription Service Lang-Worth  
Representative The Walker Co.

#### Personnel

President-Owner Louis N. Howard  
Station-Commercial Manager Lester L. Gould



No other Southern state equals North Carolina in combined rural and urban prosperity. The value of North Carolina's manufactured products is nearly *triple* the average for the nine other Southern states. North Carolina's cash income to farmers is nearly *twice* the Southern average. Result: the kind of Southern market most advertisers want!



With 50,000 Watts at 680 k.c.— and NBC—Station WPTF is by long odds the No. 1 radio salesman in North Carolina. Let us send you the complete facts and availabilities. Or just call Free & Peters!

50,000 WATTS • NBC  
RALEIGH, N. C.

FREE & PETERS, INC., National Representatives

## 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  
General Manager: Fred Fletcher  
Commercial Manager: B. G. Robertson  
Program Director: Ray Reeve  
Chief Engineer: Stanley Brown

## W C B T

ROANOKE RAPIDS—EST. 1939

MUTUAL 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: 7 a.m. to midnight;  
Sunday, 9 a.m. to midnight  
News Service: UP  
Transcription Services: Keystone, World  
National Representative: Burn-Smith

### Personnel

President-General Manager: S. E. Crew  
Station-Commercial Manager: A. L. Drew  
Promotion-Publicity Director: Jesse Helms  
Production-Musical Director: Doyle Satterthwaite  
Chief Engineer: C. W. Mears

## W E E D

ROCKY MOUNT—EST. 1933

ABC

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: W. Avera Wynne  
Business Address: Box 752  
Phone Number: Rocky Mount 1420  
Transmitter Location: Rocky Mount  
Time on the Air: 6 a.m. to midnight  
News Service: AP  
Transcription Service: World, Standard

### Personnel

Owner-Manager: W. Avera Wynne  
Sales-Commercial Manager: Jack L. Cummings  
Prog. Director-Chief Announcer: Bill Holm  
Chief Engineer: Issac G. Murphrey

## W S T P

SALISBURY—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By: Piedmont Broadcasting Corp.  
Business Address: P. O. Drawer 920  
Phone Number: 2121-2  
Transmitter 1200  
Studio Address: Yadkin Hotel, Salisbury  
Transmitter Location: Statesville Highway  
Time on the Air: 7 a.m. to 12 midnight  
News Service: AP  
Transcription Service: World  
Representative: Burn-Smith Co.

### Personnel

President-General Manager: Bryce P. Beard  
Station Manager-Sales-Com.-Manager: Mrs. Katherine F. Fisher  
Program Director: Betty Gill  
Prod. Mgr.-Chief Announcer: Earl J. Caton, Jr.  
Chief Engineer: Carl B. Watson

(Call Letters to Be Assigned)

SHELBY\*

Frequency: 730 Kc. Power: 250 D.  
Owned-Operated By: Western Carolina Radio Corp.  
Address: P. O. Box 200  
\* Construction Permit.

For the  
**BEST IN NEWS**  
for the  
**BEST IN PROGRAMS**  
**BASED ON NEWS**

# AP!

★ HEART OF EASTERN NORTH CAROLINA  
BRIGHT LEAF TOBACCO BELT

*this*  
**WASHINGTON** ★  
**IS IN**  
**NORTH**  
**CAROLINA**

*In Case you didn't know!*

**This** Washington, in the heart of Eastern North Carolina, is the home town of WRRF! Also perhaps you didn't know that Eastern North Carolina Bright Leaf Tobacco farmers sold their 1945 crop for over \$175,000,000. **We want you to know** . . . that WRRF serves this market completely . . . a market of over 600,000 population . . . with 6,188 retail stores that do over \$100,000,000 annual sales volume.

**You should know** . . . that 67,144 radio homes depend primarily on WRRF for their favorite national and local programs. Then you will know that WRRF is the only "buy" to cover Eastern North Carolina . . . WRRF will sell your product in one of America's richest agricultural belts . . . So remember WRRF . . . **This** Washington in North Carolina — and this "as good as gold" . . . market.

**WRRF**  
930 Kc. 1000 WATTS

**TAR HEEL BROADCASTING SYSTEM, INC.**  
"WE RADIATE REAL FRIENDSHIP"  
AFFILIATED WITH THE AMERICAN BROADCASTING COMPANY  
**FORJUE & COMPANY** • National Representative  
NEW YORK CHICAGO PHILADELPHIA

**WASHINGTON**  
**NORTH CAROLINA**  
"HOME OF WRRF"

## W R R F

**WASHINGTON—EST. 1942**  
AMERICAN BROADCASTING CO.

Frequency: 930 Kc. Power: 1000 Watts  
Owned-Operated By: Tar Heel Broadcasting System, Inc.

Address: Bank of Washington Bldg.  
Phone Number: 403  
Transmitter Location: 1 mile south on U. S. 17  
Time on the Air: 6 a.m. to local sunset  
News Service: AP  
Transcription Service: NBC Thesaurus  
National Representative: Forjoe & Co.

### Personnel

President: W. R. Roberson, Sr.  
Gen.-Station Manager: W. R. Roberson, Jr.  
Sales Manager: T. H. Patterson  
Program Director: Mary Miller  
Promotion Manager: T. H. Patterson  
Record m. c.: Bill O'Connell  
Publicity Director: Ben Roebuck  
Chief Engineer: George Martin

•  
(Call Letters to Be Assigned)

## WHITEVILLE\*

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: Whiteville Broadcasting Co., Inc.

Address: Whiteville, N. C.  
\* Construction Permit.

## W M F D

**WILMINGTON—EST. 1935**  
AMERICAN BROADCASTING CO.

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: World  
Representative: Burn-Smith Company

### Personnel

Owner-General Mgr.: B. A. Dunlea  
Commercial Manager: Claud O'Shields  
Sales Promotion: Shirley Beasley  
Chief Engineer: E. I. Herring

•  
(Call Letters to Be Assigned)

## WILMINGTON\*

Frequency: 1340 Kc. Power: 250 Watts  
Owned By: General Newspapers, Inc.  
Address: Wilmington, N. C.  
\* Construction Permit.

## W G T M

**WILSON—EST. 1937**  
MBS—TOBACCO NETWORK

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated by: Penn Thomas Watson  
Address: P. O. Box 976, Wilson  
Phone Numbers: 2188, 2189  
Transmitter Location: Wilson  
Time on the Air: 6:30 a.m. to 11:15 p.m.;  
News Service: UP  
Transcription Service: Lang-Worth, World,  
Keystone, M. M. Cole.

Representative: The Walker Co.

### Personnel

Owner: P. T. Watson  
General Manager: Allen Wannamaker  
Commercial Manager: Robert B. Brunson  
Chief Engineer: William H. Malone

## W A I R

**WINSTON-SALEM—EST. 1937**

ABC

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  
Representative: The Walker Company

### Personnel

Gen. and Station Manager: George D. Walker  
Commercial Manager: C. G. Hill  
Sales Promotion Manager: Ruth Pitts  
Chief Engineer: Lee King

## W S J S

**WINSTON-SALEM—EST. 1930**

NATIONAL BROADCASTING CO.

Frequency: 690 Kc. Power: 5000 Watts  
Owned-Operated By: Piedmont Publishing Co.  
Address: 419-421 N. Spruce St.  
Phone Number: 4141  
Transmitter Location: BFD No. 1  
Time on the Air: Full Time License  
Newspaper Affiliation: Winston-Salem Journal;  
Twin City Sentinel

News Service: UP  
Transcription Service: Standard, Lang-Worth  
Representative: Headley-Reed Co.

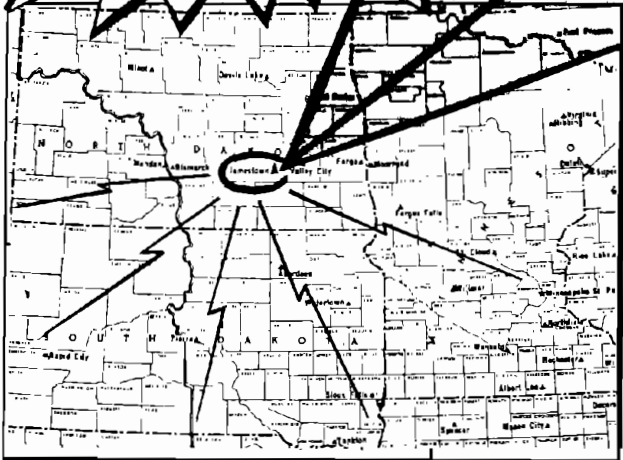
### Personnel

President: Gordon Gray  
General Manager: Harold Essex  
Sales-Commercial Manager: Harry B. Shaw

# NEW POWER!

**ADDED  
"SALES"  
PUNCH!**

**KSJB**  
JAMESTOWN, N.D.



**NOW-**  
**5000** WATTS  
**AT 600** KC

BLANKETING NORTH DAKOTA,  
SOUTH DAKOTA, AND  
NORTH WESTERN MINNESOTA

*Your sales messages will be delivered to greater audiences through specialized programming to the consumers in the rich agricultural area.*

## **JAMESTOWN BROADCASTING COMPANY, INC.**

— AFFILIATED WITH —

Columbia Broadcasting System • Mutual Broadcasting System  
North Central Broadcasting System

National Sales Representative: NCBS SPOT SALES

NEW YORK 1, N. Y.

Empire State Building  
Longacre 3-4874

CHICAGO 1, ILL.

360 North Michigan Avenue  
Central 4894

ST. PAUL 1, MINN.

E-622 First National Bank Building  
Cedar 8879

# NORTH DAKOTA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

## 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-General Manager P. J. Meyer  
Station and Commercial  
Manager F. E. Fitzsimonds  
Promotion Director-Chief  
Announcer 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 a.m. to 11 p.m.  
News Service UP  
Transcription Service World Broadcasting,  
SESAC  
Representative

North Central Broadcasting System

### Personnel

President and Station Manager Bert Wick  
Program Director Robert Raynor  
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 West of Fargo  
Time on the Air: 6 a.m. to 12 midnight; Sun-  
day, 7 a.m. to midnight  
Newspaper Affiliation Fargo Forum  
News Service UP & AP  
Transcription Service NBC Thesaurus  
Representative Free & Peters

### Personnel

President E. C. Reineke  
General Manager B. J. Lavin  
Station Manager Jack Dunn  
Sales Manager Tom Barnes  
Program Director Ken Kennedy  
Production Manager Dave Henley  
Publicity Director M. Gregerson  
Chief Announcer Howard Nelson  
Musical Director Lester Estenson  
Chief Engineer Julius Hetland

## KFJM

GRAND FORKS—EST. 1923

Frequency: 1440 Kc. Power: 1000  
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  
Station Manager Donald J. Robertson  
Chief Announcer Dean Winkler  
Program Director Fay Lufkin  
Chief Engineer Arnold Petrich  
(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 a.m. to midnight  
News Service UP  
Transcription Service Lang-Worth  
Representative Headley-Reed Co.

**Personnel**

President-General Mgr. . . . . Dalton Le Masurier  
 Commercial Manager . . . . . Elmer Hanson  
 Chief Announcer . . . . . Jack French  
 Chief Engineer . . . . . Arnold Petrich

•  
**K S J B**

**JAMESTOWN—EST. 1937**

**COLUMBIA BROADCASTING SYSTEM  
 MUTUAL BROADCASTING SYSTEM**

**NORTH CENTRAL BROADCASTING SYSTEM**  
 Frequency: 600 Kc. . . . . Power: 250 Watts Day,  
 100 Watts Night (C. P. for 5000 Watts Day  
 and Night)  
 Owned-Operated By . . . . . Jamestown Broadcasting  
 Company, Inc.  
 Business Address . . . . . Midland Building  
 Phone Numbers . . . . . 100; 358  
 Transmitter Location . . . . . Southwest Jamestown  
 Time on the Air . . . . . 6 a.m. to midnight  
 News Service . . . . . AP & UP  
 Transcription Service . . . . . Standard  
 Representative . . . . . North Central Broadcasting  
 System

**Personnel**

President . . . . . L. J. McNeil  
 General Manager . . . . . Lloyd R. Amoo  
 Commercial Manager . . . . . Alfred C. Berry  
 Sales Prom.-Publicity Dir. . . . . Florence Plunam  
 Chief Engineer . . . . . Lloyd R. Amoo

(See Page 522)

•  
**K G C U**

**MANDAN—EST. 1925**

**MUTUAL BROADCASTING SYSTEM**

**NORTH CENTRAL BROADCASTING SYSTEM**  
 Frequency: 1270 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Mandan Radio Association,  
 Inc.  
 Business Address . . . . . 200 3rd Ave., N.W.  
 Phone Number . . . . . 631  
 Transmitter Location . . . . . South East of Mandan  
 Time on the Air . . . . . 5 a.m. to 11 p.m.  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . North Central Broadcasting  
 System

**Personnel**

President . . . . . W. S. Russell  
 Gen. Mgr.-Station Mgr. . . . . M. J. Reichert  
 Sales-Commercial Manager . . . . . M. J. Reichert  
 Sales Promotion-Mer. Mgr. . . . . M. J. Reichert  
 Program Director . . . . . Mert 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 By . . . . . Minot Broadcasting Co.  
 Operated By . . . . . John B. Cooley  
 Business Address . . . . . 118 S. Main St.  
 Phone Number . . . . . 1267  
 Studio Address . . . . . 118 S. Main St.  
 Transmitter Location . . . . . Three miles southeast of  
 Minot  
 Time on the Air . . . . . 6:30 a.m. to midnight,  
 Sunday 7:30 a.m. to midnight  
 News Service . . . . . UP  
 Transcription Service . . . . . World Broadcasting  
 System  
 Representative . . . . . The Walker Company

**Personnel**

President . . . . . John B. Cooley  
 General Manager . . . . . John B. Cooley  
 Station Manager . . . . . C. W. Baker  
 Sales-Commercial Manager . . . . . E. H. Cooley  
 Sales Promotion-Merchandising  
 Manager . . . . . E. H. Cooley  
 Program-Director-Production  
 Manager . . . . . Jack Helling  
 Publicity Director . . . . . Lillian Aardahl  
 Chief Engineer . . . . . C. W. Baker

•  
**K O V C**

**VALLEY CITY—EST. 1936**

**MUTUAL BROADCASTING SYSTEM**

**NORTH CENTRAL BROADCASTING SYSTEM**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned . . . . . KOVC, Inc.  
 Operated By . . . . . KOVC, Inc.  
 Address . . . . . 312 Fifth Ave.  
 Phone Number . . . . . 408  
 Transmitter Location . . . . . 312 Fifth Ave.  
 Time on the Air . . . . . 6 a.m. to 10:30 p.m.  
 News Service . . . . . UP  
 Representative . . . . . North Central

**Personnel**

President-General and Station  
 Manager . . . . . Robert E. Ingstad  
 Commercial Manager . . . . . Robert E. Ingstad  
 Sales-Promotion-Merchandising  
 Manager . . . . . William Weaver  
 Program Director . . . . . William Weaver  
 Production Manager . . . . . Florence Fisher  
 Chief Announcer-Record m. c. . . . . Bill Weaver  
 Musical Director . . . . . Art Lydell  
 Chief Engineer . . . . . Kermit Holm



# WAKR

*TOWERS OVER AKRON*

*A B C Network*

5000 WATTS \* DAY & NIGHT

WEED & CO.

*National Representatives*

# OHIO

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

## 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 a.m. to 1:05 a.m.  
 News Service: UP & Trans.  
 Transcription Service: Standard Radio & Lang-Worth  
 Representative: Geo. P. Hollingbery Co.

### Personnel

Owner-Manager: Allen T. Simmons  
 Ass't. Manager: Robert Wilson  
 Sales-Commercial Manager: Fred C. Bock  
 Sales Promotion-Merchandising: Robert Wass  
 Program Director: Harold Hageman

Production Mgr.-Publicity: Secret Williams  
 Chief Announcer: Harold Hageman  
 Chief Engineer: John L. Wildermuth

## 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: Cleveland Pain Dealer  
 News Service: AP  
 Transcription Service: World  
 Representative: Radio Advertising Co.

### Personnel

President: Sterling Graham  
 Gen. and Station Manager: R. W. Richmond  
 Sales Manager: J. H. Harrington



MUTUAL

# AKRON

640 K.C. • 1000 WATTS

## UNITED BROADCASTING COMPANY

Operators of WHK, Cleveland, WHKK, Akron; WHKC, Columbus

Represented by

RADIO ADVERTISING CO.

# Pride of the Rubber Empire



Population:

2,749,400

Retail Sales:

\$1,761,368,000

Effective Buying Income:

\$3,876,992,000

**AKRON OHIO CBS BASIC AFFILIATE**

Owner-Manager: Allen T. Simmons

National Rep.: Geo. P. Hollingbery Co.

Sales Promotion-Merchandising  
 Manager ..... J. H. Harrington  
 Program Director-Production  
 Manager ..... L. F. Heinrich  
 Publicity Director ..... T. S. Federhar  
 Chief Engineer ..... James S. Hill

## W A K R

AKRON—EST. 1940

AMERICAN BROADCASTING CO.

Frequency: 1590 Kc. .... Power: 5000 watts  
 Owned-Operated By ..... Summit Radio Corpora-  
 tion  
 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, Associated  
 Representative ..... Weed & Co.

### Personnel

President-Station Manager ..... S. Bernard Berk  
 Commercial Manager ..... Kenneth M. Keegan  
 Sales Promotion Manager ..... V. G. Berk  
 Program Director ..... Coleman Scott  
 Musical Director ..... Stanley Schultz  
 Chief Engineer ..... George V. Paul  
 (See Page 525)

## 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  
 Transmitter Location ..... Ashtabula-Jefferson Rd.  
 Time on the Air ..... 6:45 to local sunset  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... The Walker Co.

### Personnel

General Manager ..... R. B. Rowley  
 Station Manager ..... W. W. Walrath  
 Commercial Manager ..... D. W. Fassett  
 Sales Promotion Manager ..... D. W. Fassett  
 Program Director-Publicity  
 Director ..... A. B. Newkirk  
 Chief Announcer ..... J. L. Sheldon  
 Musical Director ..... Mary Pavolino  
 Chief Engineer ..... H. R. Johnson

## W H B C

CANTON—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 1480 Kc. .... Power: 1000 Watts  
 Owned By ..... Ohio Broadcasting Co.  
 Operated By ..... Radio Station WHBC  
 Address ..... 550 Market Avenue, South  
 Phone Number ..... 7-168  
 Transmitter Location ..... Broad Ave. Ext. N.W.  
 Time on the Air ..... 6:30 a.m. to 1 a.m.  
 Sundays, 9 a.m. to 1 a.m.  
 Newspaper Affiliation ..... Brush-Moore News-  
 papers, Inc.  
 News Service ..... AP & UP  
 Transcription Service ..... World, SESAC  
 Representative ..... Burn-Smith Co., Inc.

### Personnel

Owner ..... Brush-Moore Newspapers Inc.  
 Director of Radio ..... Eugene Carr  
 Station Manager ..... William I. Hershey  
 Commercial Manager ..... Robert C. Fehlman  
 Sales Promotion Manager ..... Charles Erbland  
 Program Director-Musical  
 Director ..... Martin Alexander  
 Chief Engineer ..... Kenneth Sliker

## W C K Y

CINCINNATI—EST. 1929

Frequency: 1530 kc. .... Power: 50,000 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;  
 World  
 Representative ..... Free & Peters

### Personnel

President and General Manager ..... L. B. Wilson  
 Executive Vice-President ..... Kenneth Church  
 Sales-Commercial Manager ..... Kenneth Church  
 Local Sales Manager ..... George H. Moore  
 Production Manager ..... Bill Dawes  
 Publicity Director ..... John Murphy  
 Chief Engineer ..... C. H. Topmiller  
 Record m. c.'s ..... Sid Ten Eyck, Lou Kent,  
 Tom Moore, Don Lewis.

## W C P O

CINCINNATI—EST. 1922

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Scripps-Howard  
 Radio Inc.  
 Address ..... 3800 Carew Tower Bldg.

Phone Number .....MAIn 3314  
 Transmitter Location...Daylight Building, 623  
 East 6th St.  
 Time on the Air ..... 24 hours daily  
 Newspaper Affiliation: The Cincinnati Post;  
 Scripps-Howard Newspapers  
 News Service ..... UP  
 Transcription Service.....Standard Radio  
 Lang-Worth; Associated Music Publishers

**Personnel**

President.....Jack Howard  
 V.P. & Gen. Mgr.....M. C. Waters  
 Ass't. Station Manager.... John Patrick Smith  
 Commercial Manager..... Evelyn Eppinger  
 Sales Promotion Mgr..... John Patrick Smith  
 Program-Publicity Director-Production  
 Manager..... Glenn Clark Miller  
 Chief Announcer..... Earl Corbett  
 Musical Director..... Eugene T. Hoyer  
 Chief Engineer..... Glen Davis

**WKRC**

CINCINNATI—EST. 1923

COLUMBIA 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: 6 a.m. to 1 a.m.; Sundays,  
 7 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  
 General Manager..... H. E. Fast  
 Sales Manager..... U. A. Latham  
 Sales Promotion ..... Joel W. Stovall  
 Program Director ..... Lew Kent  
 Merchandising Manager ..... Ed E. Hale  
 Chief Announcer ..... Bob Neal  
 Production Manager ..... Bob Neal  
 Publicity Director ..... Carl Press  
 Musical Director ..... Bob Snyder  
 Chief Engineer ..... George A. Wilson

**WLW**

CINCINNATI—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 700 Kc.....Power: 50000 Watts

Owned-Operated By..The Crosley Corporation

Address ..... 140 W. Ninth St.

**WKRC**

**ONLY Cincinnati Radio Station with a  
 consistent YEAR-BY-YEAR INCREASE  
 in Share-of-Audience since 1941**

**550**

KILOCYCLES . . . . .

Nationally Represented by  
**THE KATZ AGENCY**

BASIC

**CBS**

Phone Number.....Cherry 1822  
 Transmitter Location.....Mason, Ohio  
 Time on the Air.....24 hours daily  
 News Service.....AP; INS; UP  
 Transcription Service.....World Broadcasting System

**Personnel**

Vice-President in Charge of  
 Broadcasting.....James D. Shouse  
 Vice President and Gen. Mgr.....R. E. Dunville  
 Sales Manager.....Harry Mason Smith  
 Director of Promotional Activities.....M. N. Terry  
 Director of Sales Promotion.....R. J. Savage  
 Program Director.....Eldon A. Park  
 Production Manager.....Chester Herman  
 Publicity Director.....A. E. Scheffler  
 Chief Announcer.....Chester Herman  
 Musical Director.....Milton Weiner  
 Chief Engineer.....R. J. Rockwell

**W S A I**

CINCINNATI—ES. 1923

AMERICAN BROADCASTING CO.

Frequency: 1360 Kc.....Power: 5000 Watts  
 Owned By.....Field Enterprises, Inc.  
 Operated By.....Buckeye Broadcasting Co.  
 Address.....115 E. Fourth St.  
 Phone Number.....Cherry 6056  
 Transmitter Location.....Near Mt. Healthy, Ohio  
 Time on the Air.....19 hours, Mon.-Sat.; Sun., 17 hours.  
 News Service.....AP & UP, Chicago Sun Wire  
 Transcription Service.....NBC Thesaurus  
 Representative.....Louis H. Avery, Inc.

**Personnel**

President.....Marshall Field  
 General Manager.....Robert M. Sampson  
 Sales Manager.....W. R. Christian  
 Program Director.....James Leonard  
 Musical Director.....Burt Farber  
 Chief Engineer.....Wm. E. Symons  
 Publicity Director.....Dorothy Wortman

**W G A R**

CLEVELAND—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1220 Authorized..Power: 5000 d.; n. 5000  
 Owned-Operated By.....The WGAR Broadcasting Company  
 Address.....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.....Lang-Worth, Standard  
 Representative.....Edward Petry & Co., Inc.

**Personnel**

President.....George A. Richards  
 Vice President-General Manager...John F. Patt  
 Assistant Manager.....Carl George  
 Commercial Manager.....Harry Camp  
 Sales Promotion Manager.....Jack Roeder  
 Program Director.....David Baylor  
 Production Manager.....Wayne Mack  
 Musical Director.....Walberg Brown  
 Chief Announcer.....Reg Merridew  
 Chief Engineer.....R. Morris Pierce  
 Publicity Director.....Manuel Eisner

**W H K**

CLEVELAND—EST. 1921

MUTUAL BROADCASTING SYSTEM

Frequency: 1420 Kc.....Power: 5000 Watts  
 Owned By.....Cleveland Plain Dealer  
 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.  
 Newspaper Affiliation.....Cleveland Plain Dealer  
 News Service.....AP, Reuters  
 Transcription Service.....Lang-Worth, Associated, BMI  
 Representative.....Paul H. Raymer Co.

**Personnel**

General Manager.....K. K. Hackathorn  
 Sales Manager.....Robert DeTehon  
 Program Director.....C. M. Hunter  
 Merchandising Manager.....Sue Cornelius  
 Chief Announcer.....Garde Chambers  
 Publicity Director.....Saul Glantz  
 Production Manager.....Albert Shambarger  
 Musical Director.....Willard Pott  
 Chief Engineer.....Ralph DeLany  
 Record m. c.....Hugh Collins

**W J W**

CLEVELAND—EST. 1943

AMERICAN BROADCASTING CO.

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, TP  
 Transcription Service.....Standard  
 Representative.....Headley-Reed Co.

**Personnel**

President and General  
 Manager.....William M. O'Neil

Commercial Manager.....W. J. Sylvester  
 Sales Promotion and Merchandising  
 Manager .....Ben Stiller  
 Program Director .....Edward N. Palen  
 Chief Engineer .....Gerold G. Roberts

## WTAM

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 ..... Donald Stratton

### Personnel

President .....Niles Trammell  
 General Manager ..... Varnon H. Pribble  
 Station Manager ..... Vernon H. Pribble  
 Commercial Manager ..... Harold Gallagher  
 Sales Promotion Manager .... Howard Barton  
 Program Director ..... Hal Metzger  
 Publicity Director ..... Victor Liston  
 Chief Engineer ..... S. Edwin Leonard

## WBNS

COLUMBUS—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc...Power: 5000 d.; 1000 n.  
 Owned-Operated By ..... Radioch. Inc.  
 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  
 Gen. and Station Manager. Richard A. Borel  
 Sales-Commercial Manager ..... W. I. Orr  
 Sales Promotion Manager...Jerome R. Reeves  
 Program Director ..... Geer Parkinson  
 Production Manager ..... Chester S. Long  
 Publicity Director ..... Jerome R. Reeves  
 Chief Announcer ..... Russell Cantler  
 Musical Director ..... Geer Parkinson  
 Record m. c.....Irwin A. Johnson  
 Chief Engineer ..... Lester H. Nafzger

## WCOL

COLUMBUS—EST. 1934

ABC

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 ..... 6 a.m. to 1 a.m.,  
 Sundays 7:30 a.m. to 1 a.m.

News Service.....INS & AP  
 Transcription Service.....World; Lang-Worth  
 Representative ..... Headley-Reed Company

### Personnel

Owner.....L. A. Pixley  
 General and Station Manager .... Jack Kelly  
 Sales Commercial Manager .... Jack Kelly  
 Publicity and Merchandising  
 Manager ..... Howard Donohoe  
 Continuity Director ..... Frank Tate  
 Production Manager ..... Al Albinger  
 Chief Engineer ..... Leo DeConnick

## WHKC

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 Oberiz Road  
 Time on the Air.....6 a.m. to 1 a.m.  
 Newspaper Affiliation ....Cleveland Plain  
 Dealer

News Service.....UP  
 Transcription Service.....Lang-Worth, Cole  
 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.....Juanita Wilcox  
 Chief Announcer ..... Bernard J. Sweeney  
 Director ..... Abram Ruvinsky  
 Chief Engineer.....William C. Minor  
 Record m. c.....Budd Sweeney

## WOSU

COLUMBUS—EST. 1921

Frequency: 820 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Ohio State University  
 Business Address .....Columbus  
 Phone Numbers: University 3148; Extension  
 711-2, 579

OHIO

Studio Address ..... Campus  
 Transmitter Location: University Golf Course,  
 Worthington Road  
 Time on the Air ..... Limited time,  
 to sunset at Dallas, Texas  
 News Service ..... UP  
 Transcription Service ..... NBC Thesturus

**Personnel**

President ..... Howard L. Bevis  
 Station Director ..... R. C. Higgy  
 Program Director ..... William H. Ewing  
 Publicity Director ..... H. K. Schellenger  
 Chief Operator ..... C. H. Boehnker  
 \*(Non-Commercial Station)

Newspaper Affiliations: Dayton Daily News:  
 News Service ..... UP, INS.  
 Transcription Service. Standard Radio & World  
 Representative ..... George P. Hollingbery Co.  
 Reprs. 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  
 Publicity Director ..... Stan Mouse  
 Musical Director ..... Henry Lange  
 Chief Announcer ..... Sigel A. Roush  
 Chief Engineer ..... Ernest L. Adams

**WHIO**

DAYTON—EST. 1935  
 COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc. .... Power: 5000 Watts  
 Owned-Operated By. Miami Valley Broadcast-  
 ing Corporation  
 Business Address ..... 45 South Ludlow Street  
 Phone Number ..... ADams 2261  
 Transmitter Location ..... Hempstead Road  
 Time on the Air ..... 18½ hours daily

**WING**

DAYTON—EST. 1939

ABC

Frequency: 1410 Kc. .... Power: 5000 Watts  
 Owned-Operated By. Great Trails Broadcasting  
 Corporation  
 Address ..... 121 North Main Street



**TELL  
 SOUTHWESTERN  
 OHIO  
 your sales message**

WHIO Dayton covers Southwestern Ohio—  
 where the Great Miami and Little Miami rivers  
 flow through the prosperous farm lands of a  
 \$100 million agricultural market richly studded  
 by progressive manufacturing centers. This  
 ready market is supported by diversified in-  
 dustries with sound progress in reconversion.

and having projected expansion plans amount-  
 ing to more than \$50 million!

Dayton and Montgomery County voters re-  
 cently passed levies and bond issues to finance  
 a unified capital improvement program amount-  
 ing to \$28 million!

Tell your sales story through WHIO Dayton,  
 the local station with the largest listening  
 audience, plus complete, reliable local news  
 coverage: UP, INS, PA.

**5000 WATTS . . . . . BASIC CBS**

**WHIO**

- 11 YEARS SERVING THE DAYTON AREA
- G. P. HOLLINGBERY COMPANY, Representatives
- HARRY E. CUMMINGS, Southeastern Representative



Phone Number.....ADams 3288-89-80  
 Transmitter Location.....Shaker Road  
 Time on the Air.....5:45 a.m. to 1:05 a.m.,  
 Sundays 6:45 a.m.-12:05 a.m.  
 News Service.....AP  
 Transcription Service.....Lang-Worth, Standard  
 Representative.....Weed & Company

**Personnel**

President.....Charles Sawyer  
 General Manager.....John Pattison Williams  
 Station and Sales Manager.....F. G. Dykstra  
 Merchandising Manager.....Mrs. Ruth Krause  
 Musical Director.....Charles G. Reeder

**W F I N**

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 & Keqstone, Cole.

**Personnel**

Owner-General Manager.....Fred R. Hover  
 Sales Manager.....M. C. Clark  
 Production Director.....Joanne Lewis  
 Sales Promotion.....Dick Davis  
 Chief Engineer.....Edgar Smith

**W M O H**

HAMILTON—EST. 1944

MUTUAL BROADCASTING SYSTEM

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.....6 a.m. to 11 p.m.;  
 Sun., 7 a.m. to 11 p.m.  
 News Service.....UP  
 Transcription Service.....NBC Thesaurus

**Personnel**

President.....Herbert G. Pabst  
 Executive Director.....Don Isset  
 Sales Manager.....Joe True  
 Chief Engineer.....Andrew Bruck

**W L O K**

LIMA—EST. 1938

NATIONAL BROADCASTING CO.

OHIO NETWORK

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.....6 a.m. to midnight daily;  
 8 a.m. to midnight Sunday  
 News Service.....AP  
 Transcription Service.....Standard  
 Representatives.....Headley Reed

**Personnel**

President.....George B. Storer  
 Vice-President & Gen. Mgr.....J. Harold Ryan  
 Station-Sales Manager.....R. G. Elvin  
 Production-Program Director.....Edgar C. Ulrick  
 Chief Engineer.....Darrell J. Hunter

**W M A N**

MANSFIELD—EST. 1939

ABC

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Richland, Inc.  
 Address.....140 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 12:05 a.m.  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Broadcast Sales Co.

**Personnel**

Owner.....M. F. Rubin  
 General Manager.....J. M. O'Hara  
 Program Director.....Robert B. Christopher  
 News Editor.....Robert Horn  
 Chief Engineer.....W. E. Morrison

(Call Letters to Be Assigned)

**MARIETTA\***

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Marietta Broadcasting  
 Co.  
 Address.....St. Clair Block  
 \* Construction Permit.

(Call Letters to Be Assigned)

**MARIETTA\***

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Parkersburg Sentinel  
 Co.  
 Address.....519 Juliana St., Parkersburg, W. Va.

**Personnel**

Chief Executive.....Howard L. Chernoff  
 \* Construction Permit.



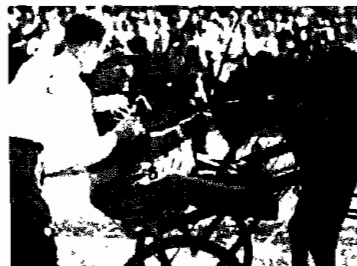
Louis Bromfield addresses annual Marlon Chamber of Commerce Banquet.



Billy Southworth and baseball veterans Hank Gowdy, Jess Haines, Cy Young and Bob Ewing, at the annual "Southworth Dinner" given by The Kenton Elks.



W-M-R-N's listeners hear Miss Mary Jean Rankin, 1945 Corn Queen of the Bucyrus Annual Corn Show.



W-M-R-N covers the Little Brown Jug Futurity whose lush \$40,000 purse in 1946 will draw the nation's best pacers and drivers to Delaware.

# WMRN



## The Friendly Neighbor to 200,000 OHIOANS

W-M-R-N is happy to co-operate with its more than 200,000 listeners in promoting and publicizing their many and varied activities . . . more than 200,000 listeners who live in the heart of one of the richest agricultural and industrial areas in all Ohio.

On this page are illustrated a few of the many rural and city events that are broadcast annually over W-M-R-N.

Public service like this makes real friends of the local folks in our seven-county service area . . . whose buying power is valued at almost \$200,000,000 annually.

Get your share of this rich market . . . tell your story to these in-the-money, willing-to-buy listeners.

REMEMBER . . .

When You Buy Time On

# W - M - R - N

You Buy

## SALES RESULTS!



AN AFFILIATE OF THE AMERICAN BROADCASTING CO.

Sales Representatives:

Broadcast Sales Company  
280 Madison Avenue  
New York City

Broadcast Sales Company  
360 N. Michigan Avenue  
Chicago, Illinois

Gene Grant & Company  
1651 Cosmo Street  
Hollywood, California

**W M R N**  
MARION—EST. 1940

ABC  
OHIO NETWORK

Frequency: 1490 Kc. Power: 250 Watts  
Owned By: The Marion Broadcasting Company  
Operated By: R. T. Mason  
Address: North Main Street  
Phone Number: 3228-7  
Transmitter Location: North Main Street  
Time on the Air: 16 hours, 15 min. daily  
News Service: UP  
Transcription Service: NBC Thesaurus.

**Personnel**

President-Station Manager: Robert T. Mason  
Commercial Manager: Geo. A. Speese  
Sales Manager: George A. Speese  
Program Director: L. T. Marsh  
Publicity Director: Ray Oviatt  
Musical Director: Bob Dell  
Record m. c.: Eric Paige  
Chief Engineer: Joe Peters

**W P A Y**

PORTSMOUTH—EST. 1935  
COLUMBIA BROADCASTING SYSTEM

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 midnight; Sundays, 7:30 a.m. to midnight.  
Newspaper Affiliation: Portsmouth Times  
News Service: AP & UP  
Transcription Service: Lang-Worth & BMI

**Personnel**

President: Louis H. Brush  
General and Station Manager: Paul Wagner  
Sales-Commercial Manager: G. F. Boyd  
Sales Promotion-Merchandising Manager: Robert E. Kuhn  
Program Director: H. W. Apel  
Publicity Director: Robert H. Kuhn  
Chief Announcer: Edward Sagraves  
Musical Director: Dorothy Page  
Chief Engineer: Maurice L. Myers  
Record m. c.: Carl Sunkel

**W I Z E**  
SPRINGFIELD—EST. 1940

ABC

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 1 a.m.  
News Service: UP & AP  
Transcription Service: Lang-Worth, Standard  
Representative: Weed & Co.

**Personnel**

President: Charles Sawyer  
General and Station Manager: Adna Karns  
Sales-Commercial Manager: Adna Karns  
Program Director: Arthur L. Martin  
Production Manager: Bob Terry  
Publicity Director: Sarah Zahn  
Musical Director: Jim Newman  
Chief Engineer: Victor L. Bushong

**W S T V**

STEUBENVILLE—EST. 1940  
MUTUAL BROADCASTING SYSTEM  
VICTORY

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: 6:45 a.m. to 1:15 a.m.  
News Service: UP

**AP RADIO PRODUCTIONS OFFERS FOUR OUTSTANDING SHOWS TRANSCRIBED**

"Sports Star Special"  
"Star Time"  
"Special Assignment"  
"The Cliff Edwards Show"

BIG NAMES, WELL-KNOWN PERSONALITIES, MAKE EACH SHOW A SALES WINNER

Ask about the unique, new "Cue-In" technique.

Transcription Service ..... Thesaurus  
 Representative.. Joseph Hershey McGillvra, Inc.

**Personnel**

General and Commercial Mgr... John J. Laux  
 Sales Promotion-Merchandising  
 Manager ..... John L. Merdian  
 Production Manager-Assl.  
 Manager ..... John L. Merdian  
 Production Manager and Assistant  
 Program Director ..... George H. Wilson  
 Publicity Director and Local News  
 Editor ..... Harry Cochran  
 Chief Announcer ..... George H. Wilson  
 Musical Director ..... Thomas Arim  
 Chief Engineer ..... Joseph M. Troesch

Transmitter Location: Oregon Road, East Toledo  
 Time on the Air..... 6 a.m. to 1 a.m.  
 News Services..... AP, INS, UP  
 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  
 Chief Engineer Studio..... Frank M. Hilbert  
 Chief Engineer Transmitter.... Edward L. Goon

**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

**WTOL**

TOLEDO—EST. 1938

AMERICAN BROADCASTING CO.

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By The Community Broad-  
 casting Company  
 Address ..... Bell Building  
 Phone Number..... Adams 3291

**SHAKE HANDS WITH**



**"THE FRIENDLY GROUP"**

Four Stations in Four States under the experienced management of "The Friendly Group". Extending you a friendly hand for more business from these thriving markets.

For further details, write John Laux, Managing Director "The Friendly Group", Steubenville, O.

National Representative: Joseph Hershey McGillvra, Inc. New York • Chicago • Los Angeles • San Francisco



**WSTV**

STEUBENVILLE, O.  
 JOHN LAUX, MGR.  
 MUTUAL

**WFPG**

ATLANTIC CITY, N. J.  
 EDDIE KOHN, MGR.  
 ABC NETWORK

**WJPA**

WASHINGTON, PA.  
 BOB KLIMENT, MGR.  
 MUTUAL

**WKNY**

KINGSTON, N. Y.  
 LOU STEKETEE, MGR.  
 MUTUAL



## **Big BOX-OFFICE in Toledo**

WTOL shows in Toledo are big box-office . . . every day and every night. Locally owned, locally operated . . . the station plays to an audience with a first-hand understanding of what its particular audience most enjoys. Local interest. Plus national prestige. Local merchants prefer and use WTOL. Its local wallop offers a great opportunity for national advertisers to tie in for results.

# **WTOL**

*"Toledo's Friendly Station"*

Basic ABC Network

*Arch Seward General Manager*

*Representatives: Radio Advertising Co.*

1926-1946

# Twentieth Anniversary Year\*



## IF YOU COULD CHOOSE ONLY 25 U. S. MARKETS... YOU WOULD HAVE TO CHOOSE YOUNGSTOWN--WKBN

A stable, concentrated market area which ranks among the nation's top 25 means both peak buying ability and peak buying habits. Effectively served by one medium of proved selling power, this area is the "must market" of Youngstown--WKBN. The leading purchasing power of this third largest U S Steel Center is revealed conclusively by available statistics...total wage earners, annual wages, retail sales per family, etc. (Full information is available to advertisers in WKBN's Brochure on "The Youngstown Industrial Area"). This large and attentive buying audience falls within the primary coverage of one Radio station only... WKBN.

Represented by  
**PAUL H. RAYMER COMPANY**

As repeated case histories throughout this pioneer station's 20-year history attest, such an exclusive situation has placed WKBN in the position of a powerful merchandising and sales force... the respected source of information and entertainment for a major market area of over half a million consumers... plus the bonus coverage area of over 6,000,000.

**AFFILIATE  
COLUMBIA BROADCASTING SYSTEM**

# WKBN

YOUNGSTOWN, O.

5000 watts  
570 kc



\* WKBN delivered its first broadcast to Youngstown ear-phones and speakers on September 26, 1926. The station's first bid for listeners was made with a 7½ watt transmitter. An ever-progressive policy has existed from the beginning and today's modern, powerful equipment... situated on forty-five acres of landscaped beauty in Youngstown's South Side residential section... brings Columbia Network and local entertainment to listeners in five states and Canada.

Transmitter Location . . . . . Bell Building  
 Time on the Air . . . . . Unlimited license  
 News Service . . . . . UP & AP  
 Transcription Services . . . . . Associated Music Publishers; World.  
 Representative . . . . . Radio Advertising Corp.

**Personnel**

President . . . . . Frazier Reams  
 Vice President-General Manager . . . . . Arch Shawd  
 Commercial Manager . . . . . Gard Wallace  
 Sales Promotion Manager . . . . . Henry Morgan  
 Program Director-Production  
 Manager . . . . . Karl Nelson  
 Publicity Director . . . . . Charlotte Van Rensselaer  
 Musical Director . . . . . Dorothy Diller  
 Chief Engineer . . . . . John Sheehan

**W R R N**

WARREN—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Nied & Stevens  
 Address . . . . . 2nd National Bank Building  
 Phone Number . . . . . 4490  
 Time on the Air . . . . . 6:45 a.m. to 12 midnight  
 Transmitter Location . . . . . 710 Main Avenue, S. W.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Joseph Hershey McGillvra

**Personnel**

Owners . . . . . Frank T. Nied, Perry H. Stevens  
 Station Manager . . . . . Emerson J. Pryor  
 Commercial Manager . . . . . Frank B. Cannon  
 Sales Promotion Manager . . . . . Emerson J. Pryor  
 Program Director-Production  
 Manager . . . . . Lynn E. Gifford  
 Publicity Director . . . . . Emerson J. Pryor  
 Chief Engineer . . . . . Robert V. Kinney

**W F M J**

YOUNGSTOWN—EST. 1939

AMERICAN BROADCASTING CO.

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  
 Newspaper Affiliation . . . . . Youngstown Vindicator  
 News Service . . . . . AP; UP  
 Transcription Services . . . . . Lang-Worth;  
 Standard Radio  
 Representative . . . . . Headley-Read Company

**Personnel**

Owner-Station Manager . . . . . William F. Maag, Jr.  
 National Advertising Manager . . . . . Phil Wood  
 Program Director . . . . . William Crooks  
 Business Manager . . . . . Leonard Nisman  
 Musical Director . . . . . Ronald Richards  
 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 12:05 a.m.  
 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  
 Sales Promotion Manager . . . . . Foster Harmon  
 Program Director . . . . . Gene Trace  
 Production Manager . . . . . Gene Trace  
 Publicity Director . . . . . Foster Harmon  
 Chief Engineer . . . . . B. T. Wilkins

**W H I Z**

ZANESVILLE—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned By . . . . . Southeastern Ohio Broadcasters, Inc.  
 Operated By . . . . . Fort Industry Company  
 Address . . . . . North Fifth St., Lind Arcade Bldg.  
 Phone Number . . . . . 6000  
 Transmitter Location . . . . . Newark Road  
 Time on the Air . . . . . 6 a.m. to 12 midnight  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard Radio  
 Representative . . . . . John Blair & Company

**Personnel**

President . . . . . George Storer  
 General Manager . . . . . Allen L. Haid  
 Sales Manager . . . . . J. Robert Kerns  
 Program Director-Production  
 Manager . . . . . Howard George  
 Chief Engineer . . . . . William Hunt

# OKLAHOMA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

## K A D A

ADA—EST. 1934

AMERICAN BROADCASTING CO.  
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  
General-Manager.....James M. Griffith  
Commercial Manager.....LeRoy W. Moses  
Chief Engineer.....Harold Walker

## K V S O

ARDMORE—EST. 1935

AMERICAN BROADCASTING CO.  
KBS—OKLAHOMA NETWORK

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned-Operated By.....John F. Easley  
Business Address.....Hotel Ardmore  
Phone Number.....3030  
Studio Address.....Hotel Ardmore  
Transmitter Location.....Chickasaw & North-  
west Blvd.  
Time on the Air.....Unlimited License  
Transcription Service.....SESAC, World  
Newspaper Affiliation.....Daily Ardmoreite  
News Service.....AP  
Representative.....Taylor Howe Snowden

### Personnel

General Manager.....Albert Riesen  
Commercial Manager.....Gene Calley  
Musical Director.....Dolly Dutton  
Chief Engineer.....John Malloy

## K W O N

BARTLESVILLE—EST. 1942

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Operated By.. Bartlesville Broadcasting  
Co.  
Business Address... Union Natl. Bank Bldg.  
Phone Number.....1400  
Studio Address.....Union National Bank  
Bldg.

Transmitter Location..... Highway U.S. 75  
Time on the Air.....6:30 a.m. to 11 p.m.  
News Service.....AP

### Personnel

President-General Manager.....J. Fred Case  
Commercial Manager.....John Collins  
Sales Promotion.....Henry H. Heerman  
Program Director.....Keith Upson  
Chief Engineer.....E. Dallas Degraffenreid

## K A S A

ELK CITY—EST. 1932

MUTUAL BROADCASTING SYSTEM  
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.....UP  
Transcription Service.....Standard  
Representative.....Gene Grant

### Personnel

President.....L. J. Preston  
Supervisor.....F. E. Mayhew  
Program Director.....John Carmen  
Chief Engineer.....G. M. Patterson

## K C R C

ENID—EST. 1929

ABC

OKLAHOMA NETWORK

Frequency: 1390 Kc. .... Power: 1000 Watts  
Owned-Operated By.....Enid Radiophone Co.  
Business Address.....Broadway Tower  
Phone Number.....447  
Transmitter Location.....318 E. Willow  
Time on the Air.....6:30 a.m. to 11:05 p.m.  
Newspaper Affiliation...Enid Morning News;  
Enid Daily Eagle  
News Service.....AP  
Transcription Service.....Standard  
Representative.....Taylor-Howe-Snowden

### Personnel

President.....Mrs. Lucy M. Garber  
General Manager.....Milton B. Garber  
Station Manager.....Lucien D. Lindsey  
Sales Promotion.....Hugh J. Finnerty  
Program Director.....Marjorie Studer  
Chief Engineer.....Murray Coleman



**K S W O**

LAWTON—EST. 1941  
MUTUAL

Frequency: 1150 Kc. Power: 250 Watts  
Owned-Operated By  
Oklahoma Quality Broadcasting Co.  
Business Address PO Box 699  
Phone Number 3413  
Studio Address 17th & E. Streets  
Transmitter Location 17th & E. Streets  
Time on the Air Daytime license  
News Service UP  
Transcription Service World

**Personnel**

General Manager John W. Steele  
Sales Promotion-Merchandising  
Manager John W. Guffey  
Program Director Kathleen Burkett  
Publicity Director Jeanne Dryden  
Chief Engineer W. E. Billington

**K B I X**

MUSKOGEE—EST. 1936  
ABC

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 6:30 a.m. to 12 midnight  
Newspaper Affiliation Muskoquee Daily  
Phoenix & Times Democrat  
News Service AP  
Representative Taylor-Howe-Snowden

**Personnel**

President-General Manager Tams Bixby, Jr.  
Station Manager Paul A. Bruner  
Sales-Commercial Manager Mary D. Robinson  
Program Director Marcia King

**K T M C**

McALESTER

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By McAlester Broadcasting Co.  
Address Aldridge Hotel

**Personnel**

Owners C. E. Willson, P. D. Jackson  
\* Construction Permit.

**W N A D**\*

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 Memorial Union Bldg.  
Transmitter Location 1140 Jenkins Ave.  
Time on the Air Daytime License  
News Service AP

**Personnel**

General Manager John W. Dunn  
Production Manager Jim Newman  
Musical Director Jack Bowers  
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 a.m. to 12 midnight,  
Sunday 7 a.m. to 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  
Sales Promotion-Merchandising  
Manager L. O. Peak  
Program Director-Production  
Manager Paul H. Bunning  
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

OKLAHOMA

Phone Number .....2-3291
Studio Address.....24th Floor, Biltmore Hotel
Transmitter Location: 7 1/2 miles north of Oklahoma City
Time on the Air.....18 hours daily
News Service ..... UP
Transcription Service.....World Trans. Service, Standard, Cole.
Representative..... Free & Peters

Personnel

President ..... John Griffin
General Manager ..... Kenyon Brown
Sales-Commercial Manager.....J. J. Bernard
Sales Promotion-Merchandising
Manager ..... Webster L. Benham, Jr.
Program Director ..... Bill Bryan
Production Manager ..... Allan Page
Publicity Director ..... Kenneth Harris
Chief Announcer ..... Bob Duren
Musical Director ..... Mickey Reynolds
Chief Engineer ..... Morris W. Thomas

K T O K

OKLAHOMA CITY—EST. 1927
AMERICAN BROADCASTING CO.
OKLAHOMA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned by.....O. L. "Ted" Taylor
Operated By ..... Radio Station KTOK
Business Address.....2004 Apco Tower
Studio Address.....1800 West Main
Phone Number ..... 3-8352
Transmitter Location.....1800 West Main
Time on the Air.....6 a.m. to midnight
News Service.....AP & UP
Transcription Service.....World; Lang-Worth
Representative.....Taylor-Howe-Snowden; Homer Griffith

Personnel

President.....O. L. "Ted" Taylor
General Manager ..... Alex Keese
Station Manager.....Robert D. Enoch
Commercial Manager.....Frank J. Lynch
Publicity Director ..... Eva Alexander
Program Director ..... Harold Shreve
Musical Director ..... Jerre Cammack
Chief Engineer..... Clifford Easum

W K Y

OKLAHOMA CITY—EST. 1928
NATIONAL BROADCASTING COMPANY

Frequency: 930 Kc.....Power: 5000 Watts
Owned By.....Oklahoma Publishing Co.
Operated By.....WKY Radiophone Co.

Address..... Skirvin Tower Hotel
Phone Number..... 3-4306
Transmitter Location.....Highway No. 86
Time on the Air: 6 a.m. to 11:30 p.m.; Sundays, 8 a.m. to 11:30 p.m.
Newspaper Affiliation.....Daily Oklahoman; Oklahoma City Times; The Farmer Stockman
News Service ..... AP
Transcription Service.....Standard Library, Associated
Representative .....The Katz Agency

Personnel

President.....E. K. Gaylord
Secretary-Treasurer.....Edgar T. Bell
General Manager.....P. A. Sugg
Commercial Manager.....Ralph Miller
Promotion Manager.....Tom Rucker
Chief Engineer.....Herman Lovell

K H B G

OKMULGEE—EST. 1937
MUTUAL

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By: Okmulgee Broadcasting Corp.
Address ..... McCulloch Bldg.
Phone Number ..... 3646
Transmitter Location ..... Okmulgee
Time on the Air ..... 6:45 a.m. to 10:30 p.m.
News Service .....UP
Transcription Service.....Lang-Worth; Keystone
Representative ..... Sears & Ayer

Personnel

President-Manager ..... Pat Buford
Commercial-Sales Promotion Manager
Lucille Buford
Program-Production Director .....Nova Clarke
Chief Announcer ..... Lowell Clark
Chief Engineer ..... J. H. Smith, Jr.

W B B Z

PONCA CITY—EST. 1927
MUTUAL

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Adelaide Carrell
Address ..... 615 West Grand Avenue
Phone Number ..... 3200
Transmitter Location.....615 Grand Avenue
Time on the Air.....7 a.m. to 11 p.m.
News Service .....AP

Personnel

Managing Director .....A. L. Carrell
Sales Manager.....L. C. McKenney

# OKLAHOMA

Program Director ..... Don Chadd  
 Publicity Director ..... Bill C. Maugans  
 Chief Engineer ..... N. J. DeFrancesco

Chief Engineer ..... Roy Brown  
 Record MC. .... Etta May Avery

## K G F F

**SHAWNEE—EST. 1930**  
**AMERICAN BROADCASTING CO.**  
**OKLAHOMA NETWORK**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned By ..... Stauffer Publications  
 Operated By ..... KGFF Broadcasting Co.  
 Address ..... Aldridge Hotel  
 Phone Number ..... 4390  
 Transmitter Location ..... Shawnee Country Club  
 Time on the Air ..... 6:30 a.m. to 12 midnight  
 Newspaper Affiliation ..... Stauffer Publications  
 News Service ..... AP  
 Representative ..... Taylor Howe Snowden

### Personnel

President ..... Oscar Stauffer  
 General Manager ..... Maxine Eddy  
 Commercial Manager ..... H. S. Henderson  
 Promotion-Publicity Director ..... Zaida Porter  
 Production-Program Director ..... Roy J. Bowman  
 Chief Announcer ..... Roy J. Bowman  
 Chief Engineer ..... Salvatore Ricciotti

## K O M E

**TULSA—EST. 1938**  
**ABC**  
**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  
 News Service ..... AP  
 Transcription Service ..... Standard & Lang-Worth  
 National Representative ..... Taylor-Howe-Snowden

### Personnel

President ..... Harry Schwartz  
 General Manager ..... Harold Grimes  
 Nat'l Adv. Manager and  
 Counselor ..... Fred Schwartz  
 Sales Promotion-Publicity  
 Manager ..... Mary Corkill  
 Program Director ..... Dick Campbell  
 Continuity Director ..... Ann Fountain  
 Musical Director ..... Alfred Fox  
 Chief Announcer ..... Bill Farley

## 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.  
 News Service ..... UP  
 Transcription Service ..... World Broadcasting; Thesaurus, Standard.  
 Representative ..... Free & Peters

### Personnel

President ..... J. T. Griffin  
 General Manager ..... John Esau  
 Sales Mgr.-Merchandise Mgr. .... L. A. Blust, Jr.  
 Program Dir.-Production Mgr. .... Karl Janssen  
 Publicity Director ..... George Ketcham  
 Chief Announcer ..... Jack Morris  
 Musical Director ..... Glenn Hardman  
 Chief Engineer ..... Robert E. Snider

## K V O O

**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.; Saturday, 5:55 a.m. to 1 a.m.; Sunday, 7 a.m. to 11:30 p.m.  
 News Service ..... INS  
 Transcription Service ..... Standard Radio; Lang-Worth  
 Representative ..... Edward Petry & Co.

### Personnel

President ..... W. G. Skelly  
 Vice President-General  
 Manager ..... William B. Way  
 Commercial Manager ..... Gustav Brandborg  
 Publicity-Sales Promotion Manager,  
 W. T. McClarin  
 Program-Production Director ..... F. M. Randolph  
 Chief Engineer ..... L. W. Stinson

# KEEP PAGE WITH PACIFIC PROGRESS

KGW serves the productive, progressive Northwest. More than a million people in KGW's "listening area" look to Portland as their trade, cultural, and economic center. As transportation, industrial, shipping and commercial heart of the Pacific Northwest, Portland is the hub of a vast area embracing all of Oregon, and Southern Washington, Idaho and parts of Montana.

Expertly and adequately interpreting, analyzing, and reporting trends, emphasizing public service, taking the lead in the best in radio in every classification, KGW moves forward with the Northwest as it has for the past 24 years.

● Oregon is the largest timber-producing state in the nation ● The Northwest contains one-fourth of the total developed and potential hydro-electric power of the United States ● Portland ranks second in volume of shipping tonnage handled on the coast, is center of the meat-packing industry of the Northwest, and is the nation's second largest wool-shipping city.

## KGW... RADIO'S MAINLINE TO NORTHWEST MARKETS

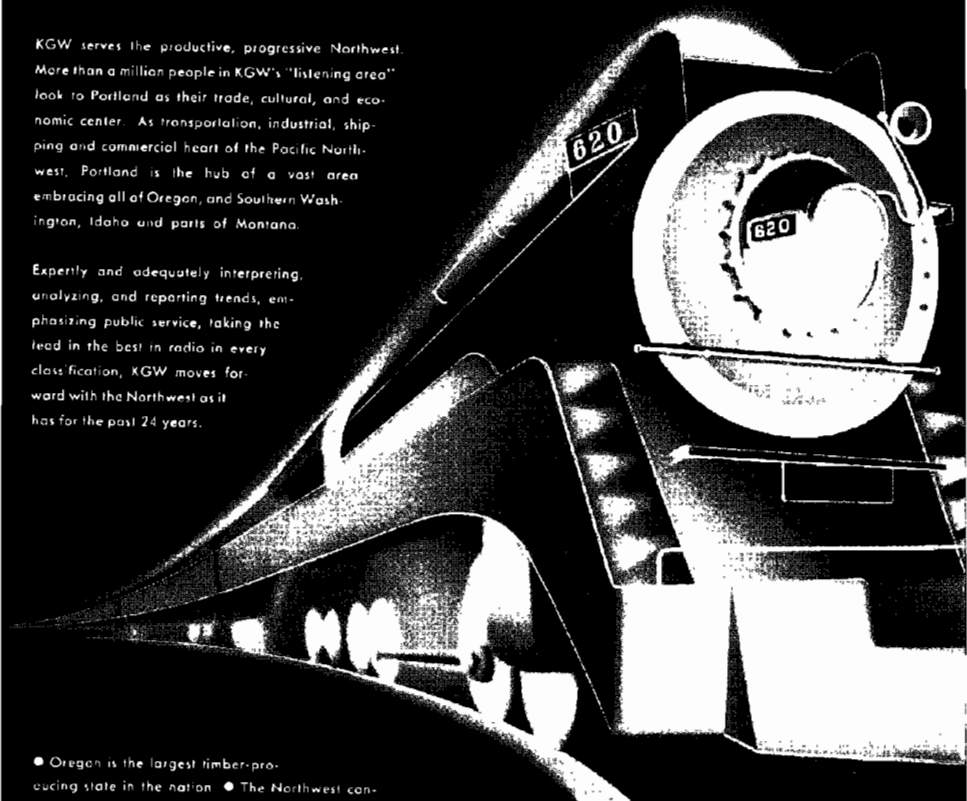
ONE OF THE GREAT STATIONS OF THE NATION

# KGW

PORTLAND, OREGON



REPRESENTED NATIONALLY  
BY EDWARD PEERY & CO., INC.



# OREGON

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

## KWIL

ALBANY—EST. 1941

MUTUAL BROADCASTING SYSTEM  
DON LEE BROADCASTING SYSTEM

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: 6:30 a.m. to midnight;  
Sundays, 7 a.m. to midnight

Newspaper Affiliation: Albany Democrat  
Herald

News Service: UP  
Transcription Service: Standard Radio, Cole  
Representative: John Keating

### Personnel

President: W. L. Jackson  
Secretary-Treasurer: R. R. Cronise  
General Station Manager: Chet Wheeler  
Commercial Manager: Hal Byer  
Sales Promotion-Merchandising Manager:

John Blake  
Program-Publicity Director: John Wray  
Production Manager: Bob Reinholdt  
Chief Announcer: Paul Danielson  
Record m. c.: Bob Nissen  
Chief Engineer: Bill Hansen

## KAST

ASTORIA—EST. 1935

MUTUAL BROADCASTING SYSTEM  
DON LEE BROADCASTING SYSTEM  
KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Astoria Broadcasting Co.  
Address: 404 Commercial St.

Phone Number: 95  
Transmitter Location: 1006 Taylor Avenue  
Time on the Air: 7 a.m. to 12 midnight  
Newspaper Affiliation: Astorian-Budget  
News Service: AP  
Transcription Service: Standard Radio  
Representatives: Walter Biddick, John Keating

### Personnel

Station Manager: L. E. Parsons  
Commercial Manager: E. H. Johnson  
Chief Engineer: James M. Titus

## KBKR

BAKER—EST. 1939

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: Unlimited  
News Service: UP  
Transcription Service: World  
Representative: W. S. Grant Co.

### Personnel

Owners: Marshall E. Cornett, Lee W. Jacobs  
General & Station Manager: Lee W. Jacobs  
Sales-Commercial Manager: Lee W. Jacobs  
Sales Promotion Manager: Ken Lockwood  
Program Director: Grace Baer  
Production Manager-Musical Director:  
Bud Stuart  
Chief Engineer: Sidney Williams

## KBND

BEND—EST. 1938

MUTUAL  
DON LEE

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: The Bend Bulletin  
Address: 1147 Wall St.  
Phone Number: 848  
Transmitter Location: 1147 Wall St.  
Time on the Air: 7 a.m. to 10:30 p.m.  
Newspaper Affiliation: Bend Bulletin  
News Service: UP  
Transcription Service: Lang-Worth

### Personnel

President: Robert W. Sawyer  
General and Station Manager: Frank H. Loggan  
Sales-Commercial Manager: William Barton  
Sales Promotion Merchandising Manager:  
William Barton  
Program Director: Ellen Hammond  
Chief Engineer: Wallace Guthrie

## KOAC\*

CORVALLIS—EST. 1925

Frequency: 550 Kc. Power: 5000 d.; 1000 n.  
Owned by: State of Oregon  
Operated By: Oregon State College  
Address: Corvallis, Oregon  
Phone Number: 526  
Studio Address: Corvallis  
Transmitter Location: Granger  
Time on the Air: 10 a.m. to 10 p.m.  
News Service: UP

**Personnel**

Station Manager.....Allen Miller  
 Program Director.....Allen Miller  
 Production Manager-Chief Announcer  
   James M. Morris  
 Musical Director.....Richard E. Fuson  
 Publicity Director....Mrs. Jeanne Popovich  
 Chief Engineer.....Grant 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  
 Representatives...Walter Biddick, Gene Grant

**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.....Violet Motter  
 Address.....Box 408  
 Phone Number.....3  
 Transmitter Location...27th & Willamette Sts.  
 Time on the Air: 6 a.m. to Midnight; Sunday,  
 7 a.m. to 11 p.m.  
 News Service.....AP & UP  
 Transcription Service.....World  
 Representative.....John Keating

**Personnel**

Owner.....Violet Motter  
 Manager.....L. W. Trommlitz  
 Commercial-Production Manager. Bruce Nidever  
 Secretary-Program Director...Marjorie Jackson  
 Production Manager.....Bruce Nidever  
 Chief Engineer.....Harold Gander

**K U I N**

**GRANTS PASS—EST. 1939**

**MUTUAL BROADCASTING SYSTEM  
 DON LEE BROADCASTING SYSTEM**

Frequency: 1340 Kc. Power: 250 Watts

Owned-Operated By..Southern Oregon Broad-  
 casting Co.  
 Business Address.....P. O. Box 148  
 Phone Number.....1100  
 Studio Address.....Redwood Highway  
 Transmitter Location...Redwood Highway  
 Newspaper Affiliation...Grants Pass Courier  
 Time on the Air.....7 a.m. to 10:15 p.m.  
 Transcription Services...World Broadcasting  
 System, MacGregor, SESAC  
 Representative.....John Blair & Co.

**Personnel**

President.....A. E. Voorhies  
 Director.....William B. Smullin  
 Station-Commercial Manager...Ralph Hanson  
 Sales Promotion Manager.....N. L. Williams  
 Program Director.....M. A. Dawson  
 Production Manager.....E. A. Malone  
 Publicity Director.....N. L. Williams  
 Chief Announcer.....Glenn E. Nickell  
 Musical Director.....Clarence L. Bauer  
 Chief Engineer.....Edward A. Malone  
 Record m.c.....Glenn E. Nickell

**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.....213 Main St.  
 Phone Number.....5155  
 Transmitter Location...Klamath Falls  
 Time on the Air.....6:30 a.m. to 10 p.m.  
 Transcription Service...World Broadcasting  
 System, NBC Thesaurus  
 News Service.....UP  
 Representative.....W. S. Grant Co.

**Personnel**

President-General Manager.....W. D. Miller  
 Station-Commercial Manager...Jack Keating  
 Program Director.....John Pennington  
 Chief Engineer.....Robert Davenport, Jr.

**K F L W**

**KLAMATH FALLS—EST. 1945**

**AMERICAN BROADCASTING CO.**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By...Herald Publishing Co.  
 Business-Studio Address. Main & Esplanade Sts.  
 Phone Number.....8111  
 Transmitter Location...Main & Esplanade Sts.  
 Newspaper Affiliation. Herald & News, Owner  
 News Service.....AP  
 Transcription Service...NBC Thesaurus,  
 Syndicated Programs  
 Representative.....Lewis H. Avery

**Personnel**

President.....Frank Jenkins  
 General Manager.....Marshall H. Pengra  
 Station Manager.....H. J. Chandler  
 Sales & Promotion Manager.....Max J. Frye  
 Chief Engineer.....Gilbert E. Walters

**K L B M**

LA GRANDE—EST. 1938

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.....7 a.m. to 10 p.m.  
 News Service.....UP  
 Transcription Service.....Standard Radio; Keystone  
 Representative.....W. S. Grant Co.

**Personnel**

President.....Marshall E. Cornett  
 General Manager.....Lee W. Jacobs  
 Station-Commercial Manager.....Gordon L. Capps  
 Program Director.....Ken Lillard  
 Chief Engineer.....Sidney Williams

**K O O S**

COOS BAY—EST. 1928

MBS-DON LEE BROADCASTING SYSTEM

Frequency: 1230 Kc. ....Power: 250 Watts  
 Owned-Operated By.....Koos, Inc.  
 Address.....505 Hall Building  
 Phone Number.....432-3  
 Transmitter Location.....Hall Building  
 Time on the Air....6 a.m. to Midnite, Sundays, 7 a.m. to Midnite  
 News Service.....UP  
 Newspaper Affiliation.....Coos Bay Times  
 Transcription Service....World Broadcasting  
 Representative.....John Keating

**Personnel**

President.....Sheldon F. Sackett  
 General Manager.....Fred F. Chitty  
 Station & Commercial Manager.....Hal Shade  
 Office Manager.....Lucy Johnson  
 Musical Director.....Margaret McCoy  
 Chief Engineer.....Robert L. Spough

**K M E D**

MEDFORD—EST. 1926

KEYSTONE BROADCASTING SYSTEM  
 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-General Manager....Mrs. W. J. Virgin  
 Commercial Manager.....Art Adler  
 Program Director.....Gladys LaMarr  
 Chief Engineer.....Dave Rees

**K S R V \***

ONTARIO

Frequency: 1450 Kc. ....Power: 250 Watts  
 Owned-Operated By.....Inland Radio, Inc.  
 Address.....First & Court Sts., Baker, Ore.  
 \* Construction Permlt.

**K W R C**

PENDLETON—EST. 1941

NORTHWEST NETWORK

Frequency: 1240 Kc. ....Power: 250 Watts  
 Owned By.....Western Radio Corp.  
 Operated By.....V. B. Kenworthy  
 Address.....Box 178  
 Phone Number.....1425  
 Studio-Transmitter Location.....S. W. 6th St.  
 Time on the Air...7 a.m. to 10:15 p.m.; Sundays, 9 a.m. to 9:15 p.m.  
 News Service.....UP  
 Transcription Service.....Lang-Worth

**Personnel**

President-General Manager  
 V. Barney Kenworthy  
 Station-Commercial Manager...Paul E. Walden  
 Asst. Commercial Rep.....Ted A. Smith  
 Program-Production Director...Keith Larkin  
 Chief Engineer.....Robert M. Eaton

# KALE

PORTLAND—EST. 1932  
MUTUAL BROADCASTING SYSTEM  
DON LEE

Frequency: 1330 Kc. Power: 5000 Watts  
Owned By: Journal Publishing Company  
Operated By: KALE, Inc.  
Business Address: 9th & Taylor Sts.  
Phone Number: Br. 3484  
Studio Address: 9th & Taylor Sts.  
Transmitter Location: Near Sylvan, Ore.  
Time on the Air: 5:45 a.m. to 12 midnight  
News Service: AP & UP  
Transcription Service: Associated Music  
Publishers, Standard, Cole  
Representative: John Blair & Co.

## Personnel

President: P. L. Jackson  
General and Station Manager  
Charles E. Couche  
Commercial Manager: Norman A. Davis  
Sales Promotion-Merchandising Manager  
Norman A. Davis  
Acting Production Manager: Earl Gunn  
Publicity Director: Leith F. Abbott  
Chief Announcer: Willis Ross  
Musical Director: Alan Uhless  
Chief Engineer: A. E. Richmond

# KBPS\*

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

General Manager: Mary E. Gilmore  
Agent: R. T. Stephens  
(Non-Commercial Station)

# KEX

PORTLAND—EST. 1926  
ABC

Frequency: 1190 Kc. Power: 5,000 Watts  
Owned-Operated By: Westinghouse Radio  
Stations, Inc.  
Business Address: 815 S. W. Yamhill  
Phone Number: Broadway 5653  
Studio Address: 1011 S. W. 6th  
Transmitter Location: North Portland, Oregon

Time on the Air: 6 a.m. to 1 a.m., Sundays,  
7 a.m. to 1 a.m.  
News Service: INS; UP  
Transcription Service: World  
Representative: Paul H. Raymer Co.

## Personnel

President: George H. Bucher  
General Manager: J. B. Conley  
Station Manager: Charles S. Young  
Commercial Manager: R. E. Rudolph  
Program Director: Eldon Campbell  
Production Manager: Melvin Bailey  
Publicity Director: Betty Hill  
Musical Director: George Bruns  
Chief Engineer: T. T. Ely

# KGW

PORTLAND—EST. 1922  
NATIONAL BROADCASTING CO.

Frequency: 620 Kc. Power: 5000 Watts  
Owned-Operated By: The Oregonian Pub-  
lishing Company  
Business Address: 1011 S. W. 6th Ave.  
Phone Number: Be 6364  
Studio Address: 1011 S. W. 6th Ave.  
Transmitter Location: Faloma, Ore.  
Time on the Air: 6 a.m. to 1 a.m.  
Newspaper Affiliation: The Oregonian  
News Service: AP; INS; UP  
Transcription Service: Langworth; NBC  
Thesaurus  
Representative: Edward Petry & Co., Inc.

## Personnel

General Manager: H. Quenton Cox  
Sales Manager: J. N. Wassan  
Program Director: Homer Welch  
Production Manager: Thomas Swafford  
Publicity Director: Thelma Agosti  
Chief Announcer: Frank Coffin  
Musical Director: Abe Bercovitz  
Chief Engineer: Harold S. Singleton

# KOIN

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: Alwater 3333  
Studio Address: New Heathman Hotel Bldg.  
Transmitter Location: Sylvan near Canyon Road  
Time on the Air: 6 a.m. to Midnight  
News Services: INS; UP; AP  
Transcription Services: World Program Library;  
Associated Music Service  
Representative: Free & Peters, Inc.



**Personnel**

President.....C. W. Myers  
 Station & General Manager  
     Harry H. Buckendahl  
 Sales Promotion Manager.....Marc Bowman  
     Charles E. Couche  
 Program Director.....H. M. Swartwood, Jr.  
 Production Manager.....Ted W. Cooke  
 Chief Announcer.....Lou Gillette  
 Publicity Director.....Enoch Squires  
 Musical Director.....Owen Dunning  
 Chief Engineer.....Louis Sumner Bookwalter

**K W J J**

PORTLAND—EST. 1927

Frequency: 1080 Kc. ....Power: 1000 Watts  
 Owned-Operated By.....KWJJ Broadcast  
 Co., Inc.  
 Address.....1011 S. W. 6th Ave.  
 Phone Number.....Atwater 4393  
 Transmitter Location.....Oaks Park, Portland  
 Time on the Air.....6 a.m. to 1 a.m.  
 News Service.....UP, INS  
 Transcription Service... Standard Radio, Lang-  
 Worth  
 National Representative..... Burn-Smith Co.

**Personnel**

President.....Wilbur J. Jerman  
 General & Station Manager.....John C. Egan  
 Sales-Commercial Manager... L. D. Henderson  
 Sales Promotion-Merchandising Manager  
     Wilbur J. Jerman  
 Program Director.....Gerald E. Speerstra  
 Publicity Director.....John C. Egan  
 Chief Engineer.....Harold C. Singleton

**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.....Pacific N. W. Walker

**Personnel**

President.....Frances R. Symons  
 Station and Commercial  
 Manager.....H. S. Jacobson

Program-Production  
 Director.....Frederick Eichhorn III  
 Chief Engineer.....H. H. Schoolfield, Jr.

**K R N R**

ROSEBURG—EST. 1935

MUTUAL—DON LEE

Frequency: 1490 Kc. ....Power: 250 Watts  
 Owned-Operated By...News-Review Company  
 Business Address.....136 N. Jackson St.  
 Phone Number.....4  
 Transmitter Location.....136 N. Jackson St.  
 Time on the Air.....16 hours daily  
 Newspaper Affiliation...Roseburg News-Review  
 News Service.....AP  
 Transcription Service.....Standard Radio,  
 Cole, SESAC  
 Representative... John Keating, Howard H.  
 Wilson Co.

**Personnel**

General-Station and Commercial Manager  
     Marshall H. Pengra  
 Sales Promotion-Merchandising Manager  
     Iris Rice Helliwell  
 Program-Publicity Director...Iris Rice Helliwell  
 Chief Announcer.....Lon Hunt  
 Musical Director.....Max Dick  
 Record m.c.....Del McKay  
 Chief Engineer.....E. LeRoy Hiatt

**K S L M**

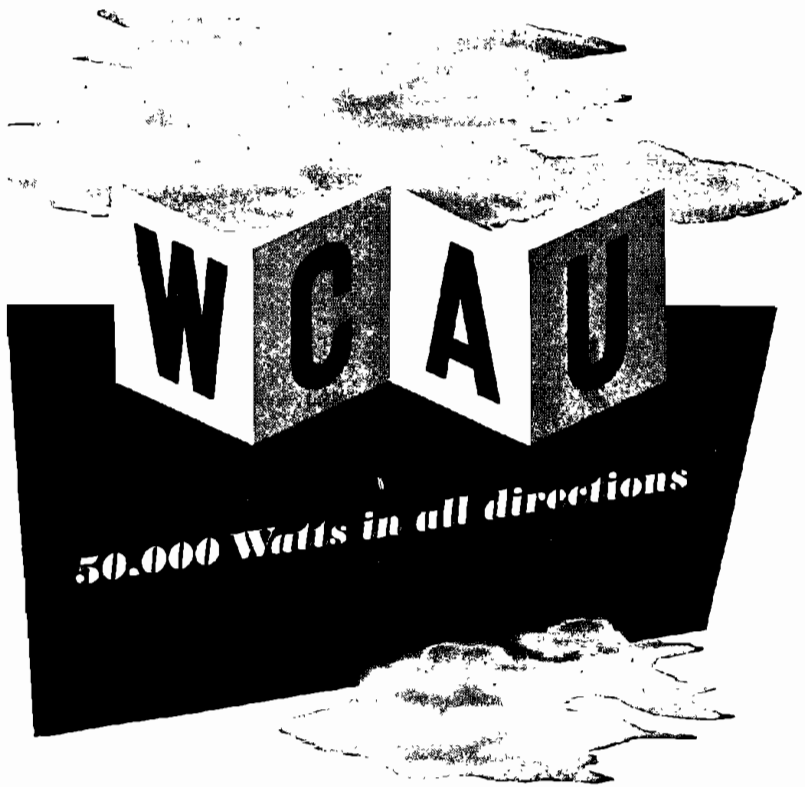
SALEM—EST. 1932

MUTUAL—DON LEE BROADCASTING SYSTEM

Frequency: 1390 Kc. ....Power: 1000 Watts  
 Owned-Operated By.....Oregon Radio, Inc.  
 Business Address.....Senator Hotel Bldg.  
 Phone Number.....4831  
 Transmitter Location.....633 N. Front St.  
 Time on the Air.....6 a.m. to 1 a.m.  
 News Service.....UP and AP  
 Transcription Service.....Lang-Worth  
 Representative.....Homer Griffith Co.

**Personnel**

President-General Manager  
     Glenn E. McCormick  
 Station Manager.....F. F. Fischer  
 Commercial-Sales Promotion  
 Manager.....Robert Fischer, Jr.  
 Production-Program Director.....Wes McWain  
 Publicity Director.....Woody Slater  
 Chief Engineer.....Clyde Carlton



**CBS Affiliate**  
**PHILADELPHIA'S LEADING RADIO INSTITUTION**

# PENNSYLVANIA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

## 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: Old Catachuqua Rd.  
Time on the Air: 7 a.m. to 1 a.m.,  
Sundays 8 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.  
Gen. and Station Mgr.: B. Bryan Musselman  
Program Director: George Y. Snyder  
Tech. Supervisor: Reuel H. Musselman

## W F B G

ALTOONA—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: The Gable Broadcasting  
Company (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 Numbers: 4701-2  
Transmitter Location: Butler  
Time on the Air: 7 a.m. to Sundown  
News Service: UP  
Transcription Service: World Broadcasting  
Representative: Farloe & Co.

### Personnel

President-Station Manager-General Manager:  
David H. Rosenblum  
Commercial-Sales Promotion  
Manager: Leon Bernard  
Program Dir.-Prod. Mgs.: Edward Browning Jr.  
Chief Engineer: Paul F. Rex

(Call Letters to Be Assigned)

### CLEARFIELD\*

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By: Airplane & Marine  
Instruments, Inc.

Address: Clearfield, Pa.  
\* Construction Permit.

## W C E D

DU BOIS—EST. 1940

COLUMBIA BROADCASTING SYSTEM  
PENNSYLVANIA

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: Joseph Hershey McGilvra

### Personnel

President: Col. H. T. Gray  
General Manager: Jason S. Gray  
Station Manager: Les Ryder  
Commercial-Promotion  
Manager: Les Ryder  
Program Director: Virginia Wade  
Production Manager-Chief  
Announcer: Virginia Wade  
Publicity-Musical Director: Les Ryder  
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 Broadcasters, Inc.

Address: 516 Northampton St.  
Phone Number: 6131  
Transmitter Location: Williams Township  
Time on the Air: 6:55 a.m. to 1 a.m.  
News Service: UP  
Transcription Service: NBC Thesaurus  
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

ABC-MUTUAL  
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 p.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  
Sales Promotion: Wiles Hallock  
Production Manager: Thomas Fleming  
Commercial Manager: V. Hamilton Weir  
Chief Announcer: Wiles Hallock

# 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.**

PENNSYLVANIA

Record m. c. .... Ronald Graham
Program Director .... Ronald Graham
Musical Director .... Anthony Conti
Chief Engineer .... Clarence Baker

W E R C
ERIE

NBC-PENNSYLVANIA NET

Frequency: 1230 Kc. .... Power: 250 Watts
Owned-Operated By .... Presque Isle Broad-
casting Co.
Address .... 121 West 10th St.
Phone Number .... 26-918
Transmitter Location .... 121 West 10th St.
Time on the Air .... 6 a.m. to 1 a.m. daily
News Service .... UP
Transcription Service .... Associated Music;
Lang-Worth & World
Representative .... Weed & Co.

Personnel

President .... Jacob A. Young
General Manager .... C. E. Denny
Commercial Manager .... Frank R. Proudfoot
Program Director .... J. J. Young
Chief Announcer .... James Dewart
Musical Director .... Milton Munn
Record m. c. .... John Louthier
Chief Engineer .... L. W. Cooke

W H J B

GREENBURG—EST. 1934

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

Personnel

President .... H. J. Brennan
Station & Commercial Manager .... G. J. Podyyn
Chief Engineer .... Lyle L. Allen

W S A J \*

GROVE CITY—EST. 1921

Frequency: 1340 Kc. .... Power: 100 Watts
Owned-Operated By .... Grove City College
Address .... Broad and Main Sts.
Phone Number .... 763
Transmitter Location .... Hall of Science
Time on the Air .... 4 hours per week

Personnel

Station Manager .... Dr. H. W. Harmon
Program Director .... R. G. Walters
Chief Announcer .... Thomas Martin
Musical Director .... Stanley J. Seiple
Chief Engineer .... Dale O. Smock
(Non-commercial station)

W H G B

HARRISBURG—EST. 1945

AMERICAN BROADCASTING CO.

Frequency: 1400 Kc. .... Power: 250 Watts
Owned By .... Harrisburg Broadcasting Co.
Operated By .... Herbert Kendrick
Business Address .... 112 Market St.
Phone Number .... 2-3456
Studio Address .... Blackstone Bldg.
Transmitter Location .... Blackstone Bldg.
Time on the Air .... 6 a.m. to 1 a.m.
Sun., 7 a.m. to 1 a.m.
News Service .... AP
Transcription Service .... NBC Thesaurus
Representative .... Weed & Co.

Personnel

Partners .... Herbert Kendrick, G. L. Hash
General Manager .... Herbert Kendrick
Commercial Manager .... R. A. Maxwell
Sales Promotion .... James Denbow
Program Director .... Stanley Schultz
Publicity Director .... Cecelia McAlicher
Chief Announcer .... Ernest Mark
Chief Engineer .... H. G. Schlegel

W H P

HARRISBURG—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc. .... Power: 5000 d.; 1000 n.
Owned-Operated By .... WHP, Inc.
Address .... 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

General and Commercial
Manager .... A. K. Redmond
Sales Promotion-Merchandising
Manager .... Beatrice M. Pottelger
Program-Publicity Director .... Dick Redmond
Production Manager .... John Price
Musical Director .... David Shoop
Chief Engineer .... E. Daniel Leibensperger

**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 Manager . . . . . C. G. Moss  
National Sales Manager . . . . . J. Robert Gulick  
Program Director . . . . . Lewis Munnell  
Chief Engineer . . . . . J. E. Mathiot

**W A R D \***

JOHNSTOWN

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Central Broadcasting  
Co., Inc.  
Address . . . . . Johnstown, Pa.  
\* Construction Permit.

**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  
Representative . . . . . Headley-Read Company

**Personnel**

President-Station Manager . . . . . J. C. Tully  
Commercial-Promotion Manager . . . . . J. P. Foster

**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*

• • • PENNSYLVANIA • • •

Program-Production.....Campbell E. Patch  
 Chief Engineer.....Nevin Straub

**W A Z L**  
 HAZLETON—EST. 1932

NBC—MBS  
 MASON-DIXON GROUP

Frequency: 1450 Kc... Power: 250 Watts  
 Owned-Operated By.....Hazleton Broadcast-  
 ing Service  
 Address .....Hazleton National Bank Bldg.  
 Phone Number ..... 1488  
 Transmitter Location .....Hazleton National  
 Bank Bldg.  
 Time on the Air... 6:30 a.m. to 1 a.m.  
 News Service ..... UP  
 Transcription Service.....NBC Thesaurus  
 Representative .....Radio Advertising Co.

**Personnel**

Station Executive.....Clair R. McCollough  
 General and Station Manager... V. C. Diehm  
 National Sales Manager.....J. Robert Gulick  
 Program Manager.....Don Murray  
 Technical Director.....J. E. Matblot

**W D A D**

INDIANA—EST. 1945

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By...Indiana Broadcast, Inc.  
 Address.....637 Philadelphia St.  
 Phone Number .....1780  
 News Service .....AP  
 Transcription Service .....Standard

**Personnel**

Chief Executive.....Paul Short  
 General-Commercial Mgr.....Sam Collins  
 Chief Engineer.....Vincent J. Sullivan

**W G A L**

LANCASTER—EST. 1922

NBC—MBS

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

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.

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 Stanzola  
 Technical Director.....J. E. Mathlot

•  
**W M R F**

**LEWISTOWN—EST. 1941**

**NATIONAL BROADCASTING CO.**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Lewistown Broadcasting  
 Co.  
 Business Address.....Monument Square  
 Phone Number.....757  
 Studio Address.....Hotel Coleman  
 Transmitter Location.....Lewistown Heights  
 Time on the Air.....7:30 a.m. to 11:30 p.m.  
 Transcription Service.....Standard  
 News Service.....UP  
 Representative.....Burn-Smith Co.

**Personnel**

Vice-President.....J. S. Woods  
 General Manager.....Thomas W. Metzger  
 Sales-Commercial Manager.....Rita McCoy

•  
**W K S T**

**NEW CASTLE—EST. 1938**

**MUTUAL BROADCASTING SYSTEM  
 VICTORY NETWORK**

Frequency: 1280 Kc.....Power: 1000 Watts  
 Owned-Operated By.....WKST, Inc.  
 Business Address.....Cathedral Bldg.  
 Phone Number.....5050  
 Studio Address.....Cathedral Bldg., New Castle  
 Transmitter Location

Savannah Center Church Road

Time on the Air.....6:30 a.m. to 12 midnight  
 News Service.....AP  
 Transcription Service.....NBC Thesaurus;  
 Standard Radio  
 Representative.....Weed & Co.

**Personnel**

President-General Mgr.....S. W. Townsend  
 Station-Commercial Manager.....A. W. Graham  
 Program Director.....A. W. Graham  
 Sales Promotion.....D. Daughtry  
 Chief Engineer.....Robert Ench  
 Record MC.....Charles Wilson

**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.....Glassmers, Pa.  
 Time on the Air.....7 a.m. to local sunset  
 News Service.....UP  
 Transcription Service.....C. P. MacGregor  
 Representative.....Roy Ferre

**Personnel**

President.....Russell Cooper  
 Gen. and Station Mgr.....Edward J. Kroen  
 Sales-Commercial Manager.....Edward J. Kroen  
 Sales Promotion-Merchandising  
 Manager.....Roy E. Ferre  
 Program Director-Production  
 Manager.....Jack Craddock  
 Publicity-Musical Director,  
 Chief Announcer.....Jack Craddock  
 Chief Engineer.....W. W. Neeley  
 Record m. c.....Edward J. Kroen

•  
**W K R Z** \*

**OIL CITY**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Kenneth Edward  
 Rennekamp

Address.....Veach Bldg.  
 Phone Number.....228  
 Transcription Service.....World

**Personnel**

Owner.....Kenneth E. Rennekamp  
 General Manager.....Alan Stepping  
 Commercial Manager.....J. Walton  
 Program Director.....Olivia T. Rennekamp  
 Sales Promotion.....George Helm  
 Chief Engineer.....Russell E. Shettler  
 \* Construction Permit.

•  
**K Y W**

**PHILADELPHIA—EST. 1921**

**NATIONAL BROADCASTING CO.**

Frequency: 1060 Kc.....Power: 50000 Watts  
 Owned-Operated By.....Westinghouse Radio  
 Stations, Inc.

Address.....1619 Walnut Street  
 Phone Number.....LOcust 3780  
 Transmitter Location.....Whitemarsh, Pa.  
 Time on the Air.....Full time  
 News Service.....UP, AP  
 Transcription Service.....Standard Radio  
 Representative.....National Broadcasting Co.



• PENNSYLVANIA •

**Personnel**

**WESTINGHOUSE RADIO STATIONS INC.**

Chairman ..... A. W. Robertson  
 President ..... George H. Bucher  
 Vice-President ..... Walter Evans  
 Engineering Manager ..... Dwight A. Meyer  
 Sales Manager ..... B. A. McDonald  
 Advertising Manager ..... W. B. McGill  
 Manager Public Relations ..... George A. Harder  
 Program Supervisor ..... Gordon Hawkins

**KYW PERSONNEL**

Station Manager ..... Leslie Joy  
 Program Manager ..... James P. Begley  
 Sales Manager ..... A. H. McCall, Jr.  
 Sales Promotion Manager ..... W. Y. E. Rambo  
 Chief Engineer ..... Irvin N. Eney

•  
**W C A U**

**PHILADELPHIA—EST. 1922**  
**COLUMBIA BROADCASTING SYSTEM**  
**PENNSYLVANIA NETWORK**

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, Reuters, Transradio  
 Transcription Service ..... World Broadcasting  
 Representative ..... Bertha Bannan (Boston);  
 Virgil Reltter & Co. (Chicago); Paul H. Ray-  
 mer Co (Pacific Coast), Harold Davis, New  
 York

**Personnel**

President, Station and General  
 Manager ..... Dr. Leon Levy  
 Commercial Manager ..... Alex Rosenman  
 Sales Promotion Manager ..... Robert N. Pryor  
 Director of Programs ..... Stan Lee Broza  
 Production Managers ..... Horace Feyhl,  
 Harry Ehrhart, Harry Mellvain.  
 Publicity Director ..... Joseph Connolly  
 Record m. c. .... Mac McGuire  
 Musical Director ..... Elliott Lawrence  
 Acting Chief Engineer ..... George Lewis

•  
**W D A S**

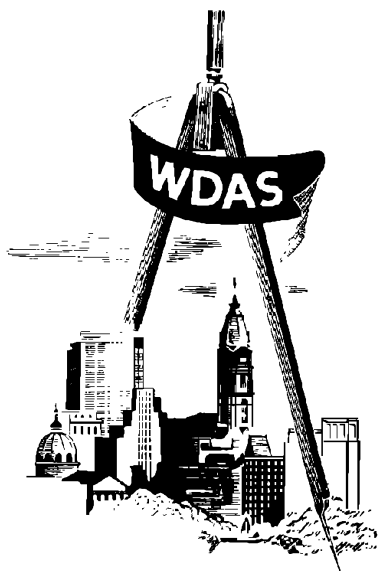
**PHILADELPHIA—EST. 1924**

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

**Coverage**

... in Philadelphia



**WDAS**

covers the largest  
 cross-section of the  
 buying public in the  
 Philadelphia area  
 ... at lowest cost.



## *Distinguished*

Broadcasting Stations, like people, develop individual characteristics. Each in its own way creates a definite impression. However, one because of marked differences, soon distinguishes itself from all others. In a person, that mark of distinction is personality; in a broadcasting station it is programming, promotion and service in the public interest.

WFIL's alert programming continues to build wider listening acceptance, its hard-hitting promotion follow-through is constantly gaining new advertisers and its public service to the community is universally recognized. Truly in Philadelphia, the nation's third largest market, WFIL is distinguished.

**...WFIL 560 — 260**

PHILADELPHIA'S ABC AFFILIATE

Represented Nationally By THE KATZ AGENCY

News Service ..... AP  
 Transcription Service... Lang-Worth & World.  
 SESAC  
 Representatives..... Forjoe & Co.

**Personnel**

President ... Alexander W. Dannenbaum, Sr.  
 Gen. and Station Manager..... P. J. Stanton  
 Commercial-Sales Promotion-Merchandising  
 Manager ..... Charles Stahl  
 Program Director-Chief  
 Announcer ..... Michael Deegan  
 Production Manager ..... Gil Morris  
 Publicity Director ..... P. J. Stanton  
 Musical Director ..... Anthony Luizzi  
 Chief Engineer ..... Frank Unterberger

**WFIL**

PHILADELPHIA—EST. 1922  
 ABC

**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 & UP  
 Representative ..... The Katz Agency, Inc.

**Personnel**

President and General  
 Manager ..... Roger W. Clipp  
 Ass't. Gen. Mgr. .... Kenneth W. Stowman  
 Ass't. Station Mgr..... William B. Caskey  
 Sales-Commercial Manager... John E. Surrick  
 Sales Promotion-Merchandising  
 Manager ..... Malcolm MacPherson  
 Program Director ..... Jack Steck  
 Production Manager .... John D. Scheuer, Jr.  
 Publicity Director ..... William A. Farren  
 Musical Director ..... Felix Meyer  
 Chief Engineer ..... Louis E. Littlejohn

**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..... Shares Time  
 News Service ..... AP  
 Representative ..... Helen Wood

**Personnel**

Pres.-General Manager .... William A. Banks  
 Station Manager ..... Dolly Banks  
 Sales-Commercial Mgr.... William A. Banks  
 Publicity Director ..... Steve Small

**WIBG**

PHILADELPHIA—EST. 1925  
 AMERICAN BROADCASTING CO.

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  
 National Representative... Adam J. Young, Jr.

**Personnel**

President..... Paul F. Harron  
 General-Commercial  
 Manager ..... Edward D. Clery  
 Sales Promotion-Production  
 Manager ..... Rupe Werling  
 Program Director ..... Douglas Arthur  
 Chief Engineer ..... John H. Henninger

**"SPORTS STAR SPECIAL"**

The greatest, all-time stars of the sporting world in exciting 15-minute transcribed dramatizations.

The local sports commentator becomes part of the show through a unique new technique called "Cue-In." "Cue-In" localizes and personalizes.

*Exclusive in Any Market*

SEE

**AP RADIO PRODUCTIONS**

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA  
 NEW YORK 20, N. Y.



**We Gave Them**  
**THE BIRD**  
**...and they Liked it!**

About eight years ago . . . in the middle of the night . . . WIP's Pep Boys Dawn Patrol played a special selection, "BLUEBIRD OF HAPPINESS." The listeners liked it. Liked it so much they recently insisted that it be made available for playing at home.

RCA-VICTOR engaged the same Metropolitan Opera star Jan Peerce, who made the original under a nom de song, to make a record of the "BLUE-BIRD" and it's selling BIG!

*More proof of the fact that they want what they hear on WIP!*

★ ★ ★

610 K. C.

MUTUAL'S 3rd MARKET AFFILIATE

5000 WATTS



Represented Nationally by GEO. P. HOLLINGBERY CO.

**W I P**

PHILADELPHIA—EST. 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc.....Power: 5000 Watts  
Owned-Operated By.....Pennsylvania Broad-  
casting Company, Inc.

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  
Promotion Director ..... Ralph H. Minton  
Program Director ..... Murray Arnold  
Production Manager ..... Boyd W. Lawlor

Publicity Director ..... Samuel Elber  
Special Events & Educational  
Director ..... Sam Serota  
Musical Director ..... Joseph Frassetto  
Technical Supervisor.....Clifford C. Harris  
Chief Engineer ..... James M. Tisdale

**W T E L**

PHILADELPHIA—EST. 1925

Frequency: 1340 Kc.....Power: 250 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

**Personnel**

President-Program Director.....Doug. Hibbs  
General Manager .....Henry N. Cocker

If you have Availability Chills

and

Spots Before the Eyes

TAKE THE CURE WITH "CUE-IN"

SLE

**AP RADIO PRODUCTIONS**

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK 20, N. Y.

Scoop!

# WPEN-FM GETS ROOF RIGHTS TO PHILADELPHIA'S HIGHEST COMMERCIAL BUILDING!

---

Philadelphians expect a lot of *The Evening Bulletin*, America's largest evening newspaper, and its up-to-the-minute stations, WPEN and WPEN-FM.

Now these stations take another big step forward with the purchase of roof rights to Philadelphia's tallest office building—The Philadelphia Saving Fund Society. This is right in line with the WPEN—WPEN-FM policy to give Philadelphians the finest possible service. It is what they expect of *The Evening Bulletin* stations.

Every day, more and more listeners in the Philadelphia area turn to WPEN for *The Evening Bulletin* news. They know that only WPEN brings them complete local and national news every hour on the hour.

Listening to WPEN—in the middle of the dial—is getting to be as much a Philadelphia custom as scrapple for breakfast!

---

950

**WPEN**

258

**WPEN-FM**

## THE EVENING BULLETIN STATIONS

NATIONAL REPRESENTATIVES  
**HEADLEY-REED COMPANY**  
 New York • Chicago • Detroit • Atlanta  
 San Francisco • Los Angeles

# WPEN

PHILADELPHIA—EST. 1929

Frequency: 950 Kc. Power: 5000 Watts  
 Owned By The Bulletin Company  
 Operated By Wm. Penn Broadcasting Co.  
 Address 1528 Walnut Street  
 Phone Number PENnypacker 9490  
 Transmitter Location  
 Columbia Ave. & Race Sts.  
 Time on the Air 6 a.m. to 1 a.m.  
 Newspaper Affiliation The Evening Bulletin  
 News Service AP  
 Transcription Service NBC, Thesaurus.  
 Associated  
 Representative Headley-Reed Co.

## Personnel

General Manager G. Bennett Larson  
 Ass't. General Manager Ed Obrist  
 Promotion-Publicity Director John I. Kelly  
 Program Director Ed Obrist  
 Production Manager Norman Land  
 Musical Director Joseph Frazosa  
 Chief Engineer Charles Burtis  
 Record m. c.'s Joe Grady, Bill Drury

# KQV

PITTSBURGH—EST. 1919

MUTUAL

Frequency: 1410 Kc. Power: 1000 Watts  
 Owned-Operated By Allegheny Broadcasting Corp.  
 Address 196 Union Trust Bldg.  
 Phone Number Atlantic 8802  
 Studio Chamber of Commerce Bldg.  
 Transmitter Location 1459 Crane Rd.  
 Time on the Air 6:45 a.m. to 12:30 a.m.,  
 Sundays, 7 a.m. to midnight.  
 News Service UP  
 Transcription Service Lang-Worth; Standard Radio  
 Representative Weed & Co.

## Personnel

Vice-Pres.-General Manager G. S. Wassner  
 Commercial Manager James Murray  
 Sales Promotion Manager  
 Publicity Director Ben Edson  
 Program Director Ben Kirk  
 Record m. c. Al Noble

## HERE'S PITTSBURGH... IN THE BAG!

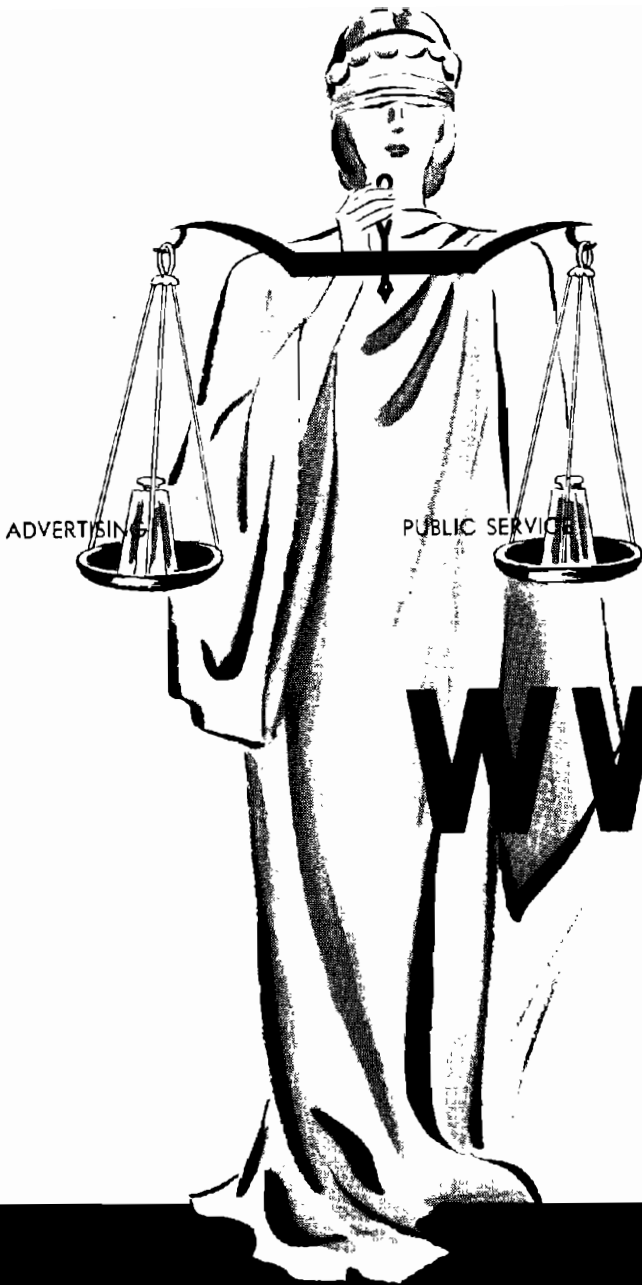


KQV is tailor-made for selling Pittsburgh—gives you concentrated, strong sales-producing coverage at favorable cost, backed by heads-up local cooperation and steady, aggressive promotion. If you want more proof that KQV is your best Pittsburgh radio buy, let us show you steadily growing listener ratings and new account lists.

(Basic Mutual-1410 KC-1000W)

ALLEGHENY BROADCASTING CORP.

National Representatives: WEED & CO.



**WWSW**  
believes in balance

... A balance that favors public service more than any other 250-watt station in the country.

... Operating on a 24-hour basis, WWSW schedules more time for serving peoples' interests.

... WWSW is public service conscious because only by serving the public can a station be useful to its community.

# WWSW

## Some WWSW Public Service Programs—

- Junior Town Meeting
- Let's Explore Music
- OPA Round Table
- Major League Baseball
- Radio News Reel
- Composer's Clinic
- Football Games
- Meet Your Neighbor
- Foreign Policy Ass'n.
- National Achievement Club
- Professional Hockey
- Basketball, Golf
- Something About a Soldier
- Golden Hour
- Deshon Hospital Diary
- Masterworks in Music

**WWSW rates public service ahead of dollar volume!**

**WWSW, INC.—PITTSBURGH, PA.**

Represented by Forjoe and Company



# KDKA

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..... INS, AP, UP  
 Transcription Service..... Standard Radio.  
 Thesaurus  
 Representative... National Broadcasting Co.

## Personnel

President.....George H. Bucher  
 Gen. & Station Manager. Joseph E. Baudino  
 Sales-Commercial Manager. George D. Tons  
 Sales Promotion-Merchandising  
 Manager..... David N. Lewis  
 Publicity Director..... Lee Curran  
 Musical Directors..... Bernie Armstrong.  
 Aneurin Bodycombe.  
 Chief Engineer..... T. C. Kenney

# WCAE

PITTSBURGH—EST. 1922

ABC

Frequency: 1250 Kc. Power: 5000 Watts  
 Owned-Operated By..... WCAE, Inc.  
 Address..... Wm. Penn Hotel  
 Phone Number..... Atlantic 6900  
 Transmitter Location... Baldwin Township,  
 Allegheny County, Pa.  
 Time on the Air.....6:45 a.m. to 1 a.m..  
 Sundays, 8:30 a.m. to 1 a.m.  
 Newspaper Affiliation..... Pittsburgh-Sun  
 Telegraph  
 News Service.....INS; AP  
 Representative..... The Katz Agency, Inc.

## Personnel

President.....Leonard Kapner  
 Station Manager..... R. Clifton Daniel  
 Sales Promotion-Merchandising  
 Manager..... John Wilkoff  
 Program Director..... Ben Muros  
 Production Manager..... John Leban  
 Musical Director..... Baron Elliott  
 Chief Engineer.....James Schultz

# WJAS

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..  
 Sundays, 9 a.m. to 12:30 a.m.  
 News Service.....Transradio & UP  
 Transcription Service..... Lang-Worth  
 Representative..... Wm. G. Rambeau Co.

## Personnel

President..... H. J. Brennan  
 General Manager..... H. Kenneth Brennan  
 Comptroller..... H. H. Stehman  
 Sales Promotion-Mdse Mgr..... H. K. Brennan  
 Program Director..... James Hughes  
 Publicity and Traffic..... Marian Caughey  
 Chief Engineer..... Walter W. McCoy

# WWSW

PITTSBURGH—EST. 1932

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By..... WWSW, Inc.  
 Address..... Hotel Keystone  
 Phone Number..... Grant 5200  
 Transmitter Location... 341 Rising Main St..  
 Time on the Air..... 24 hours daily  
 Newspaper Affiliation..... Pittsburgh Post  
 Gazette  
 News Service..... AP  
 Transcription Service. Standard Radio; Asso-  
 ciated Music Publishers; Lang-Worth, Cole.  
 Representative..... Farjoe & Company

## Personnel

President-Station Manager, Gen. Manager,  
 Frank R. Smith, Jr.  
 Commercial Manager..... Thomas B. Price  
 Program Director..... Fred Joyner  
 Publicity Director..... Jane Schultz  
 Chief Announcer..... David Tyson  
 Chief Engineer..... Henry R. Kaiser

(Call Letters to Be Assigned)  
**POTTSVILLE\***

Frequency: 1360 Kc. Power: 500 D.  
 Owned-Operated By..... Pottsville Broadcas-  
 ting Co.  
 Address..... 304 W. Bacon St.

## Personnel

President-General Manager..... A. V. Tidmore  
 \* Construction Permit.

# W E E U

READING—EST. 1931

ABC

Frequency: 850 Kc. Power: 1000 Watts  
 Owned-Operated By Berks Broadcasting Co.  
 Business Address 533 Penn St.  
 Phone Number 7335-6-7  
 Studio Address 533 Penn St.  
 Transmitter Location Sinking Springs, Pa.  
 Time on the Air 7 a.m. to local sunset  
 Transcription Service Lang-Worth; Standard Radio  
 News Service UP  
 Representative George P. Hollingsbery Co.

## Personnel

President George J. Feinberg  
 General Manager J. M. Nassau  
 Sales-Commercial Manager Robert G. Magee  
 Sales Promotion-Merchandising Manager Robert G. Magee  
 Program Director Joseph M. Nassau  
 Production Manager James Lynch  
 Publicity Director Virginia Thren  
 Chief Engineer Harold E. Scheerer

# 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 7335  
 Studio Address 533 Penn St.  
 Transmitter Location 9 So. 6th St.  
 Time on the Air 7:30 a.m. to 12 midnight daily; 8:30 a.m. to midnight Sunday  
 News Service UP  
 Transcription Service NBC Thesaurus  
 Representative William G. Rambeau Co.

## Personnel

President Raymond A. Gaul  
 General Manager Raymond A. Gaul  
 Sales Manager Arthur W. Chafey  
 Promotion-Mdse. Mgr Arthur W. Chafey  
 Program Director-Production Manager John C. Jackson  
 Chief Engineer Edward A. Gurtowski

# W A R M

SCRANTON—EST. 1940

ABC

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By Union Broadcasting Co.

Address Select Bldg.  
 Phone Number 4-1148  
 Transmitter Location O'Neill Hiway  
 Dunmore, Pa.  
 Time on the Air 6:45 a.m. to 1 a.m.  
 News Service UP  
 Transcription Service NBC, Thesaurus, Cole, Standard  
 Representative George P. Hollingsbery Co.

## Personnel

President & Station Mgr. Martin F. Memolo  
 Commercial & Promotion Manager William M. Dawson  
 Program Director Kenneth Beghold  
 Publicity Director Lenore Levy  
 Musical Director Kenneth V. Beghold  
 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 Broadcasters, Inc.  
 Business Address 1000 Wyoming Ave.  
 Phone Number 6296  
 Studio Address 1000 Wyoming Ave.  
 Transmitter Location Drinker Turnpike, Dunmore, Pa.  
 Time on the Air 7 a.m. to 12:30 a.m.  
 News Service AP  
 Transcription Service Lang-Worth, Thesaurus  
 National Representative

## Personnel

President Frank Megargee  
 General Manager George D. Coleman  
 Station Manager Robert E. McDowell  
 Sales-Commercial Manager George D. Coleman  
 Sales Promotion-Merchandising Manager George D. Coleman  
 Program Director Frank Monaghan  
 Production Manager Dave Griffiths  
 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  
 \*(Non-Commercial Station)

# WPIC

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 Sunrise to sunset  
 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  
 Program Director W. Paul Gamble  
 Publicity Director Evelyn Keller  
 Chief Announcer Harold Smith  
 Chief Engineer A. C. Heck

# WMAJ

SATE COLLEGE—EST. 1945  
 MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By Centre Broadcaster, Inc.  
 Address Glennland Bldg.  
 Phone Number 4445  
 News Service AP  
 Transcription Service Thesaurus

## Personnel

Chief Executive R. J. Kennard  
 General Manager William K. Ulerich  
 Commercial Manager Robert L. Wilson  
 Program Director Robert G. Walter  
 Chief Engineer Henry Kearney

# WKOK

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 11 p.m.,  
 Sundays, 8 a.m. to 5 p.m.  
 News Service UP  
 Transcription Service Lang-Worth, Thesaurus  
 Representative Cox & Tanz

## Personnel

President-Owner H. H. Haddon  
 General Manager Basse A. Beck

Station Manager Homer R. Smith  
 Program Director Paul L. Miller  
 Chief Announcer Ernest F. Lukens  
 Chief Engineer John W. Keller, Jr.

# WMBS

UNIONTOWN—EST. 1937

COLUMBIA BROADCASTING SYSTEM

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 6:45 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  
 Sales Promotion-Merchandising  
 Manager Harry C. Burwell  
 Program Director-Production  
 Manager Sullivan Sages  
 Publicity Director Marian Johnston  
 Chief Announcer Robert L. Cumley  
 Musical Director Sullivan Sages  
 Chief Engineer William J. Henzly  
 Record m. c. Robert L. Cumley

# WJPA

WASHINGTON—EST. 1942

MUTUAL BROADCASTING SYSTEM

QUAKER NETWORK

PENNSYLVANIA 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 p.m. to 12:30 a.m.  
 News Service UP  
 Transcription Service Lang-Worth, Thesaurus  
 National Representative Joseph Hershey  
 McGillvra, Inc.

## Personnel

President John Laux  
 Gen. and Station Manager Robert F. Kliment  
 Sales Promotion-Merchandising  
 Manager W. Ray Booth  
 Program Dir.-Record m. c. Kieran W. Balfe  
 Publicity Director W. Ray Booth  
 Musical Director Patricia B. Phillips  
 Chief Engineer Anthony Elia

# W B A X

WILKES-BARRE—EST. 1922  
 MUTUAL BROADCASTING SYSTEM  
 PENNSYLVANIA NETWORK

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....John H. Stenger, Jr.  
 Address .....141 South Main St.  
 Phone Numbers ..... 3-0196-7-8  
 Transmitter Location ..... Plains Two  
 Time on the Air.....7 a.m. to midnight  
 News Service ..... UP  
 Transcription Service.... Associated, SESAC  
 Representative .....Burns Smith

## Personnel

President-Station Manager...John Stenger, Jr.  
 General Manager .....A. W. Grebe  
 Commercial Manager.....Jones Evans  
 Production Manager .. John H. A. Stenger, III  
 Program Director.....John H. A. Stenger, III  
 Musical Director ..... Phil Cusick  
 Publicity Director.....John Stenger, 3rd  
 Chief Engineer .....John Stenger, Jr.

# W B R E

WILKES-BARRE—EST. 1923  
 NATIONAL BROADCASTING CO.  
 PENNSYLVANIA NETWORK

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Louis G. Baltimore  
 Address .....62 So. Franklin Street  
 Phone Number..... 33101  
 Transmitter Location..Third Avenue, Kingston,  
 Pa.  
 Time on the Air.....7 a.m. to 1 a.m.  
 News Service ..... AP  
 Transcription Service .....Standard Radio

## Personnel

President & 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

SITUATED IN

North East Pennsylvania

The Station That Has the Best in  
 Sports—News—Music and Public Service Programs

# W B A X

Wilkes-Barre, Penn.

M.B.S.

John H. Stenger, Jr.  
 Owner and Licensee

North East Pennsylvania's Oldest Station

# W R A K

WILLIAMSPORT—EST. 1929

NBC

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....WRAK, Inc.  
 Address .....244 West Fourth Street  
 Phone Number .....2-8118  
 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  
 General Manager ..... George E. Joy  
 Office Manager ..... Helen McKenna  
 Commercial Manager .... J. Wright Mackey  
 Program Director ..... Nancy Person  
 Production Manager....Irving A. Berndt, Jr.  
 Chief Announcer ..... Leon E. Kelly  
 Chief Engineer .. Louis N. Persio

# W S B A

YORK—EST. 1942

ABC

Frequency: 900 Kc.....Power: 1000 Watts  
 Owned-Operated By...Susquehanna Broad-  
 casting Co.  
 Address ..... R. D. No. 5, York  
 Phone Number .....2676  
 Transmitter Location.....R. D. No. 5, York  
 Time on the Air.....Daytime License  
 News Service .....AP  
 Transcription Service....World Broadcasting  
 System

## Personnel

President.....Louis J. Appell  
 Exec. V. P.-Sta. Mgr....Walter J. Rothensies  
 Commercial Manager-Sales  
 Promotion Manager ..... Sydney Robbins  
 Program Director-Production  
 Manager ..... Otis Morse  
 Publicity Director ..... Sydney Robbins  
 Chief Announcer-  
 Record m. c.....William Stewart  
 Musical Director ..... Harold Shutz  
 Chief Engineer ..... Willis Weaver

# TAKE MORE "TIME"!

When you want to do a real selling job, take more time on WRAK, a wide-awake station in a rich, productive market.

# W R A K

WILLIAMSPORT

PENNSYLVANIA

National Representative

J. P. MCKINNEY AND SON

New York — Chicago



# 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 . . . . . 6:55 a.m. to 1 a.m.  
News Service . . . . . UP  
Transcription Service . . . . . Lang-Worth  
Representative . . . . . Paul H. Raymer Co.

### Personnel

Station Executive . . . . . Clair R. McCollough  
Station Manager . . . . . Harold E. Miller  
National Sales Manager . . . . . J. Robert Gulick  
Program Director . . . . . Arthur Weeks  
Chief Engineer . . . . . J. E. Mathiot

A NEW ARRIVAL  
A NEW SALES-  
WINNER in the  
Transcription field

## A P R A D I O P R O D U C T I O N S

PRESS ASSOCIATION, INC.  
50 ROCKEFELLER PLAZA  
NEW YORK 20, N. Y.

**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

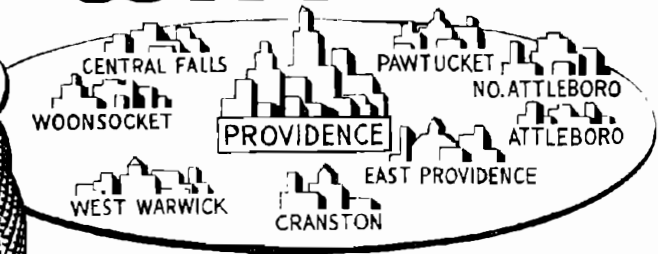
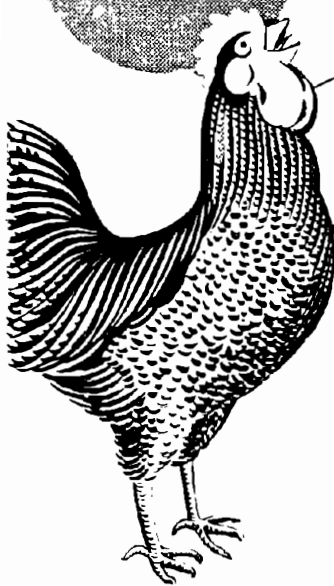
*Sales Representative*

**PAUL H. RAYMER CO.**

**NATIONAL BROADCASTING COMPANY**  
*Mutual Broadcasting System*

**WE'RE CROWING HAPPILY** about the Construction Permit,  
now granted, that early in 1946 will shower down

**5000  
WATTS**



**SATURATING 9 BIG COMMUNITIES  
in a 15 MILE RADIUS  
—and scores of others well beyond!**

Early in 1946 we'll be pouring advertisers' stories  
—yours, we hope—in intensified volume into this  
compact, densely-populated, RICH region; the  
kind of an area that time-buyers build reputations  
on and sales-managers dream about!

**CONSULT YOUR SR&D FOR RHODE ISLAND'S BEST BUY!**

**WFCL**

*The "AMERICAN" Voice in Southern New England*

Studios and Offices: PROVIDENCE, The Biltmore, PAWTUCKET, 450 Main Street  
WALLACE A. WALKER, Gen. Mgr.

Representatives: THE KATZ AGENCY

*...and in New England, too*

*it's CBS*

**covering the no. 2 market  
in this rich area, means**

**WPRO**  
**PROVIDENCE**

**5000 WATTS**

**BASIC CBS**

**630 KC.**



# RHODE ISLAND

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

## W F C I

PAWTUCKET—EST. 1941

ABC

Frequency: 1420 Kc. . . . . Power: 1000 Watts  
Owned-Operated By . . . . . Pawtucket Broadcast-  
ing 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.

News Service . . . . . AP  
Transcription Service . . . . . Standard Radio  
Representative . . . . . The Katz Agency

### Personnel

President . . . . . Howard W. Thornley  
General Manager . . . . . Wallace A. Walker  
Commercial Manager . . . . . Wallace A. Walker  
Program Director . . . . . Harry Moreland  
Musical Director . . . . . Arthur Paquette  
Chief Engineer . . . . . Gilbert Johnson

(See Page 571)

## 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 . . . . . 178 Weybosset Street  
Phone Number . . . . . Gaspee 7000  
Transmitter Location . . . . . Wampanoag Trail,  
East Providence, R. I.

Time on the Air . . . . . Unlimited License  
News Service . . . . . AP  
Transcription Service . . . . . World Broadcasting  
System

Representative . . . . . Weed & Company,  
Bertha Bannan

### Personnel

President . . . . . Mortimer L. Burbank  
Station-Commercial Manager . . . . . John J. Boyle  
Chief Engineer . . . . . Thomas Prior

## W E A N

PROVIDENCE—EST. 1922

MUTUAL BROADCASTING SYSTEM  
YANKEE NETWORK

Frequency: 790 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . The Yankee Net-  
work, Inc.

Address . . . . . Crown Hotel  
Phone Number . . . . . DEXter 1500  
Transmitter Location . . . . . East Providence, R. I.  
Time on the Air . . . . . 6 a.m. to 1 a.m.  
News Service . . . . . Reuters, AP & INS  
Representative . . . . . Edward Petry Co., Inc.

### Personnel

President . . . . . Wm. H. O'Neil  
General Manager . . . . . John Shepard, 3rd  
Station Manager . . . . . Joe Lopez  
Sales Promotion-Merchandising  
Manager . . . . . James S. Powers  
Program Director . . . . . Rose M. Powers  
Production Manager . . . . . Don W. Morton  
Publicity Director . . . . . Phyllis Doherty  
Musical Director . . . . . Carl Tats  
Chief Engineer . . . . . Harry Tilley

## W P R O

PROVIDENCE

COLUMBIA BROADCASTING SYSTEM

Frequency: 630 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . Cherry & Webb  
Broadcasting Company

Address . . . . . 15 Chestnut Street  
Phone Number . . . . . Plantations 9776  
Transmitter Location . . . . . East Providence, R. I.  
Time on the Air: 6 a.m. to 1:05 a.m.; Sundays,  
8 a.m. to 12 midnight

News Service . . . . . AP; UP  
Transcription Service . . . . . NBC Thesaurus,  
Lang-Worth  
Representatives . . . . . Paul H. Raymer Company,  
R. C. Foster & Co.

### Personnel

General Manager . . . . . Fred R. Ripley  
Program Director . . . . . Morton L. Blender  
Chief Engineer . . . . . John V. Ferr

# SOUTH CAROLINA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

## 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.  
 Phone Numbers...800, 1444  
 Transmitter Location...Anderson College  
 Time on the Air...Unlimited  
 Newspaper Affiliation...Anderson Independent;  
 Daily Mail  
 News Service...INS  
 Transcription Service: C. P. MacGregor; World  
 Broadcasting System; also Lang-Worth  
 Representative...Burn-Smith

### Personnel

Owner...Wilton E. Hall  
 General and Station Manager...J. D. McCoy  
 Sales-Commercial Manager...G. Paul Browne  
 Sales Promotion-Merchandising Manager  
 G. Paul Browne  
 Program Director-Chief Announcer  
 Randall Davidson  
 Production Manager...J. D. McCoy  
 Publicity Director...G. Paul Browne  
 Chief Engineer...Randall Davidson

## 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 Number...7811  
 Transmitter Location...Windemere, S. C.  
 Time on the Air...6 a.m. to 12:05 a.m.  
 News Service...UP  
 Transcription Service...World, SESAC  
 Representative...Free & Peters

### Personnel

President-Station Manager...J. M. Rivers  
 Commercial Manager...Roland Weeks  
 Program Director...Russ Long  
 Publicity...Annettie Heineman  
 Musical Director...Adrian Munzell  
 Chief Engineer...Wilbur Albee

## WTMA

CHARLESTON—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 1250 Kc. Power: 1000 Watts  
 Owned-Operated By...Atlantic Coast  
 Broadcasting Company  
 Business Address...133 Church St.  
 Phone Number...2-2961  
 Studio Address...133 Church St.  
 Transmitter Location...St. Andrews Parish  
 Time on the Air...6 a.m. to 12:05 a.m.  
 Newspaper Affiliation...Charleston Evening  
 Post Publishing Co.  
 News Service...AP  
 Transcription Service...Thesaurus  
 Representative...George P. Hollingbery

### Personnel

President...Edward Manigault  
 General and Station Manager  
 Robert E. Bradham  
 Commercial Manager...C. Wylie Calder  
 Merchandising Manager...A. Franz Witts, Jr.  
 Program Director...B. Walter Huffington  
 Chief Engineer...D. M. Bradham

## WCOS

COLUMBIA—EST. 1939

ABC

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 the Air...6 a.m. to 12:05 a.m.  
 News Service...AP  
 Transcription Service...Standard Radio  
 Representative...Howard Wilson

### Personnel

President...H. F. Kinscey  
 General Manager...W. C. Bochman  
 Sales-Commercial Manager...C. W. Burdsal  
 Sales Promotion-Merchandising Manager  
 Dorothy Sligh  
 Program Director...Moody McElveen  
 Production Manager...Bernard Moses  
 Chief Announcer...David Campbell  
 Chief Engineer...Harry L. Clippard  
 Record m.c....Malcolm East

## W I S

COLUMBIA—EST. 1930

NATIONAL BROADCASTING COMPANY

Frequency: 560 Kc. Power: 5000 Watts  
 Owned-Operated By: The Surety Life Insurance Company  
 Address: 1811 Main Street  
 Phone Number: 2-2135  
 Transmitter Location: Bluff Road  
 Time on the Air: 6 a.m. to 12:05 a.m.  
 News Service: UP  
 Transcription Service: Thesaurus, Standard  
 Representative: Free & Peters, Inc.

### Personnel

President: Herman N. Hipp  
 General and Station Manager: G. Richard Shafto  
 Sales-Commercial Manager: J. Dudley Saumenig  
 Program Director: Ray A. Furr  
 Production Manager-Chief Announcer: Warren Hiles  
 Musical Director: Charlotte Lide  
 Chief Announcer: Herbert Eidson

## W K I X

COLUMBIA—EST. 1945

CBS-MUTUAL

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: Inter-City Adv. Co.  
 Address: 1127 Lady St.  
 Phone Number: 2-8659  
 Transmitter Location: Two Notch Road  
 Time on the Air: 6:30 a.m. to 12:05 a.m.  
 News Service: UP  
 Transcription Service: Lang-Worth  
 Representative: Weed & Co.

### Personnel

President: George W. Dowdy  
 General Manager: B. T. Whitnize  
 Station Manager: Kenneth Beachboard  
 Commercial Manager: C. Durham Moore  
 Sales Promotion: Thomas Chandler  
 Chief Engineer: Edwin Davis

## W L A T

CONWAY—EST. 1945

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: Loys M. Hawley  
 Address: Box 139  
 Phone Number: 340  
 News Service: AP  
 Transcription Service: Standard

### Personnel

Owner-Chief Engineer: Herman L. Hanks  
 Owner-Commercial Manager: Loys M. Hawley  
 General-Program Manager: Wally King

(Call Letters to Be Assigned)

### DILLON\*

Frequency: 800 Kc. Power: 1000 D.  
 Owned-Operated By: Border Broadcasting Co.  
 Address: 118 McArthur St.  
 \* Construction Permit.

## W O L S

FLORENCE—EST. 1939

ABC

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Florence Broadcasting Co., Inc.  
 Address: 129 South Dargan  
 Phone Number: 354-5  
 Transmitter Location: Charleston Highway  
 Time on the Air: 7 a.m. to 11:15 p.m.  
 News Service: UP  
 Transcription Service: Lang-Worth  
 Representative: Cox & Tans

### Personnel

President: M. F. Schnibben  
 Station-Commercial Manager: N. L. Royster  
 Sales Promotion-Merchandising Manager: N. L. Royster  
 Program Director: Raymond Caddell  
 Production Manager-Publicity Director: N. L. Royster  
 Chief Announcer-Musical Director: Raymond Caddell  
 Chief Engineer: W. T. Pritchett

## W M R C

GREENVILLE—EST. 1940

ABC

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; Sundays, 7:00 a.m. to 12 midnight.  
 News Service: AP  
 Transcription Service: World, Cole  
 National Representative: Burns Smith Co., Inc.

### Personnel

President: Robert A. Jolley  
 Station Manager: W. Ennis Bray  
 Commercial Manager: C. B. Denison  
 Chief Engineer: George D. Tate



**WFBC  
dominates  
GREENVILLE**

**South Carolina's  
Best Market!**

**1<sup>st</sup>** in sales  
in population  
in buying income

	Retail Sales 1944	Buying Income Per Capita	Population Census 1940
GREENVILLE	\$69,487,000	\$1,718.00	136,580*
Charleston	63,924,000	1,207.00	121,105
Columbia	57,614,000	1,368.00	104,843
Spartanburg	51,661,000	1,486.00	127,105

\*There are 397,210 persons within 30 miles of WFBC's transmitter.  
(Department of Commerce figures by counties)

**WFBC**

**GREENVILLE  
SOUTH CAROLINA**

*"Textile Center  
of the South"*

**NBC ★ 5000 WATTS**



. . . SOUTH CAROLINA . . .

# 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: Lew Avery Co.,  
B. Frank Cook (Atlanta, Ga.)

## Personnel

President: Roger C. Peace  
Commercial Manager: Robert Glass  
Program-Production Director: Alice Wyman  
Promotion Director: Dr. Nicholas P. Mitchell  
Chief Engineer: W. C. Etheredge

# W C R S

**GREENWOOD—EST. 1941**

**NATIONAL BROADCASTING CO.**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: Grenco, Inc.  
Address: P. O. Box 868  
Phone Number: 4300  
Studio-Transmitter Location: Willson St.  
Time on the Air: 6:30 a.m. to 12:05 a.m.  
News Service: AP  
Transcription Service: Standard Radio, World

## Personnel

President: Douglas Featherstone  
General Manager: Dan Crosland  
Commercial-Promotion Manager: Ralph Norman  
Publicity Director: Vivlan Chiles  
Chief Engineer: Harold C. Spengler

(Call Letters to Be Assigned)

# HARTSVILLE\*

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: Hartsville Broadcast-  
ing Co.

Address: Hartsville, S. C.  
\* Construction Permit

# W R H I

**ROCK HILL—EST. 1944**

**MUTUAL**

Frequency: 1340 Kc. Power: 250 Watts  
Owned and Operated By: York County  
Broadcasting Co.

Address: Rock Hill National Bank Bldg.  
Phone No.: 284  
Time on Air: 6:30 a.m. to 10:30 p.m.  
Transmitter Location: East Black St. Ext.  
Transcription Service: World  
News Service: AP

## Personnel

General Manager: James S. Beatty, Jr.  
Station Manager: William C. Beatty  
Sales Manager: George P. Cobb  
Chief Engineer: James S. Beatty, Jr.

# W O R D

**SPARTANBURG—EST. 1940**

ABC

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: Spartanburg Adv.  
Address: 291 E. Main St.  
Phone Number: 875-8  
Transmitter Location: Drayton, S. C.  
Time on the Air: 6 a.m. to 1 a.m.; Sundays,  
7:30 a.m. to 1 a.m.

News Service: AP  
Transcription Service: NBC Thesaurus

## Personnel

Co-Owners: J. M. Bryan, Smith Davis  
General and Station Manager: Frank R. Knutti  
Sales-Commercial Manager: Frank R. Knutti  
Sales Promotion: John C. Carrington  
Program Director: Harold B. Shaw  
Publicity Director: Zara Jane Smith  
Record m.c.: Ace Rickenbacker  
Chief Engineer: Francis I. Harr

# W S P A

**SPARTANBURG—EST. 1929**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 950 Kc. Power: 5000 d.; 1000 n.  
Owned-Operated By: Spartanburg Ad-  
Address: 224 E. Main St.  
Phone Number: 2900  
Transmitter Location: Route 5  
Time on the Air: 6 a.m. to 12:05 a.m.  
News Service: UP  
Transcription Service: World  
Representative: George P. Hollingsbery Co.

## Personnel

President: A. B. Taylor  
Vice Pres.-Gen. Mgr.: Walter J. Brown  
Station Manager: Roger A. Shaffer  
Production-Program Director: Edwin J. McGrath  
Commercial Manager: Guy Vaughan, Jr.  
Promotion-Publicity: Sterling W. Wright  
Record m.c.: Cliff Gray  
Chief Engineer: Harold Beckholt

# W F I G

SUMTER—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: Radio Station WFIG, Inc.  
 Address: Radio Center Bldg.  
 Phone Number (Studio): 1340  
 Transmitter Location: Highway No. 76  
 Time on the Air: 16 hours daily  
 News Service: UP

Transcription Service: NBC Thesaurus  
 Representative: Cox & Tanz

## Personnel

President-Treasurer: Julius S. Brody  
 V.-P.-Sec'y: T. Doug Youngblood  
 Station Manager: T. Doug Youngblood  
 Sales Promotion: Bernice Bell  
 Program Director: Bill Burnette  
 Publicity Director: Louise Burnette  
 Chief Engineer: Neal Shubert

# SOUTH DAKOTA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

# 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  
 Transcription Service: Standard

## Personnel

President: H. C. Jewett, Jr.  
 General, Station, Commercial, Sales  
 Manager: A. A. Fahy  
 Program Director-Production Manager: John A. Griffin  
 Publicity Director: A. A. Fahy  
 Chief Engineer: Delbert T. Hunt

# KOTA

RAPID CITY—EST. 1936

CBS

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: 5 miles South of Rapid City  
 Time on the Air: 6 a.m. to 11:05 p.m. weekdays;  
 7 a.m. to 11:05 p.m., Sundays  
 News Service: UP  
 Transcription Service: Thesaurus, Standard  
 Representative: The Walker Company

## Personnel

President: Robert J. Dean  
 General and Station Manager: Robert J. Dean  
 Sales-Commercial Manager: Stan Lieberman  
 Sales Promotion-Merchandising Manager: Stan Lieberman  
 Program Director-Production Manager: Al Paulson  
 Publicity Director: Buck Frandolick  
 Chief Announcer: William Graham  
 Musical Director: John Simpson  
 Chief Engineer: A. E. Griffiths

# K G F X

PIERRE—EST. 1916

Frequency: 630 Kc. Power: 200 Watts  
 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 Broadcasting System  
 Representative: Cox & Tanz

## Personnel

Director: Ida A. McNeil  
 Chief Engineer: Robert H. Dye

# WCAT\*

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

\*(Non-Commercial Station)

# K E L O

**SIoux FALLS—EST. 1937**

**NATIONAL BROADCASTING COMPANY**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Sioux Falls Broadcast Assn., Inc.  
 Address . . . . . 317 So. Phillips Ave.  
 Phone Number . . . . . 757  
 Transmitter Location . . . . . Highway No. 16  
 Time on the Air . . . . . 10 a.m. to 12 midnight  
 News Service . . . . . AP  
 Transcription Service . . . . . NBC Thesaurus Standard  
 Representative . . . . . Howard H. Wilson Co.

## Personnel

**President-General and Station Manager**  
 Morton H. Henkin  
**V.P. and Sales Promotion Mgr.** S. Fantle, Jr.  
**Commercial Manager** . . . . . George R. Hahn  
**Program Director-Production Manager**  
 Verl K. Thomson  
**Publicity Director** . . . . . S. Fantle, Jr.  
**Chief Announcer** . . . . . Verl K. Thomson  
**Musical Director** . . . . . Beverly Kittelson  
**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 Broadcast Assn., Inc.  
 Address . . . . . 317 So. Phillips Ave.  
 Phone Number . . . . . 757  
 Transmitter Location . . . . . Highway No. 16  
 Time on the Air . . . . . 6 a.m. to local sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . NBC Thesaurus Standard  
 Representative . . . . . Howard H. Wilson Co.

## Personnel

**President, General and Station Manager**  
 Morton H. Henkin  
**V.P. and Sales Promotion Manager**  
 S. Fantle, Jr.  
**Commercial Manager** . . . . . George R. Hahn  
**Program Director-Production Manager**  
 Verl K. Thomson  
**Publicity Director** . . . . . S. Fantle, Jr.  
**Chief Announcer** . . . . . Verl K. Thomson  
**Musical Director** . . . . . Beverly Kittelson  
**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 . . . . . 801  
 Transmitter Location . . . . . Vermillion  
 Time on the Air . . . . . 3 p.m. to 6 p.m.  
 News Service . . . . . AP

## Personnel

**General and Station Manager**  
 Robert D. Williams  
**Chief Engineer** . . . . . Steve Graf  
 \*(Non-commercial Station)

# K W A T

**WATERTOWN—EST. 1940**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned By . . . . . Midland National Life Insurance 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 Engineer** . . . . . Francis Alwin

# W N A X

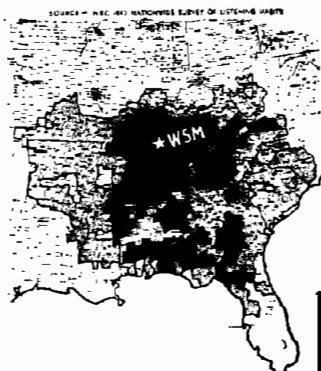
**YANKTON—EST. 1927**

**AMERICAN BROADCASTING COMPANY  
 MID-STATES NETWORK**

Frequency: 570 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . WNAX Broadcasting Co.  
 Address . . . . . 2nd-Capitol Sts.  
 Phone Number . . . . . 442  
 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

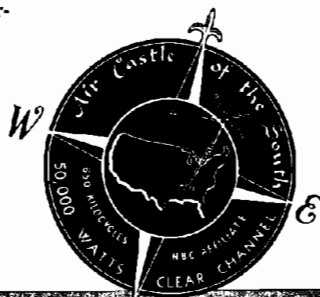
## Personnel

**President** . . . . . Gardner Cowles, Jr.  
**General Manager** . . . . . Don E. Inman  
**Sales Promotion Manager** . . . . . James H. Allen  
**Program Director** . . . . . Gene P. Loffler  
**Chief Engineer** . . . . . Clifton M. Todd



# 1 MEDIUM... 5,000,000 PEOPLE

It would require an elaborate combination of media to cover the listening area of WSM's clear-channel signal. WSM has bound itself to the hearts of five million Americans over a twenty year period of honest, sincere service to them—and is everlastingly at it, keeping old friends and making new ones every day.



LEWIS STONE, Gen. Mgr.  
DEAN R. BRSON, Com. Mgr.  
EDWARD PETRY & CO., National Representatives

**WSM**  
NASHVILLE



# TENNESSEE

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

## WLAR\*

ATHENS

Frequency: 1450 Kc. Power: 250 Watts  
 Owner-Operated By Athens Broadcasting Co.  
 Address ..... 33 N. Jackson St.  
 Phone Number ..... 398

### Personnel

Chief Executive ..... Lowell F. Atterburn  
 General-Promotion Mgr. .... C. Clayton Redfern  
 \* Construction Permit

## WRÖW\*

ATHENS

Frequency: 1490 Kc. Power: 250 Watts  
 Owner-Operated By Athens Broadcasting Co.  
 Address 105 Oak Park Drive, Knoxville, Tenn.

### Personnel

Owners ..... R. O. Hardin, Verna S. Hardin  
 \* Construction Permit

## WOPI

BRISTOL—EST. 1929

NATIONAL BROADCASTING CO.  
 TENNESSEE VALLEY NETWORK

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By Radlphone Broadcasting  
 Station WOPI, Inc.

Address ..... 310 State St.  
 Phone Number ..... WOPI (5280)  
 Transmitter Location .... Old Abingdon Pike,  
 Washington County, Va.

Time on the Air ..... 6 a.m. to 12:05 a.m.  
 News Service ..... AP  
 Transcription Service ..... World, Cole  
 Representative ..... Burn-Smith Company

### Personnel

President and General Manager W. A. Wilson  
 Commercial Manager ..... R. L. Russell  
 Production-Program Director ..... Fey Rogers  
 Promotion-Publicity Director ..... Angela Bezak  
 Chief Engineer ..... Robert Smith

## WAGC\*

CHATTANOOGA

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By Tennessee Valley Broad-  
 casting Co.

Address ..... 702 Cherry St.  
 News Service ..... AP

### Personnel

Owners ..... Gordon W. Gambill, Hubert M.  
 Martin, Humphrey B. Heywood, R. T. Rus-  
 sell  
 \* Construction Permit

## W A P O

CHATTANOOGA—EST. 1936

NATIONAL BROADCASTING CO.

Frequency: 1150 Kc. Power: 5000 d.; 1000 n.  
 Owned By ..... WAPO Broadcasting Service  
 Address ..... Read House  
 Phone Number ..... 6-6141

Transmitter Location ..... Pineville Road  
 Time on the Air ..... 5:30 a.m. to 12 midnight,  
 Sunday, 6:30 a.m. to midnight.

News Service ..... AP  
 Transcription Service ..... NBC, Thesaurus,  
 Associated, Cole.

Representative ..... Headley-Reed Company

### Personnel

Chief Executive ..... R. G. Patterson  
 General and Station Manager ..... R. G. Patterson  
 Sales-Commercial Manager ..... Helen Patterson  
 Sales Promotion-Merchandising  
 Manager ..... Helen Patterson  
 Program Director ..... Louise Walsh  
 Production-Publicity Director ..... Helen Patterson  
 Chief Engineer ..... E. B. Barnes

## W D E F

CHATTANOOGA—EST. 1941

ABC

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By ..... WDEF  
 Address ..... Volunteer Bldg.

Phone Number ..... 6-5664  
 Transmitter Location ..... Volunteer Bldg.  
 Time on the Air ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... Standard Radio

Representative ..... Weed & Co.

### Personnel

President ..... Joe W. Engel  
 General Manager ..... Frank S. Lane  
 Commercial Manager ..... Ken Flenniken  
 Chief Engineer ..... B. C. Baker

## W D O D

CHATTANOOGA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1310 Kc. Power: 5000 Watts  
 Owned By ..... WDOD Broadcasting Corp.  
 Operated By ..... Earl W. Winger,  
 Norman A. Thomas.

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

• • • **T E N N E S S E E** • • •

News Service ..... UP  
 Transcription Service ..... 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  
 Chief Engineer ..... Julius V. Vessels

**W J Z M**

**CLARKESVILLE—EST. 1941**

**MUTUAL BROADCASTING SYSTEM**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Wm. Kleeman  
 Address ..... Clarksville  
 Phone Number..... 499  
 Transmitter Location ..... Martin St.  
 Time on the Air.....6 a.m. to 11 p.m.  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative.....Cox & Tanz

**Personnel**

Owner ..... Wm. Kleeman  
 General and Station Manager.. W. E. Williams  
 Chief Engineer ..... Gene Penticosi

**W B A C**

**CLEVELAND—EST. 1945**

**MUTUAL BROADCASTING SYSTEM**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By..Robert W. Rounsaville  
 Address ..... Fike Bldg.  
 Phone Number ..... 62  
 News Service ..... UP

**Personnel**

Owner-General Mgr..Robert W. Rounsaville  
 Commercial Manager.. Mrs. R. W. Rounsaville  
 Program-Promotion Mgr....David P. McLain  
 Chief Engineer.....William F. Lange

**W K R M** \*

**COLUMBIA**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Middle Tennessee  
 Broadcasting Co.  
 Address ..... Columbia, Tenn.  
 \* Construction Permit

**W H U B**

**COOKEVILLE—EST. 1940**

**COLUMBIA BROADCASTING SYSTEM**

**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 .....UP  
 Transcription Service..Keystone Broadcasting  
 System

Representative .....Cox & Tanz

**Personnel**

President-Chief Owner.....M. L. Medley  
 Chief Engineer .. Herbert Beasley

(Call Letters to Be Assigned)

**DYERSBURG\***

Frequency 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....State Gazette  
 Broadcasting Co.  
 Address ..... Dyersburg, Tenn.  
 \* Construction Permit

**W B E J** \*

**ELIZABETHTON**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By ..... Elizabethton  
 Broadcasting Co.  
 Address ..... P. O. Box 829

**Personnel**

Owners.....Robert W. Rounsaville,  
 George M. Clark  
 \* Construction Permit

(Call Letters to Be Assigned)

**GREENVILLE\***

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Greenville  
 Broadcasting Co.  
 Address ..... Greenville, Tenn.  
 \* Construction Permit

**W T J S**

**JACKSON—EST. 1931**

**AMERICAN BROADCASTING CO.**

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  
 Chief Engineer .....Robert Gordon

**W J H L**

**JOHNSON CITY—EST. 1938**

**ABC**

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned-Operated By.....WJHL, Inc.

• • • **T E N N E S S E E** • • •

Business Address... 412 S. Roan St.  
 Phone Number ..... WJHL  
 Studio Address... 412 S. Roan St.  
 Transmitter Location... 2 miles N. W. of Johnson City  
 Time on the Air ..... 6 a.m. to 12 midnight  
 News Service..... UP & AP  
 Transcription Service... Lang-Worth, Cole  
 Representative..... Howard H. Wilson

**Personnel**

President ..... Hanes Lancaster  
 Chief Engineer... O. K. Garland

**W K P T**

**KINGSPORT—EST. 1940**  
 NATIONAL BROADCASTING CO.  
 TENNESSEE VALLEY  
 DANIEL BOONE NETWORK

Frequency: 1400 Kc. Power: 2000 Watts  
 Owned-Operated By... Kingsport Broadcasting 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, Thesaurus  
 Representatives ..... Burn-Smith Co.;  
 Harry Cummings

**Personnel**

President ..... C. P. Edward, Jr.  
 General Manager... Jess Swicegood  
 Chief Engineer... Gladman W. Upchurch

**W B I R**

**KNOXVILLE—EST. 1941**  
 ABC

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By... WBIK, Inc.  
 Address ..... 406 W. Church St.  
 Phone Number ..... 4-3321  
 Transmitter Location... Brooks Road & Wilder Place  
 Time on the Air... Unlimited  
 News Service ..... UP  
 Transcription Service... Standard  
 Representative ..... John E. Pearson

**Personnel**

Pres. Gen. Mgr. .... Gilmore N. Nunn  
 Station-Commercial Manager... John P. Hart  
 Sales Promotion-Merchandising  
 Manager ..... John P. Hart  
 Program Director-Production  
 Manager ..... Charles D. DeVols  
 Chief Engineer ..... J. Rex Horton

**W N O X**

**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 1 a.m.  
 Newspaper Affiliation Knoxville News-Sentinel  
 News Service ..... UP  
 Transcription Service... Standard Radio; Lang-Worth  
 Representative ..... The Branham Company

**Personnel**

President ..... Jack R. Howard  
 General Manager ..... R. B. Westergaard  
 (On leave)  
 Station-Commercial Manager... O. L. Smith  
 Sales Promotion-Publicity  
 Director ..... Owen J. Remington  
 Program Dir.-Production... William T. Trotter  
 Chief Engineer ..... John L. Cole, Jr.

**W R O L**

**KNOXVILLE—EST. 1927**  
 NATIONAL BROADCASTING CO.

Frequency: 620 Kc. Power: 1000 d.; 500 n.  
 Owned By ..... Stuart Broadcasting  
 Operated By ..... S. E. Adcock  
 Business Address ..... 531 S. Gay St.  
 Phone Number ..... 2-7111  
 Studio Address ..... 531 S. Gay St.  
 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, M. M. Cole  
 Representative ..... John Blair & Co.

**Personnel**

Owner ..... S. E. Adcock  
 Commercial Manager... C. H. Fraxler  
 Chief Engineer... James N. Gilbert

**W G A P\***

**MARYVILLE**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By... Gateway Broadcasting So.  
 Address ..... 3806 N. Broadway, Knoxville, Tenn.

**Personnel**

Owners ..... George Burne Smith,  
 V. H. McLean  
 \* Construction Permit

## W H B Q

**MEMPHIS—EST. 1925**

**MUTUAL**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By . . . . . Broadcasting Station WHBQ, Inc.

Address . . . . . Hotel Gayoso  
Phone Number . . . . . 8-6868  
Transmitter Location . . . . . 46 Neely St.  
Time on the Air . . . . . 6 a. m. to midnight  
News Service . . . . . AP  
Transcription Service . . . . . M. M. Cole, Standard  
Representative . . . . . William G. Rambeau Co.

### Personnel

General and Station Manager . . . . . E. A. Alburty  
Commercial Manager . . . . . E. Pournelle  
Sales Promotion-Merchandising . . . . . E. A. Alburty  
Chief Engineer . . . . . W. M. Roy  
Record m. c.'s . . . . . Ralph Burge, Gordon Lawhead

## W M C

**MEMPHIS—EST. 1923**

**NATIONAL BROADCASTING CO.**

**SOUTH CENTRAL QUALITY NETWORK**

Frequency: 790 Kc. Power: 5000 Watts  
Owned-Operated By . . . . . Memphis Publishing Co.

Business Address . . . . . P. O. Box 311  
Phone Number . . . . . 8-7464  
Studio Address . . . . . Third & Madison Ave.  
Transmitter Location . . . . . Thomas Road  
Time on the Air . . . . . Unlimited  
Newspaper Affiliation . . . . . Memphis Pub. Co.  
News Service . . . . . UP  
Transcription Service . . . . . NBC Thesaurus:  
Lang-Worth; Standard  
Representative . . . . . The Branham Co.

### Personnel

President . . . . . John H. Sorrells  
General Manager . . . . . H. W. Slavick  
Commercial Manager . . . . . J. C. Eggleston  
Local Sales Manager . . . . . Cliff Goodman  
Chief Engineer . . . . . E. C. Frase, Jr.

## W R E C

**MEMPHIS—EST. 1922**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 600 Kc. Power: 5000 Watts  
Owned-Operated By . . . . . Hoyt B. Wooten  
d/b as WREC Broadcasting Service

Address . . . . . Hotel Peabody  
Phone Number . . . . . 5-1313  
Transmitter Location . . . . . Radio Center  
Time on the Air . . . . . 5:30 a. m. to midnight  
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 . . . . . Frank J. Keegan  
Chief Engineer . . . . . S. D. Wooten, Jr.

## W M P S

**MEMPHIS—EST. 1930**

**AMERICAN BROADCASTING CO.**

Frequency: 1460 Kc. Power: 1000 d.; 500 n.  
Owned-Operated By . . . . . WMPS, Inc.  
Address . . . . . Columbian Tower, 62 North  
Main Street

Phone Number . . . . . 5-2721  
Transmitter Location . . . . . 1690 South Lauderdale  
Time on the Air . . . . . 6 a. m. to midnight  
Newspaper Affiliation . . . . . Memphis Press-Scimitar  
News Service . . . . . UP AP  
Transcription Service . . . . . Standard Radio:  
Associated  
Representative . . . . . Broadcast Sales (East),  
Howard H. Wilson (West)

### Personnel

V. P.-General Manager . . . . . H. R. Krelstein  
Promotion-Publicity . . . . . M. J. Vosse  
News Editor . . . . . M. Wathen  
Chief Engineer . . . . . Joe Deaderich  
Record m. c. . . . . Brooks Read

## 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 . . . . . Thrd National Bank Bldg.  
Phone Number . . . . . 6-0161  
Transmitter Location . . . . . Dickerson Road  
Time on the Air . . . . . 5:45 a. m. to midnight  
News Service . . . . . UP  
Transcription Service . . . . . World Broadcasting  
System  
Representative . . . . . Paul H. Raymer Co.

### Personnel

Owner . . . . . J. T. Ward  
General Manager . . . . . F. C. Sowell, Jr.  
Commercial Manager . . . . . T. B. Baker, Jr.  
Chief Engineer . . . . . F. D. Binns

## W S I X

**NASHVILLE—EST. 1927**

**ABC-MBS**

Frequency: 980 Kc. Power: 5000 Watts  
Owned-Operated By . . . . . WSIX, Inc.  
Address . . . . . Nashville Trust Building



*You Can  
Carve Turkey  
in TEXAS  
with "T.S.N."*

*... Because "T.S.N."  
is close to the  
people of Texas ...*

Surveys 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." stations because of the top quality programs being fed their stations by "Mutual" and "A.B.C." . . . and, Texas folks listen to these strategically located stations because these grand programs are delivered with less interference. Good programs . . . easy listening . . . makes "T.S.N." a good buy!

Remember, when you get away from the four major markets in Texas (which accounts for only 17.3% of the population) you are in the small communities and rural area which make up 82.7% of Texas radio listeners. "T.S.N." serves all four major TEXAS CITIES, plus 12 other important Texas towns.

The "T.S.N." market covers 149 Texas Counties, 11 in Oklahoma and 7 in Arkansas . . . a total population of 5,063,876 with \$1,435,980,000 in Retail Sales

*Buy "T.S.N." for Texas*

#### TEXAS STATE NETWORK STATIONS

KFJZ—Fort Worth

WRR—Dallas

KRRV—Sherman

KPLT—Paris

KCMC—Texarkana

KFRO—Longview

WACO—Waco

KTEM—Temple

KTHT—Houston

KNOW—Austin

\*KABC—San Antonio

\*KMAC—San Antonio

KRLH—Midland

KBST—Big Spring

KRBC—Abilene

KGKL—San Angelo

KBWD—Brownwood

\*Only one station included

## THE TEXAS STATE NETWORK

1201 WEST LANCASTER ★ FORT WORTH 1, TEXAS

**WEED & COMPANY**

National Representative

NEW YORK • BOSTON • CHICAGO

DETROIT • SAN FRANCISCO • HOLLYWOOD

Phone Number ..... 5-5431  
 Transmitter Location.....McGavock Pike  
 Time on the Air: 6 a.m. to 12 Midnight;  
 Sundays, 7 a.m. to 12 Midnight  
 News Service ..... AP  
 Transcription Service.....Standard Radio  
 Representative.....The Katz Agency, Inc.

**Personnel**

President-Station Manager..Jack M. Draughon  
 Commercial Manager.....Eugene S. Tanner  
 Program Manager.....Otis Roush  
 Technical Advisor.....Dr. Fred Schumann

**WSM**

**NASHVILLE—EST. 1925**

**NATIONAL BROADCASTING CO.**

Frequency: 650 Kc.....Power: 50000 Watts  
 Owned-Operated By.. The National Life and  
 Accident Insurance Co.  
 Business Address...Seventh Ave. & Union St.

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.....19 hours daily; Sundays,  
 17 hours

News Service ..... AP; INS  
 Transcription Service .....Associated Music  
 Publishers, Lang-Worth, World  
 Representative .....Edward Petry & Co., Inc.

**Personnel**

General Manager.....Harry Stone  
 Sales-Commercial Manager..Winston S. Dustin  
 Sales Promotion-Merchandising  
 Manager ..... Albert E. Gibson  
 Program Director .....Jack Stapp  
 Publicity Director.....Albert E. Gibson  
 Chief Announcer.....Otis Devine  
 Musical Director.....Beasley Smith  
 Acting Chief Engineer.....George Reynolds  
 (See Page 580)

**TEXAS**

*For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255*

**K R B C**

**ABILENE—EST. 1936**

ABC

**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  
 General and Station Manager..Howard Barrett  
 Sales Manager.....A. C. Etter  
 Sales Promotion-Merchandising Manager  
 Forest Lane  
 Program Production Mgr.....Jack Wallace  
 Chief Engineer.....J. B. Casey

**K F D A**

**AMARILLO—EST. 1939**

ABC

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.....18 hours daily, 17 hours  
 Sunday  
 News Service.....UP

**Personnel**

President .....Gilmore Nunn  
 Station-Sales Promotion Manager  
 H. P. Roberson  
 Commercial Manager.....J. R. Moore  
 Program Director.....Bonnie Bennett  
 Chief Engineer.....Sanford Helt

**K G N C**

**AMARILLO—EST. 1922**

**NATIONAL BROADCASTING CO.**

**LONE STAR CHAIN**

Frequency: 1440 Kc..Power: 5000 d.; 1000 n.  
 Owned By.....Plains Radio Broadcasting Co.  
 Operated By.....KGNC  
 Address....Radio Building, 8th & Harrison  
 Phone Number .....4242  
 Transmitter Location .....Bellaire Park  
 Time on the Air.....6 a.m. to 12 midnight;  
 Sundays, 7 a.m. to midnight

Newspaper Affiliations: Amarillo Daily News;  
 Amarillo Globe; Lubbock Avalanche Journal  
 News Service.....AP & UP  
 Transcription Service.....NBC Thesaurus,  
 Standard, Lang-Worth, M. M. Cole

Representative... Taylor Howe Snowden, Radio Sales

**Personnel**

President ..... Gene Howe  
 General Manager ..... O. L. Taylor  
 Station Manager... Raymond D. Hollingsworth  
 Sales Manager ..... Aubrey Jackson  
 Sales Promotion-Merchandising Manager  
 Jack Caulhen  
 Program Director ..... Robert Watson  
 Chief Engineer..... W. H. Torrey

**KVET\***  
AUSTIN

Frequency: 1300 Kc.....Power: 1000 Watts  
 Owned-Operated By .....Austin  
 Broadcasting Co.  
 Address .....1901 Dillman St.  
 \* Construction Permit

**KNOW**  
AUSTIN—EST. 1924

AMERICAN BROADCASTING CO.  
MUTUAL BROADCASTING SYSTEM  
TEXAS STATE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By ....Frontier Broadcasting  
 Company, Inc.  
 Address..... Capitol Nat'l Bank Bldg.  
 Phone Number ..... 2-6213  
 Transmitter Location ...Fifth & Tillery Streets  
 Time on the Air..... 6 a.m. to 12 midnight  
 News Service .....AP  
 Representative ..... Weed & Co.

**Personnel**

President..... H. M. Fentress  
 Station Manager.....Hardy C. Harvey  
 Commercial Manager..... Marion H. Coleman  
 Chief Engineer..... James Lewis

**KTBC**  
AUSTIN—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc....Power: 1000 d.; 250 n.  
 Owned-Operated By ..... Radio Station KTBC  
 Address ..... Brown Bldg.  
 Phone Number ..... 2-2424  
 Transmitter Location ..... Dallas Highway  
 Time on the Air..... 6 a.m. to 12:05 a.m.  
 News Service ..... UP, INS, AP  
 Transcription Service ..... World  
 Representative ..... Taylor-Howe-Snowden

**Personnel**

President..... Claudia T. Johnson  
 General-Station and Sales Manager  
 Pat Adelman  
 Sales-Promotion Mds'e. Mgr..... Jim Turner  
 Program Director ..... Jim Turner  
 Chief Engineer ..... Leland Seay

**KFDM**

BEAUMONT—EST. 1924  
ABC

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 midnight;  
 Sundays, 7 a.m. to 12 Midnight  
 News Service ..... UP & AP  
 Transcription Service... NBC Thesaurus,  
 Standard  
 Representative ..... Taylor-Howe-Snowden

**Personnel**

President..... C. W. Snider  
 General-Commercial Manager..... C. B. Locke  
 Sales Promotion Manager..... H. Caldwell  
 Production Manager-Publicity Director  
 H. Caldwell  
 Chief Engineer ..... L. M. Sanders

PLAYING TO 340,000 FOLKS  
EFFECTIVE INCOME: \$344,681,000



The rich Sabine  
Area of Texas  
COVERING  
**BEAUMONT**  
**ORANGE**  
**PORT ARTHUR**

AMERICAN  
BROADCASTING CO., INC.  
560 Kc. 1,000 Watts

Represented by

TAYLOR-HOWE-SNOWDEN

*Radio Sales*



## K R I C

**BEAUMONT EST.—1938**

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 12:05 a.m.  
 Newspaper Affiliation . . . . . Beaumont Enterprise,  
 Beaumont Journal  
 News Service . . . . . AP  
 Transcription Service . . . . . World Broadcasting,  
 Cole  
 Representative . . . . . The Branham Company

### Personnel

President . . . . . Mrs. J. L. Mapes  
 General and Station Manager . . . . . Jack Neil  
 Sales-Commercial Manager . . . . . G. L. Kirk  
 Record m.c. . . . . Roy Dickson  
 Chief Engineer . . . . . Arthur Kay

## K B S T

**BIG SPRING—EST. 1936**

ABC

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 . . . . . 1/4 miles northeast  
 of town  
 Time on the Air . . . . . 6:30 a.m. to 11 p.m.  
 News Service . . . . . AP  
 Representative . . . . . John E. Pearson Co.

### Personnel

General-Station-Sales-Commercial Manager  
 Boyd Kelley  
 Program-Publicity Director . . . . . Mina Taylor  
 Production Manager . . . . . Robert Bradbury  
 Chief Announcer . . . . . William B. Foreman  
 Chief Engineer . . . . . Andrew M. Jones

## K N E L

**BRADY—EST. 1935**

Frequency: 1490 Kc. . . . . Power: 250 d.; 100 n.  
 Owned-Operated By . . . . . G. L. Burns  
 Business Address . . . . . 106 No. Blackburn St.  
 Phone Number . . . . . 77  
 Transmitter Location . . . . . East Brady, Texas  
 Time on the Air . . . . . 8 a.m. to 10 p.m.  
 Transcription Service . . . . . Keystone  
 Representative . . . . . Keystone

### Personnel

President, General & Station Manager  
 G. L. Burns  
 Sales-Commercial Manager . . . . . G. L. Burns  
 Sales Promotion-Merchandising Manager  
 G. L. Burns

Program Director, Production Manager

Howard Sparks  
 Chief Announcer . . . . . Howard Sparks  
 Chief Engineer . . . . . David Gattis

## K V A L

**BROWNSVILLE—EST. 1944**

AMERICAN BROADCASTING CO.

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned by . . . . . Radio Station KEEW, Ltd.  
 Operated By . . . . . T. Frank Smith  
 Address . . . . . Gulf Bldg.  
 Phone Number . . . . . Capitol-6151  
 Transmitter Location . . . . . Brownsville  
 Time on the Air . . . . . 6 a.m. to Midnight  
 News Service . . . . . AP  
 Representative . . . . . Free & Peters

### Personnel

General Manager . . . . . T. Frank Smith  
 Station Manager . . . . . Roy Suber  
 Commercial Manager . . . . . Bill Bennett  
 Promotion-Publicity . . . . . Glenn Horton  
 Chief Engineer . . . . . Robert Bush

## K B W D

**BROWNWOOD—EST. 1941**

MUTUAL BROADCASTING SYSTEM  
 TEXAS STATE NETWORK

Frequency: 1380 Kc. . . . . Power: 1000 d.; 500n  
 Owned-Operated By . . . . . Brown County  
 Broadcasting Co.  
 Address . . . . . 800 Hawkins Street  
 Phone Numbers . . . . . 2401-2402  
 Transmitter Location . . . . . Williams Ranch Road,  
 1/2 miles N. Brownwood  
 Time on the Air . . . . . 6:00 a.m. to 11 p.m.; Sun-  
 day, 7:30 a.m. to 10:30 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 Representative . . . . . The Walker Co.

### Personnel

President-General Manager . . . . . Wendell Mayes  
 Commercial Manager . . . . . Ingram S. Roberts  
 Sales Promotion . . . . . F. T. Wilson  
 Chief Announcer . . . . . Jack Beckett  
 Musical Director . . . . . Pat Brinkley  
 Record m.c. . . . . Howard Edwards  
 Program-Publicity Director . . . . . Pat Brinkley  
 Production Manager . . . . . Pat Craig  
 Chief Engineer . . . . . A. W. Stewart

## W T A W

**COLLEGE STATION—EST. 1921**

ABC—TEXAS QUALITY NET

Frequency: 1150 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . A. & M. College of Texas  
 Address . . . . . College Station  
 Phone Number . . . . . 4-5724



Transmitter Location ..... College Station  
 Time on the Air ..... Sun-up to Sun-down  
 News Service ..... AP  
 Transcription Service ..... World

**Personnel**

President of A & M College..... Gibb Gilchrist  
 General Manager  
     G. Byron Winstead, Dir. Information & Pub.  
 Program Director..... G. Byron Winstead  
 Production Manager  
     Cecil Beardon, Radio Assistant  
 Chief Announcer..... Cecil Beardon  
 Chief Engineer..... Frank J. Sosolik

•  
**K E Y S**

**CORPUS CHRISTI—EST. 1940**  
**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned By ..... Partnership  
 Operated By..... Nueces Broadcasting Co.  
 Address ..... Center Theater Bldg.  
 Phone ..... 2-7411  
 Transmitter..... Cantwell Lane  
 Time on the Air..... 6 a.m. to 12 Midnight  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Forjoe Co.

**Personnel**

Station Manager..... Fred Burr  
 Sales-Commercial Manager... Kelly Wolford  
 Chief Engineer..... Harold Griffith

•  
**K R I S**

**CORPUS CHRISTI—EST. 1937**  
**NATIONAL BROADCASTING CO.**

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  
 Representative ..... Free & Peters

**Personnel**

General Manager..... T. Frank Smith  
 Commercial Manager ..... William Bennett

•  
**K W B U**

**CORPUS CHRISTI—EST. 1943**  
**ABC**

Frequency: 1010 Kc..... Power: 50,000 Watts  
 Owned & Operated By.. Century Broadcasting  
 Address..... 912 Commerce St., Dallas, Texas  
 Phone ..... Riverside 8431

Transmitter Location ..... Gregory.  
 Time on the Air..... Daytime License  
 News Service ..... AP  
 Representatives..... The Branham Co.

**Personnel**

President..... Carr P. Collins  
 General Manager..... Carr P. Collins, Jr.  
 Station, Commercial Manager.. Homer Hogan  
 Sales Promotion-Merchandising Manager  
     Maydell Wallace  
 Program Director, Production Manager  
     J. E. Sellers  
 Publicity Director..... Maydell Wallace  
 Chief Engineer..... Nestor Cuesta, Jr.

•  
**K A N D**

**CORSICANA—EST. 1937**

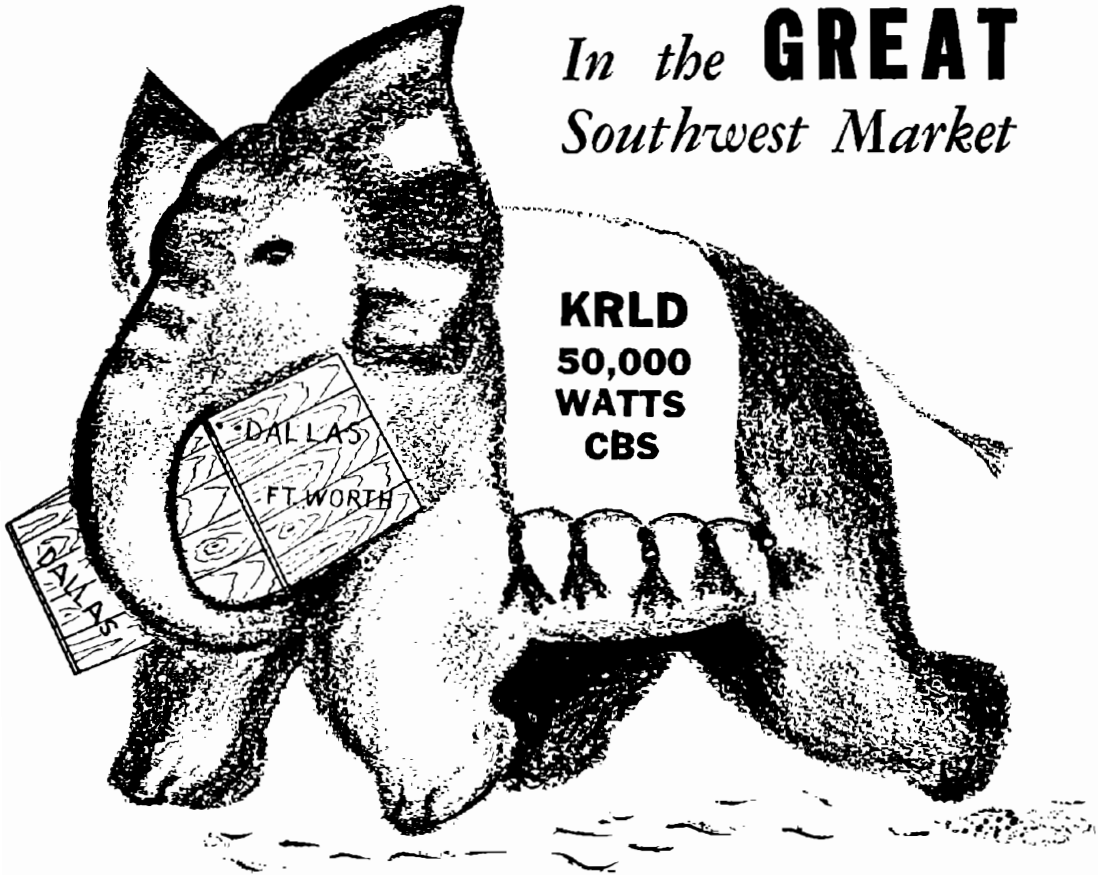
Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Operated By..... Navarro Broadcast-  
     ing Association  
 Business Address ..... Corsicana  
 Phone Number ..... 141  
 Transmitter Location..... Corsicana Highway  
     No. 5  
 Time on the Air..... 6 a.m. to Midnight  
 News Service ..... UP  
 Transcription Service ..... RCA

**A NEW ARRIVAL**  
**A NEW SALES-**  
**WINNER in the**  
**Transcription field**

**A P R A D I O**  
**P R O D U C T I O N S**

PRESS ASSOCIATION, INC.  
 50 ROCKEFELLER PLAZA  
 NEW YORK 20, N. Y.

In the **GREAT**  
*Southwest Market*



**KRLD** *Is Your Best Buy*  
*Day or Night*

**KRLD**

The Times Herald Station

Dallas

STUDIOS

Fort Worth

50 kw., 1080 kc. Represented by the Bradham Company

**Personnel**

President ..... J. C. West  
 General Manager ..... Aubrey H. Escoe  
 Station, Commercial and Sales  
 Promotion Manager ..... A. H. Escoe  
 Program-Publicity Director ..... A. H. Escoe  
 Production Manager ..... A. H. Escoe

**K S K Y**

**DALLAS—EST. 1941**

Frequency: 660 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... Sky Broadcasting  
 Service  
 Address ..... 11th Floor, Hotel Stoneleigh  
 Phone Number ..... C-6193  
 Transmitter Location ..... Bruton Road  
 Time on the Air ..... 6 a.m. to local sunset  
 News Service ..... AP  
 Transcription Service ..... Associated Music

**Personnel**

President-General Manager ..... A. L. Chilton  
 Commercial Manager ..... R. G. Terrill

**K R L D**

**DALLAS—EST. 1926**

COLUMBIA BROADCASTING SYSTEM

Frequency: 1080 Kc. .... Power: 50000 Watts  
 Owned By ..... KRLD Radio Corp.  
 Operated By ..... Dallas Times-Herald  
 Address ..... Hotel Adolphus  
 Phone Number ..... Central 6811  
 Transmitter Location ..... Garland, Texas  
 Time on the Air ..... 5:30 a.m. to 1 a.m.  
 Newspaper Affiliation ..... Dallas Times-Herald  
 News Service ..... INS & AP  
 Transcription Service ..... Standard Radio  
 Representative ..... The Branham Co.

**Personnel**

President ..... J. W. Runyon  
 General Manager ..... C. W. Remberl  
 Ass't Manager ..... James W. Crocker  
 Commercial Manager ..... William A. Roberts  
 Sales Promotion Manager ..... J. W. Crocker  
 Program Director ..... Roy George  
 Publicity Director ..... Douglas Hawley  
 Chief Announcer ..... Meador Lowrey  
 Musical Director ..... Hyman Charninsky  
 Chief Engineer ..... Roy-Flynn

**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 ..... Commerce & Lamarr Sts.  
 Phone ..... Central 2451  
 Studio Address ..... Santa Fe Bldg. Penthouse

Transmitter Location ..... Grapevine, Texas  
 Time on the Air ..... 5:30 a.m. to 12 midnight;  
 Sat., 5:30 a.m. to 1 a.m.

Newspaper Affiliation ..... Dallas Morning News  
 News Service ..... UP, Reuters  
 Transcription Service ..... NBC Thesaurus:  
 Lang-Worth

Representative ..... Edward Pety & Co.

**Personnel**

President ..... E. M. Dealey  
 General Manager ..... Marlin Campbell  
 Asst. Managers

Ralph M. Nimmons, Raymond Collins  
 National Sales Manager ..... Keith Baldwin  
 Program Supervisor ..... Ralph K. Maddox  
 Publicity Director ..... Mrs. Wilbur Douglas  
 Musical Director ..... Karl Lambertz  
 Chief Engineer ..... Paul Barnes  
 Record m.c. .... Jimmie Jeffries

**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 a.m. to Midnight  
 News Service ..... AP  
 Representative ..... Weed & Co.

**Personnel**

General & Station Manager ..... Charles B. Jordan  
 Commercial Manager ..... Dale Drake  
 Sales Promotion Manager-Program Director

Pete Teddlie  
 Traffic Manager ..... Louise Cobler  
 Publicity Director ..... Jerry Doggett  
 Chief Announcer-Record m.c. .... Buddy Harris  
 Musical Director ..... Jimmy Thornhill  
 Chief Engineer ..... D. J. Tucker

**K D N T**

**DENTON—EST. 1938**

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Harwell V. Shepard  
 Address ..... Kimbrough Building  
 Phone Number ..... 276  
 Transmitter Location ..... Highway No. 24  
 Time on the Air ..... Unlimited license  
 News Service ..... UP  
 Transcription Service ..... Thesaurus

**Personnel**

General Manager ..... Harwell V. Shepard

# Beaty Fans Buy!

**Happy Sponsors Know  
That Beaty's Farm  
Friends Buy  
Merchandise . . .**



Layne Beaty, Farm Program Director, WBAP. Member of Committee on Farm Broadcasting, National Association of Broadcasters. Officer, State-Wide Cotton Council. Member, Texas Chemurgic Council. Officer, Radio Farm Directors.

**Here's Proof That Powerful WBAP  
Sells the Rural Buyers of the  
Great Southwest!**

#### A SPONSOR SAYS:

"... it seems from all of the evidence to be doing a very good job for us over your station" (He must have meant it, for he is still a sponsor.)

#### A RANCHER WROTE:

"First I wish to thank you for your 6 to 7 a. m. program, which for country people living in the Southwest cannot be improved upon, and none should miss it. The timing is right, the information and advice needed and the news the latest and best selected. Also, what you say about American Fence is so, have used many miles of it. P. S. Please send me one of your Farm and Ranch Handbooks and oblige." (This is an example of what we mean by "Beaty Fans Buy.")

#### A FARMER WRITES:

"I want to take two combines to the maize harvest. Can you tell me where it will be in full swing in two or three weeks, and the approximate route you would take across the state? I want to know where to go and when to start. Please draw me a map." (Beaty could not, would not, and did not.)

#### FROM THE STATE BOARD OF AGRICULTURE:

"I am convinced that you are selecting the most vital topics to discuss with farmers, and may I express to you my deep appreciation for the services rendered to farmers, not only in Oklahoma and Texas, but in other states within your listening range." (With 50,000 watts, that listening range is plenty.)

#### A 4-H CLUB BOY SAID:

"I enjoy your program very much every morning. It is very helpful to all farmers, because you keep us informed of what is going to happen, what is happening and what has happened. Keep up the good work." (Great kids in the great Southwest.)

If you have something to sell, and want to tell it to the big rural audience of the Great Southwest, let WBAP do it for you. Chances are that your nearest Edward Petry Company representative is waiting for your call right now. Get the complete story with all the sales producing facts. Better call him now.

50,000 WATTS — 820 KILOCYCLES

# WBAP

SINCE MAY 1923 — CLEARED CHANNEL

Owned and Operated By  
**THE FORT WORTH STAR-TELEGRAM**  
AMON G. CARTER, President  
Fort Worth 2, Texas

Represented by Edward Petry Co.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

## 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 . . . . . Hammitt Boulevard  
 Time on the Air . . . . . Unlimited License  
 Newspaper Affiliation . . . . . El Paso Times  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Howard H. Wilson Co.  
 Taylor-Howe, Snowden

### 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 . . . . . Ascarate, Tex.  
 Time on the Air . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . NBC Thesaurus:  
 C. P. MacGregor  
 Representative . . . . . George P. Hollingbery Co.

### Personnel

President . . . . . Frances W. Bredburg  
 General-Station Manager . . . . . Karl O. Wyler  
 Commercial Manager . . . . . Willard L. Kline  
 Sales Promotion . . . . . Roy T. Chapman  
 Program Director . . . . . Virgil C. Hicks  
 Production Manager . . . . . Conrey Bryson  
 Chief Engineer . . . . . Kenneth J. Walton

## 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 . . . . . 5:30 a.m. to 1 a.m.  
 News Service . . . . . AP & UP  
 Representative . . . . . Weed & Company

### Personnel

President-General Manager . . . . . Gene L. Cagle  
 Station Manager . . . . . Gene L. Cagle  
 Commercial Manager . . . . . Clyde Pemberton

Sales Promotion Manager . . . . . L. Roy Duffy  
 Program-Production Director . . . . . Russ Lamb  
 Publicity Director . . . . . Forrest W. Clough  
 Chief Announcer . . . . . John D. Hopkins  
 Record m.c. . . . . Jimmie Lowe  
 Musical Director . . . . . Frances Kay  
 Chief Engineer . . . . . Truett Kimzey

See Page 594

## K G K O

**FORT WORTH—EST. 1928**

**AMERICAN BROADCASTING CO.**

**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 . . . . . E. M. Dealey  
 Managing Director . . . . . Martin Campbell  
 Fort Worth Manager . . . . . George Cranston  
 Dallas Manager . . . . . Martin Campbell  
 Fort Worth Program Director . . . . . Ed Lally  
 Dallas Program Director . . . . . Ralph Maddox  
 Chief Engineer . . . . . R. C. Stinson  
 Chief Engineer, Dallas . . . . . Raymond Collins

## 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 . . . . . (Shares time with WFAA,  
 Dallas)

Newspaper Affiliation . . . . . Ft. Worth Star-  
 Telegram  
 News Service . . . . . AP  
 Transcription Service . . . . . WBS, Cole, Lang-Worth  
 Representative . . . . . Edward Petry & Co.

### Personnel

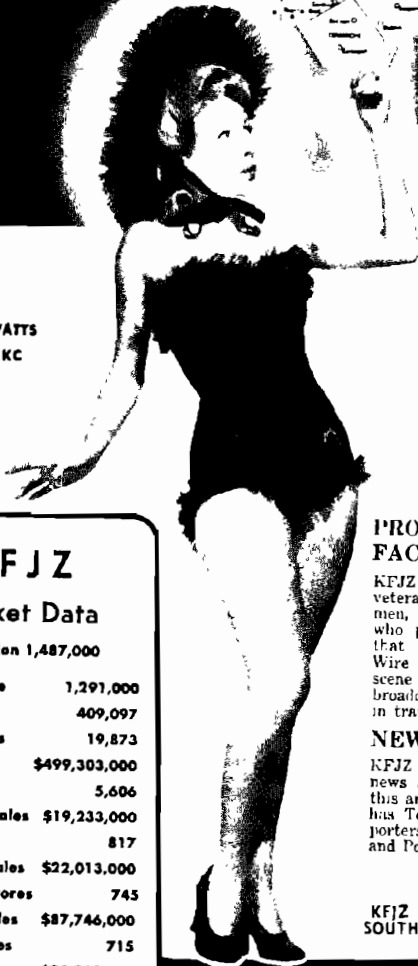
President . . . . . Amon G. Carter  
 General Manager . . . . . Harold V. Hough  
 Station Manager . . . . . George Cranston  
 Sales-Commercial Manager . . . . . Jack Pritchett

Cover This  
Half Billion  
Dollar TEXAS  
Market with



# KFJZ

5000 WATTS  
1270 KC



### Serving TEXAS Most Important Market

KFJZ is located in the heart of the rich North-Central part of Texas and is serving a million and a quarter people who have a half billion dollar purchasing power. KFJZ is serving a very progressive section of the Southwest that is "paying-dividends" in the post-war era.

### Key Outlet for Mutual

KFJZ's tremendous audience has been attracted by a well balanced schedule of local shows and the Cream of Mutual's Humorous, Musical and Dramatic programs, interspersed with Mutual's great array of Ace News Analysts. KFJZ is Mutual's Key Outlet for Texas.

## KFJZ Market Data

Population 1,487,000

Native White	1,291,000
Families	409,097
Retail Outlets	19,873
Retail Sales	\$499,303,000
Food Stores	5,606
Food Store Sales	\$19,233,000
Drug Stores	817
Drug Store Sales	\$22,013,000
Gen. Mds. Stores	745
Gen. Mds. Sales	\$87,746,000
Apparel Stores	715
Apparel Sales	\$26,865,000
Lbr. & Hdw. Stores	921
Lbr. & Hdw. Sales	\$32,639,000

### PROGRAM FACILITIES

KFJZ has a complete staff of veteran writers, production men, announcers and talent who produce shows locally that "sell" the Southwest. Wire Recorder for on the scene events . . . Remote broadcast facilities . . . Latest in transcription equipment.

### NEWS & SPORTS

KFJZ being recognized as the news and sports station of this area . . . naturally KFJZ has Texas' most popular reporters in Zack Hurt (sports) and Porter Randall (news).

*KFJZ is a MUST on any schedule planned to cover the Fort Worth trade area.*

**KFJZ . . . FORT WORTH . . . SERVES ONE OF THE SOUTHWEST'S MOST IMPORTANT INDUSTRIAL AND AGRICULTURAL AREAS.**

### MAIL PULL

KFJZ has hit the "jack-pot" time after time for advertisers who wanted to "check" their program and KFJZ's pulling power. One advertiser received 1572 requests from one cold announcement at 6:45 A. M. . . . heard from 198 Texas towns and 14 other states.

### TIME ON AIR

KFJZ is serving the people of this area 18½ hours a day—Monday through Saturday, 5:30 A. M. to 1:00 A. M. on Sunday 5:30 A. M. to Midnight. KFJZ is a listening habit of the people in this important market.

National Representative

# Weed and Company

New York . Detroit . Chicago . Boston . San Francisco . Hollywood

**Sales Promotion-Merchandising Manager**  
 Jack Pritchett  
**Program Director**.....Ed. Lally  
**Production Manager**.....A. M. Woodford  
**Publicity Director**.....Kathryn Barnes  
**Chief Announcer**.....Frank Mills  
**Musical Director**.....Gene Baugh  
**Chief Engineer**.....R. C. Stinson

## KLUF

**GALVESTON—EST. 1928**

**MUTUAL BROADCASTING SYSTEM  
 KEYSTONE BROADCASTING SYSTEM**

**Frequency:** 1400 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....The KLUF Broad-  
 casting 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  
**Representative**.....William G. Bambeau

### Personnel

**President**.....Geo. Roy Clough  
**General-Commercial Manager**...L. D. Clough  
**Chief Engineer**.....L. D. Clough

(Call Letters to Be Assigned)

### GREENVILLE\*

**Frequency:** 1400 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....Truett Kinzey  
**Address**.....3951 Belford Court  
 Fort Worth, Texas  
 \* Construction Permit

## KGBS

**HARLINGEN—EST. 1941**

**COLUMBIA BROADCASTING SYSTEM**

**Frequency:** 1240 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....Harbenito Broad-  
 casting Company, Inc.  
**Business Address**.....P. O. Box 711  
**Phone Number**.....1400  
**Studio Address:**.....  
 State Highway No. 83 between Harlingen  
 and San Benito, Texas  
**Transmitter Location**.....Same  
**Time on the Air**.....6:30 a.m. to 12 Midnight  
**News Service**.....AP  
**Transcription Service**.....Associated  
**Representative**.....The Walker Co.

### Personnel

**President**.....McHenry Tichenor  
**Manager**.....Troy McDaniel  
**Commercial Manager**.....Dave Bennett  
**Chief Engineer**.....Sherman L. Spencer

## KPRC

**HOUSTON—EST. 1925**

**NBC—TEXAS QUALITY NETWORK**

**Frequency:** 950 Kc.....**Power:** 5000 Watts  
**Owned By**.....Houston Printing Corp.  
**Operated By**.....Houston Post  
**Address**.....Lamar Hotel  
**Phone Number**.....Fairfax 7101  
**Transmitter Location**.....Deepwater, Texas  
**Time on the Air**.....Unlimited  
**Newspaper Affiliation**.....Houston Post  
**News Service**.....AP  
**Transcription Service**.....NBC Thesaurus.  
 Lang-Worth  
**Representative**.....Edward Petry & Co.

### Personnel

**President**.....W. P. Hobby  
**General Manager**.....Kern Tips  
**Program Director**.....Jack McGraw  
**Chief Engineer**.....H. T. Wheeler

## KTHT

**HOUSTON—EST. 1944**

**MUTUAL BROADCASTING SYSTEM**

**TEXAS STATE NETWORK**

**Frequency:** 1230 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....Texas Star Broadcast-  
 ing Co.  
**Address**.....Southern Standard Bldg.  
**Phone No.**.....Capitol 6246  
**Transmitter Location**.....315 N. Ennis St., Houston  
**Time on the Air**.....Full time

### Personnel

**President**.....Roy Hofheins  
**Station Supervisor**.....Ted Hills  
**Commercial-Promotion Mgr.**.....Francis Gilbert  
**Chief Engineer**.....Louis L. Jelly

## KTRH

**HOUSTON—EST. 1930**

**COLUMBIA BROADCASTING SYSTEM**

**Frequency:** 740 Kc.....**Power:** 50000 Watts  
**Owned-Operated By**.....Houston Chronicle  
 Pub. Co.  
**Address**.....Texas & Travis Sta.  
**Phone Number**.....Preston 2211  
**Studio Address**.....Rice Hotel  
**Transmitter Location**.....Cedar Bayou, Texas  
**Time on the Air**.....6 a.m. to midnight  
**Newspaper Affiliation**.....Houston Chronicle  
**News Service**.....UP  
**Transcription Service**.....World Broadcasting  
**Representative**.....John Blair & Co.

### Personnel

**General Manager**.....B. F. Orr  
**Commercial Manager**.....Ray E. Bright  
**Production-Program Director**.....Harry Grier  
**Merchandising Mgr.**.....George H. McCormick  
**Chief Engineer**.....Tom Hiner

# K X Y Z

**HOUSTON—EST. 1930**  
**AMERICAN BROADCASTING CO.**  
**LONE STAR CHAIN**

Frequency: 1320 Kc. . . . . Power: 5000 Watts  
 Owned-Operated by . . . . . Harris County  
 Broadcast Co.

Address . . . . . Gull Building  
 Phone Number . . . . . Capitol 6151  
 Transmitter Location . . . . . Deepwater, Texas  
 Time on the Air . . . . . 24 hours  
 News Service . . . . . AP  
 Representative . . . . . Free & Peters, Inc.

## Personnel

President . . . . . M. Tillford Jones  
 Manager . . . . . T. F. Smith  
 Production-Program Director . . . . . Charles Nethery  
 Commercial Manager . . . . . Wm. F. Bennett  
 Chief Engineer . . . . . Gerald Chinski

# K S A M

**HUNTSVILLE—EST. 1938**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned By . . . . . W. J. Harpole & J. C. Rothwell  
 Operated By . . . . . J. C. Rothwell  
 Address . . . . . Walker County Fairgrounds  
 Phone Number . . . . . 668  
 Transmitter Location . . . . . Walker County  
 Fairgrounds  
 Transcription Service . . . . . Keystone  
 Time on the Air . . . . . Unlimited  
 News Service . . . . . AP  
 Representative . . . . . Cox and Tanz

## Personnel

Owner . . . . . W. J. Harpole & J. C. Rothwell,  
 partnership  
 Gen. and Station Manager . . . . . J. C. Rothwell  
 Sales-Commercial Manager . . . . . J. B. McShan  
 Sales Promotion-Merchandising  
 Manager . . . . . J. B. McShan  
 Chief Engineer . . . . . Sam Love

# K O C A

**KILGORE—EST. 1936**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Oil Capitol Broad-  
 casting Assn.

Address . . . . . 102½ East North St.  
 Phone Number . . . . . 616  
 Transmitter Location . . . . . Cor. Rose & Martin Sts.  
 Time on the Air . . . . . 6 a.m. to 10 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Keystone,  
 McGregor, M. M. Cole  
 Representative . . . . . Thomas F. Clark Co., Inc.

## Personnel

President-General Manager . . . . . Roy G. Terry  
 Station-Sales-Commercial Mgr. . . . . H. A. Deqner

Sales Promotion-Merchandising  
 Mgr. . . . . Lewis B. Christie  
 Program Director-Chief  
 Announcer . . . . . John E. Andrews  
 Chief Engineer . . . . . Albert F. Mason, Jr.

# K P A B

**LAREDO—EST. 1938**

**MUTUAL-KEYSTONE-TEXAS STATE**

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 11 p.m.  
 Representative . . . . . Joseph Hershey McGilvra

## Personnel

President . . . . . Howard W. Davis  
 General Manager . . . . . Mrs. Doane Chapman  
 Chief Engineer . . . . . Hulan K. Smith

# K F R O

**LONGVIEW—EST. 1934**

ABC

**MUTUAL BROADCASTING SYSTEM**

**TEXAS STATE NETWORK**

Frequency: 1370 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Voice of Longview  
 Business Address . . . . . P. O. Box 792  
 Phone Number . . . . . 411  
 Studio Address . . . . . Glover-Crim Bldg.  
 Transmitter Location . . . . . 1918 Marshall-  
 Longview Highway  
 Time on the Air . . . . . 7 a.m. to 11 p.m.  
 Transcription Service . . . . . Lang-Worth; Key-  
 stone Broadcasting System  
 Representative . . . . . Burn-Smith Co.

## Personnel

President . . . . . James E. Curtis

# K F Y O

**LUBBOCK—EST. 1927**

**ABC—LONE STAR CHAIN**

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 . . . . . 6 a.m. to 11 p.m.  
 Newspaper Affiliation . . . . . Lubbock Avalanche-  
 Journal  
 News Service . . . . . AP & UP  
 Transcription Service . . . . . Associated, Cole  
 National Sales Office: Taylor-Howe-Snowden  
 Group, Dallas, Texas  
 Representative . . . . . Taylor-Howe-Snowden



**Personnel**

President ..... Gene A. Howe  
 General Manager ..... O. L. Taylor  
 Station Manager ..... DeWitt Landis  
 Sales-Commercial Manager ..... Rex Webster  
 Sales Promotion-Merchandising  
     Manager ..... Laretta Dailey  
 Program Director ..... DeWitt Landis  
 Production Manager ..... Bob Ruckel  
 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 ..... UP-AP  
 Transcription Service.....Standard Radio;  
 Keystone  
 Representative .....Cox & Tanz

**Personnel**

President.....Ben T. Wilson  
 Manager .....Darrell E. Yates

●  
**K C R S**

**MIDLAND—EST. 1935**

**ABC—MBS—TEXAS STATE NETWORK**  
 Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Scharbauer Estate  
 Business Address .....117 S. Lorraine St.  
 Phone Number ..... 1080-1  
 Studio Address ..... 117 So. Lorraine St.  
 Transmitter Location.....U. S. Highway 80,  
 (1 1/2 miles west of Midland)  
 Time on the Air.....6:45 a.m. to 10:30 p.m.  
 News Service ..... AP  
 Transcription Service ..... SESAC

**Personnel**

Administrator of Estate .....Millard Eldson  
 Station Manager.....J. M. McDonald  
 Commercial Manager...Gladys L. McDonald  
 Chief Engineer ..... Jack Cecil

●  
**K N E T**

**PALESTINE—EST. 1936**

**MUTUAL 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.....Strickland Park  
 Time on the Air.....7 a.m. to 10:30 p.m.  
 News Service .....UP  
 Transcription Service.....Standard Radio;  
 Representative .....Walker Co.

**Personnel**

President-Station-General  
 Manager ..... Bill Laurie  
 Sales-Commercial Manager...Arch Dougan  
 Sales Promotion-Merchandising  
     Manager ..... Mrs. Emo Laurie  
 Production Manager ..... Bill Laurie  
 Publicity Director ..... Mrs. B. A. Laurie  
 Chief Announcer ..... E. B. Myers III  
 Chief Engineer ..... Bill Laurie  
 Technical Supervisor ..... Gene Kintz  
 Record m. c. ....Gene Myers, Marvin Crain

●  
**K P D N**

**PAMPA—EST. 1936**  
**MUTUAL BROADCASTING SYSTEM**  
**KEYSTONE BROADCASTING SYSTEM**  
**TEXAS STATE NETWORK**

Frequency: 1340 Wc.....Power: 250 Watts  
 Owned By.....R. C. Holles  
 Operated By.....Pampa News  
 Business Address .....Box 901  
 Phone Number .....1106  
 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

**Personnel**

Chief Executive.....Jack Hanna  
 Station-Commercial Manager...John Michel  
 Auditor ..... H. McBee  
 Sales Promotion-Merchandising  
     Manager ..... B. E. Price  
 Program Director ..... Ken Bennett  
 Publicity Director ..... B. E. Price  
 Chief Engineer.....Douglas E. Smith

●  
**K P L T**

**PARIS—EST. 1936**

**ABC**  
**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: 2¼ miles south on Texas Highway No. 24  
 Time on the Air . . . . .6 a.m. to midnight,  
 Sundays 7 a.m. to midnight  
 News Service . . . . .AP

**Personnel**

President . . . . .A. G. Pat Mayas  
 General-Station Manager . . . . .Ernest T. Jones  
 Publicity Director . . . . .Geneva Slakey  
 Chief Engineer . . . . .C. L. Thompson  
 Record m. c. . . . .Jimmy Mercer

**K I U N**

**PECOS—EST. 1935**

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. . . . .Power: 100 Watts  
 Owned-Operated By . . . . .Jack W. Hawkins &  
 Barney H. Hubbs  
 Address: KIUN Bldg., 306 South Cedar Street  
 Phone Number . . . . .21  
 Transmitter Location . . . . .North of city  
 Time on the Air . . . . .7 a.m. to 9 p.m.  
 News Service . . . . .AP  
 Transcription Service . . . . .Keystone, Cole  
 Representative . . . . .Homer Griffith Co.

**Personnel**

Co-Owner-General Manager . . . . .Jack Hawkins  
 Commercial Manager . . . . .Donald R. Brooks  
 Program Director . . . . .Louise Hawkins  
 Chief Announcer . . . . .Jack Dunn  
 Chief Engineer . . . . .Harry Boehnemann

**K V O P**

**PLAINVIEW—EST. 1944**

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  
 Transmitter Location . . . . .Wayland College  
 Grounds  
 Time on the Air . . . . .6:30 a.m. to 9 p.m.  
 News Service . . . . .AP  
 Transcription Service . . . . .Standard

**Personnel**

President-General Manager . . . . .W. J. Harpole  
 Station-Commercial Manager . . . . .Wm. T. Kemp  
 Program-Production Manager . . . . .James E. Stanton  
 Publicity Director . . . . .W. J. Harpole  
 Chief Announcer . . . . .Al Turner  
 Musical Director . . . . .Joyce Taylor  
 Chief Engineer . . . . .Carl Cook  
 Record m. c. . . . .Keith Lloyd

**K P A C**

**PORT ARTHUR—EST. 1934**

MUTUAL BROADCASTING SYSTEM

Frequency: 1250 Kc. . . . .Power: 1000 Watts  
 Owned-Operated By . . . . .Port Arthur College  
 Address . . . . .1515 Lakeshore Dr.  
 Phone Number . . . . .7458  
 Studio Address . . . . .1515 Lakeshore Drive  
 Transmitter Location . . . . .1515 Lakeshore Drive  
 Time on the Air . . . . .6 a.m. to 12 midnight,  
 Sundays 7 a.m. to midnight  
 News Service . . . . .AP & INS  
 Transcription Service . . . . .Standard Radio,  
 World, McGregor, BMI Sup.  
 Representative . . . . .Joseph Hershey McGillvra

**Personnel**

President . . . . .J. W. Williams  
 Acting Manager . . . . .Marjorie R. Vickers  
 Sales-Commercial Manager . . . . .George Crouchet  
 Sales Promotion-Merchandising  
 Manager . . . . .Walter LaForge, Jr.  
 Program Director . . . . .Corinne Enos  
 Traffic Manager . . . . .Margaret Brieske  
 Publicity Director . . . . .Celista Quick  
 Chief Announcer . . . . .Gordon Baxter, Jr.  
 Musical Director . . . . .Walter LaForge, Jr.  
 Chief Engineer . . . . .Glenn Boatright  
 Record m. c. . . . .Claude Pinell

**K G K L**

**SAN ANGELO—EST. 1928**

ABC—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 . . . . .6:30 a.m. to 11 p.m.  
 News Service . . . . .AP  
 Representative . . . . .John E. Pearson Co.

**Personnel**

President . . . . .H. C. Ragsdale  
 General and Station  
 Manager . . . . .Lewis O. Selbert  
 Commercial Manager . . . . .Myrl Stela  
 Program Director-Production  
 Manager . . . . .Jean Nettleton  
 Chief Announcer . . . . .Julian Hill  
 Chief Engineer . . . . .Frank Jones  
 Record m. c. . . . .William Crable

**K A B C**  
**SAN ANTONIO—EST. 1926**

ABC—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.....Bandera Highway  
 Time on the Air.....5 a.m. to 12:25 a.m.

**Personnel**

President.....R. Early Willson  
 Station Manager.....Charles W. Balthrope  
 Ass't Manager.....Bill Michaels  
 Audience Promotion-Merchandising  
 Manager.....W. Poundstone Jackson  
 Program Director.....George T. Case  
 Chief Announcer.....Alec Chesser  
 Musical Director.....Nola Reid  
 Chief Engineer.....Paul Wolf

**K C O R**  
**SAN ANTONIO**

Frequency: 1350 Kc.....Power: 1000 D.  
 Owned-Operated By.....Raoul A. Cortez  
 Address.....National Bank of Commerce Bldg.  
 News Service.....AP  
 \* Construction Permit

**K M A C**

**SAN ANTONIO—EST. 1930**

MUTUAL—TEXAS STATE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned By.....Howard W. Davis, d/b as The Walmac Company

Operated By.....Howard W. Davis  
 Address.....Nat'l Bank of Commerce Bldg.  
 Phone Number.....Cathedral 6211  
 Transmitter Location.....Avenue B  
 Time on the Air.....6 a.m. to 1 a.m.  
 News Service.....INS  
 Representative....Joseph Hershey McGillvra

**Personnel**

President-General Manager Howard W. Davis  
 Station Manager.....Patt McDonald  
 Sales Promotion-Merchandising  
 Manager.....Tony Bessan

Program Director.....Tony Bessan  
 Production Manager.....Melba Flemming  
 Chief Engineer.....Ed E. Case  
 Record m. c.....Marvin Broyles

**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 Numbers.....Fannin 5171-2-3  
 Transmitter Location.....317 Arden Grove  
 Time on the Air.....18 hours daily  
 News Service.....AP  
 Transcription Service...Lang-Worth, M. M. Cole  
 Representative.....Forjoe & Company

**Personnel**

Owner.....Eugene J. Roth  
 General & Station Manager..James M. Brown  
 Program Director.....Stanley A. Cox  
 Chief Announcer.....Ray Hunt  
 Chief Engineer.....George Ing



San Antonio's *Only*  
 ENGLISH-SPANISH *Radio Station*

National manufacturers can cash-in on the tremendous buying power of the Spanish speaking population of San Antonio and trade territory. Station KCOR features programs directed to this great listening audience... broadcast both in English and Spanish. Rate card on request.

★  
 CALCASIEU BLDG. — SAN ANTONIO, TEXAS



KILOCYCLES • 1000 WATTS

# 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 . . . . . Gunter Hotel  
Phone Number . . . . . Garfield 1251  
Transmitter Location . . . . . St. Hedwig Road  
Time on the Air . . . . . 6 a.m. to 12:05 a.m.  
News Service . . . . . AP & UP  
Transcription Service . . . . . Lang-Worth;  
NBC Thesaurus, SESAC  
National Sales Office Address: Taylor-Howe-  
Snowden Group, Tower Petroleum Bldg.,  
Dallas, Texas  
Representative . . . . . Taylor-Howe-Snowden

## Personnel

President . . . . . Gene A. Howe  
General & Station Manager . . . . . G. W. Johnson  
Sales-Commercial Manager . . . . . Rex L. Preis  
Sales Promotion-Merchandising  
Manager . . . . . Charles D. Lutz  
Program Director . . . . . George Lee Marks  
Chief Engineer . . . . . W. G. 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 . . . . . 5:30 to 12 midnight  
News Service . . . . . AP, INS, UP  
Transcription Service . . . . . Standard  
Representative . . . . . Edward Pety & Co., Inc.

## Personnel

Pres. & General Manager . . . . . Hugh A. L. Hall  
Commercial Manager . . . . . Cecil K. Beaver  
Sales Promotion . . . . . Fred A. Peery  
Program Manager . . . . . Harold Carr  
Publicity Director . . . . . Rosemary Walker  
Production Manager . . . . . Monte Kleban  
Chief Announcer . . . . . Harold H. Carr  
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  
News Service . . . . . UP  
Transcription Service . . . . . World, Standard  
Representative . . . . . Advertising Time Sales Co.

## Personnel

President . . . . . G. H. Wilcox  
General Manager . . . . . L. L. Hendrick  
Chief Engineer . . . . . T. E. Spellman  
Denison Studio Manager . . . . . B. V. Hammon, Jr.  
Sales Promotion . . . . . Hugh Harling  
Program Directors . . . . . Doris Matlock, Doris  
Kretzinger

# K X O X

**SWEETWATER—EST. 1939**

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Sweetwater Radio  
Operated By . . . . . Mr. J. S. McBeath  
Address . . . . . P. O. Box 570  
Phone Number . . . . . 2341  
Transmitter Location . . . . . Highway No. 70  
Time on the Air . . . . . 6:30 a.m. to 8:05 p.m.  
News Service . . . . . UP  
Transcription Service . . . . . NBC Thesaurus &  
Keystone, M. M. Cole

## Personnel

President . . . . . J. S. McBeath  
General-Station-Commercial Manager,  
Program Director-Chief Announcer,  
Zeb Williams  
Publicity Director . . . . . Zeb Williams  
Chief Engineer . . . . . George W. Dotson

# K T E M

**TEMPLE—EST. 1936**

ABC

MUTUAL BROADCASTING SYSTEM  
TEXAS STATE NETWORK

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Bell Broadcasting  
Co., Inc.  
Business Address . . . . . Kyle Hotel Bldg.  
Phone Number . . . . . 5252  
Studio Address . . . . . Kyle Hotel  
Transmitter Location . . . . . 1/10 mile north of city  
Time on the Air . . . . . 7 a.m. to 11 p.m.  
News Service . . . . . UP  
Transcription Service . . . . . Cole

## Personnel

General Manager . . . . . Frank W. Mayborn  
Station Manager . . . . . Burton Bishop  
Commercial Manager . . . . . Charles Whitesides, Jr.  
Sales Promotion-Merchandising  
Manager . . . . . Burton Bishop  
Chief Engineer . . . . . Paul Shaw

## K C M C

TEXARKANA—EST. 1932

ABC

MUTUAL BROADCASTING SYSTEM  
TEXAS STATE 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 a.m. to 12 p.m.  
Newspaper Affiliation . . . . . Texarkana  
Gazette; Texarkana News  
News Service . . . . . AP  
Transcription Service . . . . . Standard Radio

### Personnel

General Manager . . . . . Frank O. Myers  
Sales Manager . . . . . Thomas Dillahunty  
Chief Engineer . . . . . Harvey Robertson

## K G K B

TYLER—EST. 1929

MUTUAL BROADCASTING SYSTEM

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 . . . . . AP  
Transcription Service . . . . . Standard Radio  
Representative . . . . . Gene Grant

### Personnel

President-Station Manager . . . . . James G. Ulmer  
Commercial Manager . . . . . Earl P. Duffie  
Program Director . . . . . Mrs. James G. Ulmer  
Commercial-Promotion Mgr. . . . . Earle P. Duffie  
Chief Engineer . . . . . John B. Sheppard

## K V W C

VERNON—EST. 1939

MUTUAL BROADCASTING SYSTEM  
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 . . . . . Cole  
Representative . . . . . Gene Grant

### Personnel

President-General Manager . . . . . R. H. Nichols  
Commercial Manager . . . . . W. D. Dixon  
Program Director . . . . . Loretta Withers  
Chief Engineer . . . . . Herman Ridgway

## K V I C

VICTORIA—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Radio Enterprises,  
Inc.  
Business Address . . . . . Victoria Bank & Trust Bldg.  
Phone Numbers . . . . . 1106-1107-1268  
Studio Address . . . . . Cuero Highway  
Transmitter Location . . . . . Cuero Highway  
Time on the Air . . . . . 6:45 a.m. to 11 p.m.  
News Service . . . . . AP  
Transcription Service . . . . . World

### Personnel

President . . . . . Marris Roberts  
General-Commercial Manager . . . . . Jerry Fisher  
Chief Engineer . . . . . Robert McCown

## K W T X \*

WACO—EST. 1946

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Address . . . . . 108 1-2 S. 6th St.

### Personnel

President . . . . . Beauford Jester  
Station Manager . . . . . Buddy Bostick  
\*Construction Permit

## W A C O

WACO—EST. 1922

AMERICAN BROADCASTING CO.  
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 . . . . . AP  
Transcription Service . . . . . Cole  
Representative . . . . . Weed & Co.

### Personnel

President . . . . . Harlan Fantress  
Station Manager . . . . . L. E. Lee Glasgow  
Chief Engineer . . . . . L. H. Appelman

*Serving the West*

**KSL**

**50,000 WATTS**  
Salt Lake City, Utah



# 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  
News Service AP & UP  
Transcription Service NBC Thesaurus,  
Standard, Lang-Worth  
Representative Taylor-Howe-Snowden

## Personnel

Executive General Manager O. L. Taylor  
Station Manager A. J. Taylor  
Sales-Commercial Manager Phil Dixon  
Sales Promotion-Merchandising  
Manager Victor Morava  
Program Director-Production  
Manager Dick Watkins  
Publicity Director Thelma Pearce  
Chief Announcer Bernie Barth  
Musical Director Dick Watkins  
Chief Engineer O. L. Hartwig  
Record m. c. Bernie Barth

# K W F T

WICHITA FALLS—EST. 1938  
COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc. Power: 5000 d.; 1000 n.  
Owned By Wichita Broadcasting Co.  
Operated By Joe B. Carrigan & Assoc.  
Business Address Kemp Hotel  
Phone Numbers 4182-3  
Studio Address Kemp Hotel  
Transmitter Location 3 1-2 miles northwest  
of Wichita Falls  
Time on the Air 6 a.m. to 11:05 p.m.  
News Service UP  
Transcription Service Standard Radio:  
M. M. Cole  
Representative Paul H. Raymer Co.

## Personnel

President Joseph B. Carrigan  
General-Station-Sales, Commercial  
Manager Charles E. Clough  
Merchandising Manager-Publicity  
Director Leslie Pierce  
Program Director Bea Montgomery  
Chief Announcer Bill Lowery  
Musical Director Lillie Mae Comiskey  
Chief Engineer John Adams

# UTAH

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

# K S U B

CEDAR CITY—EST. 1937  
CBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By Southern Utah  
Broadcasting Co.  
Address El Escalante Hotel  
Phone Numbers 398, 294  
Transmitter Location Cedar City  
Time on the Air 7 a.m. to 10 p.m.  
Transcription Service World

## Personnel

President Ivan Sharp  
General Manager Lennox Murdock  
Resident Manager Roscoe A. Grover  
Record M. C. Bob Mores  
Chief Engineer Hurschell Urie

# K V N U

LOGAN—EST. 1938  
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, World  
Representative Jos. Hershay McGillvra, Inc.

## Personnel

President Herschel Bullen  
General-Station Manager-Secretary  
Treasurer Reed Bullen  
Sales-Commercial Manager Reed Bullen  
Sales-Promotion-Merchandising  
Manager Reed Bullen  
Program Director Don Reber  
Production Manager Paul Coburn  
Chief Announcer Lloyd Meacham  
Musical Director Claude Robbins  
Chief Engineer Carroll Secrist

# K O A L

PRICE—EST. 1936

MBS-INTERMOUNTAIN NETWORK

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 7 a.m. to 10:30 p.m.  
 News Service UP  
 Representative Adam J. Young, Jr.

## Personnel

General 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 and Second So.  
 Time on the Air 6 a.m. to 12 midnight  
 News Service UP  
 Transcription Service Thesaurus  
 Representative Adam J. Young, Jr.

## Personnel

President and Manager Clifton A. Tolboe  
 Sales Manager S. G. Carter  
 Sales Promotion Manager Henry Hilton  
 Program Director Dean J. Ludlow  
 Publicity Director June Mower  
 Chief Announcer Joseph C. Lee  
 Chief Engineer Parley P. Rasmussen

# 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  
 Phone Number 5721  
 Studio Address Hotel Ben Lomond  
 Transmitter Location Kanesville, Utah  
 Time on the Air 6 a.m. to 12:05 a.m.  
 News Service UP  
 Transcription Service Standard Radio  
 Representative Adam J. Young, Jr.

## Personnel

President A. L. Glasmann  
 General Manager A. L. Glasmann  
 Station Manager George B. Morgan  
 Sales-Commercial Manager Frank W. Kaull  
 Sales Promotion-Merchandising  
 Manager Frank W. Kaull  
 Program Director-Production  
 Manager Collin Lowder  
 Publicity Director William E. Smiley  
 Chief Announcer Bill Tankersley  
 Musical Director Max Penton  
 Chief Engineer Wayne T. Boothe

# K A L L

SALT LAKE CITY—EST. 1945

MUTUAL—INTERMOUNTAIN—KEY STATION

Frequency: 910 Kc. Power: 1000 Watts  
 Owned-Operated By Salt Lake City Broad-  
 casting Co. (Partnership)  
 Address 248 S. Main St.  
 Phone Number 4-1843  
 Transmitter Location 386 W. Gregson St.  
 Time on the Air Unlimited  
 News Service UP  
 Transcription Service Associated, Cole,  
 MacGregor, BMI  
 Representative Adam J. Young

## Personnel

General Manager George C. Hatch  
 Station Manager Alvin G. Pack  
 Commercial Manager Thomas H. Anderson  
 Sales Promotion Robert Warner  
 Program Director Kenyon R. Bennett  
 Production Manager Al Collins  
 Publicity Director Jack Goodman  
 Engineering Director W. D'Orr Cozens  
 Chief Engineer Stanley Benson

# K N A K

SALT LAKE CITY

Frequency: 1400 Kc. Power: 250 Watts  
 Owner: Granite District Radio Broadcasting  
 Co.

Operated By Howard D. Johnson  
 Business Address 219 Continental Bank  
 Bldg.

Phone Numbers 5-8113 and 5-7988  
 Transmitter Location 1016 So. 6th West  
 Time on the Air 7 a.m. to 12:05 a.m.  
 News Service AP  
 Transcription Service Lang-Worth  
 Representative Joseph Hershey McGillvra, Inc.

## Personnel

President-General and Station  
 Manager Howard D. Johnson  
 Sales-Commercial Manager Hale Byron



**Sales Promotion-Merchandising**

Manager.....Howard M. Buchman  
 Program Director.....R. K. Christensen  
 Production Manager.....Larry Sutton  
 Publicity Director.....Howard M. Buchman  
 Chief Announcer.....Lee Walker  
 Musical Director.....Donald Penman  
 Record M. C.....Arlond Taylor  
 Chief Engineer.....James B. Littlejohn

**K D Y L**

**SALT LAKE CITY—EST. 1922**

**NATIONAL BROADCASTING CO.**

Frequency: 1320 Kc.....Power: 5000 Watts  
 Owned By.....Intermountain  
 Broadcasting Corporation

Operated By.....S. S. Fox  
 Address.....Tribune-Telegram Bldg.  
 Phone Number.....5-2991  
 Transmitter Location...11th 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  
 Commercial Manager.....George A. Provol  
 Publicity Director.....Frank Baker  
 Program Director.....Emerson S. Smith  
 Production Manager.....Kay W. Richins  
 Technical Director.....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.....10 So. Main T  
 Phone Number.....(Dial) 5-4641  
 Transmitter Location.....Saltair, Utah  
 Time on the Air.....8 a.m. to 1 a.m.  
 Transcription Service.....Standard Radio;  
 Lang-Worth; Associated

Newspaper Affiliation.....Salt Lake Tribune  
 News Service.....AP, UP  
 Representative.....Edward Petry & Company

**Personnel**

President.....J. Reuben Clark, Jr.  
 Vice-Pres. & General Manager...Ivor Sharp  
 Director of Commercial  
 Operations.....Arch L. Madsen  
 Sales Manager.....Frank B. McLatchy  
 Program Director.....Lynn A. McKinlay  
 Senior Announcer.....James Peterson  
 Musical Director.....Foster Cope  
 Chief Engineer.....C. Richard Evans

See Page 602

**K U T A**

**SALT LAKE CITY—EST. 1938**

**ABC**

Frequency: 570 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Utah Broadcasting  
 & Television 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.  
 Lang-Worth

Representative.....The Katz Agency

**Personnel**

President-General Manager..Frank C. Carman  
 Commercial Manager.....Jack Burnett  
 Sales Promotion-Merchandising  
 Manager.....Arty Clark  
 Program Director.....Frank McIntyre  
 Production Manager.....Ted Harden  
 Publicity Director.....Bill Sears  
 Chief Engineer.....C. Wendell Bell

THE  
 STATION  
 MOST  
 UTAHNS  
 LISTEN  
 TO  
 MOST

**KDYL**  
 SALT LAKE CITY  
 UTAH-NBC STATION

National  
 Representatives  
 John Blair & Co.

# VERMONT

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

## WCAX

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: 6:20 a.m. to 11:30 p.m.  
News Service: UP  
Transcription Service: World  
Representative: Weed & Company

### Personnel

President-General Manager: C. P. Hasbrook  
Assistant Manager: John D. Swan  
Sales-Commercial Manager: Joseph Smith  
Sales Promotion-Merchandising Manager: J. D. Swan  
Program Director: Robert Burger  
Production Manager-Chief Announcer: Ray Simms  
Publicity Director: L. F. Killick  
Record M. C.: Norman Bailey  
Chief Engineer: James Tierney

## WSYB

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  
Representatives: Joseph Hershey  
McGillivra, Inc.; R. C. Foster

### Personnel

President: Phillip Weiss  
Business Manager: J. H. Weiss  
Chief Engineer: Norval K. Ramson

## WWSR

ST. ALBANS—EST. 1941

MUTUAL BROADCASTING SYSTEM

YANKEE NETWORK

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.

### Personnel

President: Lloyd E. Squier  
Station Manager: Warran Marsden  
Chief Engineer: Theodore Bolsvert

## WDEV

WATERBURY—EST. 1936

MUTUAL—YANKEE

Frequency: 550 Kc. Power: 1000 Watts  
Owned-Operated By: Lloyd E. Squier & William G. Ricker

Address: 8 Stowe St.  
Phone Number: 13  
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

General Manager: Lloyd E. Squier  
Commercial Manager: Harrison Fowler  
Production-Program Director: Thomas Dodd  
Chief Announcer: James Lackard  
Record M. C.: Lawrence Eastman  
Chief Engineer: Harold Grout

# VIRGINIA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

## WPIK

ALEXANDRIA—EST. 1945

Frequency: 730 Kc. Power: 250 Watts  
Owned By: Potomac Broadcasting Corp.  
Operated By: Howard B. Hayes,  
Carl L. Lindberg  
Address: Hotel George Mason  
Phone Number: Temple 4732  
Transmitter Location: Telegraph Road  
Time on the Air: Sunrise to Sunset  
Newspaper Affiliation: Alexandria Gazette  
News Service: AP  
Transcription Service: World  
Representative: Joseph Hershey McGillvra, Inc.

### Personnel

President-General and Station  
Manager: Howard B. Hayes  
Sales-Commercial Manager: Perry P. Walders  
Sales Promotion-Merchandising  
Manager: Perry P. Hayes  
Program Director-Production  
Manager: William W. Jefferay  
Publicity Director: Elizabeth Lingo  
Chief Announcer: Norman West  
Musical Director: William W. Jefferay  
Chief Engineer: Carl L. Lindberg

## WCHV

CHARLOTTESVILLE—EST. 1932

ABC

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: 6:45 a.m. to 12:05 a.m.;  
Sunday, 7:55 a.m. to 12:05 a.m.  
News Service: UP  
Transcription Service: Standard  
Representative: Cox & Tans

### Personnel

General and Station  
Manager: Charles Barham, Jr.  
Sales-Commercial Manager: Randolph Bean  
Sales Promotion-Merchandising  
Manager: Randolph Bean  
Program Director-Record M. C.: James Hageman  
Production Manager-Publicity  
Director: Randolph Bean  
Chief Announcer: Bob Shay  
Musical Director: Jean Daughtrey  
Chief Engineer: Walter Gray

## WKEY

COVINGTON—EST. 1941

ABC

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Earl M. Key  
Business Address: P.O. Box 529  
Studio Address: 213 Main Street  
Phone Number: 840  
Transmitter Location: Covington  
Time on the Air: 7:00 a.m.-11:00 p.m.  
News Service: UP  
Transcription Service: World

### Personnel

Owner & Manager: Earl M. Key  
Program Director-Production  
Manager: Al Duke  
Record M. C.: Bill Ward  
Chief Engineer: James Garber

## WBTM

DANVILLE—EST. 1930

ABC

TRI-CITY STATIONS

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: 6:30 a.m. to midnight  
News Service: AP  
Transcription Service: Lang-Worth, Cole,  
Standard  
Representatives: Tri-City Stations Association

### Personnel

President: L. N. Dibrell  
Station Manager: R. Sanford Guyer  
Sales-Commercial  
Manager: Edward G. Gardner  
Chief Engineer: Harry W. Spencer

## WFVA

FREDERICKSBURG—EST. 1939

ABC

Frequency 1290 Kc. Power: 250 Watts  
CP 1230  
Owned-Operated By: Fredericksburg Broad-  
casting Corporation  
Address: 528 Wolfe St.  
Phone Number: 1261  
Transmitter Location: King's Highway, Rt. 3  
Time on the Air: 7 a.m. to 11 p.m.

• • • VIRGINIA • • •

**Personnel**

President-General  
 Manager.....Richard F. Lewis, Jr.  
 Station & Commercial  
 Manager.....Walter F. Harris, Jr.  
 Program Director.....Nan Winkler  
 Chief Engineer.....Walter Harris

**W S V A**

**HARRISONBURG—EST. 1936**  
 NATIONAL BROADCASTING CO.

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.....Standard  
 Representative.....Weed & Co.

**Personnel**

President.....Frederick L. Allman  
 Station Manager.....Robert B. Harrington  
 Commercial-Sales Promotion  
 Manager.....Robert B. Harrington  
 Program Director.....Richard H. Johnson  
 Chief Engineer.....Warren L. Braun

**W L V A**

**LYNCHBURG—EST. 1930**  
 ABC

TRI CITY STATIONS

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 midnight  
 News Service.....AP  
 Transcription Service.....Lang-Worth; Standard  
 Radio  
 Representative.....Tri-City Stations Assn.

**Personnel**

President.....Edw. A. Allen  
 Secretary & Treasurer.....Philip P. Allen  
 Commercial Manager.....J. P. Read, Jr.  
 Chief Engineer.....John Orth

**W M V A**

**MARTINSVILLE—EST. 1941**  
 NATIONAL BROADCASTING CO.

Frequency: 1450 Kc.....Power 250 Watts  
 Owned-Operated By.....Martinsville Broad-  
 casting Co., Inc.

Address.....Figsboro Road  
 Phone Number.....2152  
 Transmitter Location.....Figsboro Road  
 Time on the Air.....6:30 a.m. to 11:30 p.m.  
 News Service.....AP  
 Transcription Service.....M. M. Cole

**Personnel**

President.....William C. Barnes  
 General and Station  
 Manager.....John W. Schultz  
 Commercial Manager.....C. Robert Ray  
 Promotion Manager.....Charles F. Adams  
 Chief Engineer.....Dewey W. Muse

**W G H**

**NEWPORT NEWS—EST. 1928**  
 ABC

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 B. Bottom  
 V.P.-General Manager.....Edward E. Bishop  
 Commercial Manager.....Edward E. Edgar  
 Program-Production Manager...Jack A. Black  
 Chief Engineer.....William 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.....6 a.m. to 1 a.m. daily;  
 8 a.m. to 1 a.m. Sunday  
 Newspaper Affiliation.....Norfolk  
 Newspapers, Inc.  
 News Service.....AP; UP

# VIRGINIA

Transcription Service.....Standard Radio  
 Representative.....Edward Pety & Co.

## Personnel

President.....Paul S. Huber  
 General Manager.....Campbell Arnoux  
 Commercial Manager.....John W. New  
 Program Director.....Henry Cowles Whitehead  
 Production Manager.....Clyde Moser  
 Publicity Director.....Charlton Whitehead  
 Chief Announcer.....Blair Eubanks  
 Musical Director.....Henry Cowles Whitehead  
 Chief Engineer.....Julius L. Grether

## WNVA\*

### NORTON

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Blainox Radio Co., Inc.  
 Address.....South Main St., Harlan, Ky.  
 \* Construction Permit

## WS'SV

### PETERSBURG—EST. 1945

#### MUTUAL

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Southside Virginia  
 Broadcasting Corp.

Address.....112 W. Tabb Street  
 Phone Number.....3881  
 Transmitter Location.....Lieutenant Run,  
 Petersburg

Time on the Air.....6:30 a.m. to midnight;  
 Sundays, 8 a.m. to midnight

News Service.....AP  
 Transcription Service.....Standard  
 Representative.....Burn-Smith

## Personnel

President-General Mgr.....Louis H. Peterson  
 Station-Sales-Commercial

Manager.....Cy Newman  
 Merchandising Mgr.....Mrs. Nellie W. Andrews  
 Program Director.....Cy Newman  
 Production Manager.....Russ Johnson  
 Publicity Director.....Mrs. Betty Hall  
 Chief Announcer.....H. B. Kenny  
 Musical Director-Record M. C.....Jack Guller  
 Chief Engineer.....Edward Schwarz

## WSAP

### PORTSMOUTH—EST. 1943

#### MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Portsmouth Radio Corp.  
 Address.....Professional Bldg.

Phone Number.....8383  
 Transmitter Location.....1318 Spratley St.

Time on the Air.....18 hours, Mon.-Sat.;  
 Sun., 16 hours

News Service.....UP

Transcription Service.....World  
 Representative.....Joseph Hershey McGillvra, Inc.

## Personnel

President.....Tom E. Gillman  
 Station-General Manager.....T. W. Aydlett  
 Sales Mgr.....Jack Norfleet  
 Publicity-Promotion.....Walter A. Williams  
 Production-Program Director.....Ernest Tannen  
 Chief Engineer.....Frederic Clair

## WP'UV\*

### PULASKI

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Southwest  
 Broadcasting Co.

Address.....Washington Ave.

## Personnel

Chief Executive.....Howard R. Imboden  
 \* Construction Permit

## WB'BL\*

### RICHMOND—EST. 1924

Frequency: 1450 Kc.....Power: 250 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

\*(Non-Commercial Station)

## WLEE

### RICHMOND—EST. 1945

#### MUTUAL—ASSOCIATED

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated.....Thomas Tinsley  
 Address.....Broad-Grace Arcade

Phone Number.....3-6741  
 Transmitter Location.....Colorado Ave. and  
 Sumter Street

Time on the Air.....6 a.m. to 1 a.m.  
 News Service.....AP

Transcription Service.....MacGregor  
 Representative.....Headley-Reed

## Personnel

Director.....Thomas Tinsley  
 General Manager.....Irving G. Abeloff  
 Program Director.....James Fair  
 Musical Director.....Eleanor Morris  
 Chief Engineer.....George McGuigan  
 Record M. C.'s.....James Fair, Bob Roth

## 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,  
 Lang-Worth  
 Representative .....John Blair & Company

**Personnel**

President-General Mgr.....Wilbur M. Havens  
 Commercial Manager .....Ralph Wallerstein  
 Sales Promotion-Merchandising  
 Manager .....Ralph Wallerstein  
 Program Director.....Gwendolyn Dalton  
 Production Manager.....Kenneth G. Heine  
 Publicity Director.....Carlyne Whitaker  
 Chief Engineer.....Wilfred H. Wood

**WRNL**

**RICHMOND—EST. 1927**  
 ABC

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.....5:30 a.m. to 1 a.m.;  
 Sundays, 7 a.m. to 1 a.m.  
 News Service .....AP  
 Transcription Service .....Standard  
 Representative.....Edward Petry & Co.

**Personnel**

President.....D. Tennant Bryan  
 General and Station  
 Manager.....E. S. Whitlock  
 Assistant Manager.....G. Mallory Freeman  
 Sales-Commercial Manager.....E. S. Whitlock  
 Program  
 Director...Lt. Comdr. Richard A. Velz (USN)  
 Publicity Director.....Polly Daffron Miller  
 Musical Director-Record M. C. William Stell  
 Chief Engineer.....Walter R. Seldon

**WRVA**

**RICHMOND—EST. 1925**  
 CBS

Frequency: 1140 Kc.....Power: 50000 Watts  
 Owned-Operated By.....Larus & Brother Co.  
 Business Address.....Hotel Richmond  
 Phone Number .....3-6633  
 Studio Addresses: Hotel Richmond; 1506 Colley  
 Ave., Norfolk, Va.  
 Transmitter Location .....Edgeworth, Henrico  
 County, Va.  
 Time on the Air: 8 a.m. to 1 a.m.; Sunday,  
 8 a.m. to 1 a.m.  
 News Service .....UP

Transcription Service.....World Broadcasting  
 System; Lang-Worth  
 Representative .....Paul H. Raymer Co.

**Personnel**

General Manager.....C. T. Lucy  
 Business Manager.....Barron Howard  
 Program Production Mgr....Samuel S. Carey  
 Chief Engineer.....D. C. Woods

**WDBJ**

**ROANOKE—EST. 1924**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 960 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Times-World Corp.  
 Business Address .....P. O. Box 150  
 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 12:05 a.m.  
 Newspaper Affiliation .....Roanoke Times;  
 Roanoke World News  
 News Service .....UP  
 Transcription Service.....Lang-Worth; WBS  
 Representative .....Free & Peters, Inc.



**PERFORMANCE COUNTS**



Some people pick horses by name, some by superstition, but those "in the know" bet on performance. Performance is the most important factor in radio advertising, too.

WRNL has held the majority of daytime listeners for many years in the Richmond area. You can count on WRNL for top performance—and results.



**Personnel**

President.....J. P. Fishburn  
 General Manager.....Ray P. Jordan  
 Commercial Manager.....Frank D. Kesler

**W S L S**  
 ROANOKE—EST. 1940

ABC  
 TRI-CITY STATIONS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By... Roanoke Broadcast-  
 ing Corp.  
 Address .....Shenandoah Life Building  
 Phone Number ..... 9227  
 Transmitter Location ..Shenandoah Life Bldg.  
 Time on the Air.....6 a.m. to 12:06 a.m.  
 News Service .....AP  
 Transcription Service .....NBC Thesaurus;  
 Langworth, BMI  
 Representative .....Tri-City Stations

**Personnel**

President ..... Paul C. Buford  
 General Manager ..... Philip Allen  
 Station Manager ..... James H. Moore  
 Commercial-Sales Promotion  
 Manager ..... Horace Fitzpatrick  
 Chief Engineer..... Phillip Briggs

**W T O N**

STAUNTON—EST. 1945  
 AMERICAN BROADCASTING CO.

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By... Charles P. Blackley  
 Address .....Morrison Bldg.  
 Phone Number .....2373  
 Transmitter Location.....Near Waynesboro  
 Highway  
 Time on the Air.....6:30 a.m. to midnight;  
 Sunday, 8 a.m. to midnight  
 News Service .....AP  
 Transcription Service .....World

**Personnel**

Owner-General Manager.. Charles P. Blackley  
 Commercial-Promotion  
 Manager..... Charles E. Seebeck  
 Program Director..... Fulton King  
 Chief Engineer ..... Rex Houser

**W L P M**  
 SUFFOLK—EST. 1940

AMERICAN BROADCASTING CO.

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.....7 a.m. to 11:30 p.m.  
 News Service .....UP  
 Transcription Service.....Lang-Worth  
 Representative .....Sears & Ayer

**Personnel**

President-Station Manager.....Fred L. Hart  
 Commercial & Program Manager.. Allen Jones  
 Chief Engineer.....Fred Wagner

**W I N C**

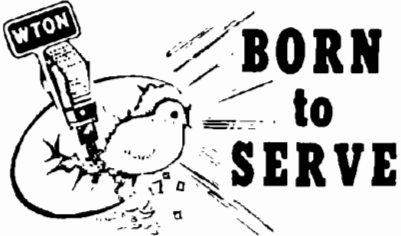
WINCHESTER—EST. 1941

ABC

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 p.m.:  
 Sunday, 7:30 a.m. to 11 p.m.

**Personnel**

Owner-General Manager.. Richard Field Lewis  
 Commercial Mgr. Program Dir... Grant Pollock  
 Sales Promotion Mds'e. Mgr.... Grant Pollock  
 Production and Traffic... John Carl Morgan  
 Chief Engineer..... Philip B. Whitney



**BORN to SERVE**

STAUNTON and AUGUSTA COUNTY, VIRGINIA

... A Station that will do a sales job for you... and here's the reason!

- Population (WTON service area)...100,000
- Bank deposits in excess of... \$22,000,000
- Monthly August County payroll exceeds .....\$1,500,000

Network Affiliation—AMER. B'CASTING CO.

**W T O N**

CHARLES E. SEEBECK, Sales Mgr.

STAUNTON VIRGINIA

250 WATTS Full Time 1400 kc

# WASHINGTON

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

## KXRO

ABERDEEN—EST. 1926

MUTUAL—DON LEE BROADCASTING CO.  
Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By KXRO, Inc.  
Business Address 207½ E. Market St.  
Phone Number Aberdeen 4098  
Studio Address 207½ E. Market St.  
Transmitter Location 1308 Coolidge Rd.  
Time on the Air Unlimited time  
News Service AP, UP  
Transcription Service Standard Radio  
Representative Howard H. Wilson Co.

### Personnel

President Harry R. Spence  
General Manager Fred G. Goddard  
Commercial Manager B. G. Ruby  
Program Direc.-Prod. Mgr. A. W. Lindsay  
Publicity Director Stan Spiegle  
Chief Announcer A. W. Lindsay  
Musical Director G. L. Bailey  
Chief Engineer Glen Barnett

## KVOS

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.;  
Sunday 9 a.m. to 11 p.m.  
News Service UP  
Transcription Service Standard & MacGregor  
Representative John Keitling

### Personnel

President, Gen. Mgr. Rogan Jones  
Station Manager Frank Adams  
Sales-Commercial Manager Fred Elsethagen  
Sales Promotion-Mer. Mgr. Fred Elsethagen  
Program Direc.-Prod. Mgr. Jerome Oppel  
Publicity Director Frank Adams  
Musical Director James Oppel  
Chief Engineer Mel Featherkile

## KELA

CENTRALIA AND CHEHALIS

EST. 1937

MUTUAL—DON LEE

Frequency: 1470 Kc. Power: 1000 Watts  
Owned-Operated By Central Broadcasting  
Corporation  
Address P. O. Box 827, Chehalis;

P. O. Box 720, Centralia  
Phone Numbers Centralia 721; Chehalis  
721

Transmitter Location (Midway between Cen-  
tralia and Chehalis), Hiway 99  
Time on the Air 7 a.m. to 11 p.m.  
News Service UP

### Personnel

Owners J. Elroy McCaw, Mrs. Cecil L. Gwinn  
General-Station Manager Joe Chyll  
Commercial Manager Robert S. Brister  
Program Director Elsie Gaylord  
Publicity Director Schuyler Hill  
Chief Announcer Ellwood Lippencott  
Chief Engineer Melvin York

## KCOW\*

ELLENSBURG

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By Central Washington  
Broadcasters, Inc.  
Address Washington National Bank Bldg.  
\* Construction Permit

(Call Letters to Be Assigned)

ELLENSBURG\*

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By Kittitas Valley  
Broadcasting Station  
Address Route 2

### Personnel

Owners Gilbert H. Kaynor,  
Howard H. Kaynor  
\* Construction Permit

## KRKO

EVERETT—EST. 1920

MUTUAL—DON LEE

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By Everett Broadcasting  
Co., Inc.  
Address Everett  
Phone Numbers Main 526-867  
Transmitter Location Everett  
Time on the Air 6 a.m. to Midnight  
News Service UP  
Transcription Service World, SESAC, Cole

### Personnel

President-Gen. Mgr. Wm. R. Taft  
Sales-Commercial Manager D. A. Baker  
Sales Promotion-Mer. Mgr. D. A. Baker  
Pro.-Pub. Director-Pro. Mgr. Marilyn E. Smythe  
Musical Director Merlin Matheny  
Chief Engineer Earl Gordon



# 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: 14th & Hudson  
 Phone Number: Longview 1500  
 Transmitter Location: Ocean Beach Highway  
 Time on the Air: 7 a.m. to 12 midnight  
 Transcription Service: World  
 Newspaper Affiliation: Longview Daily News  
 News Service: UP  
 Representative: Howard Wilson Co.

## Personnel

Pres.-Gen. & Station Mgr.: C. A. Chatterton  
 Sales-Commercial Mgr.: Jack Richards  
 Sales Promotion-Mer. Mgr.: F. H. Chatterton  
 Program Director: Harold Wagner  
 Chief Engineer: Rollie Mietzke

# 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: John Keating

## Personnel

Owner, General & Station Manager: Tom Olsen  
 Sales Manager: Elmer J. Holmberg  
 Commercial Manager: J. Harris Dorr  
 Program Director: Eve Knutson  
 Record m.c.: Dyer Downing  
 Chief Engineer: Charles A. Roark

# K P K W

PASCO—EST. 1946

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: Western Radio Corp.  
 Business Address: P. O. Box 233  
 Phone Number: 890  
 Transmitter Location: Chase & A St.  
 Time on the Air: 15 Hours Daily  
 News Service: UP  
 Transcription Service: Standard  
 Representative: John Keating

## Personnel

President: V. B. Kenworthy  
 Station Manager: Frank Krishna  
 Chief Engineer: Walter Mott  
 Record m.c.: Rodney Sams

# K O N P

PORT ANGELES—EST. 1945

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: Evening News Press, Inc.  
 Address: 313 W. First St.  
 Phone Number: 1700  
 Transmitter Location: 313 W. First St.  
 Time on the Air: 6:30 a.m. to 10:30 p.m.;  
 Sun., 9 a.m. to 10 p.m.

Newspaper Affiliation:  
 Port Angeles Evening News, Inc.  
 News Service: UP  
 Transcription Service: Standard  
 Representative: John Keating, Sears & Ayar

## Personnel

Chief Executive: C. N. Webster  
 Station Manager: Ben Harkins  
 Chief Engineer: Lloyd C. Sundstrom

# 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  
 News Service: UP  
 Transcription Service: Thesaurus

## Personnel

President: Washington State College  
 Dr. Wilson Compton  
 General and Station Manager: Glenn Jones  
 Program Director: Eldon C. Barr  
 Production Manager: John L. Blake  
 \*(Non-Commercial Station)

# K E V R

SEATTLE—EST. 1925

EVERGREEN NETWORK

Frequency: 1090 Kc. Power: 250 Watts  
 Owned-Operated By: Evergreen Broadcasting Corporation  
 Address: 2102 Smith Tower  
 Phone Number: Seneca 2056  
 Time on the Air: 6 a.m. to Midnight  
 News Service: UP  
 Transcription Service: Standard Radio;  
 Lang-Worth, SESAC  
 Representative: Wm. G. Rambeau Co.

## Personnel

President: A. W. Talbot  
 Gen.-Station-Sales-Com. Mgr.: Bartley Sims  
 Sales Promotion-Mer. Mgr.: Kirby Torrance  
 Program Direc./Chief Announcer: Harry Jordan

W A S H I N G T O N

Publicity Director . . . . . Kirby Torrance  
 Record m.c. . . . . Don Porter  
 Chief Engineer . . . . . John Kelley

**KIRO**

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  
 Representative . . . . . Free & Peters

**Personnel**

Chief Owner . . . . . Saul Haas  
 President . . . . . Louis K. Lear  
 Station Manager . . . . . Loren B. Stone  
 National Sales Manager . . . . . W. F. Tucker  
 Local Sales Manager . . . . . J. F. Hiddleston  
 Sales Promotion-Merchandising  
 Manager . . . . . Philip Reilly  
 Program Director-Production  
 Manager . . . . . Kenneth Yeend  
 Publicity Director . . . . . W. F. Tucker  
 Chief Announcer . . . . . William Corcoran  
 Musical Director . . . . . Max Dolin  
 Chief Engineer . . . . . Homer Ray, Jr.

**KJR**

SEATTLE—EST. 1921  
 ABC

Frequency: 950 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Bert K. Fisher  
 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  
 7 a.m. to midnight  
 News Service . . . . . UP  
 Transcription Service . . . . . NBC Thesaurus  
 Representative . . . . . Paul H. Roymer Co.

**Personnel**

Owner, General & Station  
 Manager . . . . . Birt F. Fisher  
 Sales-Commercial Manager . . Arthur Gerbel, Jr.  
 Program Director . . . . . Homer Pope  
 Chief Engineer . . . . . F. J. Brott

**KOL**

SEATTLE—EST. 1928  
 MUTUAL—DON LEE

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 . . . . SESAC; 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  
 Chief Engineer . . . . . Perry C. Lind

**KOMO**

SEATTLE—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 1000 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . Fisher's Blend Sta-  
 tion, Inc.

Address . . . . . Skinner Bldg.  
 Phone Number . . . . . Main 1401  
 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,  
 Lang-Worth  
 Representative . . . . . Edward Petry & Co.

**Personnel**

President . . . . . O. W. Fisher  
 Station Manager . . . . . O. W. Fisher  
 Commercial Manager . . . . . Ray Baker  
 Program Director-Production Manager  
 W. W. Warren  
 Chief Engineer . . . . . F. J. Brott

**KRSC**

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 a.m. to 4 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . Associated Music  
 Publishers; Lang-Worth; World; M. M. Cole

**Personnel**

President . . . . . P. K. Leberman  
 General & Station Manager . . . Robt. E. Priebe  
 Commercial Manager . . . . R. C. Fuller  
 Program & Musical Director . . . . Ted Bell  
 Chief Announcer . . . . . Don McCune  
 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 Numbers: Main 2056, Seneca 0578  
 Transmitter Location: Seattle  
 Time on the Air: Shares time

**Personnel**

President: Rev. Dr. F. Paul McConkey  
 General Manager: James S. Ross  
 Station Manager: Don Bevilacqua  
 Program Director: Mrs. C. R. Foss  
 Chief Announcer: Don Bevilacqua  
 Musical Director: Mrs. C. R. Foss  
 Chief Engineer: 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: 8 a.m. to local sunset  
 News Service: UP  
 Representative: Homer Griffith

**Personnel**

President: R. F. Meggee  
 General & Station Manager: Florence Wallace  
 Sales-Commercial Manager: Rodney McArdle  
 Sales Promotion-Merchandising  
 Manager: Andrew Krause  
 Program Director: Helen Marie Brennan  
 Production Manager: Margaret Dieringer  
 Publicity Director: Helen Marie Brennan  
 Chief Announcer-Chief  
 Engineer: John Dubuque  
 Musical Director: Frances Martin  
 Record M. C.: Earl Reilly, Jr.

**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: 526 Riverside Ave.  
 Phone Number: Riverside 8033  
 Transmitter Location: 526 Riverside Ave.  
 Time on the Air: 6:30 a.m. to 11 p.m.  
 News Service: UP  
 Transcription Service: NBC Thesaurus  
 Representative: Joseph Hershey McGillvra

**Personnel**

General-Sales-Commercial  
 Manager: R. G. McBroom  
 Sales Promotion-Merchandising  
 Manager: R. G. McBroom  
 Program Director: Alex La Com  
 Chief Engineer: C. Lowell Brown

**K F P Y**

SPokane—EST. 1922

COLUMBIA BROADCASTING SYSTEM  
 PACIFIC NORTHWEST BROADCASTERS

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 midnight;  
 Sundays, 7 a.m. to midnight

News Service: UP  
 Transcription Service: Lang-Worth; Standard  
 Radio; C. P. MacGregor; World  
 Representative: The Walker Co.,  
 Tracy Moore

**Personnel**

President-General & Station  
 Manager: E. B. Craney  
 Sales Promotion-Merchandising  
 Manager: R. S. Westing  
 Program Director: R. W. Brazel  
 Production Manager: B. E. Woolston  
 Chief Engineer: G. E. Langford

**K G A**

SPokane—EST. 1933

ABC

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: 6 a.m. to midnight;  
 Sunday, 7 a.m. to midnight

Transcription Service: World  
 Representative: Edw. Petry & Co., Inc.  
 News Service: AP

**Personnel**

Owner: Louis Wasmer  
 General & Station Manager: Harvey Wixson  
 Sales-Commercial Manager: Harvey Wixson  
 Sales Promotion-Merchandising  
 Manager: Harvey Wixson  
 Program Director: Lucile M. Eddy  
 Publicity Director: Edward D. Raddatz  
 Musical Director: Anthony A. Pinski, Jr.  
 Chief Engineer: Al G. Sparling

**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: 6 a.m. to midnight;  
 Sunday, 7 a.m. to midnight  
 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

Frequency: 1360 Kc. Power: 5000 Watts  
 Owned-Operated By: Carl E. Haymond  
 Business Address: 914½ Broadway  
 Phone Number: Main 4144  
 Transmitter Location: Fife, Wash.  
 Time on the Air: 6 a.m. to 12 midnight  
 News Service: UP  
 Transcription Service: Standard  
 Representatives: Joseph H. McGilvra, Inc.

**Personnel**

President: Carl E. Haymond  
 General Manager: James A. Murphy  
 Station Manager: Jerry Geehan  
 Sales-Commercial  
 Manager: Seymour O. Spring  
 Program-Publicity Director:  
 Production Manager: Verne E. Sawyer  
 Chief Announcer: Arnold Benum  
 Musical Director: Clementine Wacula  
 Chief Engineer: Joe D. 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: 7 a.m. to 12 midnight  
 News Service: AP & UP  
 Transcription Service: Associated

**Personnel**

President: H. J. Quilliam  
 General and Station Manager: Burke Ormsby  
 Sales-Commercial Manager: King Mitchell  
 Sales Promotion-Merchandising  
 Manager: King Mitchell  
 Program Director-Production  
 Manager: Burke Ormsby  
 Publicity Director: King Mitchell  
 Musical Director: Bill Barry  
 Chief Engineer: Don McCroskey

**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 midnight;  
 Sundays, 7 a.m. to 11 p.m.  
 News Service: AP  
 Transcription Service: Associated Music Pub-  
 lishers, Lang-Worth; MacGregor

**Personnel**

President & Station  
 Manager: Vernice Irwin  
 Commercial Manager: Earl T. Irwin  
 Program Director: Larry Huseby  
 Sales Promotion: Earl T. Irwin  
 Musical Director: Harry Long  
 Chief Engineer: Willard T. Tiffany

**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 Numbers: 150, Portland, BE4927  
 Studio Address: 707½ Main St.  
 Transmitter Location: 2915 Fruit Valley Road  
 Time on the Air: 6 a.m. to sundown  
 News Service: UP  
 Transcription Service: Lang-Worth, Standard  
 Radio, World, M. M. Cole

**Personnel**

President: Sheldon F. Sackett  
 General & Station Manager: Fred F. Chitty  
 Sales-Commercial Mgr: Frank E. Marrion  
 Program Director: Charlene Jackson  
 Publicity Director: George W. Conner  
 Chief Engineer: Edgar R. Means

**K U J**

WALLA WALLA—EST. 1928

MUTUAL—DON LEE BROADCASTING SYSTEM

Frequency: 1420 Kc. Power: 1000 Watts  
 Owned-Operated By: K U J, 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: 6:45 a.m. to 11 p.m.;  
 Saturday to midnight  
 News Service: AP  
 Transcription Service: World Broadcasting  
 System; Lang-Worth  
 Representatives: Nat'l—Homer Griffith  
 Co.; John Keating (Washington and Oregon)

**Personnel**

President and General  
 Manager: H. E. Studebaker  
 National-Sales-Promotion  
 Manager: Donald A. Wike  
 Local Sales: Norval Armes  
 Production: Howard Rhoades  
 Chief Engineer: Milton MacLafferty

**K I T**

YAKIMA—EST. 1929

MUTUAL—DON LEE BROADCASTING SYSTEM

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, Standard,  
 Cole, SECAC  
 Representative: Jos. Hershey McGillvra, Inc.

**Personnel**

Owner: Carl E. Haymond  
 General Manager: James A. Murphy  
 Station Manager: John K. Clarke  
 Sales-Commercial  
 Manager: Harrison A. Miller  
 Sales Promotion-Merchandising  
 Manager: William B. Hansen  
 Program Director: C. A. Carlson  
 Publicity Director: William B. Hansen  
 Chief Announcer: Alfred R. Plachta  
 Musical Director: Gene Hess  
 Chief Engineer: H. B. Murphy

**K P Q**

WENATCHEE—EST. 1930

ABC

Frequency: 560 Kc. Power: 1000 Watts  
 Owned-Operated By: Westcoast Broad-  
 casting Company  
 Address: Second & Columbia Sts.  
 Phone Number: 45  
 Transmitter Location: Chelan County  
 Time on the Air: 6:30 a.m. to 11:15 p.m., daily;  
 8:30 a.m. to 11 p.m. Sunday  
 News Service: UP  
 Transcription Service: NBC Thesaurus  
 Representative: Joseph Hershey McGillvra, Inc.

**Personnel**

President: Roqan Jones  
 General & Station Manager: James W. Wallace  
 Sales-Commercial  
 Manager: Mrs. Meryle Thompson  
 Sales Promotion-Merchandising  
 Manager: James W. Wallace  
 Program Director: Mrs. Mildred Dahlhauser  
 Production Manager: Virginia Maus  
 Musical Director: Virginia Maus  
 Chief Engineer: Robert B. Sutton

**K T Y W**

YAKIMA—EST. 1944

COLUMBIA PACIFIC NETWORK

Frequency: 1460 Kc. Power: 500 Watts  
 Owned-Operated By: Cascade Broad-  
 casting Company, Inc.  
 Business Address: Terrace Heights Rd.  
 Phone Number: 8104  
 Studio Address: Terrace Heights Road  
 Transmitter Location: E. Terrace Heights  
 Time on the Air: 6 a.m. to 12 midnight  
 News Service: AP  
 Transcription Service: Lang-Worth, SESAC  
 Representatives: Wilson Co.,  
 W. S. Grant, John Keating

**Personnel**

President-Owner: A. W. Talbot  
 General Manager: Bartley Sims  
 Station-Commercial Manager: Art Moore  
 Sales Promotion Manager: Doris Zieske  
 Production Manager: C. W. Lemming  
 Publicity Director: Fulton Travis  
 Chief Engineer: Walter Howe  
 Record M. C.: Del Olney

# WEST VIRGINIA

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## WJLS

BECKLEY—EST. 1939

CBS

Frequency: 560 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Joe L. Smith, Jr.  
Address . . . . . 101½ Main St.  
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, General Manager . . . . . Joe L. Smith, Jr.  
Station Manager . . . . . Virginia N. Cooper  
Sales-Commercial Manager . . . . . Robert L. Burns  
Production Manager . . . . . Jerome P. McDevitt  
Musical Director . . . . . Fred J. Schultze  
Chief Engineer . . . . . A. J. Ginkel

## WHIS

BLUEFIELD—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1440 Kc. . . . . Power: 1000 d.; 500 n.  
Owned-Operated By . . . . . Daily Telegraph  
Printing Co.  
Address . . . . . 623 Commerce St.  
Phone Number . . . . . 7114  
Transmitter Location . . . . . Harry Heights  
Time on the Air . . . . . 5 a.m. to 12 midnight,  
Monday through Saturday; 8 a.m. to midnight  
Sunday  
Newspaper Affiliation . . . . . Bluefield Daily Tele-  
graph; Sunset News  
News Service . . . . . AP  
Transcription Service: World Broadcasting Sys-  
tem  
Representative . . . . . The Katz Agency

### Personnel

President . . . . . H. I. Shott  
General Manager . . . . . Hugh L. Schott, Jr.  
Station-Sales-Commercial  
Manager . . . . . P. T. Flanagan  
Sales Promotion-Merchandising  
Manager . . . . . C. H. Murphey  
Program Director-Production  
Manager . . . . . Barnes Nash  
Chief Engineer . . . . . P. T. Flanagan  
Record M. C. . . . . Tracy Cole

## WCHS

CHARLESTON—EST. 1927

CBS—WEST VIRGINIA NETWORK

Frequency: 580 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . Charleston  
Broadcasting Co.  
Address . . . . . 1016 Lee St.  
Phone Numbers . . . . . 28-131-2-3-4  
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  
General-Station-Sales-Commercial  
Manager . . . . . Howard L. Chernoff  
Sales Promotion-Merchandising  
Manager . . . . . John Sinclair  
Program Director-Production  
Manager . . . . . Berton Sonis  
Publicity Director . . . . . John Sinclair  
Musical Director . . . . . Leah Perry Sloman  
Chief Engineer . . . . . Odes Robinson

## WGKV

CHARLESTON—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 1490 Kc. . . . . Power: 100 Watts  
Owned-Operated By . . . . . Kanawha Valley  
Broadcasting Company  
Address . . . . . 208½ Dickinson St.  
Phone Number . . . . . 37-541  
Transmitter Location . . . . . Coal Branch Heights  
Time on the Air . . . . . 6 a.m. to 1 a.m.;  
Sunday, 7:45 a.m. to 12:30 a.m.  
News Service . . . . . UP  
Transcription Service . . . . . NBC Thesaurus  
Representative: Joseph Hershey McGillvra, Inc.

### Personnel

President . . . . . R. M. Venable  
General-Station Manager . . . . . John Phillips  
Commercial Manager . . . . . Bob Wasdon  
Program Director . . . . . C. P. Vogel, Jr.  
Promotion-Publicity Director . . . . . Don Dean  
Chief Engineer . . . . . Gus Zaharis

**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.-1a.m.  
 News Service: AP  
 Transcription Service: WBS  
 Representative: The Branham Company

**Personnel**

President: Capt. John A. Kennedy  
 Station Manager: G. C. Blackwell  
 General Manager: Howard L. Chernoff  
 Program Director: Kathleen Wade  
 Sales and Promotion Mgr.:  
 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  
 Time on the Air: 5 a.m. to 12:05 a.m.;  
 Sunday, 7 a.m. to 12:05 a.m.

News Service: AP  
 Transcription Services: Standard Radio,  
 M. M. Cole

Representative: John Blair & Co.

**Personnel**

President: George B. Storer  
 Managing Director-Commercial  
 Manager: Stanton P. Kettler  
 Sales Promotion-Merchandising  
 Manager: John F. Watkins  
 Publicity Director: Jane C. Hileman  
 Chief Engineer: Robert D. Hough

**W S A Z**

**HUNTINGTON—EST. 1927**

**ABC**

**WEST VIRGINIA NETWORK**

Frequency: 930 Kc. Power: 1000 Watts  
 Owned-Operated By: WSAZ, Inc.  
 Address: 929½ Fourth Ave.  
 Phone Number: 4108  
 Transmitter Location: 28th St., West  
 Time on the Air: 6:30 a.m. to 1 a.m.

Newspaper Affiliation: Huntington Herald-  
 Dispatch; Huntington Advertiser  
 News Service: AP  
 Transcription Service: Standard Radio;  
 Lang-Worth; SESAC  
 Representative: The Branham Co.

**Personnel**

President: John A. Kennedy  
 Station Manager: Marshall L. Rosene  
 Sales-Commercial Mgr.: Marshall L. Rosene  
 Sales Promotion-Merchandising  
 Manager: Marcia Young  
 Program-Mgr. Production: Dick Lane  
 Publicity Director: Marcia Young  
 Chief Engineer: LeRoy Kilpatrick

**W L O G**

**LOGAN—EST. 1940**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Clarence H. Frey &  
 Robert O. Greever—Partners

Business Address: P. O. Box 720  
 Studio Address: Kanada & Chestnut St.  
 Phone Number: Office, 540; Studio, 761 & 762  
 Transmitter Location: Kanada and Chestnut  
 Streets

Time on the Air: Unlimited  
 Newspaper Affiliation: Logan Banner  
 News Service: UP

**Personnel\***

\* Does not list personnel.

**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 Numbers: 9448-9  
 Transmitter Location: South Park Hill  
 Time on the Air: 7 a.m. to midnight  
 Newspaper Affiliation: Morgantown News-  
 Dominion, Morgantown Post

News Service: AP  
 Transcription Service: World Broadcasting  
 System

**Personnel**

President: H. C. Greer  
 General Manager: Norman Knight  
 Commercial Manager: Norman Knight  
 Sales Promotion-Merchandising  
 Manager: Francis Berry  
 Program Director: Numa Fabre, Jr.  
 Production Manager: Elizabeth Sharpe  
 Publicity Director: Francis Berry  
 Chief Announcer: Jack Fleming  
 Musical Director: Richard Duncan  
 Chief Engineer: Raymond 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 Sts.  
 Phone Number ..... 2530  
 Transmitter Location.....Route No. 2  
 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.....John A. Kennedy  
 Station Manager.....George H. Clinton  
 Sales-Commercial Manager...George H. Clinton  
 Sales Promotion-Merchandising  
 Manager.....A. N. Archer  
 Program Director.....Carl Loose  
 Production Manager.....Paula Carr  
 Chief Announcer.....Sherman Grimm  
 Musical Director.....Carl Loose  
 Chief Engineer.....Cecil Knowles  
 Record M. C.....Charles Burroughs

**W B R W**

**WELCH—EST. 1940**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....McDowell Service  
 Company  
 Business Address.....10 Riverside Drive  
 Phone Number ..... 818  
 Studio Address.....10 Riverside Drive  
 Transmitter Location.....Dor Building  
 Time on the Air.....7 a.m. to 8:10 p.m.  
 News Service .....AP  
 Transcription Service.....World, Cola  
 Representative.....Forjoe & Co.

**Personnel**

President.....Joe G. Hunt  
 Station Manager.....Harold B. Shaw  
 Commercial Manager.....Harold B. Shaw  
 Program-Commercial Director...John Sinclair  
 Chief Announcer.....John Villani  
 Chief Engineer.....Howard King

**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.  
 General-Station Manager...John B. Reynolds  
 Sales Manager.....John T. Gelder, Jr.  
 Musical Director.....Deen Brooks  
 Chief Engineer .....Fred Baker

**W W V A**

**WHEELING—EST. 1926**

**AMERICAN BROADCASTING CO.**

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.; Saturday, 4:30  
 a.m. to 1:30 a.m.  
 News Service .....AP  
 Transcription Service.....NBS Thesaurus  
 Representative .....John Blair & Co.

**Personnel**

President.....George B. Storer  
 Sales Manager.....Wm. E. Rine  
 Sales Promotion Manager-Publicity  
 Director .....Jean Bauman  
 Production Manager.....Paul J. Miller  
 Musical Director.....Robert Nesbitt  
 Chief Engineer.....Edward L. Kelm

**W B T H**

**WILLIAMSON—EST. 1939**

**MUTUAL 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.....6 a.m. to 11 p.m.  
 News Service .....UP  
 Transcription Service.....NBC Thesaurus

**Personnel**

President.....Mrs. L. C. Tierney  
 Station-Commercial Manager....Alice Shein  
 Production-Publicity .....Robert E. Spiros  
 Chief Engineer.....Robert W. Bulle



# WISCONSIN

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## W H B Y

APPLETON—EST. 1925  
MUTUAL BROADCASTING SYSTEM  
WISCONSIN RADIO NETWORK

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: WHBY, Inc.  
Address: 600 S. Laws St.  
Phone Number: 1161  
Transmitter Location: Appleton  
Time on the Air: 7 a.m. to 11 p.m.;  
Sunday, 8 a.m. to 11 p.m.

News Service: AP  
Transcription Service: Standard Radio

### Personnel

Chief Executive: Rev. J. A. Wagner  
General and Station

Manager: J. L. Gallagher  
Sales-Commercial Manager: W. C. Porsow  
Sales Promotion-Merchandising

Manager: W. C. Porsow  
Program Director-Production

Manager: Rodger Mueller  
Publicity Director: W. C. Porsow  
Chief Announcer-Record

M. C.: Raymond MacIntosh  
Chief Engineer: George Merkl

## W A T W

ASHLAND—EST. 1940  
MUTUAL BROADCASTING SYSTEM  
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: Upper Michigan-  
Wisconsin Broadcasting Co., Inc.

Address: 321 2nd Ave., West  
Phone Number: 1420  
Transmitter Location: Ellis Ave.  
Time on the Air: 6 a.m. to 11 p.m.;  
Sunday, 8 a.m. to 11 p.m.

News Service: UP  
Transcription Service: World  
Representative: North Central Broadcasting  
System, Spot Sales

### Personnel

President: William L. Johnson  
General-Station Manager: J. W. Huss  
Commercial Manager: T. G. Hogan  
Musical-Program Director: Mary Jean Anno  
Chief Engineer: Hine Dahlbacka

## W E A U

EAU CLAIRE—EST. 1937  
NATIONAL BROADCASTING CO.  
ARROWHEAD NETWORK

Frequency: 790 Kc. Power: 5000 Watts,  
Day: 1000 Watts, Night

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: Unlimited  
News Service: UP  
Transcription Service: Langworth & World  
Representative: George P. Hollingbery Co.

### Personnel

President-General Manager: W. C. Bridges  
Commercial Manager: Clyde Riddle  
Program-Production Manager: Jack Kelly  
National Sales Manager: H. E. Westmoreland  
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-Operated By: The Reporter Printing  
Company

Address: 18-20-22 West First Street  
Phone Number: 356  
Transmitter Location: 18-20-22 W. First St.  
Time on the Air: 8 a.m. to 10 p.m.; Sundays,  
7:30 a.m.-11 p.m.

Newspaper Affiliation: The Commonwealth  
Reporter

### Personnel

President: A. H. Lange  
Station Manager: Lucille Fairbanks  
Program Director: Joyce A. Bahr  
Chief Announcer: Elliott Scoville  
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 Numbers: Adams 1 & 2  
Studio Address: Bellin Building  
Transmitter Location: West De Pere, Wisc.  
Time on the Air: 6 a.m. to 12:05 a.m.

News Service: AP  
Transcription Service: Thesaurus, SESAC  
Representative: Weed & Co.

**Personnel**

President.....Rev. James A. Wagner  
 General Manager.....Haydn R. Evans  
 Sales-Commercial Manager.....Al Michel  
 Sales Promotion-Merchandising  
 Manager.....Val Schneider  
 Program Director.....Clair Stone  
 Production Manager.....Norman Teska  
 Publicity Director.....Leone Stinson  
 Chief Announcer-Record M. C. Allen Franklin  
 Musical Director.....Clarence Edges  
 Chief Engineer.....Wallace Stangel

**W C L O**

**JANESVILLE—EST. 1930**  
**MUTUAL 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.....6:15 a.m. to midnight  
 Newspaper Affiliation.....Janesville Daily  
 Gazette  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Wm. G. Rambeau Co.

**Personnel**

Managing Director.....Sidney H. Bliss  
 Station Manager.....Bob Page  
 Sales Manager.....Sidney H. Bliss  
 Musical-Program Director.....Dorothy Alan  
 Publicity-Sales Promotion.....Robert J. Bodden  
 Chief Engineer.....Pat Alan  
 Record M. C.....Ray Crandle  
 Chief Engineer.....Wayne Clay

**W K B H**

**LA CROSSE—EST. 1926**  
**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,  
 8 a.m. to 11:30 p.m.  
 News Service.....AP  
 Transcription Service.....Langworth  
 Representative.....Howard H. Wilson Company

**Personnel**

President-General & Station  
 Manager.....Howard Dahl  
 Sales-Commercial Manager.....Howard Dahl  
 Program Director.....Bernice Callaway  
 Production Manager.....Raymond Plamadore  
 Musical Director.....Russell Huber  
 Chief Engineer.....Alvin Leeman

**W H A \***

**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**

Director-General Manager.....H. B. McCarty  
 Station Manager.....William G. Harley  
 Promotion Manager.....H. A. Engel  
 Program Director.....Walter Krulevitch  
 Production Manager.....Gerald A. Bartell  
 Chief Announcer.....Roy Vogelman  
 Musical Director.....Don Voegeli  
 Chief Engineer.....John H. Stiehl  
 \*(Non-Commercial Station)

**W I B A**

**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.....Fitchburg, Dane County  
 Time on the Air.....6 a.m. to midnight  
 Newspaper Affiliation.....The Capital Times;  
 Wisconsin State Journal  
 News Service.....AP & UP  
 Transcription Service.....Associated Music  
 & Standard  
 Representative.....Howard H. Wilson Co.

**Personnel**

President.....William T. Evjue  
 Station Manager.....Kenneth F. Schmitt  
 Business Manager.....Howard A. Johnson  
 Merchandising Director.....C. W. Wallis  
 Publicity Director.....Marvel Ings  
 Musical Director.....Leon Persson  
 Chief Engineer.....Norman Hahn

**W O M T**

**MANITOWOC—EST. 1926**  
**MUTUAL—WISCONSIN**

Frequency: 1240 Kc.....Power: 100 Watts  
 Owned-Operated By.....Francis M. Kadow  
 Address.....Radio Building  
 Phone Numbers.....5015-6015-7015-8015  
 Transmitter Location.....Radio Bldg.  
 Time on the Air.....6:55 a.m. to midnight;  
 Sundays, 8 a.m. to midnight

News Service ..... UP  
 Transcription Service ..... NBC, Keystone

**Personnel**

General Manager ..... F. M. Kadow  
 Station-Sales-Commercial  
 Manager ..... Albert B. Gale  
 Program Director-Production  
 Manager ..... George H. Erdman  
 Chief Announcer ..... George H. Erdman  
 Record M. C. .... Frank Pollock  
 Chief Engineer ..... W. F. Duben

**W M A M**

MARINETTE—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 570 Kc. .... Power: 250 Watts  
 day, 100 night

Owned-Operated By ..... M. & M. Broadcast-  
 ing, Inc.

Address ..... Radio Park  
 Phone Number ..... 570  
 Transmitter Location ..... Radio Park  
 Time on the Air ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... Associated Music  
 Representative ..... Howard Wilson

**Personnel**

President ..... W. E. Walker  
 General-Station Manager ..... Joseph D. Mackin  
 Sales Manager ..... Howard Emlich  
 Program Director ..... Pat Kehoe  
 Production Manager-Chief

Announcer ..... Les Sturmer  
 Sales Promotion ..... Dan Colby  
 Chief Engineer ..... Leo Stewart  
 Record M. C. .... Jim Conant

(Call Letters to Be Assigned)

**MARSHFIELD\***

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Dairyland's  
 Broadcasting Service, Inc.

Address ..... 207 S. Central Ave.  
 \* Construction Permit

**W I G M**

MEDFORD—EST. 1941

KEYSTONE BROADCASTING SYSTEM

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  
 Representative ..... Cox & Tanz

**Personnel**

Owner ..... George F. Meyer  
 Station Manager ..... Mrs. Irma Meyer  
 Commercial Manager ..... Hubert Juneau  
 Chief Engineer ..... Raymond Bohnert

**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 ..... Brookfield, Wis.  
 Time on the Air ..... 6 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 ..... Russell G. Winnie  
 Asst. Manager ..... L. W. Herzog  
 Program Director &

Publicity Director ..... Bruce Wallace  
 Chief Announcer ..... Robert J. Heiss  
 Musical Director ..... Maurice Kipen  
 Studio Engineer ..... D. W. Gellerup  
 Transmitter Engineer ..... William Hebal  
 Production Manager ..... Warren Mead  
 Record M. C.'s ..... Gorgon Thomas,  
 Arthur Whitfield

**W E M P**

MILWAUKEE—EST. 1935

AMERICAN BROADCASTING CO.

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Milwaukee Broad-  
 casting Co.

Address ..... 710 N. Plankinton Ave.  
 Phone Numbers ..... Marquette 7722-25  
 Transmitter Location ..... 710 No. Plankinton  
 Time on the Air ..... 7 a.m.-Midnight, Sunday;  
 6 a.m. to midnight, daily

News Service ..... UP  
 Representative ..... Howard H. Wilson Co.

**Personnel**

General-Station Manager ..... C. J. Lamphier  
 Program Director ..... Carl Zimmermann  
 Commercial Manager ..... C. J. Lamphier  
 Production Manager ..... Charles A. La Force  
 Musical Director ..... Elmer Ihrke  
 Chief Announcer ..... Bert Mulroy  
 Publicity Director ..... N. K. Seales



## MANY THINGS

*Make Milwaukee Famous!*

"Because of the wide diversification of products manufactured in Milwaukee, its industrial balance is maintained through abnormal times and seasonal fluctuations."\*

The top eight of these industries\* producing nearly a billion dollars worth of goods annually are as follows:

Metal products (not machinery) . . . . .	\$106,437,947
Motor vehicles, bodies, parts, accessories . . . . .	93,125,243
Machinery . . . . .	86,231,492
Tractors . . . . .	68,493,028
Food products (general) . . . . .	67,135,473
Meat packing . . . . .	54,918,235
Leather and leather products . . . . .	42,868,324
Malt liquors (beer) . . . . .	39,754,531

If you have a product or service to sell, you'll want to know how you can best reach this prosperous market. For full information, call or write the Katz Agency, Inc., or WISN, Milwaukee.

\*Source: Milwaukee Association of Commerce.

# WISN

Gaston W. Grignon, General Manager  
5000 WATTS DAY AND NIGHT  
A CBS STATION

**THE KATZ AGENCY, INC., NATIONAL REPRESENTATIVES**

New York      Chicago      Detroit      Kansas City      Atlanta  
Dallas      San Francisco      Los Angeles

# WISN

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: Daily 6474  
 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 and  
 Publicity: H. Ellis Saxton  
 Program Director: Woods Dreyfus  
 Musical Director: E. Krebs  
 Chief Engineer: N. J. Richards

# WOSH

OSHKOSH—EST. 1941

ABC

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated by: Oshkosh Broad-  
 casting Corp.  
 Address: 151½ Main Street  
 Phone Number: 4580  
 Transmitter Location: Bowen St. Rd.  
 Time on the Air: 6:30 a.m. to 11 p.m.  
 News Service: UP  
 Transcription Service: World  
 Representative: Sears & Ayer

## Personnel

President: Myles H. Johns  
 General Manager: Allan Curnutt  
 Sales Manager: Wilmer J. LaFond  
 Sales Promotion-Merchandising  
 Manager: Robert C. Nelson  
 Program Director-Production  
 Manager: Marjorie Hilliard  
 Publicity Director: Robert C. Nelson  
 Record M. C.: Clifford Conchan  
 Chief Engineer: Nathan Williams

# WIBU

POYNETTE—EST. 1925

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

MISSISSIPPI-WISCONSIN NETWORKS

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.  
 News Service: UP  
 Transcription Service: Standard Radio, SESAC  
 Representative: Burn-Smith

## Personnel

Station Manager: Wm. C. Forrest  
 Commercial-Madison Studio  
 Manager: Ralph O'Connor  
 Portage Studio Manager: M. A. Hays  
 Chief Engineer: Leonard Dose

# WRJN

RACINE—EST. 1926

ABC

WISCONSIN NETWORK

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: Racine Broadcasting  
 Corporation  
 Address: American Bank Bldg.  
 Phone Number: Jackson 290  
 Transmitter Location: Mount Pleasant, Wisc.  
 Time on the Air: 16 hours daily  
 News Service: AP  
 Representative: Sears & Ayer

## Personnel

President: F. R. Starbuck  
 General Manager: Harry R. Le Poidevin  
 Station Manager: Harold J. Newcomb  
 Chief Engineer: Lee Dechant

# WJMC

RICE LAKE—EST. 1939

MUTUAL BROADCASTING SYSTEM

ARROWHEAD

Frequency: 1240 Kc. Power: 250 Watts  
 Owned By: WJMC, Inc.  
 Operated By: W. C. Bridges  
 Address: 1615 S. Main St.  
 Phone Number: 550  
 Transmitter Location: 1615 South Main St.  
 Time on the Air: 6 a.m. to 10:30 p.m.  
 Representative: George P. Hollingberry Co.  
 Transcription Service: World, SESAC

## Personnel

President: W. C. Bridges  
 General Manager: W. C. Bridges  
 Resident Station  
 Manager: Leonard G. Anderson  
 National Sales  
 Manager: H. E. Westmoreland  
 Sales Promotion-Merchandising  
 Manager: L. G. Anderson  
 Program Director-Production  
 Manager: Leonard G. Anderson  
 Publicity Director: Leonard G. Anderson  
 Chief Announcer: Harold Fengler  
 Musical Director: Mike Shapiro  
 Chief Engineer: Robert P. Kolsky  
 Record M. C.: Dean Lybeck

**W H B L**  
SHEBOYGAN—EST. 1928

ABC  
WISCONSIN NETWORK

Frequency: 1330 Kc. Power: 1000 d.; 250 w.;  
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 ..... Radio Advertising Co.

**Personnel**

Executive Director..... A. Matt Werner  
General Manager..... G. P. Richards  
Sales-Commercial Manager..... G. P. Richards  
Sales Promotion-Merchandising..... Doris Domale  
Chief Engineer..... Herbert J. 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..... 8 a.m. to 4:15 p.m.  
News Service ..... UP

**Personnel**

Director ..... Milton Button  
Chief Engineer..... Wall Ninneman  
\*(Non-Commercial Station)

**W D S M**

SUPERIOR—EST. 1939

MUTUAL BROADCASTING SYSTEM  
AMERICAN BROADCASTING CO.

NORTH CENTRAL BROADCASTING SYSTEM  
Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By..... WDSM, Inc.  
Business Address ..... Board of Trade Bldg.  
Phone Numbers ..... 4451-4452  
Studio Addresses:

Androy Hotel, Superior; Spalding Hotel,  
Duluth, Minn.  
Transmitter Location.... Connor's Point, Superior, Wisc.  
Time on the Air..... 6:30 a.m. to midnight  
Representative ... Wm. G. Rambeau Company

**Personnel**

President-General Manager.. James J. Conroy  
Station Manager..... A. C. Robinson  
Sales Manager..... Carl Bloomquist  
Promotion-Publicity..... John A. Marta  
Chief Engineer..... J. 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 ..... 8521  
Transmitter Location ..... 125 Third Street  
Time on the Air..... 6:30 a.m. to 11 p.m.  
News Service ..... UP  
Transcription Service ..... World  
Representative..... Howard H. Wilson

**Personnel**

President..... W. E. Walker  
General Manager..... Ben F. Hovel  
Commercial Manager..... J. W. Killien  
Promotion-Merchandising..... LaVerne Peterson  
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..... NBC Thesaurus  
Representatives..... Wisconsin Network

**Personnel**

Owner..... William F. Huffman  
General Manager..... George T. Frechette  
Commercial Manager..... Bruce G. Belchl  
Sales Promotion-Merchandising Manager..... Bruce G. Belchl  
Program-Publicity  
Director..... George T. Frechette  
Acting Chief Engineer..... Bert Zielesch  
Record M. C..... Don Marshall

# WYOMING

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

## 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; MacGregor  
Representative: Sear & Ayer, Inc.

### Personnel

Owner-Manager: Donald L. Hathaway  
Program Director: Marcus R. Nichols  
Sales-Commercial Managers:  
D. L. Hathaway, H. W. Brewer

## K F B C

CHEYENNE—EST. 1940

AMERICAN BROADCASTING CO.

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: 6:15 a.m. to Midnight  
Newspaper Affiliation: Wyoming Eagle;  
Wyoming State Tribune  
News Service: UP  
Representative: W. G. Rambeau Co.

### Personnel

President: Tracy S. McCracken  
General Manager: Wm. C. Grove  
Program Director: Dale Sunderland  
Production-Mgr. Chief Engineer: Bob Shack

## K P O W

POWELL—EST. 1941

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Albert J. Meyer  
Address: 557 N. Clark St.  
Phone Number: 222-100  
Transmitter Location: 7th & Hamilton Sts.  
Time on the Air: 6:30 a.m. to 10 p.m.  
News Service: UP  
Transcription Service: M. M. Cole, MacGregor  
Representatives: Sears & Ayer

### Personnel

Owner: A. J. Meyer  
General Station Manager: Del Brandt  
Commercial Manager: Bob McManus  
Chief Engineer: Harld Delton Brandt  
Record M. C.: Gilbert Dugger

## K V R S

ROCK SPRINGS—EST. 1938

MUTUAL BROADCASTING

KBS—INTERMOUNTAIN NETWORK

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: Wyoming Broadcasting Company  
Address: 1307 Wyoming Street  
Phone Number: 93  
Time on the Air: 7 a.m.-10:30 p.m.  
News Service: AP  
Transcription Service:

NBC Thesaurus; MacGregor; BMI

### Personnel

President: Mrs. H. L. McCracken  
Gen. Station-Sales-Com. Mgr.: H. L. McCracken  
Sales Promotion-Mer. Mgr.: Michael Reid  
Chief Engineer: Archie W. Buckanan

## K W Y O

SHERIDAN—EST. 1934

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: Big Horn Broadcasting Company, Inc.  
Business Address: 19 North Main St.  
Phone Number: 601  
Studio Address: Gillette Building, 19 North Main St.  
Transmitter Location: Northwest of Sheridan  
Time on the Air: 7 a.m. to 8 p.m.  
News Service: UP  
Transcription Service: Standard Radio  
Representative: Sears & Ayer, Inc.;  
Homer Owen Griffith

### Personnel

President: R. E. Carroll  
General Manager: Jim Carroll  
Commercial-Promotion Mgr.: Jim Carroll  
Chief Engineer: Bob Crossthwaite

## K W O R \*

WORLAND

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By: Joseph P. Ernst  
Address: Box 92  
Phone Number: 308

### Personnel

Owner-General Manager: Joseph P. Ernst  
Chief Engineer: Joseph P. Ernst  
\* Construction Permit

*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!*

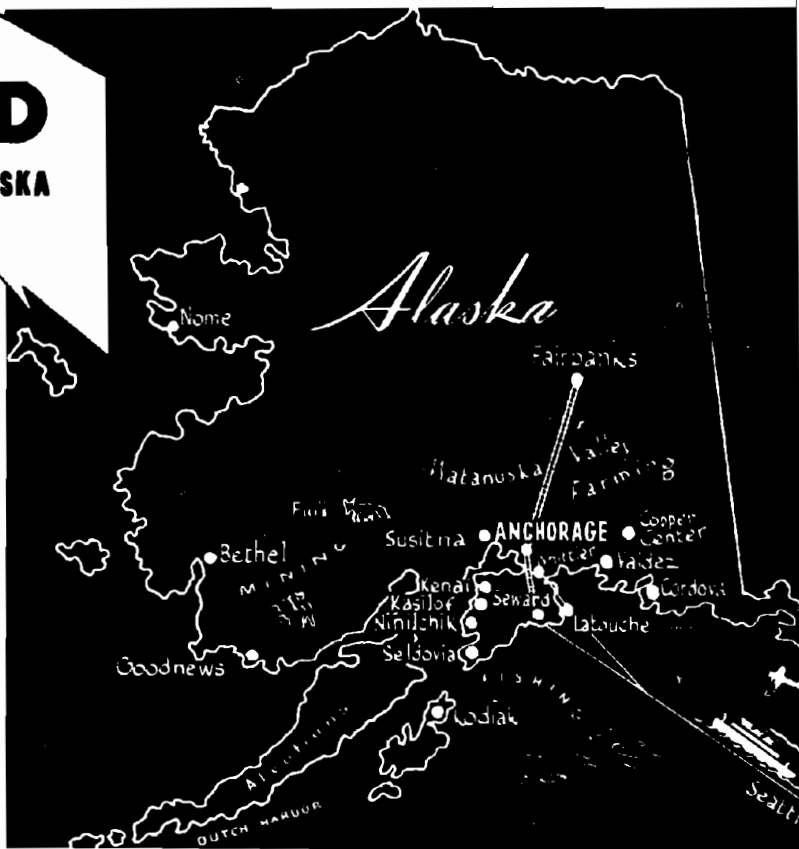
Here's the opportunity you've dreamed about—a booming territory with large buying power and a need for every kind of product. Reach it through Station KFQD.

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-

ising 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: AP  
 Transcription Service: Lang-Worth; Keystone Broadcasting System; Army Special Service

Representative: Pan American Broadcasting Co.

#### Personnel

Owner-Station Manager: William J. Wagner  
 General Manager, Program Director: Ken Laughlin  
 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

See Page 630

### K I N Y

JUNEAU—EST. 1935

Frequency: 1460 Kc. Power: 5000 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.

News Service: AP  
 Transcription Service: C. P. MacGregor;

Standard  
 Representative: Spot Sales, Northwest

#### Personnel

Owner: Edwin A. Kraft  
 Station Manager: Henry M. Hoque

Chief Engineer: Gordon Burnett

### 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.

News Service: AP  
 Transcription Service: Standard

Representatives: Spot Sales, Inc.

#### Personnel

Owner: Edwin A. Kraft  
 Station Manager: Henry M. Hoque

Program Director: Gordon Chandler  
 Chief Engineer: Murray M. Durham



# **TOP STATION**

**at the  
Top of the  
World!**

**In Expanding ALASKA  
KFAR, Fairbanks, leads with**

**Greatest power and a clear channel**

**Central location, at the head of the**

**Alaska Highway**

**Latest facilities, popular programming**

**America's richest per capita market**

**660 Kc.**

**10,000 Watts**

**Hawaii**

**K H B C**

HILO—EST. 1936

CBS—MBS

HAWAIIAN BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Hawaiian Broadcasting System, Ltd.

Address: 1285 Kalaniole Ave.  
Transmitter Location: Hilo  
Time on the Air: Unlimited license  
Transcription Service: C. P. MacGregor; World Broadcasting System

**Personnel**

General Manager: J. Howard Worrall  
Station Manager: Al Green  
National Sales Manager: Henry C. Putnam

**K G M B**

HONOLULU—EST. 1930

CBS—MBS

HAWAIIAN BROADCASTING SYSTEM

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 a.m. to 2 a.m.  
Newspaper Affiliation: Honolulu Star-Bulletin

News Service: UP  
Transcription Service: World Broadcasting System; Associated Music Publishers; Standard

Representative: John Blair & Co.

**Personnel**

President-General Manager: J. Howard Worrall  
Program Director: Owen Cunningham  
Chief Announcer: Leo Rumsey  
Chief Engineer: Ernest Lindemann

**K G U**

HONOLULU—EST. 1922

NBC AND ABC BLUE

Frequency: 760 Kc. Power: 2500 Watts  
Licensees: Marion A. Mulrony & Advertiser Publishing Co., Ltd.

Owned By: Advertiser Publishing Co., Ltd.  
Address: Advertiser Square  
Transmitter Location: Advertiser Square  
Time on the Air: 8 a.m. to 11 p.m.  
Newspaper Affiliation: Honolulu Advertiser

Transcription Service: NBC Thesaurus;

Lang-Worth

Representative: The Katz Agency

**Personnel**

President: Lorrin P. Thurston

General Manager: M. A. Mulrony

**K H O N**

HONOLULU

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: Alaha Broadcasting Co., Ltd.

Address: 3175 Noela Drive  
\* Construction Permit

**K T O H**

LIHUE—EST. 1940

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By: Garden Island Publishing Co.

Address: Lihue  
Transmitter Location: Northeast of Lihue  
Time on the Air: Unlimited license  
Newspaper Affiliation: Garden Island Publishing Co.

**Personnel**

General Manager: C. J. Fern

**A P R A D I O  
P R O D U C T I O N S  
O F F E R S F O U R  
O U T S T A N D I N G  
S H O W S  
T R A N S C R I B E D**

“Sports Star Special”  
“Star Time”  
“Special Assignment”  
“The Cliff Edwards Show”

BIG NAMES, WELL-KNOWN  
PERSONALITIES, MAKE EACH  
SHOW

A SALES WINNER

Ask about the unique, new  
“Cue-In” technique.

*The Link of the Americas*

**W N E L**

SAN JUAN, PUERTO RICO

\* \* \*

5000 Watts

—

Full Time

—

860 Kc

N.B.C. AFFILIATE

**W N E L**

JUAN PIZA

New York Office:  
470 Park Avenue

ELdorado 5-6788

**Puerto Rico**

**WKVM**

ARECIBO—EST. 1944

Frequency: 1230 Kc. Power: 250 Watts  
Owned By: American Colonial  
Broadcasting Co.

**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

**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: Julio 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

See Page 634

**"SPECIAL  
ASSIGNMENT"**

Exciting dramatizations based on  
the unusual stories of top-flight  
news reporters.

It's 15-minutes of *action, thrills  
and chills.*

An easy sales-winner for any spon-  
sor of transcribed programs.

*Exclusive in Any Market*

SEE

**AP RADIO  
PRODUCTIONS**

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK 20, N. Y.

# *Puerto Rico*

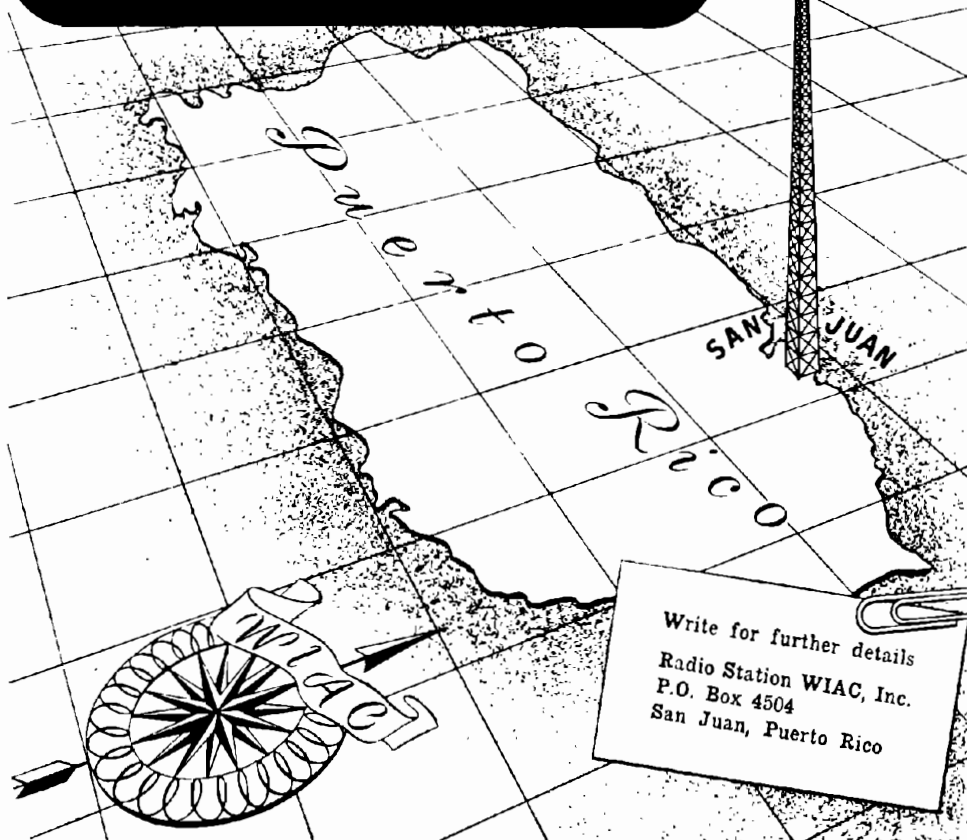
**IS MORE THAN JUST AN ISLAND  
SURROUNDED BY WATER . . .**

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.  
P.O. Box 4504  
San Juan, Puerto Rico

# 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 Bursel  
 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 Arruaga

See Page 632

## NEWS COMMENTATOR

PRODUCER-ANNOUNCER

# EMILY AULL

Musical America

and

Associated Press News—WIAC

SAN JUAN, PUERTO RICO

## "SPORTS STAR SPECIAL"

The greatest, all-time stars of the sporting world in exciting 15-minute transcribed dramatizations.

The local sports commentator becomes part of the show through a unique new technique called "Cue-In." "Cue-In" localizes and personalizes.

*Exclusive in Any Market*

SEE

# AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA  
 NEW YORK 20, N. Y.

# CBC SERVES CANADA

## In All Markets • In Two Languages With Three Networks

From Atlantic to Pacific, the CBC serves the Canadian people . . . provides, through its three networks, comprehensive NATIONAL coverage . . . and, in most areas, excellent ALTERNATIVE program service.

The finest programs of Canadian, American and British origin fill CBC network schedules. Entertainment . . . news . . . special events . . . all that pertains to current world and national happenings . . . are brought daily into Canadian homes in all parts of the country.

Radio ranks high in Canada! Network programs are good . . . outside distractions are fewer . . . listening is intensive. Sponsors who use CBC networks are assured of large, interested and able-to-buy audiences.

Ask the CBC about Canada



### CBC DOMINION NETWORK (English)

29 basic and 9 supplementary stations.  
Intensive coverage of all major markets,  
in all regions.

### CBC TRANS-CANADA NETWORK (English)

24 basic and 7 supplementary stations.  
Comprehensive coverage coast to coast.

### CBC FRENCH NETWORK

3 basic and 7 supplementary stations. Thorough coverage of French-speaking  
Canada. Available in conjunction with either Trans-Canada or Dominion Network.

# CANADIAN BROADCASTING CORPORATION

COMMERCIAL DIVISION

354 Jarvis Street, Toronto 5, Ontario

1231 St. Catherine Street West, Montreal 25, P. Q.





# CANADA



*Stations*

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*Alphabetical Index*

*By Call Letters*

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*Networks*

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# CANADIAN

## Broadcasting Corporation

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### OFFICES

Victoria Bldg., Ottawa  
354 Jarvis St., Toronto  
Keefer Bldg., Montreal  
1231 St. Catherine St. W., Montreal  
United Service Bldg., Halifax

### Board of Governors

A. Davidson Dunston, Chairman, Montreal  
Que.  
Rene Morin, K.C., Montreal, Que.  
Mrs. T. W. (Mary) Sutherland, Revelstoke, B. C.  
F. J. Crawford, Toronto, Ont.  
Howard B. Chase, Montreal, Que.  
B. K. Sandwell, Toronto, Ont.  
W. J. Parker, Winnipeg, Man.  
Dean Adrien Pouliot, Que.  
A. W. Trueman, Winnipeg, Man.

Assistant Chief Engineer.....J. A. Oulmet  
(Montreal)  
Supervisor of Station Relations...G. R. Young  
(Toronto)  
Traffic Manager.....E. W. Jackson  
(Toronto)  
Manager Broadcast Regulations  
Division.....J. R. Radford  
(Toronto)

### 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)  
General Supervisor of Programs..C. Jennings  
(Toronto)  
Commercial Manager.....E. A. Weir  
(Toronto)  
Assistant Commercial Manager..W. E. Powell  
(Toronto)  
Commercial Manager,  
Quebec Region.....Omer Renaud  
(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)

### Regional Representatives

Prairie—James R. Finlay, Winnipeg, Man.  
British Columbia—Ira Dilworth, Vancouver,  
B. C.

### National Program Personnel

Supervisor of Drama.....Andrew Allan  
(Toronto)  
Supervisor of International Service..Peter Aylen  
(Montreal)  
Supervisor of Music.....J. M. Beaudet  
(Montreal)  
Supervisor of Production.....Rupert Caplan  
(Montreal)  
Technical Liaison Officer (Engineering  
Division).....H. E. S. Hamilton  
(Toronto)  
Supervisor of Feature  
Broadcasts.....J. Frank Willis  
(Toronto)  
Manager, Personnel and Administrative  
Services.....D. Claringbull  
(Toronto)  
Chief News Editor.....D. C. McArthur  
(Toronto)  
Regional Program Director...W. E. S. Briggs  
(Halifax)  
Director French Network.....J. M. Beaudet  
(Montreal)

# 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.



Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
CBA . . . . .	Sackville, N. B. . . . .	1070		647
CBF . . . . .	Montreal, Que. . . . .	690	50000	657
CBH . . . . .	Halifax, N. S. . . . .	1240	100	648
CBJ . . . . .	Chicoutimi, Que. . . . .	1580	1000	656
CBK . . . . .	Watrous, Sask. . . . .	540	50000	661
CBL . . . . .	Toronto, Ont. . . . .	740	50000	654
CBM . . . . .	Montreal, Que. . . . .	940	5000	657
CBO . . . . .	Ottawa, Ont. . . . .	910	1000	651
CBR . . . . .	Vancouver, B. C. . . . .	1130	5000	644
CBV . . . . .	Quebec, Que. . . . .	980	1000	658
CFAB . . . . .	Windsor, N. S. . . . .	1450	100	648
CFAC . . . . .	Calgary, Alta. . . . .	960	1000	641
CFAR . . . . .	Flin Flon, Man. . . . .	1230	250	645
CFBR . . . . .	Brockville, Ont. . . . .	1450	250	649
CFCF . . . . .	Montreal, Que. . . . .	600	500	657
CFCH . . . . .	North Bay, Ont. . . . .	600	100	651
CFCN . . . . .	Calgary, Alta. . . . .	1010	10000	641
CFCO . . . . .	Chatham, Ont. . . . .	630	100	648
CFCY . . . . .	Charlottetown, P. E. I. . . . .	1050	5000 D. 1000 N.	656
CFGP . . . . .	Grande Prairie, Alta. . . . .	1050	1000	642
CFJC . . . . .	Kamloops, B. C. . . . .	910	1000	642
CFNB . . . . .	Fredericton, N. B. . . . .	550	1000	646
CFOR . . . . .	Orilla, Ont. . . . .	1450	250	652
CPOS . . . . .	Owen Sound, Ont. . . . .	1400	250	652
CFPA . . . . .	Port Arthur, Ont. . . . .	1230	250	652
CFPL . . . . .	London, Ont. . . . .	1570	5000	651
CFPR . . . . .	Prince Rupert, B. C. . . . .	1240	50	643
CFQC . . . . .	Saskatoon, Sask. . . . .	600	5000	661
CFRB . . . . .	Toronto, Ont. . . . .	860	10000	654
CFRC . . . . .	Kingston, Ont. . . . .	1490	100	650
CFRN . . . . .	Edmonton, Alta. . . . .	1260	1000	641
CHAB . . . . .	Moose Jaw, Sask. . . . .	800	1000	660
CHAD . . . . .	Amos, Que. . . . .	1340	250	656
CHAT . . . . .	Medicine Hat, Alta. . . . .	1270	1000	642
CHEF . . . . .	Granby, Que. . . . .	1450	250	656
CHEX . . . . .	Petersborough, Ont. . . . .	1430	1000	652
CHGB . . . . .	St. Anne de la Pocatiere, Que. . . . .	1230	250	659
CHGS . . . . .	Summerside, P. E. I. . . . .	1480	100	656
CHLN . . . . .	Three Rivers, Que. . . . .	1450	250	660
CHLP . . . . .	Montreal, Que. . . . .	1490	250	658
CHLT . . . . .	Sherbrooke, Que. . . . .	1240	250	659
CHML . . . . .	Hamilton, Ont. . . . .	900	5000	650
CHNC . . . . .	New Carlisle, Que. . . . .	610	1000	658
CHNS . . . . .	Halifax, N. S. . . . .	960	5000	648
CHOK . . . . .	Sarnia, Ont. . . . .	1070	5000 D. 1000 N.	652
CHOV . . . . .	Pembroke, Ont. . . . .	1340	250	652

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
CHRC	Quebec, Que.	800	1000	658
CHSJ	Saint John, N. B.	1150	1000	647
CHUM	Toronto, Ont.	1050	1000	654
CHWK	Chilliwack, B. C.	1340	100	642
CJAD	Montreal, Que.	800	1000	658
CJAT	Trail, B. C.	610	1000	643
CJAV	Port Alberni, B. C.	1240	250	643
CJBC	Toronto, Ont.	1010	5000	655
CJBQ	Belleville, Ont.	1230	250	649
CJBR	Rimouski, Que.	900	5000	659
CJCA	Edmonton, Alta.	930	1000	641
CJCB	Sydney, N. S.	1270	5000	648
CJCH	Halifax, N. S.	1320	5000	648
CJCS	Calgary, Alta.	1230	100	641
CJCS	Stratford, Ont.	1240	100	654
CJEM	Edmundston, N. B.	1240	250	646
CJFX	Antigonish, N. S.	580	1000	647
CJGX	Yorktown, Sask.	940	1000	661
CJIC	Sault Ste. Marie, Ont.	1490	250	652
CJKL	Kirkland Lake, Ont.	560	1000	650
CJLS	Yarmouth, N. S.	1340	100	648
CJOB	Winnipeg, Man.	1230	250	646
CJOC	Lethbridge, Alta.	1060	1000	642
CJOR	Vancouver, B. C.	600	1000	644
CJSO	Sorel, Que.	1400	100	660
CJVI	Victoria, B. C.	1480	5000	644
CJRL	Kenora, Ont.	1220	1000	650
CKAC	Montreal, Que.	730	5000	657
CKBI	Prince Albert, Sask.	900	5000	660
CKCH	Hull, Que.	1240	250	656
CKCK	Regina, Sask.	620	5000	661
CKCO	Ottawa, Ont.	1310	1000	651
CKCR	Kitchener, Ont. (Waterloo)	1490	250	651
CKCV	Quebec, Que.	1340	250	658
CKEY	Toronto, Ont.	580	5000	655
CKCW	Moncton, N. B.	1220	5000	647
CKFI	Fort Frances, Ont.	1340	250	649
CKGB	Timmins, Ont.	1470	1000	654
CKLN	Nelson, B. C.	1240	250	643
CKLW	Windsor, Ont.	800	5000	655
CKMO	Vancouver, B. C.	1410	100	644
CKNB	Campbellton, N. B.	950	1000	646
CKNX	Wingham, Ont.	920	1000	655
CKNW	New Westminster, B. C.	1230	250	643
CKOC	Hamilton, Ont.	1150	5000	650
CKOV	Kelowna, B. C.	630	1000	643
CKPC	Brantford, Ont.	1380	100	649
CKPG	Prince George, B. C.	1230	250	643
CKPR	Fort William, Ont.	580	1000	649
CKRC	Winnipeg, Man.	630	1000	646
CKRM	Regina, Sask.	980	1000	661
CKRN	Rouyn-Noranda, Que.	1400	250	659
CKSB	St. Boniface, Man.	1250	1000	645
CKSF	Cornwall, Ont.	1230	250	649
CKSO	Sudbury, Ont.	790	1000	654
CKTB	St. Catharines, Ont.	1550	1000	654
CKTS	Sherbrooke, Que.	1240	250	659
CKUA	Edmonton, Alta.	580	1000	642
CKVD	Val D'Or, Que.	1230	100	880
CKWS	Kingston, Ont.	960	1000	650
CKWX	Vancouver, B. C.	980	1000	644
CKX	Brandon, Man.	1150	1000	645
CKY	Winnipeg, Man.	990	15000	646

# ALBERTA

## CFAC

CALGARY—EST. 1922  
CBC & FOOTHILLS NET

Frequency: 960 Kc. Power: 1000 Watts  
Owned-Operated By: Calgary Herald  
Operated By: Taylor, Pearson & Carson Broad-  
casting Co., Ltd.

Address: 1000 Southam Building  
Phone Number: R 1036  
Transmitter Location: Strathmore Hi-way  
Time on the Air: 18 hours daily  
Newspaper Affiliation: Calgary Daily Herald  
News Service: BUP, CP  
Transcription Service: NBC Thesaurus;  
World Broadcasting System; Associated  
Representative: All-Canada Radio Facilities,  
Ltd.: Weed & Co.

### Personnel

President: H. R. Carson  
General & Station Manager: A. M. Cairns  
Commercial Manager: F. R. Shaw  
Chief Engineer: Earle C. Connor

## 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  
News Service: PN, BUP, TP,  
Transcription Service: Standard Radio; Lang-  
Worth  
Representative: Radio Representatives, Ltd.,  
Toronto-Montreal; H. N. Stovin, Winnipeg;  
Howard H. Wilson Co., U.S.A.

### Personnel

Managing Director: H. G. Love  
Chief Engineer: Bob Lamb

## CJCL

CALGARY—EST. 1927  
CBC

Frequency: 1230 Kc. Power: 100 Watts  
Owned-Operated By: The Albertan Pub-  
lishing Co.

Address: Victory 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: World  
Representative: Radio Representatives, Ltd.,  
McGillivra

### Personnel

President: Gordon Bell  
Station Manager: Donald H. Mackey  
Chief Engineer: Pat Green

## CFRN

EDMONTON—EST. 1934  
CBC

Frequency: 1260 Kc. Power: 1000 Watts  
Owned-Operated By: Sunwapta Broad-  
casting Company, Ltd., G. R. A. Rice, Gen. Mgr.  
Address: 109 Canadian Pacific  
Railways Building

Phone Number: 22101  
Transmitter Location: 146th St.  
Time on the Air: Mon.-Sat., 6:30 a.m.-12 Mid.  
News Service: British UP  
Transcription Service: Standard Radio;  
Lang-Worth; United Transcribed System;  
Davis & Schwegler  
Representative: Radio Representatives, Ltd.;  
Jack Slatter

### Personnel

General Manager: G. R. A. Rice  
Chief Ex. Gen. & Station Mgr.: G. A. R. Rice  
Commercial-Sales Promotion Mgr.: A. J. Hopps  
Chief Announcer: G. A. Duffield  
Chief Engineer: F. G. Makepeace

## CJCA

EDMONTON—EST. 1922  
CBC—TRANS. CANADA  
ALBERTA FOOTHILLS NET

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  
News Service: Canadian Press;  
Transcription Service: NBC Thesaurus; World  
Representative: All-Canada Radio Facili-  
ties, Ltd.: Weed & Co.

### Personnel

President: J. M. Taylor  
General Manager: Gordon S. Henry  
Assistant Manager: Rolfe L. Barnes  
Sales-Commercial Manager: A. H. Nicholl  
Sales Promotion: Thos. A. Shandro  
Chief Announcer: Gordon Shillabeer

# CKUA\*

EDMONTON—EST. 1927

CBC

ALBERTA EDUCATIONAL NETWORK

Frequency: 580 Kc. Power: 1000 Watts  
 Owned-Operated By: Government of Alberta  
 Operated By: Alberta Govt. Telephones  
 Address: Provincial Bldg.  
 Phone Number: 27212  
 Transmitter Location: Calgary Trail.  
 Time on the Air: 7 a.m. to Midnight  
 News Service: CP  
 Transcription Service: Associated

## Personnel

General Manager: Hon. W. A. Fallow,  
 Minister of Radio, Provincial Government  
 Chief Engineer: Roy Usher  
 Record M. C.: John J. O'Leary  
 \* (Non-Commercial Station)

# CFGP

GRANDE PRAIRIE—EST. 1937

CBC

Frequency: 1050 Kc. Power: 1000 Watts  
 Owned-Operated By: Northern Broadcasting  
 Corporation, Ltd.  
 Address: Grande Prairie  
 Time on the Air: 7 a.m.-11:00 p.m.  
 News Service: BUP  
 Transcription Service: United Transcribed.  
 Thesaurus  
 Representative: All-Canada Radio Facilities,  
 Ltd.; Weed & Co.

## Personnel

General & Station Manager: A. J. Balfour  
 Sales-Commercial Manager: A. J. Balfour  
 Sales Promotion: A. J. Balfour  
 Chief Engineer: G. L. Sadler

# CJOC

LETHBRIDGE—EST. 1926

FOOTHILLS NETWORK

CANADIAN BROADCASTING CORP.

Frequency: 1060 Kc. Power: 1000 Watts  
 Owned-Operated By: Lethbridge Bdl. Co.  
 Address: Marquis Hotel Bldg.  
 Phone Number: 3161  
 Transmitter Location: Broxburn, Alberta  
 Time on the Air: 6:30 a.m. to Midnight.  
 News Service: Canadian Press  
 Transcription Service: NBC Thesaurus;  
 Representative: All Canada Radio Faci-  
 lities, Ltd.; Weed & Co.

## Personnel

President: W. Waston  
 General Manager: H. R. Carson  
 Station Manager: Norman Botterill  
 Chief Engineer: R. A. Reagh

# CHAT

MEDICINE HAT—EST. 1946

Frequency: 1270 Kc. Power: 1000 Watts  
 Owned-Operated By:

Monarch Broadcasting Co., Ltd.

Address: 520 First St.  
 Phone Number: 3347  
 Transmitter Location: Roytal, Alberta  
 Time on the Air: 6 a.m. to 11 p.m.  
 (after June 1, 1946)

News Service: BUP  
 Transcription Service: Standard  
 Representative:

All-Canada Radio Facilities, Ltd.

## Personnel

President-Owner: J. H. Yuill  
 General Manager: R. J. Buss  
 Chief Engineer: Marsh Ellis

# —BRITISH COLUMBIA—

# CHWK

CHILLIWACK—EST. 1927

CBC—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: 7:15 a.m. to 10:30 p.m.  
 Transcription Service: United  
 Representative: All-Canada Radio

## Personnel

President: C. Casey Wells  
 General Manager: Jack Pilling  
 Chief Engineer: Jack Pilling

# 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.  
 Representative: All-Canada Radio Facilities,  
 Ltd.; Weed & Co.

## Personnel

President: R. E. White  
 Chief Engineer: George Henderson

# CKOV

KELOWNA—EST. 1931

CANADIAN BROADCASTING CORP.

Frequency: 830 Kc. Power: 1000 Watts  
Owned-Operated By: Okanagan Broadcast-  
ers. Ltd.

Business Address: Box 1515  
Phone Number: Kelowna 200  
Studio Address: Radio Bldg.  
Transmitter Location: Okanagan  
Mission, B. C.

Time on the Air: 6:30 a.m. to Midnight  
News Service: PN Press News  
Transcription Service: NBC Thesaurus  
Representative: All-Canada Radio Facilities,  
Ltd.; Weed & Co.

## Personnel

Managing Director: J. W. B. Browne  
Sales Director: Hume A. Lethbridge  
Personnel & Program Director: Stanley E. Tapley  
Chief Engineer: J. H. B. Browne

# CKLN

NELSON—EST. 1939

CBC

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: Nelson Daily News  
Business Address: Radio Avenue  
Phone Number: 19  
Studio Address: Radio Avenue  
Transmitter Location: Radio Avenue  
Time on the Air: 15 hours daily  
Newspaper Affiliation: Nelson Daily News  
News Service: Press News  
Transcription Service: World  
Representative: Horace N. Stovin, Canada;  
Adam J. Young, U.S.A.

## Personnel

Station Manager: Joan Orr  
Sales Promotion Manager: D. Kidd  
Chief Engineer: Roy McKay

# CKNW

NEW WESTMINSTER—EST. 1944

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: William Rea, Jr.  
Business Address: Hotel Windsor  
Phone Number: NW 3000  
Transmitter Location: Lulu Island  
Time on the Air: 6 a.m. to Midnight;  
Sat. to 2 a.m.; Sun. 8 a.m. to Midnight

News Service: BUP  
Transcription Service: World Broadcasting  
System SeSoC, Associated, M. M. Cole, UTS.  
Representative: Radio Representatives,  
Canada; Forjoe & Co., U. S. A.

## Personnel

Chief Owner: William Rea, Jr.  
General Manager: William Rea, Jr.

Commercial Manager: David Armstrong  
Chief Engineer: Ross McIntyre

# CJAV

PORT ALBERNI—EST. 1946

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: H. E. Warren  
Time on the Air: 6:30 a.m. to 10 p.m.

## Personnel

Chief Executive: H. E. Warren

# CKPG

PRINCE GEORGE—EST. 1946

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Frank H. Elphicke  
Address: Prince George, B. C.  
Representatives: Weed & Co., All-Canada

## Personnel

Owner: Frank H. Elphicke  
General-Commercial Mgr.: Cecil G. Elphicke  
Program Director: Jack Carbutt

# CFPR

PRINCE RUPERT—EST. 1938

CANADIAN BROADCASTING CORP.  
TRANS-CANADA

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: 10:20 a.m. to 2:02 a.m.,  
Sunday, 12:59 a.m. to 1:32 a.m.

News Service: Canadian Press  
Representative: CBC

## Personnel

Chief Owner: Dr. A. Frigon  
Station Manager: C. H. Insulander  
Sales or Commercial Manager:  
E. A. Weir, CBC, Toronto

# CJAT

TRAIL—EST. 1934

CANADIAN BROADCASTING CORP.  
TRANS-CANADA

Frequency: 610 Kc. Power: 1000 Watts  
Owned By: Koctenay Broadcasting Com-  
pany, Limited

Operated By: Taylor, Pearson & Carson,  
Address: 815 Victoria Street  
Phone Number: 737, 1005  
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: PN

Transcription Service.....NBC Thesaurus  
 Representative.....All-Canada Radio Facili-  
 ties (Canada); Weed & Co. (U.S.A.)

**Personnel**

Vice-President.....E. W. Hazlewood  
 Station Manager.....Eric C. Ayles  
 Sales & Production M'ger Norman A. Harrod  
 Chief Engineer.....Douglas Card

**CBC**

**VANCOUVER—EST. 1925**

CANADIAN BROADCASTING CORP.

BRITISH COLUMBIA REGIONAL NETWORK

Frequency: 1130 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Canadian Broadcast-  
 ing Corp.

Address.....701 Hornby St.  
 Phone Number.....MARine 6121  
 Transmitter Location.....Lulu Island, B. C.  
 Time on the Air.....9:59 a.m. to 2:57 a.m.;  
 Sunday, 11:14 a.m. to 2:57 a.m.  
 News Service.....Canadian Press; BUP  
 Representative.....Canadian Broadcast-  
 ing Corp.

**Personnel**

President.....Dr. Augustin Frigon  
 Station Manager.....Ira Dilworth  
 Sales or Commercial Manager  
 E. A. Weir, CBC, Toronto  
 Program Director.....K. Cople  
 Production Manager.....R. Dunlop  
 Chief Engineer.....A. B. Ellis

**CJOR**

**VANCOUVER—EST. 1926**

CBC

Frequency: 600 Kc.....Power: 1000 Watts  
 Owned-Operated By.....CJOR, Ltd.  
 Business Address.....846 Howe St.  
 Phone Number.....MARine 6464  
 Transmitter Location.....Lulu Island, B. C.  
 Time on the Air.....6:30 a.m. to Midnight;  
 Sundays, 7:30 a.m. to 11:30 p.m.  
 News Service.....AP, UP  
 Transcription Service.....NBC Thesaurus;  
 United Transcribed Service  
 Representative.....Young, Inc. (U.S.A.); H.  
 Stovin (Canada)

**Personnel**

Pres., Gen. & Sta. Mgr.....George C. Chandler  
 Sales-Commercial Manager.....Don E. Laws  
 Sales Promotion-Merchandising Manager  
 Dorwin Baird  
 Program Director.....Ross Mortimer  
 Production Manager.....Dick Diespecker  
 Chief Engineer.....Arthur H. Chandler

**CKMO**

**VANCOUVER—EST. 1923**

CBC

Frequency: 1410 Kc.....Power: 100 Watts  
 Owned & Operated By.....British Columbia  
 Broadcasting System, Ltd.  
 Operated By.....John N. Hunt  
 Address.....812 Robson St.  
 Phone Number.....MARine 1271-2  
 Transmitter Location.....Lulu Island  
 Time on the Air.....Fulltime License  
 News Service.....British United Press  
 Transcription Service.....Standard  
 Representative.....Radio Representatives, Ltd.

**Personnel**

President.....Mrs. R. J. Sprott  
 Station, Sales-Commercial Mgr.....John N. Hunt  
 Chief Engineer.....Ross L. Whiteside

**CKWX**

**VANCOUVER—EST. 1921**

MBS

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 12 Midnight  
 News Service.....BUP, AP, Canadian Press  
 Transcription Service.....World Broadcasting  
 System; Lang-Worth  
 Representative.....All-Canada Radio  
 Facilities, Ltd. (Canada), Weed & Co., U.S.A.

**Personnel**

President.....Arthur Holstead  
 Station Manager.....Frank H. Elphicke  
 National Sales Manager.....R. I. P. Crotty  
 Chief Program Engineer.....Jack Hughes

**CJVI**

**VICTORIA—EST. 1934**

DOMINION-CBS (PACIFIC REGION)

Frequency: 1480 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Island Broadcasting  
 Company, Ltd.  
 Address.....7th Floor, Central Building  
 Phone Number.....Garden 2014, B 1911  
 Transmitter Location.....Portage Inlet  
 Time on the Air.....7 a.m. to 11:30 p.m.  
 News Service.....PN  
 Transcription Service.....NBC Thesaurus  
 Representative.....All-Canada Radio Facilities,  
 Limited (Canada); Weed & Co. (U.S.A.)

**Personnel**

Station Manager.....M. V. Chesnut  
 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 1st St. N. Brandon  
 Time on the Air 7:30 a.m. to 11:30 p.m.  
 Transcription Service NBC Thesaurus, World  
 News Service BUP  
 Representative Horace N. Stovin & Co.

### Personnel

Chief Executive Peter Miller  
 Station Manager W. F. Seller  
 Sales Manager W. T. Grigg  
 Program Director Eric Davies  
 Chief Engineer C. E. Snider

## CFAR

FLIN FLON—EST. 1937

CBC (Supplementary)

Frequency: 1230 Kc. Power: 250 Watts  
 Owned By Arctic Radio Corporation, Ltd.

Operated By S. J. Beauford, Sec.-Treas.  
 Address 75 Hill St.  
 Phone Number 290  
 Transmitter Location Flin Flon  
 Time on the Air 7 a.m. to 11:00 p.m.  
 Mon.-Sat.; Sundays, 12:00 Noon to 11 p.m.  
 News Service BUP  
 Transcription Service Lang-Worth  
 Representative H. N. Stovin (Canada):  
 Adam J. Young (U.S.A.)

### Personnel

Secretary-Treasurer S. J. Beauford  
 Station Manager G. B. Quinney  
 Chief Engineer Gordon Woodward

## CKSB

ST. BONIFACE—EST. 1946

Frequency: 1250 Kc. Power: 1000 Watts  
 Owned-Operated By Radio St. Boniface Ltd.  
 Address 140 Provencher Avt.  
 Phone Number 20-3119

### Personnel

Chief Executive Dr. Henri Guyot  
 Chief Engineer H. R. McLaughlin

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## CJOB

WINNIPEG—EST. 1946

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Blick Broadcasting Ltd.  
 Address: Lindsay Bldg.  
 Phone Number: 9-6374  
 News Service: PN  
 Transcription Service: Associated

### Personnel

Owner: James O. Blick

## CKRC

WINNIPEG—EST. 1934

CBC—DOMINION NETWORK

Frequency: 630 Kc. Power: 1000 Watts  
 Owned-Operated By: Transcanada Communications, Limited  
 Business Address: Free Press Bldg.  
 Phone Number: 92266  
 Transmitter Location: Middlechurch.  
 Time on the Air: 17½ hours; Sun., 16½ hours  
 Transcription Service: World Broadcasting System; Lang-Worth; Standard  
 News Service: CP, BUP  
 Representative: All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

## Personnel

Station Manager: Gerry Gaetz  
 Commercial Manager: Waldo J. Holden  
 Publicity Promotion Director: Mrs. Val Smith  
 Program Director: J. D. Kemp  
 Chief Announcer: Chuck Skelding  
 Chief Engineer: Bert Hooper

## CKY

WINNIPEG—EST. 1923

CANADIAN BROADCASTING CORP.

Frequency: 990 Kc. Power: 15000 Watts  
 Owned-Operated By: Manitoba Telephone System  
 Address: Telephone Bldg.  
 Phone Number: 92191  
 Transmitter Location: Headingly, Man.  
 Time on the Air: 7 a.m. to 12 Mid.  
 News Service: British UP, CP  
 Transcription Service: NBC Thesaurus  
 Representative: Horace N. Stovin & Co.

### Personnel

Commissioner of Telephones: Peter Miller  
 General-Station Mgr.: William A. Duffield  
 Commercial Manager: Wilfred Carpentier  
 Program Director: R. Herb Roberts  
 Production Manager: Wilford Davidson  
 Chief Announcer: Tom Benson  
 Chief Engineer: George Henderson

# —NEW BRUNSWICK—

## CKNB

CAMPBELLTON—EST. 1939

CANADIAN BROADCASTING CORP.

Frequency: 950 Kc. Power: 1000 Watts  
 Owned-Operated By: Restigouche Broadcasting Co., Ltd.  
 Address: Bank of Nova Scotia Bldg.  
 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 12:15 p.m.  
 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  
 Program Director: James Woods  
 Chief Engineer: L. P. Paquet

## CJEM

EDMUNDSTON—EST. 1945

FRENCH NETWORK—(Supplementary)

Frequency: 1240 Kc. Power: 250 Watts  
 Owned and Operated By: Edmundston Radio, Ltd.

Address: 99 Canada Road  
 Phone: 296  
 Transmitter Location: Iroquois, N. B.  
 Time on the Air: 15.75 Hours  
 Transcription Service: U. T. S.  
 Representative: H. N. Stovin & Co., Canada;  
 Adam J. Young, Inc., U. S. A.

### Personnel

President: Judge E. Michaud  
 General Manager: R. W. Leclair  
 Program Director: Mac Gagnon  
 Chief Engineer: Cyrille Fournier

## CFNB

FREDERICTON—EST. 1923

CBC-BASIC

Frequency: 550 Kc. Power 1000 Watts  
 Owned-Operated By: James S. Neill & Sons, Ltd.  
 Address: Fredericton, N. B.  
 Phone Number: 1215  
 Transmitter Location: Lincoln, N. B.  
 Time on the Air: 6:15 a.m. to 12:30 a.m.  
 News Service: British UP  
 Transcription Service: NBC Thesaurus  
 Representative: All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

**Personnel**

Secretary-Treasurer.....J. Stewart Neill  
 General & Station Manager....D. Malcolm Neill

**CKCW**

**MONCTON—EST. 1934**

**CANADIAN BROADCASTING CORP.**

Frequency: 1220 Kc.....Power: 5,000 Watts  
 Owned-Operated By.....The Moncton Broad-  
 casting Company, Limited

Address .....Knights of Pythias Bldg.  
 Phone Number.....3388  
 Transmitter Location.....Cherryfield, N. B.  
 Time on the Air.....7 a.m. to 12:15 p.m.  
 News Service.....British UP  
 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  
 Managing Director.....F. A. Lynds  
 Sales-Commercial Manager.....A. B. Cooke  
 Program Director.....M. E. McCarron  
 Chief Engineer.....J. A. White

**CBA**

**SACKVILLE—EST. 1939**

**CBC—TRANS-CANADA**

Frequency: 1070 Kc.....Power: 50000 Watts  
 Owned-Operated By.....Canadian Broad-  
 casting Corporation

Address.....United Service Building., 100  
 Sackville St., Halifax, N. S.  
 Phone Number.....3-6188  
 Transmitter Location.....Sackville, N. B.  
 Time on the Air.....7:30 a.m. to 12 midnight  
 News Service.....CP, BUP  
 Representative.....Canadian Broadcasting  
 Corporation

**Personnel**

Chief Executive-General Manager, Dr. Augustin  
 Frignon

Station Manager-Program Director.....W. E. S.  
 Briggs  
 Sales or Commercial Manager....E. A. Weir,  
 CBC, Toronto  
 Production Manager.....S. R. Kennedy  
 Chief Engineer.....H. M. Smith

(Call Letters to Be Assigned)

**ST. JOHN**

Frequency: 1470 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Fundy Broadcasting Co.  
 Address .....St. John, N. B.  
 Representative .....All-Canada

**Personnel**

Owners .....Senator A. N. McLean,  
 Ralph B. Brennan

**CHSJ**

**SAINT JOHN—EST. 1934**

**CANADIAN BROADCASTING CORP.**

Frequency: 1150 Kc.....Power: 1,000 Watts  
 Owned-Operated By.....New Brunswick Broad-  
 casting Company, Limited

Address.....Church Street  
 Phone Number .....3-2307  
 Transmitter Location.....Coldbrook, Saint  
 John, N. B.  
 Time on the Air.....6 a.m. to 12:15 a.m.  
 Newspaper Affiliation.....The Telegraph-Journal  
 & The Evening Times-Globe  
 News Service .....Press News  
 Transcription Service.....World Broadcasting  
 System, Lang-Worth, Associated  
 Representative...Stovin & Wright (Canada);  
 Adam J. Young, Jr. (U.S.A.)

**Personnel**

Vice-President & Managing Director.....T. F.  
 Drummie  
 Station & Commercial Manager....George A.  
 Cromwell  
 Program Director.....Gleve G. Stillwell  
 Chief Engineer.....John G. Bishop

**NOVA SCOTIA**

**CJFX**

**ANTIGONISH—EST. 1943**

**DOMINION NETWORK**

Frequency: 580Kc.....Power: 1,000 Watts  
 Owned-Operated By.....Atlantic Broad-  
 casters, Ltd.

Address: Broadcasting Bldg., Antigonish, N. S.  
 Phone Number.....66  
 Transmitter Location.....New Glasgow Road

Time on the Air.....7:00 a.m. to 12 midnight  
 News Service .....PN  
 Transcription Service.....United Transcribed  
 Service  
 Representative.....James L. Alexander

**Personnel**

General Manager.....J. Clyde Nunn  
 Sales Manager.....A. M. Peters  
 Program Director.....T. C. Robertson  
 Production Manager.....G. L. Kane  
 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  
Transmitter Location Sackville, N. B.  
Time on the Air 6:28 a.m. to 11 p.m.;  
Sun., 7:58 a.m. to 11 p.m.

News Service CP, BUP  
Representatives Canadian Broadcasting Corp.

**Personnel**

Chief Owner Dr. Augustin Frigon  
Station Manager W. E. S. Briggs  
Commercial Manager E. A. Weir, CBC  
Chief Engineer L. A. Canning

**CHNS**

**HALIFAX—EST. 1926**

CANADIAN BROADCASTING CORP.  
DOMINION NETWORK

Frequency: 960 Kc. Power: 5,000 Watts  
Owned-Operated By Maritime Broadcasting Company

Address 10 Tobin Street (Broadcasting House)

Phone Number 3-8318  
Transmitter Location Rockingham, Nova Scotia  
Time on the Air 7:30 a.m. to 12:15 a.m.;  
Sun., 9 a.m. to 12:15 a.m.

Newspaper Affiliation Halifax Herald & Mail  
News Service CP; British UP  
Transcription Service Langworth; NBC  
Thesaurus: World Broadcasting System, U.T.S.

Representative: All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

**Personnel**

President Andrew W. Robb  
Station Director Major Wm. C. Borrett  
Station Manager Gerald J. Redmond  
Sales Manager Gerald J. Redmond  
Musical Director Richard L. Fry  
Record M. C. Peter Donkin  
Chief Engineer A. W. Greig

**CJCH**

**HALIFAX—EST. 1944**

TRANS-CANADA

Frequency: 1320 Kc. Power: 5000 Watts  
Owned-Operated By Chronicle Co. Ltd.

Business Address Lord Nelson Hotel  
Phone Number 3-7311

News Service PN  
Transcription Service Standard  
Representative Stovin,  
John Hershey McGillivra, Inc.

**Personnel**

Chief Owner Chronicle Co. Ltd.  
General Manager J. M. Humphreys  
Chief Engineer R. 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 Evangeline Broadcasting Co.

Address 7 Clifton Avenue  
Phone Number 429

Transmitter Location Falmouth  
Time on the Air 7 a.m. to 8 p.m.

News Service PN  
Transcription Service U. T. S.  
Representative John S. Crosbie,  
Rai Purdy Productions

**Personnel**

President Avar M. Bishop  
Station-Commercial Manager A. M. Bishop  
Chief Engineer A. M. Bishop

**CJLS**

**YARMOUTH—EST. 1934**

CANADIAN BROADCASTING CORP.  
MARITIME

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

## CJBQ

BELLEVILLE—EST. 1946

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: McLean Haig & H. B. Cowan  
Address: Belleville, Ont.  
News Service: PN  
Representative: Stovin

## CKPC

BRANTFORD—EST. 1933

CBC—DOMINION NETWORK

Frequency: 1380 Kc. Power: 100 Watts  
Operated By: Telephone City Broadcast, Ltd.  
Address: 49-51 Colborne St.  
Phone Number: 5140-1  
Transmitter Location: Gabe Property  
Time on the Air: 7:30 a.m. to 10:00 p.m.  
News Service: British UP  
Transcription Service: World Broadcasting System; United Transcribed Service  
Representative: J. L. Alexander

### Personnel

Owner: Mrs. F. M. Buchanan  
Station Manager: Hugh Bremner  
Sales Promotion Manager: Jess Jaffray  
Chief Engineer: Alfred Teague

## CFBR

BROCKVILLE—EST. 1942

CBC—DOMINION NETWORK

Frequency: 1450 Kc. Power: CP 100 Watts  
Owned-Operated By: J. C. Whitby  
Business Address: Revere House Bldg.  
Phone Number: 4628  
Studio Address: Revere House Bldg.  
Transmitter Location: Prescott Road  
Time on the Air: 8 a.m. to 11:15 p.m.;  
Sun., 9 a.m. to 11:15 p.m.

Transcription Service: Standard

### Personnel

Owner-Station Manager: J. C. Whitby  
Chief Engineer: G. W. Andrews

## CFCO

CHATHAM—EST. 1926

DOMINION

Frequency: 630 Kc. Power: 100 Watts  
Owned-Operated By: John Beardall  
Business Address: P. O. Box 275  
Phone Number: 2626  
Studio Address: William Pitt Hotel  
Transmitter Location: William Pitt Hotel

Time on the Air: 7:15 a.m. to 12:30 p.m.  
News Service: British UP

### Personnel

Owner-Manager: John Beardall  
Chief Engineer: Gordon Brooks

## CKSF

CORNWALL—EST. 1944

CBC—DOMINION NETWORK

(Supplementary)

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Standard-Freeholder, Ltd.

Business Address: 36 Pitt Street  
Phone Number: 1703  
Transmitter Location: Toll Gate Road  
Time on the Air: 7 a.m. to 10 p.m.  
Newspaper Affiliation: Standard-Freeholder, Ltd.

News Service: PN  
Transcription Service: World  
Representative: H. N. Stovin & Co.

### Personnel

General Manager: H. Duncan Wightman  
Station Manager: H. Harrison Flint  
Production Manager: Arthur Bonhamme  
Publicity Manager: Vernon Hall  
Chief Announcer: Alan Caulley  
Musical Director: Howard Bailey  
Chief Engineer: Mahlon Clark

## CKFI

FORT FRANCES—EST. 1944

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: J. M. Reid  
Business Address: 240 Scott Street  
Phone Number: 200  
Transmitter Location: Pithers Point Park  
Time on the Air: 7 a.m. to 11 p.m.;  
Sun., 8 a.m. to 11 p.m.

News Service: BUP  
Representatives: James L. Alexander; H. N. Stovin & Co.; Adam J. Young

### Personnel

Chief Owner: J. M. Reid  
Station Manager: J. M. Reid  
Commercial Manager: R. S. Mitchner  
Chief Engineer: R. E. Martin

## CKPR

FORT WILLIAM—EST. 1931

CANADIAN BROADCASTING CORP.—  
TRANS-CANADA NETWORK

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 11:30 p.m.;  
 Sun., 11 a.m. to 11:30 p.m.  
 News Service.....UP, Canadian Press  
 Transcription Service.....NBC Thesaurus;  
 United Transcribed Service  
 Representative.....Radio Representatives, Ltd.,  
 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**

**CBS DOMINION—TRANS-CANADA**

Frequency: 900 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Maple Leaf Radio Co.,  
 Ltd.  
 Business Address.....Piggot Bldg.  
 Phone Number.....7-1539  
 Studio Address.....Piggot Building  
 Transmitter Location.....Aldershot, Ont.  
 Time on the Air.....6 a.m. to 1:05 a.m. daily;  
 Sun., 8 a.m. to 1:05  
 News Service.....BUP, UP  
 Transcription Service.....Standard Radio;  
 Associated Music Publishers; United Tran-  
 scribed Service  
 Representatives.....Adam J. Young, Jr.,  
 H. N. Stovin

**Personnel**

President & General Manager.....Kenneth D. Soble  
 Assistant Manager.....Tom E. Darling  
 Sales Promotion-Merchandising Manager.....E. S.  
 Stock  
 Chief Engineer.....W. G. Crawford

**CKOC**

**HAMILTON—EST. 1922**

**CBC—TRANS-CANADA**

Frequency: 1150 Kc.....Power: 5,000 Watts  
 Owned-Operated By.....Wentworth Radio  
 Broadcasting Co., Ltd.  
 Address.....32 John St., North  
 Phone Number.....7-4484  
 Transmitter Location.....Elfrida, Ont.  
 Time on the Air.....8 a.m. to 12:15 a.m.;  
 Sun., 9 a.m. to 12:15 a.m.  
 News Service.....British UP, PN  
 Transcription Service.....World Broadcasting  
 System; NBC Thesaurus; Lang-Worth  
 Representative.....All-Canada Radio Facil-  
 ities (Canada); Weed & Co. (U.S.A.)

**Personnel**

General Manager.....H. E. Carson  
 Station Manager.....W. T. Cranston  
 Chief Engineer.....Leslie Horton

**CJRL**

**KENORA—EST. 1938**

**CANADIAN BROADCASTING CORP.**

Frequency: 1220 Kc.....Power: 1000  
 Owned-Operated By.....Kenora Broadcasting  
 Co., Ltd.  
 Address.....Brydan Block  
 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 Canada;  
 Adam J. Young, Jr. (U.S.A.)

**Personnel**

Station Manager.....Howard Clark  
 Sales Manager.....Howard G. Clark  
 Chief Engineer.....P. J. Whitebread

**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 By.....Allied Broadcasting Corp., Ltd.  
 Operated By.....Northern Broadcasting Co.  
 Address.....King St.  
 Phone Number.....4401  
 Transmitter Location.....Wolfe Island  
 Time on the Air.....6:30 a.m. to 12:10 a.m.  
 Newspaper Affiliation.....Kingston Whig-  
 Standard  
 News Service.....CPN  
 Transcription Service.....NBC Thesaurus;  
 United Transcribed Service; Lang-Worth  
 Representative.....National Broadcasting Sales  
 (Canada), Weed & Co. (U.S.A.)

**Personnel**

President.....Senator W. R. Davies  
 Station Manager.....Roy W. Hoff  
 Chief Engineer.....Burt Coy

**CJKL**

**KIRKLAND LAKE—EST. 1933**

**CANADIAN BROADCASTING CORP.—  
 TRANS-CANADA NETWORK**

Frequency: 560 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Northern Broadcast-  
 ing & Publishing, Ltd.  
 Address.....Govt. Road

Phone Number.....27  
 Transmitter Location.....Dane, Ontario  
 Time on the Air.....6:00 a.m. to 12:00 p.m.;  
 Sun., 8:30 p.m. to 12 p.m.  
 Newspaper Affiliation...Timmins Daily Press  
 News Service.....Press News  
 Transcription Service...United, NBC Thesaurus,  
 Lang-Worth  
 Representative...National Broadcasting Sales

**Personnel**

President.....R. H. Thomson  
 General Manager.....Jack Davidson  
 Station Manager.....Clair Chambers  
 Commercial Manager...Chester Sutherland  
 Chief Engineer.....Tom Watson

**CKCR**

KITCHENER-WATERLOO—EST. 1929  
 DOMINION

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By....Kitchener & Waterloo  
 Broadcasting Co.  
 Address.....Arcade Bldg.  
 Phone Number.....3-3628  
 Transmitter Location...2 miles outside of  
 Kitchener  
 Time on the Air.....7 a.m. to 11 p.m.  
 News Service.....PN  
 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.—  
 DOMINION NETWORK

Frequency: 1570 Kc.....Power: 5,000 Watts  
 Owned-Operated By....London Free Press  
 Printing Co.  
 Address.....442 Richmond St.  
 Phone Number.....Metcalfe 5200  
 Transmitter Location...Westminster Township  
 Time on the Air.....7 a.m. to midnight  
 Newspaper Affiliation...London Free Press  
 News Service.....CP  
 Transcription Service...NBC Thesaurus, World  
 Representative...Joseph Hershey McGillivra,  
 Inc. (U.S.A.), Horace N. Stovin & Co. (Canada)

**Personnel**

President-General Manager. Wallis J. Blackburn  
 Station Manager.....Donald J. Wright  
 Commercial-Promotion Manager...Murray T.  
 Brown  
 Chief Engineer.....John Warden

**CFCH**

NORTH BAY—EST. 1931

CBC—TRANS-CANADA NETWORK

Frequency: 600 Kc.....Power: 100 Watts  
 Owned-Operated By....Northern Broadcast-  
 ing & Publishing, Ltd.  
 Address.....37 Main St., East  
 Phone Number.....2400  
 Transmitter Location...Callander Highway  
 Time on the Air.....7:45 a.m. to 12:15 p.m.  
 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  
 Chief Engineer.....Jack Barnaby

**CBO**

OTTAWA—EST. 1924

CANADIAN BROADCASTING CORP.—  
 TRANS-CANADA NETWORK

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...Ottawa  
 Time on the Air...7:00 a.m. to 12:05 midnight;  
 Sun., 8:30 a.m. to 12:05 midnight.  
 News Service.....CP, BUP  
 Representative...Canadian Broadcasting  
 Corp., E. A. Weir

**Personnel**

General Manager.....Dr. Augustin Frigon  
 Station Manager.....Charles P. Wright  
 Commercial Manager...E. A. Weir, CBC  
 Chief Engineer.....Max Gilbert

**CKCO**

OTTAWA—EST. 1924

DOMINION

Frequency: 1310 Kc.....Power: 1000 Watts  
 Owned-Operated By....Dr. G. M. Gelbert  
 Address.....272 Somerset St., West  
 Phone Number.....2-3511  
 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 McGillivra (U.S.A.)  
**Personnel**  
 Manager.....G. M. Geldert  
 Chief Engineer.....W. D. McLellan

**CFOS**

**OWEN SOUND—EST. 1940**  
DOMINION

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);  
Adam J. Young, Jr. (U.S.A.)

**Personnel**

President Howard Fleming  
Station Manager Ralph T. Snelgrove  
Chief Engineer William Vallins

**CFOR**

**ORILLA—EST. 1945**  
CBC—DOMINION NETWORK

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By Gordon E. Smith  
Address 32 Mississaga St.  
Phone Number 187  
Transmitter Location West and James Sts.  
Time on the Air 7 a.m. to 10 p.m.  
News Service BUP  
Transcription Service NBC Thesaurus, U.T.S.  
Representatives Stovin & Wright,  
(Canada); Adam J. Young, Jr. (U.S.A.)

**Personnel**

President Gordon E. Smith  
Station Manager Gordon E. Smith  
Program Director Harold Vaughn  
Chief Engineer J. D. McBride

**CHOV**

**PEMBROKE—EST. 1942**  
CBC—DOMINION NETWORK

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By Ottawa Valley  
Broadcasting Co., Ltd.  
Address 97 Albert St.  
Phone Number 430  
Transmitter Location East of Pembroke  
Time on the Air 7 a.m. to 11:30 p.m.  
News Service BUP  
Transcription Service NBC Thesaurus  
Representatives H. N. Stovin Co. (Canada);  
Adam J. Young, Jr. (U.S.A.)

**Personnel**

President D. A. Jones

V. P. Station Manager E. G. Archibald  
Sales Manager W. M. J. Montaigne  
Chief Engineer W. E. Schmidt

**CH EX**

**PETERSBOROUGH—EST. 1942**  
CANADIAN BROADCASTING CORP.—  
DOMINION NETWORK

Frequency: 1430 Kc. Power: 1000 Watts  
Owned-Operated By Petersborough Broad-  
casting Co.  
Address 115 Hunter St.  
Phone Number 4643  
Transmitter Location Otawa Bee Township  
Time on the Air 6 a.m. to 11:20 p.m.;  
Sat., to midnight

Newspaper Affiliation Peterborough Ex-  
aminer  
News Service Canadian Press  
Transcription Service NBC Thesaurus;  
United Transcribed Service, Lang-Worth  
Representative National Broadcasting Sales  
(Canada)

**Personnel**

President Sen. W. Rupert Davies  
Vice-President Roy H. Thomson  
Station Manager Hal E. Cooke  
Chief Engineer Bert Crump

**CFPA**

**PORT ARTHUR—EST. 1944**  
CBC—DOMINION

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By Ralph H. Parker  
Business Address Public Utilities Bldg.  
Phone Number North 315  
Transmitter Location Memorial Ave.  
Time on the Air 7:30 a.m. to 11:30 p.m.  
Transcription Service Standard, Lang-Worth  
Representatives National Broadcast Sales,  
All-Canada Radio Facilities, Weed & Co.  
(U.S.A.)

**Personnel**

Chief Owner Ralph H. Parker  
General Manager Ralph H. Parker

**CHOK**

**SARNIA—EST. 1946**

Frequency: 1070 Kc. Power: 5000 D., 1000 N.  
Owned-Operated By Sarnia  
Broadcasting Co., Ltd.  
Address Sarnia, Ont.

**Personnel**

Chief Executive H. M. Hueston

**CJIC**

**S S MARIE—EST. 1934**  
TRANS-CANADA

Frequency: 1490 Kc. Power: 250 Watts





**R**egular listenership ratings prove that CFRB has the lion's share of the Toronto audience. Further surveys show that CFRB controls a greater number of listeners in Ontario. This province represents 40% of Canada's total buying power!

**CFRB** 860 kc.  
**TORONTO**

***Representatives***

Adam J. Young Jr., Incorporated, New York • Los Angeles • Chicago  
All-Canada Radio Facilities Ltd., Montreal

Owned-Operated By Hyland Broadcasting Co.  
 Address ..... Windsor Hotel  
 Representative ..... J. L. Alexander, McGillivra

**Personnel**

General Manager..... J. G. Hyland

**CJCS**

STRATFORD—EST. 1927  
 DOMINION NETWORK

Frequency: 1240 Kc.....Power: 100 Watts  
 Owned By ..... Central Broadcasting Co.  
 Operated By ..... Frank M. Squires  
 Address ..... Windsor Hotel  
 Representative..... All-Canada Radio Facilities  
 (Canada); Weed & Co. (U.S.A.)

**Personnel**

President, Manager..... F. M. Squires

**CKTB**

ST. CATHARINES—EST. 1933  
 CBC—DOMINION NETWORK

Frequency: 1550 Kc.....Power: 1,000 Watts  
 Owned-Operated By..... Niagara District  
 Broadcasting Co., Ltd.  
 Address ..... 12 Yates Street  
 Representatives... National Broadcast Sales:  
 Joseph Hershey McGillivra, Inc.

**Personnel**

Chief Owner..... Capt. W. B. C. Burgoyne  
 General Manager..... H. G. Burgoyne

**CKSO**

SUDBURY—EST. 1935  
 TRANS-CANADA

Frequency: 790 Kc.....Power: 5000 Watts  
 Owned-Operated By..... W. E. Mason  
 Address ..... 21 Elgin St.  
 Phone Number..... 77-505  
 Representative..... All-Canada Radio Facilities  
 (Canada); Weed & Co. (U.S.A.)

**Personnel**

President..... W. E. Mason  
 General Manager..... Don McGill

**CKGB**

TIMMINS—EST. 1933  
 CBC—TRANS-CANADA NETWORK

Frequency: 1470 Kc.....Power: 1000 Watts  
 Owned-Operated By... Northern Broadcasting  
 & Publishing, Ltd.

Address ..... Thomson Bldg., (Cedar St.)  
 Representative..... National Broadcast Sales

**Personnel**

President ..... E. H. Thomson  
 Station Manager..... Harvey C. Freeman

**CBL**

TORONTO—EST. 1927  
 CBC—TRANS-CANADA—NBC

Frequency: 740 Kc.....Power: 50000 Watts  
 Owned-Operated By..... CBC  
 Business Address..... 354 Jarvis St.

**Personnel**

General Manager..... Dr. A. Frigon  
 Commercial Manager..... E. A. Weir

**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  
 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  
 Representatives... All-Canada Radio Facilities  
 (Canada); Adam J. Young, Jr. (U.S.A.)

**Personnel**

President-General Manager... Harry Sedgwick  
 Station Manager..... E. L. Moore  
 Publicity-Program Director..... Wes McKnight  
 Musical Director..... Wishart Campbell  
 Record Librarian..... Cyril Denny  
 Chief Engineer ..... Jack Sharpe  
 See Page 653

**CHUM**

TORONTO—EST. 1945

Frequency: 1050 Kc.....Power: 1000 Watts  
 Owned-Operated By..... York Broadcasters  
 Limited  
 Business Address..... 21 Dundas Square  
 Phone Number..... Elgin 4271  
 Transmitter Location... Lawrence Ave. & Don  
 Mills Road  
 Time on the Air..... Sun-up to Sun-down  
 Transcription Service... Associated, Standard,  
 U. T. S.  
 News Service ..... BUP

**Personnel**

President.....R. T. Fulford  
 Gen. Mgr., Sales Mgr.....A. E. Leary  
 Chief Engineer.....Aurel Bolsvert  
 Program-Production Mgr.....R. A. MacDougall  
 Publicity Director.....Frederick Wilson  
 Chief Announcer.....R. A. MacDougall  
 Record M. C.'s.....Harvey Dodds, Richard Dickenson

**C J B C**

TORONTO—EST. 1936  
 DOMINION—ABC

Frequency: 1010 Kc.....Power: 5000 Watts  
 Owned-Operated By.....CBC  
 Business Address.....354 Jarvis St.  
 Phone Number.....Midway 5481  
 Transmitter Location.....Dixie, Ont.  
 Time on the Air...6:30 a.m. to 12:03 midnight  
 News Service.....BUP, CP  
 Representatives.....Canadian Broadcasting Corp., E. A. Weir

**Personnel**

Chief Executive.....Dr. Augustin Frigon

Station-Program Manager.....H. G. Walker  
 Chief Engineer.....H. Hilliard

**C K E Y**

TORONTO—EST. 1945

MUTUAL BROADCASTING SYSTEM

Frequency: 580 Kc.....Power: 5,000 Watts,  
 Day; 1,000 Watts, night  
 Owned-Operated By.....Toronto Broadcasting Co., Limited  
 Address.....444 University Ave.  
 Phone Number.....WA 3881  
 Transmitter Location.....Scarborough, Ont.  
 Time on the Air.....24 hours daily  
 News Service.....British UP & CP  
 Transcription Service..World, Standard Radio & Lang-Worth  
 Representatives..National Broadcast Sales; (Montreal); Donald Cook & Associates (U.S.A.)

**Personnel**

President, General Manager.....Jack K. Cooke  
 Sales Manager.....George Bell  
 Program Director.....Donald W. Insley  
 Promotion-Publicity Director...Harry Whitton  
 Chief Engineer.....E. O. Swan

**C K L W**

WINDSOR—EST. 1922

MUTUAL

Commercial Manager.....Omer Renaud  
 See Detroit, Mich. Listing

**C K N X**

WINGHAM—EST. 1926

CANADIAN BROADCASTING CORP.

Frequency: 920 Kc.....Power: 1000 Watts  
 Owned-Operated By.....W. T. Cruickshank and B. H. Bedford  
 Address.....Josephine St.  
 Phone Number.....158  
 Transmitter Location.....Belgrave  
 Time on the Air.....7:00 a.m. to 11:00 p.m.  
 Newspaper Affiliation.....Almanac Weekly  
 News Service.....BUP  
 Transcription Service...NBC-Thesaurus, Cole

**Personnel**

Chief Owner-  
 General Manager.....W. T. Cruickshank  
 Station-Commercial Manager...Frank Johnson  
 Program Director.....Tom Rafferty  
 Sales Promotion Manager.....J. R. Brent  
 Publicity Director.....F. Nowell Johnson  
 Record M. C.....Alfred Collins  
 Chief Engineer.....Scott Reid

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 Community Station, offering you geographical 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

# PRINCE EDWARD ISLAND

## CFCY

CHARLOTTETOWN—EST. 1924  
DOMINION  
MARITIME NETWORK

Frequency: 630 Kc. Power: 5000 D. 1000 N.  
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

SUMMER-SIDE—EST. 1925  
TRANS-CANADA

Frequency: 1480 Kc. Power: 100 Watts  
Owned-Operated By: R. T. Holman, Ltd.  
Address: 180 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  
Representative: Radio Representatives

### 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.

Frequency: 1340 Kc. Power: 250 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: PN  
Representative: Nat'l Broadcast Sales

### Personnel

Chief Executive: Roland Beaudry  
Station Manager: Jean Legault

## C B J

CHICOUTIMI—EST. 1933

CBC

Frequency: 1580 Kc. Power: 1000 Watts  
Owned-Operated By: Canadian Broadcasting  
Corporation  
Studio Address: 286A Racine St.  
Phone Number: 155-814  
Transmitter Location: 4 Larouche Avenue  
Time on the Air: 8:00 a.m. to 11:30 p.m.

### Personnel

General Manager: J. Augustin Frigon  
Station Manager: Vilmond Forlin  
Chief Engineer: J. E. Roberts

## CHEF

GRANBY—EST. 1946

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: Horace Boivin  
Address: Granby, Quebec

### Personnel

General Manager: Jacques Thivierge

## CKCH

HULL—EST. 1932

CBC—FRENCH NETWORK

Frequency: 1240 Kc. Power: 250 Watts  
Owned By: Le Droit, Ottawa  
Operated By: Le Cie de Publication  
de Hull CKCH Lt'ie

Address: 85 Champlain Ave.  
Phone Number: 2-1701  
Transmitter Location: Chelsa Rd., Quebec  
Time on the Air: 7:50 a.m. to 11:00 p.m.  
Newspaper Affiliation: Le Droit (Ottawa)  
News Service: Canadian Press  
Transcription Service: Thesaurus  
Representative: Radio Representatives,  
Ltd., Howard H. Wilson (U.S.A.)

### Personnel

President-General Mgr.: Esdras Terrien  
Station Manager: Raymond Benoit  
Sales Manager: Raymond Benoit  
Promotion-Publicity Director: Raymond Benoit  
Chief Engineer: Max Gebhardt

# CBF

**MONTREAL—EST. 1936**  
**CANADIAN BROADCASTING CORP.**  
**AMERICAN BROADCASTING CO**  
**NATIONAL BROADCASTING CO.**  
**FRENCH NET WORK**

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.); Sun., 8:59 a.m. to 12 Midnight  
 News Service: British UP; Canadian Press

## Personnel

Chairman, Board of Gov.: Davidson Dunton  
 General Manager: Dr. Augustin Frigon  
 Program Director: Jean Beaudet  
 Chief Technical Operator: D. Roberts

# CBM

**MONTREAL—EST. 1937**  
**CANADIAN BROADCASTING CORP.**  
**NATIONAL BROADCASTING CO.**  
**CBC—EASTERN NETWORK**

Frequency: 940 Kc. Power: 5000 Watts  
 Owned-Operated By: Canadian Broadcasting Corporation  
 Address: 1231 Ste. Catherine, West  
 Phone Number: MARquette 8021  
 Transmitter Location: Marieville, P. Q.  
 Time on the Air: 7:29 a.m. to 12:02 a.m.  
 (mid.); Sun., 8:59 a.m. to 12:03 a.m.  
 News Service: British UP; Canadian Press

## Personnel

Chairman, Board of Gov.: Davidson Dunton  
 General Manager: Dr. Augustin Frigon  
 Program Director: Jean Beaudet  
 Commercial Manager: Omer Renaud  
 Publicity Director: Leopold Houle  
 Chief Technical Operator: D. Roberts

# CFCF

**MONTREAL—EST. 1919**  
**AMERICAN BROADCASTING CO.**  
**CBC—DOMINION NETWORK**

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: S. M. Finlayson  
 Station Manager: J. A. Shaw  
 Commercial Director: P. E. Hiltz  
 Sales Promotion Director: E. H. Smith  
 Chief Engineer: J. G. Gettenby

# CKAC

**MONTREAL—EST. 1922**

**COLUMBIA BROADCASTING SYSTEM**  
 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



CKAC is the highest B.B.M. rated station in Quebec French Market. More than 250,000 French Radio Homes listen to CKAC regularly.

**CKAC** La Presse, MONTREAL  
 Affiliated with CBS

Representatives { Canada: C. W. Wright,  
 Victory Bldg., Toronto, Ont.  
 United States:  
 Adam J. Young Jr., Inc.

Commercial Manager ..... Andre Daveluy  
 Program-Musical Director... Paul-Emile Corbell  
 Sales Promotion Manager..... Paul Gelinac  
 Publicity-News-Traffic Director... Paul Gelinac  
 Chief Engineer ..... Leonard Spencer

## CHLP

**MONTREAL—EST. 1933**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By..... La Patrie Publishing  
 Co., Ltd.

Address..... Sun Life Bldg., Dominion Square  
 Phone Number..... Plateau 5225  
 Transmitter Location..... St. Michel Rd., Ville  
 St. Michel, P. Q.

Time on the Air..... 8 a.m. to Midnight  
 Newspaper Affiliation..... La Patrie  
 News Service..... Press News  
 Transcription Service..... Standard Radio  
 Representative: J. A. Alexander (Canada); Joseph  
 Hershey McGillvra (U.S.A.)

### Personnel

General Manager..... Marcel Lefebvre  
 Chief Engineer..... Alphonse Cloutier

## CJAD

**MONTREAL—EST. 1945**

Frequency: 800 Kc. .... Power: 1000 Watts  
 Owned-Operated By..... CJAD, Ltd.  
 Business Address..... 1191 Mountain Street  
 Phone Number..... Plateau 1805  
 Transmitter Location:

Chambly-MacKayville Highway

Time on the Air..... 6:30 a.m. to 11:00 p.m.  
 News Service..... Canadian Press;  
 British United Press

Transcription Service

Standard Radio; Associated; Lang-Worth  
 Representatives..... Adam J. Young, Jr.;  
 National Broadcast Sales

### Personnel

President-General Manager..... J. Art. Dupont  
 Station Manager..... Hal Cooke  
 Program Director..... Hal Stubbs  
 Production Manager..... Bob Harvie  
 Publicity Director..... Ruth Stubbs  
 Chief Announcer..... Terence O'Dell  
 Chief Engineer..... Tom Sutton

## CHNC

**NEW CARLISLE—EST. 1933**  
**CANADIAN BROADCASTING CORP.**

Frequency: 610 Kc. .... Power: 1000 Watts  
 Owned By..... The Gaspesia Radio  
 Broadcasting Co., Ltd.

Operated by..... Broadcasting Station CHNC  
 Address..... Main St.  
 Phone Number ..... 38  
 Transmitter Location.. Sea Shore, New Carlisle

Time on the Air..... 7:00 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  
 General Manager..... Dr. Charles H. Houde  
 Sales Manager..... Viateur Bernard  
 Musical Director..... Madeleine Leblanc  
 Chief Announcer..... Viateur Bernard  
 Chief Engineer..... Fernand Turcotte

## CBV

**QUEBEC—EST. 1934**  
**TRANS-CANADA-DOMINION**  
**CBC—FRENCH NETWORK**

Frequency: 980 Kc. .... Power: 1000 Watts  
 Owned-Operated By..... Canadian Broad-  
 casting Corp.

Business Address..... Palais Montcalm  
 Ottawa, Ont.

Phone Number ..... 8155

Studio Address..... Palais Montcalm  
 Transmitter Location .. Charlesbourg, P. Q.  
 Time on the Air..... 8 a.m. to 11:30 p.m.  
 News Service..... CP; BUP  
 Representatives ..... C. B. C.; O. Renaud

### Personnel

CBC President..... Dr. Augustin Frigon  
 Station Manager..... Maurice Valiquette  
 CBC Publicity Director..... Leopold Houle  
 CBC Commercial Manager..... O. Renaud  
 Chief Engineer ..... Charles Frenette

## CHRC

**QUEBEC—EST. 1926**

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 midnight  
 Transcription Service..... Lang-Worth  
 Representative..... Adam J. Young, Jr., Inc.  
 (U.S.A.); Jos. A. Hardy & Co., Ltd. (Canada)

### Personnel

President ..... Hervé Baribeau  
 Station Manager..... J. N. Thivierge  
 Commercial Mgr.-Program Director. A. Pelletier  
 Promotion Director..... Miss Odile Thivierge  
 Chief Engineer..... Arsene Nadeau

## CKCV

**QUEBEC—EST. 1924**

**CANADIAN BROADCASTING CORPORATION**  
**TRANS-CANADA & DOMINION**

Frequency: 1340 Kc. .... Power: 250 Watts

Owned-Operated By.....CKVC, Ltd.  
 Address .....142 St. John St.  
 Phone Number.....2-1585  
 Transmitter Location.....254 Marquerite-  
 Bourgeois Ave.  
 Time on the Air .....16 hours  
 News Service.....Canadian Press  
 Transcription Service.....World Broadcast-  
 ing System; U.T.S.  
 Representative...Radio Representatives, Ltd.  
 (Canada); Weed & Co. (U.S.A.)

**Personnel**

President.....H. Baribeau  
 Station Manager.....Paul Lepage  
 Program-Publicity Director.....Leon Lachance  
 Commercial-Promotion Mgr.....Lucien A. Bernier  
 Production Mgr. & Chief Ann.....Leon Lachance  
 Musical Director.....Beatrice Paquet  
 Record m.c.....Marcel Leboeuf  
 Chief Engineers.....Albert Duberger.  
 Marcel Belanger

**CJBR**

RIMOUSKI—EST. 1937

CBC

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  
 Representatives...Stovin & Wright (Toronto);  
 Adam J. Young, Jr. (U.S.A.)

**Personnel**

President.....J. A. Brilliant  
 Vice-Pres. and General Mgr...G. A. Lavole  
 Chief Engineer.....F. C. Doak

(Call Letters to Be Assigned)  
 RIVIERE DU LOUP

Frequency: 1400 Kc.....Power: 250 Watts

**CKRN**

ROUYN-NORANDA—EST. 1939

QUEBEC

CBC

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned By.....La Cle 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  
 Representative.....National Broadcast Sales

**Personnel**

Chief Executive.....Roland Beaudry  
 Commercial Manager.....Allan Rogerson

**CHGB**

SAINTE ANNE DE LA POCATIERE

EST. 1938

CBC

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  
 Sales Manager.....G. T. Desjardins  
 Sales Promotion Manager.....Antoine Freue  
 Program Publicity.....Alvien Dube  
 Chief Engineer.....A. Dube

**CHLT**

SHERBROOKE—EST. 1937

CANADIAN BROADCASTING CORP.

DOMINION NETWORK

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.....King St., East  
 Time on the Air.....7:25 a.m. to Midnight  
 Newspaper Affiliation.....La Tribune, Ltee.  
 Transcription Service.....NBC Thesaurus;  
 United Transcribed System  
 Representative.....J. A. Hardy, Contreal;  
 E. J. Lefebvre, Magog

**Personnel**

President.....Hon. Jacob Nicol  
 Manager.....A. Gauthier  
 Promotion Director.....Jeanne Tremblay  
 Commercial Manager.....Roland E. Bayeur  
 Publicity Director.....J. L. Gauthier

**CKTS**

SHERBROOKE—EST. 1946

DOMINION

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Telegram Printing  
 & Broadcasting Co., Ltd.  
 Address.....3 Marquette St.

. . . **QUEBEC - SASKATCHEWAN** . . .

Phone Number ..... 971  
 Representative ..... Radio Representatives

**Personnel**

Chief Executive .. Senator Charles B. Howard  
 General Manager ..... A. Gauthier

**CJSO**

**SOREL—EST. 1944**

Frequency: 1400 Kc ..... Power: 100 Watts  
 Owned-Operated By ..... Radio Michelieu, Ltee.  
 Phone Number ..... 2477 ou 540  
 Business Address ..... 72 du Roi St.  
 Representative ..... Radio Representatives  
 Transmitter Location ..... St. Joseph De Sorel  
 Time on the Air ..... 8 a.m. to 9:30 p.m. daily;  
 Sunday, 11 a.m. to 9:30 p.m.  
 Transcription Service ..... World

**Personnel**

President ..... J. A. Villeneuve  
 General & Station Manager ..... Aubin Morin  
 Program Director-Production Manager  
 Gerard Boulay  
 Chief Announcer ..... Gerard Boulay  
 Musical Director ..... George Codling  
 Chief Engineer ..... J. A. Villeneuve

**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

**Personnel**

Chief Executive ..... Roland Beaudry  
 Station Manager ..... Jean Legault

**SASKATCHEWAN**

**CHAB**

**MOOSE JAW—EST. 1935**

**CBC—DOMINION NETWORK**

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 11:45 p.m.;  
 Sun., 7 a.m. to 11:45 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  
 Sales Manager ..... Glen Turner  
 Sales Promotion Manager ..... Graham Henderson  
 Assistant Manager & Program Director ..... J. S.  
 Boyling

Production Manager ..... Bob Giles  
 Record M. C. .... Jim Cloak

**CKBI**

**PRINCE ALBERT—EST. 1934**

**DOMINION**

Frequency: 900 Kc ..... Power: 5000 Watts  
 Owned-Operated By ..... Central Broadcast-  
 ing System, Ltd.  
 Address ..... Sanderson Building  
 Phone Number ..... 2821  
 Transmitter Location ..... 7 1/2 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  
 Chief Engineer . . . . . Tom Van Ness  
 Program Director . . . . . George Kergan

# CKCK

**REGINA—EST. 1922**  
 TRANS—CANADA

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.;  
 Newspaper Affiliation . . . . . The Regina Leader-Post  
 News Service . . . . . British UP; PN  
 Transcription Service . . . . . NBC Thesaurus; Standard Radio  
 Representative . . . . . All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

## Personnel

Chief Executive . . . . . Victor Sifton  
 Station Manager . . . . . H. A. Crittenden  
 Commercial Manager . . . . . Jack Sayers  
 Chief Engineer . . . . . E. A. Strong

# CKRM

**REGINA—EST. 1926**  
 CANADIAN BROADCASTING CORP.  
 DOMINION NETWORK

Frequency: 980 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By Transcanada Communications, Limited

Business Address . . . . . 1819 Cornwall St.  
 Phone Number . . . . . 7631  
 Studio Address . . . . . Fidelity Life Bldg.  
 Transmitter Location . . . . . Victoria Plains, Sask.  
 Time on the Air . . . . . 17 Hours Daily  
 Newspaper Affiliation . . . . . Saskatchewan Farmer  
 News Service . . . . . Press News  
 Transcription Service . . . . . Lang-Worth & World L.S.  
 Representative . . . . . All-Canada Radio Facilities, Ltd. (Canada); Weed & Co. (U.S.A.)

## Personnel

President . . . . . Victor Sifton  
 Station Manager . . . . . Wm. A. Speers  
 Commercial Manager . . . . . Bruce M. Pirie  
 Chief Engineer . . . . . W. McDonald

# CFQC

**SASKATOON—EST. 1923**  
 CANADIAN BROADCASTING CORP.  
 DOMINION NETWORK

Frequency: 600 Kc. . . . . Power: 5,000 Watts  
 Owned-Operated By . . . . . A. A. Murphy & Sons, Limited

Address . . . . . 216 First Ave., North  
 Phone Number . . . . . 7282  
 Transmitter Location . . . . . Exhibition Grounds  
 Time on the Air . . . . . 7:00 a.m. to 11:30 p.m.  
 News Service . . . . . British UP  
 Transcription Service: NBC Thesaurus; Standard Radio; Langworth  
 Representatives . . . . . Radio Representatives, Ltd., Horace Stovin (Canada); Howard H. Wilson Co. (U.S.A.)

## Personnel

President . . . . . A. A. Murphy  
 Station-Commercial Manager . . . . . Vernon Dailin  
 Chief Engineer . . . . . Len Hoskins

# CBK

**WATROUS—EST. 1939**

CANADIAN BROADCASTING CORP.—  
 TRANS-CANADA NETWORK

Frequency: 540 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Canadian Broadcasting Corp.

Business Address . . . . . 300 Manitoba Telephone Bldg., Winnipeg, Manitoba  
 Phone Number . . . . . 97261  
 Studio Address . . . . . Telephone Bldg., Winnipeg, Manitoba  
 Transmitter Location . . . . . Watrous, Sask.  
 Time on the Air . . . . . 7:55 a.m. to 12:34 a.m.  
 News Service . . . . . CP, BUP  
 Representative . . . . . F. A. Weir, 55 York St., Toronto, Ont., CBC

## Personnel

General Manager . . . . . Dr. Augustin Frignon  
 Station Manager . . . . . James R. Finlay  
 CBC Commercial Manager (Toronto) . . . . . E. A. Weir  
 Chief Engineer . . . . . R. L. Punshon

# CJGX

**YORKTON—EST. 1927**

CANADIAN BROADCASTING CORP.  
 DOMINION NETWORK

Frequency: 940 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Yorkton Broadcasting Co., Ltd.

Address . . . . . Smith-Mackay Bldg.  
 Phone Number . . . . . 324  
 Remote Studios . . . . . Dawson Richardson Bldg., Winnipeg, Manitoba  
 Transmitter Location . . . . . Yorkton  
 Time on the Air . . . . . 17 Hours  
 News Service . . . . . BUP  
 Transcription Service . . . . . World, U. T. S.  
 Representatives . . . . . Stovin & Wright (Canada); Adam J. Young, Jr. (U.S.A.)

## Personnel

Chief Executive . . . . . Dawson Richardson  
 General Manager . . . . . A. L. Garside  
 Commercial-Promotion Mgr. . . . . Douglas McBride  
 Chief Engineer . . . . . Art Mills

SMOOTH IS THE WORD FOR IT!

*The new transcribed*

# BARRY WOOD SHOW

It's new! It's exciting! Fifteen minutes of the smoothest music ever available for local and regional sponsors. Currently produced in New York on a five-per-week schedule. Already sold in 76 markets.

FREDERIC W.

# ZIV

COMPANY

1529 MADISON ROAD  
CINCINNATI, OHIO

NEW YORK - CHICAGO - HOLLYWOOD

WITH  
★ MARGARET  
WHITING

★ THE  
MELODY  
MAIDS

★ HENRY  
SYLVERN  
AND  
ORCHESTRA



# PRODUCTION



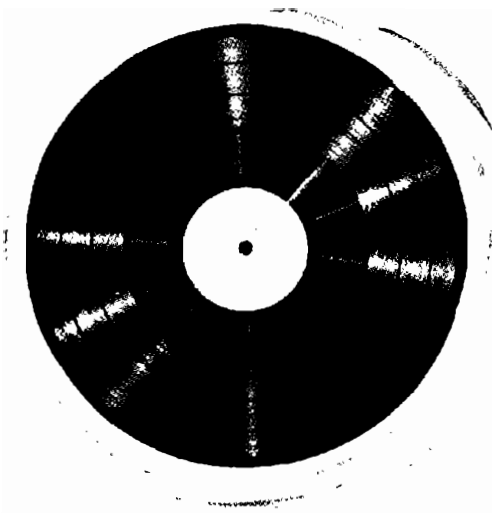
*Program Producers*



*Transcription Companies*

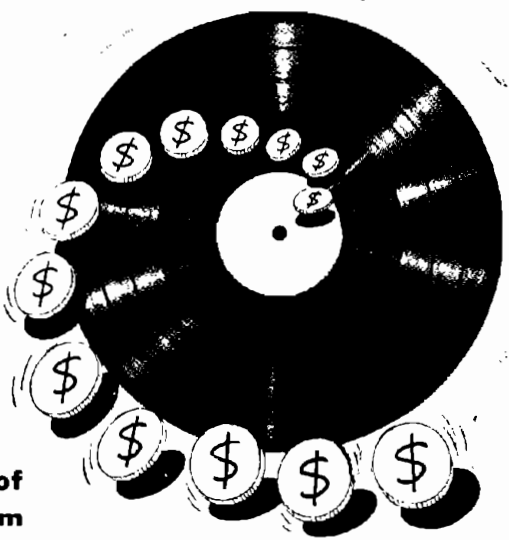


*Music*



**Just  
playing hours—**

**or  
Paying hours?**



**ASSOCIATED offers MOST Hours of the Best RADIO Music...program material that really pays off!**

**W**HEN YOU COMPARE transcribed libraries, it's not just the big names that count...it's toprnotch showmanship *all along the line*. That's how a library helps *you* sell—helps your *clients* sell!

Break down the number of playing hours into *paying* hours and you'll find ASSOCIATED ranks first! For ASSOCIATED gives you these powerful advantages:

**1. You can offer advertisers *greater program value* than other local stations...more and**

***bigger proven attractions, on ASSOCIATED's incomparable, vertically-cut transcriptions.***

**2. With these features, you can hold big audiences *at low cost* against high-budget network competition.**

Yes, there are a lot of good reasons why ASSOCIATED has gained more new subscribers in the past few months than in any period in its history. Today, write for the new ASSOCIATED BOOKLET. Plenty of worthwhile information—no obligation.

## **Associated Program Service**

25 West 45th Street, New York 19, N. Y.

**MOST Hours of the Best RADIO Music... a plus for AM, a must for FM**

# 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 li-  
brary, cutting rooms, private projection  
theaters, and distribution of motion pic-  
tures for television stations.

## **Advertisers Recordings Limited**

633 Dominion Square Bldg., Montreal,  
Quebec, Canada. Phone Marquette 6368.  
President-General Manager, Walter P.  
Downs; Secretary, Mary Helen Gerl.  
SERVICES OFFERED: Transcription  
and private wire service to the follow-  
ing Montreal agencies: Cockfield Brown  
& Co., J. Walter Thompson Co., McKim  
Advertising, Ltd., J. J. Gibbons, Ltd.,  
MacLaren Advertising Co., Ltd., Ron-  
alds Advertising, Ltd., Canadian Adver-  
tising Agency, Ltd., McConnell East-  
man & Co., Ltd., Harry E. Foster Agenc-  
ies, Harold F. Stanfield, Ltd.

## **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. Mc-  
Cutcheon. SERVICES OFFERED: Pro-  
gram production, Millertape editing, wax  
and instantaneous recording, studio ren-  
tal.

## **Air Features, Inc.**

247 Park Ave., New York. Phons,  
Wickersham 2-2700.

## **Alton Alexander**

1270 Sixth Ave., New York, N. Y.  
Phone, COLUMbus 5-8132. SERVICES  
OFFERED: Production, scripts, direc-  
tion of both live talent and transcribed  
programs ad writers.

## **American Broadcasting Company**

University Building, Seattle 1, Wash.  
Executive Producer, John Milton; Pro-  
gram Head, Lorrie Lyn; Accounts Man-  
ager, Lionel Lennox; Chief Engineer, E.  
J. Reilly. SERVICES OFFERED: Acous-  
tical studios for rehearsal available to  
producers, recorders and producers of  
transcriptions; developers of radio pro-  
grams—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, Rob-  
ert A. Bories. SERVICES OFFERED:  
Origination, writing and production of  
programs specializing in food and kin-  
dred accounts. ("Food and Home For-  
um" participating program on WOR,  
New York). Also "For Women Only" par-  
ticipating program on WHN, New York  
City, featuring Ella Mason.

## **American-Jewish Broadcasting Co.**

86 Chambers St., New York, N. Y.  
Phones, WOrth 2-3322, REctor 2-5341.  
President, Herman Younglieb; Secre-  
tary, Ann Barbinel. SERVICES OF-  
FERED: Program production, script and  
transcription library.

## **American Royal Productions**

7928 Michigan Ave., Oakland 3, Calif.  
Phone, TRinidad 6115. M. Scott Weakley,  
Manager; M. W. Mugan, Producer. SER-  
VICES OFFERED: Commercial record-  
ing and transcription service, dramatized  
announcements, custom-built shows, hi-  
fidelity domestic and international short-  
wave aircheck service.

## **F. D. Anderson**

Suite 319-22 Paul Brown Bldg., St.  
Louis, Mo. Phone, Garfield 1035. Man-  
ager, F. D. Anderson. SERVICES OF-  
FERED: Program and spot announce-  
ment production on local participating  
programs.

# YOU'D BE PROUD, TOO

In the first TWELVE Hooperated  
programs for five years . . .

First of ALL radio's anti-crime  
programs for four years . . .

Winner of the Distinguished Merit Award  
of the National Conference of Christians and  
Jews, as the outstanding network series of 1945.

## "MR. DISTRICT ATTORNEY"

Produced and directed by  
Edward A. Byron

Written by Mr. Byron and  
Robert J. Shaw

Sponsored by Bristol-Myers on  
NBC

Agency: Doherty, Clifford &  
Shenfield

BYRON PRODUCTIONS, Inc.  
730 Fifth Ave., New York 19, N. Y.

Jerry Franken, *Promotion*

**Arts Recording Studios**

29 West 57th St., New York, N. Y.  
Phone, PLaza 8-0407. Owner-Chief Engineer, John R. Gieferskor; Associate Engineer, Earl E. Welch; Secretary, M. Wankel. SERVICES OFFERED: Production of transcribed programs, scripts, foreign language talent, phonograph master recordings, motion picture sound recording.

**ASCAP Radio Program Service**

American Society of Composers, Authors & Publishers, 30 Rockefeller Plaza, New York, N. Y. Phone, COlumbus 5-7464. Director, Richard F. Frohlich; Script Editor, Vidginia Shea. 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.

**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 Program Service, Inc.**

25 W. 45th St., New York, N. Y. Phone, BRyant 9-0845. Harry E. Houghton, President and Chairman of the Board; John R. Andrus, Vice-President and Treasurer. SERVICES OFFERED: Transcription Library (vertical).

**Associated Radio-Television Productions**

Empire State Bldg., New York 18, New York. Phone, LOngacre 3-7040. 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 Releases**

P. O. Box 1213, Hollywood, Calif. Phone, Hillside 0101. Producer, and General Manager, Arthur Solomon; Associate Producer, Al H. Sherman; Writer, George Herdan. 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 Radio and Television programs; casting; custom-built package shows.

**Basch Radio Productions**

17 East 45th St., New York, N. Y. Phone, MUrray Hill 2-8877. Sales Manager, Charles J. Basch, Jr. BRANCH OFFICES: 326 Buckley Bldg., 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; 6362 Hollywood Blvd., Hollywood 28, Cal. Phone, Granite 6113. Homer Griffith. 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, Henry H. Daagand. SERVICES OFFERED: Program production.

**Baudry-Harwood Radio Productions**

1318 Sherbrooke St., East, Montreal, Que., Canada. Phone Falkiak 2465. Partners, Mrs. Edouard Baudry, Lt., R. W. Harwood; Radio Director, Rolland Bedard; Script Writers, René O. Boivin, E. P. Morin. SERVICES OFFERED: Scripts, program production, translations, scripts, recordings.



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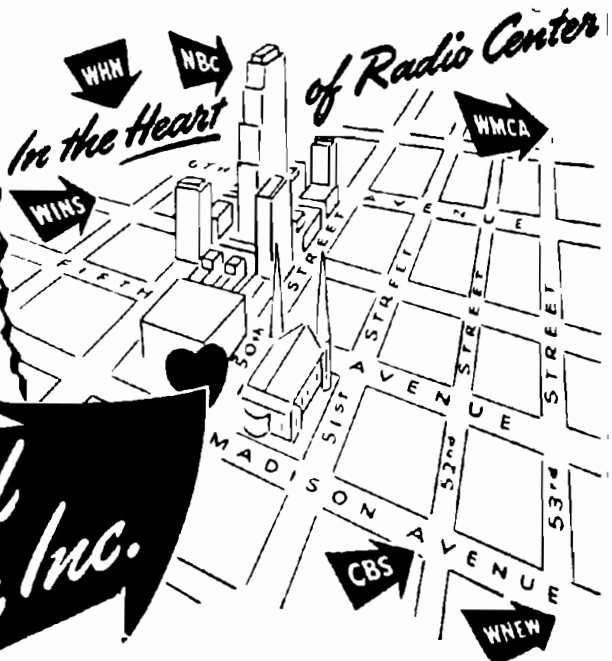
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**Russell C. Comer Radio Productions**

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**Dominion Broadcasting Co.**

4 Albert St., Toronto, Ont., Canada. Phone, Adelaide 3383. General Manager, Hal B. Williams; Transcription Division Manager, Don H. Copeland. Production Manager, Stan Francis; Script Department, Rex Weyman. SERVICES OFFERED: Scripts, live talent productions, transcriptions and recordings, air checks.

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**B. Ellis Associates Radio  
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11 East 44th St., New York 17, N. Y. Phone, MURray Hill 2-7862-3. Bruce Ellis, Director. SERVICES OFFERED: Custom-built programs, syndicated recorded programs, package shows, script service, commercial copywriting, program consultants, transcriptions.

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**Exclusive Radio Features Company, Ltd.**

14 McCaul St., Toronto, Ont., Canada. Phone, Adelaide 5112. President, George W. Halnan; Alfred J. Lewis, Manager. 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 (F & M Stageshows, Inc.)**

1501 Broadway, New York, N. Y. Phone, CHickering 4-3956. Radio Director, Charles E. Toffler. SERVICES OFFERED: Production, talent, Package Shows.

**Fenton Productions**

38 E. 57th Street, New York 22, N. Y. Phone, PLaza 3-1030. Mildred Fenton, Kay Elliot, Mark Goodson, Grace King. SERVICES OFFERED: Package Productions.

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**Paul M. Frailey Productions**

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1270 Sixth Ave., New York, N. Y. Phone, Circle 6-2144. President, L. A. Frederick; Vice-President, W. Carl Snyder; Vice-President, Tom Kettering; Secretary and Treasurer, B. W. Frederick; 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.

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394 Bay St., Toronto, Ont. Phone, Waverly 4635. G. J. Carter, Managing Director; R. Munro, Account Executive; A. R. Robertson, Account Executive; R. Howe, Account Executive; June Beavan, Continuity Editor. REPRESENTATIVE: Harry S. Goodman, 19 East 53rd St., New York, N. Y. SERVICES OFFERED: Program production, sales of air time, transcriptions.

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**Gale, Inc.**

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.

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1270 Sixth Ave., New York, N. Y. Phone, Circle 7-7550. Thomas G. Rockwell, President; Ben Bodee, Executive In Charge of Radio. 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, Bob Weems; 1533 Carew Towers, Cincinnati, Ohio. Phone, Main 1197. Executive-in-Charge, Art Frew. SERVICES OFFERED: Program production, package shows, artists' representative.

**General Broadcasting System**

Rockefeller Bldg., Cleveland, Ohio. Phone, Prospect 4900. President, Donald C. Jones; Production Manager, Robert Haviland. BRANCH OFFICE: 518 Buhl Bldg., Detroit, Mich. Phone, Cherry 0400. Manager, Donald C. Jones. SERVICES OFFERED: Custom-built transcriptions, production, script, recording talent, off-the-wire and off-the-air recordings.

**William Gernannt**

6330 West Olympic Blvd., Los Angeles 36, Calif. Phone, Wyoming 6021. SERVICES OFFERED: Package shows, production.

**John Gibbs & Co.**

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**Arthur M. Godfrey Productions**

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**Harry S. Goodman Radio Productions**

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**Gordon Broadcasting & Publishing Co.**

356 S. Broadway, Los Angeles, Calif. Phone, Ma. 8620. Producer, Edgar Gordon. SERVICES OFFERED: Program production, English, Spanish, Hungarian and German language.

**Gordoni Radio Productions**

1258 S. Michigan Ave., Chicago, Ill. Phone, Web-ster 2161, Wabash 5270. Lilla Gordoni, owner; Stan Gordoni, Manager; Al Halus, Dramatic Director; Beverly Ruby, Assistant Dramatic Director; Grace Ingram, Musical Director; Virginia Urban, Registrar-Secretary. BRANCH OFFICE: 201 W. 49th St., New York. Julia Heath, Booking Agent. SERVICES OFFERED: Talent, Script, Production, Transcription and Recording Services. Big City Parade Transcribed Show. Radio and Television School. Courses in Acting, Announcing, Singing. Approved for Veterans. Placement Service.

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**Melchor Guzman Co., Inc.**

45 Rockefeller Plaza, New York 20, N. Y. Phone, Circle 7-0624. Vice-President in charge, A. M. Martinez.

**Leland Hayward, Inc.  
(MCA Management, Ltd.)**

444 Madison Ave., New York, N. Y. Phone, ELdorado 5-4100. BRANCH OFFICE: MCA Artists, Ltd., 9370 Burton Way, Hollywood, Calif. Phone, Crestview 6-2001. 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.

**Arthur Henley**

88-04 63rd Drive, Forest Hills, N. Y. Phone, HAVemeyer 3-6729. SERVICES OFFERED: Creation and production of package shows, spot announcements, scripts.

**Hispano Spanish Broadcasting Co.**

105 E. 1st Street, Los Angeles 12, Calif. Phone, MI 4433. President-General Manager, Tony Sein; Vice-President-Secretary, H. Valenzuela; 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. William F. Holland, Owner-Buyer; D. E. Holland, Office Manager; B. J. Holland, Production Manager.

**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.

Lu Howard Radio Productions, 1674 Broadway, New York, N. Y. Phone, Circle 6-4268. President, Lucille Howard; Vice-President and Treasurer, David S. Bernard; Vice-President and Secretary, Sunny S. Banks; General Manager, Douglas M. H. Chandler. SERVICES OFFERED: Radio production transcriptions, script service, package and custom built shows, personal and representative of talent.

**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.

**Inter-California Broadcasting System**

253 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. over Radio Station XEGM.

**International Productions, Ltd.**

King Edward Hotel, Toronto, Ontario, Canada. Phone, Elgin 6376. Gordon Forsyth, In Charge of All Production; A. R. Tidy, Radio Executive; R. J. Sloane, Recording and Transcription Division; R. Flook Sound Engineer & Public Address Equipment; Gordon Howard,

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Script & Commercial Copy Writer; Edith Roynon, Script Production. **SERVICES OFFERED:** International Productions is formed for the production of radio programs, both live and transcribed. Other activities range from flash announcements to one hour symphony programs.

**International Radio & Television Features**

152 E. 53rd St., New York, N. Y. Phone, Plaza 5-5781. Managing Director, Jack H. Lloyd. **SERVICES OFFERED:** Production of live and transcribed programs, jingles and spot announcements for radio and television, program ideas and consultation, package shows, foreign language continuity.

**Harry R. Jacobs Productions**

8820 Sunset Blvd., Los Angeles 46, Calif. Phone, Crestview 5-2871. President, Harry R. Jacobs; Sales Manager, Bernice Lawrence.

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49 West 45th St., New York, N. Y. Phone, VANDERBILT 6-3860. **SERVICES OFFERED:** Program production.

**Kasper-Gordon Studios, Inc.**

140 Boylston St., Boston 16, Mass. Phone, Devonshire 7357. President and Production Manager, Edwin H. Kasper; Treasurer and Director of Commercial Dept., Aaron S. Bloom; Office Manager, Robert W. Graham; Recording Manager, Richard Hutchinson; Production and Talent, Vernon W. Rich; Production and Scripts, Wilfred S. Baetz. **BRANCH OFFICE:** 1121 Vermont Ave., N.W., Washington, D. C. Phone, District 1640, Harry Penn, Joe Tate, Eugene Rosen. **SERVICES OFFERED:** Custom built live talent and transcribed shows; syndicated transcribed programs; studio recordings; air checks; remote recordings; musical library; production; scripts.

**Kaye-Martin Productions, Inc.**

36 W. 44th St., New York, N. Y. Phone, MURRAY H. 2-8198. **BRANCH OFFICE:** Tribune Tower, Chicago, Ill.

**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:** Program and spot announcement production. Program consultants.

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14 East 52nd St., New York, N. Y. Phone, ELdorado 5-5511. President Treasurer, William J. McCambridge Vice-President & General Manager, Raymond R. Green. **REPRESENTATIVES:** Music Corporation of America Offices; 430 N. Michigan Ave., Chicago, Ill. Phone, Delaware 1100. Maurie Lipsey, MCA Square, Beverly Hills, Calif., Phone, Bradshaw 2-3211, Hal Hackett, Scrappy Lambert, Union Commerce Bldg., Cleveland, Ohio, Phone, Cherry 6010. DeArv G. Barton, Tower Petroleum Bldg., Dallas, Texas. Phone, 2-1448, Norman Stepp. **SERVICES OFFERED:** Production of live and transcribed program shows, scripts.

**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.

**Bob Kerr**

1270 Avenue of Americas, New York, N. Y. Phone Columbus 5-8051. Arthur Miller, Publicity. **SERVICES OFFERED:** Radio production and talent representation.

RADIO

TELEVISION

TRANSCRIPTIONS

# RAYMOND KNIGHT PRODUCTIONS

Inc.

PACKAGE PROGRAMS MADE UP TO TAKE OUT

44 West 44th Street

MURRAY HILL 2-8060

New York 18, N. Y.

---

# ARTISTS BUSINESS ADMINISTRATION BUREAU

*Created to protect the interests of the Artist*

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SCREEN

STAGE

An all-round sound business organization with  
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*Under personal supervision of*

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PLAZA 3-5916

New York 17, N. Y.

• • PROGRAM PRODUCERS • •

**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 Secretary, Howard O. Pierce; Advertising-Sales Promotion-Publicity Manager, William J. Hendricks. REPRESENTATIVE: Station WOOD, National Bank Bldg., Grand Rapids, Mich. Phone, 94211; Stanley W. Barnett, Manager.

**Raymond Knight Productions, Inc.**

44 W. 44th St., New York, N. Y. Phone, Murray Hill 2-8060.

**Landau Broadcasting Service**

270 Broadway, New York, N. Y. Phone, REctor 2-5341. Program Director, Herman Younglieb.

**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.

**Don Lee Productions**

5515 Melrose Ave., Los Angeles, Calif. Phone, Hollywood 8111. Recording Supervisor, Clifford C. McDonald. SERVICES OFFERED: Recording, program production

**The W. E. Long Co.**

155 N. Clark St., Chicago 1, Ill. Phone, Randolph 4606. L. R. Wolfe, President; E. J. Sperry, Director of Radio; C. T. Sweeney, Office Manager; Harold R. Gingrich, Chief of Copy; Paul Quam, Hollywood Producer.

**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.

1946 HIGHLIGHTS:

- MORNING TOAST SCRIPT
- WHO'S NEW
- LINES FOR LIVING
- FIVE MINUTE FEATURES

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*Script*

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Circle 7-5666

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**in all its phases**

EDWARD WOLF

General Manager

470 MADISON AVE

NEW YORK CITY

PLaza 5-7620



**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 programs; recording studios.

**The Ted Mack Co.**

4 E. 53rd St., New York 22, N. Y. Phone, PLaza 5-3285-6-7. Owner-Manager, Ted Mack; Associate, Arnold Rittenberg; General Sales Manager, Vernon B. Gray; Writers, Virginia McGlynn, E. Curtis; Producers, Ted Mack, Paul La Porte; Musical Director, John Gart. BRANCH OFFICE: 222 Huron St., Toledo, Ohio. Phone, Main 1863. Paul Spor, Ohio Rep. SERVICES OFFERED: Complete production of Transcriptions and package shows, research and commercial copy service.

**Haven MacQuarrie Ideas**

3017 Vista Crest Drive, Hollywood 28, Calif. Phone, GR 1423. General Manager, Haven MacQuarrie. SERVICES OFFERED: Radio shows created, produced, and written.

**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.

**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.

**Fred C. Mertens and Associates**

323 South Soboba St., Helmet, Calif. Phone, Helmet 4769. Fred C. Mertens, President; George L. Price, Program and Scripts Departments; Stuart S. Shackleton, Sales; T. H. Smith, Secretary. BRANCH OFFICE: 946 S. Normandie Ave., Los Angeles, Calif. Phone, Federal 7372, George L. Price. SERVICES OFFERED: Program productions, transcriptions, commercial copy service.

*A complete organization  
geared to serve agencies in  
the production and presentation  
of outstanding radio programs.*



**ROGER WHITE PRODUCTIONS, INC.**

*"Earmarked for Popular Listening"*

**The Beverly, 125 East 50th Street  
New York 22, PLaza 5-3560-3561**

**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.**

67 W. 44th St., New York, N. Y. Phone, MUrray Hill 2-5421. **President-Secretary**, Aaron Michelson; **Vice-President**, Charles Michelson; **Assistant Treasurer**, Martin Diamond. **SERVICES OFFERED**: Exporters of transcription programs and sound effect records.

**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.

**Allan Miller Agency**

Suite 308 Bell Bldg., Toledo, Ohio. Phone, Garfield 8603-4. **Allan H. Miller**, **President-General Manager**. **SERVICES OFFERED**: Package shows, live talent and transcriptions.

**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.

**GENERAL AMUSEMENT CORPORATION**

THOMAS G. ROCKWELL, *Pres.*



*Producers, Creators and Managers  
of  
Outstanding Radio Ideas, Talent and  
Orchestras For Over Thirteen Years*

**NEW YORK . CHICAGO . CINCINNATI . HOLLYWOOD**

PROGRAM PRODUCERS

**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.

**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.

202 N. Canon Drive, Beverly Hills, Calif. Phone, Crestview 1-6161. Executive-in-Charge, George Gruskin. SERVICES OFFERED: Production of package shows.

**Carlton E. Morse  
Productions**

1500 Vine St., Hollywood 28, Calif. Carlton E. Morse, Owner.

**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.



**HAVEN MacQUARRIE**

Originator of

“NOAH WEBSTER SAYS”  
“THE MARRIAGE CLUB”  
“DO YOU WANT TO BE AN ACTOR”

*Radio Favorites coast-to-coast*

PROGRAM PRODUCERS

**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-Director, Harold Hackett; Vice-President, Herb Rosenthal. OTHER OFFICES: 430 N. Michigan Ave., Chicago, Ill. Phone, Delaware 1100. Vice-President, Maurie Linsey; MCA Square, Beverly Hills, Calif. Phone, Bradshaw 23211. President, J. C. Stein; Vice-President, Taft Schreiber, 610 Book Bldg., Detroit, Mich. Phone, Randolph 2604; Union Commercial Bldg., Cleveland, Ohio. Phone, Cherry 6010. Manager, DeArv G. Barton; Tower Petroleum Bldg., Dallas, Texas. Phone 2-1448. Manager, Norman Steppe. SERVICES OFFERED: Production, package shows, talent.

**Music Maker Productions**

154 E. Erie St., Chicago, Ill. Phone, Delaware 5686. Owner, Wendell Hall. SERVICES OFFERED: Complete service on musical spot programs. Wendell

Hall, 5 minute and 15 minute, one-man show transcriptions.

**Muzak Corporation**

151 W. 46th St., New York, N. Y. Phone, BRyant 9-1246. Harry E. Houghton, President and Chairman of the Board; K. R. Smith, Vice-President; John R. Andrus, Vice-President and Treasurer. SERVICES OFFERED: Vertical and lateral recordings, studio and off-the-line recordings, recording service for advertisers and agencies, custom-built recordings, pressing and processing.

**E. K. Nadel**

1600 Broadway, New York, N. Y. Phone, Circle 6-8861. General Manager, Tom Kirby; Art Department Manager, Frank Smith; Treasurer, Marian Mack. BRANCH OFFICE: Hollywood-Drake Hotel, Hollywood, Calif. Phone, Hollywood 2241. E. K. Nadel, Executive Manager. SERVICES OFFERED: Ideas, writer, talent, radio and television shows from A to Z.

**FENTON PRODUCTIONS**

38 E. 57th St., New York City

PL. 3-1030

Management  
CENTURY ARTISTS

**NBC Radio-Recording Division**

30 Rockefeller Plaza, Radio City, New York 20, N. Y. Phone, Circle 7-8300. Vice-President, C. Lloyd Egner; Manager, Robert W. Friedheim; Business Manager, W. P. Hays; Advertising and Promotion, William R. Seth; Recording Sales, Charles G. Hicks, Jr.; Sales Manager, Willis B. Parsons; Program Manager, H. H. Woods; Thesaurus Program Manager, Norman L. Cloutier; Office Manager, George E. Stevens. 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, Ward Hubbard; Taylor and 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 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, 9059 Sunset Blvd., Los Angeles, Calif. Crestview 1-7121. Manager Helen Ainsworth, 79 Post St., San Francisco, Calif. Phone, Exbrook 8033. Executive-in-Charge, Alexander Haas. SERVICES OFFERED: Program production, talent management.

**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.

**1. 2. 3.**  
**ed cashman**

**HOLLYWOOD**

**National Radio Features**

100 State St., Albany 7, N. Y. Phone, 4-8226, 2-7854. Allen I. Stock, General Manager; Virginia D. Mann, Office Manager; R. Wilbur Smith, District Manager. SERVICES OFFERED: Special promotions and individualized campaigns for Radio Stations, "with specially produced, constructed and recorded radio productions carrying magnetic ideas, that bring both new listening audience, plenty of mail and additional prestige for the radio station. Sold to industrial, professional and business firms who ordinarily never use the radio or buy time from their immediate station." Now, "Veterans of Victory" produced in behalf of the veterans.

**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., Phone, State 5096; Alonzo Hawley, 1635 East 25th St., Cleveland, Ohio. Homer Griffith, 6362 Hollywood Blvd., Hollywood, Calif. Phone, Granite 6113. SERVICES OFFERED: Transcriptions, program production, script service, talent bookings for Latin American and export fields. Radio station representatives.

**Jack Parker & Associates**

Box 2222, Hollywood Calif. Phone, Granite 7584; Hillside 9931; Citrus,

*Allan H. Miller*

Radio  
Sales  
and  
Production

Producing  
The Optimist Program  
Cathedral Hour  
Home Service Hour  
Youth Clinic

Allan Miller Agency  
Suite 308 Bell Bldg.  
Toledo 2, Ohio

• • • **PROGRAM PRODUCERS** • • •

2-1607; Citrus 1-8536. Jack Parker, President; Don Maters, Vice President; Hortense Reed, Station Relations Manager; Ross Van Neibroc, Script Editor; Harold L. Graham, Music Editor; Art Elgin, Recording Manager; Betty Underwood, Program Manager; Producers: Jack Parker, Garland Brunton, Ross Van Neibroc; Script Writers: Ross Van Neibroc, Jack Parker, Garland Brunton, Hortense Reed, Betty Underwood. BRANCH OFFICES: 102 N. Brand Blvd., Glendale, Calif. Phone, Citrus 2-1607, H. L. Graham, Manager, 1723 N. Highland Ave., Hollywood 28, Calif., Phone, Hillside 9931, Garland Brunton, Manager, Box 651, Beverly Hills, Calif.; Betty Underwood, Manager. SERVICES OFFERED: Custom-built programs, program production, recording, scripts, direction, radio relations (special publicity for radio stations, advertisers, talent). Syndicated transcriptions, television films made especially for television release. Television promotion designed for advertisers using television and for television stations. (Owners of Television Films of America) (TFA).

**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." Specialist in custom built programs for trade groups.

•  
**Peterson Radio Productions**

1457 Broadway, New York 18, N. Y. Phone, Wisconsin 7-0069. Producer-Director, Donald Peterson; Script Writers, Stanley Whitman, Leonard Allen, Jean Eickes; 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; Matt Korpany, Program Director; Walter Orezelski, Translator and Editor. SERVICES OFFERED: Program production (Polish).

**TEN HALF HOURS PER WEEK**

**COAST-TO-COAST\***

(We have one program left  
if you want to take a chance.)

**JOHN GUEDEL RADIO PRODUCTIONS**

**TAFT BLDG. — HOLLYWOOD**

\* Actually Five of them are for the same sponsor, but This Sounds more impressive, don't you think?

**Daily  
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+ Plus +  
Merchandising  
AMERICAN INSTITUTE  
OF  
FOOD PRODUCTS**

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1.

on 19 stations of  
**YANKEE NETWORK**

through New England  
rated 3.2 Hooper  
Food and Home Forum  
featuring

**Dr. Walter H. Eddy**

2.

**WOR  
"Ask Dr. Eddy"**

sensational new quiz  
rated 2.7  
2,000 letters a week  
Monday thru Friday  
4:30-5 P.M.

3.

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**"Ask Adrienne" —**

The Hollywood star  
Adrienne Ames answers  
huge mail daily with  
Vernon Radcliffe

4.

**WHN  
"Ask Ella Mason"**

Noted home economist  
answers questions on  
home and kitchen  
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Inquire about these  
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programs and transcriptions  
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WITH

MILTON CROSS

THE

## "PIANO PLAYBOYS"

"CY" WALTER

"BILL" CLIFTON

LESTER CROSLEY

AND

EARL WILD

WRITTEN

PRODUCED

DIRECTED

BY

MAGGY FISHER



ABC-COAST-TO-COAST

1943 — 1944 — 1945 — 1946



**Premier Radio Enterprises,  
Inc.**

3033 Locust St., St. Louis 3, Mo. Phone, Newstead 3555. Theodore P. Desloge, President-Treasurer; John G. Cella, Vice-President; Wilson Dalzell, Secretary-Assistant Treasurer. SERVICES OFFERED: Producing and recording of custom-built transcriptions and phonograph records.

**Press Association, Inc.  
(A. P. Radio Productions)**

50 Rockefeller Plaza, New York, N. Y. Phone, Circle 7-7363. William J. MacCambridge, General Manager; Oliver Gramling, Assistant General Manager; Paul Girard, Executive Producer; Alexander Leftwich, Jr., Director. BRANCH OFFICES: Located in 100 principal cities. SERVICES OFFERED: Net work, local and transcribed radio programs.

**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 Radio  
Production, Inc.**

250 W. 57th St., New York, N. Y. Phone, Circle 6-4091. President, Bernard J. Prockter. SERVICES OFFERED: Creation, production and advice on network programs. Package network programs.

**Progressive Radio  
Advertising Co.**

260 E. 161st St., New York, N. Y. Phone, MELrose 5-5522. Lido Belli, Owner - Producer - Director. SERVICES OFFERED: Italian language programs, production and talent.

*Lu Howard Radio Productions*

A new package agency designed to bring you programs of artistic excellence and high commercial value.

*General Manager:*

**DOUGLAS M. H. CHANDLER**

1674 BROADWAY

NEW YORK

**Radio Centre Limited**

64 Wellington St., West Toronto, Ont., Canada. Phone, Waverly 2036. General Manager, D. Spencer Grow; Vice-President, Stewart L. Grow; Transcription Supervisor, Frances Morrison. BRANCH OFFICE: 8011 112th Ave., Edmonton, Alberta. Morgan H. Pitcher, Western Manager. SERVICES OFFERED: Syndicated transcriptions.

**Radio Events, Inc.**

535 Fifth Ave., New York 17, N. Y. Phone, MURray Hill 6-3487. Managing Director, Martin Lawrence. SERVICES OFFERED: Production, scripts, casting.

**Radio Features of America**

37 West 46th St., New York 19, N. Y. Phone, BRyant 9-9622. Executive Director, Alma Sandra Munsell; Director of Programs and Production, Oliver W. Nicoll. SERVICES OFFERED: Program production and consultation, package live shows, syndicated transcriptions, scripts, talent.

**Radio Production Service**

501 Madison Ave., New York, N. Y. Phone, PLaza 3-8940. Irene Beasley, General Manager; Helen Porretto, Assistant General Manager. SERVICES OFFERED: Complete radio package shows, live or transcribed.

**Radio Program Management**

4 E. 53rd St., New York 22, N. Y. Phone, PLaza 5-3285. Directors, Ted Mack, Arnold Rittenberg. SERVICES OFFERED: Package shows: variety, dramatic, musical and audience participation. Spot Announcements. Complete production: research, scripts, music, commercial copy.

**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 Bailleurs; Secretary-Treasurer, Roger Gauvin. BRANCH OFFICE: Hotel Statler, Buffalo, N. Y. Producer, Gilbert Wall. SERVICES OFFERED: Program production, recording.

**RADIO PRODUCTION**

**Richard Stark & Co.**

30 Rockefeller Plaza  
New York 20, New York

Circle 6-7337

**CARLO  
DE  
ANGELO**

**Religious News Service**

381 Fourth Ave., New York, N. Y.  
Phone, MUrray Hill 4-1463. Managing  
Editor, Louis Minsky. **SERVICES OF-  
FERED:** Production of weekly religious  
news scripts.

**Richman-Sandford  
Productions**

10 East 43rd St., New York 17, N. Y.  
Phone, MUrray Hill 2-5854. Owners, Bill  
Richman and Howard Richman; Personnel  
Director, Rita Katzer; Research Director,  
Howard T. Longfellow; Supervising Di-  
rector, Howard Richman; Supervising  
Writer, Bill Richman; Music Director,  
Hal Levey. **SERVICES OFFERED:** Radio  
and television program production, tran-  
scriptions, script service, "package" and  
custom-built shows, writers' representa-  
tives, international script and program  
service.

**Robinson Recording  
Laboratories**

35 S. Ninth St., Philadelphia, Pa.  
Phone, Walnut 6800. Owner, W. P.  
Robinson; Factory, 2022 Sansom St.,  
Philadelphia, Pa. Phone, Locust 4731.  
John Hildale, Engineer. **SERVICES  
OFFERED:** Electrical transcriptions,  
standard phonograph records, drama-  
tized spot announcements, casting,  
scripts, production. Manufacture "Pre-  
cision Turntable" and recording ma-  
chines.

**Rockhill Radio**

18 East 50th St., New York, N. Y.  
Phone, ELdorado 5-1860. Stanley J.  
Wolf, President; Emanuel H. Wolf,  
Vice-President. **BRANCH OFFICE:** 188  
West Randolph St., Chicago, Ill. **SER-  
VICES OFFERED:** Live and transcribed  
program production.

**UNIVERSAL  
RADIO  
PRODUCTIONS**

(Les Mitchel)



**"THEATER OF  
FAMOUS RADIO PLAYERS"**

**CUSTOM BUILT  
SHOWS**

UNIVERSAL RADIO PRODUCTIONS  
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HOLLYWOOD 36, CALIF.  
TELEPHONE CRESTVIEW 1-5275

**CHICK VINCENT COMPANY**

Radio Productions

**"CHARLIE CHAN"**

WJZ 7:30-8:00 P.M.—Thursday

ASSOCIATES

N. Ortof, Casting Director

A. Bester, Writer

A. Helfer, Announcer

509 Madison Avenue, New York City  
EL. 5-0734

**Rocky Mountain Radio Council**

21 East 18th Ave., Denver, Colo. Phone, Keystone 5306. Jack Weir Lewis, Production Director; Thomas H. Harvey, Engineer; Bob Fitzmorris, Engineer; Nancy Reid, Secretary. SERVICES OFFERED: Production of Public Service programs in Colorado and Wyoming. This organization works with its member agencies, consisting of educational and civic organizations, colleges, public schools systems, etc.

**Runyon-Guggenheim Enterprises**

6331 Hollywood Blvd., Hollywood 28, Calif. Phone, Hempstead 4133. Partners, Jack W. Runyon. Robert Guggenheim, Jr. SERVICES OFFERED: Radio and Television production (English, Spanish, Portuguese). Proved and tested radio productions for Latin America. Radio package sales agency. New idea development.

**Saltimieras Radio Advertisers**

6912 South Western Ave., Chicago 36, Ill. Phone, Prospect 4050. Program Producer, Paul B. Saltimieras; Musical Directress, Pearl Johanson; Music Librarian, Matilda Kuoga; Business Manager, Julia Saliner. SERVICES OFFERED: Program production (fully-talented programs) in English and in foreign languages.

**James L. Saphier Agency**

9538 Brighton Way, Beverly Hills, Calif. Phone, Crestview 1-7231. James L. Saphier, Owner; Associates: Tom Fizdale, James Doane. SERVICES OFFERED: Sales and production of package shows and talent.

**Joseph C. Schramm Studios**

4000 Canal St., New Orleans, La. Phone, Galvez 5914. Director, Joseph C. Schramm; Supervisor, Josephine Martinez. SERVICES OFFERED: Program production, recording, off air checks.

**PHIL COHAN**

Producer

"Durante-Moore Show"

CBS

for

Rexall Drug Stores



**TED COTT**

M. C. "So You Think You Know Music?"  
Friday 8:30-9:00 P.M., Mutual, coast-to-coast.  
Program Director: WNEW, N. Y.  
Publicity: FRED STENGEL

**Bernard L. Schubert, Inc.**

509 Madison Ave., New York, N. Y.  
Phone, PLaza 3-4670. President, Bernard Schubert; Saul Reiss, May Bolhower, Daniel S. Kampel. 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.

**Sesac, Inc.**

475 Fifth Ave., New York 17, N. Y.  
Phone, MUrray Hill 5-5365. Paul Heinecke, President; R. C. Heinecke, Secretary-Treasurer. Canadian Representative, Gordon V. Thompson, Ltd., 193-197

Yonge St., Heintzman Hall, Toronto, Ontario. Foreign Representative Charles Michelson, 67 W. 44th St., New York 18, N. Y. SERVICES OFFERED: Transcribed library, package shows.

**Edward Sloman Productions**

1654 Cherokee Ave., Hollywood 28, Calif. Phone, Granite 6412. Producer-Director, Edward Sloman; Charles Whittaker, Writer; Mrs. Edward Bryant, Advertising Copy Writer. SERVICES OFFERED: Transcribed radio productions in half-hour, fifteen minutes and five minute programs. Also produce transcribed programs to order.

**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.

FINDERS  
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FUTURE UNLIMITED!



PRODUCER'S REPRESENTATIVES  
PACKAGED SHOWS — DRAMATIZED SPOTS — SCRIPT SERVICE



SYNCHRONIZED RADIO PRODUCTIONS

177 MADISON STREET, NEW YORK 17, N. Y. (MADISON SQUARE)  
ESTABLISHED SINCE 1934. ADOLPH B. CO. (LONDON) - TELEPHONE: WAPN 1121

**Sound Studios, Incorporated**

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 Cienega 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.

**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.

**Henry Souvaine, Inc.**

30 Rockefeller Plaza, New York 20, N. Y. Circle 7-5666. Henry Souvaine, Russell E. Dill, Ralph Starr Butle, Jr., 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.

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Hollywood Center Bldg., 1655 N. Chero-  
kec Ave., Hollywood 28, Calif. Phone,  
Hollywood 3636. Richard E. Gresham,  
Manager. BRANCH OFFICE: 812 Rob-  
bins St., Vancouver, B. C., Canada. Phone,  
Marine 1271. John N. Hunt, Manager.  
SERVICES OFFERED: Producers sales  
representatives. Package shows, dra-  
matized spots, script service. Sales staff  
covering western half of U. S. and all of  
Canada.

**Telecast Productions, Inc.**

101-5th Avenue, New York 3, N. Y.  
Phone, ALgonquin 4-4300. President,  
Myron Zobel; Secretary, E. A. Free-  
man; Treasurer, William S. Greene, Jr.  
SERVICES OFFERED: Package shows  
for radio and television.

**Time, Inc.**

9 Rockefeller Plaza, New York, N. Y.  
Phone, CIRCLE 5-4400. Director of Radio  
Programs Department, Frank C. Morris.  
SERVICES OFFERED: Transcribed pro-  
grams, Time Views the News-a-Monday  
through Friday newscast.

**Transamerican Broadcast-  
ing & Television Corp.**

1 East 54th St., New York, N. Y.  
Phone, PLaza 5-9800. President, John  
L. Clark. SERVICES OFFERED: Live  
and transcribed programs.

**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, script writing.

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- ★★★ SPORTS STAR SPECIAL
- ★★★ SPECIAL ASSIGNMENT

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**Transvideo Film Productions, Inc.**

112 Park Ave., New York 17, N. Y. Phone, MUrray Hill 4-6628-9. Herbert Sandler, President; Ethel Sandler, Vice-President-Secretary; Beatrice P. Cunningham, Treasurer-Production Manager. SERVICES OFFERED: Television film production exclusively. Complete production facilities for agencies and sponsors for television trailers, hitch-hikes and spot announcements as well as complete television programs on films. Television transcriptions produced in accord with the critical technical requirements of Television Film scanning. 24 Hour news film coverage for television stations. Television audition transcriptions.

**United Press Radio Shows**

220 East 42nd St., New York, N. Y. Phone, MUrray Hill 2-0400. Manager, C. Edmonds Allen. SERVICES OFFERED: Production for radio of news service, news scripts, news research.

**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.

**Universal Radio Productions**

8853 Beverly Blvd., Hollywood 28, Calif. Phone, Crestview 1-5275. Sales Manager, Edmund Johnson; Production Manager and Director, Les Mitchel; Office Manager, Jack Brandt. BRANCH OFFICE, 430 N. Michigan Ave., Chicago, Ill. Phone Superior 3933. SERVICES OFFERED: Complete and open-end transcription service.

**Thomas J. Valentino, Inc.**

1800 Broadway, New York, N. Y. Phone, CIrcle 6-4675. Production Manager, Thomas J. Valentino; Secretary, Elsie G. Valentine; Director, D. J. Valentine. SERVICES OFFERED: Custom transcriptions, recordings on wax or film, sound effects library.

**Videor Productions (Div. of Videor Enterprises)**

1629 Chestnut St., Philadelphia, Pa. Phone, Rittenhouse 6378. Franklin O. Pease, General Manager; Al J. Monck, Director of Production. SERVICES OFFERED: Program production, script service, Radio and Television program brokers.

**Chick Vincent & Company**

509 Madison Avenue, New York, N. Y. Phone, ELdorado 5-0734. Producer and Director, Chick Vincent; Casting Director, Natalie Ortof; Controller, Seymour Schneidman. SERVICES OFFERED: Package producers.

**Owen Vinson & Co.**

5042 Los Feliz Blvd., Hollywood 27, Calif. Phone, Normandy 1-8897. Owen Vinson, Producer-Director. Pauline Hopkins, Writer. SERVICES OFFERED: Free-lance writing and directing. Package shows or shows built to order.

**J. Franklyn Viola & Co.**

152 West 42nd St., New York, N. Y. Phone, CHickering 4-3254. Manager, J. Franklyn Viola. SERVICES OFFERED: Scripts, production, specializing in foreign-language programs, transcriptions.

**WADC Cleveland Studios**

241 Euclid Ave., Cleveland, Ohio. Phones DI. 7571, DI 0056. Partners, James J. Rattay and Paul Faut. SERVICES OFFERED: Production and transmission of foreign-language religious and English programs.

**Tom Wallace Radio Productions**

366 Madison Ave., New York, N. Y. Phone, MUrray Hill 2-2636. Owner, Tom Wallace. SERVICES OFFERED: Package radio shows.

**Ed. J. Weber**

156 West 44th St., New York 18, N. Y. Phone, BRyant 9-6624. General Manager of "Can You Top This?"



**Carl Wester & Company**

360 N. Michigan Ave., Chicago, Ill. Phone, Randolph 6922. President, Carl Wester. SERVICES OFFERED: Program production.

**Roger White Productions, Inc.**

Hotel Beverly, 125 E. 50th St., New York, N. Y. Phone, PLaza 5-3560. Radio Producer, Roger White; Program Director, Marilyn Brant; Talent and Casting Director, Kermit Schafer. SERVICES OFFERED: Complete organization geared to serve agencies in production and presentation of outstanding radio programs.

**Lou Winston: Radio Producers of Hollywood**

908 No. Western Ave., Hollywood 27, Calif. Phone, Hlollywood 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: 6425 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; Manager, Program-production, Herb Gordon; Sales Promotion Manager, Steve Girard; Chief Engineer, Charles Lauda, Jr.; Radio Director, John N. Gunn. 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.

**Carter Wright Radio Television Studios**

1655 N. Cherokee Ave., Hollywood 28, Calif. Phone, Hollywood 3636. Carter Wright, Owner; Patricia Powers, Secretary. SERVICES OFFERED: Transcriptions—all types, production, advertising copy, script service, furnishing writers, directors, producers and talent, both vocal and dramatic-school.

**Frederic W. Ziv Company**

2436 Realing Road, Cincinnati, Ohio. Phone, University 6124. F. W. Ziv, Partner; M. R. Ziv, Partner. BRANCH OFFICES: 501 Madison Ave., New York, N. Y. Phone, PLaza 3-9612. John L. Sinn, Partner; 1001 Taft Bldg., Hollywood, Calif. Phone, Hempstead 3248. N. L. Rogers, Manager, 203 N. Wabash Ave., Chicago 1, Ill.; Alvin Unger, Manager. SERVICES OFFERED: Live talent and transcribed programs.

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323 Walton Building, Atlanta, Ga. Phone, WALnut 6714. Owner and Manager, P. C. Bangs. **SERVICES OFFERED:** Recording of transcriptions of all types from studio, station or network; off-the-air recordings for checking programs; audition recordings; sound engineering and public address equipment.

## **Advertisers Recordings Ltd.**

633 Dominion Square Bldg., Montreal, Quebec, Canada. Phone, Marquette 6368. President-General Manager, Walter P. Downs; Secretary, Mary Helen Gerl. **SERVICES OFFERED:** Transcription and private wire service to the following Montreal agencies: Cockfield Brown & Co., J. Walter Thompson Co., McKim Advertising Ltd., J. J. Gibbons Ltd., MacLaren Advertising Co. Ltd., Ronalds Advertising Ltd., Canadian Advertising Agency Ltd., McConnell Eastman & Co. Ltd., Harry E. Foster Agencies, Harold F. Stanfield Ltd.

## **Advertisers Recording Service, Inc.**

113 West 57th St., New York, N. Y. Phone, CIRCLE 6-0141. (For detailed information see listing under Program Producers).

## **All-Canada Radio Facilities Limited**

305 Victory Bldg., Toronto, Ont., Canada. Phone, Elgin 2464. Manager, G. F. Herbert; S. W. Caldwell, F. W. Cannon. **BRANCH OFFICES:** 1012 Southam Bldg., Calgary, Alberta, Canada. Phone, M-7591. President, H. R. Carson; 1001 Electric Railway Chambers, Winnipeg, Manitoba, Canada. Phone 96-861. Manager, P. H. Gayner; 923 Dominion Square Bldg., Montreal, Que., Canada. Phone, Lancaster 6400. Manager, Burt Hall; 198 W. Hastings St., Vancouver, B. C., Canada. Phone, Marine 9542. J. E. Baldwin. **SERVICES OFFERED:** Transcriptions, representative for transcription companies and stations.

## **Allied Record Mfg. Co.**

1041 N. Las Palmas Ave., Hollywood, Calif. Phone Hollywood 5107. D. K. Broadhead, manager. **SERVICES OFFERED:** Processing and pressing of electrical transcriptions and phonograph records.

## **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.

## **Arts Recording Studios & Recording Co.**

29 West 57th St., New York, N. Y. Phone, PLaza 8-0407. (For detailed information see listing under Program Producers).

## **Asch Recording Studios**

117 West 46th St., New York 19, N. Y. Phone, BRyant 9-3137. President, Moe Asch; Office Manager, M. Distler. **SERVICES OFFERED:** Off-the-air and off-the-line transcriptions, commercial records, transcriptions, recordings and production.

## **Associated Program Service, Inc.**

25 W. 45th St., New York, N. Y. Phone, Bryant 9-0845. Harry E. Houghton, President and Chairman of the Board; John R. Andrus, Vice-President and Treasurer. **SERVICES OFFERED:** Transcription Library (vertical).

## **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.

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NBC THESAURUS, NBC SYNDICATED PROGRAMS . . . NBC CUSTOM-BUILT RECORDING—three distinct services to the radio industry, advertising agencies and advertisers . . . and in all three of these NBC Radio-Recording fields it's easy to recognize the same incomparable talent, casting, directing, engineering and

ultra-modern facilities identified with NBC Network shows . . . the same unfailing popularity.

Just a few of the shows produced and recorded by NBC in each of these classifications is shown on these pages . . . all combine superb entertainment and mass appeal for the mass medium—radio. For example:

## NBC *Thesaurus*—AMERICA'S NO. 1 MUSICAL PROGRAM SERVICE



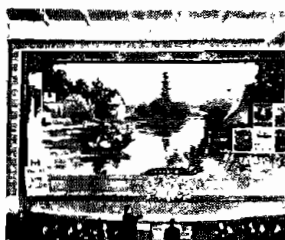
**THE MUSIC OF MANHATTAN** . . . every feature of top network variety shows from 30-piece dance orchestra to jazz combos.



**ALLEN ROTH AND THE SYMPHONY OF MELODY** . . . brilliant orchestral arrangements . . . superb vocals.



**THE JUMPIN' JACKS WITH PATTI DUGAN** . . . one of the greatest assemblages of jazz musicians on the air today.



**MUSIC HALL VARIETIES** . . . early and delightful vaudeville arrangements directed by "Professor" Patrick Ciricillo.



**THE SALON CONCERT PLAYERS** . . . Max Hollander and 25 network musicians present concert favorites.



**NORMAN CLOUTIER AND HIS MEMORABLE MUSIC** with 25 outstanding strings of NBC Symphony Orchestra.

**NBC THESAURUS** provides, at low cost, expensive vocalists, "name" musicians and arrangements equaling big commercial nighttime shows plus this unmatched service: Exclusive artists and arrangements . . . enough selections by every artist for long-range programming . . .

full-range NBC Orthoacoustic recording . . . non-breakable vinylite records for noiseless reception . . . complete cataloging system for records and selections. This is **NBC THESAURUS** . . . perfect for the exacting standards of FM and for greater latitude in AM broadcasting.

## NBC Syndicated Programs



**THE PLAYHOUSE OF FAVORITES...** dramatizations of the stories of Dickens, Tolstoy and others.



**THE HAUNTING HOUR...** "Mystery at its Best" ... original stories and best radio talent.



**ART VAN DAMME QUINTET WITH LOUISE CARLYLE** ... the biggest, little musical on record.



**FIVE MINUTE MYSTERIES** ... midget package with a giant punch ... clever production pattern.



**TOBE'S TOPICS...** Tope, fashion authority, discusses subjects of feminine interest.



**MERCER McLEOD, THE MAN WITH THE STORY** ... dramatizes strange and unusual tales.

**NBC SYNDICATED PROGRAMS** build local prestige for *national* advertisers who want to spot certain markets ... *regional* advertisers whose distribution prohibits the use of networks ... *local* advertisers who want "name" shows at nominal cost.



**IN THE PROGRAM CENTER OF RADIO,** advertisers who want their own custom-built programs ... from spot announcements to half-hour productions ... specify the facilities of the Recording Sales Department. An experienced staff does the entire job ... from idea to finished pressing. Recording Sales also furnishes such services as studio rental, recording and manufacturing of agency-produced shows, instantaneous recording or off-the-line recording for advertisers-agencies and talent.

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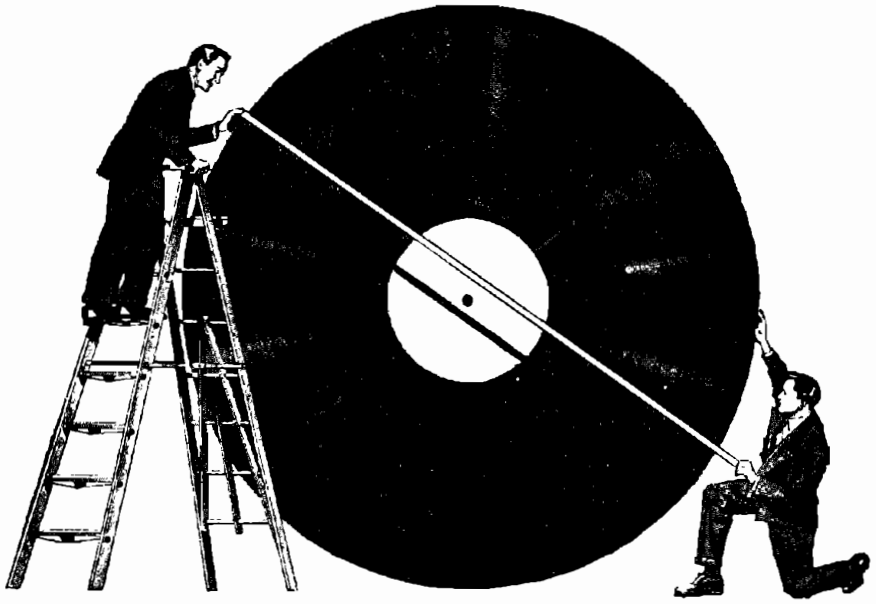
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***For vinylite pressings***

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- 2. Finest quality obtainable***

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1619 Broadway, New York 19, N. Y. Phone, Circle 7-7690. Manager, Ezekiel Rabinowitz. SERVICES OFFERED: Recordings and electrical transcriptions at the studio and on-the-spot; library of voices.

**G. C. Bird & Associates**

1745 N. Gramerey Place, Hollywood 28, Calif. Phone, Hollywood 3981 and HEMPstead 1753. (For detailed information see listing under Program Producers.)

**Bost Records Co.**

29 West 57th St., New York 19, N. Y. Phone, PLaza 3-8676. (For detailed information see listing under Program Producers.)

**Carr & Stark, Inc.**

366 Madison Ave., New York, N. Y. Phone, Murray Hill 2-2636. Charles Stark, President; Thomas S. Carr, Vice-President. SERVICES OFFERED: Transcribed programs, individually tailored spot announcements for broadcast purposes; new series of open end syndicated shows for local sponsorship.

**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; Vice-President and General Manager, Mefford R. Runyon; General Manager, Transcription Department, Robert J. Clarkson; Advertising Manager, James Flora. BRANCH OFFICES: 6624 Romaine St., Hollywood, Calif. Phone, Granite 4134. Manager, Andrew J. Schraule; 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 Man-

ager, R. C. Shive; Production Manager, Harvey Lamb. SERVICES OFFERED: Recording, processing, manufacture of recording equipment.

**Continental Engineering Co.**

3860 N. Port Washington Ave., Milwaukee 12, Wis. 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.

**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 Program Producers.)

**Decca Records, Inc.**

50 West 57th St., New York, N. Y. Phone, Columbus 5-2300. President, Jack Kapp; 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, Miami. 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; General Manager, Gordon Sherman; Chief Engineer, Fred F. Schoplin. SERVICES OFFERED: Production of programs and commercial announcements, studio recordings, portable recordings, off-the-line and off-the-air recordings, audition records, phonograph records, open end and package transcriptions.

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*That means so much!*

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STATIONS USE THE  
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*... than any other!*



✓ **FOR FM OR AM**  
*it's Showmanship*  
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HOLLYWOOD • CHICAGO • NEW YORK • DALLAS



**Don Lee Productions**

5515 Melrose Ave., Los Angeles, Calif. Phone, Hollywood 8111. (For detailed information see listing under Radio, Television, FM Producers.)

**Eccles Disc Recordings, Inc.**

6233 Hollywood Blvd., Hollywood, Calif. Phone, Hillside 8351. (For detailed information see listing under Program Producers.)

**Electro-Vox Recording Studios**

5546 Melrose Ave., Hollywood, Calif. Phone, Gladstone 2189. Owner and Manager, Bert B. Gottschalk. SERVICES OFFERED: Complete studio facilities for: Electrical transcriptions, spot announcements, "Air-Chek" service, phonograph recordings.

**B. Ellis Associates Radio Productions**

11 East 44th St., New York 17, N. Y. Phone, Murray Hill 2-7862-3. (For detailed information see listing under Program Producers.)

**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. President, George W. Hulnan; Manager, Alfred J. Lewis. SERVICES OFFERED: Instantaneous recording, tailor made spots, or shows, script writing. A transcription service, The United Transcribed System, subscription list of 37 Canadian Radio Stations. Syndicated Shows available for sponsorship.

**Carl Fischer Inc. Miracoustic Recording Studios**

119 West 57th St., New York 19, N. Y. Phone, Circle 7-2965-6-7. Fred Herbert-

Oettgen, Recording Director; Walter W. Voss, Chief Engineer; Hal Michael; Ass't Director; Robert Scheuing, Sales Promotion; Max Rittershausen, Branch Manager, Carl Fischer, Inc. SERVICES OFFERED: Professional and personal studio recordings, Electrical transcriptions, sound library, prop dept., off-the-air and off-line recordings, copies and master recordings, 2 studios, Western Electric and Presto equipment, Orthacoustic, CRS, NAB, location recording in or outdoors, Day-Night-Sunday service, Emergency Telephone: REgent 4-2190.

**Frankay & Jackson**

48 West 48th St., New York, N. Y. Phone, LOngaere 5-0242. President, Harry Jackson; Vice-President, Frank Fay. SERVICES OFFERED: Transcription, off-the-air recordings, pressings, rehearsals, all studio facilities.

**General Broadcasting System**

Rockefeller Bldg., Cleveland 13, Ohio. Phone, Prospect 4900. (For detailed information see listing under Program Producers.)

**Harry S. Goodman Radio Productions**

19 East 53rd St., New York, N. Y. Phone, Wickersham 2-3338-9. (For detailed information see listing under Program Producers.)

**Donald C. Hallenbeck**

562 Broadway, Albany, N. Y. Phone, 3-7724. Owner, Donald C. Hallenbeck; SERVICES OFFERED: Studio recordings, transcriptions, off-the-air recordings.

**George Heid Productions**

132 Seventh St., Pittsburgh, Pa. Phone, GRant 3696. (For detailed information see listing under Program Producers.)

**William F. Holland Agency**

Hotel Sinton, Cincinnati, Ohio. Phone, Main 3450. (For detailed information see listing under Program Producers.)

**Lu Howard Radio Productions**

1674 Broadway, New York, N. Y. Phone, Circle 6-4268. (For detailed information see listing under Radio, Television and FM Producers.)

**C. P. MAC GREGOR**

HOLLYWOOD 5, CALIF.

**Intercontinental Engineering Equipment Co.**

101 Park Ave., New York 17, N. Y. Phone, CAledonia 5-7530. Mark E. Rosenstock, operator. SERVICES OFFERED: Transcription service to order, off-the-air recordings, off-the-line recordings, audition recordings, transcribed programs.

**Harry R. Jacobs Productions**

8820 Sun-set Blvd., Los Angeles 46, Calif. Phone, Crestview 5-2871. President, Harry R. Jacobs; Sales Manager, Bernice Lawrence.

**Jimmy Jones Recording Studios**

(Affiliated with Carter Wright Radio Television Studios)

1655 N. Cherokee Ave., Hollywood 28, Calif. Phone, Hollywood 3636. Jimmie M. Jones, Manager. SERVICES OFFERED: Professional, commercial, and home recordings. Complete broadcast facilities, recordings by air or direct line from Radio Central; specializing in re-recording and special effect records.

**Kasper-Gordon Studios, Inc.**

140 Boylston St., Boston 16, Mass. Phone, Devonshire 7357. Edwin H. Kasper, President-Production Manager; Aaron S. Bloom, Treasurer-Commercial Director. SERVICES OFFERED: Recording studios, air checks, talent, custom-built shows (live and transcribed), jingles, spots, syndicated open-end shows on discs, musical library, production, scripts.

**Kermit-Raymond Corporation**

8 East 52nd St., New York, N. Y. Phone, ELdorado 5-5511. (For detailed information see listing under Program Producers.)

**Keystone Broadcasting System, Inc.**

580 Fifth Avenue  
New York, N. Y.

Phone, LOngacre 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, LOngacre 3-2221

President Michael M. Sillerman  
Director of Station Relations,

Mort Adams

Sales & Promotion Consultant

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Phone, State 4590

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Hollywood, Calif.

Phone, Hempstead 5338

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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 twenty-eight hours per week. This is the only national, full-sized network in the United States offering national radio advertisers the opportunity to cover the beyond-Metropolitan 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.

**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.

**The W. E. Long Company**

155 N. Clark St., Chicago 1, Ill. Phone, Randolph 4606. L. R. Wolfe, President; E. J. Sperry, Director of Radio; Robert

S. Graham, Supervisor Syndicated Transcriptions. **SERVICES OFFERED:** Transcribed radio shows, musical library, script shows, telephone-money shows, transcribed spot announcements for wholesale bakery accounts and radio stations. All services are performed for local independent bakers and local independent radio stations only.

**C. P. MacGregor**

729 S. Western Ave., Hollywood, Calif. Phone, FItzroy 4191. (For detailed information see listing under Program Producers.)

**The Ted Mack Company**

4 E. 53rd St., New York 22, N. Y. Phone, Plaza 5-3285-6-7. Owner-Manager, Ted Mack; Associate, Arnold Rittenberg; General Sales Manager, Vernon B. Gray; Writers, Virginia McGlynn, Elliott Curtis; Producers, Ted Mack, Paul La Porte; Musical Director, John Gart. **BRANCH OFFICE:** 22 Huron St., Toledo, Ohio, Phone, Main 1863, Paul Spor, Ohio Rep. **SERVICES OFFERED:** Novelty spot announcements. Transcribed: dramatic, strip, musical and variety shows. Scripts

and ideas submitted to conform with any specified requirements.

**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.

**Mercury Recording Studios**

232 E. Erie St., Chicago, Ill. Phone, Delaware 4786. Owner, Jack Brinkley; Studio Manager, Maxine M. Brinkley. **SERVICES OFFERED:** Commercial and private transcriptions and recordings for audition and broadcast. Instantaneous acetates and pressings. Complete open-end shows for local and regional sponsorship. Scripts. Production service.

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tailed information see listing under Pro-  
gram Producers.)

**Mid-West Transcriptions, Inc.**

4835 Minnetonka Blvd., St. Louis Park,  
Minn. Phone, Walnut 9131. President,  
H. D. Field; Manager-Recording Engi-  
neer, K. L. Seuker. SERVICES OF-  
FERED: Custom-built programs, com-  
plete transcription service, programs,  
scripts, talent, production.

**Carlton E. Morse Productions**

1500 Vine St., Hollywood 28, Calif.  
Owner, Carlton E. Morse. SERVICES  
OFFERED: Transcription service.

**Muzak Corporation**

151 West 46th St., New York 19, N. Y.  
Phone, BRyant 9-1246. (For detailed in-  
formation see listing under Program Pro-  
ducers.)

**National Radio Features**

100 State Street, Albany 7, N. Y.  
Phone, 4-8226, 2-7854. General Manager,  
Allen I. Stock; Virginia D. Mann, Office  
Manager; Wilbur Smith, District Man-  
ager. SERVICES OFFERED: Special pro-  
motions and campaigns for radio stations  
"using specially produced, written and  
directed radio shows, and constructed  
ideas for selling unused time to mer-  
chants, industrial and professional busi-  
ness firms, who ordinarily never use ra-  
dio, or buy time from their immediate  
station, on short term patriotic announce-  
ments including a radio show of half  
hour duration plus identifying colorful  
shields and banners bearing the station's  
call letters and position on the dial "Vet-  
erans of Victory" is the new production  
just issued. Goodwill ambassadors for  
Radio Station."

**National Recording & Film  
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(Richard Bradley & Associates)  
20 North Wacker Drive, Chicago 6, Ill.  
Phone, Randolph 9697. Richard Bradley,  
President; Benjamin Tunick, Treasurer.  
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**NBC Radio-Recording Division**

30 Rockefeller Plaza, Radio City, New York 20, N. Y. Phone, Circle 7-8300. Vice-President, C. Lloyd Egner; Manager, Robert W. Friedheim; Business Manager, Henry P. Hayes; Thesaurus and Syndicated Sales Manager, Willis B. Parsons; Advertising and Promotion Director, William R. Seth; Recording Sales Manager, Charles G. Hicks, Jr.; Program Manager, H. H. Wood; Thesaurus Program Manager, Norman L. Cloutier; Office Manager, George C. Stevens. 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, Ward Hubbard; Taylor and O'Farrell Sts., San Francisco,

Calif. Phone Graystone 8700. Manager, Robert Z. Morrison. SERVICES OFFERED: NBC THESAURUS (musical program service); NBC SYNDICATED PROGRAMS (recorded dramatic, variety, musical shows, etc.); NBC CUSTOM-BUILT PROGRAMS (for regional and national spot advertisers); Reference, audition or off-the-line recording for advertisers, agencies or talent, NBC Orthoacoustic transcriptions.

**Eugene P. O'Fallon, Inc.**

Albany Hotel, Denver 2, Colo. Phone, Keystone 0178. Manager, Gene O'Fallon; Director, Frank Bishop. SERVICES OFFERED: Lateral transcriptions.

**Pearl-Tone Recording Studios**

309 Plymouth Bldg., Des Moines 9, Ia. Phone, 3-3626. Proprietor, Sidney J. Pearlman; Recorder, Joseph Gering; Production, Rose Adler; Music, Helen Calc. SERVICES OFFERED: Air-checks, recording, dubbing, transcriptions.

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**Ralph L. Power**

767 Castelar St., Los Angeles 12, Calif., Phone, Mutual 5277. Ralph L. Power, Owner. BRANCH OFFICE: 210 W. 7th St., Los Angeles 14, Calif., Phone, Madison 4221. SERVICES OFFERED: Exporter and importer of transcribed programs and script.

**Premier Radio Enterprises, Inc.**

3033 Locust Street, St. Louis 3, Mo. Phone, Newstead 3555. Theodore P. Dealoge, President and Treasurer; John G. Cella, Vice-President; Wilson Dalzell, Secretary and Assistant Treasurer; Rollie R. Williams, Production Manager. SERVICES OFFERED: Recording and producing of custom-built transcriptions, phonograph records, wax and film recordings, sales presentations.

**Press Association, Inc.**

(A. P. Radio Productions)

50 Rockefeller Plaza, New York, N. Y. Phone, Circle 7-7363. William J. MacCambridge, General Manager; Oliver Gramling, Assistant General Manager; Paul Girard, Executive Producer; Alexander Leftwich, Jr., Director. BRANCH OFFICES: Offices in 100 principal cities. SERVICES OFFERED: Network, Local and transcribed programs.

**George Logan Price, Inc.**

946 South Normandie Ave., Los Angeles 6, Calif. Phone, FEderal 7372. George Logan Price, President; S. M. Lauch, Sales Manager. SERVICES OFFERED: Transcribed shows, custom-tailored scripts, casting, production, commercials.

**Radio Features of America**

37 West 46th St., New York 19, N. Y. Phone, BRyant 9-9622. (For detailed information see listing under Program Producers).

**Radio Producers of Hollywood: Lou R. Winston**

908 North Western Ave., Hollywood 27, Calif. Phone, Hollywood 6506. Lou R. Winston, owner-manager. SERVICES OFFERED: Syndicated transcribed feature programs. Package show production.

**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 Studio**

Boston Bldg., 443 S. Fourth St., Louisville 2, Ky. Phone, JACKson 7808. George Wiederhold, Manager. SERVICES OFFERED: Recording service, off-the-air checks, program production, talent booking, vocal and speech instruction for radio.

**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, air-checks.

**RCA-Victor Division, Radio Corporation of America**

155 East 24th St., New York, N. Y. Phone, MURray Hill 4-6200. Stephen H. Sholes, Studio Manager; Walter S. Heeber, Manager, Custom Recording Department. Studio & Recording Service, Edith H. Bell. BRANCH OFFICES: 445 N. Lake Shore Drive, Chicago, Ill. Phone, Whitehall 4-4500; Manager, A. E. Hindle; 1016 North Sycamore Ave., Hollywood, Calif. Manager, W. Arthur Rush. Front & Cooper Sts., Camden, N. J. Phone, Camden 8000. SERVICES OFFERED: Slide Film Recording.

**Reeves Sound Studios, Inc.**

1600 Broadway, New York, N. Y. Phone, Circle 6-6686. President, Hazard E. Reeves; Chief Engineer, Lyman J. Wiggin; General Manager, Chester L. Stewart; Production Engineers, Richard Vorisek, W. R. Hicks, Charles Campbell, Albert Gramaglia. SERVICES OFFERED: Electrical transcriptions, off-the-air recordings, location recording, film synchronizing, complete film recording services.

### **Rockhill Radio**

18 East 50th St., New York, N. Y. Phone, Eldorado 5-1860. Stanley J. Wolf, President; Everett Rosenthal, Recording Manager. SERVICES OFFERED: Recording facilities of all kinds. Studio and off-the-line work a specialty.

### **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.

### **Script Associates**

822 S. Park View, Los Angeles, Calif. Owner, Cal Frederick.

### **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).

### **SESAC, Inc.**

475 Fifth Ave., New York 17, N. Y. Phone, MURray Hill 5-5365. Paul Heinecke, President; R. C. Heinecke, Secretary-Treasurer. SERVICES OFFERED: Licensing use of copyrighted music, Transcription Library, Syndicated transcribed tailor-made programs for advertisers.

### **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. Robert J. Coar, President. SERVICES OFFERED: Producers of custom built transcriptions; complete Washington studio service for out of town radio stations. Special radio circuits to White House, State Dept., National Press Club, U. S. Capitol, all leading hotels. Producers of 16 mm. sound and silent pictures for television scanning.

### **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, Gus Hagenah, Sales. 1 E. 54th St., New York, N. Y. Phone, Plaza 3-6690. Alex Sherwood, Sales Manager. Wilson Bldg., Phone, Taylor 2235, Dallas, Texas. Manager, Herbert Denny. SERVICES OFFERED: Library, sound effects library, transcriptions. Mood Music Library, Industrial Music Library and Wired Services Music.

### **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.

### **Syndicated Radio Productions**

Hollywood Center Bldg., 1655 N. Cherokee Ave., Hollywood 28, Calif. Phone, Hollywood 3636. Richard E. Gresham, Manager. BRANCH OFFICE: 812 Robins St., Vancouver, B. C., Canada. Phone, Marine 1271. John N. Hunt, Manager. SERVICES OFFERED: Producers sales representatives. Package shows, dramatized spots, script service. Sales staff covering Western half of U. S. and all of Canada. Transcription studios at Hollywood address.



**L. S. Toogood Recording Co.**

(Also Known as 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 Shows**

2 West 47th St., New York, N. Y. Phone, LOngacre 5-3440. M. E. Moore, President; E. Mack, General Manager; Buddie Moore, Assistant to president. **SERVICES OFFERED:** Custom built Radio Programs, spots and jingles. Syndicated shows for any sponsor available.

**Transtudio Corp.**

473 Virginia St., Buffalo, N. Y. Phone, Cleveland 1160. (For detailed information see listing under Program Producers).

**United Broadcasting Co.**

201 North Wells St., Chicago, Ill. Phone, Andover 1685. Director, William L. Klein; Commercial Manager, Egmont Sonderling; Chief Engineer, Matthew Hoffman. **SERVICES OFFERED:** Transcriptions, studio program production, off-the-air and off-the-line recordings, spot announcement service, mobile recordings.

**United Transcribed System**

14 McCaul St., Toronto, Ont., Canada. Phone, Adelaide 5112. President, John H. Part. **SERVICES OFFERED:** Transcriptions, phonograph records, scripts, production.

**Universal Music Co.**

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.

**Universal Recording Co., Inc.**

1270 Sixth Ave., New York, N. Y. Phone, Circle 5-4895. Office Manager, Vera Maillot; 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. Recording Studios.

**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 Program Producers.)

**Carter Wright Radio Television Studios**

1655 N. Cherokee Ave., Hollywood 28, Calif. Phone, Hollywood 3636. Carter Wright, Owner; Patricia Powers, Secretary. **SERVICES OFFERED:** Transcriptions, all types, production, advertising copy, script service, furnishing writers, directors, producers and talent, both vocal and dramatic-school.

**Frederic W. Ziv, Inc.**

2436 Reading Road, Cincinnati, Ohio. Phone, University 6124. Frederic W. Ziv, Partner; M. R. Ziv, Partner. 501 Madison Ave., New York, N. Y. Phone, Plaza 3-9612. John L. Sinn, Partner. 1001 Taft Bldg., Hollywood, Calif. Phone, Hempstead 3248. N. L. Rogers, Manager. 203 N. Wabash Ave., Chicago, Ill. Alvin E. Unger, Manager. **SERVICES OFFERED:** Network and transcribed programs.



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# A · S · C · A · P

By **JOHN G. PAINE**

*General Manager, American Society of Composers, Authors and Publishers*

**T**HE 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 1,707 writers and 234 publishers; during the past year 91 writers and 20 publishers have become active members.

During 1945 the Society renegotiated contracts with the leading performing right societies of Europe, and was also successful in obtaining agreements with Latin-American societies. In this way Ascapi continues to provide a richer and more comprehensive repertoire of music, not only of the native American field, but also the music of other nations.

The Society has completed its first year of licensing in the symphonic, concert and recital field. In accordance with its regular policy, it is the goal of the Society to provide through its licensing activities in this field of music, sufficient financial encouragement to those talented men and women writing the serious music of our country, so that they may continue in their chosen profession.

The Members of the Society have, during 1945, turned over to Ascapi their television rights. Although these rights have yet to be fully defined, it is the conclusion of the membership that their society act on their behalf in obtaining whatever rights accrue to them.

On December 9th the Society, through the cooperation of the Electric Hour and the Prudential Family Hour, paid tribute to the memory of its beloved member, the late Jerome Kern. The program, which was headed by Oscar Hammerstein II, included Nelson Eddy, Bing Crosby, Judy Garland, Hildegard, Patrice Munsel, Dinah Shore, Frank Sinatra, Jack Smith, Earl Wrightson, and the orchestras of Robert Armbruster and Al Goodman. No finer tribute could be paid to the memory of a music man than the one which President Harry S. Truman sent to Oscar Hammerstein II in the following wire, which was read over the CBS Network:

"I am among the grateful millions who have played and listened to the music of Jerome Kern, and I wish to be among those of his fellow Americans who pay him tribute today. His melodies, surviving him, will live in our voices and warm our hearts for many years to come for they are the kind of simple, honest songs that belong to no time or fashion. The man who gave them to us has earned a lasting place in his nation's memory."

The following are the officers of the Society: Deems Taylor, president; Gustave Schirmer and Oscar Hammerstein II, vice presidents; George W. Meyer, secretary; Donald Gray, assistant secretary; J. J. Bregman, treasurer; Irving Caesar, assistant treasurer; Schwartz & Frohlich, general counsel.

The twenty-four directors are: Stanley Adams, Fred E. Ahlert, Louis Bernstein, Saul Bornstein, J. J. Bregman, Gene Buck, Irving Caesar, Max Dreyfus, Walter S. Fischer, Donald Gray, Oscar Hammerstein II, Otto A. Harbach, Ray Henderson, John Tasker Howard, A. Walter Kramer, Geo. W. Meyer, Jack Mills, John O'Connor, J. J. Robbins, Richard Rodgers, Lester Santly, Gustave Schirmer, Herman Starr and Deems Taylor.

The administrative officers are John G. Paine, general manager; Herman Greenberg and Richard F. Murray, assistant general managers; George A. Hoffman, controller; Richard F. Frohlich, director of public and customer relations; Herman Finkelstein, resident counsel.

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By **GRETL URBAN**

*Vice-President and Manager of Music Department*

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*By M. E. TOMPKINS*

*Vice-President and General Manager*

**I**N a very real sense Broadcast Music, Inc. is an important arm of the entire broadcasting industry. For BMI was organized by the broadcasting industry in 1939 and is completely owned by broadcasters.

And as the "arm of the industry" BMI plays a vital role in both music and radio. Now in its sixth year of actual service to the industry, BMI, which had enough music for the entire needs of broadcasters back in 1940, today has greatly extended its catalogue. At present more than 1,000 publishing firms clear their music to broadcasters through BMI.

More than 760,000 titles, ranging from the venerable classics to the current Hit Parade favorites, are listed in the latest BMI catalogue. All but a handful of the broadcasting stations in the United States and Canada today (1,034 as of March 1, 1946) as well as all national and regional networks, are licensees of BMI, and all of them make a very substantial use of the BMI repertory.

But BMI does not limit its services to the granting of music rights only. It distributes to licensees, without cost, a variety of sheet music and recordings which constitute a valuable portion of any station's music library. It furnishes script services adopted to the specific needs of broadcasting stations, and regularly makes available to its licensees a wide range of helpful information resulting in better musical programming.

Bulletins are sent periodically, listing vital changes in the basic BMI catalogue, so that stations are always aware of music available to them under their BMI license.

An experienced staff of field representatives, specially trained radio men, is constantly visiting the stations with helpful suggestions for better programming and continually gathering opinions and suggestions from station men in order to make possible even better progress in BMI's service.

Many other special services provided by BMI are all designed to aid program and production men, music directors, librarians and every person in the broadcasting station concerned with the use of music. The BMI monthly Pin-Up Sheet of Hit Times, Disc Data, Music Memo, Holiday Music bulletins, Record Index and monthly News Letters which reach the broadcaster regularly comprise an integral part of this overall service to the industry.

In the field of educational and standard music, BMI is consistently building, through its own publications and those of its affiliate publishers, an extensive and valuable library of distinctive music which will never be out of public favor.

By continuing to render the same valuable service to the broadcasting industry in the future, and by maintaining honest competition in the licensing of music for broadcast purposes, BMI will be upholding its position as a permanent protection against injustice to the industry as a whole.

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 Hanna & Co. Music Composi-  
 tions  
 Harding, Frank Music House  
 Hardtner, Alice D.

• • • **B M I P U B L I S H E R S** • • •

- Hargrow, Paul S.  
 Harmony House  
 Harmony Music Publishers  
 Harrington, Clare  
 Harris & Lane Publications  
 Hartmann & Van Horn  
 Haun, Dal E. Company  
 Hawaii Conservatory Pub. Co.  
 Hawkins, Leland R.  
 Hay, Bob  
 Herrald, Lloyd  
 Hicks, Alberta K.  
 Hill, Christine  
 Hill Music Publishing Company  
 Hilliard-Currie Music Publishers  
 Hills, Johnny  
 Hinds, Hayden & Eldredge, Inc.  
 Hines, John  
 Hippenstiel, Harold F.  
 Hit Parade Publications  
 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.  
 Inco Music Company  
 Independent Music Publishers  
 Indigo Music, Inc.  
 Ineman, James  
 Inspired Music Co.  
 International Dance Studio  
 International Music Company  
 International Songwriter Club  
 Irma Music Co.  
 Isenberg, Emil F. Music Publishing Co.  
 Jackson Music Corp.  
 Jahnke 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 City Music Publishing Co.  
 Key Music Company  
 Keyser Music Publisher  
 Keystone Music Co.  
 King-Del Music Publishers  
 Kinkade's Songs  
 Knight Publishing Co  
 Knobloch, M. H.  
 Kolbert, Marguerite, Productions  
 Krycier, Joseph  
 Kukula, Frank  
 LaRue Publishing Company  
 Lake Music Pub. Co.  
 Lambiotte, O. J. Music Publisher  
 Lance Music Co., Inc.  
 Lang-Worth Publications, Inc.  
 Latin American Publishing Corp.  
 Lawndale Music Publishers  
 Leal, Felipe Valdes  
 Lee, Rosemary  
 Lencer Music Company  
 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.  
 Lone Star Music Company  
 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  
 Maresh Music Company  
 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  
 Mars Music Publications  
 Material Songs Publishing Company  
 Mathews, James  
 Maxwell Melodies  
 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

• • • **B M I P U B L I S H E R S** • • •

- Merit Music, Inc.  
 Merrywood Publishers  
 Metropolitan Music Company  
 Miami Music Publishers  
 Micor Publishing Company  
 Millburn Music Publishers, Inc.  
 Miller, Charles  
 Miller-Grau  
 Mode Music Publishing Co.  
 Modern Melodies Publishing Co.  
 Modern Standard Music Co.  
 Monarch Music Company  
 Monroe Music Company  
 Moon Ray Music Publishers  
 Morrison & Ewing  
 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  
 Music-Makers Publishing Co.  
 Musico  
 Nash Chain Song Service, The  
 National Association For Blind  
 Composers, Inc.  
 National Association of Broad-  
 casters  
 National Music Corp.  
 Nationwide Songs, Inc.  
 New Era Music Corporation  
 N. Y. Music Pub. Co.  
 Nclan Music Co.  
 Normay Music Company  
 Oahu Publishing Company  
 Oriole Tunes  
 Out West Music Publisher, The  
 Ozark Mountain Music Publish-  
 ers  
 P. M. Music Pub. Co.  
 Pacific Music Publications  
 Paty Publishing Company, The  
 Pearl Music Company, Inc.  
 Peer International Corporation  
 Peerless Music Publishing Co.  
 Phono-Tunes Music Company  
 Plamor Music Company  
 Pcmd, Frank Music Company  
 Porgie, Debin & Friedman, Inc.  
 Portland Music Company, The  
 Prestige Music  
 Preview Music Co.  
 Pre-View Publications  
 Pro Musica Publishing Company  
 Quincy Music Publishers  
 R. R. Publishers  
 Radio Music Company (Cal.)  
 Radio Music Publishers  
 Radio Screen Music Pub. Co.  
 Rainbow Music Publishers  
 Ray Music Publishing Company  
 Record Music Publishing Co.  
 Regent Music Corp.  
 Remarque Music Publishing Co.  
 Republic Music Corporation  
 Rhapsody Publications  
 Rialto Music Publishers  
 Richmond Melodies  
 Richter, Dr. William B.  
 Ricordi, G., & Co.  
 Rion, Johnny  
 Rousseau Publishing Co.  
 Royal Music Publishing Company  
 Ruby Music Co.  
 Rudell Music Publishing Co.  
 Salamanca Music Pub.  
 Scala Music Publishers  
 Scheuerle Bros. Music Publishers  
 Schillinger, Arthur E.  
 Schirmer, E. C., Music Co.  
 Schumann Music Company  
 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.  
 Telewise 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  
 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  
 Zaboy-Landino Music Company  
 Zoeller Music Company

# S · E · S · A · C, Inc.

By **PAUL HEINECKE**

*President*

**S**ESAC acknowledges with appreciation and gratitude the wide acceptance, by every branch of the Entertainment Industry, of SESAC Music —

The year 1945 has shown an unprecedented increase in the use of SESAC Music. The exacting and ever mounting demands for diversified music from radio, motion pictures, record and transcription companies as well as the concert stage, have been fully and satisfactorily met by the almost inexhaustible storehouse of SESAC musical compositions.

More than 1,000 radio stations throughout the United States and Canada are now licensed by SESAC.

Major motion picture studios have readily found in the wide range of SESAC compositions the right piece of music to depict a particular era — establish a mood or to underscore a difficult scene.

Leading phonograph record companies have substantially increased their releases of SESAC numbers and thousands of recordings are now available on transcribed commercial programs as well as library services.

Last June we launched our own SESAC Transcribed Library Service. It was fashioned on suggestions and requirements of the broadcasters themselves. In the few months since its announcement, an astounding number of stations have subscribed, definitely establishing it as the fastest growing library in the field. The subscribing stations, in every state, are of all types . . . from 100 to 50,000 watters in urban and metropolitan centers, including networks.

The artists, who have contributed to making the SESAC Library outstanding, are topnotch in their fields and have been expertly directed. Each and every composition has been selected for its melody and standard popularity . . . further adding a valuable feature to the SESAC Library . . . every number will be as "welcome listening" many years to come as it is today. The playing time of each selection averages 1½ minutes, one of the must suggestions from the broadcasters. The very low fee for the library, of course, is also responsible for its success . . . it is so reasonable that it is well within the budget of any station, regardless of size or location.

The Program Guide which goes to each library subscriber has been praised by all reviewers. It is an entirely new departure in cataloguing the library contents — making the use of the library one of extreme simplicity, in addition to providing invaluable program notes.

With these and many more features, the SESAC Transcription Library will continue to make transcription history.

Our plans for further advancement in 1946 and the years to come are motivated by our pledge for better service to the Entertainment Industry with greater production of "The Best Music In America."



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# SESAC PUBLISHERS

• • •

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.")
- Arct, 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.
- Barwicki, K. T. (See "P.W.P.")
- Beirly Company (See Chart Music Publishing House, Inc.)
- Bendix Publishing Corp. (See National Music Co., 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 & Sebren }
- 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, Watery*  
*"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

• • •      **SESAC PUBLISHERS**      • • •

- Gospel Music Publications (See Hathaway, Franklin Earl)  
Grabcewski, F.; Warsaw
- Haberer-Helasco, Hermann; Madrid-Lisbon  
including:  
*Solonastra 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, 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.)
- Idzikowski, Leon., Warsaw
- Idzikowski, M., Warsaw
- Jastrzab (See Edition "Jastrzab")
- Jewell Music Co., Fred; Worthington, Ind.
- Kanner Music Publishing Co. (See Top Music Publishers, Inc.)
- Kelman Music Corp.; New York
- King Music House, Inc., K. L.; Fort Keene, Inc., Hank; South Coventry, Conn. 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  
Eddie Publishing Corp.  
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 Sreana; 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:  
*Wheclwright, 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 Publishers); 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, Ark. including:  
*Walls, W. M.*
- Rodoch (See Ediciones Rodoch)
- Rodriguez (See Ediciones Rodoch)
- Rondo Publications (See Harmonia Edition)
- Rudnicki, Walery (See Edition "Jastrzab")
- Rzepecki (See Edition "Jastrzab")
- Sacred Music Foundation, The; Seattle 7, Wash.  
including:  
*Herbert G. Tovey*
- Sajewski, W. H.; Chicago
- Schmidt Co., The Arthur P.; Boston
- Schmitt Music Company, Paul A.; Minneapolis
- 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
- Solunstra (See Haberer-Helasco)
- Southern Music Plate Co. (See Henson Music Publisher, J. M.)
- Stamps-Baxter Music & Printing Company; Dallas, Texas; Chattanooga, Tenn.; Pangborn, Ark.  
including:  
*V. O. Stamps Music Company*
- Stamps Quartet Music Co., Dallas 1, Texas
- 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. } (See Quartet Music Co.)  
Thomas, A. O. }
- 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 Polskiej; 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 Company)
- Warde, Harry (See Chart Music Publishing 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, Kampozytorow I Wydawcow; Warsaw (Authors, Composers and Publishers Association of Poland) (See "P.W.P.")
- Zalewski, B. J.; Chicago



# PENNY SINGLETON

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CBS—Eighth Year  
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Eighth Year

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TENDERLEAF TEA and  
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Vocals by the DE MARCO SISTERS

Music by AL GOODMAN

Management—WILLIAM MORRIS AGENCY

# BEHIND THE MIKE



WORK OF

*Artists*

*Vocalists*

*Orchestra Leaders*

*News Commentators*

*Radio Directors*

*Directors-Producers*

*Radio Writers*

*Sports Commentators*

*Announcers*

*Home Economics Directors*

*Station Musical Directors*

*Managers and Agents*

FOR . . . . . 1945

"the people who live in the Burns house"

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*With*

BILL GOODWIN

AND

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THURSDAY NIGHTS

*On*

NBC

Maxwell House Coffee Time

"CAN YOU TOP THIS?"



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156 W. 44th ST., NEW YORK 18, N. Y.

"KIRKMAN"  
WOR

# Radio Artists

★ — *their work during 1945* ★

## — A —

**ABBOTT, BUD**  
NBC — Abbott & Costello Show.

**ABBOTT, HERSHALL**  
KRNT—Des Moines, Iowa

**ACE, GOODMAN**  
Easy Aces

**ACE, JANE**  
Easy Aces.

**ADAMS, INGE**  
CBS—Light of the World.

**ADRIAN, IRIS**  
NBC—Abbott & Costello.

**ALBERT, GRACE**  
CBS — F.B.I. In Peace and War.

**ALEXANDER, A. L.**  
MBS—A. L. Alexander's Mediation Board.

**ALEXANDER, JOAN**  
CBS—The Second Mrs. Burton, A Woman's Life, MBS—Superman

**ALEY, ALBERT**  
ABC—Hop Harrigan, CBS—Let's Pretend.

**ALLEN, ELLA**  
KEPW—Fort Smith, Ark.

**ALLEN, FRED**  
NBC—Fred Allen Show

**ALLEN, GRACIE**  
NBC—Burns and Allen Show

**ALLEN, MARION**  
WBAP—Fort Worth, Texas.

**ALLEN, ROSALIE**  
WOV—New York

**ALLENBY, PEGGY**  
CBS—Life Can Be Beautiful Ro-emary.

**ALLISON, JONE**  
CBS—Ro-emary.

**ALLMAN, ELVIA**  
CBS—Blondie, Durante-Moore Show, NBC—Abbott & Costello.

**ALT, JOAN**  
CBS—Three Websters

**AMECHE, DON**

**AMECHE, JIM**  
CBS—Power Box Theatre.

**AMREIN, JOHN**  
WSAI—Cincinnati, Ohio

**ANDERSON, EDDIE (ROCHESTER)**  
NBC—The Jack Benny Show

**ANDREWS, DR. ROY CHAPMAN**  
CBS—The Story of America

**ANDREWS SISTERS**  
ABC—Andrews Sisters Show.

**ANTHONY, JOHN J.**  
MBS—The Goodwill Hour

**ARCHER, RICHARD**  
KDKA—Pittsburgh, Pa.

**ARMFIELD, HILL**  
KCRB—Sacramento, Calif

**ARNOLD, EDITH**  
CBS—Crime Doctor.

**ARQUETTE, CLIFF**  
ABC—Glamour Manor.

**ARTHUR, JACK**

**ASCOT, RITA**  
NBC—The Guiding Light

**AUDLEY, ELEANOR**  
NBC—Road of Life.

**AUERBACK, ARTIE**  
CBS—Jack Benny Show

**AUSTIN, STUFFY**  
CBS—Barnyard Folks

**AUTRY, GENE**  
CBS—Gene Autry Show

## — B —

**BACKUS, JIM**  
ABC—The Alan Young Show

**BACON, MILTON**  
CBS—Time to Remember

**BAILEY, JACK**  
ABC—County Fair, CBS—Meet the Mrs., MBS—Queen for a Day.

**BAIN, DONALD**

**BAKER, DON**  
CBS—Behind the Scenes, MBS—CBS

**BAKER, PHIL**  
CBS—Take It Or Leave It.

**BAKER, WADE**  
CBS—Renfro Valley Folks.

**BALKUM, VASSIE**  
WGBR—Gold-born, N. C.

**BALLAYER, HARRY**

**BARNES, PAUL**  
ABC—Carnet Front Page

**BARNEY, MARION**  
CBS—Ro-emary.

**BARRETT, TONY**

**BARRIER, EDGAN**  
The Sun.

**BARRY, VIVIAN**  
CBS—The Romance of Helen Trent

**BARRYMORE, DIANA**  
CBS—The Jack Carson Show

**BARRYMORE, LIONEL**  
CBS—Mayor of The Town

**BARTON, DOROTHY**  
WNHC—New Haven, Conn.

**BARTON, JOAN**  
MBS—Sweetheart Time

**BASQUETTE, JIM**  
NBC—Amos 'n' Andy.

**BATES, KARL**  
WOL—Washington, D. C.

**BAUER, CHARITA**  
NBC—Right to Happiness

**BAUGHMAN, ELMER**  
WTAA—Dallas, Texas.

**BEACH, BILL**  
March of Time, Kitty Foyle, Adrich Family

**BEASLEY, IRENE**  
CBS—Inne, Beasley-Neighbor Show, MBS—Raising a Husband.

**BECK, JACKSON**  
NB—Joyce Jordan, M.D

**BEKETT, SCOTTY**  
NBC—Life of Riley

**BECKMARK, PEGGY**  
CBS—Tena and Tim

**BEEMER, BRACE**  
ABC—The Lone Ranger.

**BEGLEY, ED**  
ABC—Adventures of Charlie Chan, Alan Young Show.

**BEHRENS, ELSIE**  
CBS—Renfro Valley Folks

**BEHRENS, JERRY**  
CBS—Renfro Valley Folks

**BELL, MARGARET V.**  
WTAP—Washington, Pa.

**BELL, ORTH**  
KFIL—Wichita, Kan

**BELL, RALPH**  
CBS—Crime Doctor.

**BENDIX, WILLIAM**  
NBC—Life of Riley.

**BENEDARET, BEA**  
CBS—The Adventures of Ozzie and Harriet.

**BENIGNO, SAL**  
WIP—Philadelphia, Pa.

**BENNETT, CONSTANCE**  
ABC

**BENNETT, PAT**  
KGB, San Diego, Calif

**BENNY, JACK**  
NBC—The Jack Benny Program.

**BERGEN, EDGAR**  
NBC—Bergen & Charlie McCarthy Show

**BERLE, MILTON**

**BERG, GERTRUDE**

**BILLSBURY, RYE**  
CBS—Ma Perkins, ABC—Jack Armstrong, NBC—The Guiding Light.

**BINYON, CONRAD**  
CBS—Mayor Of The Town.



JACK  
CARSON



**MARY MARGARET McBRIDE**



*"Columnist of the Air"*



# RADIO ARTISTS

- BISHOP, ADELAIDE**  
NBC—CBS—ABC.
- BLACKBURN, ARLINE**  
NBC — Woman of America.  
NBC—Joyce Jordan, M.D.
- BLACKBURN, JOYCE KNIGHT**  
WMBL, Chicago, Ill.
- BLAINE, MARTIN**  
CBS—F.B.I. In Peace and War. CBS—Crime Doctor. CBS—Strange Romance of Evelyn Winters.
- BLAIR, FRANK**  
WOL, Washington, D. C.
- BLAKE, JUDY**  
CBS—Light Of the World
- BLANC, MEL**  
NBC—Judy Canova, Burns & Allen, Abbott & Costello, Bob Hope, Jack Benny
- BLANC, SHIRLEY**  
CBS—NBC.
- BLAND, AL**  
CBS—Barnyard Follies
- BLOCK, MARTIN**  
Chesterfield Supper Club
- BOARDMAN, TRUE**  
CBS—Maise.
- BOGUE, MERVYN**  
NBC—Kay Kayser's College of Musical Knowledge.
- BOLES, ATHENA LORDE**  
CBS-NBC.
- BOLES, JIM**  
Tennessee Jed, Fishing and Hunting Club, Linda's First Love, Land of the Lost, The Washington Story, Aunt Jenny, Famous Jury Trials, Kate Smith, Abraham Lincoln in Television
- BOULTON, MILO**  
CBS—We The People
- BOWE, GEORGE**  
WTIC, Hartford, Conn.
- BOWEN, KENNETH**  
WFBL, Syracuse, N. Y.
- BRACKEN, EDDIE**  
NBC—Eddie Bracken Story
- BRADFIELD, ROD**  
MBS, Opry House Matinee
- BRADLEY, CURLEY**  
MBS—Tom Mix
- BRADLEY, TRUMAN**  
CBS—Screen Guild Theatre
- BRADY, FRED**  
ABC.
- BRAHAM, HORACE**  
NBC-CBS.
- BRENTANA, WILLIAM**  
KDKA, Pittsburgh, Pa.
- BREEN, HAROLD**  
WNHC, New Haven, Conn.
- BREESE, SIDNEY**  
NBC — The Guiding Light  
NBC—Doctors At Home.
- BRENEMAN, TOM**  
ABC — Breakfast in Hollywood.
- BRENNER, TED**  
WHNC, New Haven, Conn.
- BRENTSON, CHEER**  
CBS—Ma Perkins.
- BREULER, JACK**  
WNBC, New Haven, Conn.
- BRICE, FANNY**  
DS—The Baby Snooks Show
- BRIGGS, DONALD**  
CBS — F.B.I. In Peace and War.
- BRITT, JUANITA**  
WLBJ, Bowling Green, Ky.
- BRITTON, CLIFTON**  
WGDR, Goldsboro, N. C.
- BROCKOFF, ELEANOR**  
CBS—House Party
- BROWN, JOE E.**
- BROWN, JOHN**  
NBC—Life of Riley.
- BROWN, JOHN MASON**  
CBS—Of Men and Books
- BRUCE, NIGEL**  
MBS—Adventures of Sherlock Holmes
- BRYAN, ARTHUR Q.**  
NBC—Meet Me At Parky's  
NBC—Fibber McGee & Molly Show.
- BRYSON, LYMAN**  
CBS — People's Platform.  
CBS—Problems of Peace
- BUCKLEY, FLOYD**  
NBC-CBS
- BUKA, DONALD**  
CBS—The Sparrow and the Hawk.
- BUNCE, ALAN**  
ABC—Private Lives of Ethel and Albert. NBC—Joyce Jordan, M.D.
- BURKE, BILLIE**  
CBS—The Billie Burke Show
- BURKE, ROBERT**  
AC—Quiz Kids.
- BURNS, BOB**  
NBC—The Bob Burns Show
- BURNS, GEORGE**  
NBC—Burns & Allen
- BUTLER, FRANK**  
CBS—The Sparrow and the Hawk
- BUTTERFIELD, HERB**  
CBS—Michael Scott Presents

## — C —

- CAMPBELL, FLORA**  
CBS—The Strange Romance of Evelyn Winters
- CAMPRELL, PATSIE**  
NBC-CBS.
- CANOVA, JUDY**  
NBC—The Judy Canova Show.
- CANTOR, CHARLES**  
Duffy's Tavern.
- CANTOR, EDDIE**  
NBC—Time to Smile
- CAPEL, PETER**  
NBC—Portia Faces Life.
- CARD, CATHERINE**  
CBS—The Beulah Show.
- CARGILL, RONALD**  
WNHC, New Haven, Conn.
- CARLIN, FRANCES**  
NBC — Woman of America.  
CBS—Big Town, Our Gal Sunday.
- CARLTON, DEAN**  
CBS—The Sparrow and the Hawk, ABC—This Is Your F.B.I.
- CARNEY, DON**  
WOR—Uncle Don
- CARNEY, JOE**  
WIP, Philadelphia, Pa.
- CARPENTER, KEN**  
NBC—Kraft Music Hall.
- CARROLL, GENE**  
WTAM, Cleveland, O.
- CARSON, JACK**  
CBS—The Jack Carson Show.
- AYE, A. P.**  
NBC—Road of Life
- CHAMBER, GARDE**  
WTK, Cleveland, O.
- CHANEY, FRANCES**  
ABC—Terry and the Pirates.
- CHAPEL, EUGENIE**  
CBS—Mr. Keen, Tracer of Lost Persons.
- CHAPMAN, GEORGE**  
WNHC, New Haven, Conn.
- CHASE, ILKA**  
MBS.
- CHIMES, MICHAEL**  
WNEW—Time for Chimes.
- CHOATE, HELEN**  
CBS—Rosemary.
- CHRISTOPY, M. OAKLEY**  
WTIC—Hartford, Conn.
- CHRISTY, KEN**  
NBC—Meet Me At Parky's.
- CLAIRE, HELEN**  
NBC-CBS
- CLARK, COTTONSEED**  
KNX—Hollywood Barn Dance  
CBS
- CLARK, LON**  
CBS—Mommie and the Men  
MBS—Nick Carter
- CLARKE, PHIL**
- CLEARY, LEO**  
NBC—Meet Me At Parky's
- COFFMAN, BOB**  
KWJB, Globe, Ariz.
- COLBERT, JEAN**  
CBS—Work Shop Lux Theatre
- COLE, JONATHAN**  
CBS—Michael Scott Presents
- COLLINS, KAY**  
WEIM, Fitchburg, Mass.
- COLLINS, TED**  
CBS—Kate Smith Sings
- COLLYER, BUD**  
ABC—The Mary Small-Junior Miss Show  
MBS—Superman.
- COLMAN, RONALD**  
NBC—Jack Benny Show
- CONLON, PATRICK**  
ABC—Quiz Kids
- COLONNA, JERRY**  
NBC—Bob Hope Show.
- CONRAD, PAUL**  
CBS—Cimarron Tavern.
- CONTE, JOHN**  
NBC-CBS.
- COOGAN, RICHARD**  
CBS—Light of the World.



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**COOK, RALPH**  
WHNC, New Haven, Conn.

**COOK, TOMMY**  
CBS—Blondie.

**COOPER, BEN**  
NBC — Joyce Jordan, M. D.,  
NBC—Portia Faces Life

**COOPER, JERRY**  
MBS

**COPELAND, MAURICE**  
NBC—The Guiding Light.

**CORBETT, EDNA**  
WGTC, Greenville, S. C.

**CORBETT, ESTHER**  
WGTC, Greenville, N. C.

**CORDELL, KATHLEEN**  
CBS—Crime Doctor.

**COREY, LENORE**  
KDKA, Pittsburgh, Pa.

**CORRELL, CHARLES**  
NBC—Amos 'n' Andy

**COSTELLO, LOU**  
NBC—Abbott & Costello

**COTSWORTH, STAVES**  
CBS—The Second Mrs. Bur-  
ton, Crime Photographer,  
NBC—Right to Happiness.

**COTTON, JOSEPH**  
NBC-CBS.

**COURTNEY, ALAN**  
MBS—Mutual Record Carni-  
val.

**COWLING, SAM**  
ABC—The Breakfast Club.

**CRAIG, GENE**  
KRNT, Des Moines, Ia.

**CROSBY, BING**  
NBC—Kraft Music Hall.

**CROSBY, BOB**  
CBS—Ford Show

**CROWDER, CONNIE**  
CBS—Those Websters, ABC—  
Curtain Time, NBC—The  
Guiding Light.

**CROWLEY, MATT**  
CBS—Road of Life.

**CURTIN, JOSEPH**  
CBS—Our Gal Sunday, NBC  
Mt. and Mrs. North.

— D —

**DALEY, CASS**  
NBC—Fifth Band Wagon

**DALY, JOHN**  
CBS—Celebrity Club.

**DANDRIDGE, RUBY**  
Amos 'n' Andy, Judy Canova,  
Lux Theatre

**DANE, FRANK**  
CBS—Tena and Tim

**DARLING, DENVER**  
WNEW.

**DARNAY, TONI**  
CBS—The Strange Romance  
of Evelyn Winters.

**DAVIES, GWEN**  
CBS—Let's Pretend.

**DAVIS, JOAN**  
CBS—Joan Davis Show.

**DAVIS, MARJORIE**  
KDKA, Pittsburgh, Pa.

**DAYTON, JANET**  
WOL, Washington, D. C.

**De CAMP, ROSEMARY**  
CBS—Dr. Christian.

**De CORSIA, TED**  
ABC—Terry and the Pirates  
CBS—The Adventures of El-  
ton Queen, CBS—Big Town

**De KOVEN, ROGER**  
NBC—Road of Life

**DELMAR, KENNETH**  
NBC—The RCA Victor Show  
Fred Allen Show.

**DENNY, DAVE**  
WHN, New York, N. Y.

**DENNA, GEORGE V.**  
ABC—America's Town Meet-  
ing.

**DE POLENZKA, BARONESS**  
WINS-WAAT.

**DESMOND, JOHNNY**  
NBC—Phillip Morris Follies  
of 1914, NBC—The Teen  
Timers Club.

**DESMOND, MAE**  
WDAS, Philadelphia, Pa.

**DEVINE, ANDY**  
NBC.

**DIAMOND, STEPHANIE**  
KDKA, Pittsburgh, Pa.

**DILLON, JANE**  
WTF, Hartford, Conn.

**DIXON, BOB**  
CBS—Hobby Lobby.

**DOBSON, JIMMIE**  
NBC—Right to Happiness.

**DOLOKHOV, ADELE**  
FINKENSTEIN  
KDKA, Pittsburgh, Pa.

**DONALD, PETER**  
NBC-MBS—'Am You Top This,  
Guess Who, ABC—County  
Fair.

**DONOVAN, WARDE**  
NBC—Solitary Time

**DOUGLAS, DON**  
School of the Air, Grand Cen-  
tral Station, Black Castle,  
M-G-M Screen Test

**DOUGLAS, HARRY**  
CBS—Night Time on the  
Trail.

**DOUGLAS, JACK**  
NBC—CBS

**DOUGLAS, SHARON**  
NBC—Life of Riley

**DOUGLAS, SUSAN**  
NBC—The Teenagers Club

**DOUGLASS, NANCY**  
ABC—The Listening Post  
NBC—Woman of America

**DOWNEV, MORTON**  
MBS—Songs by Morton Dow-  
ney.

**DOWNS, BILL**  
CBS—Cross Section—CIO

**DRAKE, ROB**  
WROL, Knoxville, Tenn.

**DRESSLER, ERIC**  
CBS—Big Sister.

**DREW, BARRY**  
NBC—Joyce Jordan, M. D.

**DRILL, HELEN**  
KWJ, Portland, Ore.

**DUCHIN, EDDIE**  
NBC—Kraft Music Hall

**DUMKE, RALPH**  
NBC-CBS.

**DUNLAP, PATRICIA**  
CBS—Bachelor's Children  
WGN, Chicago, Ill.

**DUNLAP, TED**  
WOL, Washington, D. C.

**DUNLOP, GERRY**  
WIKC, Columbus, O.

**DUNN, EDDIE**  
NBC-ABC.

**DUNNINGER**  
The Dunninger Show

**DURANTE, JIMMY**  
CBS—Jimmy Durante and  
Garry Moore.

**DUSKIN, RUTHIE**  
ABC—Quiz Kids.

— E —

**EARL, DR. CRAIG**  
ABC—Professor Quiz

**EAST, ED**  
NBC—Ed and Polly

**EAST, POLLY**  
NBC—Ed and Polly

**EASTMAN, CARL**  
NBC-CBS.

**EDISON, JOE**  
WIBC, Indianapolis, Ind.

**EDSON, EDWARD**  
NBC—The First Piano Quar-  
tet.

**EDWARDS, JOAN**  
CBS—Hit Parade

**EDWARDS, RALPH**  
NBC—Truth or Consequences

**EGELSTON, CHARLES**  
CBS—Ma Perkins.

**EILER, BARBARA**  
ABC—The Charlotte Green-  
wood Show.

**EINSTEIN, HARRY**  
(PARKYKARKUS)

NBC—Meet Me At Parky's.

**EISNER, ANITA**  
WNHC, New Haven, Conn.

**ELDERS, HARRY**  
CBS—Michael Scott Presents  
ABC—Curtain Time, NBC—  
The Baxters

**ELLIS, ROBERT**  
NBC—The Guiding Light

**ELMAN, DAVE**  
MBS—Rens's Radio Auction  
Show.

**ELSTNER, ANNE**  
NBC—Stella Dallas

**EMERSON, HOPE**  
NBC-CBS.

**EMERY, BOB**  
MBS—Rainbow House.

**EMORY, CARL**  
NBC—Light of the World,  
ABC—Terry and the Pirates.

**ERIC, ELSFETH**  
CBS—Monnie and the Men.

# BOB BURNS



*May I express my sincere thanks to the directors and agencies for thinking of me when casting their shows. I am grateful to them, not only for calling me so often, but for giving me the opportunity of playing so varied a number of parts. Once again many thanks.*  
*Sincerely,*

*Tony Barrett*

LExington 2-1100

# RADIO ARTISTS

**EVANS, RICHARD L.**  
CBS—Salt Lake City Tabernacle Choir and Organ

## — F —

**FEE, EDNA**  
WSAI, Cincinnati, O.

**FELTON, HAPPY**  
MBS-NBC.

**FELTON, YERNA**  
CBS—The Joan Davis Show.  
NBC—The Skelton Scrapbook.

**FENWICK, ELLEN**  
NBC-CBS.

**FIELDS, GRACIE**  
NBC—Gracie Fields Show.

**FIELDS, NORMAN**  
MBS—Murder Is My Hobby.

**FIELDS, ROY**  
CBS—Barnyard Follies.

**FIELDS, SID**  
NBC—Abbott & Costello.

**FILLBRANDT, LAURETTE**  
CBS—Bachelor's Children.

**FISCHMAN, HARVE**  
ABC—Quiz Kids.

**FISHER, STERLING**  
NBC—Our Foreign Policy

**FITCH, LOUISE**  
CBS—Valiant Lady.

**FITZGERALD, ED**  
ABC—The Fitzgeralds.

**FITZGERALD, PEGEEN**  
ABC—The Fitzgeralds.

**FITZMAURICE, MICHAEL**  
NBC—Woman of America.

**FLING, ROBERT**  
KGB, San Diego, Calif.

**FLIPPEN, J. C.**  
NBC-CBS.

**FLYNN, CHARLES**  
ABC—Jack Armstrong.

**FLYNN, ED**  
WSNY, Schenectady, N. Y.

**FOLEY, RED**  
WLS—National Barn Dance.

**FORD, ART**  
NBC—The Eileen Barton Show.

**FORD, SENATOR ED**  
NBC—Can You Top This?

**FORSYTHE, LARRY**  
KOIL, Omaha, Neb.

**FOSTER, SALLY**  
CBS—National Hillbilly Champions.

**FOX, TEMPLETON**  
NBC-CBS.

**FRANCIS, ARLENE**  
ABC—Blind Date.

**FREDEBRICK, ARLENE**  
CBS—The Sparrow and the Hawk.

**FREDEBRICK, CAL**  
KFWB, Hollywood, Calif.

**FREED, CHARLES**  
CBS—Gateways To Music.

**FREEMAN, FLORENCE**  
NBC—Woman of America.

**FROST, ALICE**  
NBC—Mr. and Mrs. North.  
CBS—Big Sister.

**FRAMER, WALT**

## — G —

**GAIR, SONDRÁ**  
WGN, Chicago, Ill.

**GANNON, JOHN**  
ABC—Jack Armstrong.

**GARNER, ADAM**  
NBC—The First Piano Quartet.

**GARDE, BETTY**  
NBC-CBS.

**GARDNER, ED**  
NBC—Duffy's Tavern.

**GORDON, BERT**  
NBC—Eddie Cantor Show

**GARGAN, BILL**  
ABC—Murder Will Out.

**GARY, ARTHUR**  
NBC.

**GENTRY, EDDIE**  
CBS—Barnyard Follies.

**GERALD, ARA**  
CBS—Our Gal Sunday

**GIBBS, ISABELLE**  
NBC—Philip Morris Follies of 1946.

**GIBSON, JOHN**  
CBS—Crime Photographer.  
ABC—Terry and the Pirates.

**GILLEN, DOLORES**  
CBS—Mommie and the Man.  
NBC—Right to Happiness.

**GILLESPIE, JEAN**  
ABC—Alan Young Show.

**GODDARD, DON**  
NBC—Home Is What You Make It.

**GODFREY, ARTHUR**  
CBS—Arthur Godfrey Show.

**GODSCHALK, HELEN**  
KCRC, Enid, Okla.

**GOPE, NORRIS ("TUFFY")**  
ABC—Lum 'n' Abner.

**GOLDFEIN, HUELA**  
WSTV, Steubenville, O.

**GOLDMAN, KATE**  
KRNT, Des Moines, Ia.

**GORCEY, LEO**  
NBC—Bob Burns Show.

**GORDON, VIRGINIA**  
NBC—Abbott & Costello.

**GOREAU, LORRAINE**  
KYOL, Lafayette, La.

**GOSDEN, FREEMAN**  
NBC—Amos 'n' Andy.

**GOSS, JIM**  
ABC—Jack Armstrong.

**GOTHARD, DAVID**  
CBS—The Romance of Helen Trent, NBC—Right to Happiness.

**GOTTSCHALK, NORMAN**  
CBS—Tena and Tim.

**GRAHAM, JUDY**  
ABC—Quiz Kids.

**GRAY, BILLY**  
NBC—Abbott & Costello, NBC—Eddie Cantor Show.

**GRAY, STUART**  
WOL, Washington, D. C.

**GRAEZA, WALTER**  
CBS—Crime Doctor.

**GREEN, DOROTHY**  
WABC, WEAF, KHJ.

**GREEN, EDDIE**  
NBC—Duffy's Tavern, NBC—Amos 'n' Andy.

**GREEN, WILLIAM**  
CBS—Those Websters.

**GREENWOOD, CHARLOTTE**  
ABC—The Charlotte Greenwood Show.

**GREY, BILL**  
CBS—Jack Kirkwood Show.

**GRIGGS, JOHN**  
MBS—House of Mystery.

**GRIFTEN, KEN**  
CBS—Michael Scott Presents.

**GRIFFIN, BOB**  
ABC—Terry and the Pirates.

**GRIGGS, JOHN**  
ABC—Dick Tracy.

**GRIMES, JACKIE**  
CBS—Let's Pretend, Mommie and the Men, Cummarron Tavern, NBC—Woman of America.

## — H —

**HAAG, ROBERT**  
ABC—The Sheriff, NBC—Woman of America.

**HALEY, JACK**  
NBC—Sealtest Village Store

**HANES, BOB**  
WGY, Schenectady, N. Y.

**HARRIS PHIL**  
NBC—The Jack Benny Program.

**HARRIS, TOM**  
CBS—The Jack Kirkwood Show.

**HASTINGS, BOB**  
CBS—National Hillbilly Champions.

**HATHAWAY, JOY**  
CBS—Amanda.

**HAWK, BOB**  
CBS—The Bob Hawk Show.

**HAYES, GABBY**  
ABC—Andrew Sisters.

**HAYES, HELEN**  
CBS—The Helen Hayes Show.

**HAYMES, DICK**  
NBC.

**HEEN, GLADYS**  
CBS—Tena and Tim.

**HENDRICKSON, ROD**  
MBS—Adventures of Bulldog Drummond.

**HENRITZE, BETTY**  
WROL, Knoxville, Tenn.

**HEPLER, JANET**  
WHK, Cleveland, O.

## ART LINKLETTER

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. . . **RADIO ARTISTS** . . .

**HERCULES, HEATHCLIFFE**  
NBC—The Teentimers Club.

**HEREFORD, JOHNNIE**  
CBS-NBC.

**HERLIHY, ED**  
NBC.

**HERRIOT, THOMAS**  
WJAP, Washington, Pa.

**HERSHFIELD, HARRY**  
NBC—Can You Top This?

**HERSHOLT, JEAN**  
CBS—Dr. Christian

**HICKS, GEORGE**  
ABC—Theatre Guild on the Air

**HIGBY, MARY JANE**  
CBS—The Romance of Helen Trent

**HILDEGARDE**  
NBC—Raleigh Room.

**HILL, AL, JR.**  
NBC — Adventures of Bill Lance, Cited for Valor

**HILL, JOAN**  
KDKA, Pittsburgh, Pa.

**HILLIARD, HARRIET**  
CBS — The Adventures of Ozle and Harriet

**HILLIAS, PEG**  
CBS—Those Websters

**HIPPS, FRANK**  
KDKA, Pittsburgh, Pa.

**HIPPS, PEARL**  
KDKA, Pittsburgh, Pa.

**HOLBROOK, JOHN**  
CBS—Life Can Be Beautiful

**HOLDEN, FAIRLEY**  
CBS—Renfro Valley Folks

**HOLIDAY, STANLEY**  
WDSU, New Orleans, La.

**HOLMES, AUDREY**  
CBS—The Garden Gate

**HOPE, BOB**  
NBC—The Pepsodent Show.

**HOPKINS, BARRY**  
NBC—Women of America.

**HOPPER, HEDDA**  
CBS.

**HOWARD, EUNICE**  
NBC-CBS.

**HORTON, EDWARD EVERETT**  
NBC.

**HOUSE, NATHAN**  
WJPR, Greenville, Miss.

**HOUSEMAN, KENNETH**  
WFEA, Manchester, N. H.

**HOUSTON, JANE**  
CBS — Cimarron Tavern.  
NBC—Stella Dallas.

**HOWARD, TOM**  
CBS—It Pays To Be Ignorant.

**HOWE, QUINCY**  
CBS—This Living World

**HUBBARD, IRENE**  
CBS—Mr. Keen, Traitor of Lost Persons, NBC — Porto Faces Life.

**HUDSON, TOM**  
NBC—The Teentimers Club

**HULICK, BUDD**  
NBC-MBS.

**HULL, WARREN**  
CBS—Vox Pop.

**HURT, MARLIN**  
CBS—The Bentah Show.

— I —

**INGLEISE, ELIZABETH**

**INTRATOR, IRESE**

**IRELAN, JOHN**

**ISH-KABIBBLE**  
NBC—Kay Kyser Show

**IVES, BERL**  
NBC.

**IVES, RAYMOND, JR.**

— J —

**JACKSON, CHUBBY**  
ABC — The Woody Herman Show.

**JACKSON, DALE**  
KDKA, Pittsburgh, Pa.

**JAMISON, HOUSE**  
CBS — The Aldrich Family Crime Doctor.

**JANNEY, LEON**  
ABC—Adventures of Charlie Chan.

**JARVIS, AL**  
KFWB, Los Angeles, Calif.  
Make Believe Balroom Can You Top This

**JEROME, ED**  
CBS — F.B.I. In Peace and War.

**JOHNNY**  
NBC — Philip Morris Pollies of 1946

**JOHNSON, PARKS**  
CBS, Vox Pop.

**JOHNSON, RAYMOND EDWARD**  
CBS—Inner Sanctum.

**JONES, ROBERT**  
WJAP, Washington, Pa.

**JORDAN, JIM**  
NBC—Fibber McGee & Molly.

**JORDAN, MARION**  
NBC—Fibber McGee & Molly

**JORDAN, OWEN**  
ABC—Tory and the Pirates

**JORY, VICTOR**  
CBS.

**JOSTYN, JAY**  
NBC—Mr. District Attorney

**JUNEMAN, JERRY**  
KNOP, Monroe, La.

— K —

**KARAM, ELENA**  
NBC-CBS — Road of Life.

**KARP, RICHARD**  
KDKA, Pittsburgh, Pa.

**KAY, BEATRICE**  
NBC.

**KAY, GERALDINE**  
NBC—Masquerade

**KAYE, DANNY**  
CBS—Danny Kaye

**KAYE, LEO**  
KDKA, Pittsburgh, Pa.

**KEARNS, JOSEPH**  
CBS — Suspense, Hollywood Star Time, NBC—Judy Canova Show, Jack Haley Show

**KEATING, LARRY**  
NBC-CBS

**KEITH, MAXINE**  
MBS.

**KELK, JACKIE**  
CBS — The Aldrich Family, Celebrity Club, NBC — Chesterfield Supper Club

**KELLY, JIM**  
CBS—Mr. Keen Traitor of Lost Persons

**KELLY, JOE**  
ABC—Quiz Kids

**KELTON, PERT**  
ABC—The Mary Small Junior Miss Show.

**KENT, ELAINE**  
CBS—Our Gal Sunday.

**KILGORE, SHIRLEY**  
WDSU, New Orleans, La.

**KILPACK, BENNETT**  
CBS — Mr. Keen, Traitor of Lost Persons

**KING, DEL**  
CBS—Mary Lee Taylor.

**KING, JOHN REED**  
CBS—Give and Take.

**KING, MADOLYN**  
KNAK, Salt Lake City, Utah.

**KIRKWOOD, JACK**  
CBS — The Jack Kirkwood Show.

**KOHL, ARTHUR**  
CBS—Rosemary

**KRAMER, MANDEL**  
ABC—David Harding, Coun-  
ter-Spy.

**KRENS, OTTO**  
KDKA, Pittsburgh, Pa.

**KROMAN, DAVID**  
WGY, Schenectady, N. Y.

**KUMMER, ELOISE**  
NBC—Doctors At Home, The Guiding Light

**KUPPERMAN, JOEL**  
ABC—Quiz Kids.

**KYLE, ALASTAIR**  
CBS—Our Gal Sunday.

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. . . **RADIO ARTISTS** . . .

**KYSER, KAY**  
NBC—Kay Kyser's College of Musical Knowledge.

— **L** —

**LAHR, BERT**  
MBS—The Fresh Up Show.

**LAIR, JOHN**  
CBS—Renfro Valley Folks.

**LANGAN, GLEN**  
MBS—Murder Is My Hobby.

**LAKE, ARTHUR**  
CBS—Blondie.

**LANDICK, OLYN**  
ABC—The Sheriff

**LANGNER, LAWRENCE**  
ABC—Theatre Guild On the Air.

**LARSON, BOBBY**  
ABC—The Charlotte Greenwood Show.

**LASCHELLES, GEORGE**  
WGY, Schenectady, N. Y.

**LATIMER, ED**  
CBS—The Romance of Helen Trent.

**LAUCK, CHET**  
ABC—Lum 'n' Abner

**LAUREN, JANE**  
CBS—Light of the World.

**LAURIE, JOE, JR.**  
NBC—Can You Top This?

**LAZER, JOAN**  
CBS—Valiant Lady.

**LEE, MADELINE**  
NBC—Amos 'n' Andy.

**LE GRAND, RICHARD**  
NBC—The Great Gildersleeve.

**LEIGH, LILLIAN**  
CBS—The Jack Kirkwood Show.

**LEMKE, IRMA**  
WGY, Schenectady, N. Y.

**LENARD, GRACE**  
NBC—Road of Life.

**LENOW, BERNARD**  
CBS—Light of the World, Crime Photographer.

**LEONARD, SHELDON**  
NBC—Meet Me At Parky's

**LEONE, RICHARD**  
NBC—Woman of America.

**LESLIE, IRA**  
WBRC, Birmingham, Ala.

**LETHIN, ANITA**  
WMBI, Chicago, Ill.

**LEWIS, FRED**  
CBS—Light of the World.

**LEWIS, FORREST**

**LEWIS, ROBERT G.**

**LINDA**  
CBS—National Hillbilly Champions.

**LINDLAHR, VICTOR H.**  
MBS.

**LINKLETTER, ART**  
CBS—House Party, NBC—People Are Funny

**LINN, DAVID H.**  
KDKA, Pittsburgh, Pa.

**LISKA, MRS. JOSEPH JR.**  
WPHR, Wisconsin Rapids, Wisc.

**LISMAN, FRANKIE**  
KRNT, Des Moines, Ia.

**LISS, RONNIE**  
CBS—Light of the World

**LITTELL, PATTI**  
KDKA, Pittsburgh, Pa.

**LITTLE ELLER**  
CBS—Renfro Valley Folks.

**LIVINGSTONE, MARY**  
NBC—The Jack Benny Program.

**LLOYD, JACK**  
Kate Smith Show, Armstrong Theatre, Front Page Farrell, We. the People, My True Story, Dr. Christian.

**LOCKE, RALPH**  
CBS—Life Can Be Beautiful.

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• • • **RADIO ARTISTS** • • •

**LORD, PHIL**  
NBC—The Guiding Light

**LORDE, ATHENA**  
Two on a Clue, Evening in Paris, Aunt Jenny, Land of the Lost, Mr. Keen, My True Story, Second Husband, WOR Brownstone Theatre Television.

**LOVEJOY, FRANK**  
NBC—Joyce Jordan M. D.

**LOVELESS, W. P.**  
WBMB, Chicago, Ill.

**LUBIN, LOU**  
NBC—Amos 'n' Andy

**LUCAS, PAUL**  
WVIC, Hartford, Conn.

**LUDDY, BARBARA**  
CBS—First Nighter.

**LUND, JOHN**  
CBS—The Bub Crosby Show.

**LYNCH, KENNETH**  
ABC—Hop Harrigan.

**LYNCH, PEG**  
ABC—Private Lives of Ethel and Albert.

— **M** —

**MacBRYDE, JACK**  
CBS—Cimarron Tavern

**MacCORMACK, FRANKLYN**  
ABC—Hymns of all Churches.

**MACK, EDWARD**  
KDKA, Pittsburgh, Pa.

**MACK, GILBERT**  
NBC-CBS.

**MacLAUGHLIN, DON**  
CBS—The Romance of Helen Trent, A Woman's Life, ABC—David Harding Counter-spy

**MADDEN, DIXIE**  
KNOE, Monroe, La.

**MARL, MERRILL**  
KSFQ, San Francisco, Calif.

**MAHAR, WALLY**  
CBS—Music, NBC—One Man's Family.

**MALONE, POLLY**  
WCAE, Pittsburgh, Pa.

**MALONE, TED**  
ABC—Westinghouse Program

**MALOTTE, STANLEIGH**  
WAPT, Birmingham, Ala.

**MANSON, CHARLOTTE**  
NBC-CBS—Road of Life, MBS—Nick Carter.

**MacFARRIE, HAVEN**  
NBC—Noah Webster Says

**MARBLE, HARRY**  
CBS—The World Today

**MARION, RUSTY**  
CBS—National Hillbilly Champions.

**MARKS, GARNETT**

**MARR, EDDIE**  
ABC—Murder Will Out, CBS—Star of Fun and Mirth

**MARSHALL, REG**

**MARTIN, EMORA**  
CBS—Renfro Valley Folks

**MARTIN, SALLY**  
WSNY, Schenectady, N. Y.

**MANSON, CHARLOTTE**  
NBC—Right of Happiness.

**MASON, MARYN**  
CBS—The Strange Romance of Evelyn Winters.

**MASSEY, RAYMOND**  
NBC—Harvest of Stars

**MASTERS, LYNN**  
NBC—Road of Life

**MATHER, JACK**  
NBC—Meet Me At Party's.

**MAY, FOSTER**  
ABC—Walkie Talkie

**MAYBERRY, LES**  
CBS—Barnyard Folks

— **Mc** —

**McBRIDE, MARY MARGARET**  
NBC.



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SOUNDIES

LIVE JINGLES

ROAD OF LIFE NBC

THE RIGHT TO HAPPINESS NBC

LIFE CAN BE BEAUTIFUL CBS

BRIGHT HORIZON CBS

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## JACK DOUGLAS

. . . **RADIO ARTISTS** . . .

**McCAMBRIDGE, MERCEDES**  
CBS—Big Sister, Dick Tracy.

**McCAMMON, BESS**  
CBS—The Romance of Helen Trent, NBC—Road of Life.

**McCLAIN, JIMMY**  
NBC—Dr. I. Q.

**McGLESKEY, BEN**  
WFAA, Dallas, Tex.

**McCOMB, KATE**  
CBS—The Strange Romance of Evelyn Winters.

**McCONNELL, LULU**  
CBS—It Pays To Be Ignorant.

**McCONNELL, SMILIN' ED**  
NBC—Smilin' Ed McConnell and His Butcher Brown Gang.

**McCORMICK, MYRON**  
ABC—The Listening Post.

**McDANIEL, HATTIE**  
NBC—Amos 'n' Andy.

**McDONALD, HARI**  
CBS—Philadelphia Orchestra.

**McGEEHAN, PAT**  
NBC—Adventures of Bill Lance, The Skelton's Scrapbook, The Joan Davis Show.

**McGEHEE, GENE**  
KFH, Wichita, Kans.

**McGRATH, PAUL**  
CBS—Big Sister, Inner Sanctum.

**McGUIRE, PAULA**  
WBNS, Columbus, O.

**McKEE, BURT, JR.**  
WAPI, Birmingham, Ala.

**McNAUGHTON, HARRY**  
CBS—It Pays To Be Ignorant.

**McNEILL, DON**  
ABC—The Breakfast Club.

**McQUEEN, BUTTERFLY**  
CBS—Danny Kaye Show.

**McVEY, TYLER**  
ABC—Glamour Manor.

**MEIGHAN, JAMES**  
MBS—The Adventures of the Falcon.

**MERCER, JOHNNY**  
CBS—Hit Parade.

**MEREDITH, JAY**  
ABC—Terry and the Pirates.

**MERRILL, GARY**  
CBS—The Second Mrs. Burton.

**MEZGER, BILL**  
CBS—Coffee Club.

**MIFFLIN, EDNA**  
KDKA, Pittsburgh, Pa.

**MILES, OGDEN**  
NBC—Woman of America.

**MILLER, MARVIN**  
NBC—Rudy Vallee Show, Billie Burke Show, ABC—Contract Storyteller.

**MILLER, SIDNEY**  
CBS—Maude.

**MITCHELL, EVERETT**  
NBC—The National Farm and Home Hour.

**MITCHELL, SHIRLEY**  
CBS—The Joan Davis Show, NBC—The Green Gildersleeve.

**MITTLER, FRANK**  
NBC—The First Piano Quartet.

**MONAHAN, DICKEY**  
ABC—The Alan Young Show.

**MONTGOMERY, RALPH**  
KOIL, Omaha, Neb.

**MORGAN, CLAUDIA**  
CBS—The Adventures of the Thin Man, NBC—Right to Happiness.

**MOORE, CONSTANCE**  
ABC—Hollywood Mystery Time.

**MOORE, DEACON**  
KWK, St. Louis, Mo.

**MOORE, GARRY**  
CBS—Jimmy Durante and Garry Moore Show.

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**MOOREHEAD, AGNES**  
CBS—Mayor of the Town

**MORGAN, FRANK**  
NBC—Kraft Music Hall

**MORRIS, CHESTER**  
MBS-NBC

**MORRIS, ELSA**  
WEPN, Philadelphia, Pa.

**MORRISON, BRET**  
CBS—Light of the World  
MBS—The Shadow

**MORSE, MOLLY**  
KGIK, San Diego, Calif.

**MORTON, GREGORY**  
NBC—Road of Life

**MOSS, ARNOLD**  
CBS — Reader's Digest-Radio Edition

**MULLEN, CHARLES**  
CBS—Mommie and the Men

**MUNSON, OSA**  
NBC-CBS-ABC

**MURRAY, KEN**  
NBC-CBS

**MURRAY, LYNN**  
NB—Harvest of Stars

**MURRAY, MILDRED**  
NBC-CBS

**MYROIE, KATY**  
WOL, Washington, D. C.

— N —

**NEBLETT, JOHNNIE**  
NBC—Tin Pan Alley of the Air

**NELSON, JOHN**  
ABC—Bride and Groom

**NELSON, OZZIE**  
CBS — The Adventures of Ozzie and Harriet

**NEBITT, JOHN**  
NBC—The Westinghouse Program

**NEWLIN, JOHN**  
CBS—Rosemary

**NICHOLSON, VALERIE**  
WSTP, Salisbury, N. C.

**NIESEN, CLAIRE**  
CBS—The Second Mrs. Burton

**NILES, WENDELL**  
Wendell & Prindle Show

**NILSSON, NORMA JEAN**  
CBS—The Jack Carson Show

**NTEHAWK, ROBERT**  
KFAA, Helena, Ark.

**NORDINE, KEN**  
CBS—Michael Scott Presents

**NOYAK, FRANK**  
MBS

— O —

**O'DAY, MICHAEL**  
CBS—Let's Pretend

**O'HALLORAN, HAL**  
ABC—Wake Up and Smile

**O'KEEFE, DENNIS**  
ABC—Hollywood Mystery Time

**OLSEN, EDITH**  
WNHC, New Haven, Conn.

**OLSEN, JOHNNY**  
ABC—Lads - Be Seated

**ORT, JEAN**  
WOL, Washington, D. C.

**ORTEGA, SANTOS**  
CBS—The Adventures of Florry Queen - Big Sister Perry Mason

**OSHEA, MICHAEL**  
NBC

**OWEN, ETHEL**  
ABC—The Listening Post

— P —

**PADWA, YEE**  
NBC—The First Piano Quartet

**PARKS, BERT**  
MBS—Break the Bank

**PARKYAKARKUS**  
NBC—Meet Me at Parky's

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## ED BEGLEY

Title Role . . . "Charlie Chan" ABC  
"Papa Ditteneffer" . . . ABC  
"Alan Young Show" ABC  
"Oscar Finch" . . . CBS  
"Life Can Be Beautiful" CBS



## FRANK LOVEJOY

LA 4-1200



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. . . **R A D I O A R T I S T S** . . .

**PATTON, MARY**  
CBS—A Woman's Life.

**PAWLEY, EDWARD**  
CBS—Big Town.

**PAYNE, VIRGINIA**  
CBS—Ma Perkins

**PEARCE, AL**  
NBC—CBS.

**PEARMAN, FLORENCE**  
WBAP, Fort Worth, Tex.

**PEARSON, GEGE**  
NBC—The Skelton Scrapbook

**PEARY, HAL**  
NBC—The Great Gildersleeve.

**PELLETIER, VINCENT**  
ABC—Curtain Time

**PERLANDRI, RAY**  
CBS—National Hillbilly Champions.

**PERRIN, VICTOR**  
ABC—Remember Hour

**PERSONS, FERN**  
NBC—The Baxters

**PETERSON, RUTH**  
KSFO, San Francisco, Calif

**PETRUZZI, JACK**  
NBC—Masquerade.

**PHELPS, RITH**  
WDSU, New Orleans, La

**PIFFER, LE ROY**  
KFAA, Helena, Ark.

**PHILLIPS, IRVING**  
KCRA, Sacramento, Calif

**PHILSON, BETTY**  
ABC—The Mary Small Junior Miss Show.

**PIERCE, MADELINE**  
NBC—Stella Dallas.

**POULTON, LIONEL**  
KDKA, Pittsburgh, Pa

**POWELL, DICK**  
MBS—Rogue's Gallery

**POWELL, JUDY**  
WPEN, Philadelphia, Pa

**PRENTISS, ED**  
MBS—Freedom of Opportunity

**PRINCE, DAN**  
WIP, Philadelphia, Pa

**PRINDAVILLE, MAYBELLE**  
NBC—CBS—ABC

**PRINDLE, DON**  
Wendell & Prindle Show

**PRYOR, AINSLIE**  
WJPR, Greenville, Mass

**PUTNAM, GEORGE A.**  
NBC—CBS.

**QUEEN, ROY**  
CBS—Barnyard Follies

**QUIZ KIDS**  
ABC

**QUIZ PROFESSOR**  
NBC.

— R —

**RAHT, KATHERINE**  
CBS—The Adrich Family.

**RANDOLPH, AMANDA**  
NBC—Joyce Jordan, M. D., Ladies Be Seated.

**RANDOLPH, LILLIAN**  
NBC—Amos 'n' Andy The Great Gildersleeve

**RASKYN, SAM**  
NBC—CBS

**RATHBONE, BASIL**  
MBS—Adventures of Sherlock Holmes.

**RAU, RUTH**  
NBC—The Ginzler Light

**RAUH, HELEN WAYNE**  
KDKA, Pittsburgh, Pa

**RAY, WADE**  
CBS—Barnyard Follies

**READ, SUE**  
NBC—CBS

**READICK, BOBBIE**  
CBS—Let's Postcard

— Q —

**QUEEN, ELLERY**  
CBS—The Adventures of Ellery Queen.



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. . . **RADIO ARTISTS** . . .

**READICK, FRANK**  
CBS—Crime Doctor

**REDD, ALAN**  
MBS—The Nebbs.

**REED, TOBE**  
NBC—CBS

**REES, MARY MARRIN**  
NBC—Masquerade.

**REID, DON**  
CBS—Jack Kirkwood Show.

**REIG, HOWARD**  
WGY, Schenectady, N. Y.

**REIHL, DAVID**  
KDKA, Pittsburgh, Pa.

**REIHL, DONALD**  
KDKA, Pittsburgh, Pa.

**REIHL, KAY**  
KDKA, Pittsburgh, Pa.

**REINHEART, ALICE**  
CBS—Life Can Be Beautiful.

**RELLER, ELIZABETH**  
NBC—Portia Faces Late.

**REPAID, BILLY**  
WOL, Washington, D. C.

**RHODES, BETTY**  
NBC—Meet Me at Parky's.

**RICH, IRENE**  
Dear John.

**RIGGS, TOMMY**  
Tommy Riggs & Betty Lou.

**ROBBINS, FRED**  
WOV—"1280 Club"

**ROBERTS, KEN**  
MBS—Quick as a Flash.

**ROBERTS, ROD**  
ABC—Tennessee Jed.

**ROBERTS, SANDY**  
ABC—Tennessee Jed.

**ROBERTSON, ARNOLD**  
NBC—Road of Life.

**ROBINSON, BARTLETT**  
NBC—Woman of America,  
Portia Faces Life.

**ROGERS, ROY**  
MUTUAL—Don Lee.

**ROLDS, MARY BETH**  
WOL, Washington, D. C.

**ROMANO, MICHAEL**  
NBC—The Guiding Light.

**ROSE, HELEN**  
KFXX, Grand Junction, Colo.

**ROSS, EARLE**  
NBC—The Great Gildersleeve.

**ROSS, NORMA JEAN**  
NBC—The Guiding Light.

**ROST, ELAINE**  
NBC—Right to Happiness.

**ROWLES, POLLY**  
KDKA—WCAE, Pittsburgh  
Pa.

**ROZANNE, GERTA**  
ABC—Terry and the Pirates.

**RUSSSELL, TODD**  
MBS—Double or Nothing.

**RUTHERFORD, DOUG**  
CBS—F. B. I. in Peace and War.

**RYAN, EDWARD**  
ABC—The Charlotte Greenwood Show.

**RYAN, PATRICIA**  
CBS—Let's Pretend.

**RYAN, LES**  
WCED, DuBois, Pa.

— S —

**SACHS, ADELAIDE**  
KDKA, Pittsburgh, Pa.

**SANDEFFER, EVA**  
WEEU, Reading, Pa.

**SANDO, FLORENCE**  
KDKA, Pittsburgh, Pa.

**SANFORD, FLORENCE**  
WGY, Schenectady, N. Y.

**SCANTON, JOSEPH**  
WNHC, New Haven, Conn.

**SCHNEE, THELMA**  
NBC—Joyce Jordan, M. D.

**SCHREIBER, MIGNON**  
NBC—The Guiding Light.

**SCHULTZ, BETTY**  
WOL, Washington, D. C.

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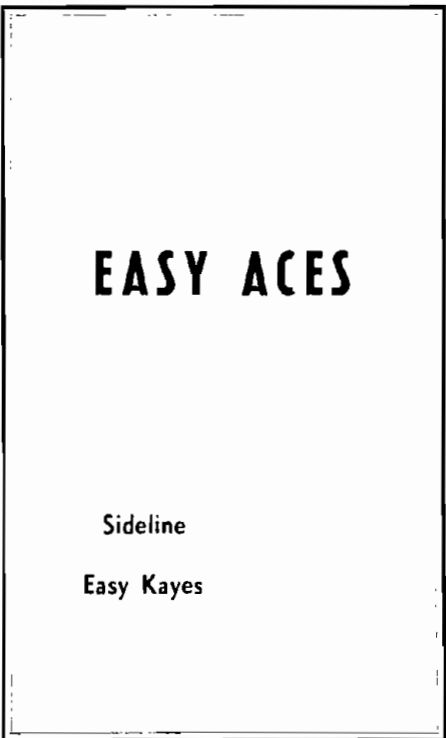
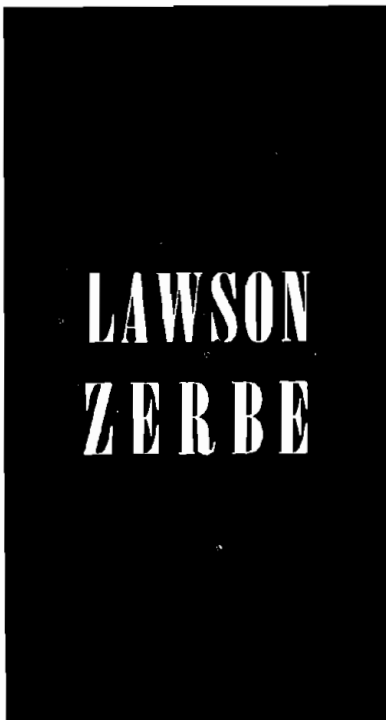
*(NBC)*



## DON DOUGLAS

• • • **RADIO ARTISTS** • • •

- SCIGLIANO, JOHN**  
KDKA, Pittsburgh, Pa
- SCOTT, ALEXANDER**  
CBS—The Music of Andre Kostelanetz
- SCOTT, FRANCES**  
It Takes a Woman, Fact or Fantasy, Let's Play Reporter
- SCOURBY, ALEXANDER**  
CBS—The Strange Romance of Evelyn Winters  
NBC—Right to Happiness
- SCRIBNER, JIMMY**  
MBS—The Johnson Family.
- SEARS, BILL**  
KUTV, Salt Lake City, Utah
- SELTZER, ART**  
NBC—Masquerade
- SERES, FLORINE**  
NBC—Doctors at Home
- SHAMES, RUTH**  
NBC—Masquerade
- SHARP, BETTY**  
KDKA, Pittsburgh, Pa
- SHARPE, VIRGIL**  
KOLL, Omaha, Neb
- SHELDON, BETTY**  
WOL, Washington, D. C
- SHELTON, GEORGE**  
CBS—It Pays to Be Ignorant
- SHEPARD, ANN**  
CBS—Big Sister
- SHEPARD, RILEY**  
ABC.
- SHERMAN, VAL**  
CBS—The First Line
- SHERWOOD, SHERRY**  
WOL, Washington, D. C
- SHOCKLEY, MARIAN**  
CBS—NBC—Road of Life
- SHORE, DINAH**  
NBC—Dinah Shore's Open House.
- SHRINER, HERB**  
NBC—Philip Morris Folies of 1946
- SICKLES, WALTER**  
KDKA, Pittsburgh, Pa.
- SIMMONS, BOB**  
CBS—Renfro Valley Folks
- SIMMS, GINNY**  
CBS—Ginny Simms Show.
- SINGLETON, PENNY**  
CBS—Blondie.
- SKELTON, RED**  
NBC—The Skelton Scrapbook
- SLATER, BILL**  
MBS
- SLATER, RALPH**  
The Ralph Slater Show
- SLATER, TOM**  
MBS
- SLOAN, JED**  
ABC—Tennessee Jed
- SLOANE, EVERETT**  
ABC—The Listening Post
- SMITH, BETTY RUTH**  
CBS—Michael Scott Presents.
- SMITH, FRED**  
WHK, Cleveland, O
- SMITH, KATE**  
CBS—Kate Smith Show, Kate Smith Speaks.
- SMITH, SIDNEY**  
CBS—Rosemary.
- SMITH, WONDERFUL**  
NBC—The Skelton Scrapbook
- SMOLEN, VIVIAN**  
CBS—Our Gal Sunday.  
NBC—Stella Dallas
- SOREL, GUY**  
NBC—Road of Life
- SOUBIER, CLIFF**  
ABC—Curl on Time
- SOUTE, OLAN**  
CBS—Bachelor's Children, First Night.
- SOUTHERN, ANN**  
CBS—Mausie.
- SOUTHWICK, ELAINE**  
KSUB, Cedar City, Utah
- SPELLMAN, JERRY**  
CBS—Those Websters.





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. . . **RADIO ARTISTS** . . .

**SPIRA, DOROTHY**  
WFSNY, Schenectady, N. Y.

**STAFFORD, HANLEY**  
CBS—The Baby Snooks Show  
Blondie.

**STANFORD, BOB**  
WFAA, Dallas, Tex.

**STHELL, EDGAR**  
NBC—Woman of America

**STERRETT, ANNE**  
NBC—Right to Happiness.

**STEVENS, COOKSTOVE IKE**  
ABC—Tennessee Jed.

**STEVENS, JULIE**  
CBS—The Romance of Helen  
Trent

**STEWART, CAROL**  
CBS—The Beulah Show

**STILMAN, REGINA**  
KDKA, Pittsburgh, Pa.

**STONE, EZRA**  
CBS—The Aldrich Family

**STREETS, CURTIS**  
WGTC—Greenville, N. C.

**STRICKLAND, AMZIE**  
NBC—ADC.

**STROZZI, KAY**  
NBC—Joyce Jordan, M. D.

**STUDEBAKER, HUGH**  
CBS—Michael Scott Presents  
Bachelor's Children

**STUDNEY, ED**  
WOL, Washington, D. C.

**SUBER, RAY**  
ABC—Curtain Time

**SULLIVAN, WILLIAM**  
WFEA, Manchester, N. H.

**SWEET, MARION**  
ABC—Terry and the Pirates

**SWENSON, KARL**  
CBS—Our Gal Sunday

**SWINEFORD, JACK**  
NBC—Masquerade

**SYLVESTER, JOHN**  
CBS—A Woman's Life—Vil-  
lain Lady

— **T** —

**TAYLOR, DEEMS**  
NBC—The RCA Victor Show

**TAYLOR, MARY LEE**  
CBS—Mary Lee Taylor.

**TEDROW, IRENE**  
MBS—The Nebbis.

**TEMPLETON, ALEC**

**TELZEL, JOAN**  
NBC

**TERRY, JOY**  
NBC

**TERRY, RENEE**  
Betty & Buddy

**TETLEY, WALTER**  
NBC—Great Gilderleeve

**THOMAS, ANN**  
NBC—CBS—ABC

**THOMPSON, BARRY**  
ABC—Dick Tracy  
NBC—Woman of America

**TIBOR, MARY LEE**  
WNOB, Mobile, Ala.

**TINNEY, CAL**  
ABC—Relax With Cal Tinney

**TIPPETTS, TWAIN**  
KSCB, Cedar City, Utah

**TRAMMELL, LYNN**  
WBAP, Fort Worth, Tex.

**TRAVIS, MICHAEL ANN**  
NBC—Philip Morris Follies of  
1946.

**TREACHER, ARTHUR**  
CBS—The Jack Carson Show

**TREMAINE, LES**  
CBS—The Adventures of the  
Thin Man.  
NBC—Joyce Jordan, M. D.

**TRENT, SYBIL**  
CBS—Let's Pretend.

**TROUT, DINK**  
NBC—Life of Riley

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*Actor*

*Announcer*



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. . . **RADIO ARTISTS** . . .

**TUTTLE, LURENE**  
CBS—Theatre of Romance,  
Hollywood Star Time, This Is  
My Best  
Mutual—Don Lee—Rogue's  
Gallery.  
NBC

— **U** —

**URCUIOLI, JOSEPH**  
WSYR, Syracuse, N. Y.

**URRY, FRANCES**  
WGN, Chicago, Ill.

**UTTAL, FRED**  
ABC—Detect and Collect

— **V** —

**VAGUE, VERA**  
NBC—Bob Hope Show

**VALENTINE, GRACE**  
NBC—Stella Dallas.

**VALENTINE, LEW**  
ABC—Curtain Time

**VALENTINE, LEWIS J.**  
ABC—Gang Busters

**VALLEE, RUDY**  
NBC—Rudy Vallee Show

**VAN DYKE, JAMES**  
NBC—Portia Faces Life, Wo-

man of America.  
CBS—Rosemary

**VAN ROOTEN, LUIS**  
CBS—Light of the World

**VASS, VIRGINIA**  
ABC—Glamour Manor.

**VAUGHAN, BERYL**  
ABC—Curtain Time  
NBC—Masquerade.

**VINTON, ARTHUR**  
CBS—Crime Doctor

**VOLA, VICKI**  
NBC—Mr. D. A.

**VOLKMAN, LOIS**  
NBC—Road of Life

**VON ZELL, HARRY**  
NBC—Dinah Shore.  
NBC—Eddie Cantor.

— **W** —

**WADE, ERNESTINE**  
NBC—Amos 'n' Andy

**WADE, FRED**  
WTIC, Hartford, Conn.

**WADE, VIRGINIA**  
WGED, Dubois, Pa.

**WALL, LUCILLE**  
NBC—Portia Faces Life

**WALLACE, WILLIAM**  
KRNT, Des Moines, Ia.

**WALTMAN, ELMER**  
KDKA, Pittsburgh, Pa.

**WARD, JACK**  
NBC

**WARD, PERRY**  
ABC—What's Done' Ladies

**WARNER, GERTRUDE**  
CBS—The Adventures of El  
roy Queen, Perry Mason

**WARREN, MATT**  
WOL, Washington, D. C.

**WEAVER, NED**  
MBS—Adventures of Baldoz  
Drummond

**WEBB, JANE**  
CBS—Those Websters  
NBC—The Baxters.

**WEBSTER, CHARLES**  
CBS—Life Can Be Beautiful,  
Perry Mason.

**WELLES, ORSON**  
ABC—Orson Welles' Almanac

**WELLS, GINN**  
WSAT, Cincinnati, O.

**WELLS, SARAJANE**  
ABC—Jack Armstrong



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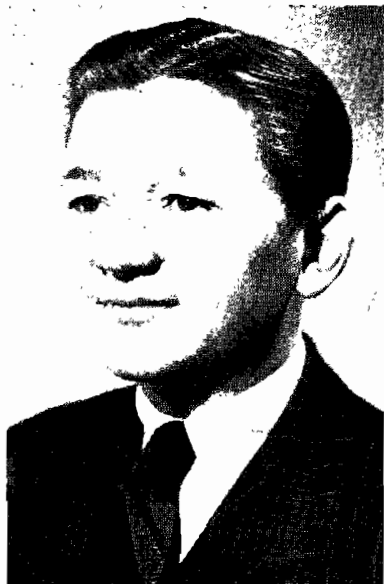
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• • • **R A D I O A R T I S T S** • • •

**WESTON, RUTH**  
NBC.

**WHEELER, BERT**  
MBS.

**WHITING, MARGARET**  
NBC—Philip Morris Follies of 1946.

**WHITMAN, GAYNE**  
NBC—The Pacific Story

**WIDMARK, RICHARD**  
CBS—Viviant Lady.

**WIDMER, HARRIET**  
NBC—The Guiding Light

**WILLARD, DICK**  
MBS—Take It Easy Time

**WILLIAMS, TOM**  
CBS—The Garden Gate

**WILLOCK, DAVE**  
CBS—The Jack Carson Show.

**WILSON, DON**  
NBC—The Jack Benny Program

**WILK, MARIE**  
WCAE, Pittsburgh Pa.

**WILLIAMSON, S. B.**  
KFAA, Helena, Ark.

**WILSON, JEMMIE**  
WAPU, Birmingham Ala.

**WINCHELL, PAUL**  
Winchell-Kay Show.

**WINKLER, BETTY**  
NBC—Joyce Jordan, M. D.  
CBS—Rosemary.

**WINSLOWE, PAULA**  
NBC—Life of Riley.

**WOLFE, MIRIAM**  
CBS—Let's Pretend.

**WOODS, LESLEY**  
CBS—Crime Photographer  
MBS—The Shadow.  
NBC—Port a Faces Lab

**WORCESTER, CHUCK**  
CBS—Columbia Country Journal.

**WRAGGE, BETTY**  
NBC—CBS—ABC.

**YOUNG, CARLTON**  
ABC

**YOUNG, ED**  
KDKA, Pittsburgh Pa.

**YOUNG, JESSE**  
KDKA, Pittsburgh, Pa.

**YOUNG, ROLAND**  
NBC

**YOUNGER, BEVERLY**  
CBS—Ma Perkins

**YOUNGMAN, HENRY**  
CBS—Kate Smith Show  
NBC—Raleigh Room.

**YURKA, BLANCHE**  
CBS—Viviant Lady.

— Y —

**YANEV, SKEETS**  
CBS—National Hillbilly Champions.

**YORK, DICK**  
ABC—Jack Armstrong

**YORK, IRA**  
NBC—Road of Life.

**YOUNG, ALAN**  
ABC—Alan Young Show.

**YOUNG, ARTHUR**  
CBS—Tena and Tim, Those Websters.  
NBC—The Bixters.

— Z —

**ZARLEY, LOIS**  
NBC—The Guiding Light

**ZERBE, LAWSON**  
NBC—CBS—ABC.

**ZERKLE, ETHEL JANE**  
KFH, Wichita, Kans.

**ZINK, ALBERT H.**  
WEBR, Buffalo, N. Y.

**ZINKAND, PHILLIP**  
KDKA, Pittsburgh, Pa.

**ZUCKERT, BILL N**  
NBC—ABC—CBS.



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# Orchestra Leaders and Musical Conductors —their work during 1945

## — A —

**ADLAM, BASIL** (Buzz)  
ABC—Remember Hour

**ADRIAN, LOU**  
NBC—Billie Burke Show.

**ALEXANDER, JEFF**  
**ANTONINI, ALFREDO**  
CBS—Viva America.

**ARDEN, VICTOR**  
NBC—Manhattan Merry Go Round

**ARMBRUSTER, ROBERT**  
NBC—Cavalcade of America  
CBS—Electric Hour.

**ARTZT, BILL**  
CBS—Blondie.

## — B —

**BAKALEINIKOFF, C.**  
NBC—A Date With Judy.

**BALLANTINE, ED.**  
ABC—The Breakfast Club

**BARGY, ROY**  
CBS—Durante-Moore Show

**BARLOW, HOWARD**  
NBC—Harvest of Stars  
The Voice of Firestone.

**BASIE, COUNT**

**BELL, FRANK**  
CBS—Coffee Club

**BENAVIE, SAMUEL**  
CBS—Motor City Melodies

**BERQUIST, "WHITEY"**  
NBC—The National Farm  
and Home Hour

**BLACK, FRANK DR.**  
NBC—General Motors Sym-  
phony of the Air.  
NBC—The Robert Merrill  
Show.

**BLADE, JIMMY**  
NBC—Tin Pan Alley

**BLOCH, ROY**  
CBS—Crime Doctor, Powder  
Box Theatre.  
CBS—Take It Or Leave It.  
ABC—Mary Small - Junior  
Miss Show.

**BLACKTON, JAY**

**BONIME, JOSEPH**  
ABC—The Sheriff.

**BORTEJ, CLAUDE**  
CBS—Serenade From Syca-  
muse

**BRADLEY, OSCAR**  
CBS—We The People.

**BROWN, MAURICE**  
CBS—Let's Pretend. New  
Voices In Song.

**BRUSILOFF, NAT**

## — C —

**CALLOWAY, CAB**

**CARLE, FRANKIE**

**CARTER, RAY**  
ABC—Dick Tracy.

**CASE, RUSS**  
MBS—The Fresh Up Show

**CATES, OPIE**  
NBC—Judy Canova, Old Gold  
Meet Me at Parky's His  
Honor The Barber

**CEPPAS, MAC**  
MBS.  
ABC.

**CHERNIAVSKY, JOSEF**

**CHITTISON, HERMAN**  
CBS—Casey Press Photogra-  
pher."

**COLEMAN, EMIL**  
NBC  
MBS

**CROSBY, BOB**  
CBS—The Bob Crosby Show

## — D —

**DALE, TDE**  
CBS—Jimmy Carroll Singers

**DANT, CHARLES**  
ABC—The Charlotte Green  
wood Show

**DAVIS, PHIL**  
ABC—Sunday Evening Party

**DEL CASTILLO, LLOYD**  
CBS—Stars Over Hollywood

**DITMAR, IVAN**  
ABC—Hedda Hopper  
CBS—

**DOLAN, ROBERT**  
NBC—Dinah Shore.

**DORSEY, JIMMY**

**DORSEY, TOMMY**  
NBC—

**DRAGON, CARMEN**  
CBS—The Baby Snooks Show

## — E —

**ELLINGTON, DUKE**

**ENNIS, SKINNEY**

## — F —

**FAIRCHILD, COOKIE**

**FIRTH, PERCY**  
NBC—Carnation Contented  
Program

**FORRESTER, DAVID**  
NBC—The Skelton Scrap-  
book.

**FRITTS, STAN**  
ABC—MBS—Korn Kobbler

## — G —

**GALE, BILL**  
CBS—County Fair

**GART, JON**  
MBC—ABC—

**GILLETTE, MICKEY**

**GLISKIN, LUD**  
NBC—Amos n Andy  
CBS—Suspense Theatre of  
Romance.

**GOBEL, DOLPH**  
ABC—Dolph Gobel Trio, Wood-  
bury, U. S. Tires, Savarin  
Coffee.

**GOODMAN, AL**  
CBS—The Family Hour

**GOODMAN, BENNY**

**GOOSENS, EUGENE**  
MBS—Cleveland Orchestra

**GOULD, MORTON**

**GRAY, JERRY**  
NBC—Phillip Morris Follies  
Of 1946.



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1944  
and again in  
1945

Direction:  
WM MORRIS AGENCY

• • •      **ORCHESTRA LEADERS**      • • •

— **H** —

**HEANSCHEN, GUSTAVE**  
NBC—American Album of Familiar Music.  
CBS—Saturday Night Screenade.

**HARRIS, PHIL**  
NBC—The Jack Benny Show

**HATCH, WILBUR**  
CBS—Screen Guild Players.

**HATHAWAY, CHARLES**  
ABC—Hollywood Mystery Time.

**HAWKINS, ERSKINE**

**HEAPS, PORTER**  
ABC—Curtain Time.

**HERDERSON, FLETCHER**  
MBS—NEC—

**HERMAN, WOODY**  
ABC—Woody Herman Show

**HERRMAN, BERNARD**  
CBS—Encore Appearance, Gateway to Music, Evelyn Farrell & The Columbia Concert Orchestra, Invitation to Music, Mona Paulée.

**HEZZIE, PAUL**  
NBC—National Barn Dance.

**HIMBER, RICHARD**  
MBS—

**HOFF, CARL**  
NBC—Abbott & Costello, College of Musical Knowledge

**HOFFMAN, HARRY**

— **J** —

**JAMES, HARRY**

**JENKINS, GORDON**  
CBS—The Dick Haymes Show, NBC—Bob Burns Show

**JEROME, JERRY**  
NBC—The Edger Barton Show.

**JONES, SPIKE**

— **K** —

**KATIMS, MILTON**  
NBC—

**KATZ, BERNARD**  
CBS—Mayor of The Town, This Is My Best, Greats Blanca.

**KAYE, SAMMY**  
Serenade.  
ABC—Sammy Kaye's Sunday

**KEMPINSKI, LEO**  
NBC—Army Hour, National Hour, Arlene Andrews.

**KENTON, STAN**

**KING, DUDLEY**  
CBS—Hobby Lobby.

**KOSLOFF, LOU**  
NBC—Life of Riley

**KOSTELANETZ, ANDRE**  
CBS—The Music of Andre Kostelanetz.

**ROUSSEVITZKY, SERGE DR.**  
ABC—Boston Symphony Orchestra

**KRUEGER, BEN**  
NBC—Rudy Vallee

**KYSER, KAY**  
NBC—College of Musical Knowledge.

— **L** —

**LAWRENCE, ELLIOT**  
CBS—Elliot Lawrence Orchestra,  
CBS—Listen to Lawrence

VICTOR YOUNG



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Harvest of Stars—  
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Norman Corwin—  
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• • • **ORCHESTRA LEADERS** • • •

**LAVALLE, PAUL**  
NBC—City Service

**LEIBERT, DICK**

**LEINSDORF, ERIC**

**LEVEY, HAROLD**  
CBS—Armstrong's Theatre of Today  
ABC—Theatre Guild On The Air

**LEVIN, SYLVAN**  
CBS—Great Moments In Music

**LEWIS, TED**

**LIGHT, ENOCH**  
MBS—Songhits Magazine Program

**LOMBARDO, GUY**  
ABC—Musical Autographs

**LONG, JOHNNY**  
NBC—The Teenagers Club

**LOPEZ, VINCENT**  
MBS—Detect A Tune

**LUBIN, HARRY**  
ABC—Glamour Mater

**LYMAN, ABE**  
NBC—Waltz Time

**LYTELL, JIMMY**  
MBS—Songs By Morton Downey

— **M** —

**MALNECK, MATTY**  
CBS—The Billy Burke Show  
NBC—Duffy's Tavern

**MAMORSKY, MORRIS**  
NBC—The Eternal Light

**MARTIN, FREDDIE**  
CBS—The Jack Carson Show

**MATHEWS, THOMAS**  
CBS—Blue Jacket Choir

**MAUPIN, REX**  
ABC—Wake Up And Smile

**MAY, BILLY**  
CBS—Ozzie & Harriet

**McINTYRE, HAL**

**MEAKIN, JACK**  
NBC—The Great Gildersleeve

**MERLIN, VING**  
NBC—Soldier Tune

**MILLER, JACK**  
CBS—The Aldrich Family  
Kate Smith Sings

**MILLER, IRVING**  
CBS—Jack Kirkwood

**MILLS, BILLY**  
NBC—Fibber McGee & Molly

**MILLS, FELIX**  
CBS—Burns And Allen

**MURRAY, LYN**

— **N** —

**NELSON, OZZIE**  
CBS—The Adventures of Ozzie & Harriet

**NEWMAN, ALFRED**  
CBS—Hollywood Star Time

**NEWMAN, RUBY**  
CBS—Timothy Davis, Song-Danny O'Neil & His Guest

**NOBLE, RAY**  
NBC—Chase & Sornborn

**NOYAK, FRANK**  
NBC—Firehouse Follies, Van Camps Milk  
MBS—Take It Easy

**NOVICK, NAT**  
CBS—It Pays To Be Ignorant

**JACK MILLER**

*Musical Director*



**“KATE SMITH SINGS”**

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*Composer-Conductor*

**DON  
VOORHEES**

1945

Bell "Telephone Hour"

"March of Time"

• • • **ORCHESTRA LEADERS** • • •

— **O** —

**ORMANDY, EUGENE**  
CBS—Philadelphia Orchestra

**OSBORNE, WILL**  
NBC—Abbott & Costello

— **P** —

**PAIGE, RAYMOND**  
NBC—The RCA Victor Show

**PASTOR, TONY**  
NBC—The Teenagers Club

**PAUL, EDDIE**  
NBC—Sealst Village Store

**PELLE, VICTOR**  
MBS—Double or Nothing

**PETRILLO, CAESAR**  
WBMM—Chicago

**PITT, MERLE**  
WNLW

**PRIMA, LOUIE**

— **R** —

**RATH, TEDDY**  
ABC—Detect And Collect

**RENARD, JAIQUES**

**RICKY, AL**  
CBS—Mr Keen, Tracer of Lost Persons

**RODZINSKI, AL TUR**  
CBS—New York Philharmonic

**ROTH, ALLEN**  
WEAF—Schaefer Revue

— **S** —

**SAVITT, JAN**  
ABC—The Louella Parsons Show

**SCHOEN, VIC**  
CBS—The Andrews Sisters Show

**SEULE, PAUL**  
CBS—Theatre of Romance

**SELINSKY, VLADIMIR**  
CBS—The Helen Hayes Show

**SELL, PAUL**  
CBS—Gene Autry

**SHAFFER, LLOYD**  
NBC—Chesterfield Support Club

**SHELDON, EARL**  
CBS—The Jack Smith Show

**SIELDS, ROY**

**SILVER, LOU**  
CBS—Lux Radio Theatre

**SOSNIC, HARRY**  
NBC—Raleigh Room

**SPIALNY, PHIL**  
NBC—Hour of Charm

**SPIVAK, CHARLIE**

**STACK, ALBERT**  
CBS—The Groucho Show Maize

**STANLEY, BOB**  
MBS—

**STEELE, TED**  
KMPC

**STEINER, FREDERICK**  
ABC—This Is Your FBI

**CARL HOFF**

**IRVING MILLER**

Conductor-Arranger

★

The Jack Kirkwood Show

For

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CBS

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*Musical Conductor*

## DURANTE-MOORE SHOW

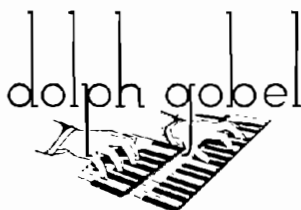
*for*

Rexall Drug Company  
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## HANK SYLVERN

Composer  
Conductor  
Organist



american broadcasting co.  
radio city new york



## DICK LEIBERT

ORGANIST-CONDUCTOR-COMPOSER

• • • **ORCHESTRA LEADERS** • • •

**STERNEY, GEORGE**

**STEVENS, LEITH**

KILJ—Dick Powell, Request Performance

**STOESS, WILLIAM**

CBS—Reader's Digest — Radio Edition.

**STORDAHL, AXEL**

CBS—The Frank Sinatra Show.

**SUES, LEONARD**

NBC—Eddie Cantor.

**SWEETEN, CLAUDE**

**SILVERN, HANK**

CBS—Arthur Godfrey Show

— **T** —

**TAYLOR, GILBERT**

NBC—National Barn Dance.

**TERRY, DAVE**

CBS—Danny Kaye Show.

**TOSCANINI, ARTURO**

NBC—General Motors Symphony of the Air.

**TRENDLER, BOB**

MBS—Swing's The Thing. Freedom of Opportunity

**TRITSCH, KENN**

NBC—National Barn Dance

**FROTTER, JOHN SCOTT**

NBC—Kraft Music Hall

— **V** —

**VAN, CLEAVE**

CBS—  
ABC—

**VAN STEEDEN, PETER**

CBS—The Bob Hawk Show

**VELAZCO, EMIL**

**VOORHEES, DON**  
NBC—Bell Telephone Hour

— **W** —

**WALLENSTEIN, ALFRED**

**WARD, CHARLES OTTO GARE**

NBC—National Barn Dance.

**WARD, JACK**

NBC—

**WARING, FRED**

NBC—The Fred Waring Show

**WARNOW, MARK**

CBS—Your Hit Parade

**WESTON, PAUL**

CBS—The Joan Davis Show  
Swan Soap.

**WHITE, JOHNNY**

MB—Sweetheart Time

**WHITEMAN, PAUL**

ABC—Radio Hall of Fame.

**WILSON, MEREDITH**

NBC—Barns & Allen Show.

**WYLE, GEORGE**

ABC—The Alan Young Show

— **Y** —

**YOUNG, VICTOR**

NBC—The Westinghouse Program

— **Z** —

**ZIMMERMAN, HARRY**

MB—

## HERMAN CHITTISON

"Casey, Press Photographer"

CBS

"Lanny Ross Show"

CBS

Per. Mgt.

Bob Coe

Direction

Wm. Morris Agency

## OPIE CATES

• • •

HIS  
CLARINET  
AND  
ORCHESTRA

• • •

*Musical Director . . .*

THE JUDY CANOVA SHOW—NBC

MEET ME AT PARKY'S—NBC

HIS HONOR THE BARBER—NBC



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Music Corporation  
of America  
Management

Lyn Duddy  
Publicity  
Representative

# ANITA ELLIS

Singing Star

RED SKELTON  
PROGRAM  
NBC



# Vocal Artists

## —their work during 1945

### — A —

**ADAMS, JANE**  
WESX, Salem, Mass.

**ADDISON, HENRY**  
WSSV, Petersburg, Va.

**ADDY, CLYDE**  
KOIL, Omaha, Neb.

**ALBANESE, LUCIA**  
MBS—Treasure Hour of Song.

**ALEXANDER, NICOLAI**  
KDKA, Pittsburgh, Pa.

**ALEXANDER, TED**  
WWDC, Washington, D. C.

**ALIEF, HAMILTON**  
WWVA, W. Wheeling, Va.

**ALLEN, REX**  
WLS, Chicago, Illinois.

**ALLEN, RICHARD**  
WJAS, Pittsburgh, Pa.

**ALLEN, ROSALIE**  
WOV, New York, N. Y.

**ALLEN, STEVE**  
KFPW, Fort Smith, Ark.

**ALLEN, SUSAN**  
ABC—Sammy Kaye's Sunday Serenade.

**ALLEN, WALLACE**  
WJNC, Packsonville, No. Car.

**ALME, JEAN**  
WDAY, Fargo, N. Dak.

**ALT, DOROTHY**  
WBEN, Buffalo, N. Y.

**ALVAREZ, VIRGINIA**  
WHK, Cleveland, Ohio.

**AMES, CAROL**  
CBS—Sing Along Club.

**AMSTERDAM CHORUS**  
NBI—Waltz Time.

**ANDERSON, AURORA LONG**  
WEMC, Ocala, Fla.

**ANDERSON, ETHEL**  
KOOS, Coos Bay, Oregon.

**ANDERSON, VERN**  
WJMC, Rice Lake, Wis.

**ANDREWS SISTERS**  
ABC—Eight To The Bar Ranch.  
CBS—The Andrews Sisters Show.

**ARBOGAST, Wayne**  
WIBW, Topeka, Kan.

**ARMEN, KAY**  
ABC—Wake Up And Smile.

**ARNELL, AMY**  
NBC—Abbott & Costello.

**ARNOLD, EDDIE**  
MBC—Opdy House Matinee.

**ARTHER, JACK**  
MBS.  
NBC.

**AZZARO, AL**  
KDKA, Pittsburgh, Pa.

### — B —

**BAILEY, CECIL**  
WSM, Nashville, Tenn.

**BAILEY, JAMES**  
WHFC, Rochester, N. Y.

**BAKER, JACK**  
WSM, Nashville, Tenn.

**BAKER, JERRY**  
WMCA, New York, N. Y.



# CURT MASSEY

NASH-KELVINATOR  
PROGRAM

Management

CENTURY ARTISTS, LTD.  
NEW YORK and HOLLYWOOD

VOCAL ARTISTS

**BALL, BETTY LOU**  
WATR, Winston-Salem, N. C.

**BARCLAY, BETTY**  
ABC—Sammy Kaye's Sunday  
Serenade.

**BARFIELD, WARREN**  
WPTE, Raleigh, N. C.

**BARKSDALE, EVERETT**  
CBS—The Jubalaires

**BARNES, ROY**  
KPOW, Powell, Wyo.

**BARRY, LEE**  
WMC, Memphis, Tenn.

**BARTON, EILEEN**  
NBC—Eileen Barton Show  
CBS—Frank Sinatra Show.

**BATES, LULU**

**BAXTER, JEANNE**  
KDKA, Pittsburgh, Pa.

**BEAN, ALVIN**  
WFAA, Dallas, Tex.

**BEASLEY, IRENE**  
CBS, Home, Bousley-Neighbor-  
Show  
MBS—Raising a Husband

**BECKER, MARGARET**  
KALE, Portland, Ore.

**BECKWITH, CLIFF**  
WPTE, Raleigh, N. C.

**BENNETT SISTERS**  
WBMM, Chicago, Ill.

**BERCH, JACK**  
ABC—The Jack Berch Show

**BERG, FLORENCE**  
KDKA, Pittsburgh, Pa.

**BERGER, GORDON**  
NBC—The Fred Waring Show

**BETTS, JOHNNY**

**BEVERLY, ELAINE**  
KDKA, KQV, Pittsburgh, Pa.

**BISHOP, ADEI AIDE**

**BLACK, JUNE**  
WKRC, Cincinnati, Ohio.

**BLACKWELL, BETTY**  
WSPA, Spartanburg, S. C.

**BLUE MOUNTAIN GIRLS**  
CBS—Renfro Valley Folks

**BODY COMBE ROBERT**  
KDKA, Pittsburgh, Pa.

**BOLAND, KAY**  
WGBS, Miami, Florida.

**BOND, ANN**  
KOMA, Oklahoma City, Okla.

**BORER, CHARLIE**  
WELD, Tupelo, Miss.

**BORGE, VICTOR**  
NBC—The Victor Borge Show

**BOSCH, HENRY**  
WBMB, Chicago, Ill.

**BOYLE, DICK**  
WTOG, Cleveland, Ohio.

**BRAGDON, JOE**  
KFAA, Helena, Ark.

**BRAINARD, JOAN**  
WNHC, New Haven, Conn.

**BREIMER, LARRY**  
KTTB, Tacoma, Wash.

**BRINEY, MARY MARTHA**  
KDKA, Pittsburgh, Pa.

**BRIK, ROBERT**  
KPSA, San Antonio, Texas.

**BRISCOE, HELEN MARIE**  
KOA, Denver, Colo.

**BRITO, PHIL**  
ABC.  
MBS.

**BROOKS, DOROTHIA**  
WTAM, Cleveland, Ohio.

**BROOKS, JOAN**

**BROOKS, KIRBY**  
WIOD, Miami, Fla.

**BROOKS, ORVILLE**  
CBS—The Jubalaires

**BROOKS, THEODORE**  
CBS—The Jubalaires

**BROWN, DICK**  
NBC—RCA Victor  
MBS—Dick Brown Show

**BROWN, HAL**  
KTSA, San Antonio, Texas.

**BROWN, RUSS**  
WBMM, Chicago, Illinois.

**BRUSH, BRUCE**  
KUTV, Salt Lake City, Utah.

**BRYANT, LOOPY**  
KDKA, Pittsburgh, Pa.

**BRYANT, SELM**  
KDKA, Pittsburgh, Pa.

**BUNKHOUSE BOYS**  
ABC—Friendship Ranch

**BURKE, JANE**  
KDKA, Pittsburgh, Pa.

**BURT, WILLIAM**  
WVVA, Wheeling, W. Va.

**BUSH, DON**  
WOWO, Fort Wayne, Ind.

**BUTERA, VINCENT**  
WKPA, New Kensington, Pa.



**DICK BROWN**

RADIO'S NEWEST SINGING STAR

"CALLING ALL GIRLS"

"PLEASURE PARADE"

"HEARTS IN HARMONY"



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Chills

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Spots Before the Eyes

**TAKE THE CURE  
WITH "CUE-IN"**

SEE

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PRODUCTIONS**

Press Association, Inc.

50 ROCKEFELLER PLAZA  
NEW YORK 20, N. Y.



VOCAL ARTISTS

— C —

**CAKLE SISTERS**  
 MBS—Oppy House Matinee.

**CADETS QUARTET**  
 ABC—The Breakfast Club

**CARLALE, LOUISE**  
 ABC—Sunday Evening Party.

**CARMICHAEL, HOAGY**  
 NBC—Hoagy Carmichael Show.

**CAROL SISTERS**  
 WGAR—Cleveland, Ohio

**CARPENTER, DONALD L.**  
 KPIX, Muksongo, Okla.

**CARPENTER, THELMA**  
 NBC—The Eddie Cantor Show

**CARROLL, FRANCES**  
 WIP—Philadelphia, Pa.

**CARROLL, GEORGIA**  
 NBC—College of Musical Knowledge.

**CARROLL, GLORIA**  
 WEEI—Boston.  
 CBS—Coffee Club

**CARROLL, JIMMY**  
 CBS—Jimmy Carroll Sings

**CARROLL, MARTHA**  
 WFBM, Indianapolis, Ind.

**CARSON, JEANNIE LOU**  
 WLS—Chicago, Ill.

**CARTER, BOB**  
 KDKA, Pittsburgh, Pa.

**CASSELL, PETE**  
 WWVA, Wheeling, W. Va.

**CELISO VEGA QUINTET**  
 CBS—Viva America

**CHADWICK, JEAN**  
 KDRV, Pittsburgh, Pa.

**CHAMBERS, VIRGIL**  
 KFEL, Wichita, Kan.

**CHANDLER, WILBUR**  
 KRNT, Des Moines, Iowa

**CHARIOTEERS**  
 NBC—Kraft Music Hall

**CHAYRES, NESTOR MESTA**  
 CBS—Viva America

**CHIAPPA, RUTH**  
 WYAY, Portsmouth, Ohio

**CHILDS, LELAND**  
 WSEA, Montgomery, Ala.

**CHOOKASIAN, LILLIAN**  
 ABC—Hymns Of All Churches

**CHRISTIANSON, ILLIAN**  
 WJTN, Jamestown, N. Y.

**CHRISTIC, KEN**  
 Jimmy Carroll Sings.

**CHURCHILL, STUART**  
 NBC—The First Warning Show

**CLAIR, DONNA**  
 WWVA, Wheeling, W. Va.

**CLAIRE, MARION**  
 WGN, Chicago, Ill.

**CLARKE, HARRY**  
 KSL, Salt Lake City, Utah

**CLAYTON, KEN**  
 KFJZ, Fort Worth, Texas

**CLAYTON, PATTI**  
 CBS—Patti Clayton Show.  
 CBS—Arthur Godfrey Show.

**CLUB GOSPEL SINGERS**  
 ABC—Club Time.

**COCKRELL, LARRY**  
 KVOA, Tucson, Arizona

**COLLINS, JOYCE**  
 KPAC, Port Arthur, Texas

**COMO, PERRY**  
 NBC—The Starfield Supper Club.

**CANOVA, JUDY**  
 NBC—The Judy Canova Show

**COON CREEK GIRLS**  
 CBS—Reddy Valley, Folks

**COOPER, JERRY**  
 MBS, New York, N. Y.

**CORDRY, VIRGINIA**  
 WIBC, Indianapolis, Ind.

**COREY, HELEN**  
 KBOB, Omaha, Neb.

**COTTINGHAM, RUTH**  
 NBC—The First Warning Show

**COURTNEY, DIANE**  
 NBC

**COYLE, JERRY**  
 WSNY, Schenectady, N. Y.

**CROSBY, BING**  
 NBC—Kraft Music Hall

**CROSBY, BOB**  
 CBS—Ford Hour.

**CRAWFORD, NAOMI**  
 KWKW, St. Louis, Mo.

**CROOKS, RICHARD**  
 NBC—The Voice of Firestone

**CROSS, TIM**  
 KWTO, Springfield, Mo.

**CURTIS, JACK**  
 WCAU, Philadelphia, Pa.



JEANNE McKEON



EILEEN BARTON  
 "Eileen Barton Show"  
 NBC

• • • **VOCAL ARTISTS** • • •

— **D** —

**DALEY, CASS**  
NBC—Fitch Bandwagon.

**DAME, CLAIRE**  
WFPA Manchester, N. H.

**DAMSEL, MABLE**  
WTMC, Ocala, Fla.

**DANA, JOE R.**  
KOY, Phoenix, Ariz.

**DARRY, EDWARD**  
WEBR, Buffalo, N. Y.

**DARLING, DENVER**  
WNEW, New York, N. Y.

**DARRELL, ELAINE**  
KALL, Salt Lake City, Utah

**DARRELL, HON**  
KFPW, Fort Smith, Ark.

**DAUM, MARGARET**  
NBC—American Album of Familiar Music.

**DAVIES, GWEN**

**DAVIS, JANETTE**  
CBS—Janette Davis, Songs-

**DAVY, RUTH**  
MBS—The Fresh Up Show

**DAWY, MAUREN**  
WIBW, Topeka, Kan.

**DAY, DENNIS**  
NBC

**DAYE, MARILYN**  
WBNS, Columbus, Ohio.

**DAYTON, CAROL**  
WJAS, Pittsburgh, Pa.

**DEAN, EDDIE**

**DEBORD, JEROME**  
WIBW, Topeka, Kan.

**D'ELIA, ANN**  
WTAG, Worcester, Mass.

**DELTA RYTHM BOYS**  
NBC—Amos 'N' Andy

**DE MARCO SISTERS**  
NBC—Fred Allen Show

**DEMOSS, LYLE**  
WOW, Omaha, Neb.

**DENNY, DAVE**  
WHN, New York, N. Y.

**DENNEY, EDMUND**  
WIBW, Topeka, Kan.

**DENNIS, MARJORIE**  
WAPI, Birmingham, Ala.

**DENTON, JOE**  
WHAS, Louisville, Ky.

**DESMOND, JOHNNY**  
NBC—Philip Morris Follies of 1944  
NBC—The Technicians Club

**DICK, ROBERT**  
WIBW, Topeka, Kan.

**DICKENSON, JEAN**  
NBC—American Album of Familiar Music.

**DICKEY, ANNAMARY**  
CBS—Star Theater

**DINWOODEY, ANNETTE**  
KSL, Salt Lake City, Utah

**DON LARGE CHORUS**  
CBS—Motor City Melodies

**DON, MILDRED**  
KDKA, Pittsburgh, Pa.

**DONOVAN, WARDE**  
NBC—The Helen Barto Show.  
NBC—Solitar Time.

**DOSSETT, LAURENCE**  
KTSA, San Antonio, Texas.

**DOUGLAS, MICHAEL**  
NBC—College of Musical Knowledge.

**DOWNNEY, MORTON**  
MBS—Songs by Morton Downey.

**DRAGONETTE, JESSICA**  
CBS—Saturday Night Serenade.

**DRAKE, GEORGE**  
WEW, St. Louis, Mo.

**DUKE, BUTCH**  
WKEY, Covington, Va.

**DUKE, TEX**  
KXOK, Sweetwater, Texas.

**DUNHAVER, JACK**  
KIRO, Seattle, Wash.

**DUNN, BERT**  
KMO, Tacoma, Wash.

**DUNN, REED**  
WWVA, Wheeling, W. Va.

**DUTIEL, ULDENE**  
WPAY, Portsmouth, Ohio

**DYER, MARY MILLS**  
WAIR, Winston-Salem, N. C.

— **E** —

**EBERT, DOROTHY**  
WCAO, Baltimore, Md.

**EDDY, NELSON**  
CBS—Electric Hour.

**EDWARDS, JOAN**  
CBS—Your Hit Parade.



# BILL PERRY

10th Year

on

"Saturday Night Serenade"

... CBS ... for PET MILK

VOCAL ARTISTS

**EDWARDS, LEE**  
 WWJ, Detroit, Mich.  
**EIBECK, WALTER**  
 KDKA, Pittsburgh, Pa.  
**ELIJS, ANITA**  
 NBC—The Skelton Scrapbook.  
 MBC—Anita Ellis Sings.  
**ELIJS, BETTY**  
 KXOK, St. Louis, Mo.  
**EMERALD, GENE**  
 KRNT, Des Moines, Iowa.  
**ENT, JANE**  
 WCED, Dubois, Pa.  
**EVANS, JEAN**  
 WMC, Memphis, Tenn.  
**EVANS, MIRIAM**  
 KRNT, Des Moines, Iowa.

— F —

**FANSLER, DICK**  
 WIBC, Indianapolis, Ind.  
**FARNEY, JEAN**  
 WMT, Cedar Rapids, Iowa  
**FARRELL, ELLEEN**  
 CBS — Eileen Farrell & the  
 Columbia Concert Orch.  
 CBS—Eileen Farrell, Soprano.  
**FARRELL, JIMMY**  
 CBS.  
**FARRELL, SKIP**  
 WMAQ, Chicago, Ill.  
 MBS—Sing's The Thing.  
**FAYE, Lucille**  
 WEBR, Buffalo, N. Y.  
**FEE, JANET**  
 KOA, Denver, Colorado.

**FEENEY, JOHN**  
**FISCHER, RICHARD**  
 KDKA, Pittsburgh, Pa.  
**FISCHER, ROSE MAY**  
 WWDC, Washington, D. C.  
**FISHER, JANE**  
 KDKA, Pittsburgh, Pa.  
**FITZGERALD, ELLA**  
**FLORINE, LARRY**  
 KTCD, Spencer, Iowa.  
**FLOWERS, SALLY**  
 WGII, Newport News, Va.  
**FOLEY, RED**  
 WLS, Chicago, Ill.  
 National Barn Dance.  
**FOOTE, BRUCE**  
 WGN, Chicago, Ill.  
 ABC—Hymns at all Churches.  
**FORD, ERNEST**  
 WOPI, Bristol, Tenn.  
**FORREST, HELEN**  
 CBS—The Dick Haymes Show  
 NBC — Everything for the  
 Boys.  
**FORTIER, ROSELLE COURY**  
 WCOU, Lewiston, Maine.  
**THE FOUNTAINAIRES**  
 NBC—Seaside Village Store  
**FOUR CHICKS AND CHUCK**  
 CBS—Kate Smith Sings  
 ABC—The Alan Young Show.  
**FOUR, FARRY**  
 WJNC, Jacksonville, No. Car.  
**FOUR VAGABONDS**  
 ABC—The Breakfast Club.  
 NBC—Tin Pan Alley of the  
 Air.

**FRANCIS, IRMA**  
 KPBN, Panama, Panama.  
**FRIDAY, PAT**  
 NBC—The Victor Borge Show  
**FRITS, STAN**  
 ABC—Korn Kobbler.  
 MBS.  
**FRÖOME, GALAN**  
 WBAL, Baltimore, Maryland  
**FULTON, JACK**  
 WBBM, Chicago, Ill.  
**FULTON, J. DICKSON**  
 KDKA, Pittsburgh, Pa.

— G —

**GAINEX, ANDREW**  
 KOA, Denver, Colo.  
**GARDNER, JANE**  
 WFBL, Syracuse, N. Y.  
 CBS—Serenade From Syra-  
 cuse.  
**GARRETSON, GEORGE**  
 KPBF, Denver, Colo.  
**GARY, SID**  
 WYCA, New York City  
**GAYLORD, CHET**  
**GEARS, WALLY**  
 WTCN, Minneapolis, Minn.  
**GELLER, RICK**  
 WAIR, Winston Salem, N. C.  
**GENTRY, FRED**  
 WSPA, Spartanburg, S. C.  
**GIBBS, GEORGIA**  
**GIFFORD, LYNN E.**  
 WRRN, Warren, Ohio



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KNX—CBS—Guest "INGLEWOOD PARK  
 CONCERT"



"Smiling"

**JERRY BAKER**

*New York's Favorite*

Staff Soloist

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VOCAL ARTISTS

**GILBERT, CAROLYN**  
WMAQ, Chicago, Ill.

**GILMORE, ANNE**  
KXOK, St. Louis, Mo.

**GINYARD, J. C.**  
CBS—The Jubalaues.

**GIPSON, JACK**  
WBAP, Fort Worth, Texas

**GIRTON, LOUIS**  
WMAN, Mansfield, Ohio.

**GLENN, MARTHA**  
KDKA, Pittsburgh, Pa.

**GOODMAN, GORDON**  
NBC—The Fred Waring Show

**GORDON, JEAN**  
KOMA, Oklahoma City, Okla

**GORIN, IGOR**  
NBC—The Voice of Firestone

**GOULD, MARIAN**  
KDKA, Pittsburgh, Pa.

**GRAHAM, BOB**  
CBS—The Baby Snooks Show

**GRAHAM, WILLA DEEN**  
WMBL, Columbus, Miss

**GRANT, IVAL**  
WGBR, Goldsboro, N. C.

**GRANVILLE, BERT**  
KXOK, St. Louis, Mo.

**GREAT LAKES NAVAL TRAIN-  
ING STATION CHORUS**  
CBS—Blue Jacket Choir

**GREDO, JOE**  
WGTM, Wilson, No. Car.

**GREENLEE, GERALD**  
WMBL, Chicago, Ill.

**GREER, HELEN**  
WHAS, Louisville, Ky.

**GRIFFIN, MERVYN**  
KPRC, San Francisco, Calif.

**GRIFFIN, RAY**  
KDKA, Pittsburgh, Pa.

**GROSH, ELSWORTH**  
WDBJ, Roanoke, Va.

**GUIDRY, DOC**  
KVOL, Lafayette, La.

**GWINN, WILLIAM**  
KPRC, San Francisco, Calif.

— H —

**HAINES, CONNIE**  
NBC—Abbott & Costello.

**HALE, NANCY**  
WCAO, Baltimore, Maryland

**HALEY, CLARINE**  
KWK, St. Louis, Mo.

**HALL, JIM**  
WMBC, Richmond, Va.

**HALLIDAY, GLORIA**  
WBAL, Baltimore, Md.

**HAMILTON, BERTA**  
WALB, Albany, Ga.

**HAMILTON, GUY**  
WALB, Albany, Ga.

**HAMILTON, JOE**  
WLBJ, Bowling Green, Ky.

**HANNA, VIRGINIA**  
KDKA, Pittsburgh, Pa.

**HANNON, BOB**  
CBS—American Melody Hour

**HAPPY FATS**  
KVOL, Lafayette, La.

**HARRIS, TOM**  
CBS—The Jack Kirkwood Show.

**HARVEY, JANE**  
NBC—The Tentmiers Club.

**HAWLEY, LEN**  
WHEC, Rochester, N. Y.

**HAWTHORNE, PEPPER**  
WMBD, Peoria, Ill.

**HAYES, CLARENCE**  
KGO, San Francisco Calif.

**HAYMES, DICK**  
CBS—The Dick Haymes Show.  
NBC—Everything For The Boys.

**HAYWORTH, HERB**  
WOWO, Fort Wayne, Ind.

**HEID, GEORGE**  
KDKA, Pittsburgh, Pa.

**HEINZ, AL**  
WIKC, Columbus, Ohio

**HELTON, EVA**  
WGAI, Athens, Ga.

**HENLEY HARMONY BOYS**  
WSEF, Montgomery, Ala.

**HENZIE, MARTHA**  
KDKA, Pittsburgh, Pa.

**HERRINGTON TRIO**  
KWPT, Wichita Falls, Texas.

**HILDEGARDE**  
NBC—The Raleigh Room

**HILL, ELIZABETH**  
WCAU, Philadelphia, Pa.

**HILL, JACKIE**  
KWK, St. Louis, Mo.

**HINDS, BLAINE**  
KDKA, Pittsburgh, Pa.



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"Singin' Cowboy"

**IT'S FUN Working  
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Hezzie



Ken



Gil



Gabe

**HOOSIER HOT SHOTS**

Decca Records • Columbia Pictures •  
National Barn Dance (NBC)  
Management: Mitchell J. Hamilburg Agency

VOCAL ARTISTS

**HINKLE, ED**  
WIBC, Indianapolis, Ind.

**HIT PARADERS**  
CBS—Your Hit Parade.

**HODGES, JOY**  
NBC.

**HOLDER, MARY LEE**  
WPTE, Raleigh, No. Car.

**HOLLY, VERA**  
CBS—Viva America.

**HOLMES, W. J.**  
KDKA, Pittsburgh, Pa.

**HOLMES, SALTY**  
ABC—Wake Up And Smile.

**HOLTON, BRICK**  
KALE, Portland, Ore.

**HONEY AND THE BEES**  
QUARTET  
NBC—The Fred Waring Show.

**HOONEY, BOBBY**  
MBS—Hooney Hall.

**HOOSIER HOT SHOTS**

**HOPKINS, DOC**  
WLS, Chicago, Ill.

**HORNE, LENA**

**HUBERT, JOHN**  
CBS—The Four Clubmen.

**HUGHES, BOB**  
KDKA, Pittsburgh, Pa.

**HUM AND STRUM**  
WCOP, Boston, Mass.

**HUMPHREYS, DOROTHY STEVENS**  
WBNS, Columbus, Ohio.

**HUNTER, JACK**  
WCAU, Philadelphia, Penna.  
CBS—Elliot Lawrence Orchestra.  
CBS—Listen To Lawrence.



**IKE AND HAP**  
KVNJ, Logan, Utah.

**INK SPOTS**

**IRVINE, GAYLE**  
KUTA, Salt Lake City, Utah.



**JANIS, MARGARET**  
WCOP, Boston, Mass.

**JARVIS, IDA**  
WLAW, Lawrence, Mass.

**JENKINS, ELSIE**  
KPOW, Powell, Wyo.

**JOHNNY BOND TRIO**  
CBS—Gene Autry Show.

**JOHNS, VIVIAN**  
KDKA, Pittsburgh, Pa.

**JOHNSON, BARBARA**  
WOWO, Fort Wayne, Ind.

**JOHNSON, CURTIS**  
KYSM, Mancato, Minn.

**JOHNSON, MAL**  
WCED, Dubois, Pa.

**JOHNSON, PAUL**  
WOC, Davenport, Ia.

**JOHNSTONE, JEANNE**  
WKIX, Columbia, S. C.

**JONES, BOBBIE**  
WTMC, Ocala, Florida.

**JONES, CARL**  
WALB, Albany, Ga.

**JONES, GENE**  
WEEI, Boston, Mass.  
CBS—Coffee Club.

**JONES, PEGGY**  
KJRH, Wichita, Kans.

**JORDAN, DEE**  
WNEC, New Haven, Conn.

**THE JUBILAIREES**  
CBS—The Arthur Godfrey Show.

**J. N. ROSE MARIE**  
WMT, Cedar Rapids, Ia.



**KAY, BEATRICE**

**KAYE, SUZANNE**  
WPVA, Fredericksburg, Va.

**KEDDINGTON, HILBERT**  
KSL, Salt Lake City, Utah.

**KEN DARRY CHORUS**  
NBC—The Westhouse Program.

**KENNEDY, MARY**  
WPAT, Paterson, N. J.

**KILLION, KAY**  
WGY, Schenectady, N. Y.

**KINDLER, BARBARA**  
KDKA, Pittsburgh, Pa.

**KINDER, ELAINE**  
KDKA, Pittsburgh, Pa.

**KINDER, SHIRLEY**  
KDKA, Pittsburgh, Pa.



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# VOCAL ARTISTS

## — M —

**KING, LEON C.**  
KFAD, Grand Junction, Colo.

**KING, LOUISE**  
WBBM, Chicago, Ill.

**KING, W. O.**  
WTOG, Savannah, Ga.

**KIRBY, JOHN**  
KDKA, Pittsburgh

**KMH CHORUS**  
NBC—Kraft Music Hall

**KNIGHT, EVE**  
WIP, Philadelphia, Penna.

**KNIGHT, EVELYN**  
CBS—Powder Box Theater

**KNIGHT, FELIX**  
ABC—Sunday Evening Party

**KNIGHT, JESS**  
WRIN, Warren, Ohio

**KNOFF, HELEN C.**  
KGX, Sidney, Mont.

**KOSLA, LADDIE**  
WICA, Astabula, Ohio

## — L —

**LA DUKE, BILL**  
WDRG, Hartford, Conn.

**LANDT, CARL**  
CBS—Sing Along Club

**LANDT, DAN**  
CBS—Sing Along Club

**LANDT, JACK**  
CBS—Sing Along Club

**LANGFORD, FRANCES**  
NBC—Bob Hope Show

**LANNY AND GINGER**

**LANTRY, GLADYS**  
KGA and KIQ, Spokane, Wash.

**LA RAE, VIRGINIA**  
KTSB, San Antonio, Texas.

**LARAWAY, CECIL**  
WRIN, Warren, Ohio

**LARKIN, NORMA LEE**  
KOA, Denver, Colo.

**LARSEN, VIRGINIA**  
KSEB, Cedar City, Utah

**LAWRENCE, ARLENE**  
KPOF, Denver, Colo.

**LAWRENCE, BILL**  
WCAE, Pittsburgh, Pa.

**LAWRENCE, EARL**  
WWNY, Watertown, N. Y.

**LEE, ELSIE**  
WGBR, Goldsboro, N. C.

**LEE, NANCY**  
WOWO, Fort Wayne, Ind.

**LEMASTEE, MARY JANE**  
WMBD, Peoria, Ill.

**LEWIS, MONICA**  
CBS.

**LICKLIDER, RUELL**  
WICA, Astabula, Ohio

**LICKLIDER, MARTY**  
WICA, Astabula, Ohio

**LINDER, ART**  
KRLD, Dallas, Texas

**LOCKHART, JACK**  
WDAY, Fargo, No. Dak.

**LOMBARDO, ROSEMARIE**  
ABC—Musical Autographs

**LONG, ALICE**  
KDKA, Pittsburgh, Pa.

**LOURRAINE, KAY**

**LOUISIANA LOU**  
CBS—Night Time On The Trail.

**LUCAS, CLEM.**  
WCAO, Baltimore, Md.

**LYN MURRAY SINGERS**  
CBS—Star Theater.

**MacCULLUM, JOHN**  
KDKA, Pittsburgh, Pa.

**MacGREGOR, EVELYN**  
NBC—American Album Of Familiar Music, Waltz Time  
CBS—American Melody Hour.

**MacKENNA, JEANNE**  
WMAQ, Chicago, Ill.

**MACKEY, LOUISE**  
WFAA, Dallas, Texas

**MADERA, NOEL**  
KDKA, Pittsburgh, Pa.

**MASANO, NANCY**  
WNHC, New Haven, Conn.

**MALOTTE, STANLEIGH**  
WAPT, Birmingham, Ala.

**MANHATTAN CHORUS**  
NBC—Manhattan Merry-Go-Round.

**MANN, MARION**  
ABC—The Breakfast Club

**MANN, PEGGY**

**MANNING, WILLIE**  
WGTC, Greenville, N. C.

**MANSFIELD, RONNY**  
KFL—NBC.  
KXN—CBS—Inglewood Park Concert.

**MARKWELL, BERNIE**  
KDKA, Pittsburgh, Pa.

**MARTEL, FRED**  
NBC—Wednesday With You.

**MARTIN, MRS. & MR. FRED**  
KFXJ, Grand Junction, Colo.

**MARTIN, JAY**  
WINS, New York, N. Y.

**MARTIN, NANCY**  
ABC—The Breakfast Club.

**MARTIN, NORA**  
NBC—Wednesday With You.

**MARTIN, TED**  
WNEW, New York, N. Y.

**MARY LOU**  
WDAY, Fargo, N. Dak.

**MARY LOU**  
KOMA, Oklahoma City, Okla.

**MASON, AVERY**  
KPOF, Denver, Colo.

**MASON, PEGGY**  
WGTM, Wilson, No. Car.

**MASSEY, CURT**  
CBS—The Andrews Sisters Show.

**MATHEWS, DICK**  
KQW, San Jose, Calif.

**MATTHEWS, BOB**  
NBC—Abbott & Costello

**MATTHEWS, SHIRLEY**  
WOC, Davenport, Ia.

**MATTISON, HENRY**  
KPH, Wichita, Kans.

**MAXWELL, MARIAN**

**MAXWELL, RICHARD**  
MBS—Richard Maxwell—Hymns You Love.

**MAY, JAMES**  
WTOG, Savannah, Ga.

**MAYER, MARGERIE**  
ABC—Hymns Of All Churches.

**MAYNARD, TED**  
KOVO, Provo, Utah

**MAYO, LARRY**  
WNHC, New Haven, Conn.

**McBRIDE, DICKIE**  
KTRH, Houston, Texas

**McCONNELL, LOIS**  
KSUB, Cedar City, Utah

**McDOWELL, WILLIAM**  
KDKA, Pittsburgh, Pa.

**McENERY, DAVE**  
WOAI, San Antonio, Texas.

**McFADDEN, GEORGE**  
CBS—The Jubilaires.

**McGEARY SISTERS**  
WLEU, Erie, Pa.

**McKEON, JEANNE**  
CBS—The Jack Kirkwood Show.

**McKINNEY, CARL J.**  
WGTC, Greenville, N. C.

**McKINNEY SISTERS**  
KWK, St. Louis, Mo.

**McMANUS, MARIAN**  
NBC—Manhattan Merry Go Round.

**McNELL, MYRA**  
WBAP, Fort Worth, Texas

**McRAE, GORDON**  
CBS.

**MEAD SINGERS**  
KXOX, Sweetwater, Texas.

**MEARS, MARTHA**

**MELTON, JAMES**  
CBS—Star Theater.

**MELVILLE, JUNE**  
WIOD, Miami, Florida

**MENARD, GEORGE**  
WLS, Chicago, Ill.

**MERRIDEW, BEG.**  
WGAR, Cleveland, Ohio.

**MERRILL, ROBERT**  
NBC—The Robert Merrill Show.

**MESSERVEY, NORMAN**  
WOLF, Syracuse, N. Y.

**MERRY MACS**

**MILLER, WILLIAM**  
ABC—Hymns Of All Churches

**MITCHELL, DOLLY**  
NBC—College Of Musical Knowledge

**MITCHELL, FIMER**  
KDKA, Pittsburgh, Pa.

**MITCHELL, RUSSELL**  
KDKA, Pittsburgh, Pa.

**MONROE, LUCY**

**MONTANA, PATSY**  
ABC—Wake Up And Smile

**MONTE, LOU**  
WPAT, Paterson, N. J.

**MOORE, HELEN H.**  
WPEN, Philadelphia, Pa.

**MORELAND, PEG**  
WFAA, Dallas, Texas.

**MORGAN, MARION**  
WDBM, Chicago, Ill.

**MORRIS, BETTY ELLEN**  
KDKA, Pittsburgh, Pa.

**MORRIS, CHARLOTTE**  
WJJD, Chicago, Ill.

**MORRISON, BOB**  
KWTO, Springfield, Mo.

**MORROW, IZA**

**MORSE, LEE**  
WFAM, Rochester, N. Y.

**MOSTERT, JOHN**  
WMBI, Chicago, Ill.

**MUNN, FRANK**  
NBC—American Album Of Familiar Music, Waltz Time.

**MUNSEL, PATRICE**  
CBS—The Family Hour.

**MURPHY SISTERS**  
MBS.

**MURRAY, MILDRED**

**MUSTARD & GRAVY**  
WGTM, Wilson, No. Car.

# VOCAL ARTISTS

## N

**NATIONAL QUARTET**  
KFJZ, Fort Worth, Texas.

**NELMS, NANCY**  
WDBJ, Roanoke, Va.

**NETTINGA, PAUL**  
ABC—Hymns Of All Churches

**NEUBERT, PUG**  
KYSM, Mankato, Minn.

**NEWCOMMER, EILEEN**  
WWVA, Wheeling, W. Va.

**NEWCOMER, MAXINE**  
WWVA, Wheeling, W. Va.

**NEWTON, ERNIE**  
MBS—Sweetheart Time

**NEWTON, KENNETH**  
KDKA, Pittsburgh, Pa.

**NICHOLS, BETTY**  
WJBO, Baton Rouge, La.

**NICHOLS, CLINTON**  
WFO, Tunelo, Miss.

**NICHOLS, JIMMY**  
WNHC, New Haven, Conn.

**NOBLE, AL**  
KQV, Pittsburgh, Pa.

**NORDQUIST, INGERBORG**  
NORTHCROSS, W. J. JR  
WMC, Memphis, Tenn.

**NORTEN, LILLIAN**  
WWJ, Detroit, Mich.

## O

**O'CONNOR, DICK**  
NBC—Manhattan Merry Go Round.

**O'CONNOR, WILLIAM**  
WLS, Chicago, Ill.

**O'DAY, MICHAEL**  
WSPA, Spartanburg, S. C.

**O'HALLORAN, IAL**  
ABC—Wake Up And Smile.

**O'HEREN, DICK**  
WHK, Cleveland, Ohio

**OHMS, ELINOR**  
NBC—The Fred Waring Show

**OLD HICKORY SINGERS**  
MBS—Opera House Matinee.

**OLSEN, JENNINGS**  
KDYL, Salt Lake City, Utah.

**O'NEIL, DANNY**  
CBS—Danny O'Neil And His Guests, Powder Box Theater.

**ORTEGA, PATSY**  
KQW, San Jose, Calif.

**O'SHEA, BILL**  
ROY, Phoenix, Ariz.

**OSSENBRINK, Arkie L.**  
WLS, Chicago, Ill.

**OWENS, JACK**  
ABC—The Breakfast Club.  
NBC—Tim Pan Alley of the Air.

## P

**PAIGE, RICHARD**  
WMAQ, Chicago, Ill.

**PAR, HAROLD**  
WOW, Omaha, Nebr.

**PARKER, FAYE**  
KDKA, Pittsburgh, Pa.

**PARKER, FRANK**  
NBC—American Album of Familiar Music.

**PARKER, FREDNA**  
WEW, St. Louis, Mo.

**PATRICK, BETTY LOU**  
WHAS, Louisville, Ky.

**PATTERSON, CLIFFORD**  
KWTO, Springfield, Mo.

**PATTERSON, LARRY**  
KFH, Wichita, Kans.

**PATTON, ROSALIND**  
CBS—Elliot Lawrence Orchestra? Listen To Lawrence.  
WCAE, Philadelphia, Pa.

**PAULEE, MONA**  
CBS—Mona Paulee Show.

**PECOR, BETTY**  
WBAP, Fort Worth, Texas.

**PEERCE, JAN**  
CBS—Great Moments In Music.

**PENDEGRAST, JOHN**  
KFJZ, Grand Junction, Colo.

**PENNINGTON, EDNA**  
KFH, Wichita, Kans.

**PERRY, BILL**  
CBS—Saturday Night Serenade.

**PERRY, ROSE**  
WLEU, Erie, Pa.

**PETERS, HENRY**  
WRW, Topeka, Kans.

**PHALEN, JACK**  
WBEN, Buffalo, N. Y.

**PHILLIPS, SUE**  
WMT, Cedar Rapids, Ia.

**PICHE, MAURY**  
KYSM, Mankato Minn.

**PICKENS, JANE**  
CBS—American Melody Hour

**THE PIED PIPERS**  
CBS—The Frank Sinatra Show.

**THE PINACORES**  
CBS—Gene Autry Show

**PINSKI, ANTHONY, A.**  
KGA, and KIIQ, Spokane, Wash.

**PLAINSMEN QUARTET**  
WFAA, Dallas, Texas.

**POLERI, DAVID**  
WPEN, Philadelphia, Pa.

**POP, JR. AND TUT**  
WFSA, Montgomery, Ala.

**PORT, TOMMY**  
WMAQ, Chicago, Ill.

**POWELL, DICK**  
NBC—The Fred Waring Show

**PRICE, HOWARD**  
KDKA, Pittsburgh, Pa.

**PRICHARD, LLOYD**  
KOTA, Rapid City, S. Dak.

**PRIGMORE, JACK**  
WFAA, Dallas, Texas.

**PRINCE, KATIE**  
WFAA, Dallas, Texas.

**PRYOR, RICHARD**  
KTBC, Austin, Texas.

**PULLEY, VIRGINIA**  
WBAP, Fort Worth, Texas.

## R

**RAFFAELI, ANGELO**  
WGN, Chicago, Ill.

**RAITE, JOHN**

**RANDELL, JOE**  
KWK, St. Louis, Mo.

**RAY, LEAH**  
MBS—Songs By Mouton Downey.

**REED, ERMA MAE**  
WCED, Dubois, Pa.

**REEP, PHILIP**  
CBS—The Four Clubmen

**REESE, CLAUDE**  
CBS—The Four Clubmen

**REGAN, KATHLEEN**  
WEW, St. Louis, Mo.

**REID, BOB**  
WHAS, Louisville, Ky.

**REID, DON**  
CBS—Kirkwood Show

**REINHART, DICK**  
KOMA, Oklahoma City, Okla.

**REYNOLDS, BRAD**

**RHODES, BETTY**  
NBC—Met. Mu. + Parkey

**RHODES, GEORGE**  
KWTO, Springfield, Mo.

**RICHARDS, VICKEE**

**RIGGS SISTERS**  
WCBT, Roanoke Rapids, N. C.

**RING, BILL**  
KWTO, Springfield, Mo.

**RISLING, ROBERT**  
WTAG, Worcester, Mass.

**ROANOKE JUBILEE SINGERS**  
WCBT, Roanoke Rapids, N. C.

**ROBB, MURIEL**  
KDKA, Pittsburgh, Pa.

**ROBBINS, CLAUDE**  
KVNH, Logan, Utah.

**ROBERTS, BARRY**  
NBC—Manhattan Merry Go Round.

**ROBINSON, CAL**  
WJPP, Herra, Ill.

**ROCKWELL, MARDI**  
KSO, Des Moines, Ia.

**RODNEY, DON**  
ABC—Musical Autographs

**ROESE, RAY**  
WBNS, Columbus, Ohio.

**ROGERS, DAVE**  
KELO, Sioux Falls, S. Dak.  
KSOO, Sioux Falls, S. Dak.

**ROGERS, JASPER**  
KPOF, Denver, Colo.

**ROGERS, JIMMY**  
WCBT, Roanoke Rapids, N. C.

**ROGERS, ROY**  
Mutual-Don Lee

**ROHEOS, THE**

**ROSA, HOWARD**  
WOWO, Fort Wayne, Ind.

**ROSS, SHIRLEY**  
NBC—Bob Burns Show

**ROYAL, DAN**  
KXOX, Sweetwater, Texas.

**RUSSELL, ANDY**  
CBS—The Joan Davis Show.

**RUSSELL, HELEN**  
CBS—Serenade from Syracuse

**RUSSELL, J. D.**  
WLAG, La Grange, Ga.

**RUTLEDGE, FLOYD**  
KWTO, Springfield, Mo.

**RUMINOFF, NINA**  
WTAM, Cleveland, Ohio.

**RYAN, DANNY**  
WSM, Nashville, Tenn.

**RYAN, DENNIS**  
NBC—Manhattan Merry Go Round.

## S

**SALA, DOROTHY**  
KFH, Wichita, Kans.

**SANDIN, MARTHA JEAN**  
KTBI, Tacoma, Wash.

**SAXON, DON**

**SCARBOROUGH, ELMER**

**SCHIEFF, WAITER**  
NBC—The Fred Waring Show

# VOCAL ARTISTS

**SCHOOLEY, IVAN**  
KOA, Denver, Colo.

**SCHWARTZ, HERMAN**  
WJEN, Buffalo, N. Y.

**SCHWEIG, ARWIN**  
ABC—Hymns of All Churches

**SEAGLE, JOHN**  
WGY, Schenectady, N. Y.

**THE SERENADERS**  
CBS—Sunday Night Serenade

**SHAW, SONIA**  
KGO, San Francisco, Calif.

**SHEPARD, RILEY**  
NBC-ABC

**SHERIDAN, PHIL**  
WIP, Philadelphia, Pa.

**SHERWIN, MARGUERITE**  
KIPY, Spokane, Wash.

**SHILOH GOSPEL SINGERS**  
WTAW, College Station, Tex.

**SHOAR, DINAH**  
NBC—Dinah Shore's Open House

**SIMMONS, DOTTE**  
WJHL, Johnson City, Tenn.

**SIMMS, GINNY**  
NBC—Johnny Presents Ginny Simms.

**SMON, JACK**  
KID, Idaho Falls, Idaho

**SINATRA, FRANK**  
CBS—The Frank Sinatra Show

**SINCLAIR, SHIRLEY**  
WGY, Schenectady, N. Y.

**SLATER, MARGARET**  
WGBR, Galesburg, N. C.

**SLATER, URLIN**  
WIBW, Topeka, Kan.

**SMALL, MARY**  
ABC—The Mary Small Junior Miss Show

**SMIK, MARY**  
WVA, Wheeling, W. Va.

**SMILEY, BETTE**  
KDKA, Pittsburgh, Pa.

**SMITH, BOYCE**  
ABC—Wake Up and Smile

**SMITH, JACK**  
CBS—The Jack Smith Show, The Family Hour

**SMITH, JOAN**  
KOH, Omaha, Neb.

**SMITH, KATE**  
CBS—Kate Smith Songs

**SMITH, RAY**  
WMCA, New York, N. Y.

**SMITH, ROBERT E.**  
WTIC, Hartford, Conn.

**SNOW, AMANDA**  
WTCN, Minneapolis, Minn.

**SNYDER, ANNIE MARIE**  
WKBH, La Crosse, Wis.

**SONG CHIEFS**  
NBC—Take It Easy Time

**SPINKS, MR. & MRS. ED**  
WGAC, Athens, Ga.

**STAFFORD, JO**  
NBC—Supper Club

**STEBER, ELEANOR**  
NBC—The Voice of Efreston

**STEFFEN, ARI**  
WHAM, Rochester, N. Y.

**STEINBERG, ELAINE**  
WHCC, Rochester, N. Y.

**STEVENS, LARRY**  
NBC—Jack Benny-Lucky Strike Program

**STEVENS, RISE**  
NBC—Rise Stevens Show.

**STEWART, VIRGINIA**  
WMBG, Richmond, Va.

**STONE, AL**  
KWTO, Springfield, Mo.

**STORY, CARL**  
KPJZ, Fort Worth, Texas.

**STRACKE, WYNNE**  
ABC—Hymns of All Churches

**STREET, DAVE**  
NBC—South Village Store

**STUMPP, MARGUERITE**  
KPOE, Denver, Colo.

**SUITS, GORDON**  
WFAA, Dallas, Texas

**SULLIVAN, DON**  
CBS—Night Time on the Trail

**SULLIVAN, JERI**  
CBS—Dunabo-Moore Show

**SWARTHOUT, GLADYS**  
NBC—The Voice of Drestone

**SWINSON, HENRY**  
WMBG, Richmond, Va.

**SYLAN, PATSY**  
WTPAL, Tallahassee, Fla.

## T

**TACANTIS, MARY**  
WBI, Columbus, Miss.

**TANNER, EARLE**  
ABC—Hymns of All Churches

**TAR-HEEL TROUADORS**  
WJNC, Jacksonville, No. Car.

**TAYLOR, HUGH**  
WTOG, Savannah, Ga.

**TELL, JOHNNY**  
WLEI, Erie, Pa.

**TENNYSON, JEAN**  
CBS—Great Moments in Music

**TEERY, FREDDIE**  
WCOL, Columbus, Ohio

**THOMAS, GURNEY**  
WGBG, Green-boro, N. C.

**THOMAS, JOHN CHARLES**  
NBC—The Westinghouse Program

**THOMAS, RED**  
CBS—Serenade from Syracuse

**THOMAS L. THOMAS**  
NBC—Manhattan Merry Go Round

**THOMPSON, JOHNNY**  
ABC

**THREE SISTERS**  
WDBF, Roanoke, Va.

**TILTON, MARTHA**  
ABC—Radio Hall of Fame

**TINGLEY, IRVING**  
KWNO, Winona, Minn.

**TODD, DICK**  
CBS—Your Hit Parade

**TOWERS, JUDY**  
WLIB, Brooklyn, N. Y.

**TOWN CRIERS**  
CBS—The Bob Crosby Show  
NBC—College of Musical Knowledge

**TRAMMEL, PAT**  
WHAP, Fort Worth, Texas

**TREFFCE, MRS. T. J.**  
KFJX, Grand Junction, Colo.

**TROWBRIDGE, REVA**  
KOVO, Provo, Utah

**TUBBS, ERNEST**  
NBC—Opera House Matinee

**TUCKER, RICHARD**  
NBC—Walt-in-house

## V

**VALENTINO, FRANCESCO**  
NBC—Treasury Hour of Song

**VENUTA, BENNY**  
WJED, Fredonia, Wis.

**VIGDER, FREDDIE**  
KOOS, Coos Bay, Oregon

## W

**WAGNER, ANN**  
WAOV, Vincennes, Ind.

**WAIN, BEA**

**WALLACE, RICHARD**  
ABC—Remember Hour

**WARREN, BAILEY**  
KGB, San Diego, Calif.

**WARREN, JERRY**  
WDAY, Fargo, N. Dak.

**WARREN, MARGE**  
WGL, Fort Wayne, Ind.

**WATSON, FRANCES**  
KMAC, San Antonio, Texas

**WAYNE, BOB**  
WCOB, Boston, Mass.

**WAYNE, FRANCES**  
ABC—The Woody Herman Show

**WAYNE, JERRY**  
WEBB, Jacksonville, Fla.

**WEBB, MILTON**  
WMBR, Jacksonville, Fla.

**WEBER, LOUISE**  
ABC—Hymns of All Churches

**WEDE, ROBERT**  
CBS—Great Moments in Music

**WEIDEMAN, EARL**  
WVNY, Wat-rtown, N. Y.

**WELCH, MELBA**  
WFAA, Dallas, Texas

**WELLS, DICK**  
WTIC, Hartford, Conn.

**WELLS, JACK**  
KPAR, Omaha & Lincoln, Neb.

**WELLS, MORTON**  
WOW, Omaha, Neb.

**WHEATLEY, JOAN**  
NBC—The Fred Waring Show

**WHITE, CLAUDIA**  
WIBW, Topeka, Kans.

**WHIPPLE, ANNA MARY**  
WJNJ, Bridgeton, N. J.

**WHITE, BOB**  
WLIB, Brooklyn, N. Y.

**WHITE, CONSTANCE**  
KPOE, Denver, Colo.

**WHITING, MARGARET**  
CBS—Celebrity Club  
NBC—Philip Morris Follies of 1940

**WHITNEY, DON**  
WELQ, Tupelo, Miss.

**WHITTE, WILLIAM**  
WIBW, Topeka, Kans.

**WILLIAMS, GORDON**  
WFBM, Indianapolis, Ind.

**WILLINGER, NORMA**  
WCAP, Asbury Park, N. J.

**WILSON, JIMMIE**  
WAPL, Birmingham, Ala.

**WILSON, GRACE**  
WIS, Chicago, Ill.

**WILSON, JANE**  
NBC—The Fred Waring Show

**WILSON, SLIM PICKENS**  
KWTO, Springfield, Mo.

**WOKER, LUCY**  
KEO, Clayton, Mo.

**WOOD, KATHRYN**  
WGH, Newport News, Va.

**WOOD, PHYLLIS**  
WHAM, Rochester, N. Y.

**WOODS, ILENE**  
ABC

**WOODYARD, DARREL**  
CBS—The Four Children

**WORKMAN, RICHARD**  
WFBL, Syracuse, N. Y.

**WORLEY, THURMAN**  
WGAT, Athens, Ga.

**WORTH, PEDES**  
KQW, San Jose, Calif.

**WRIGHT, HANK**  
WJPE, Herrin, Ill.

**WRIGHTSON, EARLE**  
CBS—The Family Hour

**WYNNE, CAROL**  
WFILY, Philadelphia, Pa.

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**STERNRERGER, ESTELLE**  
WLBB, Brooklyn, N. Y.

**STEWART, M. D.**  
KNET, Palestine, Tex.

**STILLE, ELBERT, JR.**  
WTKC, Columbus, O.

**STODDARD, LOTHROP**  
WMAL, Washington, D. C.

**STONE, VIRGIL**  
KOCA, Kitzorp, Tex.

**STOUT, ALLEN**  
WROL, Knoxville, Tenn.

**STUELPNAGEL, FRED**  
KVOY, Redding, Calif.

**STURMER, LES**  
WMAM, Marinette, Wis.

**STYLES, HAL**  
KFWB, Hollywood, Calif.

**SULLIVAN, FLOYD M.**  
KWTO, Springfield, Mo.

**SULLIVAN, HENRY**  
WGTM, Wilson, N. C.

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KIJJ-KFAC-KFI-KECA, Hollywood, Calif.

**SWAN, PAUL**  
WTAG, Worcester, Mass.

**SWINBLE, J. L.**  
KPDN, Pampa, Tex.

**SWING, RAYMOND**  
ABC

**SYERS, ED**  
KTBC, Austin, Tex.

T

**TAINTER, ERIC**  
KCKN, Kansas City, Mo.

**TALBOT, BILL**  
KOIL, Omaha, Neb.

**TANNEN, ERNEST**  
WSAP, Portsmouth, Va.

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KNAK, Salt Lake City, Utah

**TAYLOR, HENRY J.**  
MBS

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WKEY, Covington, Va.

**TAYLOR, PAT**  
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WNOX, Knoxville, Tenn.

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WPIC, Sharon, Pa.

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KDKA, Pittsburgh, Pa.

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KEX, Portland, Ore.

**THOMAS, LLOYD C.**  
KGFV, Kearney, Neb.

**THOMPSON, CARL G.**  
WBIG, Greenboro, N. C.

**THORPE, BUD**  
WOAI, San Antonio, Tex.

**THRASHER, LES**  
WJPF, Herrin, Ill.

**TRAJM, WILLIAM**  
WROK, Rockford, Ill.

**TRAVIS, G. EDWARD**  
WGH, Newport News, Va.

**TREADWELL, KEN**  
WGTC, Greenville, N. C.

**TRELOAR, DON**  
KGEZ, Kalspell, Mont.

**TRIBBLE, BUFORD**  
KFYO, Lubbock, Tex.

**TRIST, WILLIAM**  
KYA, San Francisco, Calif.

**TRIGS, AL**  
KTRI, Sioux City, Ia.

**TRUE, HAROLD**  
WWJ, Detroit, Mich.

**TURNER, DEAN**  
KUSA, San Antonio, Tex.

**TURNER, HUGH**  
KJBS, San Francisco, Calif.

**TURNER, RUSSELL**  
WOL, Washington, D. C.

U

**ULRICK, EDGAR C.**  
WLOK, Lima, O.

**URIE, H.**  
KCUR, Cedar City, Utah

**UTLEY, CLIFTON**  
WMAQ, Chicago, Ill.

V

**VADEBONCOEUR, E. R.**  
WSYR, Syracuse, N. Y.

**VAN DYKE, RUSS**  
KRNT, Des Moines, Ia.

**VAN KIRK, DR. WALTER W.**  
NBC—Religion in the News

**VAN, LYLE**  
MBS

**VANN, C. E.**  
WGM, Biloxi Gulfport, Miss.

**VERA, GILBERT**  
KOA, Denver, Colo.

**VOGEL, PHIL**  
WGKV, Charleston, W. Va.

**VOLPE, NIC**  
WMBR, Jacksonville, Fla.

W

**WADE, VIRGINIA**  
WFD, Dubois, Pa.

**WALES, GILBERT**  
KLX, Oakland, Calif.

**WALES, MRS. SIDNEY**  
KROW, Oakland, Calif.

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WCHV, Charlottesville, Va.

**WALKER, C. E.**  
KVOY, Redding, Calif.

**WALKER, JAMES V.**  
WJPF, Herrin, Ill.

**WALKER, LEE**  
KNAK, Salt Lake City, Utah

**WALLACE, EDWARD**  
WTAM, Cleveland, O.

**WALLACE, NEIL**  
WEEL, Boston, Mass.

**WALRATH, W. W.**  
WICA, Ashtabula, O.

**WALSH, J. RAYMOND**  
WMA, New York, N. Y.

**WALTON, SIDNEY**  
WHN, New York, N. Y.

**WAGNER, ALBERT L.**  
WOL, Washington, D. C.

**WARREN, MATTHEW**  
WOL, Washington, D. C.

**WASS, ROBERT**  
WADC, Akron, O.

**WAUGH, IRVING**  
WSM, Nashville, Tenn.

**WAYNE, CARTER**  
WHK, Cleveland, O.

**WEAVER, BILL**  
KOV, Valley City, N. D.

**WEHR, JACK**  
KGO, San Francisco, Calif.

**WECKER, DR. KARL**  
KFAK, Los Angeles, Calif.

**WELCH, JOSEPH**  
WSAR, Fall River, Mass.

**WELLS, CARVETH**  
KFI, Los Angeles, Calif.

**WERNER, JACK**  
KSTB, Cedar City, Utah

**WESP, JOE**  
WBEN, Buffalo, N. Y.

**WHALEY, BUD**  
KMAC, San Antonio, Tex.

**WHIGGEE, CHARLES H.**  
WGTC, Greenville, N. C.

**WHITE, HUD**  
KFAM, St. Cloud, Minn.

**WHITEFEATHER, MELVIN K.**  
WPN, Philadelphia, Pa.

**WHITESIDE, HUGH**  
WJNX, Washington, D. C.

**WHITLEY, WHIT**  
KGEF, Shawnee, Okla.

**WHITMAN, HAROLD C.**  
WSAM, Saginaw, Mich.

**WILLAR, BILL**  
KALJ, Salt Lake City, Utah

**WILLIAMS, DICK**  
WCPO, Cincinnati, O.

**WILLIAMS, DOC**  
WADC, Akron, O.

**WILLS, DAVID**  
WMAL, Washington, D. C.

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WGBS, Miami, Fla.

**WILSO, HERMAN**  
KSDO, Santa Rosa, Calif.

**WILSON, GEORGE H.**  
WSTV, Stauntonville, O.

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KMOX, St. Louis, Mo.

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ABC

**WINSTEAD, G. B.**  
WTAW, College Station, Tex.

**WISE, EDDIE**  
WEBQ, Harrisburg, Ill.

**WOOD, BILL**  
KORN, Fremont, Neb.

**WOOD, HARRISON**  
KHJ, Hollywood, Calif.

**WOOLFRIES, ANDY**  
WMT, Cedar Rapids, Waterloo, Ia.

**WORKHOVEN, MERRILL**  
WOW, Omaha, Neb.

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WCAP, Asbury Park, N. J.

**WRIGHT, ARCHIE**  
WSLB, Ogdensburg, N. Y.

**WRIGHT, STERLING W.**  
WSPA, Spartanburg, S. C.

Y

**YOUNG, GEORGE**  
KGNC, Amarillo, Tex.

**YOUNGBLOOD, T. DOUGLAS**  
WFIG, Sumter, S. C.



## HARRY WISMER

*Sports Editor*

American Broadcasting Company

# Sports Commentators

## —their work during 1945

### — A —

**ACKERLEY, GENE**  
KID, Idaho Falls, Idaho

**ADAMS, NORRIS**  
KYOS, Bellingham, Wash.

**ALDEN, JERRY**  
WSNJ, Bridgeton, N. J.

**ALLEN, CHRIS**  
WELL, New Haven, Conn.

**ALLEN, MEL**  
WINS, New York, N. Y.

**ALLEN, WEBB**  
WELQ, Tupelo, Miss.

**ALTMAN, DICK**  
KFTT, Houston, Tex.

**AMES, DON**  
KXLL, Waterloo, Ia.

**ANDERSON, LEONARD G.**  
WMMC, Rice Lake, Wis.

**ANZIVINO, JOE**  
KGMH, Honolulu, T. H.

**ARNOLD, FULTON**  
WTEM, Trenton, N. J.

**ARTHUR, FRANK**  
KIX, Oakland, Calif.

**ARVIN, RAY**  
KORN, Fremont, Neb.

### — B —

**BAILEY, CHARLES**  
WEEK, Buffalo, N. Y.

**BAILEY, WILLIAM S.**  
KTHS, Hot Springs, Ark.

**BAILEY, BILL**  
WAPQ, Chattanooga, Tenn.

**BARBER, RED**  
WHN-MBS, New York, N. Y.

**BARKER, EDDIE**  
KMAC, San Antonio, Tex.

**BARLOW, JAY**  
WHLN, Harlan, Ky.

**BARRY, JACK**  
WHCC, Rochester, N. Y.

**BARTH, BERNIE**  
KRGV, Westaco, Tex.

**BARTON, JACK**  
WTOE, Savannah, Ga.

**BASEL, MEL**  
WGKY, Charleston, W. Va.

**BEARDON, CECIL**  
WFAW, College Station, Tex.

**BELL, BILL**  
WMPF, Lewistown, Pa.

**BELL, TED**  
KRSC, Seattle, Wash.

**BENSEN, RICHARD**  
WRKN, Warren, Ohio

**BERGMAN, DUTCH**  
WRC, Washington, D. C.

**BERKOWITZ, MILTON**  
WHTD, Hartford, Conn.

**BINGHAM, BOB**  
WFPC, Kin-ton, N. C.

**BISHOP, BURTON**  
KTEM, Temple, Texas

**BLAINE, JIMMIE**  
KFBC, Cheyenne, Wyo.

**BLAINE, LEE**  
WELQ, Tupelo, Miss.

**BLOOM, MARY**  
WDRD, Dubois, Pa.

**BLUE, IRA**  
KGO, San Francisco, Calif.

**BOCHMAN, BILL**  
WOS, Columbia, S. C.

**BODDEN, BOB**  
WCLQ, Janesville, Wisc.

**BOGGS, OTIS**  
WRUF, Gainesville, Fla.

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WSBT, South Bend, Ind.

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**BOYER, JOHN**  
KDKA, Pittsburgh, Pa.  
**BRACKEN, PHIL**  
WJLR, Morgantown, W. Va.  
**BRADLEY, WILLIAM**  
WGY, Schenectady, N. Y.  
**BRANNING, PAUL M.**  
WMRP, Lewistown, Pa.  
**BRAMHALL, ART**  
WTBA, Madison, Wis.  
**BRANDT, BILL**  
MHS, Inside of Sports  
**BRANDY, J. R.**  
WSLB, Ogdenburg, N. Y.  
**BRAY, DICK**  
WCKY, Cincinnati, O.  
**BREMSEK, LYLELL**  
KFAB, Omaha & Lincoln, Neb.  
**BRENGEL, BILL**  
WWL, New Orleans, La.  
**BRIGHT, HARRY**  
WGBR, Goldsboro, N. C.  
**BRITT, JIM**  
WNAC, Boston, Mass.  
**BRONSON, WALLY**  
WOSH, Oshkosh, Wis.  
**BROWN, BILL**  
KYA, San Francisco, Calif.  
**BROWN, RED**  
WFOY, St. Augustine, Fla.  
**BRUCE, FRANK**  
WJRD, Tuscaloosa, Ala.  
**BRUNDIGE, BILL**  
KSFO, San Francisco, Calif.  
**RURICK, SI.**  
WHIO, Dayton, Ohio

**BURNETTE, BILL**  
WFEG, Sumter, S. C.  
**BURNS, JERRY**  
KDYI, Salt Lake City, Utah  
**BURTON, DON**  
WLBC, Muncie, Ind.  
**BUSHEE, MERT**  
KQCU, Mandan, N. Dak.  
**RITLER, JOHN**  
WBK, Cleveland, O.  
**BYER, HAL**  
KWLL, Albany, Ore.  
**BYRON, JAMES A.**  
WBAP, Fort Worth, Tex.

### — C —

**CAIN, DOYLE**  
KFXD, Nampa, Idaho  
**CARL, LEN**  
WPAR, Parkersburg, W. Va.  
**CARNEAL, HERB**  
WSYR, Syracuse, N. Y.  
**CARPENTER, JAMES D.**  
WKBB, Dubuque, Ia.  
**CARPENTER, WILLIAM**  
WSNY, Schenectady, N. Y.  
**CARR, THOMAS**  
WGAA, Cedarstown, Ga.  
**CARROLL, GEORGE C.**  
WEEU, Reading, Pa.  
**CARROLL, JIM**  
KWYO, Sheridan, Wyo.  
**CARSON, TOM**  
WJIM, Lansing, Mich.  
**CARVER, JACK**  
WNAD, Norman, Okla.  
**CARY, TOM**  
KGFV, Kearney, Neb.  
**CASE, JOHN G.**  
WWNY, Watertown, N. Y.

**CASPER, CHARLES**  
KMOX, St. Louis, Mo.  
**CAVE, WALTER**  
KMJ, Fresno, Calif.  
**CECIL, HERMAN**  
KMC, Texarkana, Tex.  
**CHAMBERS, JIM**  
WJIM, Fitchburg, Mass.  
**CHAMBERLIN, CARL**  
WSAY, Rochester, N. Y.  
**CHAPMAN, ROY T.**  
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**CHAPMAN, WALKER**  
KGMH, Honolulu, T. H.  
**CHARLES, BILL**  
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**CHARYAT, JACK**  
KTUL, Tulsa, Okla.  
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KABC, San Antonio, Tex.  
**CHILDS, LELAND**  
WSFA, Montgomery, Ala.  
**CHRIST, ROGER**  
WOMT, Maribowac, Wis.  
**CHRISTIE, GEORGE**  
WFEA, Manchester, N. H.  
**CLANCY, RAY**  
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**CLARK, J. B.**  
WBT, Charlotte, N. C.  
**CLAYTON, TOM**  
WLLH, Lowell, Mass.  
**CLINTON, PAUL**  
WPDQ, Jacksonville, Fla.  
**COBURN, PAUL**  
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**COLON, JACK**  
KALE, Portland, Ore.

**CONLEE, LADE**  
KELO-KSOO, Sioux Falls, S. D.

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KCRA, Sacramento, Calif.

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WGBG, Greensboro, N. C.

**CONWAY, BILL**  
WTBO, Cumberland, Md.

**COOK, STANLEY**  
WHDF, Calumet, Mich.

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WGAN, Portland, Me.

**CORRAY, FRED**  
WILL, Urbana, Ill.

**CORUM, BILL**  
ABC—Gillette Flights

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**COX, L. D.**  
KVAK, Atchison, Kans.

**CRADDOCK, JACK**  
WKPA, New Kensington, Pa.

**CRADDOCK, JACK**  
WSTV, Spartanville, O.

**CRAIN, PAUL**  
KEX, Portland, Ore.

**CROSBY, CHARLES**  
WNHC, New Haven, Conn.

**CROSIAR, FRANK**  
WHOT, South Bend, Ind.

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WMAN, Mansfield, O.

**CULLINGS, ROBERT**  
WFBL, Syracuse, N. Y.

**CURTIS, BOB**  
KWSC, Pullman, Wash.

— D —

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WOW, Omaha, Neb.

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WLOK, Lima, O.

**DAVIDSON, RANDALL**  
WAIM, Anderson, S. C.

**DAVIS, MAC**  
NBC.

**DAWSON, BUD**  
KHMO, Hannibal, Mo.

**DEFINES, NAY**  
KMML, Grand Island, Neb.

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WJNO, West Palm Beach, Fla.

**DELMAR, BILL**  
KALL, Salt Lake City, Utah.

**DENNIS, DINTY**  
WGBS, Miami, Fla.

**DePHILLIPS, TONY**  
WWBL, Woodside, N. Y.

**DeVICTOR, MARTY**  
WBNS, Columbus, Ohio.

**DeVRIES, ADRIAN**  
KFPY, Spokane, Wash.

**DIEHL, BILL**  
WGH, Newport News, Va.

**DIALLO, CHET**  
WSNY, Schenectady, N. Y.

**di NATALE, JOE**  
KODY, North Platte, Neb.

**DOGGETT, JERRY**  
WRR, Dallas, Tex.

**DONOHUE, DONALD**  
KDLR, Devils Lake, N. Dak.

**DOOLEY, TED**  
KVOV, Redding, Calif.

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WUMI, Ashland, Ky.

**DOUGAN, ARCH**  
KNET, Palestine, Tex.

**DOUGLAS, HAROLD**  
KFRU, Columbia, Mo.

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WIKY, Hickory, N. C.

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WCBT, Roanoke Rapids, N. C.

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WMBG, Richmond, Va.

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KXOA, Sacramento, Calif.

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KSAL, Salina, Kan.

**DUNCAN, JIM**  
WEBQ, Harrisburg, Ill.

**DUNN, AL**  
WDNC, Durham, N. C.

**DUNPHY, DON**  
WINS, New York, N. Y.

**DURNEY, BILL**  
ABC—Gillette Flights

**DURNEY, BILL**  
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**ELDER, DON**  
WMAQ, Chicago, Ill.  
**ELLIOTT, BILL**  
KVOE, Santa Ana, Calif.  
**ELLIS, STEVE**  
WMCA, New York, N. Y.  
**ELSON, BOB**  
WJJD, Chicago, Ill.  
**EPLING, LEONARD**  
KOOS, Coos Bay, Ore.  
**ESSIG, VINCENT**  
Wsap, Portsmouth, Va.  
**EUBANKS, BLAIR**  
WTAR, Norfolk, Va.  
**EUBANKS, GEORGE**  
WRGA, Rome, Ga.  
**EVANS, DON**  
KTPI, Twin Falls, Idaho  
**EVANS, EDDIE**  
WFAA, Dallas, Tex.  
**EVANS, FRANKLIN**  
KPO, San Francisco, Calif.  
**EVANS, JONES**  
WBAX, Wilkes-Barre, Pa.

— F —

**FAIR, JIM**  
WLEF, Richmond, Va.  
**FALLEN, FRANK**  
WMEX, Boston, Mass.  
**FARRELL, MAURY**  
WAPT, Birmingham, Ala.  
**FARRINGTON, FRANK**  
KFAM, St. Cloud, Minn.  
**FARRIS, CLINT**  
WGTM, Wilson, N. C.

**FELKNER, GAIL**  
KPAB, Laredo, Tex.  
**FIKE, CHARLES**  
KMAC, San Antonio, Tex.  
**FINNERTY, HUGH J.**  
KRCR, Enid, Okla.  
**FLOWERS, GEORGE**  
WAYS, Charlotte, N. C.  
**FORD, MILTON**  
WBIR, Knoxville, Tenn.  
**FOSTER, JIM**  
KTBI, Tacoma, Wash.  
**FOX, WILLIAM F., JR.**  
WIBC, Indianapolis, Ind.  
**FRANDOLIG, BUCK**  
KOFK, Rapid City, S. Dak.  
**FRANKLYN, ROY**  
WCFE, Chicago, Ill.  
**FRASER, DICK**  
WBAA, West Lafayette, Ind.  
**FRITZ, DON**  
WHIC, Columbus, O.  
**FULLER, BOB**  
KROS, Clinton, Ia.  
**FULTON, BOB**  
KLRA, Little Rock, Ark.  
**FULTON, JOHN**  
WGST, Atlanta, Ga.


— G —

**GADBERRY, BOB**  
KFBI, Wichita, Kans.  
**GANNON, MIKE**  
WCRS, Greenwood, S. C.  
**GARDNER, ROLLIE**  
KVOR, Colorado Springs, Colo.  
**GARNES, CLARENCE M.**  
WSAV, Savannah, Ga.  
**GARROD, GEORGE**  
WWRL, Wood-rose, N. Y.

**GARROWAY, DAVE**  
WMAQ, Chicago, Ill.  
**GARWOOD, PAUL**  
WKLA, Ludington, Mich.  
**GATES, HILLIARD**  
WOWO, Fort Wayne, Ind.  
**GENTRY, ROBERT**  
KFAK, Fairbanks, Alaska  
**GEORGE, LEE**  
KWTO, Springfield, Mo.  
**GERLETTI, FRED J.**  
KVOA, Tucson, Ariz.  
**GIBBONS, JAMES**  
WMAT, Washington, D. C.  
**GIBBONS, RICHARDS**  
WCAP, Asbury Park, N. J.  
**GIBBS, LAWRENCE**  
KMLB, Monroe, La.  
**GIBSON, LLOYD**  
WHDL, Okon, N. Y.  
**GILLIN, BILL**  
KLTZ, Denver, Colo.  
**GIRON, LEE**  
KSAN, San Francisco, Calif.  
**GISMONDI, JAMES**  
WMBS, Piontown, Pa.  
**GIVEN, KEN**  
WBL, Bowling Green, Ky.  
**GUCKMAN, MARTY**  
WHN, New York, N. Y.  
**GOLDSBOROUGH, MURRAY**  
WFMD, Frederick, Md.  
**GOLIGHTLY, GROVER**  
WSPA, Spartanburg, S. C.  
**GOODRICH, WILLIAM**  
WMAM, Marmette, Wis.  
**GORDON, J. R.**  
KELD, El Dorado, Ark.

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WBML, Macon, Ga

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WMAQ, Chicago, Ill

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WGER, Goldsboro, N. C.

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KRDC, Abilene, Tex.

**GREENE, JOHN C.**  
WGTC, Greenville, N. C.

**GREGORY, LLOYD**  
KPRC, Houston, Tex

**GRIER, HARRY**  
KTRH, Houston, Tex

**GRIFFITHS, BILL**  
WADC, Adron, O.

**GWYNN, EASY**  
WIBC, Indianapolis, Ind

— **H** —

**HACKETT, JON**  
KRST, Des Moines, Ia.

**HAGEMAN, JIMMY**  
WCHV, Charlottesville, Va.

**HALL, HALSEY**  
WCCO, Minneapolis, Minn.

**HALL, HEDLEY**  
KMYC, Marysville, Calif.

**HALLACK, MARK**  
WTAW, College Station, Tex.

— **HALLIGAN, MASON**  
KTEL, Tacoma, Wash.

**HALLLOCK, WILES**  
WLEU, Erie, Pa

**HAMEL, RUDOLPH**  
WCOU, Lewiston, Me

**HAMPTON, RAY**  
WBFB, Rock Island, Ill.

**HAMRICK, HOWARD**  
WRNL, Richmond, Va.

**HANEY, FRED**  
KNPC, Los Angeles, Calif

**HARLING, HUGH**  
KRRV, Sherman, Tex.

**HARMON, TOM**  
MBS, New York, N. Y.

**HARRIOT, RICHARD**  
KPAB, Laredo, Tex

**HARRIS, WILLIAM M.**  
WHAL, Greenfield, Mass

**HARRISON, BOB**  
WHNC, Henderson, N. C

**HART, BILL**  
WCAU, Philadelphia, Pa

**HASEL, JOE**  
WJZ, New York, N. Y

**HASSETT, BUZZ**  
KTRI, Sioux City, Ia

**HATFIELD, LARRY**  
WOLS, Florence, S. C.

**HEAD, IVAN K.**  
KFSK, Santa Fe, N. M.

**HEALD, ELLIOT**  
WUUF, Gainesville, Fla

**HEALY, DAN**  
WBRK, Pittsfield, Mass.

**HEATH, HAROLD**  
WOC, Davenport, Ia.

**HEILMAN, HARRY**  
WXYZ, Detroit, Mich

**HELGESEN, RAY**  
KTUC, Tucson, Ariz

**HIGHTOWER, BILL**  
WNLC, New London, Conn.

**HILL, DALTON**  
KXOX, Sweetwater, Tex.

**HILL, DON**  
WAVE, Louisville, Ky.

**HINRICHS, GENE**  
WLS, Columbia, S. C.

**HITTENMARK, GORDON**  
KFMB, San Diego, Calif.

**HODGES, RUSS**  
WOL, Washington, D. C.

**HOGAN, TODD**  
WATW, Ashland, Wis

**HOLLERON, BOB**  
KTTSA, San Antonio, Tex

**HOLLINGSWORTH, BOB**  
WSOV, Decatur, Ill.

**HOOPER, DON**  
WJMS, Ironwood, Mich

**HORNER, JACK**  
KSAL, Salina, Kans.

**HORNER, JACK**  
KSTP, St. Paul, Minn.

**HOTALING, EARL**  
WBTM, Danville, Va.

**HOYT, WAITE**  
WCPD, Cincinnati, O.

**HUFFACKER, DON**  
KWYO, Sheridan, Wyo.

**HUNTER, HERB**  
WDAY, Fargo, N. Dak

**HUNTER, RIG**  
KHUB, Watsonville, Calif

**HURLEY, JIM**  
ABC—Fishing and Hunting Club of the Air

**HUSING, TED**  
CBS

**HURT, ZACH**  
KFZZ, Fort Worth, Tex

**HUSEBY, LARRY**  
KVI, Tacoma, Wash.

**HUSS, J. W.**  
WJMS, Ironwood, Mich

— **I** —

**INGSTAD, BOB**  
KOVU, Valley City, N. D

**IRBY, BILL**  
EFEB, Sylacauga, Ala.

— **J** —

**JACKSON, CARROL F.**  
WRCX, Clarksdale, Miss

**JACKSON, DICK**  
WSTV, Stauchenville, Ohio

**JACKSON, W. E., JR.**  
WBBG, Greenboro, N. C

**JACOBS, BOB**  
WABL, Columbus, Miss

**JACOBS, LEE**  
KBBR, Baker, Ore.

**JAMES, KEN**  
KHAS, Hastings, Nebr.

**JASEN, PHIL**  
WTAG, Worcester, Mass

**JENKINS, RON**  
WSOC, Charlotte, N. C

**JOHNSON, CLIFF**  
KIX, Oakland, Calif

**JOHNSON, LEROY**  
WFOY, St. Augustine, Fla

**JOHNSTON, OWEN**  
WAGA, Atlanta, Ga

**JOHNSON, ROBERT**  
WNOX, Knoxville, Tenn.

**JOHNSON, ROLLIE**  
WTCN, Minneapolis, Minn.

**JONES, WES**  
KTBS, Shreveport, La

— **K** —

**KEATING, WILLIAM**  
WAYN, Holyoke, Mass.

**KEEN, BILL**  
KGKV, Scottsbluff, Neb

**KEHOE, PAT**  
WMAM, Marinette, Wis

**KELLEY, BOYD**  
KBST, Big Spring, Tex.

**KELLY, ROGER**  
KFJX, Grand Junction, Colo.

**KENLO, JOHNNY**  
KALB, Alexandria, Ia.

**KENT, BOB**  
WHIS, Bluefield, W. Va

**KEYES, HUGH**  
KSUN, Bisbee, Ariz.

**KILLICK, L. F.**  
WCZX, Burlington, Vt

**KINCAID, FRED**  
WRR, Dallas, Tex

**KIRBY, BULL**  
WJMS, Ironwood, Mich

**KIRBY, DOROTHY**  
WGST, Atlanta, Ga.

**KIRBY, LEE**  
WBT, Charlotte, N. C

**KIRBY, WILLIAM**  
WDSM, Superior, Wis

**KLEY, HERB**  
WHBL, Sheboygan, Wis.

**KLIMENT, ROBERT F.**  
WJPA, Washington, Pa

**KORZELIUS, GENE**  
WBNY, Buffalo, N. Y.

**KREM, BEN**  
WKNY, Kingston, N. Y.

**KROIGH, BILL**  
WKBZ, Muskegon, Mich

**KRSHKA, FRANK**  
KPKW, Pasco, Wash

— **L** —

**LACKEY, F. ERNEST**  
WHOP, Hopkinsville, Ky

**LAKE, BERRY**  
WHO, Des Moines, Ia.

**LANDIS, DEWITT**  
KFYO, Lubbock, Tex

**LASSEN, LEO**  
KRSC, Seattle, Wash.

**LAWLEY, LEE**  
KPRO, Riverside, Calif.

**LAYER, BRUCE**  
KPRC, Houston, Tex

**LEE, BERT**  
WHN, New York, N. Y

**LEE, DICK**  
WHBU, Anderson, Ind

**LEE, FRANK**  
KVOL, Lafayette, La.

**LEE, FRANK**  
WMMN, Fairmont, W. Va

**LEE, WILLIAM F.**  
WLAK, Lakeland, Fla

**LENTZ, ART**  
WIDA, Madison, Wisc.

**LEO, FRED**  
WMBD, Ponia, Ill

**LEONARD, LEE**  
WFMJ, Youngstown, O

**LEWIS, ART**  
WHA, Madison, Wis

**LINDSAY, A. W.**  
KXRO, Aberdeen, Wash

**LINN, J. B.**  
KGNC, Amarillo, Tex

**LISTON, LEE**  
KSUB, Cedar City, Utah

**LOCHMAN, WALT**  
KCMO, Kansas City, Mo

**LOMAX, STAN**  
WOR, New York, N. Y.

**LOUNSBURY, JIM**  
KSO, Des Moines, Ia

**LOWELL, STAN**  
KGGM, Albuquerque, N. M

— **M** —

**MacINTOSH, RAY**  
WHBY, Appleton, Wis.

**MacMILLAN, LOWELL**  
WHEC, Rochester, N. Y

**MacRAE, JOHN**  
WABI, Bangor, Me.

**MAGNER, BILL**  
KOTA, Rapid City, S. D.

**MALICOAT, AL**  
KGER, Long Beach, Calif.

• • • **SPORTS COMMENTATORS** • • •

**MARLOY, JOHN D.**  
 WCOP, Boston, Mass.

**MANN, STC**  
 WLOL, Minneapolis, Minn

**MANNING, TOM**  
 WTAM, Cleveland, O.

**MARGET, MANNY**  
 KVOX, Moorehead, Minn

**MARSHALL, R. E.**  
 WPAY, Portsmouth, O

**MARTIN, BILL**  
 WJLB, Detroit, Mich

**MARTIN, DAVE**  
 WRUF, Gainesville, Fla.

**MARTIN, GEORGE P.**  
 WRIF, Washington, N. C.

**MARTIN, JACK**  
 WKRH, La Crosse, Wis.

**MARTIN, REGGIE**  
 WGH, Miami, Fla

**MARTIN, TINY**  
 WIBQ, Memphis, Tenn.

**MAXWELL, JACKO**  
 WWRL, Woodside, N. Y

**MARYMONT, MARK**  
 WGOM, Biloxi-Gulfpport, Miss

**MATHIS, LYLE**  
 KVOV, Redding, Calif.

**MATTISON, CHARLES**  
 WHOP, Hopkinsville, Ky

**MAYNARD, HILL**  
 KTTS, Springfield, Mo.

**McALEECE, RED**  
 KDTH, Dubuque, Ia.

**McCALLUM, JOHN**  
 KWSC, Pullmar, Wash.

**McCANN, DICK**  
 KBON, Omaha, Neb.

**McKARTHY, DICK**  
 WKNY, Kingston, N. Y.

**McCOY, WALTER P.**  
 KXA, Seattle, Wash.

**McCROSKEY, DON**  
 KTBI, Tacoma, Wash.

**McCUTCHEN, DICK**  
 WFAS, White Plains, N. Y.

**McDONALD, AL**  
 WTMA, Charleston, S. C.

**McDONALD, ARCH**  
 WTOP, Washington, D. C.

**McELVEEN, MOODY**  
 WCOS, Columbia, S. C.

**McFALL, DON**  
 WTRC, Elkhart Ind.

**McGARVEY, GENE**  
 WPAD, Paducah, Ky.

**McGINLEY, JOE**  
 WKIX, Columbia, S. C.

**McGRATH, EDWIN**  
 WSPA, Spartanburg, S. C.

**McGUIRE, RAY**  
 WNOE, New Orleans, La.

**McINTIRE, CHARLES**  
 WMBH, Joplin, Mo.

**McKAY, DEL**  
 KRNK, Roseburg, Ore.

**McKEE, BURT, JR.**  
 WAPI, Birmingham, Ala.

**McKINNEY, CARL J.**  
 WTCG, Greenville, N. C.

**McKINNEY, JIM**  
 WJPE, Herrin, Ill

**McLEAN, JACK**  
 WGL, Fort Wayne, Ind.

**McLINN, STONEY**  
 WIP, Philadelphia, Pa

**McMANUS, BOB**  
 KPOW, Powell, Wyo

**McFIGUE, HARRY**  
 WNN, Louisville, Ky.

**MENTON, BILL**  
 WMOB, Mobile, Ala.

**MERCER, JIMMY**  
 KPLT, Paris, Tex.

**MICHAELS, BILL**  
 KABC, San Antonio, Tex

**MILBURN, BOB**  
 KGKL, San Angelo, Tex

**MILLARD, H. V.**  
 WSOY, Decatur, Ill

**MILLER, C. A.**  
 WCBS, Springfield, Ill

**MILLER, DON**  
 WTOL, Toledo, O.

**MILLEK, LINDY**  
 WSAR, Fall River, Mass

**MILLER, PAUL J.**  
 WWVA, Wheeling, W. Va

**MILLER, RALPH**  
 WFIN, Findlay, O.

**MILLHOUSE, GLENN**  
 KGEZ, Kalispell, Mont

**MILLS, FRANK**  
 WBAP, Fort Worth, Tex

**MILNER, GENE**  
 KBZ, Ottumwa, Ia.

**MITCHELL, DON**  
 WAGA, Atlanta, Ga

**MITCHELL, JOHN**  
 KGFV, Kearney, Neb

**MOORE, BILL**  
 WJNN, Louisville, Ky

**MOOREHEAD, TOM**  
 WEL, Philadelphia, Pa

**MORGAN, BILL**  
 KVOP, Plainview, Tex.

**MORLEY, BERNARD S.**  
 WHCU, Ithaca, N. Y

**MORRIS, JAMES M.**  
 KOAC, Corvallis, Ore.

**MORRIS, TRUMAN**  
 WLAP, Lexington, Ky.

**MORRISON, G. W.**  
 WPTF, Raleigh, N. C.

— N —

**NEAL, BOB**  
 WGAK, Cleveland, O.

**NEHLSON, AL**  
 WBBB, Burlington, N. C.

**NELSON, BERT**  
 WND, Chicago, Ill.

**NESSITT, DICK**  
 WRCR, Cincinnati, O.

**NEWELL, DAVE**  
 ABC—Fishing and Hunting Club of the Air.

**NEWKIRK, AL**  
 WICA, Ashtabula, O.

**NEWMAN, CY**  
 WSSV, Petersburg, Va

**NEWMAN, ZIPP**  
 WSGN, Birmingham, Ala.

**NICKELL, GLENN E.**  
 KUIN, Grants Pass, Ore.

**NICKOLSON, FRANK**  
 WTM, Ocala, Fla.

**NIGHTINGALE, EARL**  
 WJNC, Jacksonville, N. C.

**NISSEN, BOB**  
 KWLL, Albany, Ore.

**NORMAN, NEIL**  
 WIL, St. Louis, Mo.

**NOYES, CURT**  
 WESX, Salem, Mass.

— O —

**O'BRIEN, DAVID J.**  
 WSTP, Salisbury, N. C.

**O'BRIEN, JOE**  
 WMCA, New York, N. Y.

**O'BRIEN, SHERRY**  
 WDAS, Philadelphia, Pa.

**O'BRIEN, TOMMY**  
 KRIC, Beaumont, Tex.

**O'CONNOR, JOHN**  
 WLNH, Laconia, N. H.

**O'NEAL, GLENN**  
 KFPW, Fort Smith, Ark.

**ORUM, BILL**  
 WEW, St. Louis, Mo

**OVERTON, DAVE**  
 WFRD, Tuscaloosa, Ala

**OVIATT, RAY**  
 WMRN, Marion, O.

**OWEN, CLIFF**  
 KNAK, Salt Lake City, Utah

**OWENS MAURICE**  
 WROK, Rockford, Ill.

— P —

**PARKER, PAUL**  
 WHIT, New Bern, N. C.

**PARKS, DELMERE**  
 WILM, Wilmington, Del.

**PARSONS, MARSHALL**  
 WOOD, Chattanooga, Tenn

**PARTON, CLAUDE**  
 WOLF, Syracuse, N. Y.

**PATRICK, VAN**  
 WPEN, Philadelphia, Pa.

**PATTERSON, WADE**  
 WMT, Cedar Rapids, Waterloo Ia.

**PEARSON, FORT**  
 WMAQ, Chicago, Ill

**PECK, VICTOR**  
 KTSW, Emporia, Kans.

**PEPE, JOHN**  
 WPC, Sharon, Pa

**PERICOLA, FRANK**  
 WDLT, Panama City, Fla

**PERKINS, GLEN**  
 KFBI, Wichita, Kans.

**PHILLIPPE, JIM**  
 WSAZ, Huntington W Va

**PIERSON, WILLIAM**  
 WHKK, Akron, O.

**POILLOCK, GRANT**  
 WINC, Winchester, Va.

**POPE, BILL**  
 WENY, Elmira N. Y.

**POPE, EDWIN**  
 WCAU, Athens, Ga.

**POTMAN, DAVID**  
 WLIB, Brooklyn, N. Y.

**PRINCE, ROBERT**  
 WJAS, Pittsburgh, Pa.

**PURCELL, JAMES**  
 KVAK, Atchison, Kans

— Q —

**QUIGLEY, E. C.**  
 WIBW, Topeka, Kans

— R —

**RAND, TED**  
 KBTM, Jonesboro, Ark.

**RAWLS, CHARLIE**  
 WSLI, Jackson, Miss.

**RAY, C. ROBERT**  
 WMVA, Martinsville, Va.

**RAY, LARRY**  
 KCKN, Kansas City, Mo.

**RAYMOND, STAN**  
 WATL, Atlanta, Ga.

**REEVES, GEORGE**  
 WHAS, Louisville, Ky.

**REID, MICHAEL**  
 KVR, Rock Springs, Wyo.

**REILLY, BILL**  
 WDLT, Panama City, Fla.

**REILLY, SPEED**  
 KIX, Oakland, Calif.

**REJEBIAN, ARAM**  
 KVEC, San Luis Obispo, Calif.

**REYNOLDS, BOB**  
 WFDF, Flint, Mich.

**ROBERTSON, JIM**  
 WSON, Henderson, Ky.

**RODSTROM, LLOYD**  
 KRKO, Everett, Wash.

# SPORTS COMMENTATORS

**ROGERS, MARTY**

WRAW, Reading, Pa  
**ROPPOLO, MICHAEL**  
 KTBS, Shreveport, La  
**ROSCOE, PAUL**  
 KFEW, St. Joseph, Mo.  
**ROSE, JOE**  
 KGMB, Honolulu T H  
**ROTHRUM, BILL**  
 WSYR, Syracuse, N. Y  
**ROYALL, PAUL A.**  
 KSL, Salt Lake City, Utah  
**RUGH, VIC**  
 KANS, Wichita, Kans  
**RUST, NATHAN D.**  
 KPAB, Laredo, Tex.

— S —

**SAGGAW, TIP**  
 KRON, Omaha, Neb  
**SALSBURG, JOE**  
 WARM, Scranton, Pa  
**SALT, LLOYD**  
 KHQ KG, Spokane, Wash  
**SANDERS, GEORGE R.**  
 RWKV, Pasadena, Calif.  
**SANDY, MICHAEL**  
 WDBX, Utica, N. Y.  
**SANDERS, ERNIE**  
 WCHS, Charleston, W. Va  
**SCHLIEFER, KENNETH**  
 WGLL, Galesburg, Ill.  
**SCHMIDT, RAY**  
 WTMV, East St. Louis, Ill  
**SCHOOR, GENE**  
 WINS, New York, N. Y.  
**SCHREIBER, MARK**  
 KMYK, Denver, Colo.  
**SCHULTZ, ALEX**  
 WNEP, Binghamton, N. Y.  
**SEARLES, NEIL K.**  
 WEMP, Milwaukee, Wis.  
**SEARS, BILL**  
 KUTA, Salt Lake City, Utah  
**SEAVEY, CECIL**  
 KOA, Denver, Colo.  
**SEXTON, MORGAN**  
 KRCS, Clinton, Ia.  
**SHAFFER, MAX**  
 WDAN, Danville, Ill  
**SHAY, BOB**  
 WCHV, Charlottesville, Va  
**SHERMAN, DEAN**  
 WDGY, Minneapolis, Minn.  
**SHIMP, BURT**  
 WSAZ, Huntington, W. Va  
**SHUDD, ROY**  
 WTRY, Troy, N. Y.  
**SIMPSON, JACK**  
 WSIK, Nashville, Tenn.  
**SIMPSON, JIMMY**  
 WMRC, Greenville, S. C.  
**SIMS, FRANK**  
 KVF, Fort Dodge, Ia.  
**SLACK, BEN L., JR.**  
 KVOA, Tucson, Ariz  
**SLATER, BILL**  
 MBS  
**SLOVIC, PETE**  
 WENT, Gloversville, N. Y.  
**SMALLWOOD, STONEY**  
 WOPE, Bristol, Tenn.  
**SMITH, BOB**  
 WOOD, Grand Rapids, Mich  
**SMITH, FRED**  
 WOWO, Fort Wayne, Ind.  
**SNELGROVE, TOMMY**  
 WBML, Macon, Ga.  
**SORENSEN, FRITZ**  
 WFIN, Findlay, O.  
**SPENCER, LLOYD**  
 KTNM, Tucumcari, N. M.  
**SPOKES, AL**  
 WJTN, Jamestown, N. Y.

**STANLEY, LARRY**

KFH, Wichita, Kans.  
**STEADMAN, BILL**  
 WCOV, Montgomery, Ala.  
**STEELE, BOB**  
 WTIC, Hartford, Conn.  
**STEELMAN, BOB**  
 KOLL, Omaha, Neb.  
**STERN, BILL**  
 NBC  
**STEVENS, JACK**  
 WJAW, Lawrence, Mass  
**STEWART, M. D.**  
 KNET, Palestine, Tex.  
**STEWART, RUSS**  
 KFI, Los Angeles, Calif.  
**STILLWELL, LYLE**  
 KWJK, Longview, Wash.  
**STOUT, ALLEN**  
 WROL, Knoxville, Tenn.  
**SULLIVAN, CHARLES B.**  
 WMC, Memphis, Tenn.  
**SUTER, WILLIAM**  
 KGIO, Mason City, Ia.  
**SUTHERLAND, BILL**  
 KDKA, Pittsburgh, Pa.  
**SUTHERLAND, BOB**  
 WERC, Erie, Pa.  
**SWAN, BOB**  
 KFI, Los Angeles, Calif.

— T —

**TACY, E. N.**  
 WIS, Columbia, S. C.  
**TAGGART, BYRON**  
 WKRN, Cincinnati, O.  
**TALBERT, HARRY**  
 WMRR, Jacksonville, Fla.  
**TAUB, SAM**  
**TAYLOR, JACK**  
 WKEY, Covington, Va.  
**TAYLOR, PAT**  
 WMFR, High Point, N. C.  
**TEAS, CHARLES**  
 KMPC, Los Angeles, Calif.  
**TEMPLETON, R. L.**  
 KFRC, San Francisco, Calif.  
**TERRY, BOB**  
 WTMV, East St. Louis, Ill.  
**TERRY, BOB**  
 WIFE, Springfield, O.  
**THEKINGER, GEORGE**  
 WSNY, Schenectady, N. Y.  
**THORNBURGH, RED**  
 WSAI, Cincinnati, O.  
**THORPE, BUD**  
 WOAI, San Antonio, Tex  
**TIDINGS, M. L.**  
 KSUB, Cedar City, Utah  
**TRAYNOR, PIE**  
 KQV, Pittsburgh, Pa.  
**TRUITT, ROLLIE**  
 KWJJ, Portland, Ore.  
**TUCKER, JOE**  
 WWSW, Pittsburg, Pa.  
**TURNER, BOB**  
 WHAM, Rochester, N. Y.  
**TURNER, JIM**  
 WCNC, Elizabeth City, N. C.  
**TYSON, TY**  
 WWJ, Detroit, Mich.

— U —

**ULRICK, EDGAR C.**  
 WLOK, Lima, O.  
**UNFERTH, DON**  
 WFHR, Wisconsin Rapids,  
 Wis.  
**UPSON, KEITH**  
 KWON, Bartlesville, Okla.

— V —

**VANCE, HENRY**  
 WAPI, Birmingham, Ala  
**VESTRO, AL**  
 WATR, Waterbury, Conn

— W —

**WADDELL, WADE**  
 KTBC, Austin, Tex.  
**WADDLE, KENNETH**  
 KPQ, Wenatchee, Wash.  
**WAGNER, JAY**  
 WOSU, Columbus, O.  
**WAKEMAN, TONY**  
 WWDC, Washington, D. C.  
**WALDEN, PAUL E.**  
 KWRC, Pendleton, Ore.  
**WALDEN, WARREN**  
 WEAN, Providence, R. I.  
**WALRATH, WALT**  
 WICA, Ashtabula, O.  
**WALSH, GEORGE**  
 WTAS, Louisville, Ky.  
**WALTERS, GRANVILLE**  
 WAML, Laurel, Miss.  
**WALTON, LUKE**  
 WISH, Indianapolis, Ind.  
**WARREN, WILLIAM, SR.**  
 WASK, Lafayette, Ind  
**WATSON, BOB**  
 KGNC, Amarillo, Tex.  
**WATSON, LOREN B., JR.**  
 WJR, Detroit, Mich.  
**WATTRICK, DON**  
 WXYZ, Detroit, Mich  
**WAUGH, IRVING**  
 WSM, Nashville, Tenn.  
**WEBBE, TED**  
 WPAT, Paterson, N. J.  
**WELLS, JAMES**  
 WBEN, Buffalo, N. Y.  
**WHITE, DON**  
 KIT, Yakima, Wash.  
**WHITE, KEN**  
 KFEL, Denver, Colo.  
**WHITLEY, WHIT**  
 KGFF, Shawnee, Okla.  
**WHITMAN, HAROLD C.**  
 WSAW, Saginaw, Mich  
**WHITNEY, DON**  
 WELQ, Tupelo, Miss.  
**WILLIAMS, BILL**  
 WJZM, Clarksville, Tenn  
**WILSON, BOB**  
 WADC, Akron, O.  
**WILSON, DAVE**  
 KFH, Wichita, Kans  
**WINKLER, RAY**  
 WBAP, Fort Worth, Tex  
**WISMER, HARRY**  
 ABC  
**WOLF, HAL**  
 KPO, San Francisco, Calif.  
**WOLFE, BOB**  
 WINX, Washington, D. C.  
**WRIGHT, JOHN**  
 WAIR, Winston-Salem, N. C.

— Y —

**YACK, GEORGE**  
 WBAA, West Lafayette, Ind.  
**YANDT, MAX**  
 KGVO, Missoula, Mont.  
**YOUNG, J. J.**  
 WERC, Erie, Pa.

— Z —

**ZENNAH, CHARLES**  
 WJRD, Tuscaloosa, Ala.

# ★ Backstage ★

## people in radio production during 1945

### — A —

**ACE, GOODMAN**  
CBS—Danny Kaye Show

**ADAMS, W. J.**  
WHEC, Rochester, N. Y.

**ADAMS, WYLIE**  
ABC—Tod Malone Show

**AINLEY, JOE**  
MBS—Freedom of Opportunity  
MBS—Those Websters

**ALBINGER, AL**  
WCOL, Columbus, Ohio

**ALDRIDGE, WILLIAM**  
WHAS, Louisville, Ky.

**ALEXANDER, A. L.**  
MBS—A. L. Alexander's Meditation Board

**ALLEN, BETTI**  
WINX, Washington, D. C.

**ALLIN, HENRY**  
WLAP, Lexington, Ky.

**ALLINGER, RALPH**  
WPAS, White Plains, N. Y.

**ALLISON, ROBERT**  
CBS—Invitation to Learning

**AMREIN, JOHN**  
WSAI, Cincinnati, Ohio

**ANDERSON, BOB**  
KHQ & KGA, Spokane, Wash.

**ANDREWS, MARTIN**  
ABC—My True Story

**APEL, H. W.**  
WPAY, Portsmouth, Ohio

**ARDEN, JAMES**  
WLOK, Lima, Ohio

**ATKINSON, GEORGE**  
WQXR, New York, N. Y.

**AVERY, IRA**  
CBS—Armstrong Theatre of Today

### — B —

**BAILEY, ANGUS**  
WSAR, Fall River, Mass.

**BAILEY, EDWIN**  
WMAQ, Chicago, Ill.

**BAILEY, MELVIN**  
KEX, Portland, Ore.

**BAKER, GEORGE**  
WRC, Washington, D. C.

**BAKER, RAY**  
WITH, Baltimore, Md.

**BARNES, HOWARD**  
CBS—Janette Davis Songs

**BARNES, JOHN**  
CBS—Michael Scott Presents

**BARRETT, MAURICE**  
WHOM, Jersey City, N. J.

**BAUGHMAN, ELMER**  
WFAA, Dallas, Texas

**BEASLEY, IRENE**  
CBS—Irene Beasley, Neighbors Show

**BECKER, JOHN**  
CBS—Time to Remember

**BECKER, SANDY**  
CBS—Organ Fantasies

**BECKERMAN, LARRY**  
WTOP, Washington, D. C.

**BELLI, LIDO**  
KMO, Tacoma, Wash.

**BERCH, JACK**  
ABC—Jack Berch Show

**BERNARD, DON**  
CBS—Blondie

**BURNS, LARRY**  
CBS—The Jack Carson Show

**BERTHOFT, MARY**  
KGVO, Missoula, Mont.

**BEST, EDNA**  
MBS—Adventures of Sherlock Holmes

**BETHEL, FRED**  
CBS—Powder Box Theatre

**BIEBER, F. E.**  
WHITE, Hartford, Conn.

**BLACK, CHARLES**  
WSAI, Cincinnati, Ohio

**BLACK, HOWARD**  
ROY, Phoenix, Ariz.

**BLACK, JACK A.**  
WGII, Newport News, Va.

**BLAKE, HOWARD**  
CBS—Meet the Missus

**BLADE, RANDY**  
WJJD, Chicago, Ill.

**BLISS, TED**  
CBS—The Baby Snooze Show

**BLOODWORTH, ED**  
ABC—What's New, Mirth with Eddie Marr

**BLOTTER, FRANK**  
WLS, Chicago, Ill.

**BOCHAN, PETER**  
WNAB, Bridgeport, Conn.

**BOLAND JR., JOSEPH L.**  
ABC—The Doctors Talk It Over

**BOOTH, VIRGIL C.**  
WHDL, O'Fallon, N. Y.

**BOOTHBY, JOHN D.**  
WEBR, Buffalo, N. Y.

**BOWE, GEORGE**  
WTIC, Hartford, Conn.

**BOWER, ROGER**  
WOR, New York, N. Y.

**BOWMAN, PHIL**  
CBS—Ma Perkins

**ROYD, AL**  
WLS, Chicago, Ill.

**BRADSHAW, FRED**  
WPDQ, Jacksonville, Fla.

**BRATTAIN, JOE**  
NBC—Carnation Contented Program

**BRENNAN, WILLIAM**  
CBS—The Jack Smith Show

**BRONSON, EARL**  
ABC—Wake Up and Smile

**BROWN, BOBBY**  
CBS—The First Line

**BROWN, DENNIS**  
WDAK, Columbus, Ga.

**BROWN, HIRMAN**  
CBS—The Adventures of the Thin Man, Inner Sanctum  
NBC—Jesse Jordan, M. D.

**BROWN, KEITH**  
ABC—America's Town Meeting

**BROWN, MENDY**  
MBS—Adventures of Bulldog Drummond

**BRUCE, DWIGHT J.**  
WTOG, Savannah, Ga.

**BUCHANAN, STEWART**  
CBS—The Second Mrs. Burton

**BUCK, CHARLES**  
NBC—The Jack Benny Program

**BURKE, CHARLES G.**  
WJR, Detroit, Mich.

**BUSHNELL, LUCILE**  
KSI-M, Salem, Ore.

**BUTLER, D. M.**  
WGBS, Miami, Fla.

**BYRON, ED**

### — C —

**CALDWELL, H.**  
KFDM, Beaumont, Texas

**CALDWELL, JAY**  
WOL, Washington, D. C.

**CALLAHAN, BOB**  
WINX, Washington, D. C.

**CALVERT, CHARLES**  
KMPG, Los Angeles, Calif.

**CARLSON, J. RALPH**  
WTTN, James town, N. Y.

**CARLSON, RICHARD**  
WELI, New Haven, Conn.

**CARNEY, JOHN**  
CBS—Sing Along Club, Arthur Godfrey Show

**CASIMAN, ED**  
NBC—The Hoagy Carmichael Show  
CBS—The Andrews Sisters Show

**CHANCE, AL**  
MBS—Tom Mix Show

**CHARLES, BENNY**  
CBS—Great Moments in Music

**CHARLES, DICK**  
ABC—Relax with Cal Tinney

**CHESTER, EDMUND**  
CBS—Viva America

**CLARE, GEORGE**  
KMOX, St. Louis, Mo.

**CLARK, DON**  
CBS—This Is My Best

**CLARK, JAY**  
MBS—John J. Anthony

**CLEARY, JOHN**  
ABC—Sammy Kaye's Sunday Serenade

**COHAN, PHIL**  
CBS—Durante-Moore Show

**COLE, DEWEY**  
WXYZ, Detroit, Mich.

**COLE, JOHN**  
MBS—The Shadow

**COLLINS, TED**  
CBS—Kate Smith Sings, Kate Smith Speaks

**COOKE, FOREST W.**  
WHBF, Rock Island, Ill.

**CORNELL, SYD**  
WRRK, Cincinnati, Ohio

**COTT, TED**  
WNEW—MBS

**COTTON, BOB**  
ABC—Private Lives of Ethel and Albert

**COY, JAMES**  
KCMO, Kansas City, Mo.

**COYLE, CYNTHIA**  
WAAF, Chicago, Ill.

PRODUCTION

**CRANS, RICHARD F.**  
WGNV, Newburgh, N. Y.  
**CREMEENS, GEORGE**  
KRNT, Des Moines, Iowa  
**CRONICAN, LEE**  
WHP, Harrisburg, Pa.  
**CROSS, LEO**  
KMYR, Denver, Colo.  
**CUNNINGHAM, OWEN**  
KGMR, Honolulu, T. H.  
**CURTIN, CHARLES**  
WNAC, Boston, Mass.  
**CUSHING, KERBY**  
WNEW, New York, N. Y.

— D —

**DAHL, TED**  
ABC—Hollywood Radio Life  
**DALY, ART**  
ABC—Lum 'N Abner  
**DALY, JOE**  
NBC—Raleigh Room  
**DALY, RANNY**  
WING, Dayton, Ohio  
**DANIEL, OLIVER**  
ABC—Boston Symphony Orchestra  
**DAVIS, MIAC**  
NBC—Bill Sterns Sports Show  
**DAWES, BILL**  
WCKY, Cincinnati, Ohio  
**DAWSON, RONALD**  
CBS—It's Maritime  
**DEANE, JERRY**  
**DE ANGELO, CARLO**  
KYS, Mankato, Minn.  
**DEGAN, MICHAEL**  
WBAS, Philadelphia, Pa.  
**DeFUR, PAUL**  
ABC—Tennessee Jed  
**DeGROOT, DON**  
WVJ, Detroit, Mich.  
**DELINE, JIM**  
CBS—Serenade from Syracuse  
**DEMARCUS, BRADFORD**  
WIBC, Indianapolis, Ind.  
**DEVINE, JERRY**  
ABC—This Is Your F. B. I.  
**DEVINE, OTTIS**  
WSM, Nashville, Tenn.  
**DICKMAN, JOHN**  
WBAL, Baltimore, Md.  
**DIERINGER, MARGARET**  
KXA, Seattle, Wash.  
**DIERKING, MAXINE**  
KHMO, Hannibal, Mo.  
**DIETZ, JOHN**  
CBS—Cimarron Tavern, Crime Photographer  
**DICKSON, SAM**  
KPO, San Francisco, Calif.  
**DOUD, G. B.**  
KGO, San Francisco, Calif.  
**DRUMMOND, DAVID**  
KGO, San Francisco, Calif.

— E —

**EAKES, MARY**  
WGFC, Greenville, N. C.  
**EATON, JOE**  
WLDZ, Bangor, Me.  
**EDWARDS, ALLYN**  
WQXR, New York, N. Y.  
**EDRENREICH, DANIEL**  
WOR, New York, N. Y.  
**EHRHART, HARRY**  
WCAU, Philadelphia, Pa.  
**EHRMAN, BOB**  
WTOP, Washington, D. C.  
**EILART, WILLIAM A.**  
WRRN, Warren, Ohio  
**ELENZ, BOB**  
WOC, Davenport, Iowa  
**ELLIOTT, BILL**  
KVOE, Santa Ana, Calif.

**ELLIOTT, LUCY**  
WWDC, Washington, D. C.  
**ELIIS, MARIAN**  
WOWO, Fort Wayne, Ind  
**ELMAN, DAVE**  
CBS—Hobby Lobby  
**ELTON, DAVE**  
CBS—The Adventures of Ozzie & Harriet  
**ENGBACH, DEE**  
MBS—Rogue's Gallery  
**EPLING, LEONARD**  
KOOS, Coos Bay, Ore.  
**ERNST, BUD**  
MBS—Queen for a Day  
**ERVIN, EDWARD**  
WRNX, New York, N. Y.  
**ESCAL, A. H.**  
KAND, Corsicana, Texas  
**ESSEH, WRIGHT**  
ABC—Louella Parsons Show  
Orson Welles Almanac, Hollywood Mystery Time, Glamour Manor, Collins, Calling

— F —

**FARRISS, WILLIAM**  
WBYN, Brooklyn, N. Y.  
**FARMER, JON**  
WAGA, Atlanta, Ga.  
**FARRIS, CLINT**  
WGTM, Wilson, N. C.  
**FASSETT, JAMES**  
CBS—E. Power Biggs Show  
Encore Appearance, Eileen Farrell & Columbia Concert Orchestra, Invitation to Music, Mona Paulce, Philadelphia Orchestra.  
**FAUSTINI, A.**  
WGES, Chicago, Ill.  
**FELTON, NORMAN**  
WMAQ, Chicago, Ill.  
**FENTON, MILDRED**  
ABC—Detect & Collect  
**FERGUSON, EARLE**  
KOA, Denver, Colo.  
**FERRIS, RAY**  
WLS, Chicago, Ill.  
**FEVHL, HORACE**  
WCAU, Philadelphia, Pa.  
**FISHBURNE, ALAN**  
ABC—Cornet Front Page  
**FISHER, FLORENCE**  
KOVU, Valley City, N. Dak.  
**FISCHER, MAGGIE**  
NBC.  
**FITZGERALD, EDWARD**  
ABC—Professor Quiz  
**FLANAGAN, GENE**  
WVRL, Woodside, N. Y.  
**FLEMING, THOMAS**  
WLEU, Erie, Pa.  
**FLYNN, EDWARD F.**  
WSNY, Schenectady, N. Y.  
**FLYNN, ROY**  
WAPI, Birmingham, Ala  
**FORD, WHARTON**  
WSRR, Stamford Conn  
**FOX, MRS. ESTELLE**  
KRTM, Jonesboro, Ark.  
**FRAMER, WALT**  
ABC—Ladies Be Seated  
WAAT—What's New in Hollywood  
**FRANCIS, HOLLIS**  
WJAG, Norfolk, Neb.  
**FRANCIS, NOEL**  
KPO, San Francisco, Calif.  
**FRENCH, KENNETH**  
WRC, Washington, D. C.  
NBC—Our Foreign Policy, America United, Consumer Time.

— G —

**GAHRE, ELIZABETH M.**  
KXEL, Waterloo, Iowa  
**GALE, JACK**  
ABC—Murder Will Out  
**GALLANT, NORMAND**  
WCOU, Lewiston, Me.  
**GANTTER, RAYMOND**  
WFBL, Syracuse, N. Y.  
**GATES, JERRY**  
WFAA, Dallas, Texas  
**GERING, WALTER**  
KECA, Los Angeles, Calif.  
**GIBBS, PARKER**  
WMAQ, Chicago, Ill.  
**GIBSON, DOROTHY**  
KFPW, Fort Smith, Ark.  
**GIERLACH, CHET**  
ABC—The Woody Herman Show  
**GILLIS, DON**  
NBC—General Motors Symphony of the Air, The Robert Merrill Show  
**GIRARDIN, RAY**  
CBS—Coffee Club  
**GOTT, PAUL**  
KFEL, Denver, Colo.  
**GOODWIN, SID**  
ABC—Walkie Talkie, County Fair  
**GOTTLIEB, JOSEPH**  
WMA, New York, N. Y.  
**GRAHAM, RONALD**  
WLEU, Erie, Pa.  
**GRANDEY, ROY**  
KQW, San Jose, Calif  
**GRANT, DAVE**  
CBS—Vox Pop  
**GRANT, DOUGLAS B.**  
WMT, Sedar Rapids-Waterloo, Iowa  
**GRIFFIN, BETTY**  
WIBX, Utica, N. Y.  
**GRIFFIN, JOHN A.**  
KABR, Aberdeen, S. Dak.  
**GROGAN, JACK**  
WNEW, New York, N. Y.  
**GRIENER, KARL**  
NBC—The Great Gildersleeve, Kraft Music Hall

— H —

**HAIRGROVE, J. A.**  
KSAM, Huntsville, Texas  
**HALL, GENE**  
WBAP, Fort Worth, Texas  
**HALLOCK, MEL**  
KWYO, Sheridan, Wyo.  
**HANES, BOB**  
WGY, Schenectady, N. Y.  
**HARRIS, LEE**  
CBS—The Family Hour  
**HARRIS, MARY**  
CBS—House Party  
**HASKELL, BETTY**  
KDYL, Salt Lake City, Utah  
**HARTMAN, LOU**  
KROW, Oakland, Calif.  
**HAUSER, DWIGHT**  
ABC—Lum 'N Abner  
**HELM, FRANCES F.**  
WBAP, Fort Worth, Texas  
**HENDERSON, BROOKS**  
KSTP, St Paul, Minn.  
**HENDERSON, JOHN**  
WBAA, West Lafayette, Ind  
**HERBERT, CHARLES**  
CBS—Electric Hour  
**HERBERT, RALPH**  
KSFQ, San Francisco, Calif.  
**HERMAN, CHESTER**  
WLV, Cincinnati, Ohio  
**HIESTAND, R. R.**  
KFI, Los Angeles, Calif.

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# PRODUCTION

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**HILL, JACK**  
NBC—Solitaire Time

**HITCHCOCK, JACK**  
KFAB, Omaha-Lincoln, Neb.

**HOLCOMB, GRANT**  
KQW, San Jose Calif.

**HOLINER, MANN**  
CBS—The Frank Sinatra Show

**HOLL, PAT**  
WBEN, Buffalo, N. Y.

**HOLLAND, MOREY**  
MBS—Fresh Up Show

**HOLMES, BILL**  
KECA, Los Angeles, Calif.

**HOLT, ROBERT**  
KNOX, St. Louis, Mo.

**HORRELL, MARTIN**  
CBS—Grand Central Station

**HOWARD MARY**  
WLS, Chicago, Ill.

**HOWE, LOUISE HILL**  
KSL, Salt Lake City, Utah

**HOWLETT, ERIC**  
WJR, Detroit, Mich.

**HUME, PAUL**  
WJNX, Washington, D. C.

**HUMMERT, FRANK**  
NBC—American Album of Familiar Music

**HUMPHRY, WATT**  
ABC—Hollywood Radio Life

**HUNT, MARJARI**  
ABC—What's Doin' Ladies

**HUTCHINSON, WAYNE**  
WHN, New York, N. Y.

— I —

**IRBY, BILL**  
WFEW, Sylacauga, Ala.

— J —

**JACKSON, CARROL F.**  
WROX, Clarksdale, Miss

**JACKSON, JOHN C.**  
WRAW, Reading, Pa.

**JACKY, FRED**  
ABC—Hymns of All Churches

**JACOBSON JR., FREDERICK A.**  
WMAQ, Chicago, Ill.

**JAMES, HAI**  
ABC—Dick Tracy

**JANSSEN, KARL**  
KTUL, Tulsa, Okla

**JASS, MEL**  
KGIR, Butte, Mont

**JEWELL, JAMES**  
ABC—Jack Armstrong

**JOHNSON, BILL**  
ABC—Darts for Dough, Hedda Hopper

**JONES, PAUL**  
WFLA, Tampa, Fla

— K —

**KAHN, EDMUND F.**  
WGN, Chicago, Ill.

**KALAR, PHIL**  
MBS—Sweetheart Time

**KAMMAN, BRUCE**  
NBC—Truth or Consequences, Waltz Time

**KARP, RICHARD**  
KDKA, Pittsburgh, Pa.

**KAUFMAN, IRWIN B.**  
KGO, San Francisco, Calif.

**KAYE, LEO**  
KDKA, Pittsburgh, Pa

**KAYE, MILTON B.**  
WNEW, New York, N. Y.

**KEEFE, JACKIE**  
ABC—Earl Godwin Show

**KEESE, MRS. JACQUELYN**  
WMAL, Washington, D. C.

**KELLER, FRED**  
WBEN, Buffalo, N. Y.

**KELLETT, CLAUD JR.**  
WELO, Tupelo, Miss.

**KELLEY, PAT**  
KFI, Los Angeles, Calif.

**KING, FULTON**  
WTON, Staunton, Va.

**KIPPEN, JAMES**  
KHQ-KGA, Spokane, Wash.

**KIRCHNER, THELMA**  
KGFJ, Los Angeles, Calif.

**KLEBAN, MONTE**  
WOAI, San Antonio, Texas

**KLEIN, HENRY**  
ABC—The Listening Post

**KLOSE, VIRGINIA**  
CBS—Mommie and the Men

**KLOSE, WILLARD**  
CBS—Mommie and the Men

**KONDOLF, GEORGE**  
ABC—Theatre Guild on the Air

**KONTE, WALTER**  
WWJ, Detroit, Mich.

**KOTHE, DICK**  
KSTP, St. Paul, Minn.

**KRAMP, L. G.**  
WCBS, Springfield, Ill.

**KRIGEL, GILBERT**  
WQXR, New York, N. Y.

**KUHLER, FRITZ**  
KRID, Dallas, Texas

**KUNEY, JACK**  
KMPC, Los Angeles, Calif.

— L —

**LAMBERTZ, KARL**  
WFAA, Dallas, Texas

**LANTON, WALLACE**  
WJR, Detroit, Mich.

**LAND, NORMAN**  
WPEN, Philadelphia, Pa.

**LANE, GENE**  
WHAM, Rochester, N. Y.

**LARKIN, KEITH**  
KWRC, Pendleton, Ore.

**LATEAU, HERBERT**  
WMAQ, Chicago, Ill.

**LAWLOR, BOYD W.**  
WIP, Philadelphia, Pa.

**LAWRENCE, BILL**  
CBS—Screen Guild Players

**LAWRENCE, WILLIAM**  
WMAQ, Chicago, Ill.

**LAWTON, JUDITH**  
KTBS, Shreveport, La.

**LEBAN, JOHN**  
WCAE, Pittsburgh, Pa.

**LEE, BURR**  
CBS—Bachelor's Children

**LEIFERS, ROBERT**  
WMT, Cedar Rapids-Waterloo, Iowa

**LETTWICH, ALEX**  
ABC—John B. Kennedy

**LEIGHTON, DERIC**  
ABC—One Woman's Opinion

**LEVINE, LEON**  
CBS—Invitation to Learning, American School of the Air, Of Men and Books, The Story of America, Tales from Far and Near, This Living World

**LEVINSON, LEONA**  
KCMO Kansas City, Mo.

**LEWIS, J. C.**  
KHI, Hollywood, Calif.

**LIVINGSTONE, CHARLES D.**  
WXYZ, Detroit, Mich.

**ABC—The Lone Ranger**

**LOCHNER, DON**  
WEW, St. Louis, Mo.

**LOEB, MARK**  
CBS—Celebrity Club, Danny O'Neill Show

**LOGAN, JAMES**  
WMAL, Washington, D. C.

**LONG, CHESTER S.**  
WBNS, Columbus, Ohio

**LONG, DEANE S.**  
WWL, New Orleans, La.

**LOUGHRANE, BASIL**  
CBS—Light of the World

**LOUGHRIN, RICHARDSON**  
WMAQ, Chicago, Ill.

**LOUIS, PAUL**  
MBS—Songs By Morton Downey

**LOVE, ANDREW**  
NBC—Amos 'N Andy, Bob Burns Show

**LOWDER, COLLIN**  
KLO, Ogden, Utah

**LUCAS, PAUL**  
WTIC, Hartford, Conn.

**LUNDQUIST, HENRY**  
WCOP, Boston, Mass.

— M —

**MacGREGOR, JOCK**  
WOR, New York, N. Y.

**MacGREGOR, KENNETH**  
CBS—The Bob Hawk Show

**MACK, HELEN**  
CBS—The Beauty Show

**MACK, NILA**  
CBS—Let's Pretend

**MACK, WAYNE**  
WGAR, Cleveland, Ohio

**MacKNIGHT, J. T.**  
WDGY, Minneapolis, Minn.

**MacMILLAN, LOWELL**  
WHEC, Rochester, N. Y.

**MacMURRAY, TED**  
ABC—Kellogg Home Edition, Coronet Story Teller

**MADIGAN, JOHN**  
ABC—Christian Science Monitor Views the News, Walter Winchell Show

**MAHONEY, JAMES**  
WLAW, Lawrence, Mass.

**MANDEVILLE, BETTY**  
CBS—Take It or Leave It

**MANFEE, ALLEN**  
KVAK, Atchison, Kan.

**MANSFIELD, JOSEPH F.**  
NBC—The Eileen Barton Show

**MARBLE, EVELYN**  
KIRO, Seattle, Wash.

**MARCIN, MAX**  
CBS—Crime Doctor, F. B. I. in Peace and War

**MARQUIS, ARNOLD**  
NBC—The Pacific Story

**MARSH, SUE**  
CBS—Perry Mason

**MARSHALL, W. LEROY**  
ABC—Metropolitan Opera

**MARTIN, PAUL**  
NBC—Right to Happiness

**MARTINI, ROLAND**  
CBS—Saturday Night Serenade

**MASTERSON, JOHN**  
ABC—Breakfast in Hollywood

**MAUS, VIRGINIA**  
KPQ, Wenatchee, Wash.

**MAXWELL, ROBERT**  
ABC—Hop Harrigan

**McAVITY, TOM**  
CBS—Hollywood Star Time

**McCAIN, BILL**  
WAGA, Atlanta, Ga.

**McCANN, DOROTHY**  
ABC—The Sheriff

**ABC—Dr. Christian**

**McCARTHY, DICK**  
WKNY, Kingston, N. Y.

**McDERMOTT, TOMMY**  
ABC—Glamour Manor

PRODUCTION

**McDONNELL, TOM**  
MBS—Rensie's Radio Auction Show

**McGILL, JERRY**  
CBS—Big Town

**McGRATH, EDWIN J.**  
WSPA, Spartanburr, S. C.

**McGREEVEY, JOHN**  
KTAR, Phoenix, Ariz.

**McGUIRE, ARNOLD**  
ABC—The Charlotte Greenwood Show, Hedda Hopper Show

**McHARRIE, LINDSAY**  
CBS—We, The People

**McILVAIN, HARRY**  
WCAU, Philadelphia, Pa.

**McINNES, ROBERT**  
ABC—Lum 'N Abner

**McINTOSH, EZRA**  
CBS—The Bob Crosby Show

**MaeQUARRIE, HAVEN**

**McQUIGG, O. J.**  
WEW, St. Louis, Mo.

**MEAD, WARREN**  
WTMJ, Milwaukee, Wis.

**MELIA, WILLIAM F.**  
WWNC, Asheville, N. C.

**MELICKER, BEATRICE**  
WMCA, New York, N. Y.

**MERRIMAN, RANDY**  
KSTP, St. Paul, Minn.

**MILLER, GLENN CLARK**  
WCOP, Cincinnati, Ohio

**MITCHELL, LES**  
CBS—Stars Over Hollywood

**MONROE, ROBERT**  
WMCA, New York, N. Y.

**MORELAND, EARL**  
WMC, Memphis, Tenn.

**MOREY, AL**  
CBS—Blue Jacket Choir  
WJBM, Chicago, Ill.

**MORRIS, GIL**  
WDAS, Philadelphia, Pa.

**MORSE, CARLTON E.**  
NBC—One Man's Family, His Honor the Barber, I Love a Mystery, The Bennetts 1940, Adventures by Morse.

**MOSES, J. B.**  
WIKC, Columbus, Ohio

**MULLINS, BERNARD**  
WTIC, Hartford, Conn.

**MURRAY, CHARLES D.**  
WSNJ, Bridgton, N. J.

**MUSCHANY, ELMER G.**  
KXOX, St. Louis, Mo.

— N —

**NADEAU, JACK**  
WCCO, Minneapolis, Minn.

**NEAL, BOB**  
WKRC, Cincinnati, Ohio

**NEEL, WILLIAM**  
ABC—Drew Pearson

**NELSON, CARL**  
WTOF, Toledo, Ohio

**NELSON, JOHN**  
ABC—Bride & Groom

**NETIERY, CHARLES**  
KXYZ, Houston, Texas

**NETTLETON, JEAN**  
KGKL, San Angelo, Texas

**NORTON, DONNA**  
KDYL, Salt Lake City, Utah

**NOVELLI, SYL**  
WHAM, Rochester, N. Y.

**NOVIK, MORRIS**  
ABC—F. H. LaGuardia Show

— O —

**OBLEK, ARCH**  
MBS—Arch Obler Plays

**OCHS, ACE**  
CBS—Patti Clayton Show, The Four Clubman, The Jubilaires.

**O'CONNOR, ED**  
WNAC, Boston, Mass.

**ODDIE, RICHARD M.**  
KSFQ, San Francisco, Calif.

**O'KEEFE, LESTER**  
CBS—The Helen Hayes Show

**OLSON, HARVEY**  
WDRG, Hartford, Conn.

**OLSON, RAY**  
WOW, Omaha, Neb.

**OWEN, FOREST**  
ABC—Quiz Kids

**OWENS, MAURICE**  
WROK, Rockford, Ill.

— P —

**PAGE, ALLEN**  
KOMA, Oklahoma City, Okla.

**PAGE, TOM**  
WIBX, Utica, N. Y.

**PAIGE, JACK**  
WOL, Washington, D. C.

**PAPP, FRANK**  
NBC—The Eternal Light

**PASSMAN, ROY**  
WTOP, Washington, D. C.

**PATCH, CAMPRELL E.**  
WJAC, Johnstown, Pa.

**PATTEE, FLOYD**  
WTIC, Hartford, Conn.

**PAULSGROVE, WILLIAM**  
WJEL, Hagerstown, Md.

**PAYNE, LARRY**  
WJR, Detroit, Mich.

**PEAK, GENE**  
WPAD, Paducah, Ky.

**PECHT, JERRY LANE**  
KGB, San Diego, Calif.

**PENDLETON, C. F.**  
KJBS, San Francisco, Calif.

**PETERS, ROBERT**  
WEAS, White Plains, N. Y.

**PETERS, SIDNEY**  
WWDC, Washington, D. C.

**PETERSEN, CLIFF**  
ABC—The Breakfast Club

**PETERSON, DREXEL**  
KFVD, Fort Dodge, Iowa

**PHILLIPS, HOWARD**  
WMCA, New York, N. Y.

**PHILLIPS, PAUL**  
WCAU, Philadelphia, Pa.

**POLA, EDWARD**  
ABC—The Alan Young Show

**POLESIE, HERB**  
CBS—It Pays to Be Ignorant

**POSKA, AL**  
KFI, Los Angeles, Calif.

**POTTER, ANDREW**  
NBC—Life of Riley

**POUCHER, WAYNE**  
WSLS, Roanoke, Va.

— Q —

**QUINTON, CHARLES**  
KGFF, Shawnee, Okla.

— R —

**RAFFERTY, DAN**  
WOC, Davenport, Iowa

**RAINSTON, HARLAN**  
WBFB, Rock Island, Ill.

**RAMSAY, WALLY**  
MBS—Murder Is My Hobby

**RANDOL, BILL**  
KHJ, Los Angeles, Calif.

**RANDOLPH, JOHN**  
WGBR, Goldsboro, N. C.

**RASH, BRYSON**  
WMAL, Washington, D. C.

**RAY, WILLIAM V.**  
KFWR, Los Angeles, Calif.

**RAYCROFT, RUSS**  
WGN, Chicago, Ill.

**RAYNER, HELEN**  
KCRB, Sacramento, Calif.

**REDDICK, WILLIAM J.**  
ABC—Ford Sunday Evening Hour

**REEG, LEONARD**  
ABC—Remember Hour

**REYNOLDS, PAUL E.**  
WDBJ, Roanoke, Va.

**RIANHARD, G. CONRAD**  
WRNL, Richmond, Va.

**RICH, MICHAEL**  
WTRY, Troy, N. Y.

**RICHINS, KAY W.**  
KDYL, Salt Lake City, Utah

**RIDDLEY, HARRY**  
WTAM, Cleveland, Ohio

**RIND, ADOLPH**  
WMCA, New York, N. Y.

**RIPLEY, JOE**  
ABC—Sunday Evening Party

**ROBERTSON, LARRY**  
ABC—Constance Bennett, Murder Will Out

**ROBERTS, CHARLES**  
KLZ, Denver, Colo.

**ROBERTSON, ELLIOTT**  
WMAQ, Chicago, Ill.

**ROBSON, BILL**  
CBS—Request Performance

**ROCHE, JACK**  
CBS—A Woman's Life

**ROLAND, WILL**  
CBS

**ROSKELLEY, E. L.**  
WEET, Boston, Mass.

**ROSSELL, ERNEST W.**  
WTRY, Troy, N. Y.

**ROURKE, JACK**  
KIJ, Los Angeles, Calif.

**ROUSE, GENE**  
WENR, Chicago, Ill.

**ROUSH, OTTIS**  
WSIX, Nashville, Tenn.

**RUBIN, JACK**  
MBS—Break the Bank

**RUSHWORTH, J. E.**  
WEET, Boston, Mass.

**RUSSELL, MARK**  
WGN, Chicago, Ill.

**RYDER, LES**  
WCED, Dubois, Pa.

— S —

**SALT, LOYD**  
KHQ-KGA, Spokane, Wash.

**SAMPLES, RUSSEL**  
WELO, Tupelo, Miss.

**SANDEFUR, WILLIAM**  
WBEB, Burlington, N. C.

**SANDER, CECIL W.**  
WHAS, Louisville, Ky.

**SANTACATERINA, A.**  
WGES, Chicago, Ill.

**SANVILLE, DICK**  
CBS—The Sparrow and the Hawk

**SAULPAUGH, EDDIE**  
ABC—Radio Hall of Fame

**SAUNDERS, JOHN**  
WGAR, Cleveland, Ohio

**SCHENCK, CHARLES**  
CBS—Road of Life

**SCHUEER, JR., JOHN D.**  
WFIL, Philadelphia, Pa.

**SCHULLINGER, CARL**  
CBS—Readers Digest, Radio Edition

**SEA, BILL**  
KROW, Oakland, Calif.

**SEAL, BOB**  
CBS—Gene Autry Show

# PRODUCTION

**SELAH, WILLIAM**  
WHBF, Rock Island, Ill.

**SELLINGER, HENRY**  
ABC—Club Time

**SERVATIUS, RAY**  
WSYR, Syracuse, N. Y.

**SEYDEL, VICTOR**  
ABC—Fishing and Hunting Club of the Air, Counterspy, Mary Small-Junior Miss, MBS—Steel Horizons

**SEYFORTH, DAN**  
KWK, St. Louis, Mo.

**SHAYON, ROBERT**  
CBS—Behind the Scenes at CBS

**SIMS, RALPH**  
WJPO, Baton Rouge, La

**SHARP, IRVING**  
WDBJ, Roanoke, Va.

**SHAW, CHARLES**  
WOLF, Syracuse, N. Y.

**SHAW, CHARLES GORDON**  
WMAL, Washington, D. C.

**SHELTON, JAMES**  
WROK, Rockford, Ill.

**SHUMATE, LEWIS**  
CBS—Barnyard Pollies

**KMOX, St. Louis, Mo**

**SKORA, WALTER S.**  
WGES, Chicago, Ill.

**SNELL, GEORGE**  
KPO, San Francisco, Calif.

**SONIS, BERTON**  
WCHS, Charleston, W. Va.

**SOUDER, WILLIAM V.**  
WCCO, Minneapolis, Minn.

**SOUVAINE, HENRY**  
CBS—Star Theatre

**SPIER, WILLIAM**  
CBS—Suspense

**SPENCER, ROBERT**  
WTAM, Cleveland, Ohio

**STAAS, AL**  
CBS—Renfro Valley Folks

**STAHORN, LEE**  
CBS—You- Hit Parade

**STECK, JAMES H.**  
WJAS, Pittsburgh, Pa.

**STEFFY, GEORGE W.**  
WNAC, Boston, Mass.

**STEVENS, BILL**  
KLX, Oakland, Calif.

**STEVENS, ED**  
KFAR, Fairbanks, Alaska

**STEWART, CALDWELL**  
WSEA, Montgomery, Ala.

**STEWART, RUSS**  
KFI, Los Angeles, Calif.

**STREETER, RAY**  
KTFI, Twin Falls, Idaho

**STROKER, EASTER**  
WIND, Chicago, Ill.

**STUART, MIKE**  
ABC—Charlotte Greenwood Show, Jimmie Fidler Show, Sam Hayes Show, What's New, Guy Lombardo Show, Kellogg Home Edition, Coronet Storyteller.

**STUBBS, T. FRANK**  
KPNF, Shenandoah, La.

**STYLES, HAI**  
KFRW, Los Angeles, Calif.  
Vets Talk It Over, So You'd Like to Be in Radio

**SUSSMAN, HENRY**  
WFBL, Syracuse, N. Y.

**SWAFFORD, THOMAS**  
KGW, Portland, Ore.

**SWITZER, MACK**  
KLZ, Denver, Colo.

## — T —

**TANNEN, ERNEST**  
WSAP, Portsmouth, Va.

**TAYLOR, CHUCK**  
WTOF, Columbus, Ohio

**TAYLOR, JOHN**  
CBS—Perry Mason

**TESKA, NORMAN**  
WTAQ, Green Bay, Wis.

**THOMAS, ED**  
WBAX, Wilkes-Barre, Pa.

**THOMAS, GIL**  
KFI, Los Angeles, Calif.

**THOMPSON, BILL**  
WNAC, Boston, Mass.

**THOMPSON, DON**  
KPO, San Francisco, Calif.

**THOMPSON, STAN**  
WCCO, Minneapolis, Minn.

**TINGLEY, IRVING**  
KWAQ, Winona, Minn.

**TIPPETTS, TWIN**  
KSR, Cedar City, Utah

**TITUS, DAVE**  
CBS—The Joan Davis Show

**TOBIN, RICHARD**  
ABC—Headline Edition

**TODD, HELEN**  
WTAJ, Tallahassee, Fla.

**TODRSCA, EDITH**  
KNX, Los Angeles, Calif.

**TRESSEL, JAMES**  
KOA, Denver, Colo.

## — U —

**UDELL, BILL**  
WLWL, Minneapolis, Minn.

**ULRICK, EDGAR C.**  
WLOK, Lima, Ohio

**URRY, FRANCIS F.**  
KSL, Salt Lake City, Utah

## — V —

**VAN ALSTYNE, ANSON**  
WKBX, Muskegon, Mich.

**VANDA, CHARLES**  
CBS—Theatre of Romance

**VANDAGRIFF, CARL**  
WOWO, Fort Wayne, Ind.

**VAN DUZER, ROGER**  
WMBR, Jacksonville, Fla.

**VAN KLECK, BOB**  
WOLF, Syracuse, N. Y.

**VENTER, MEL**  
KFRS, San Francisco, Calif.

**VESTRO, AL**  
WATR, Waterbury, Conn.

**VICTOR, DON**  
KQW, San Jose, Calif.

**VIGDER, FREDDIE**  
KOOS, Coos Bay, Ore.

**VINCENT, CHICK**  
ABC—Adventures of Charlie Chan

**VINCENT, LEE**  
WSAR, Fall River, Mass.

## — W —

**WADE, FRED**  
WTIC, Hartford, Conn.

**WALKER, ELBERT**  
KHI, Los Angeles, Calif.

**WALLACE, JACK**  
KRBC, Abilene, Texas

**WALLACE, TOM**  
ABC—Blind Date

**WALLER, ED**  
WATR, Waterbury, Conn.

**WARBURTON, CHARLES**  
ABC—Kiernan's News Corner  
My True Story

**WARD, ALLAN**  
MBS—Henry J. Taylor

**WARREN, HARRY**  
KDYL, Salt Lake City, Utah

**WASS, BOB**  
WADC, Akron, Ohio

**WATSON, BOB**  
KGNC, Amarillo, Texas

**WAYNE, DON**  
WHIO, Dayton, Ohio

**WAYNE, IVAN**  
WFAA, Dallas, Texas

**WEBER, TED**  
WPAT, Paterson, N. J.

**WEINROT, LES**  
CBS—Those Websters

**WEIST, GEORGE**  
ABC—Ladies Be Seated

**WELLINGTON, JOHN**  
CBS—The Music of Andre Kostelanetz

**MBS—Double or Nothing**

**WELLS, TRAVIS**  
ABC—Hollywood Mystery Time, Louella Parsons Show

**WEST, NORRIS**  
WCAU, Philadelphia, Pa.

**WESTCOTT, TED**  
KMOX, St. Louis, Mo.

**WHALEY, BERT**  
WMAQ, Chicago, Ill.

**WHEDBEE, CHARLES H.**  
WGTC, Greenville, N. C.

**WHEELER, GEORGE Y.**  
WRC, Washington, D. C.

**WHITE, HOOPER**  
CBS—Morning Melodies

**WHITE, JOHN**  
KWFT, Wichita Falls, Texas

**WHITE, NORMAN L.**  
WJR, Detroit, Mich.

**WHITE, PAT**

**WHITE, ROGER**  
KTSA, San Antonio, Texas

**WHITLOCK, BILL**  
WLAJ, Grand Rapids, Mich.

**WILLIAMS, WALLY**  
WBIG, Greensboro, N. C.

**WILLSON, JIMMIE**  
WAFI, Birmingham, Ala.

**WILSHIN, CHARLES**  
WMCA, New York, N. Y.

**WILSON, FRED**  
WTAM, Cleveland, Ohio

**WILSON, GEORGE H.**  
WSTV, Asheville, Ohio

**WOODFORD, A. M.**  
WBAP, Fort Worth, Texas

**WOOLLEN, DICK**  
ABC—Jimmie Fidler Show

**WORCESTER, CHUCK**  
CBS—Columbia's Country Journal

**WORTENDYKE, ROBERT**  
WTBY, Troy, N. Y.

**WRIGHT, BURTON**  
WWJ, Detroit, Mich.

**WRIGHT, WYNN**  
WEAF, New York, N. Y.

**WYLIE, WILDER**  
KIDO, Boise, Idaho

## — Y —

**YANITOR, MICHAEL**  
WRRN, Warren, Ohio

**YARNEL, DICK**  
KMMJ, Grand Island, Neb.

**YATES, THEADORA**  
CBS—Rosemary

**YEEND, KENNETH**  
KIRO, Seattle, Wash.

**YOUNG, DAVE**  
CBS—The Dick Haymes Show

**YOUNG, ED**  
KDKA, Pittsburgh, Pa.

**YOUNG, RUSSELL**  
MBS—Captain Midnight

## — Z —

**ZIERARTH, E. W.**  
WCCO, Minneapolis, Minn.

**ZIPF, WILLIAM**  
WOSU, Columbus, Ohio



# Writers for Radio

## Advertising Agency—Network Station—Free Lance

### — A —

**ACE, GOODMAN**  
CBS—Danny Kaye Show

**ADAMS, DOROTHY**  
WKIP, Poughkeepsie, N. Y.

**ADAMS, WILLIAM J.**  
WHEC, Rochester, N. Y.

**ADAMS, TED**  
CBS—We the People

**ADKINS, MARYALICE**  
KGA, Spokane, Wash.

**ALBINSON, MARION**  
WFDQ, Jacksonville, Fla.

**ALBRIGHT, JACK**  
MBS—Treasure Hour of Song

**ALEXANDER, A. L.**  
MBS—A. L. Alexander's Mediation Board

**ALEXANDER, ALTON**  
NBC—Hour of Charm

**ALEXANDER, III**  
ABC—The Charlotte Greenwood Show

**ALEXANDER, MARTHA**  
CBS—Romance of Helen Trent

**ALEY, AL**  
ABC—Hop Harrigan

**ALGYR, H. L.**  
CBS—Romance of Evelyn Winters

**ALLEN, ESTHER**  
NBC—Truth or Consequences

**ALLEN, FRED**  
NBC—Fred Allen Show

**ANDERSON, GEORGE**  
CBS—Gene Autry Show

**ANDERSON, NORMA**  
KOTA, Rapid City, S. D.

**ANSKI, BILLIE B.**  
WDDO, Chattanooga, Tenn.

**ARDEN, JAMES**  
WTOK, Lima, Ohio

**ARMFIELD, HILL**  
KCRA, Sacramento, Calif.

**ARMSTRONG, ROBERTA**  
WISH, Indianapolis, Ind.

**ASHTON, RUTH**  
CBS—Feature Story

**ATANASIN, FLORENCE**  
WQXB, New York, N. Y.

**AYER, JANE**  
WTAG, Worcester, Mass.

### — B —

**BAILEY, J.**  
MBS—Queen for a Day

**BAIZER, GEORGE**  
NBC—Jack Benny-Lucky Strike Program

**BARKER, AL**  
ABC—Terry and the Pirates

**BARNES, MRS. AMANDA**  
WBT, Charlotte, N. C.

**BARNES, JOHN**  
CBS—Michael Scott Presents

**BARNETT, SANFORD**  
CBS—Lux Radio Theater

**BARRETT, MARGARET**  
WPDQ, Jacksonville, Fla.

**BARTHOLOMEW, SHIRLEY K.**  
KRKO, Everett, Wash.

# BILL MOGLE

Writer of

"A Call From Les Paul"

•

"Sing, America, Sing"

for

WORLD BROADCASTING SYSTEM, INC.

• • • **RADIO WRITERS** • • •

**BATES, BARBARA**  
WOW, Omaha, Neb.

**RATTEY, MARIE**  
KWKH, Shreveport, La.

**DEASLEY, IRENE**  
MBS—Raising a Husband  
CBS—Neighbors

**BECKER, DON**  
CBS—Life Can Be Beautiful

**BECKER, SANDY**  
CBS—Organ Fantasies

**BECKMARK, PEGGY**  
CBS—Tena and Tim

**BECKWITH, ALBERTA R.**  
WSAV, Savannah, Ga.

**BELL, ORTH**  
KFH, Wichita, Kans.

**BERG, BERNARD**  
WMAQ, Chicago, Ill.

**BERTHOUDT, MARY**  
KGVO, Missoula, Mont.

**BERTON, MAX**  
WNEW, New York, N. Y.

**HESTER, AL**  
ABC—Adventures of Charlie Chan

**BILLMEYER, D.**  
KEX, Portland, Ore.

**BINGHAM, ELEANOR**  
WPTC, Kinston, N. C.

**BINNS, BARBARA**  
WSAZ, Huntington, W. Va.

**BIXBY, CARL**  
CBS—Life Can Be Beautiful.  
Prudential Family Hour. Reader's Digest

**BLAKE, HOWARD**  
CBS—Meet the Mrs.  
CBS—Mayor of the Town

**BLAKE, PEGGY**  
NBC—Barry Cameron Show

**BLOODWORTH, J.**  
CBS—Dick Haymes Show

**BLUMBERG, BERNARD**  
KLX, San Francisco, Calif.

**BOLTON, GEORGE**  
KTBL, Tacoma, Wash.

**BOOTH, WILLEN W.**  
KDKA, Pittsburgh, Pa.

**BOOTHE, BARBARA**  
CBS—The Jubalaires

**BOUDREAUX, LOUISETTE**  
KVOL, Lafayette, La.

**BOULETTA**  
ABC—The Lone Ranger

**BOWMAN, PATRICIA**  
KVCV, Redding, Calif.

**BOWSER, MARGARET**  
KGA, KHQ, Spokane, Wash.

**BOYD, MRS. BERLIN**  
KGVO, Missoula, Mont.

**BOYE, BETTY**  
ABC—Lum 'N Abner

**BRADLEY, CAROLYN**  
WFW, St. Louis, Mo.

**BRADSHAW, THELMA**  
KTBC, Austin, Texas

**BRADY, KATHRYN**  
WLS, Chicago, Ill.

**BRANTLEY, GEORGE**  
WTAR, Norfolk, Va.

**BRATSBERG, H.**  
KEX, Portland, Ore.

**BRENNAN, HELEN MARIE**  
KXA, Seattle, Wash.

**BRESLIN, HOWARD**  
BRIDGES, W. JAMES  
WIBC, Indianapolis, Ind.

**BRITTON, CLIFTON**  
WGDE, Goldsboro, N. C.

**BROOKS, DAVID**  
WJPF, Herrin, Ill.

**BROWN, LYMAN**  
WEAP, Fort Worth, Texas

**BROWN, MAE**  
WMAS, Springfield, Mass.

**BROWN, SI**  
MBS—Adventures of Bulldog Drummond

**BROWNE, G. PAUL**  
WAIM, Anderson, S. C.

**BRUCE, JANE**  
WEW, St. Louis, Mo.

**BUDDY, PAUL**  
KID, Idaho Falls, Idaho

**BUFFUM, RAY**  
MBS—Rogue's Gallery

**BULLOCK, MARTHA**  
WHIT, New Bern, N. C.

**BURCH, BILL**  
NBC, Truth or Consequences

**BURDA, ORVILLE**  
KVCV, Redding, Calif.

**BURNETT, M.**  
MBS—True Detective Mysteries

**BURNS, JOSEPH**  
WNHC, New Haven, Conn.

**BURROWS, ABE**  
CBS—Holiday & Co.

**BUSEK, EILEEN**  
KWSC, Pullman, Wash.

**BUSHNELL, LUCILE**  
KSLM, Salem, Ore.

**BYRON, ED**  
NBC—Mr. District Attorney

CARL  
BIXBY

Arch Oboler

CARL  
BIXBY

Arch Oboler

Sturges Highway  
Southport, Conn.

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## RADIO WRITERS

. . .

— C —

**CALMER, NED**  
CBS—World News Ned  
Calmer and the News

**CANADAY, MIROM**  
WMBI, Chicago, Ill.

**CANTOR, RHODA**  
WLIB, Brooklyn, N. Y.

**CAPERTON, MARGARET**  
KOA, Denver, Colo.

**CAREY, MAUREEN**  
WOLS, Florence, S. C.

**CARRHART, JAMES**  
ABC—Sunday Evening Party

**CARLING, FOSTER**  
NBC—John Charles Thomas  
Westinghouse Program

**CARLO, MICHAEL**  
WIBX, Utica, N. Y.

**CARMAN, ROBERT**  
WMAQ, Chicago, Ill.

**CARLESCO, GEORGE**  
WINS, New York, N. Y.

**CARPENTER, BILL**  
WSNY Schenectady, N. Y.

**CARRAWAY, HOWARD**  
ABC—Tennessee Jed

**CARRE, FLORENCE**  
WMAQ, Chicago, Ill.

**CARRINGTON, ELAINE S.**  
CBS—Rosemary  
NBC—When a Girl Marries

**CARROLL, GRACE**  
WGBR, Goldsboro, N. C.

**CARROLL, JEAN**  
NBC—Laura Lawton  
CBS—Our Gal Sunday

**CARVELL, S. A.**  
WAGM, Presque Isle, Me.

**CASKY, MARGARET**  
KFJZ, Fort Worth, Texas

**CATON, EVELINA**  
WFAA, Dallas, Texas

**CHASE, ILKA**  
MBS—Ilka Chase Show

**CHESTER, EDMUND**  
CBS—Viva America

**CHEVIGNEY, HECTOR**  
MBS—Morton Downey Show

**CHIAPPA, RUTH**  
WPAY, Portsmouth, Ohio

**CHOPIN, DAVID**  
KWR, St. Louis, Mo.

**CHRISTIAN, CAYE**  
WIP, Philadelphia, Pa.

**CLARK, J. B.**  
WBT, Charlotte, N. C.

**CLEMENTS, ALICE**  
ABC—Friendship Ranch

**COCHRAN, HARRY**  
WSTV, Steubenville, Ohio

**COFFIN, TED**  
WAGM, Presque Isle, Me.

**COFFMAN, JOICIE**  
KSO, Des Moines, Iowa

**COHAN, GLORIA**  
KTZ, Denver, Colo.

**COHEN, OCTAVUS ROY**  
NBC—Amos 'N Andy

**COLE, ALONZO DEEN**  
CBS—Crime Photographer

**COLE, HILDA**  
NBC—The Fred Waring Show

**COLEMAN, BETH**  
WKBV, Richmond, Ind.

**COLVIG, VANCE**  
ABC—Breakfast in Hollywood

**CONNOY, GLESS**  
KMO, Tacoma, Wash.

**COOPER, ROBERT E.**  
WIBQ, Memphis, Tenn.

**COREY, VICTORIA**  
KDKA, Pittsburgh, Pa.

**CORNELL, SYD**  
WKRC, Cincinnati, Ohio

**COTTEN, DOROTHY**  
WBAL, Baltimore, Md.

**COTTINGHAM, YVONNE**  
WOW, Omaha, Neb.

**COUGHLIN, FRANCIS**  
WGN, Chicago, Ill.

**COULTER, MARGARET**  
WMBI, Chicago, Ill.

**COWAN, IRENE**  
WJAS, Pittsburgh, Pa.

**CRAGIN, BOB**  
WSNY, Schenectady, N. Y.

**CRANSTON, PAT**  
WBAP, Fort Worth, Texas

**CRONMAN, HARRY**  
CBS—Screen Guild

**CROSS, SKEETS**  
WOWO, Fort Wayne, Ind.

**CRUMP, IRVING J.**  
ABC—Jack Armstrong

**CUNNINGHAM, HAROLD**  
KALL, Salt Lake City, Utah

**CUNNINGHAM, MACK**  
KOVO, Provo, Utah

**CUSWORTH, LOIS**  
WMFR, High Point, N. C.

— D —

**DALTON, JANE**  
WSPA, Spartanburg, S. C.

**DANCH, BILL**  
CBS—The Baby Snooks Show

**DANIELS, ELIZABETH**  
KDAL, Duluth, Minn.

JERRY McGILL

WRITER — PRODUCER

“BIG TOWN”

●

Arthur  
Henley

●

WRITER - PRODUCER

●

. . . **RADIO WRITERS** . . .

**DAVIS, GARY**  
WMFR, High Point, N. C.

**DAVIS, MAC**  
NRC—Bill Stern's Sports Show

**DAVIS, MARY W.**  
WTOG, Savannah, Ga.

**DAVIS, PHIL**  
NBC—Truth or Consequences

**DAVIS, RICHARD E.**  
NRC—Solilair Time

**DAVIS, STANLEY**  
NBC—Kraft Music Hall

**DAWES, EDMOND**  
WFIL, Philadelphia, Pa.

**DAYMUE, BETT JANE**  
KROW, San Francisco, Calif.

**DEAN, BETTY**  
KCKN, Kansas City, Mo

**DeANGELO, CARLO**

**DECKER, DELLA WEST**  
NBC—Woman of America

**DEE, SALLY**  
WOW, Omaha, Neb.

**DEGAN, MIKE**  
WDAS, Philadelphia, Pa

**DELANEY, MAE**  
WSBA, York, Pa.

**DEMLING, B.**  
CBS—Jack Kirkwood Show

**DENMARK, HARRY VAN**  
KTHH, Houston, Texas

**De POY, DOROTHY**  
WTRY, Troy, N. Y.

**DETRICK, JEAN**  
WGHL, Galesburg, Ill.

**DEVINE, JERRY**  
ABC—This Is Your F. B. I

**DICK, DONNA**  
KOOS, Coos Bay, Ore.

**DONALD, PETER**  
CBS—County Fair

**DONOVAN, H.**  
MBS—Smilin' Ed McConnell

**DOUGLAS, JACK**  
CBS—The Adventures of Ozzie and Harriet

**DOWNES, OLIN**  
CBS—CBS Presents Olin Downes

**DRAKE, BOB**  
WROL, Knoxville, Tenn.

**DRAPER, BARBARA**  
WNOX, Knoxville, Tenn.

**DRILL, HELEN**  
KWJL, Portland, Ore.

**DRINCOLL, DAVID**  
CBS—Young Dr. Malone

**DUKE, AL**  
WKEY, Covington, Va.

**DUNHAM, EDWIN L.**  
NBC—The Voice of Firestone

**DUNKEL, JOHN**  
NBC—Harvest of Stars

**DUNN, ANN**  
WHP, Harrisburg, Pa.

**DUNSON, JEAN**  
WHK, Cleveland, Ohio

**DYER, JR., TOM**  
KRNT, Des Moines, Iowa

— E —

**EAKES, MARY**  
WGTC, Greenville, N. C

**EATON, ROBERT**  
WIBX, Utica, N. Y.

**EDDY, LUCILE M.**  
KGA-KHQ, Spokane, Wash.

**EDWARD, GENE**  
WOW, Omaha, Neb

**EDWARDS, RALPH**  
NBC—Truth or Consequences

**EINSTEIN, HARRY**  
NBC—Meet Me at Parky's

**EISNER, ANITA**  
WNHC, New Haven, Conn.

**ELAM, E.**  
NBC—Doctor I. Q.

**ELIAS, HELEN L.**  
WTAG, Worcester, Mass

**ELIOT, MAJOR GEORGE FIELDING**  
CBS—CBS World News

**ELLIOTT, LUCY**  
WWDC, Washington, D. C.

**ENGBAHL, MARGARET KOHL**  
Omaha, Neb.

**ERNST, HUGH**  
KTBC Austin Texas

**ESSER, WRIGHT**  
ABC—Glamour Manor

**ETTINGER, ED**  
CBS—Hobby Lobby

**EURE, VIRGINIA**  
WDRJ, Roanoke, Va.

**EVANS, RICHARD L.**  
CBS—Salt Lake City Tabernacle

**EVERITT, TOM**  
CBS—American Theatre

**EWARD, FRANCES**  
WKBV, Richmond, Ind.

— F —

**FADIMAN, EDWIN**  
NBC—The First Piano Quartet

# WALT FRAMER

Writer-Producer-M.C.

PRODUCED  
"LADIES BE SEATED"  
ABC

WROTE  
"THE BLACK HOOD"  
MUTUAL

ORIGINATED  
"THE BLESSED EVENTER"  
"HAVE YOU GOT IT?"  
"CLUB HOLLYWOOD"  
"NAME-O"  
"KIDDIE KWIZ"

CURRENT  
"BREAK THE BANK"  
MUTUAL

"TRY 'N' FIND ME"  
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# LARRY MARKS

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# "DUFFY'S TAVERN"

# RADIO WRITERS

**FAIRCHILD, E. A.**  
WSAM, Saginaw, Mich.

**FALKNER, GEORGE**  
CBS—The Music of Andre Kostelanetz

**FALLON, PAT**  
WHAM, Rochester, N. Y.

**FANNING, MARILYN**  
WIBX, Utica, N. Y.

**FAWLEY, JOHN**  
WUCA, New York, N. Y.

**FAWCETT, GILBERT**  
KDAL, Duluth, Minn.

**FEE, EDNA**  
WSAI Cincinnati, Ohio

**FENTON, MILDRED**  
ABC—Detect and Collect

**FERRO, M.**  
NBC—Lorenzo Jones

**FERRO, T.**  
NBC—Lorenzo Jones

**FERRY, NANCY**  
WMAN, Mansfield, Ohio

**FIDLER, JIMMY**  
ABC—Jimmy Fidler Show

**FIMBERG, HAL**  
NBC—Mec' Me at Parky's

**FINE, SYLVIA**  
CBC—Danny Kaye Show

**FISCHER, BOB**  
NBC—Amos 'N Andy

**FISHER, HELEN**  
KFIO-KSOO, Sioux Falls, S. Dak.

**FISHER, MARVIN**  
CBS—The Jack Carson Show

**FISHER, MARY JANE**  
WTCN, Minneapolis, Minn.

**FISHER, WILLIAM**  
WGN, Chicago, Ill.

**FISHER, W. J.**  
KVOA, Tucson, Ariz.

**FLANDERS, HARRY**  
WPEA, Manchester, N. H.

**FLEMING, IRENE L.**  
WSAP, Portsmouth, Va.

**FLODIN, BETSY**  
WMT, Cedar Rapids, Iowa

**FLYNN, BESS**  
CBS—Bachelors Children

**FLYNN, ED**  
WSNY, Schenectady, N. Y.

**FLYNN, ROY**  
WAPI, Birmingham, Ala.

**FOLAND, MRS. LEE**  
KWK, St. Louis, Mo.

**FORD, MARGO**  
KSFO, San Francisco, Calif.

**FORMAN, ED**  
NBC—Abbott & Costello Show

**FORSBERG, MARIE**  
WLNH, Lebanon, N. H.

**FOSTER, JIM**  
KTBI, Tacoma, Wash.

**FOX, FRED**  
NBC—Indy Canova Show

**FOX, RUTH**  
CBS—Strachvari Orchestra

**FOX, RUTH**  
WPIL Philadelphia, Pa.

**FRAMER, WALTER**  
MBS—Break the Bank  
CBS—Try 'N Find Me

**FRANCIS, ARIENE**  
ABC—Blind Date

**FRANK, NATHAN**  
WHNC, Henderson, N. C.

**FRANKLIN, DEL**  
WSSR, Stamford, Conn.

**FRANSEN, RUTH**  
KFI, Los Angeles, Calif.

**FREDERICK, CAL**  
KFWD, Los Angeles, Calif.

**FRED, CHARLES**  
CBS—Gateways to Music

**FREELS, MARJORIE**  
WDSU, New Orleans, La.

**FREEMAN, B. P.**  
MBS—Superman

**FREEMAN, DEV**  
CBS—The Baby Snooks Show

**FRIDEN, THELMA**  
KJAB, Laredo, Texas

**FRIEDKE, CHUCK**  
KUTA, Salt Lake City, Utah

**FROMMER, LARRY**  
WOL, Washington, D. C.

**FUNT, JULIAN**  
(BS—Big Sister

**FUTRAN, H.**  
NBC—Woman in White

## — G —

**GAINES, RUBEN**  
KHL, Los Angeles, Calif

**GAME, MILDRED**  
CBS—Gateways to Music

**GANNON, JOE**  
WSAI Cincinnati, Ohio

**GARDNER, ERIC STANLEY**  
CBS—Perry Mason

**GARLINGTON, SALLY**  
WSAV, Savannah, Ga.

**GARNER, J. E.**  
KFPW, Fort Smith, Ark.

**GARRETT, DAVE**  
KOMA, Oklahoma City, Okla.

**GATLING, CLOVER**  
WAGA, Atlanta, Ga.

**GAYNOR, MARY ELIZABETH**  
WERY, Troy, N. Y.

**GEIRON, CLARA**  
WMBI, Chicago, Ill.

**GEIGER, MILTON**  
CBS—Hollywood Star Time

**GELB, PHIL**  
KSTP, St. Paul, Minn.

**GEORGE, PHILLIS**  
WKST, New Castle, Pa.

**GERSHON, ALICE**  
CBS—Behind the Scenes at CBS

**GIBBONS, NANCY**  
WMT, Cedar Rapids, Iowa

**GILLIS, DON**  
NBC—Carmen Cavallero Show

**GILMORE, GRAEME**  
WAVE, Louisville, Ky.

**GLAD, ART**  
NBC—Masquerade

**GLECKMAN, W.**  
CBS—Celebrity Club

**GOLDEN, DAVID**  
WPAT, Paterson, N. J.

**GOLDEN, MYRON**  
ABC—Curtain Time

**GOLDSMITH, HILDA**  
WKPA, New Kensington Pa.

**GOODMAN, JACK**  
KALL, Salt Lake City, Utah

**GOODWIN, SID**  
ABC—Glamour Manor

**GOODWING, N.**  
NBC—Tin Pan Alley of the Air

**GOOLSBY, PAT**  
WYUM, Yuma, Ariz.

**GORMAINE, EARL**  
WVJ, Detroit, Mich.

**GOTTLIEB, JOSEPH**  
WUCA, New York, N. Y.

**GRABE, VIRGINIA**  
KWTO, Springfield, Mo.

**GRABHAM, JACK**  
KFPY, Spokane, Wash.

**GRANT, MARIE**  
KTRE, Sioux City, Iowa

**GRANT, TAYLOR**  
ABC—Headline Edition

**GREEN, BOB**  
ABC—The Lone Ranger

**GREEN, DENNIS**  
MBS—Adventures of Sherlock Holmes

**GREEN, IVA LEE**  
WVNC, Asheville, N. C.

**GREENE, JOHNNY**  
CBS—Blondie

**GREGORY, M. C.**  
WAGA, Atlanta, Ga.

**GRIFFIN, BETTY**  
WIBX, Utica, N. Y.

**GRIFFIN, NANCY**  
KRKO, Everett, Wash.

**GRIGSBY, NELL**  
KMLB, Monroe, La.

**GROVE, BETTY**  
WTOP, Washington, D. C.

**GITFEY, JOHN W.**  
KSWO, Lawton, Okla.

## — H —

**HADDON, DAISY**  
WELQ, Tupelo, Miss.

**HAGGERT, JANET**  
KOIL, Omaha, Neb.

**HALL, DAVID**  
NBC—General Motors Symphony of the Air, The Robert Merrill Show

**HAMILTON, PAM**  
KLZ, Denver, Colo.

**HAMMERICKSEN, HELEN**  
WMBH, Joplin, Mo.

**HAMMERSLEY, EVADNA**  
KOA, Denver, Colo.

**HARDING, BARBARA**  
WMVA, Martinsville, Va.

**HARLER, BETTY**  
WGHL, Galveston, Ill.

**HARMON, DAVE**  
NBC—Chesterfield Supper Club

**HARNETT, JOEL W.**  
KTSM, El Paso, Texas

**HART, EVELYN**  
NBC—Just Plain Bill

**HARVEY, JACK**  
CBS—The Joan Davis Show

**HARVEY, KING**  
KBST, Big Spring, Texas

**HARVEY, RAY**  
CBS—County Fair  
ABC—County Fair

**HAWK, BOB**  
CBS—The Bob Hawk Show

**HAWKINS, RACHEL**  
WGTC, Greenville, N. C.

**HAYS, LARRY**  
KIJJ, Los Angeles, Calif.

**HAZAM, LOU**  
NBC—Home Is What You Make It

**HEADY, ELEANOR**  
KRBM, Bozeman, Mont.

**HEATTER, GABRIEL**  
MBS—Gabriel Heatter

**HELM, FRANCES**  
WBAP, Fort Worth, Texas

**HELWICK, E.**  
CBS—Bob Crosby Show

**HENLEY, ARTHUR**  
NBC—Honeymoon in New York, This Month, Tangee Varieties, Lamba Gambol.

**HENNIG, HAROLD**  
WRLE, Poughkeepsie, N. Y.

**HENNING, PAUL**  
NBC—Burns & Allen Show

**HENRITZE, BETTY**  
WROL, Knoxville, Tenn.

**HENRY, BILL**  
CBS—Bill Henry Show

**HENRY, HELEN**  
WSAM, Saginaw, Mich.

RADIO WRITERS

HERRICK, JERRY
WIBA, Madison, Wis.
HERST, GLADYS
KIX, San Francisco, Calif.
HEWITT, ADA
WPPC, Atlantic City, N. J.
HEYWARD, LOUIS M.
Startling Sports Star Special.
American School of the Air.
Follow the Band, Who's Cue-
koo Now
HICKS, EDWIN P.
KFPW, Fort Smith, Ark.
HILL, JR., AL
KMPG, I Am An American
HINDMAN, BETTY
KWTO, Springfield, Mo.
HINELY, MARY
WTOG, Savannah, Ga.
HOLLAND, CAROL
KGYO, Missoula, Mont.
HOLLAND, GERALD
NBC—The Teentimers Club
HOLLOWAY, C.
KFX, Portland, Ore.
HOLLOWAY, JEAN
CBS—Theatre of Romance
HOLMES, JEANNE
WVOY, Decatur, Ill.
HOLT, CORRIE
WTCO, Minneapolis, Minn.
HOLT, FELIX
CBS—Cimarron Tavern
HOOVER, DON
WMS, Ironwood, Mich.
HOPPER, HEDDA
ABC—Hedda Hopper Show
HOUSEMAN, KENNETH
WPEA, Manchester, N. H.
HOUSTON, KEN
ABC—Coronet Front Page
HOUSTON, MARJORIE
KCKN, Kansas City, Mo.
HOUSTON, PHYLLIS
WSNJ, Bridgeton, N. J.
HOWARD, B. J.
WMBR, Jacksonville, Fla.
HOWE, JON A.
KICD, Spencer, Iowa
HOWELL, RUTH
CBS—It Pays to Be Ignorant
HUGHES, RUSS
NBC—Cavalade of America
HULSE, HARRY
KFBH, Wichita, Kan.
HUMMERT, ANNE
NBC—Stella Dallas
HUMMERT, FRANK
NBC—Manhattan Merry Go
Round, Waltz Time
HUNDREDMARK, E. K.
WHAM, Rochester, N. Y.
HUNT, BILLIE
WMBH, Joplin, Mo.
HUNTLEY, CHARLES H.
WCY, Schenectady, N. Y.
HUNTLEY, LESTER
CBS—Ma Perkins
HURD, BETTY
WCAU, Philadelphia, Pa.
HURSFLEY, DORIS
MBS—Those Websters
HURSFLEY, FRANK
MBS—Those Websters
HYAMS, BEN
CBS—New York Philharmonic,
Philadelphia Orchestra, In-
vitation to Music, E. Power
Biggs, Eileen Barton & Co-
lumbia Concert Orchestra
HYDE, JOHN T.
KOVO, Provo, Utah

I

ISAAC, ROSE
WJMS, Ironwood, Mich

J

JACK, ARLENE
KDKA, Pittsburgh, Pa.
JACKSON, C. W.
WTAW, College Station, Texas
JACKSON, DALE
KDKA, Pittsburgh, Pa.
JACKSON, MAVIS
WTAG, Worcester, Mass
JENKE, GEORGE
NBC—Truth or Consequences
JESSE, MARY JANE
WAVE, Louisville, Ky.
JOHNSON, DORIS
WCAP, Asbury Park, N. J
JOHNSON, DUANE
KOY, Phoenix, Ariz.
JOHNSON, JANET
WBAL, Baltimore, Md.
JOHNSON, MARJORIE JANE
WWNC, Asheville, N. C.
JOHNSON, NATALIE
CBS—Ma Perkins
JONES, ARTHUR T.
KXOX, St. Louis, Mo.
JONES, JAY F.
NBC—Philip Morris Follies of
194G
JONES, RITA
KNO, Las Vegas, Nev.
JOSEFBERG, MILTON
NBC—The Jack Benny Pro-
gram, Fitch Bredwagon
JOST, NORMA
KJSW, Emporia, Kan.
JUNEMAN, JERRY
KNOE, Monroe, La

K

KANE, ALTA JEAN
WICA, Ashtabula, Ohio
KANE, JOSEPH
MBS—Break the Bank
KATE, MARION
WFAA, Dallas, Texas
KAYE, NIKKI
WGN, Charm School Present-
ing Nikki Kaye, WCFL
KAZARIAN, ANN
WIBA, Madison, Wis.
KEEFE, HOWARD S.
WSPR, Springfield, Mass.
KEEN, HAROLD
KGB, San Diego, Calif.
KELLER, EVELYN L.
WPEC, Sharon, Pa.
KELLEY, PAT
KFT, Los Angeles, Calif.
KELLY, MARGARET
WOW, Omaha, Neb.
KEMP, JUANITA W.
WDOD, Chattanooga, Tenn.
KEMPTON, CHRISTINE
NBC—Consumer Time
KENNEDY, MARY
WPAT, Patterson, N. J.
KENT, MONA
NBC—Portia Faces Life
KENT, PRISCILLA
CBS—Those Websters
KESSLER, DAROL
WRAW, Reading, Pa.
KIDD, H. L., JR.
WTAW, College Station, Texas
KINGSLEY, RUTHANNE
WLAP, Lexington, Ky.
KINLER, BETTY
WJPF, Herrin, Ill.
KIRBY, BILL
WJMS, Ironwood, Mich.
KIRK, PETER
WMBI, Chicago, Ill.

KIRKWOOD, JACK
CBS—The Jack Kirkwood
Show
KLOSE, VIRGINIA
CBS—Mommie and the Men
KLOSE, WILLARD
CBS—Mommie and the Men
KNICKREEM, LOIS
KEVR, Seattle, Wash.
KNOPE, ELMER
WDEF, Flint, Mich
KOENNECKE, BETTY
KWJJ, Portland, Me.
KRAMER, NORMAN R.
KSFO, San Francisco, Calif.
KRAMER, WALTER
MBS—Break the Bank
KRAUSHAAR, ANGELIQUE
KALB, Alexandria, La.
KKAUSS, ARTHUR
WISH, Indianapolis, Ind.
KREGLOH, HUBERT
WSPR, Springfield, Mass.
KRUEVITCH, ROME
WHIA, Madison, Wis.

L

LaFRANDE, JACK
WGN, Chicago, Ill.
LaGUARDIA, F. H.
ABC—LaGuardia Speaks
LAMBERT, JANIE MARIE
WHIS, Bluefield, W. Va.
LANGAN, TOM
CBS—Your Hit Parade
LANSWORTH, LEW X.
LARSON, RUTH
KXEL, Waterloo, Ia.
LARSON, SHIRLEY
KYSM, Mankato, Minn.
LATTO, LOIS
WVIK, Cleveland, Ohio
LAURIE, BILL
KNET, Palestine, Texas
LAWLER, ROYD W.
WIP, Philadelphia, Pa.
LEASON, BELL
KBYL, Salt Lake City, Utah
LeBIANC, LUCILLE
KVOL, Lafayette, La.
LEE, S.
CBS—Request Performance
LEMKKE, IRMA
WGY, Schenectady, N. Y.
LESLIE, ALEEN
NBC—A Date With Judy
LESLIE, IRA
WBRC, Birmingham, Ala.
LESLIE, PHIL
CBS—The Beulah Show
LEWELLYN, JOHN
ABC—Quiz Kids
LEWERTH, MARGARET
NBC—Highways in Melody
CBS—Powder Box Theatre
LEWIS, MILTON
CBS—The Adventures of the
Thin Man
LIGHT, MABEL C.
WDOD, Chattanooga, Tenn.
LINDI, FRANCES
KDKA, Pittsburgh, Pa.
LINDHOLM, PEGGY
KYSM, Mankato, Minn.
LINGO, ELIZABETH
WPIK, Alexandria, Va.
LINKETTER, ART
NBC—People Are Funny
LINSOTT, ALAN
NBC—The Life of Riley
LITTLE, HERB
CBS—The Joan Davis Show
LOAR, ISABELLE
KXEL, Waterloo, Ia.

# RADIO WRITERS

**LONG, CHESTER**  
WBNS, Columbus, Ohio

**LORD, PHILLIPS**  
ABC—Counterspy, Gangbusters

**LOWTHER, GEORGE**  
MBS—Tom Mix

**LYNCH, NED**  
KNAK Salt Lake City, Utah

**LYNCH, PEG**  
ABC—Private Lives of Ethel & Albert

**LYONS, ROGER**  
CBS—Great Moments in Music

## — M —

**MARTE, R. THOMPSON**  
KFEQ, St. Joseph, Mo.

**MACK, NILA**  
CBS—Let's Pretend

**MacMURTIE, MARY**  
KVOA, Tucson, Ariz.

**MADDEN, DIXIE**  
KNOE, Monroe, La.

**MAJONE, TED**  
ABC—Ted Malone

**MANHOFF, HILL**  
NBC—Duffy's Tavern

**MANSFIELD, MURIEL**  
KRNT, Des Moines, Iowa

**MARCIN, MAX**  
CBS—Crime Doctor

**MARION, IGA**  
ABC—Present from Hollywood

**MARKS, LARRY**  
NBC—Duffy's Tavern

**MARKS, R.**  
NBC—Rudy Vallee Show

**MARTINI, ROLAND**  
CBS—Saturday Night Serenade

**MARQUIS, ARNOLD**  
NBC—The Pacific Story

**MAYER, HEIDY**  
WPDQ Jacksonville, Fla.

**MAYFIELD, MARTHA**  
KWTO, Springfield, Mo.

**MAZEN, PAULINE**  
KEVR, Seattle, Wash.

**McCARTER, BERNICE**  
WFOY, St. Augustine, Fla.

**McARTHUR, STEVE**  
WMBR, Jacksonville, Fla.

**McCLECKEY, BEN**  
WFAA, Dallas, Texas

**McCONNOR, VINCENT**  
CBS—It's Maritime

**McCOY, MARGARET**  
KOOS, Coos Bay, Oregon

**McCRACKEN, RUSSELL**  
ABC—Radio Hall of Fame

**McFADYEN, JOANNE**  
KJBS, San Francisco, Calif.

**McGEHEE, CHARLES W.**  
WSGN, Birmingham, Ala.

**McGILL, JERRY**  
CBS—Big Town

**McGRATH, GABRIELLE**  
KENO, Las Vegas, Nev.

**McGREEVEY, JOHN**  
KTAR, Phoenix, Ariz.

**McKEE, BURT F., JR.**  
WAPI, Birmingham, Ala.

**McKINNON, JOSEPHINE**  
WMC, Memphis, Tenn.

**McLEOD, VICTOR**  
NBC—Bob Burns Show

**McNEIL, IDA**  
KGFZ, Pierre, S. Dak.

**McNERNEY, FRANCIS**  
WTOL, Toledo, Ohio

**McNOLDY, JAMES A.**  
WDZ, Tuscola, Ill.

**McPHERSON, MARGARET**  
WHKK, Akron, Ohio

**MEDBURY, J. P.**  
CBS—Adventures of Ozzie & Harriet

**MELTZER, LOU**  
NBC—Raleigh Room

**MENEFEE, SELDEN**  
NBC—Our Foreign Policy

**MENKIN, LARRY**  
CBS—The Sparrow and the Hawk

**MERIDAN, JOHN L.**  
WSLV, Steubenville, Ohio

**MEREDITH, JEAN**  
WHK, Cleveland, Ohio

**MENES, MARION**  
WBZY, Appleton, Wis.

**MEYER, JEANNE**  
CBS—The Four Clubman

**MEYERS, ART**  
WCAP, Asbury Park, N. J.

**MICHEL, MARTHA**  
WOWO Fort Wayne, Ind.

**MILES, MARY E.**  
KFAA, Helena, Ark.

**MILLER, ALBERT G.**  
NBC—Carnation Contented Program

**MILLS, PAT**  
WAYS, Charlotte, N. C.

**MILSTEAD, CLAUDE**  
WJPR Greenville, Miss.

**MITCHELL, ALFRED T.**  
WOF Ames, Iowa

**MITCHELL, DON**  
WAGA, Atlanta, Ga.

**MITCHELL, JILL**  
ABC—Darts for Dough

**MOGLE, BILL**  
A Call from Les Paul

**MOORE, FRANK**  
NBC—Chesterfield Supper Club

**MOORE, MAX S.**  
KFAA, Helena, Ark.

**MOORE, RUTH S.**  
NBC—The Baxters

**MOORE, SAM**  
NBC—The Great Gildersleeve

**MORGAN, JOHN CARL**  
WINC, Winchester, Va.

**MORGAN, RICHARD**  
WBEN, Buffalo, N. Y.

**MORRIS, MARGOT**  
WILL, Urbana, Ill.

**MORRISON, CHESTER**  
ABC—Chester Morrison

**MORSE, CARLTON E.**  
NBC—His Honor the Barber

**MORSE, MOLLY**  
KGB, San Diego, Calif.

**MORTON, JERRY**  
KIX, San Francisco, Calif.

**MOSS, BOB**  
NBC—Amos 'N Andy

**MOSS, HERB**  
NBC—Raleigh Room

**MUNSCH, LOUISE**  
WEW, St. Louis, Mo.

**MUNSON, GORDON**  
WOF Ames, Ia.

**MURPHY, DONNA**  
KOIL, Omaha, Neb.

**MURPHY, KATHRINE**  
WSTP, Salisbury, N. C.

**MURPHY, LU**  
WHAS, Louisville, Ky.

**MURPHY, WILLIAM**  
NBC—Doctors at Home

**MURRAY, DAVE**  
NBC—Grand Ole Opry

**MURROW, EDWARD R.**  
CBS—Edward R. Murrow

**MUSE, JIM**  
KLO, Ogden, Utah

**MUSSINON, DOUGLAS**  
KWJB, Globe, Ariz.

**MYERS, TERESA M.**  
WTAL, Tallahassee, Fla.

## — N —

**NATHAN, FRANCES**  
WQXR, New York, N. Y.

**NEGRI, ELEANOR**  
WAJR, Morgantown, W. Va.

**NEWELL, DAVE**  
ABC—Fishing and Hunting Club of the Air

**NICHOLSON, VALERIE**  
WSTP, Salisbury, N. C.

**NICKLE, RUTH ANN**  
WCAE, Pittsburgh, Pa.

**NIGHTINGALE, EARL**  
WJNC, Jacksonville, N. C.

**NORRIS, KATHLEEN**  
CBS—A Woman's Life

**NOWINSON, DAVE**  
KFI, Los Angeles, Calif.

## — O —

**OBOLER, ARCH**  
MBS—Arch Oboler Plays

**ODAMES, ELIZABETH**  
WIBX, Utica, N. Y.

**O'HOLLARAN, BILL**  
WOW, Omaha, Neb.

**OLIVER, EDITH**  
CBS—Take It or Leave It

**OLSON, D. J.**  
KICD, Spencer, Iowa

**O'MALIA, BETTY**  
WBAX, Wilkes-Barre, Pa.

**OPPENHEIMER, JESS**  
CBS—The Baby Stooks Show

**O'REGAN, MARGARET**  
WELQ, Tupelo, Miss.

**ORGILL, JAMES**  
WGAR, Cleveland, Ohio

**ORMSBY, BURKE**  
KTBI, Tacoma, Wash.

**ORK, JOHN T.**  
WBRC, Birmingham, Ala.

## — P —

**PACKARD, ELON**  
NBC—Krait Music Hall

**PAGE, JOHN N.**  
KDYL, Salt Lake City, Utah

**PAINE, VIRGINIA**  
KRKO, Everett, Wash.

**PALMER, HARRY**  
WMVA, Martinsville, Va.

**PARSONS, LOUELLA**  
ABC—Louella Parsons Show

**PATTEE, FLOYD**  
WTIC, Hartford, Conn.

**PAUL, NORMAN**  
ABC—The Alan Young Show

**PEARSON, BID**  
MBS—The Fresh Up Show

**PEARSON, DREW**  
NBC—Drew Pearson

**PENDERGAST, CHARLES**  
KRBC, Abilene, Texas

**PENSON, BETTY**  
KTPI, Twin Falls, Idaho

**PERLING, EVELYN**  
WSQN, Birmingham, Ala.

# RADIO WRITERS

**FERRIN, E.**  
WSAZ, Huntington, W. Va.

**FERRIN SAM**  
NBC—The Jack Benny Program

**FETERS, BARBARA**  
KIZ, Denver, Colo.

**PETERSON, VIRGINIA**  
WOL, Ames, Ia.

**PFEIFER, MARGOT**  
WWJ, Detroit, Mich.

**PHARES, FRANK**  
CBS—Star Theatre

**PHILLIPS, ART**  
CBS—Maish

**PHILLIPS, IRNA**  
NBC—The Guiding Light  
Masquerade, Today's Children

**PHILLIPS, IRVING**  
KCKA, Sacramento, Calif.

**PHILLIPS, PAUL**  
WCAU, Philadelphia, Pa.

**PHILGAR, JANE**  
WTMV, E. St. Louis, Ill.

**PIGGOTT, CARL**  
WHT, New Bern, N. C.

**PIMSNER, HAROLD**  
KOMA, Oklahoma City, Okla.

**PINNEY, GLADYS**  
KSL, Salt Lake City, Utah

**POLL, CELESTE**  
WFOY, St. Augustine, Fla.

**POLIZOTTO, FLO**  
WJJO, Baton Rouge, La.

**POLLOCK, GRANT**  
WNC, Winchester, Va.

**POPE, EDWIN**  
WGAU, Athens, Ga.

**POPE, LOREN**  
WOL, Washington, D. C.

**PORTER, R. RUSSELL**  
KTSW, Emporia, Kans.

**POSNER, HENRY**  
WLP, Philadelphia, Pa.

**POTTER, ED**  
KTRC, Austin, Tex.

**POWER, IOLA**  
KPH, Wichita, Kans.

**FRAY, RUPERT**  
CBS—Electric Hour

**PRICE, JOHN**  
WHIP, Harrisburg, Pa.

**PRINDLE, JOHN**  
NBC—Abbott & Costello

**PUDNEY, EARLE**  
WGY, Schenectady, N. Y.

**PITNAM, JOY**  
WTAG, Worcester, Mass.

## — Q —

**QUINN, DON**  
NBC—Fibber McGee and Molly

**QUINN, LOUIE**  
ABC—Radio Hall of Fame

## — R —

**RAGAWAY, MARTIN**  
ABC—County Fair  
CBS—County Fair, The Milton Berle Show

**RAUGHT, KENNETH**  
CBS—Sins Along Club

**REDDY, JOHN**  
ABC—Bride and Groom

**REDFORD, BILL**  
ABC—Ladies Be Seated

**REDMOND, DICK**  
WHIP, Harrisburg, Pa.

**REED, ROD**  
ABC—The Woody Herman Show

**REEVES, MARY W.**  
NBC—David Harum

**REILLY, GENE**  
WGBS, Miami, Fla.

**RETZLAFF, ARTHUR**  
WFDF, Flint, Mich.

**REYNOLDS, QUENTIN**  
MBS—Quentin Reynolds

**RICE, AL**  
WLS, Chicago, Ill.

**RICE, GERALD**  
MBS—Double or Nothing

**RICE, HELEN**  
KLO, Ogden, Utah

**RICHARDSON, MARGARET**  
WGTC, Greenville, N. C.

**RIGHTON, ADDY**  
CBS—Valiant Lady

**RIDGLEY, HARRY**  
WTAM, Cleveland, O.

**RILEY, WILLIAM J.**  
KRNT, Des Moines, Ia.

**RINKER, C.**  
ABC—Glamour Manor

**ROBINSON, HAROLD**  
WMAN, Mansfield, O.

**ROBINSON, KEN**  
CBS—Island Venture

**ROBINSON, MARGARET**  
WGN, Newburgh, N. Y.

**ROBINSON, NEIL**  
WSRR, Stanford Conn.

**ROBBICK, BEN**  
WRFF, Washington, N. C.

**ROGERS, ROZ**  
ABC—Lum & Abner

**ROHDE, PIERRINA ZAMPATTI**  
WTAG, Worcester, Mass.

**ROUGHT, KENNETH**  
ABC—Blind Date

**ROMAN, LARRY**  
CBS—Nelson Eddy Show

**ROSE, JACK**  
CBS—The Jack Carson Show

**ROSE, STAN**  
KTSW, Emporia, Kans.

**ROSEN, SAM**  
KSTP, St. Paul, Minn.

**ROSS, GEORGE**  
KDON, Monterey, Calif.

**ROSS, LILLIAN**  
KOTA, Rapid City, S. D.

**ROSTEN, NORMAN**  
NBC—Telephone Hour

**RUSSELL, FRED**  
WSAL, Cincinnati, O.

**RUSSELL, RAY L.**  
WOPI, Bristol, Tenn.

**RUST, NATHAN D.**  
KPAB, Laredo, Tex.

**RUTHENBURG, DORCAS**  
WHAS, Louisville, Ky.

## — S —

**SAMUELS, ROSA LEE**  
KFJ, Grand Junction, Colo.

**SANDEFFER, EVA**  
WEEU, Reading, Pa.

**SANGSTER, MARGARET**  
ABC—My True Story

**SAWYER, CAROLAN**  
WDO, Chattanooga, Tenn.

**SAWYER, VERNE**  
KMO, Tacoma, Wash.

**SAXON, BOB**  
Shows: Front Page Farrell

**SCHEUER, JOHN D.**  
WFIL, Philadelphia, Pa.

**SCHLIEFER, KENNETH**  
WGIL, Galesburg, Ill.

**SCHRAA, MARY**  
WHA, Madison, Wis.

**SCHRODE, KAY**  
WBAX, Wilkes-Barre, Pa.

**SCHROEDER, JOE**  
KCMC, Texarkana, Tex.

**SCHWARTZ, AL**  
NBC—Bob Hope Show

**SCHWARTZ, DAVE**  
ABC—The Alan Young Show

**SCOTT, ASHMEAD**  
NBC—Life of Riley

**SEFFE, CAROLINE**  
WNOX, Knoxville, Tenn.

**SELINGER, IL**  
NBC—Joyce Jordan, M. D.

**SEYMOUR, ADELE**  
CBS—Light of the World

**SEYMOUR, DAN**  
ABC—Musical Autographs

**SHANNON, DONNIE**  
WWDC, Washington, D. C.

**SHAW, MEL**  
WMAQ, Chicago, Ill.

**SHEA, BILL**  
WNEW, New York, N. Y.

**SHIR, CAROL**  
WDSM, Superior, Wis.

**SHERMAN, RUTH**  
KOTA, Rapid City, S. D.

**SIEKRELL DAVID**  
WQXR, New York, N. Y.

**SHIP, REUBEN**  
NBC—Life of Riley

**SHIRER, WILLIAM L.**  
CBS—William L. Shirer

**SIRADER, BYRON**  
KALE, Portland, Ore.

**SIMON, ALFRED**  
WQXR, New York, N. Y.

**SIMON, BETSEV ALLEN**  
WFHR, Wisconsin Rapids, Wis.

**SINCLAIR, CHARLIE**  
Shows: Junior Miss, Haunting Hour, One Man's Destiny  
(UP)

**SINGER, S.**  
NBC—Jack Haley

**SKELTON, EDNA**  
NBC—The Skelton Scrapbook

**SKLAR, MICHAEL**  
WMCA, New York, N. Y.

**SLOAN, R.**  
CBS—Celebrity Club

**SLOCUM, ORA**  
WUHO, Tupelo, Miss.

**SLOAN, SIDNEY**  
ABC—Dick Tracy

**SMOLEY, BILL**  
KLO, Ogden, Utah

**SMITH, AGNES**  
KOOS, Coos Bay, Oregon

**SMITH, BOB**  
WREN, Buffalo, N. Y.

**SMITH, BOB**  
CBS—The Andrews Sisters  
Show, Jack Smith Show

**SMITH, BURRELL**  
WGY, Schenectady, N. Y.

**SMITH, E. JANE**  
WJAP, Washington, Pa.

**SMITH, JOE BATES**  
MBS—The Shadow

**SMITH, MARGARET**  
KXEL, Waterloo, Ia.

**SMITH, MARGARET**  
KFYP, Spokane, Wash.

**SNOWDEN, WILLIAM A.**  
WTAL, Tallahassee, Fla.

**SOMMERS, JAY**  
CBS—The Joan Davis Show

**SPEER, JOHN**  
KFH, Wichita, Kans.



# RADIO WRITERS

**SPRIGGS, C. O.**  
WTAW, College Station, Texas

**STAMPER, POWELL**  
MBS—Opry House Matinee

**STANDAGE, MEL**  
KALL, Salt Lake City, Utah

**STARK, SHELDON**  
ABC—Headline Edition

**STEIN, JOE**  
NBC—Bughouse

**STEWART, CHARLES**  
CBS—The Bonah Show

**STIDOLPH, DAVID**  
KWSL, Pullman, Wash

**STILLWELL, JACK**  
WLS, Chicago, Ill.

**STIFFAM, HELEN**  
WAGM, Presque Isle, Me

**STONE, LYNN**  
CBS—Valiant Lady

**STORMS, EDNA**  
KPIY, Spokane, Wash

**STRIKER, FRAN**  
ABC—The Lone Ranger

**STRUNSKY, RICHARD**  
WQXR, New York, N. Y.

**STEULPNAGEL, F.**  
KVCV, Redding, Calif

**SULLIVAN, JOHN**  
KFJZ, Fort Worth, Texas

**SUSAN, VIOLET**  
KFEO, San Francisco, Calif

**SWANSON, MARGE**  
WFDE, Flint, Mich.

**SWART, MARY JEAN**  
WPEN, Philadelphia, Pa.

**SWINEHART, TRI LA**  
KGA-KHQ, Spokane, Wash

**SWING, FRANCES**  
WKRC, Cincinnati, O.

## — T —

**TACKABERRY, JOHN**  
NBC—The Jack Benny Program

**TADE, GEORGE**  
WILL, Urbana, Ill.

**TAGGART, BYRON**  
WKRC, Cincinnati, Ohio

**TANKSLEY, RUTH**  
WGNS, Miami, Fla.

**TARLTON, ANN**  
KFJZ, Fort Worth, Texas

**TAYLOR, FRANCES**  
WLAP, Lexington, Ky.

**TAYLOR, HENRY**  
CBS—The Jack Carson Show

**TAYLOR, PAT**  
WMPR, High Point, N. C.

**TAYLOR, SAM**  
NBC—Harvest of Stars

**TAZEWELL, CHARLES**  
CBS—Mayor of the Town

**TEICHMANN, HOWARD**  
NBC—Road of Life

**THIELEN, MAXINE**  
KRNT, Des Moines, Ia

**THOMA, MARIOBIE**  
KDKA, Pittsburgh, Pa.

**THOMAS, GIL**  
KFI, Los Angeles, Calif.

**THOMAS, LOWELL**  
NBC—Lowell Thomas

**THOMAS, RITA**  
WHKC, Columbus, O.

**THOMAS, RUTH ANN**  
KCKN, Kansas City, Mo.

**THOMPSON, BETTY**  
KJBS, San Francisco, Calif.

**THOMPSON, JANE**  
WBEN, Buffalo, N. Y.

**TILLE, JANE**  
KHBG, Okmulgee, Okla

**TINNEY, CAL**  
ABC—Relax With Cal Tunney

**TOBIAS, RUTH**  
WPEN, Philadelphia, Pa.

**TODD, ELIZABETH**  
NB—Backstage Wife

**TODD, YOUNG WIDDER BROWN**

**TOFFNER, JEAN**  
WBNS, Columbus, Ohio

**TOPE, RITA**  
KTRI, Sioux City, Ia.

**TREMAINE, FRANCES**  
KEVR, Seattle, Wash.

**TRIMBLE, EDYTH SMITH**  
WDSH, New Orleans, La

**TRINLER, MIMI**  
WDDO, Chattanooga, Tenn

**FURNER, RUSSELL**  
WOL, Washington, D. C.

## — U —

**ULMEN, LORETTA**  
KYSM, Mankato, Minn

**VAN PELT, MARGARET**  
WBR, Jacksonville, Fla

**VELIGUTH, EVELYN**  
WHBQ, Memphis, Tenn

**VINCENT, ED**  
WJPR, Greenville, Miss

**VOLPE, MARGARET**  
WSAY, Rochester, N. Y.

## — W —

**WACULA, CLEMENTINE**  
KMO, Tacoma, Wash.

**WADDELL, JANE**  
WSOY, Deatur, Ill

**WADE, VIRGINIA**  
WCFD, Dubois, Pa.

**WALDBOTT, HELEN**  
CBS—Meet the Mrs

**WALKER, ELEANOR**  
WAIR, Winston Salem, N. C.

**WALKER, FRANKIE COLLYER**  
WFOY, St. Augustine, Fla.

**WALL, DOROTHY**  
WSAY, Rochester, N. Y.

**WALPOLE, HELEN**  
NBC—Star in Dallas

**WANG, GENE**  
MFS—Quick as a Flash

**WARNER, FORD**  
KDON, Monterey, Calif

**WASHBURN, JEANETTE**  
KGB, San Diego, Calif.

**WASSENBERG, R. W.**  
KROW, Oakland, Calif.

**WAYNE, SHIRLEY**  
WOWO, Fort Wayne, Ind.

**WEATHERS, WINSTON**  
KWON, Bartlesville, Okla.

**ELLS, MARGOBIE**  
WTOL, Toledo, O.

**WEST, NORRIS**  
WCAU, Philadelphia, Pa.

**WEST, PAUL**  
CBS—Billie Burke Show

**WETZLER, JOSEPHINE**  
WLS, Chicago, Ill.

**WHEATON, GENE**  
CBS—Frank Sinatra Show

**WHEEDON, JOHN**  
NBC—The Great Gildersleeve

**WHITE, IES**  
MBS—The Fresh Up Show

**WHITE, VESTA**  
WSGN, Birmingham, Ala

**WHITNEY, PHIL**  
WING, Winchester, Va.

**WILCOX, JUANITA**  
WHKC, Columbus, Ohio

**WILKINSON, RICHARD**  
MBS—Murder Is My Hobby

**WILLIAMS, BRAD**  
KUTA, Salt Lake City, Utah

**WILLIAMS, NELLI G.**  
WRNL, Richmond, Va.

**WILLIAMS, RALPH ROGER**  
WGAC, Athens, Ga.

**WILLIS, SI**  
CBS—The Jean Davis Show

**WILSON, BEN**  
KMOX, St. Louis

**WILSON, GEORGE EARLE**  
KWTO, Springfield, Mo

**WILSON, GEORGE H.**  
WSTV, Asheville, O

**WILSON, JACK**  
NBC—Eileen Barton Show

**WILSON, MARGARET**  
WNHC, New Haven, Conn.

**WINCHELL, WALTER**  
ABC—Walter Winchell Show

**WISHENGRAD, MORTON**  
NBC—The Eternal Light

**WOLF, GRACE**  
WCRS, Greenwood, S. C.

**WOLZ, FREDA**  
WEMP, Milwaukee, Wis.

**WOOLEY, SADIE L.**  
WTAL, Tallahassee, Fla.

**WORCESTER, CHUCK**  
Columbus Country Journal

**WRAY, OLIVE HENRY**  
WSLI, Jackson, Miss.

**WRIGHT, JEAN**  
ABC—Constance Bennett Show

**WRIGHT, SHERMAN J.**  
WBNY, Buffalo, N. Y.

## — Y —

**YOUNG, VERNON A.**  
KVOA, Tucson, Ariz

**YOUNG, MARTIN H.**  
ABC—Famous Jury Trials

**YOUNG, JOHN**  
CBS—The Second Mrs. Burton

**YOUNG, JOHN M.**  
NBC—Right to Happiness

## — Z —

**ZIMMERLE, LORRAINE**  
WTMV, E. St. Louis, Ill.

**ZIMMERMAN, CHRISTIE**  
WIS, Columbia, S. C.

**ZLOGAR, MARCELLA**  
WHBG, Harrisburg, Pa.

**ZOMER, KAREL**  
KFJZ, Grand Junction, Colo.

# Radio Directors

*—and their work during 1945*

**— A —**

**ACE, GOODMAN**  
CBS—Danny Kaye Show

**ADAMS, WENDELL**  
CBS—Viva America

**ADAMS, WYLE**  
ABC—Terry and the Pirates.

**AINLEY, JOE**  
CBS—First Nighter.

**ALEXANDER, ALTON**  
MBS—Meditation Board

**ALLISON, ROBERT**

**ANDREWS, MARTIN**  
ABC—My True Story.

**ARMBRUSTER, CYRIL**  
MBS—Real Stories From Real Life.

**ASHLEY, IRA**  
CBS—Grand Central Station

**ATWELL, MARTHA**  
NBC—David Harum, Lora Lawton.

**AVERY, IRA**  
CBS—Armstrong's Theatre Of Today.

**AYERS, KIRRY**

**— B —**

**BARBOUR, OLIVER**  
CBS—Life Can Be Beautiful.

**BARNES, HOWARD**  
CBS—Janette Davis.

**BARNES, JOHN**  
CBS—Michael Scott Presents

**BARTHOLOMEW, GEORGE**

**BASS, LEONARD L.**

**BECKER, JOHN**  
CBS—Time to Remember.  
Transatlantic Call, People to People

**BECKER, SANDY**  
CBS—Organ Fantasies.

**BELL, JOSEPH**

**BELL, LIDO**

**BENDICK, ROBERT**

**BENNETT, TOM**

**BERG, GERTRUDE**

**BERNARD, DON**  
NBC—Life of Riley

**BERNS, LARRY**  
CBS—Jack Carson Show

**BESTER, AL**  
ABC—Adventures of Charlie Chan

**BETHEL, FRED**  
CBS—Powder Box Theatre.

**BIRBY, CARL**  
CBS—Reader Digest—Radio Edition.

**BLISS, TED**  
CBS—The Baby Snooks Show

**BORSK, ELMER M.**

**BOWER, ROGER**  
MBS—Treasure Hour of Song.

**ROWMAN, MARGUERITE H.**

**BOWMAN, PHIL**  
CBS—Ma Perkins.

**BRATTAIN, JOE**  
NBC—Carnation Contented Program.

**BRAUN, GIL**  
The Avenger.

**BRENNAN, WILLIAM**  
CBS—Jack Smith Show.

**BRIEMEYER, BOB**  
CBS—Tidy 'N Find Me.

**BROSSON, EARL**  
ABC—Wake Up and Smile

**BROWN, BOBBY**  
CBS—The First Line

**BROWN, HIMAN**  
CBS—Adventures of the Thin Man Inner Sanctum.

**BROWN, MILTON**  
NBC—Joyce Jordan, M. D.

**RUBECK, HARRY**  
NBC—The Taxicab.

**BUCHANAN, STEWART**  
CBS—The Second Mrs. Burton

**BURKWALTER, JOHN**

**BURNETT, NICKI**

**BUSS, FRANCES**

**BYRON, ED**  
NBC—Mr. District Attorney.

**BYRON, WARD**  
NBC—Philip Morris Follies

**— C —**

**CAENEY, JOHN**  
CBS—Sing Along Club, Give and Take

**CARR, FREDERIC**

**CARROLL, EDWARD R.**

**CHAIN, HUBERT V.**

**CLARIN, LOU**

**CHARLES, BONNY**  
CBS—Great Moments in Music.

**CHARLES, DICK**  
ABC—Relax With Cal Tinney

**CLARK, DON**  
CBS—This Is My Best.

**CLARK, JAY**  
NBC—Can You Top This.

**CLARKE, JOHN HISSEY**

**CLARY, JOHN**  
ABC—Sammy Kaye's Sunday Serenade.

**CLEMENTS, ALICE**  
ABC—Friendship Ranch

**COHAN, PHIL**  
Dunants—Moore Show.

**COLIHAN, ROSEMARY**

**COLLINS, TED**  
CBS—Kate Smith Sings, Kate Smith Speaks.

**COOLEY, LEE**

**COPE, DON**

**CORDAY, TED**

**CORWIN, NORMAN**

**CREAMER, GEORGE**

**— D —**

**D'ANGELO, CARLO**  
MBS—Adventures of the Falcon

**DANIEL, CLAY B.**

**DANIEL, OLIVER**  
ABC—Boston Symphony Orch.

**DAVIDSON, ALFRED**

**DAVIS, NEWELL**

**DAVIS, STANLEY**

**DAWSON, RONALD**  
CBS—It's Maritime

**DELINE, JIM**  
CBS—Serenade From Syracuse.

**DELLA, CIOPPA, GUY**

**DEVINE, JERRY**  
ABC—This Is Your FBI.

**DICK, HENRY W.**

**DIETZ, JOHN**  
CBS—Cinacran Tavern, Crime Photographer

**DODGE, BRUCE**

**DODGE, FRANK**

**DOUGHTEN, WILLIAM**

**DOWNES, EDWARD RAY**

**DRYER, SHERMAN**  
MBS—Exploring the Unknown.

**DUCOVNY, ALLEN H.**

**DI COVNY, DUKE**  
MBS—Superman

**DUERR, EDWIN**  
CBS—Aldrich Family

**DUMONT, PAUL**  
NBC—Bill Stern.

**DUNHAM, EDWIN L.**  
NBC—Voice of Firestone

**— E —**

**EASTMAN, CARL**  
MBS—Hercule Poirot.

**ELTON, DAVE**  
CBS—Adventures of Ozzie & Harriet.

**ENGELBACH, DEVERE**  
MBS—Roque's Gallery

**ERNST, BUD**  
MBS—Queen For A Day.

**ESSER, WRIGHT**  
ABC—Orson Welles' Almanac

**EUBANK, GENE**  
NBC—Just Plain Bill.

**EVANS, RICHARD L.**  
CBS—Salt Lake City Tabernacle Choir & Organ.

**EVYNS, WILLIAM**  
ABC—The Christian Science Monitor Views the News.

• • • **RADIO DIRECTORS** • • •

— F —

**FASSETT, JAMES H.**  
CBS—New York Philharmonic

**FICKETT, HOMER**  
ABC—Theater Guild on the Air.

**FICKETT, KENNETH**

**FILION, ROSS**

**FISHBURNE, ALAN**  
ABC—Coronet Front Page

**FISHER, MARJORIE**

**FITZGERALD, EDWARD**  
ABC—Professor Quiz.

**FRANKLIN, PAUL**  
CBS—Jack Kirkwood Show.

**FRED, CHARLES**  
CBS—Encore Appearance, Eileen Farrell & the Columbia Concert Orch., Gateways to Music, Invitation to Music, Mona Paulce.

**FRENCH, KENNETH**  
NBC—America United, Consumer Time.

— G —

**GANNON, THEODORE**

**GARRISON, GARNET**

**GERNANT, WILLIAM**  
CBS—County Fair.

**GHISALBERT, ALDO**

**GIERLACH, CHET**  
ABC—Woody Herman Show.

**GILLIS, DON**  
NBC—General Motors Symphony of the Air.

**GIRARD, PAUL**  
Executive Producer, A. P. Radio Prod.

**GIRARDIN, RAY**  
CBS—Coffee Club.

**GOODMAN, WESLEY B.**

**GOODSON, MARK**  
NBC—Posta Faces Life.

**GRAYSON, MITCHELL**  
ABC—Dick Tracy.

**GROSS, STEPHEN**  
NBC—Lorenzo Jones.  
CBS—Our Gal Sunday.

**GRUENBERG, AXEL**  
CBS—Billo Burke Show.

**GRUENER, KARL**  
NBC—The Great Gildersleeve.

**GUNN, JOHN**  
Myrt & Marge.

— H —

**HACKETT, WALTER**

**HAMILTON, BILL**  
ABC—Tennessee Jed.

**HAMMOND, LAURENCE**

**HANNA, ARTHUR**  
CBS—Perry Mason.

**HANNA, JAY**

**HARDING, LARRY**

**HARPER, BALDWIN**

**HARRELL, CHARLES**  
ABC—Headline Edition

**HARRIS, LESLIE T.**  
CBS—Prudential Family Hour.

**HARRIS, MARYM**  
CBS—Houseparty

**HARRISON, JEANNE**  
ABC—Boston Blackie.

**HARVEY, JAMES C.**

**HAUPT, JAMES**

**HELLER, ROBERT P.**

**HERBERT, CHARLES**  
CBS—Electric Hour.

**HIGHT, JEAN WARREN**

**HILL, JACK**

**HINES, JOHN**  
CBS, ABC—County Fair.

**HOLCOMBE, HARRY**  
CBS—Tena and Tim,  
ABC—Curtain Time.

**HOLINER, MANN**  
CBS—Frank Sinatra Show.

**HOLLIHAN, GARRETT Jr.**

**HOPKINS, IRVING**

**HOWARD, HENRY**

**HOWE, JOHN**  
NBC—The University of Chic ago Round Table.

**HOWELL, WAYNE C.**

**HUCH, TEVIS**  
ABC—F. H. LaGuardia.

**HUMBERT, FRANK**  
NBC—American Album of Familiar Music

**HURWITZ, LEO T.**

**HUSTAD, DON**  
ABC—Club Time.

**HUSTON, THEODORE T.**  
CBS—Big Sister

— I —

**INGRAM, HARRY**  
NBC—Highways in Melody.

— J —

**JACOBSON, LOUIS**

**JACKY, FRED**  
ABC—Hymns of All Churches.

**JEWELL, JAMES**  
ABC—Jack Armstrong.

**JOHNSTON, CLINTON**

— K —

**KEEGAN, HOWARD**

**KENT, ALAN**

**KING, WILLIAM G.**

**KLEIN, HENRY**  
ABC—The Listening Post, Earl Godwin.

**KLOSE, VIRGINIA**  
CBS—Mommie and the Men

**KLOSE, WILLARD**  
CBS—Mommie and the Men

**KNIGHT, PAUL**

**KNIGHT, RAYMOND**

**KOHL, LAMBERT**  
CBS—Barnyard Follies.

**KREMER, RAY**

— L —

**LAFFERTY, PERRY**

**LA PORTE, PAUL**

**LARSON, G. BENNETT**

**LEADER, TONY**  
MBS—You Make The News

**LEDER, HERB**  
ABC—Jack Berch Show.

**LEE, BURR**  
CBS—Bachelor's Children.

**LEE, VIRGINIA**

**LEFTWICH, ALEXANDER Jr.**  
Startime, Sports Star Special, Special Assignment, Musical Mysteries, Follow the Band, Who's Cuckoo Now.

**LENIHAN, WINIFRED**

**LEONARD, RICHARD**  
NBC—Barry Cameron, Stella Dallas,  
CBS—Mr. Keen.

**LEVY, LT. DAVID**

**LEWIS, RICHARD**  
MBS—Quick as a Flash.

**LIVINGSTON, CHARLES**  
ABC—The Lone Ranger.

**LOCKWOOD, ROY**  
CBS—Valiant Lady.

**LOEB, MAX**  
CBS—American School of the Air, Danny O'Neil & his Guests, Celebrity Club, Tales From Far & Near.

**LOUGHRANE, BASIL**  
CBS—Light of the World.

**LOVE, ANDREW**  
NBC—Amos 'n Andy, Bob Burns Show.

**LOVETON, JOHN**  
ABC—Walter Winchell.

**LOWTHER, GEORGE**  
ABC—Musical Autographs

**LUCAS, RUPERT**  
NBC—Duffy's Tavern

— M —

**MABLEY, EDWARD**

**MACDONELL, JOHN**

**MACGREGOR, KENNETH**  
CBS—Bob Hawk Show.

**MACGREGOR, SHERMAN A.**

**MACK, DICK**  
CBS—Joan Davis Show.

**MACK, HELEN**  
CBS—The Benjah Show.

**MACK, NILA**  
CBS—Let's Pretend.

**MAGNER, MARTIN**

**MALITZ, LESTER M.**  
ABC—F. H. LaGuardia.

**MANDEVILLE, BETTY**  
CBS—Take It Or Leave It

**MANSFIELD, IRVING**

**MANSFIELD, JOSEPH F.**  
NBC—The Eileen Barton Show.

**MARCIN, MAX**  
CBS—F. B. I. In Peace and War.

**MARKS, LAWRENCE**

**MARSHALL, W. LEROY**  
ABC—Metropolitan Opera.

**MARTIN, DON**

**MARTINI, ROLAND**  
CBS—Saturday Night Serenade

**MASTERSON, JOHN**  
ABC—Bride And Groom.

**MAXWELL, JESSICA**  
ABC—Hop Harrigan.

**MAYER, PEGGY L.**

**MAYNARD, GEORGE**

**McGEE, HAROLD**

**McGILL, EARL**  
CBS—

**McGILL, JERRY**  
CBS—Big Town.

**McGRAW, WALTER J.**

**McGUIRE, ARNOLD**  
ABC—Charlotte Greenwood Show, Hedda Hopper.

**McHARRIE, LINDSAY**  
CBS—We, The People.

**McHUGH, PHILIP**

**McINNES, ROBERT**  
ABC—Lum 'n Abner.

**McKEE, WESLEY**

# RADIO DIRECTORS

**McMAHON, KATHLEEN**  
**MICHAELIS, ARNOLD**  
 CBS—Amazda.  
**MILLER, CHET**  
 MBS—Take It Easy Time  
**MITCHELL, JOHN D.**  
**MITCHELL, JOHN T.**  
**MORGAN, BREWSTER**  
**MORRISON, BRETT**  
 ABC—Earl Godwin  
**MOSS, HERB**  
 NBC—Hildegard  
**MUNDORFE, ARTHUR**

## — N —

**NICOLL, OLIVER**  
**NOLAN, ROBERT H.**  
 ABC—Famous Jury Trials.

## — O —

**OATES, ED**  
**OHOLEK, ARCH**  
**OHLS, ACE**  
 CBS—Patti Clayton Show,  
 The Four Clubman, Arthur  
 Godfrey Show The Jubilaires.  
**O'KEEFE, LESTER**  
 CBS—The Helen Hayes Show  
**ORTMAN, FLORENCE**  
 CBS—Dr. Christian.  
 ABC—The Sheriff  
**OWEN, FOREST**  
 ABC—Quiz Kids.

## — P —

**PACKHAM, ELDRIDGE**  
 NBC—Chesterfield Supper  
**PADDOCK, WM. R.**  
**PAPP, FRANK**  
 NBC—The World's Great  
 Novels The Eternal Light  
**PASCHALL, AL**  
 NBC—Truth or Consequences  
**PATTERSON, WM. C.**  
**PETERSON, CLIFF**  
 ABC—The Breakfast Club.  
**PINKER, ERIC S.**  
**POLA, EDWARD**  
 ABC—The Alan Young Show  
**POLESIE, HERB**  
 CBS—It Pays To Be Ignorant.  
 Frank Sinatra Show  
**POWERS, CHAS. H.**  
**PRICE, STEPHEN**

## — Q —

**QUADLAND, H. P.**  
 ABC—The Doctors Talk It  
 Over.

## — R —

**RADCLIFF, VERNON**  
**RAINEY, WM. S.**  
**REDD, ROBERT L.**  
 CBS—Hollywood Star Time.  
**REDDICK, WILLIAM J.**  
 ABC—Ford Sunday Evening  
 Hour.

**REILLY, HOWARD**  
 NBC—Fred Allen Show.  
**REIS, IRVING K. (Capt.)**  
**RICCA, ERNEST**  
 CBS—Romance of Helen  
 Trent Romance of Evelyn  
 Winters.  
**RICE, HERBERT C.**  
**RICKEY, FRED**  
**RIGROD, A. CARL**  
**RILEY, THOMAS L.**  
**RIPLEY, JOE**  
 ABC—Sunday Evening Party.  
**ROBERTSON, LARRY**  
 ABC—Constancy Bennett.  
**ROBINSON, MAERICE L.**  
**ROBSON, BILL**  
 CBS—Round Performance.  
**ROCHE, JACK**  
 CBS—A Woman's Life.  
**ROSEN, NORMAN**  
**ROUSSEAU, WILLIAM**  
 CBS—Maizi.  
**ROYAL, WILLIAM**  
 ABC—The Mary Small—  
 Junior Miss Show.  
**RUGGE, JOHN S.**  
**RUSSELL, DANIEL**  
 ABC—Present From Holly-  
 wood Stewart Orch.  
**RYAN, MORGAN**  
 ABC—Drew Pearson.

## — S —

**SACK, VICTOR**  
**SANDERS, HUGH HOWARD**  
**SANFORD, HERBERT C.**  
**SANVILLE, DICK**  
 CBS—The Sparrow and the  
 Hawk  
**SAULPAUGH, EDDIE**  
 ABC—Radio Hall of Fame.  
**SCANLAN, WALTER**  
**SCIBETTA**  
**SCHEENCK, CHARLES**  
 CBS—Road of Life.  
**SCYDEL, VIC**  
 ABC—Fishing and Hunting  
 Club of the Air.  
 MBS—Steel Horizons.  
**SHAW, DONALD S.**  
 CBS—Jimmy Carroll Sings.  
**SHAYON, ROBERT L.**  
 CBS—The Story of America.  
 This Living World, Behind the  
 Scenes at CBS.  
**SHELDON, JAMES**  
**SMITH, ADDISON**  
 CBS—Hobby Lobby.  
**SMITH, BEVERLY L.**  
**SMITH, ROBERT E.**  
**SORIO, DORIO**  
**SPEARS, HARRY**  
**SPIER, WILLIAM**  
 CBS—Suspense  
**SOUVAINE, HENRY**  
 CBS—Star Theatre  
**STACK, JAMES**  
**STAHORN, LEE**  
 CBS—Your Hit Parade.  
**STEEL, ROBERT S.**  
 CBS—Annal Jenny.  
**SWEETS, WILLIAM M.**  
 ABC—David Harding, Coun-  
 terspy, Gangbusters.  
**SWIFT, LELA**

## — T —

**TEELA, DICK**  
**TELFORD, FRANK K.**  
 NBC—Mystery Theatre  
**THOMPSON, JOSEPH**  
**TIBBALS, WALTER**  
 ABC—Detect and Collect  
**TITO, ROCCO**  
**TODD, BETTY**  
**TODMAN, WM. S.**  
**TUTTLE, DAV**  
**TUTTLE, WILLSON M.**  
**TYLER, JACK**

## — U —

**URQUIHART, CHARLES**

## — V —

**VAIL, LESTER**  
**VANDA, CHARLES**  
 Theatre of Romance.  
**VICTOR, THOMAS F.**  
**VINCENT, CHICK**  
 Pepper Young Charlie Chan  
**VOUTSAS, GEORGE**

## — W —

**WALLACE, TOM**  
 ABC—Blind Date.  
**WARRURTON, CHARLES**  
 ABC—My True Story.  
**WARD, ALBERT**  
**WEBB, KENNETH**  
**WEINE, FRED**  
**WEINER, TEX**  
**WEIST, GEORGE**  
 ABC—Ladies Be Seated.  
**WEICH, ROBERT**  
**WELLES, ORSON**  
**WELLINGTON, JOHN**  
 CBS—The Music of Andro  
 Kostelanetz.  
 MBS—Double or Nothing.  
**WELLS, TRAVIS**  
 ABC—Hollywood Mystery  
 Time  
**WHIPPLE, JAMES**  
**WHITE, HOOPER**  
 CBS—Morning Melodies.  
**WHITTEMORE, MARGARET D.**  
**WILLIAMS, HOWARD**  
**WITT, PETER**  
**WORCESTER, CHUCK**  
 CBS—Columbia's Country  
 Journal.

## — Y —

**YATES, THEODORA**  
 CBS—Rosemary.  
**YOUNG, DAVE**  
 CBS—The Dick Haymes Show.

## — Z —

**ZACHARY, LT. GEORGE**  
**ZIRATO, BRUNO**  
**ZISSER, BERNARD**

# Announcers

## *—their work during 1945*

### — A —

**ABBOTT, TOM**  
WNOE, New Orleans, La.

**ABERNATHY, WILLIAM**  
ABC—One Woman's Opinion

**ACKERMAN, KEN**  
KQW, San Jose, Calif.

**ACKLEY, J. HOWARD**  
WOWO, Fort Wayne, Ind.

**AGOSTA, PAUL**  
WRUF, Gainesville, Fla.

**ADAMS, BERNIE**  
WPDQ, Jacksonville, Fla.

**ADAMS, BOB**  
WNEW, New York, N. Y.

**ADAMS, GARRETT**  
WRIN, Racine, Wis.

**ADAMS, MILTON N.**  
WBTM, Danville, Va.

**ADAMS, ROBERT**  
WTAG, Worcester, Mass.

**ADAMS, ROGER**  
WADC, Akron, O.

**ADDISON, HENRY**  
WSSV, Petersburg, Va.

**AGRESTA, PHIL**  
WCBS, Greenwood, S. C.

**ALAN, PAT**  
WCLO, Janesville, Wis.

**ALBERGHINK, HAROLD**  
WRDD, Augustine, Me.

**ALBERTSON, DON**  
KYSM, Mankato, Minn.

**ALBRECHT, TOM**  
WTMC, Ocala, Fla.

**ALERIE, LEON**  
WMAS, Springfield, Mass.

**ALEXANDER, PAUL**  
KSL, Salt Lake City, Utah

**ALFARO, ARMANDO**  
KVOA, Tucson, Ariz.

**ALLEGOOD, WANDELL**  
WMGA, Moultrie, Ga.

**ALLEN, CLARE**  
WEBR, Buffalo, N. Y.

**ALLEN, JR., EDWARD**  
WMAQ, Chicago, Ill.

**ALLEN, FRANK**  
KPO, San Francisco, Calif.

**ALLEN, JEFF**  
WKRC, Cincinnati, O.

**ALLEN, JOHN**  
WFAA, Dallas, Texas

**ALLEN, KAY**  
KGIW, Alamosa, Colo.

**ALLEN, KELLY**  
KSO, Des Moines, Ia.

**ALLEN, LEE**  
WMOH, Hamilton, O.

**ALLEN, LLOYD**  
KGIW, Alamosa, Colo.

**ALLEN, REG**  
WTOP, Washington, D. C.

**ALLEN, WAYNE**  
KWTF, Wichita Falls, Texas

**ALLERTON, LEE**  
WLBC, Muncie, Ind.

**ALLIN, HENRY**  
WLAP, Lexington, Ky.

**ALLINGER, RALPH**  
WFAS, White Plains, N. Y.

**ALLISON, GENE**  
WAOV, Vincennes, Ind.

**ALLISON, JOE**  
KTSB, San Antonio, Texas

**ALLYN, KENNETH**  
WRNL, Richmond, Va.

**ALTER, BENNE**  
WMT, Cedar Rapids, Iowa

**ALTGENS, JIMMIE**  
WGM, Gulfport, Miss.

**ALTMAN, DICK**  
KTHT, Houston, Texas

# Harry Von Zell

EDDIE CANTOR

JOAN DAVIS

DINAH SHORE

ANNOUNCERS

**AMEN, RONDO**

WJBA, Madison, Wis.

**AMES, DON**

KXEL, Waterloo, Iowa

**AMES, NEIL**

WGH, Newport News, Va.

**AMOLE, GENE**

KMYR, Denver, Colo.

**AMOS, BOB**

WISE, Asheville, N. C.

**ANDERSON, BOB**

KHO-KGA, Spokane, Wash.

**ANDERSON, CLYDE**

WTCN, Minneapolis, Minn.

**ANDERSON, JOHN**

KID, Idaho Falls, Idaho

**ANDERSON, WILLIAM**

KGW, Stockton, Calif.

**ANDRE, PIERRE**

ABC—Radio Hall of Fame  
Forever Tops, Hymns of All  
Churches - Symphonies for  
Youth

**ANDREE, JAN**

WWSW, Pitts-burgh, Pa.

**ANDRES, DON**

KSLM, Salem, Ore.

**ANDREWS, JOHNNY**

KOCA, Kilgore, Texas

**ANDREWS, RALPH**

WKLA, Ludington, Mich.

**ANNO, MARY JEAN**

WATW, Ashland, Wis.

**ANSBRO, GEORGE**

ABC—Relax with Cal Tinney  
Kiernan's News Corner, La  
dos Be Seated

**ANTHONY, ALLEN C.**

NBC—Dr. J. Q.

**ANTHONY, JACK**

KCKN, Kansas City, Mo.

**ANTHONY, KARL**

KDTH, Duluth, Iowa

**ANTOINE, JOHN**

NBC—The First Piano Quartet

**ANTOINE, TEX**

NBC—Solitar Time

**ARDS, WILLIAM**

KGKI, San Angelo, Texas

**ARLEN, JAY**

ABC—Club Time  
WSAL, Cincinnati, O.

**ARMSTRONG, BOB**

WRRE, Washington, N. C.

**ARMSTRONG, TOM**

WGAR, Cleveland, Ohio

**ARNELL, PETER**

WPAT, Paterson, N. J.

**ARNOLD, DONALD**

WGNY, Newburgh, N. Y.

**ARON, HERMAN**

WESH, Charleston, S. C.

**ARTHR, JACK**

WNEF, Bunchampton, N. Y.

**ARTHURS, BILL**

WBNS, Columbus, O.

**ARVIN, RAY**

KORN, Fremont, Neb.

**ASHLEY, ARTHUR**

WNHC, New Haven, Conn.

**ASHMAN, MIKE**

KJBS, San Francisco, Calif.

**ATCHISON, CHARLES**

WSGN, Birmingham, Ala.

**ATCHISON, WENDELL**

KOTN, Pine Bluff, Ark.

**ATKINS, TOMMY**

WGAT, Athens, Ga.

**ATTER, TOM**

WFIG, Sumter, S. C.

**AUGUSTINE, WARREN**

WIRM, Jackson, Mich.

**AURER, STUART**

KFBC, Cheyenne, Wyo.

**AUSTIN, FLETCHER**

WBT, Charlotte, N. C.

**WEBBACH, BERNARD**

WBAB, Atlantic City, N. J.

**WEFV, JAMES**

WKEC, Cincinnati, O.

**WARRIGG, BEN**

WDBO, Orlando, Fla.

— B —

**BAAN, OSCAR**

KGO, San Francisco, Calif.

**BABB, HUGH**

WLAW, Lawrence, Mass.

**BABCOCK, FRANK**

KPLC, Lake Charles, La.

**BABCOCK, WILLIAM**

KDKA, Pitts-burgh, Pa.

**BADER, HUGH**

KBON, Omaha, Neb.

**BAILEY, BILL**

WAPQ, Chattanooga, Tenn.

**BAILEY, CARL**

KXLA, Pasadena, Calif.

**BAILEY, LAMARR**

KRRC, Abilene, Texas

**BAILEY, NORMAN**

WCAX, Burlington, Vt.

**BAILEY, E. NORMAN**

WTAG, Worcester, Mass.

**BAILEY, WILLIAM S.**

KTHS, Hot Springs, Ark.



**HARLOW  
WILCOX**

## ANNOUNCERS

**BAINBRIDGE, JOHN**  
KFMB, San Diego, Calif

**BAIRD, JOHN**  
KMPC, Los Angeles, Calif.

**BAIRD, ROBERT**  
WFEG Altoona, Pa.

**BAKER, CHARLES**  
KOA, Denver, Colo.

**BAKER, GENE**  
ABC—Lum 'N Abner

**BAKER, RAYMOND W.**  
WITH Baltimore, Md

**BALBER, A.**  
WNYC, New York, N. Y

**BALFOUR, BRYAN**  
WMVA, Martinsville, Va

**BALKUM, YASSIE**  
WGRR Goldsboro N. C

**BALLANCE, WILLIAM**  
KOA, Denver, Colo.

**BALLARD, DAVID**  
KGFJ, Los Angeles, Calif.

**BANIAK, MICHAEL**  
WTRY, Troy, N. Y.

**BANKS, DAVE**  
KCMO, Kansas City, Mo

**BANNOX, ROBERT**  
WCOB, Boston, Mass.

**BANTA, DEAN**  
KGO, San Francisco, Calif

**BARBER, DON**  
WGST, Atlanta, Ga.

**BARBER, GEORGE**  
WDEF Chattanooga, Tenn.

**BARCLAY, GEORGE**  
KFI, Los Angeles, Calif.

**BARKAS, HAL**  
WJNO, West Palm Beach Fla

**BARKER, EDDIE**  
KMAC, San Antonio, Texas

**BARLOW, JAY**  
WHLN, Harlan, Ky.

**BARNETT, CHARLES**  
KFJZ, Fort Worth, Texas

**BARNETT, PAUL**  
WLNH, Lacombe, N. H

**BAROODY, FRANCIS**  
WFEA, Manchester, N. H

**BARRETT, TONY**  
WRBL, Columbus, Ga.

**BARRICK, KENNETH**  
KSTB, Cedar City, Utah

**BARRIE, GEORGE**  
WMCA, New York, N. Y

**BARRON, LEE**  
KOIL, Omaha, Neb

**BARRY, BILL**  
KTBL, Tacoma, Wash

**BARRY, GENE**  
WEBR, Buffalo, N. Y.

**BARRY, JACK**  
WOR, New York, N. Y

**BARRY, JEAN N.**  
KVOA, Tucson, Ariz.

**BARRY, JOHN**  
WNOX Knoxville, Tenn

**BARRY, NORMAN**  
WMAQ, Chicago, Ill

**BARTH, BERNIE**  
KRGV, Wslaco, Texas

**BARTLETT, SID**  
KSLM, Salem, Ore

**BARTLOW, HARRY**  
MBS—Adventures of Sherlock Holmes

**BARTON, FRANK**  
NBC—Standard Hour, Tommy Dorsey

**BARTON, HAL**  
WTAD, Quincy, Ill.

**BARTON, JACK**  
WTOG, Savannah, Ga

**BARTON, ANDRE**  
ABC—F. II. LaGuardia

**BASHARA, LESTER**  
WBEN Buffalo N. Y.

**BATCHELDER, CHARLES**  
WMBR, Jacksonville Fla

**BATCHELDER, JOHN**  
WLG, Washington, D. C.

**BATCHELDER, ROBERT**  
WEAN, Providence, R. I

**BAFES, KARL**  
WOL, Washington, D. C.

**BATSON, GRAY**  
WDSU, New Orleans, La

**BATTERS, CHARLES**  
WRC, Washington, D. C.

**BAUER, CLARENCE L.**  
KUN, Grants Pass, Ore

**BAXTER, A.**  
WCB, Columbus, Miss

**BAXTER, ALBERT**  
KETS, Springfield, Mo

**BAXTER JR., GORDON**  
KPAC, Port Arthur, Texas

**BAXTER, LIONEL**  
WAPI, Birmingham Ala

**BAYLES, EDWARD**  
WDEF, Calumet, Mich

**BAYLEY, TRAVERS E.**  
KDAL, Duluth, Minn

**BEAL, KING**  
KXEL, Waterloo, Iowa

**BEALS, RAY E.**  
WFIN, Findlay, O.

**BEAN, TOM**  
KRSC, Seattle, Wash

**BEARDON, CECIL**  
WTAW, College Station, Texas



## JOHN REED KING

M. C. "Give and Take,"  
CBS, Saturday A.M., coast-  
to-coast.

M. C. "Missus-Goes-A-  
Shopping."

Publicity: FRED STENGEL

## ANNOUNCERS

**BEASLEY, SHIRLEY**  
WMFD, Wilmington, N. C.

**BEATTIE, JACK**  
WCAE, Pittsburgh, Pa.

**BEATTY, BILL**  
KFLL, Tampa, Fla.

**BEAUMONT, PERRY**  
WLOK, Lima, O.

**BEAUPRE, WALTER**  
WCOH, Lewiston, Me.

**BECKETT, JACK**  
KBWD, Brownwood, Texas

**BECKTEL, EARL**  
WSNJ, Bridgeton, N. J.

**BEDFORD, PAUL**  
WFMJ, Youngstown, O.

**BEECHAM, WALLACE**  
WAPI, Birmingham, Ala.

**BECHER, FRANK**  
WGBS, Miami, Fla.

**BEHLING, BOB**  
WFHR, Wisconsin Rapids, Wis.

**BELCHER, THOMAS**  
KCRC, Enid, Okla.

**BELL, AL**  
WHO, Des Moines, Iowa

**BELL, DICK**  
WLJR, New York, N. Y.

**BELL, JACK**  
WTCN, Minneapolis, Minn.

**BELL, JOHN**  
WFVA, Fredericksburg, Va.

**BELL, KENNETH**  
WBEN, Buffalo, N. Y.

**BELL, ROBERT**  
KILL, Garden City, Kan.

**BELLUM, LIDO**  
**BELLUM, AL**  
WMBH, Joplin, Mo.

**BENDER, BOB**  
WUAK, Norfolk, Va.

**BENDT, JACK**  
WAVE, Louisville, Ky.

**BENNETT, BERTON**  
KGO, San Francisco, Calif.

**BENNETT, LEE**  
WGN, Chicago, Ill.

**BENNETT, RALPH**  
WFEW, Sylacauga, Ala.

**BENNETT, RAY**  
KFPY, Spokane, Wash.

**BENTON, MONROE**  
WFBQ, Cumberland, Md.

**BENUM, ARNOLD**  
KMO, Tacoma, Wash.

**BENWARE, REX**  
WQXR, New York, N. Y.

**BERG, HAL**  
WGBI, Scranton, Pa.

**BERGERON, JOLLY**  
WSLB, Ogdensburg, N. Y.

**BERGSTROM, ARTHUR**  
WHTD, Hartford, Conn.

**BERNARD, HENRY**  
WFBT, Syracuse, N. Y.

**BERNHARD, PAT**  
WFOY, St. Augustine, Fla.

**BERRY, JAMES**  
WSPR, Sarasota, Fla.

**BERRY, JIM**  
KFI, Los Angeles, Calif.

**BERRY, JOHN**  
WEIQ, Huntzberg, Ill.

**BERZINSKI, EMIL**  
KWNO, Winona, Minn.

**BEST, MARVIN**  
KHL, Hollywood, Calif.

**BETTERS, MITCHELL C.**  
WTHH, Hartford, Conn.

**BETTIS, JAMES**  
KCNO, Las Vegas, Nev.

**BETTIS, JAMES R.**  
KFXM, San Bernardino, Calif.

**BEVILACQUA, DON**  
KTW, Seattle, Wash.

**BETZOFF, BEN**  
KMYR, Denver, Colo.

**BIDDLE, RICHARD**  
WWVA, Wheeling, W. Va.

**BIGLER, LYNN**  
WFAA, Dallas, Texas

**BILL, EMIL**  
WMBD, Peoria, Ill.

**BINDER, LARRY**  
KRBM, Bozeman, Mont.

**BIRCH, JOCELYN**  
KVXQ, Moorhead, Minn.

**BIRDSELL, JOHN**  
KELO, Sioux City, S. Dak.

**BISH, DON**  
KIDO, Boise, Idaho

**BISHOP, DIGE**  
WRLD, West Point, Ga.

**BISHOP, KENNETH**  
KGNC, Amarillo, Texas

**BITTERMAN, JACK**  
WMOB, Mobile, Ala.

**BYENS, BILL**  
NBC—The Fred Waring Show

**BLACK, BUDDY**  
KCKN, Kansas City, Mo.

**BLACK, JAMES**  
KRBU, Abilene, Texas

**BLACK, JOHN**  
KJME, San Diego, Calif.

MC

WOV "1280 Club"

ANNOUNCER

"Danny Kaye Show"  
"Molle Mystery Theatre"  
"Counterspy"  
"Correction Please"  
"Treasury Salute"

COMMENTARY

News Of The Day  
Commercial Films

Direction: William Morris Agency

# FRED ROBBINS





## ANNOUNCERS

- BLACK, JOSEPH**  
WIKK, Cleveland, O
- BLACK, SHIRL**  
KFXD, Nampa, Idaho
- BLACKBURN, BOB**  
KFAC, Los Angeles, Calif
- BLACKMAN, EDWARD**  
WEEI, Boston, Mass.
- BLACKWELL, BURT**  
WAWE, Louisville, Ky.
- BLACKWOOD, DOYLE**  
WAPO, Chattanooga, Tenn.
- BLAIR, EDGAR**  
WDFP, Chattanooga, Tenn.
- BLAIR, FRANK**  
WOL, Washington, D. C.
- BLAKE, ALEX**  
WSLB, Ogdensburg, N. Y.
- BLAKE, JOHN**  
KWIL, Albany, Ore.
- BLAKE, MILTON**  
KLY, Oakland, Calif.
- BLAKE, WYNN**  
WCAX, Burlington, Vt.
- BLAKELY, CLINT**  
WAFI, Birmingham, Ala.
- BLANCHETT, BUD**  
KUTA, Salt Lake City, Utah
- BLANTON, WALLY**  
KFJZ, Fort Worth, Texase
- BLAZE, BOB**  
KXYZ, Houston, Texas
- BLIZARD, LEWIS**  
WMSL, Decatur, Ala.
- BLOCHER, CLARK**  
KVFC, San Luis Obispo, Calif.
- BLOCK, MARTIN**  
NBC—Ch. Starfield Supper Club  
WNEW, New York, N. Y.
- BLOZAN, LOU**  
KPDA, Amarillo, Texas
- BLUE, CLARK**  
KPOF, Denver, Colo.
- BOCHAN, PETER**  
WNAD, Bridgeport, Conn.
- BODDEN, BOB**  
WLO, Janesville, Wis.
- BODINE, WALT**  
KKN, Kansas City, Kan.
- BODWIN, HERBERT**  
WKAR, East Lansing, Mich.
- BOGGENS, JOHN**  
WLAG, LaGrange, Ga.
- BOGGS, MURRAY**  
KHJ, Hollywood, Calif.
- BOHACK, WILLIAM**  
WPAT, Paterson, N. J.
- BOLDMAN, LEE**  
WMFP, Plattsburg, N. Y.
- BOLTON, GEORGE**  
KTBI, Tacoma, Wash.
- BOLTON, JOE**  
WNEW, New York, N. Y.
- BOLTZ, GUY**  
KLY, Oakland, Calif.
- BONASSO, RUSSELL**  
WBLK, Clarksburg, W. Va.
- BOND, CHARLES**  
WTOY, St. Augustine, Fla.
- BOND, FORD**  
NBC—Manhattan Merry Go Round
- BOND, LYLE**  
KFI, Los Angeles, Calif.
- BOND, WILLIAM C.**  
WLAS, Louisville, Ky.
- BONELLI, NICK**  
WMEG, Hibbing, Minn.
- BONHAM, DONALD**  
KWNO, Winona, Minn.
- BOGREN, SIEM**  
WDGY, Minneapolis, Minn.
- BOOTH, JAMES**  
WINN, Louisville, Ky.
- BOOTH, VIRGIL C.**  
WHDH, Olean, N. Y.
- BORKN, CHARLES**  
WFO, Tupelo, Miss.
- BORTHWICK, WILLIAM**  
WBRC, Birmingham, Ala.
- ROSCHIE, DAVID**  
KGGM, Albuquerque, N. M.
- BOSTICK, BUDDY**  
WRR, Dallas, Texas
- BOSWELL, JR., MIMS**  
WCBI, Columbus, Miss.
- BOSWORTH, ROBERT**  
WDOD, Chattanooga, Tenn.
- BOTTORFF, W. G.**  
WHAS, Louisville, Ky.
- BOUCHARD, DICK**  
WSLB, Ogdensburg, N. Y.
- BOUCHER, BOB**  
WLOI, Minneapolis, Minn.
- BOUHAN, MARTIN**  
WROK, Rockford, Ill.
- BOWEN, JOHN**  
KBIZ, Ottumwa, Ia.
- BOWIE, HAL**  
WSYR, Syracuse, N. Y.
- ROWLAND, SAM**  
KFBI, Wichita, Kan.
- BOWLES, AL**  
KXA, Seattle, Wash.
- BOWMAN, ROY J.**  
KGF, Shawnee, Okla.

*"That's A Disc Jockey, Son!"*

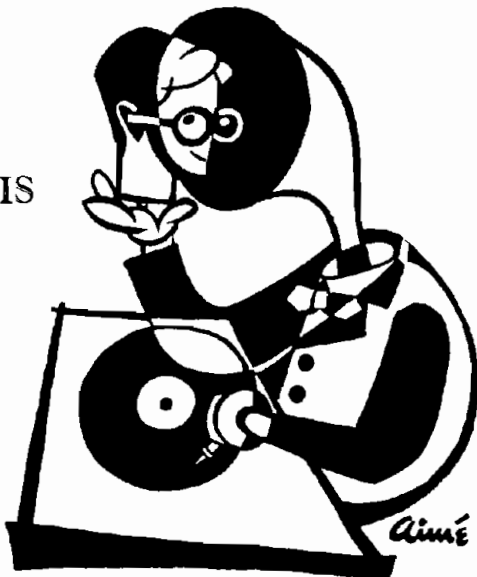
ROBERT Q. LEWIS

WHN

New York

Management:

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# ANNOUNCERS

## BOYER, JAMES

KDKA, Pittsburgh, Pa.

## BOYLE, FRED

WNLB, Richmond, Va.

## BOYLE, ROBERT

KTCM, Minneapolis, Minn.

## BOYSEN, JIM

WTCN, Minneapolis, Minn.

## BRADBFRY, ROBERT

KBST, Big Spring, Texas

## BRADFORD, ELSWORTH

KPOE, Denver, Colo.

## BRADHAM, DICK

KALE, Portland, Ore.

## BRADLEY, DICK

WNEW, New York, N. Y.

## BRADLEY, PETER

WSCR, Chicago, Ill.

## BRADLEY, ROULON

KIDO, Boise, Idaho

## BRADLEY, WILLIAM

WGY, Schenectady, N. Y.

## BRADSHAW, FRED

WPDQ, Jacksonville, Fla.

## BRADY, WILLIAM J.

KCCX, S. Troy, Mont.

## BRATTLEFIELD, GEORGE

WJPF, Herron, Ill.

## BRALA, BILL

KNAN, San Francisco, Calif.

## BRANDEE, HERBERT

KIRO, Seattle, Mo.

## BRAZZLE, W. R.

WMC, Memphis, Tenn.

## BREAX, JERRY

WJHO, Baton Rouge, La.

## BREEDLOVE, JIM

KRNB, Roseburg, Ore.

## BREELAND, ED

WAML, Laurel, Miss.

## BREMSER, LYEEL

KFAB, Omaha-Lincoln, Neb.

## BRENGEL, BILL

WWL, New Orleans, La.

## BRENNAN, JOSEPH

KXOK, St. Louis, Mo.

## BRENNAN, SHELDON

KGFJ, Los Angeles, Calif.

## BRENNER, ROBERT

WOP, Boston, Mass.

## BRIGHT, CHARLES

WPIK, Alexandria, Va.

## BRIGHT, KEITH

WHG, Bloomington, Ill.

## BRINK, EDWARD

WKAR, East Lansing, Mich.

## BRINKLEY, JACK

WLS, Chicago, Ill.

## BRITT, JAUNITA

WLBZ, Bowling Green, Ky.

## BRITT, WESTON A.

WCOV, Montgomery, Ala.

## BRITTON, C. M.

KHQ-KGA, Spokane, Wash.

## BRITTON, J. R.

KCCX, Sidney, Mont.

## BRITTON, TOBY

WMAN, Mansfield, Ohio

## BROCK, ARTHUR

KMO, Tacoma, Wash.

## BROKAW, FOREST

KGFE, Shawnee, Okla.

## BROKESHIRE, NORMAN

ABC—Theatre Guild on the Air

## BRONNER, EDWIN

WWRL, Woodside, N. Y.

## BROOK, BILL

WEMP, Milwaukee, Wis.

## BROOKS, GEORGE

WNEW, New York, N. Y.

## BROOKS, KIRBY

WIOD, Miami, Fla.

## BROOKS, LOU

WELI, New Haven, Conn.

## BROOKS, ROBERT A.

KTRH, Houston, Texas

## BROOKS, TOM

WHAS, Louisville, Ky.

## BROPHY, FRED

WHIO, Dayton, O.

## BROSSAN, FRANK

WATW, Ashland, Wis.

## BROWN, ALLAN C.

WTMA, Charleston, S. C.

## BROWN, DENNIS

WDAK, Columbus, Ga.

## BROWN, DICK

WVAX, Burlington, Vt.

## BROWN, GUY

KSWO, Lawton, Okla.

## BROWN, HOWARD

WFIL, Philadelphia, Pa.

## BROWN, RUSSELL

WMFG, Hibbing, Minn.

## BROWN, SAM

WINX, Washington, D. C.

## BROWN, TED

WOR, New York, N. Y.

## BROWN, THEORA

WGPC, Albany, Ga.

## BROWN, WINSOR

WMBD, Peoria, Ill.

## BROWN, W. PENDLETON

WTAC, Worcester, Mass.

## BROWNEE, H. M.

KTTS, Springfield, Mo.

## BROWNING, DOUGLAS

ABC—Terry and the Pirates

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Other Shows*



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Durante—Moore Show  
For Rexall—CBS  
The Blondie Show  
For Colgate—Super Suds  
CBS

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WISR, Butler, Pa.  
**BROYLES, MARVIN**  
KMAC, San Antonio, Texas  
**BRI'BAKER, RAY**  
WMBI, Chicago, Ill.  
**BRUEE, BILL**  
KGHF, Pueblo, Colo.  
**BRUCK, LOUIE**  
WSM, Nashville, Tenn.  
**BRUCKER, JOSEPH**  
WGAC, Augusta, Ga.  
**BRUGGEMAN, VERN**  
KALF, Salt Lake City, Utah  
**BRUNO, VICTOR**  
WHGB, Harrisburg, Pa.  
**BRYANT, BRUCE**  
KTUC, Tucson, Ariz.  
**BRYANT, CHARLES**  
KVI, Tacoma, Wash.  
**BRYANT, JEFFERY**  
ABC—Friendship Ranch  
**BUCK, JR., OWEN**  
WGII, Gadsburg, Ill.  
**BUCKMAN, GENE**  
WINS, Louisville, Ky.  
**RUDD, MILTON**  
WMBD, Peoria, Ill.  
**BUELL, BYRON**  
KHJ, Hollywood, Calif.  
**BUICE, ROBERT L.**  
KARK, Little Rock, Ark.  
**BULLINGTON, WILLIAM T.**  
WHOP, Hopkinsville, Ky.  
**HUMPUS, BILL**  
WJZM, Clarksville, Tenn.  
**BURAK, DICK**  
WIBA, Madison, Wis.  
**BURGE, RALPH**  
WBRQ, Memphis, Tenn.

**BURGER, FRANK J.**  
KGMB, Honolulu, T. H.  
**BURGER, RICHARD**  
KOAC, Corvallis, Ore.  
**BURKA, MELVIN**  
WGES, Charleston, W. Va.  
**BURKE, ALAN**  
WBT, Charlotte, N. C.  
**BURKE, CHARLES**  
KFBC, Cheyenne, Wyo.  
**BURKLUND, TED**  
WEDC, Chicago, Ill.  
**BURLESON, McBURNEY**  
WJHL, Johnson City, Tenn.  
**BI RNETTE, BILL**  
WFIG, Sumter, S. C.  
**BURNS, EDWARD J.**  
WGNV, Newburgh, N. Y.  
**BURNS, JOSEPH**  
WNCN, New Haven, Conn.  
**BURNS, RICHARD**  
WTTN, Trenton, N. J.  
**BURROWS, CHARLES**  
WPAK, Parkersburg, W. Va.  
**BUSH, DON**  
WOWO, Fort Wayne, Ind.  
**BUTLER, FRANK**  
WCCO, Minneapolis, Minn.  
**BUTLER, FRANK**  
WPMJ, Youngstown, Ohio  
**BUTLER, JOHN**  
WHR, Cleveland, Ohio  
**BUTTERS, JIM**  
KPCA, Los Angeles, Calif.  
**BUTTERFIELD, BILL**  
KMYR, Denver, Colo.  
**BUTTON, DAVE**  
KODY, North Platte, Neb.  
**BYARS, JOE**  
WDAK, Columbus, Ga.

**BYERS, ALICIA C.**  
KGEZ, Kaysville, Mont.  
**BYRON, JAMES**  
WNEF, Binghamton, N. Y.  
**BYRUM, HOWARD**  
KTHS, Hot Springs, Ark.

— C —

**CAFFERY, JOHN**  
KGO, San Francisco, Calif.  
**CAFFERTY, TOM**  
MBS American Radio Warblers  
**CALLAWAY, MARY**  
WALB, Albany, Ga.  
**CALLOWAY, JR., JOE HILL**  
WSIX, Nashville, Tenn.  
**CALON, ROYCE**  
KWHI, Corpus Christi, Texas  
**CAMERON, LAYMAN**  
ABC—Tennessee Jed  
**CAMPBELL, DAVID**  
WLOS, Columbia, S. C.  
**CAMPBELL, GEORGE**  
WGBI, Scranton, Pa.  
**CAMPBELL, GERALD**  
WLS, Chicago, Ill.  
**CAMPBELL, JIM**  
ABC—Jack Armstrong, Curtain Time  
**CAMPBELL, JOE U.**  
KPLC, Lake Charles, La.  
**CAMPBELL, LEN**  
WGCM, Gullport, Miss.  
**CAMPBELL, TED**  
WNUA, New York, N. Y.  
**CANADAY, MIKOM**  
WMBI, Chicago, Ill.  
**CANTER, RUSSELL**  
WTNS, Columbus, Ohio



**FRANK GALLOP**



**BEN GRAUER**

NBC

# ANNOUNCERS

**CARBERRY, BILL**  
KOH, Reno, Nev

**CARD, AARON**  
KOVQ, Provo, Utah

**CARDWELL, LEIGH**  
KLRA, Little Rock, Ark

**CAREY, JEAN**  
WLAK, Lakeland, Fla

**CAREY, STANLEY**  
WRRK, Pittsfield, Mass

**CARLO, MICHAEL**  
WIBX, Utica, N. Y.

**CARLSON, BILL**  
KOTA, Rapid City, S. Dak

**CARLSON, BOB**  
KROS, Clinton, Iowa

**CARLSON, EDWIN**  
KCRA, Sacramento, Calif.

**CARLSON, HARRY**  
WOR, New York, N. Y.

**CARLSON, HOWARD**  
WISL, Indianapolis, Ind

**CARLSON, JOEL P.**  
WGH, Newport News, Va

**CARLSON, STAN**  
KTW, Seattle, Wash.

**CARLYLE, BOB**  
WLBC, Muncie, Ind.

**VARN, DERWOOD**  
WIBM, Jackson, Miss.

**CARNEAL, HERB**  
WSYR, Syracuse, N. Y.

**CARROLL, JIM**  
WLNH, Laconia, N. H.

**CARPENTER, KEN**  
NBC—Kraft Music Hall, Life of Riley, Frances Langford

**CARPENTER, ROMA**  
WTBO, Cumberland, Md.

**CARPENTER, WILLIAM**  
WSNY, Syracuse, N. Y.

**CARR, EDNA**  
KGFX, Pierre, S. Dak

**CARR, GEORGE**  
KOH, Reno, Nev.

**CARR, HAROLD H.**  
WOAI, San Antonio, Texas

**CARR, ROY**  
WLOL, Minneapolis, Minn

**CARR, THOMAS**  
NBC—When a Girl Marries  
Portia Fawns Life, Paramount  
Newsreel, U. S. Marine Films,  
Collegiate Play-By-Play Sports,  
Sport Fan Fare,  
CRS—Aldrich Family, News-  
week

**CARR, WES**  
KTNM, Terre Haute, N. M.

**CARRIER, BILL**  
WILLI, Lowell, Mass.

**CARROLL, GEORGE C.**  
WEEU, Reading, Pa.

**CARROLL, HENRY**  
KMOX, St. Louis, Mo.

**CARROLL, J. R.**  
KYUM, Yuma, Ariz.

**CARROLL, RALPH**  
WNEF, Binghamton, N. Y.

**CARROLL, ROBERT**  
WRHI, Rock Hill, S. C.

**CARROLL, ROGER**  
WFMD, Frederick, Md.

**CARROLL, T. D.**  
KFDM, Beaumont, Texas

**CARTER, JERRY**  
WKIP, Poughkeepsie, N. Y.

**CARTE, KENNETH**  
WNHC, New Haven, Conn.

**CARTEE, ROBERT**  
WHK, Cleveland, Ohio

**CARVELL, S. A.**  
WAGM, Presque Isle, Me

**CARY, TOM**  
KGFV, Kearney, Neb.

**CASE, NELSON**  
MBS—Exploring the Unknown

**CASSELL, CLARENCE**  
KQQW, San Jose, Calif.

**CASSIDY, THOMAS P.**  
KFAC, Los Angeles, Calif.

**CASTOR, CHARLES**  
KVOV, Redding, Calif.

**CATE, LEWIS**  
WENY, Elmira, N. Y.

**CATHERWOOD, DICK**  
WPDQ, Jacksonville, Fla.

**CAVANAGH, LEE**  
KWK, St. Louis, Mo.

**CECH, KICK**  
KSAC, Manhattan, Kan.

**CHADWELL, WALLACE**  
KGFJ, Los Angeles, Calif.

**CHALMERS, BETTY**  
WILLI, Lowell, Mass.

**CHAMBER, HUGH**  
WOR, New York, N. Y.

**CHAMBERS, GARDE**  
WHK, Cleveland, O.

**CHAMPION, NED**  
WGBR, Goldsboro, N. C.

**CHAPLIN, BOB**  
WLBZ, Bangor, Me.

**CHAPMAN, GEORGE**  
WLBZ, Bangor, Me.

**CHAPPEL, ERNEST**  
ABC—Ted Malone  
MBS—Treasure Hour of Song

**CHARLES, BILL**  
KID, Idaho Falls, Idaho

**CHASE, DON**  
WIL, St. Louis, Mo.



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**CHASE, TOM**  
WOW, Omaha, Neb.  
**CHATILLAS, ANDY**  
KSRO, Santa Rosa, Calif.  
**CHELTON, GERALD**  
WRDW, Augusta, Ga.  
**CHESSE, ALEC**  
KABC, San Antonio, Texas  
**CHESTER, HARVEY**  
WLAW, Lawrence, Mass.  
**CHETEK, IEE**  
WSAM, Saginaw, Mich.  
**CHILD, B.**  
WNYC, New York, N. Y.  
**CHILDS, LELAND**  
WSFA, Montgomery, Ala.  
**CHRISTENSEN, JIM**  
WCAL, Northfield, Minn.  
**CHRISTIAN, JOHN**  
WOSH, Oshkosh, Wis.  
**CHRISTIE, GEORGE**  
WFEA, Manchester, N. H.  
**CHURCHILL, NELSON**  
WNAC, Boston, Mass.  
MBS—Fulton Lewis, Jr.  
**CHURCHILL, TED**  
WCOP, Boston, Mass.  
**CLAIBORNE, EVERETT**  
KLX, Oakland, Calif.  
**CLANEY, HOWARD**  
NBC—American Album of  
Familiar Music, Waltz Tune  
**CLARK, ARDEN**  
KHAS, Hastings, Neb.  
**CLARK, DALE**  
WAGA, Atlanta, Ga.  
**CLARK, HAROLD**  
WEAN, Providence, R. I.

**CLARK, J. B.**  
WBT, Charlotte, N. C.  
**CLARK, LARRY**  
WIBA, Madison, Wis.  
**CLARK, LOWELL**  
KRRG, Okmulgee, Okla.  
**CLARK, NORMA**  
KVOS, Bellingham, Wash.  
**CLARK, PAUL**  
WIAS, Louisville, Ky.  
**CLARK, RAY**  
WOW, Omaha, Neb.  
**CLARKE, CLIFFORD M.**  
WSAV, Savannah, Ga.  
**CLARKE, C. EDWARD**  
KCKN, Kansas City, Mo.  
**CLARKE, WALT**  
KWTO, Springfield, Mo.  
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KDAL, Duluth, Minn.  
**CLAYTON, TOM**  
WLIH, Lowell, Mass.  
**CLEARY, JAMES R.**  
**CLEMENT, PAT D.**  
KVAN, Vancouver, Wash.  
**CLEVELAND, HIB**  
WHO, Des Moines, Ia.  
**CLICK, RALPH**  
KWIL, Albany, Ore.  
**CLINTON, PAUL**  
WPDQ, Jacksonville, Fla.  
**CLOSE, JR., WILLIAM**  
WWVA, Wheeling, W. Va.  
**CLOW, KENNETH**  
KBIZ, Oltumwa, Ia.  
**COBURN, PAUL**  
KUTA, Salt Lake City, Utah  
**CODDON, HAL**  
WMCA, New York, N. Y.

**CODY, DEL**  
KHQ-KGA, Spokane, Wash.  
**COFFIN, FRANK**  
KGW, Portland, Ore.  
**COFFIN, TED**  
WAGM, Presque Isle, Me.  
**COLE, FRANCIS**  
WFDF, Flint, Mich.  
**COLE, FRED**  
ABC—Private Lives of Ethel  
and Albert, America's Town  
Meetin  
MBS—Double or Nothing  
**COLE, LOU**  
WWRL, Woodside, N. Y.  
**COLE, TRACY**  
WHIS, Bluefield, W. Va.  
**COLEMAN, BETH**  
WKBY, Richmond, Ind.  
**COLLINS, ANNE**  
WWJ, Detroit, Mich.  
**COLLINS, CHUCK**  
NBC  
**COLLINS, FRED**  
WASK, Lafayette, Ind.  
**COLLINS, HUGH**  
WHK, Cleveland, Ohio  
**COLLINS, JUDSON**  
WSM, Nashville, Tenn.  
**COLLYER, BUD**  
MBS—Break the Bank  
ABC—Mary Small Show  
**COLLYER, CLAYTON**  
NBC—Road of Life  
**COLMANS, ED**  
KFI, Los Angeles, Calif.  
**COLON, JACK**  
KALE, Portland, Ore.  
**COLTON, LARRY**  
WDRG, New Haven, Conn.

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• • •

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**COMPTON, TRAVIS**  
KSWO, Lawton, Okla.

**CONANT, JAMES**  
WMAM, Marmeth, Wis.

**CONDON, STUART, JR.**

**CONGER, ROBERT**  
WWJ, Detroit, Mich.

**CONNEL, LADE**  
KELQ, Sioux City, S. Dak.

**CONNALLY, BROOKS**  
WIND, Chicago, Ill.

**CONNOR, DAVE**  
WITH, Baltimore, Md.

**CONNOR, GLESS**  
KMO, Tacoma, Wash.

**CONOHAN, CLIFFORD**  
WOSH, Oshkosh, Wis.

**CONOVER, WILLIS**  
WWDC, Washington, D. C.

**CONWAY, WILLIAM**  
WTBO, Cumberland, Md.

**COOK, DONALD**  
KGEZ, Kalispell, Mont.

**COOK, IRA**  
KFAC, Los Angeles, Calif.

**COOK, JOE**  
KFAB, Omaha Lincoln, Neb.

**COOK, LOU**  
KEUA, Los Angeles, Calif.

**COOK, OLLIE**  
KWPT, Wichita Falls, Texas

**COOPER, JAMES**  
KVOL, Lafayette, La.

**COOPER, JIM**  
WBNS, Columbus, Ohio

**COPELAND, HACK**  
WLAY, Muscle Shoals, Ala.

**CORBETT, JOHN**  
WFB, Syracuse, N. Y.

**CORBITT, PETE**  
WHNC, Henderson, N. C.

**CORORAN, BILL**  
WJBO, Baton Rouge, La.

**CORORAN, BILL**  
KIRO, Seattle, Wash.

**CORLEY, KEN**  
KVOS, Bellingham, Wash.

**CORLEY, BOB**  
WATL, Atlanta, Ga.

**CORLEY, GUY**  
KNOE, Monroe, La.

**CORNELL, BOB**  
KFAC, Los Angeles, Calif.

**COSTA, ROBERT**  
KGMB, Honolulu, T. H.

**COSTELLO, JACK**  
NBC—Raleigh Room

**COSTLEY, JAN**  
WAGE, Syracuse, N. Y.

**COTTER, GEORGE**  
WNHC, New Haven, Conn.

**COTTON, LARRY**  
KTSW, Emporia, Kan.

**COUGHLIN, ED**  
KIBM, Jonesboro, Ark.

**COUGHLIN, RUS**  
KIGOW, Oakland, Calif.

**COVALA, ALFRED**  
KJBS, San Francisco, Calif.

**COVEY, DICK**  
KBNT, Des Moines, Ia.

**COVINGTON, RUTH**  
WOLS, Florence, S. C.

**COVINGTON, TED**  
WRUF, Gainesville, Fla.

**COWAN, T. H.**  
WNYC, New York, N. Y.

**COWLING, TERRY**  
WCOB, Boston, Mass.

**COX, BILL**  
WWDC, Washington, D. C.

**COX, ED**  
WJNC, Jacksonville, N. C.

**COX, HOUSTON**  
WBRC, Birmingham, Ala.

**COX, MEL**  
KWBU, Corpus Christi, Texas

**COX, STAN**  
KONO, San Antonio, Texas

**COYLE, JERRY**  
WSNY, Schenectady, N. Y.

**CRABIE, NILES**  
WFIG, Sumter, S. C.

**CRADDOCK, JACK**  
WKPA, New Kensington, Pa.

**CRAFT, JR., A. B.**  
KVOL, Lafayette, La.

**CRAIG, RUTH**  
WBBB, Selma, Ala.

**CROSATTO, DAVE**  
KJBS, San Francisco, Calif.

**CROSBY, LOU**  
NBC—The Rise Stevens Show

**CROSS, LEO**  
KMYR, Denver, Colo.

**CROSS, MILTON**  
ABC—The Doctors Talk It Over, Metropolitan Opera

**CROWLEY, DICK**  
WAVE, Louisville, Ky.

**CROWLEY, JOHN**  
KTUC, Tucson, Ariz.

**CROWTHER, CLELLAND**  
KODY, North Platte, Neb.

**CRUM, JIMMY**  
WMAN, Mansfield, Ohio

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Fulton Lewis, Jr.  
Road of Life  
Woman of America

LA. 4-1200

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 WLS, Chicago, Ill  
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 KFVR, Bismark, S. Dak  
**CUMMINS, ANTHONY**  
 WLEU, Erie, Pa.  
**CUMMINGS, BOB**  
 KCEA, Los Angeles, Calif.  
**CUNNINGHAM, BOB**  
 WBBM, Chicago, Ill.  
**CUNNINGHAM, HOWARD**  
 KONO, San Antonio, Texas  
**CUNNINGHAM, HOMER**  
 WIBW, Topeka, Kan.  
**CURD, LARRY**  
 KRSC, Seattle, Wash.  
**CIRI, HARRY**  
 WBTM, Danville, Va.  
**CURTIS, BILL**  
 KTMS, Santa Barbara, Calif  
**CURTIS, DONALD D.**  
 WJTN, Jamestown, N. Y  
**CURTIS, E. H.**  
 WIBW, Topeka, Kan.  
**CURTIS, LOTHAR**  
 KOVO, Provo, Utah  
**CURTIS, RONALD**  
 WFBL, Syracuse, N. Y  
**CURTISS, GARY**  
 WAGA, Atlanta, Ga  
**CZERP, WILLIAM**  
 WMAM, Martin He. Wis

— D —

**DAHLBY, JACK**  
 WNAB, Bridgeport, Conn.

**DAHLSTEAD, DRESSER**  
 NBC—One Man's Family  
**DAHL, ALBERT**  
 WBTM, Danville, Va.  
**DAILEY, TOM**  
 WOW, Omaha, Neb.  
**DAIY, PAUL**  
 KOAM, Pittsburgh, Kan  
**DANIEL, PRESTON**  
 WLAJ, Lakeland, Fla.  
**DANIELS, JOHN**  
 WLOK, Lima, Ohio  
**DANIELS, MERRILL**  
 WRRF, Washington, N. C.  
**DANIELS, ROBERT**  
 WLBL, Sheboygan, Wis.  
**DANIELSON, PAUL**  
 KWIL, Albany, Ore  
**DAOFST, DON**  
 KFJI, Klamath Falls, Ore  
**DART, V.**  
 WKST, New Castle, Pa.  
**DAUGHERTY, PAUL**  
 WAGA, Atlanta, Ga.  
**DAVENPORT, ALBERT**  
 WHBB, Selma, Ala.  
**DAVENPORT, FRANKIE**  
 KVOP, Plainview, Texas  
**DAVENPORT, GEORGE**  
 KRDM, Bozeman, Mont.  
**DAVIDSON, GEORGE**  
 KMYC, Marysville, Calif  
**DAVIDSON, KEN**  
 WINX, Washington, D. C.  
**DAVIDSON, RANDALL**  
 WATM, Anderson, S. C.  
**DAVIES, BILL**  
 WBLL, Dalton, Ga.

**DAVIES, BRUCE**  
 KCMO, Kansas City, Mo.  
**DAVIS, CLADE C.**  
 WAYX, Waycross, Ga.  
**DAVIS, JOHN**  
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KVFD, Fort Dodge, Iowa

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**HALLOCK, WILES**  
WLEC, Erie, Pa.

**HALLORAN, JOHN**  
WMAL, Washington D. C.

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- HAMMOND, FRED**  
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- HESS, GENE**  
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- HITES, WARREN**  
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## INGRAM, BILL

WHBL, Sheboygan, Wis.

## IRISH, JACK

MBS—Real Stories from Real Life

## IRVING, BOB

WSAL, Cincinnati, O.

## IRVING, CHARLES

MBS—Adventures Of Bulldog Drummond.

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WJMS, Ironwood, Mich.

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KFWB—Make Believe Ballroom

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CBS—Danny Kaye Show

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## — K —

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KVO, Colorado Springs, Colo.

## — L —

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KFIQ, Spokane, Wash

**LA COSTA, AL**  
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KFRC, San Francisco, Calif.

**LITTELL, PATTI**  
KDKA, Pittsburgh, Pa.

**LITERAL, RON**  
KTEM, Temple, Tex.

**LITTLE, EDWARD**  
WHLD, Niagara Falls, N. Y.

**LIVELY, LEE**  
WSAP, Portsmouth, Va.

**LIVESEY, GEORGE**  
WGVO, Missoula, Mont.

**LOYD, VINCE**  
WBMD, Peoria, Ill.

**LOCKE, C. STANLEY**  
KWSC, Pullman, Wash.

**LOCKHART, HARRY**  
KTHS, Hot Springs, Ark.

**LOFTFIELD, KEITH**  
KTUC, Tucson, Ariz.

**LOHMEIER, WILLIAM**  
WHBF, Rock Island, Ill.

**LOKEY, FRANK**  
WNOX, Knoxville, Tenn.

**LONG, HARRY**  
KVI, Tacoma, Wash.

**LONG, JOE B., JR.**  
WROL, Knoxville, Tenn.

**LONG, KENNETH B.**  
WGAN, Portland, Me.

**LONG, MATHEW**  
KGB, San Diego, Calif.

**LONG, PAUL**  
KVKH, Shreveport, La.

**LONG, THEODORE**  
KMD, Fresno, Calif.

**LORANGER, WILLIAM F.**  
WSAM, Saginaw, Mich.

**LORING, JAMES**  
WATL, Atlanta, Ga.

**LOUDON, GORDON**  
WWL, New Orleans, La.

**LOUEN, VERN**  
KALL, Salt Lake City, Utah

**LOWE, JACK**  
WWDC, Washington, D. C.

**LOWELL, KENNETH**  
KTSM, El Paso, Tex.

**LOYD, KEITH**  
KVOP, Plainview, Tex.

**LOYD, KEITH**  
KFDA, Amarillo, Tex.

**LUCAS, BEN**  
WDAK, Columbus, Ga.

**LUCB, DEAN**  
WDRG, New Haven, Conn.

**LUDLAM, KENNEDY**  
WRC, Washington, D. C.

**LUDLOW, EAN J.**  
KOVO, Provo, Utah

**LUEDEKE, HARRY**  
WBMD, Peoria, Ill.

**LUKENS, ERNEST**  
WKOK, Sanbury, Pa.

**LUTHER, PAUL**  
ABC—The Listening Post

**LYBECK, DEAN**  
WJMC, Rice Lake, Wis.

**LYNAGH, JAMES**  
WEEU, Reading, Pa.

**LYNAR, DON**  
WMIS, Natchez, Miss.

**LYON, BERT**  
KABR, Aberdeen, S. Dak.

**LYON, CHARLES**  
WMAQ, Chicago, Ill.

**LYONS, JOHN**  
WSAE, Fall River, Mass.

**LATTLE, EVAN**  
KWAL, Wallace, Id.

## — M —

**MABRY, BOB**  
WFDF, Flint, Mich.

**MACCORMACK, FRANKLYN**  
ABC—Hymns Of All Churches

**MACDONALD, P. L.**  
WEEL, Boston, Mass.

**MACINTOSH, RAYMOND**  
WHBY, Appletton, Wis.

**MACINTYRE, HAL**  
KCMJ, Palm Springs, Calif.

**MAACK, BILL**  
WEDC, Chicago, Ill.

**MAACK, JOHN**  
WSNJ, Bridgeton, N. J.

**MACKEY, KENDALL**  
WTHH, Hartford, Conn.

**MACKINTOSH, BILL**  
KYA, San Francisco, Calif.

**MACLEAN, JOHN**  
WHEC, Rochester, N. Y.

**MADELEY, ART**  
WGBR, Goldsboro, N. C.

**MAEL, MERRILL E.**  
KSFO, San Francisco, Calif.

**MAGNER, WILLIAM**  
KOTA, Rapid City, S. D.

**MAHANEY, ROBERT**  
WBX, Utica, N. Y.

**MAHONEY, BILL**  
KGHF, Pueblo, Colo.

**MAKI, BILL**  
WJMS, Ironwood, Mich.

**MALLOW, JOHN**  
WGN, Chicago, Ill.

**MBS—Freedom Of Opportu-**  
nity

**MALLOY, LES**  
KYA, San Francisco, Calif.

**MALONE, DON**  
KIUB, Watsonville, Calif.

**MALONEY, VIN**  
WNAC, Boston, Mass.

**MANEFEE, ALLAN**  
KYAK, Atchison, Kans.

**MANLOVE, DUDLEY**  
KPO, San Francisco, Calif.

**MANN, CARL**  
KTRC, Austin, Texas

**MANNING, BILL**  
WHIP, Harrisburg, Pa.

**MANNING, DAVE**  
KXLA, Pasadena, Calif.

**MANNING, MAJOR KNOX**

**MANSFIELD, LAWRENCE**  
WIOD, Miami, Fla.

**MARK, EARNEST**  
WHGB, Harrisburg, Pa.

**MARKS, GARNET**

**MARLOW, MICHAEL**  
WWSW, Pittsburgh, Pa.

**MARKION, HARRY**  
KFDM, Beaumont, Tex.

**MARRIOTT, GEORGE**  
WRBL, Columbus, Ga.

**MARSHALL, JERRY**  
WNEW, New York, N. Y.

**MARSTON, ALBERT O.**  
KFXM, San Bernardino, Calif.

**MARTA, JOHN A.**  
WDSM, Superior, Wis.

**MARTIN, BOB**  
WOB, New York, N. Y.

**MARTIN, CARL**  
WIL, St. Louis, Mo.

**MARTIN, DAVE**  
WRUF, Gainesville, Fla.

**MARTIN, ED**  
KCKN, Kansas City, Mo.

**MARTIN, FRANK**  
NBC—Everything For The Boys

**MARTIN, GLEN**  
KLZ, Denver, Colo.

**MARTIN, HARRY**  
WFBI, Indianapolis, Ind.

**MARTIN, HARRY**  
WLAG, LaGrange, Ga.

**MARTIN, JACK**  
WCAE, Pittsburgh, Pa.

**MARTIN, JACK**  
WKBH, La Crosse, Wisc.

**MARTIN, LOU**  
KOAM, Pittsburgh, Kans.

**MARTIN, RICHARD**  
WCMI, Ashland, Ky.

**MARTIN, R. N.**  
WHBQ, Memphis, Tenn.

**MARTIN, SAM**  
KROA, Siloam Springs, Ark.

**MARTIN, THOMAS**  
WSAJ, Grove City, Pa.

**MARTIN, WILLIAM**  
WHP, Harrisburg, Pa.

**MARS, PETER A.**  
WKLA, Luuington, Mich.

**MASON, BILL**  
WOC, Davenport, Ia.

**MATIER, CHARLES E.**  
WSFO, San Francisco, Calif.

**MATHIS, LYLE**  
KVOV, Redding, Calif.

**MATERN, DON**  
WTTM, Trenton, N. J.

**MAXSON, JACK**  
KFXX, San Bernardino, Calif.

**MAXWELL, CHARLES E.**  
WGDS, Miami, Fla.

**MAXWELL, TOM**  
WGST, Atlanta, Ga.

**MAY, GEORGE**  
WFDF, Flint, Mich.

**MAYBRY, BOB**  
KXO, Ft. Centro, Calif.

**MAUER, WILLIAM**  
WGAR, Cleveland, O.

**MAYNES, JAMES**  
WRNL, Richmond, Va.

**MAYHEW, WILLIAM**  
WBEN, Buffalo, N. Y.

**MAYO, SEAMAN A.**  
KPLC, Lake Charles, La.

**McADAMS, DON**  
KMD, Fresno, Calif.

**McAFEE, RAY**  
WMBI, Chicago, Ill.

**McALLISTER, DON**  
WDBO, Orlando, Fla.

**McBRIDE, ROBERT**  
KWBU, Corpus Christi, Tex.

**McCAIN, BILL**  
WAGA, Atlanta, Ga.

**McCALL, DON**  
KHS, Hollywood, Calif.

**McCALL, FRED**  
SGY, Schenectady, N. Y.

**McCANN, DICK**  
KBON, Omaha, Neb.

**McCANN, TOM**  
WSAI, Cincinnati, O.

**McCARRELL, R. L.**  
KPLT, Paris, Tex.

**McCARTNEY, DICK**  
WKNY, Kingston, N. Y.

**McCARTHY, PAT**  
KVOV, Redding, Calif.

## ANNOUNCERS

- McCARTHY, DICK**  
KVOA, Siloam Springs, Ark.
- McCARTY, CHAN**  
WAJR, Morgantown, W. Va.
- McCLANAHAN, STEELE**  
WPGS, Harlingen, Tex.
- McCLURE, ROLAND**  
KBND, Bend, Ore.
- McCORMACK, C. L.**  
WGBS, Miami, Fla.
- McCOY, O. B.**  
KRBU, Abilene, Tex.
- McCOY, RONNIE**  
KFEL, Denver, Colo.
- McCROSKEY, DON**  
KTBI, Tacoma, Wash.
- McCULLOUGH, DAN**  
WOR, New York, N. Y.  
MBS—Superman
- McCUNE, DON**  
KRSC, Seattle, Wash.
- McDANIELS, DICK**  
KTSW, Emporia, Kans.
- McDONALD, AL**  
WTMA, Charleston, S. C.
- McDONALD, HERB**  
KGFH, Pueblo, Colo.
- McELROY, JACK**  
ABC—Bride & Groom
- McELVEEN, MOODY**  
WCOS, Columbia, S. C.
- McEWAN, ROBERT**  
KALA, Pasadena, Calif.
- McFARLAN, CHARLES**  
KREO, Las Vegas, Nev.
- McFARLAND, OWEN**  
WMCA, New York, N. Y.
- McGEHIAN, PAT**  
NBC—Abbott & Costello Program
- McGEHEE, GENE**  
KFH, Wichita, Kans.
- McGINLEY, JOE**  
WKIX, Columbia, S. C.
- McGOVERN, BILL**  
KROW, Oakland, Calif.
- McGRATH, JIM**  
WWDC, Washington, D. C.
- McGRATH, PAUL**  
MBS—Ilka Chase
- McGUIRE, RAY**  
WNOE, New Orleans, La.
- McHAN, BILL**  
WJPR, Greenville, Miss.
- McINTIRE, CHARLES**  
WMBH, Joplin, Mo.
- McINTYRE, FRANK**  
KUTA, Salt Lake City, Utah.
- McINTYRE, JIMMY**  
WAVE, Louisville, Ky.
- McKASSON, CLARENCE**  
KRGV, Winston, Tex.
- McKAY, JOHN**  
WBNY, Buffalo, N. Y.
- McKEE, BURTT, JR.**  
WAPI, Birmingham, Ala.
- McKEE, TOM**  
WHEC, Rochester, N. Y.
- McKEEHAN, BOB**  
WGKV, Charleston, W. Va.
- McKELLEE, DONALD**  
WAAB, Worcester, Mass.
- McKENNA, BOB**  
KDKA, Pittsburgh, Pa.
- McKINNDY, W. N.**  
KELD, El Dorado, Ark.
- McKNIGHT, BOB**  
KYSM, Mankato, Minn.
- McKNIGHT, JOHN**  
WMCA, New York, N. Y.
- McLAUGHLIN, DON**  
NBC—Carnation Contended Program
- McLAUGHLIN, FRANCIS**  
WGRI, Scranton, Pa.
- McLENDON, NORWOOD**  
KTFM, Temple, Tex.
- McMILLEN, JIM**  
WORD, Spartanburg, S. C.
- MEMORAN, LYNN V.**  
WLAY, Muscle Shoals, Ala.
- McNAMARA, JIM**  
WMOB, Mobile, Ala.
- McQUARRIE, HAVEN**  
NBC—Noah Webster Says
- McWHORTER, DONALD**  
WMMN, Fairmont, W. Va.
- MEARS, WES**  
KFI, Los Angeles, Calif.
- MECHAN, LLOYD**  
KYNL, Logan, Utah.
- MELTON, CHARLES**  
WHOP, Hopkinsville, Ky.
- MENDELL, ED**  
WAGA, Atlanta, Ga.
- MENEFEE, BOB**  
WNEW, New York, N. Y.
- MENTON, BILL**  
WMOB, Mobile, Ala.
- MERCER, JIMMY**  
KPLT, Paris, Tex.
- MERENS, LYMAN**  
WRJN, Racine, Wisc.
- MERRIDEW, REG.**  
WGAT, Cleveland, O.
- MERRILL, WILLIAM**  
WOF, Ames, Ia.
- MERRITT, BILL**  
KQW, San Jose, Calif.
- METCALF, MAX**  
WHAM, Rochester, N. Y.
- MEYERS, EVE**  
KFUN, Las Vegas, N. M.
- MEYERS, ART**  
WCAP, Asbury Park, N. J.
- MEYERS, TED**  
ABC—Darts For Dough, People Are Funny
- MEZGER, W. J.**  
WEEI, Boston, Mass.
- MILBURN, DEAN**  
KCKN, Kansas City, Mo.
- MILLER, BOB**  
WDGY, Minneapolis, Minn.
- MILLER, C. A.**  
WCBS, Springfield, Ill.
- MILLER, CURLY**  
WLS, Chicago, Ill.
- MILLER, DICK**  
KOAM, Pittsburg, Kans.
- MILLER, ELLIOTT**  
WDRG, New Haven, Conn.
- MILLER, HAL**  
KYA, San Francisco, Calif.
- MILLER, HAL**  
WNAC, Boston, Mass.
- MILLER, JOE**  
WLVA, Lynchburg, Va.
- MILLER, JOE**  
KXOX, Sweetwater, Tex.
- MILLER, LINDY**  
WSAR, Fall River, Mass.
- MILLER, MARVIN**  
ABC—The New Louella Parsons Show  
NBC—Duffy's Tavern  
CBS—Frank Sinatra Show,  
The Whistler, Billie Burke Show
- MILLER, OTTO**  
KSLM, Salem, Ore.
- MILLER, PAUL L.**  
WKOK, Sunbury, Pa.
- MILLER, ROSS**  
WTIC, Hartford, Conn.
- MILLER, WILLIAM**  
KXOK, St. Louis, Mo.
- MILLER, LARRY**  
WATL, Atlanta, Ga.
- MILLHOUSE, GLENN E.**  
KGEZ, Kalispell, Mont.
- MILLS, ALMA**  
KXRS, Rock Springs, Wyo.
- MILLS, DEXTER**  
WDBJ, Roanoke, Va.
- MILLS, FRANK**  
WBAP, Fort Worth, Tex.
- MINTER, LOUIS**  
WDBJ, Roanoke, Va.
- MISNER, FRANK**  
KNYC, Marysville, Calif.
- MITCHELL, DON**  
WAGA, Atlanta, Ga.
- MITCHELL, FRANKLIN C.**  
WJR, Detroit, Mich.
- MITCHELL, GORDON**  
WLSL, Roanoke, Va.
- MITCHELL, STANLEY**  
WNAB, Bridgeport, Conn.
- MOCK, WILLIAM**  
KVOS, Bellingham, Wash.
- MOEGLE, FRED**  
KWK, St. Louis, Mo.
- MONROE, WILSON**  
KTRC, Visalia, Calif.
- MONTESANO, BOB**  
WIBX, Utica, N. Y.
- MONTGOMERY, RALPH**  
KOLL, Omaha, Neb.
- MOORE, BILL**  
WNN, Louisville, Ky.
- MOORE, DAVE**  
KWBK, Oakland, Calif.
- MOORE, DICK**  
WIBX, Utica, N. Y.
- MOORE, ED**  
WIOD, Miami, Fla.
- MOORE, HAL**  
WNEW, New York, N. Y.
- MOORE, TOM**  
MBS—Captain Midnight
- MOORE, WALKER**  
KFJZ, Ft. Worth, Tex.
- MOREY, ART**  
KWJJ, Portland, Ore.
- MORGAN, BILL**  
KVOP, Plainview, Tex.

# ANNOUNCERS

**MORGAN, JOHN CARL**  
WNC, Winchester, Va.

**MORRIS, JOHN**  
WLOL, Minneapolis, Minn.

**MORRIS, TRUMAN**  
WLAP, Lexington, Ky.

**MORRISON, BILL**  
WDZ, Tuscola, Ill.

**MORRISON, BOB**  
KWTO, Springfield, Mo.

**MORRISON, BRETT**  
ABC—The Listening Post

**MORSE, TONY**  
KGO, San Francisco, Calif.

**MORTENSEN, ART**  
KLO, Ogden, Utah

**MULLINS, BERNARD**  
W TIC, Hartford, Conn.

**MULROY, BERT**  
WEMP, Milwaukee, Wisc.

**MUMPHREY, BOB**  
WNOE, New Orleans, La

**MUNCY, HUGH**  
KXEL, Waterloo, Ia.

**MUNZELL, ADRIAN**  
WCSC, Charleston, S. C.

**MURPHEY, C. II**  
WHS, Bluefield, W. Va

**MURPHY, BILL**  
KFYR, Bismark, S. D.

**MURPHY, BOB**  
ABC—Quiz Kids

**MURPHY, PAT**  
KADA, Ada, Okla.

**MURPHY, WALTER**  
WINN, Louisville, Ky.

**MURRAY, CHARLES**  
WBNJ, Bridgeton, N. J.

**MURRAY, HAL**  
WSPA, Spartanburg, S. C.

**MURRELLWRIGHT, ARTHUR**  
WHAM, Rochester, N. Y.

**MURTOUGH, BILL**  
KUMJ, Palm Springs, Calif.

**MYERS, E. B. (Gene) III**  
KNET, Palestine, Tex.

## — N —

**NABLE, MARIAN**  
WDBO, Orlando, Fla

**NABORS, TED E.**  
KTRH, Houston, Tex

**NANCE, BOB**  
KADA, Ada, Okla.

**NASH, BARNES**  
WHIS, Bluefield, W. Va

**NASH, R. J.**  
KSO, Des Moines, Ia.

**NATION, HERSHALL**  
WDOD, Chattanooga, Tenn.

**NAUGHTON, RUSSELL**  
WDRG, New Haven, Conn

**NEAL, BOB**  
WGAR, Cleveland, O.

**NEAL, BOB**  
WKRC, Cincinnati, O.

**NEAL, CHARLES**  
WCBT, Roanoke Rapids, N. C.

**NEAL, HARRY A.**  
WBRC, Birmingham, Ala.

**NEATH, ERNEST A.**  
KRBM, Bozeman, Mont.

**NEDIN, DICK**  
WKNY, Kingston, N. Y.

**NELSKOG, WALT**  
KIQ-KGQ, Spokane, Wash.

**NELSON, CYRIL**  
WVVA, Wheeling, W. Va

**NELSON, DAVID**  
WSAP, Portsmouth, Va.

**NELSON, ED**  
KYA, San Francisco, Calif.

**NELSON, GENE**  
KFAM, St. Cloud, Minn.

**NELSON, HAROLD R.**  
KUOM, Minneapolis, Minn.

**NELSON, HAROLD**  
KCMC, Texarkana, Tex

**NELSON, JIM**  
WIL, St. Louis, Mo.

**NELSON, JOHN**  
ABC—Breakfast In Holly-wood

**NEWCOMB, HERB**  
ABC—The Breakfast Club

**NEWELL, H. W.**  
WEEI, Boston, Mass.

**NEWMAN, CHARLES**  
WDBI, Columbus, Miss.

**NEWSOME, LEO A., JR.**  
KENO, Las Vegas, Nev

**NICKELL, GLENN E.**  
KUN, Grants Pass, Ore.

**NICKOLSON, JOHN**  
WTMC, Ocala, Fla

**NICKY, BOB**  
WSLI, Jackson, Miss.

**NIDEVER, BRUCE**  
KORE, Eugene, Ore.

**NIDEVER, LAURA**  
KORE, Eugene, Ore.

**NIELSON, WILLIAM**  
KJBS, San Francisco, Calif.

**NIETE, CHARLES**  
KTKC, Visalia, Calif.

**NIGHTINGALE, EARL**  
WJNC, Jacksonville, N. C

**NILES, DAVID**  
WEVD, New York, N. Y.

**NILES, KEN**  
ABC—Darts For Dough, Jimmie Fiddler  
NBC—Abbott & Costello

**NILES, WENDELL**  
ABC—The Charlotte Green-wood Show, Hedda Hopper  
NBC—The Man Called X, Bob Hope Show  
CBS—Hollywood Star Time

**NOBLES, TOM**  
WBOD, Chattanooga, Tenn.

**NOLAND, GEORGE**  
KRRV, Sherman, Tex.

**NORDEN, EARL**  
WILDF, Calumet, Mich

**NORMAN, DELL**  
KDYL, Salt Lake City, Utah

**NORMAN, HAL**  
KFH, Wichita, Kans

**NORMAN, HORACE**  
WADC, Akron, O.

**NOVENSON, JOE**  
WFIL, Philadelphia, Pa

**NUNN, VERNON**  
WSON, Henderson, Ky

**NUZUM, WILLIAM**  
WVVA, Wheeling, W. Va

## — O —

**O'BRIEN, AL**  
WHLB, Sheboygan, Wisc.

**O'CAIN, KEITH**  
WRJN, Racine, Wisc.

**O'CONNELL, BILL**  
WFFF, Washington, D. C.

**O'CONNOR, HARRY**  
KWBU, Corpus Christi, Tex.

**O'CONNOR, JACK**  
WMBR, Jacksonville, Fla.

**O'CONNOR, ROD**  
NBC—The Skelton Scrapbook  
ABC—Glamour Manor

**O'CONNOR, THOMAS**  
WBAL, Baltimore, Md.

**ODELL, STUART**  
WHLN, Harlan, Ky

**OGDEN, TOM**  
KTMS, Santa Barbara, Calif.

**O'HALLORAN, HAL**  
WLS, Chicago, Ill.

**OHLSON, GUS**  
KQW, San Jose, Calif

**OLDS, DICK**  
KSAL, Salina, Kans.

**OLESON, JIMMY**  
KGGM, Albuquerque, N. M

**OLIVER, WILLIAM**  
WMBD, Peoria, Ill.

**O'NEILL, DANIEL**  
WEXL, Royal Oak, Mich.

**O'NEILL, JIM**  
KORN, Fremont, Neb

**O'REILLY, JACK**  
WHOM, Jersey City, N. J.

**O'ROARK, JOHN**  
KPKW, Pasco, Wash.

**O'SULLIVAN, BOB**  
KWJB, Globe, Ariz.

**O'SULLIVAN, TIM**  
WGL, Fort Wayne, Ind

**OTT, BEN**  
KTKC, Visalia, Calif.

**OVEDEN, K. R.**  
WEEI, Boston, Mass

**OXFORD, GEORGE**  
KWDR, Oakland, Calif

## — P —

**PACK, MARSHALL**  
WSPA, Spartanburg, S. C

**PAGE, CHARLES F. A.**  
WSPR, Springfield, Mass

**PAGE, SAM**  
WVBF, Binghamton, N. Y

**PAGE, TOM**  
WBX, Utica, N. Y

**PAIGE, ERIK**  
WJLS, Beckley, W. Va

**PALLEN, ART**  
WWSW, Pittsburgh, Pa.

**PALMER, GEORGE**  
WSAI, Cincinnati, Ohio

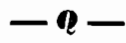
**PALMER, HARRY**  
WMVA, Martinsville, Va

**PALMER, LESTER**  
WOW, Omaha, Neb

**PALMER, NORMAN**  
WJIM, Lansing, Mich.

# ANNOUNCERS

- PALMER, WILLIAM**  
WJAC, Johnstown, Pa.
- PARKER, BILL**  
WOC, Davenport, Iowa
- PARKER, CARL**  
WLLH, Lowell, Mass.
- PAKER, DON**  
WGRV, Charleston, W. Va.
- PARKER, EUGENE H.**  
WCOH, Lewiston, Me.
- PARKER, LAWRENCE M.**  
KPFQ, St. Joseph, Mo.
- PARKER, MIMI**  
WPAH, Parkersburg, W. Va.
- PARKER, MORRISON**  
KGB, San Diego, Calif.
- PARKS, BERT**  
MBS—Rensselaer's Radio Ametoun Show
- PARKS, DELMERE**  
WLLM, Wilmington, Del.
- PARKINS, BOB**  
KGFV, Kearney, Neb.
- PARR, IMOGENE**  
KVLK, Rock Springs, Wyo.
- PARRY, GRANT**  
KVNQ, Logan, Utah
- PARSONS, MARSHALL**  
WDDH, Chattanooga, Tenn.
- PARTON, CLAUDE**  
WOLF, Syracuse, N. Y.
- PASSE, LOEL**  
WSGN, Birmingham, Ala.
- PATOFF, REGIS**  
WLAV, Grand Rapids, Mich.
- PATRICK, ROGER**  
KECA, Los Angeles, Calif.
- PATTERSON, CREAM**  
WHTD, Hartford Conn.
- PATTERSON, LYLE**  
WHLS, Port Huron, Mich.
- PAUL, FRED**  
WTAR, Norfolk, Va.
- PAULIN, PIERRE**  
KDKA, Pittsburgh, Pa.
- PAULSON, AL**  
KOTA, Rapid City, S. D.
- PAULSON, NORMAN**  
WDAN, Danville, Ill.
- PAYNE, ALBERT W.**  
WHDP, Calumet, Mich.
- PAYNE, ROBERT I.**  
WCOF, Lewiston, Me.
- PEARCE, HAL**  
KDTM, Dubuque, Iowa
- PEARSON, ED**  
MBS—Frank Singer and The News
- PEARSON, FORT**  
WMAQ, Chicago, Ill.
- PECK, CLARENCE**  
KBIZ, Ottumwa, Iowa
- PECK, EDWARD**  
WSPF, Springfield, Mass.
- PECK, HARRY**  
KOIL, Omaha, Neb.
- PECK, JOSEPH**  
KVAK, Atchison, Kans.
- PECK, STEWARD**  
KSAL, Salina, Kan.
- PEELER, ERNEST**  
KPRO, Riverside, Calif.
- PEHALLEGON, W. B.**  
WSOY, Decatur, Ill.
- PELHAM, BILL**  
KTBC, Austin, Texas
- PENBERTHY, JOE**  
WJR, Detroit, Mich.
- PETERS, KEN**  
NBC—The Hoagy Carmichael Show
- PETERS, ROBERT**  
WFAS, White Plains, N. Y.
- PETERSON, DALE**  
KID, Idaho Falls, Idaho
- PETERSON, JAMES**  
KSL, Salt Lake City, Utah
- PETERSON, ROBERT**  
WROX, Clarkdale, Miss.
- PETERSON, WALTER**  
KGGM, Albuquerque, N. M.
- PETRANKA, JOS.**  
WSFA, Montgomery, Ala.
- PETRE, BOB**  
KJZ, Denver, Colo.
- PETRIE, HOWARD**  
CBS—Durante-Moore Show, Blondie Show
- PEYORA, JACK F.**  
WJLS, Beckley, W. Va.
- PFAMLER, FRED P. JR.**  
WBIR, Knoxville, Tenn.
- PEIFFER, JEW**  
KFRG, San Francisco, Calif.
- PILEGAR, CARL**  
WHBU, Anderson, Ind.
- PIELPS RUTH**  
WDSU, New Orleans, La.
- PHILLIPS, BILLY**  
KIDO, Boise, Idaho
- PHILLIPS, BOB**  
KFI, Los Angeles, Calif.
- PHILLIPS, DON**  
KXOK, St. Louis, Mo.
- PHILLIPS, DON**  
WTAL, Tallahassee, Fla.
- PHILLIPS, OREL**  
KDON, Monterey, Calif.
- PIATT, GENE**  
KELQ, Sioux Falls, S. Dak.
- PICKEL, CHARLES D.**  
WBIR, Knoxville, Tenn.
- PIEL, BUD**  
WHBL, Sheboygan, Wis.
- PIERCE, BILL**  
WGHI, Scranton, Pa.
- PIERCE, CHARLES**  
WWNY, Watertown, N. Y.
- PIERCE, DON**  
WCNC, Elizabeth City, N. C.
- PIERCE, GENE**  
WMBD, Peoria, Ill.
- PIERCE, JOE**  
KMLB, Monroe, La.
- PIERSON, ED**  
MBS—A. L. Alexander's Meditation Board
- PIERSON, FORD**  
MBS—Queen For A Day
- PINTARICH, STAN**  
KAJE, Portland, Ore.
- PIRINE, DUNCAN**  
WQXR, New York, N. Y.
- PISKUL, JOHN A.**  
KFXM, San Bernardino, Calif.
- PITTENGER, RICHARD M.**  
WFBM, Indianapolis, Ind.
- PITTS, JAMES T. JR.**
- PITTS, LESTER**  
WRLC, Toccoa, Ga.
- PLACHTA, ALFRED R.**  
KIT, Yakima, Wash.
- PLAUGHER, MAX**  
WLOK, Lima, Ohio
- PLUMMER, BILL**  
KDYL, Salt Lake City, Utah
- PLUMMER, LAMAR**  
WAML, Laurel, Miss.
- POLLARD, BOB**  
KPAR, Phoenix, Ariz.
- POLLARD, J. W.**  
WLEL, Boston, Mass.
- POLLARD, TALMADGE**  
WPTC, Kinston, N. C.
- POLLOCK, ED**  
WKNY, Kingston, N. Y.
- POLLOCK, FRANK**  
WOMT, Manitowoc, Wis.
- POWELL, JACK**  
KFEL, Denver, Colo.
- POWELL, JAMES**  
KVEC, San Luis Obispo, Calif.
- POWELL, KEN**  
WOR, New York, N. Y.
- POWERS, PERCEY**  
WSLI, Jackson, Miss.
- POWERS, RITA**  
WJLR, Detroit, Mich.
- POWERS, TOM**  
WNAC, Boston, Mass.
- PRESCY, GEORGE**  
NBC—Cited For Valor
- PRESSER, GLENN**  
KGFK, Sterling, Colo.
- PRIBBLE, R. J.**  
KXOK, St. Louis, Mo.
- PRIZER, JEANNE M.**  
WRUP, Gainesville, Fla.
- PROCESS, LEWIS**  
WSAU, Wausau, Wis.
- PROVOST, ERIC**  
WSPR, Sarasota, Fla.
- PUDNEY, EARLE**  
WGY, Schenectady, N. Y.
- PULLEN, HAL**  
WCOV, Montgomery, Ala.
- PURCELL, CHARLES W.**  
WCAO, Baltimore, Md.
- PUSTAY, NICK**  
KHQA, Siloam Springs, Ark.
- PUTNAM, GEORGE**  
NBC—Portia Faces Life  
MBS—John J. Anthony



- QUADE, WARREN**  
WCAP, Asbury Park, N. J.
- QUAVE, MACKIE**  
WIXX, Columbia, S. C.
- QUAVE, MORRIS**  
WDOD, Chattanooga, Tenn.
- QUICK, BEN**  
WTOC, Savannah, Ga.
- QUINN, MEL**  
WBAL, Baltimore, Md.
- QUINTON, CHARLES**  
KGFV, Shawnee, Okla.

# ANNOUNCERS

## — R —

**RAASCH, EDWARD**  
WAOV, Vincennes, Ind.

**RADCLIFF, ROY**  
WMBH, Joplin, Mo.

**RAEBURGH, EVELYN**  
WLAY, Muscle Shoals, Ala.

**RAFFERTY, DAN**  
WOC, Davenport, Iowa

**RAFFETTO, MICHAEL**  
ABC—Glamour Manor

**RAINEY, DON**  
WAO, Chattanooga, Tenn.

**RAND, ED**  
KALB, Alexandria, La.

**RANEY, WALTER**  
WRC, Washington, D. C.

**RANG, JACK**  
WOAI, San Antonio, Texas

**RAWSON, RON**  
NBC—Right to Happiness

**RAY, CURT**  
KWK, St. Louis, Mo.

**RAYMON, PAUL**  
WBRD, Tuscaloosa, Ala.

**REAMS, HUNTER**  
WTMA, Charleston, S. C.

**REDDING, GORDON**  
WBN, Buffalo, N. Y.

**REDDY, TOM**  
ABC—Dick Tracy, Ladies Be Seated

**REECE, W. O.**  
KTHH, Houston, Texas

**REED, GEORGE**  
WIBM, Jackson, Mich.

**REIG, HOWARD**  
WGY, Schenectady, N. Y.

**REILLY, BILL**  
WDLF, Panama City, Fla.

**REILLY, EARL JR.**  
KXA, Seattle, Wash.

**REINERTSEN, STEVE**  
WCAL, Northfield, Minn.

**REINHARDT, ALLAN V.**  
WOMI, Owensboro, Ky.

**REPERT, JAMES**  
WSM, Nashville, Tenn.

**REYNOLDS, BILL**  
KGFJ, Los Angeles, Calif.

**REYNOLDS, BOB**  
WFDF, Flint, Mich.

**REYNOLDS, CARROLL**  
WSDT, South Bend, Ind.

**REYNOLDS, CARTER**  
KRNT, Des Moines, Iowa

**REYNOLDS, GENE**  
WBAP, Fort Worth, Texas

**REYNOLDS, RALPH**  
KWTO, Springfield, Mo.

**RHODES, JR., BILL**  
KMPC, Los Angeles, Calif.

**RHODES, JOHN**  
WMRO, Aurora, Ill.

**RICAU, LIONEL**  
WSM, Nashville, Tenn.

**RICE, CRAWFORD**  
WHBB, Selma, Ala.

**RICE, DAN**  
WFMD, Frederick, Md.

**RICHARDS, FLOYD**  
WTIC, Hartford, Conn.

**RICHARDS, LARRY**  
KTSB, San Antonio, Texas

**RICHARDS, BOB**  
KHUB, Watsonville, Calif.

**RICHIE, BILL**  
KFYO, Lubbock, Texas

**RICHLEY, BOB**  
WSRR, Stamford, Conn.

**RICKENBACKER, HERBERT**  
WORD, Spartanburg, S. C.

**RIED, TERRY**  
WALB, Albany, Ga.

**RIEDEL, BOB**  
KFAR, Fairbanks, Alaska

**RIGGS, GLENN**  
ABC—John B. Kennedy, My True Story, Hop Harrigan

**RING, BILL**  
KWTO, Springfield, Mo.

**ROBATOR, HARRY**  
WMAS, Springfield, Mass.

**ROBBINS, FRED**  
Danny Kaye Show, Mollie Mystery Theater, Counterspy, Correction Please, Treasury Salute

**ROBERTS, ADRAIN K.**  
WMOB, Mobile, Ala.

**ROBERTS, ARTHUR**  
KFRG, San Francisco, Calif.

**ROBERTS, KEN**  
NBC—Philip Morris Follies of 1946

**ROBERTS, MORT**  
WJLB, Detroit, Mich.

**ROBERTS, PAUL K.**  
WFBN, Indianapolis, Ind.

**ROBERTSON, DAMIAN**  
WJAC, Johnstown, Pa.

**ROBERTSON, DAVE**  
WDLF, Panama City, Fla.

**ROBERTSON, IAN S.**  
KPO, San Francisco, Calif.

**ROBERTSON, KEN**  
WGNY, Newburgh, N. Y.

**ROBERTSON, RANDALL**  
WEW, St. Louis, Mo.

**ROBERTSON, RUTH**  
WBTM, Danville, Va.

**ROBINSON, J. K.**  
KOTN, Pine Bluff, Ark.

**ROBY, VIC**  
KOA, Denver, Colo.

**ROCHESTER, MILLMAN**  
KTBC, Austin, Texas

**ROEN, LOUIS**  
WMAQ, Chicago, Ill.

**ROGERS, ED**  
WTOP, Washington, D. C.

**ROSENTHAL, MORT**  
WGBI, Scranton, Pa.

**ROSS, CARL**  
WJLD, Bessemer, Ala.

**ROSS, DAVID**  
CBS—Great Moments in Music  
MBS—Songs by Morton Downey

**ROSS, JACK**  
WHAM, Rochester, N. Y.

**ROSS, WAYNE**  
KICD, Spencer, Iowa

**ROSS, WILLIS**  
KALE, Portland, Ore.

**ROSSMAN, VERN**  
KURC, Emid, Okla.

**ROSEWELL, OTTO**  
KUOM, Minneapolis, Minn.

**ROTH, BOB**  
WLEE, Richmond, Va.

**ROY, MICHAEL**  
ABC—The Alan Young Show  
KIJJ—Spot Light Bands

**RUBESSA, GENE**  
WNEW, New York, N. Y.

**RUFFIN, HOMER**  
KFYO, Lubbock, Texas

**RUFFNER, TINY**  
ABC—Drew Pearson

**RUGE, GEORGE**  
KYA, San Francisco, Calif.

**RUMORE, JOE**  
WAPI, Birmingham, Ala.

**RUSSELL, BILL**  
KFBI, Wichita, Kan.

**RUSSELL, DON**  
WLBC, Muncie, Ind.

**RUSSELL, JR., JOE**  
WELO, Tupelo, Miss.

**RUST, NATHAN D.**  
KPAB, Laredo, Texas

**RUSTICI, DON**  
WSRR, Stamford, Conn.

**RUTLEDGE, CHARLES**  
WCAL, Pittsburgh, Pa.

**RYAN, FRANK**  
WRDW, Augusta, Ga.

## — S —

**SACKETT, HARRY**  
KOOS, Coos Bay, Ore.

**SADLER, JOHN**  
WROL, Knoxville, Tenn.

**SAFFORD, JR., EDWARD L.**  
KTSM, El Paso, Texas

**ST. GEORGE, DORIAN**  
ABC—Adventurer of Charlie Can

**SALT, LOYD**  
KHQ-KGA, Spokane, Wash.

# ANNOUNCERS

- SALTMAN, DAYTON J.**  
WSUN, St. Petersburg, Fla.
- SAMUELS, LAURENCE**  
WKBB, Muskegon, Mich.
- SAND, JOHN**  
KICD, Spencer, Iowa.
- SANDERS, DAVID**  
WSAV, Savannah, Ga.
- SANDERS, GEORGE**  
KWKW, Pasadena, Calif.
- SANDERS, HUGH**  
WOR, New York, N. Y.
- SANDLER, BERNIE**  
WENT, Gloverville, N. Y.
- SANFORD, TED**  
WGKV, Charleston, W. Va.
- SARGENT, L. F.**  
WEEL, Boston, Mass.
- SATHIE, ARNIE**  
KELO, Sioux Falls, S. Dak.
- SAUNDERS, ERNIE**  
WCHS, Charleston, W. Va.
- SAUNDERS, GIL**  
KXEL, Waterloo, Iowa.
- SAUNDERS, GUS**  
WSAC, Boston, Mass.
- SAUNDERS, JOHN**  
WGAR, Cleveland, Ohio.
- SCANLON, JACK**  
WOR, New York, N. Y.
- SCHMIDT, BETTY**  
KWSC, Pullman, Wash.
- SCHNEIDER, RAY**  
WWSW, Pittsburgh, Pa.
- SCHNURR, EVELYN**  
WTRY, Troy, N. Y.
- SCHOOLEY, IVAN**  
KOA, Denver, Colo.
- SCHOPHER, BOB**  
WFAC, Los Angeles, Calif.
- SCHORREGGE, CHARLES**  
KFYR, Bismark, S. Dak.
- SCHROEDER, MARIE LOUISE**  
KCKN, Kansas City, Mo.
- SCHULTZ, JOHN R.**  
WSAU, Wausau, Wis.
- SCHUSTER, PAUL**  
WKBB, Dubuque, Iowa.
- SCHWARTZ, IRVING**  
WJHL, Johnson City, Tenn.
- SCHWEIZER, JERRY**  
WJR, Detroit, Mich.
- SCOFIELD, H. CARTER**  
WCBO, Orlando, Fla.
- SCOTT, JOHN**  
WOR, New York, N. Y.  
MBS—Real Stories from Real  
Life, Lyle Van News
- SCOTT, PAUL**  
WOMT, Manitowoc, Wis.
- SCOTT, ROBERT**  
WCAP, Asbury Park, N. J.
- SCOVILLE, ELLIOTT**  
KFIZ, Fon du Lac, Wis.
- SEAMAN, NEAL**  
WGBB, Freeport, N. Y.
- SEARS, BILL**  
KUTA, Salt Lake City, Utah.
- SEAHOLTZ, PAUL**  
WJNC, Jacksonville, N. C.
- SEBASTIAN, CHARLES**  
WLS, Chicago, Ill.
- SEEBECK, CHARLES E.**  
WTON, Staunton, Va.
- SEEWIR, CHARLES**  
KXOK, St. Louis, Mo.
- SEYMOUR, DAN**  
ABC — Musical Autographs  
County Fair
- SEYMOUR, M.**  
WLEU, Erie, Pa.
- SHANKEL, BILL**  
WCHV, Charlottesville, Va.
- SHANNON, PAUL**  
KDKA, Pittsburgh, Pa.
- SHAPARD, BILL**  
WFAA, Dallas, Tex.
- SHARBUTT, DEL**  
CBS — Request Performance.  
Jack Carson Show
- SHARP, MOREY**  
KLZ, Denver, Colo.
- SHAW, CHARLES**  
WOLF, Syracuse, N. Y.
- SHAY, BOB**  
WCHV, Charlottesville, Va.
- SHEEHAN, WILLIAM**  
WDRG, New Haven, Conn.
- SHEELER, MARK**  
WSSV, Petersburg, Va.
- SHEFIELD, BETTIE**  
WSNY, Schenectady, N. Y.
- SHELBY, SAM**  
KPOW, Powell, Wyo.
- SHELDON, HERB**  
NBC—The Eileen Barton Show
- SHELDON, HOWARD**  
WGNY, Buffalo, N. Y.
- SHELDON, JACK**  
WKRC, Cincinnati, Ohio.
- SHELLEY, ROBERT**  
WLOK, Luna, Ohio.
- SHELTON, JAMES**  
WRON, Rockford, Ill.
- SHEPARD, BOB**  
MBS — Songhits Magazine  
Program, Adventures of Bull-
- dog Drummond
- SHEPHERD, BILL**  
WDDO, Chattanooga, Tenn.
- SHEPPARD, J. D.**  
WTOG, Savannah, Ga.
- SHERIDAN, ROBERT**  
WTIC, Hartford, Conn.
- SHERMAN, BILL**  
WPAR, Parkersburg, W. Va.
- SHERMAN, BUD**  
WOL, Washington, D. C.
- SHERMAN, DEAN**  
WDGY, Minneapolis, Minn.
- SHERMAN, EDWARD**  
KGMB, Honolulu, T. H.
- SHERWOOD, DONALD**  
WFBM, Indianapolis, Ind.
- SHIPLEY, GENE**  
WIPW, Topeka, Kans.
- SHIRLEY, TOM**  
CBS—Try 'N' Find Me
- SIMON, ERNIE**  
WITH, Baltimore, Md.
- SIMPSON, JIMMY**  
WMRG, Greenville, S. C.
- SIMS, SAM K.**  
WFBM, Indianapolis, Ind.
- SINCLAIR, HAROLD M.**  
WEXL, Royal Oak, Mich.
- SINGER, LAN**  
WLEE, Richmond, Va.
- SKARSTEDT, VANCE**  
KLX, Oakland, Calif.
- SLATER, NORVELL**  
WFAA, Dallas, Tex.
- SMIDL, JOE**  
KWJJ, Portland, Ore.
- SMITH, BLAINE**  
KCRG, Enid, Okla.
- SMITH, BURRELL**  
WGY, Schenectady, N. Y.
- SMITH, CALVIN**  
KROC, Rochester, Minn.
- SMITH, DAVE**  
KTBC, Austin, Tex.
- SMITH, DAVENPORT**  
WSRR, Stamford, Conn.
- SMITH, DICK**  
KTSA, San Antonio, Tex.
- SMITH, DON**  
KCOA, Siloam Springs, Ark.
- SMITH, FRED**  
WEEK, Cleveland, O.
- SMITH, JIMMIE**  
KMAC, San Antonio, Tex.
- SMITH, JOHN PAUL**  
WSIX, Nashville, Tenn.
- SMITH, LESLIE R.**  
WLAP, Lexington, Ky.

## ANNOUNCERS

- SMITH, MACK**  
WJLS, Beckley, W. Va.
- SMITH, MARY**  
WPOW, Powell, Wyo
- SMITH, TED A.**  
KWRC, Pendleton, Ore
- SMITH, WARREN**  
WKBH, La Crosse, Wisc
- SMITH, WINFRED**  
WVVA, Wheeling, W. Va.
- SMITHERMAN, ROSS**  
WALA, Mobile, Ala.
- SNYDER, ROSS**  
WOR, New York, N. Y.
- SOMERVILLE, DON**  
WBNS, Columbus, O.
- SPARKS, HOWARD**  
KNEI, Brady, Tex.
- SPENGLER, HAROLD C.**  
WCRS, Greenwood, S. C.
- SPENGLER, K. E.**  
WCSB, Springfield, Ill.
- SPONGBERG, ROLAND**  
WROK, Rockford, Ill.
- SPRAGG, GRADON**  
WHAJ, Greenfield, Mass.
- SPRATLIN, ROBERT**  
KWSC, Pullman, Wash.
- STALLARD, DAL**  
KCMO, Kansas City, Mo.
- STANLEY, ART**  
WOC, Davenport, Ia.
- STANTON, ED**  
KALE, Portland, Ore
- STAPLETON, BILL**  
KFPQ, Fort Smith, Ark.
- STARK, CHARLES**  
ABC—Sunday Evening Party.  
Blind Date  
CBS—Kate Smith Speaks, Bob  
Hawk Show  
NBC—Can You Top This,  
When A Girl Marries, Joyce  
Jordau, M.D.
- STARK, RICHARD**  
Abie's Irish Rose  
NBC—General Electric Hour  
CBS—Squib Program
- STEELE, EARLE**  
KMOX, St. Louis, Mo
- STEELE, ROBERT**  
WTIC, Hartford, Conn.
- STELL, WILLIAM**  
WRNL, Richmond, Va.
- STEPHENS, HAROLD**  
WMBG, Richmond, Va.
- STETLER, HAROLD**  
WMAL, Washington, D. C.
- STERLING, LEN**  
ABC—Sammy Kaye's Sunday  
Serenade
- STEVENS, AL**  
WITH, Baltimore, Md.
- STEWART, JAY**  
NBC—Truth & Consequences  
CBS—Meet The Missus
- STEWART, M. D.**  
KNET, Palestine, Tex.
- STEWART, WILLIAM**  
WSBA, York, Pa.
- STEWART, WILLIAM V.**  
WCCO, Minneapolis, Minn
- STIEGER, SAM**  
WHIO, Dayton, O
- STILES, JOHN, JR.**  
WTAW, College Station, Tex.
- STILLWAGON, TOM**  
WCAE, Pittsburgh, Pa.
- STODELLE, JACK**  
KMPC, Los Angeles, Calif
- STONE, CHARLES**  
KMPC, Los Angeles, Calif.
- STONE, ERNIE**  
WMCA, New York, N. Y
- STONER, PETER**  
WTIC, Hartford, Conn
- STORY, BOB**  
WGL, Fort Wayne, Ind.
- STOUT, ALLEN**  
WROL, Knoxville, Tenn.
- STOVER, ROBERT**  
WGES, Chicago, Ill.
- STRAND, STUART**  
WJR, Detroit, Mich
- STRICKLER, EDDIE**  
KOAM, Pittsburgh, Kans.
- STUART, ALLEN**  
WMCA, New York, N. Y.
- STUDNEY, ED.**  
WOL, Washington, D. C.
- STUHLMAN, FRANK**  
WTIC, Hartford, Conn
- STULLA, BILL**  
KFI, Los Angeles, Calif.
- STUTES, MARION**  
WKZO, Kalamazoo, Mich
- STUTZ, CARLTON**  
WBEN, Buffalo, N. Y.
- STYLES, JOHN E.**  
WILM, Wilmington, Del
- STYLES, HAL**  
KFWB, Los Angeles, Calif.—  
Vets Talk It Over, So You'd  
Like To Be In Radio
- SUGG, JOEL**  
KTBC, Austin, Tex.
- SULLIVAN, CHARLES B.**  
WMC, Memphis, Tenn.
- SULLIVAN, CLAUDE**  
WAVE, Louisville, Ky.
- SULLIVAN, HENRY**  
WGTM, Wilson, N. Car
- SULLIVAN, JACK**  
KCRV, Sacramento, Calif
- SULLIVAN, WILLIAM**  
WFEA, Manchester, N. H
- SUTHERLAND, BILL**  
KDKA, Pittsburgh, Pa
- SUTTERFIELD, PHIL**  
WHAS, Louisville, Ky.
- SUTTON, BOB**  
KQOA, Sloom Springs, Ark.
- SWAN, BOB**  
KHJ — KFAC — KFI —  
KECA, Hollywood, Calif.
- SWEET, BEN**  
WMAS, Springfield, Mass
- SWIFT, RODNEY**  
WGY, Schenectady, N. Y

### — T —

- TACY, E. N.**  
WIS, Columbia, S. C.
- TALCOTT, MIQUE**  
KRSC, Seattle, Wash.
- TALL, MARTIN**  
WINX, Washington, D. C
- TAPPAN, HILL**  
KPPA, Helena, Ark.
- TAYLOR, AL**  
KXO, El Centro, Calif.
- TAYLOR, FRANK**  
WMOH, Hamilton, O
- TAYLOR, FREDERIC**  
KTRI, Sioux City, Ia.
- TAYLOR, MRS. JOHN**  
NBC—This Woman's Secret
- TEAS, CHARLES**  
KMPC, Los Angeles, Calif.
- TENPENNY, RAY**  
WCCO, Minneapolis, Minn.
- TERRY, H. M.**  
WBAP, Fort Worth, Tex.
- THIBEAULT, JOSEPH**  
WEAN, Providence, R. I.
- THOMAS, BILL, JR.**  
WTAW, College Station, Tex
- THOMAS, BILLY**  
WROX, Charlesdale, Miss.
- THOMAS, GENE**  
WFVA, Fredericksburg, Va.
- THOMAS, PETER**  
WALA, Mobile, Ala.
- THOMAS, WILLIAM**  
KIPQ, Weatatchee, Wash.
- THOMPSON, CHARLES**  
WIS, Columbia, S. C.

# ANNOUNCERS

**THORSON, RUSS**  
NBC—Aunt Mary

**TINGLEY, IRVIN**  
KWNO, Winona, Minn.

**TOBIN, JOSEPH**  
WINS, New York, N. Y.

**TOBOLA, JOHN J.**  
WAYX, Waycross, Ga.

**TODD, MRS. HELEN F.**  
WTAL, Tallahassee, Fla.

**TRENT, JOHN**  
WCAE, Pittsburg, Pa.

**TRIPP, RICHARD**  
KFEL, Denver, Colo.

**TRUERE, ROBERT**  
WCSC, Charleston, S. C.

**TRUMAN, FAITH**  
MBS—Sweetheart Time

**TUCKER, DICK**  
WEIM, Fitchburg, Mass.

**TULL, GORDON**  
KIRO, Seattle, Wash.

**TUNNELL, GERALD**  
KFEL, Denver, Colo.

**TURNER, HOWARD**  
WBT, Charlotte, N. C.

**TURNER, WALT**  
WVVA, Wheeling, W. Va.

**TUTEN, R. C.**  
WAYX, Waycross, Ga.

**TUTT, BOB**  
KXOA, Sacramento, Calif.

**TWISS, HERB**  
KHJ, Hollywood, Calif.

**TWOMBLY, ROLAND**  
WILM, Wilmington, Del.

**TYLER, WAYNE**  
WLVA, Lynchburg, Va.

**TYSON, DAVE**  
WWSW, Pittsburgh, Pa.

## — U —

**UHY, CAROLYN**  
WMPJ, Daytona Beach, Fla.

**ULBRICH, RAY**  
WSOO, Sault St. Marie, Mich.

**ULMER, ROCH**  
KSTP, St. Paul, Minn.

**ULRICK, E. C.**  
WLOK, Lima, O.

**UMBACH, ROBERT**  
WJLD, Bessemer, Ala.

**UNDERHILL, G. C.**  
KIUF, Durango, Colo.

**URBAN, BOB**  
WLBC, Muncie, Ind.

## — V —

**VAILE, ROLAND**  
KCMJ, Palm Springs, Calif.

**VALENTINE, JIMMY**  
KSTP, St. Paul, Minn.

**VALENTINE, MANN**  
WMBG, Richmond, Va.

**VALIN, JEAN**  
WATR, Waterbury, Conn.

**VAN ALSTYNE, ANSON**  
WRBZ, Muskegon, Mich.

**VANDIVER, BOB**  
WGAU, Athens, Ga.

**VankLEECK, BOB**  
WOLF, Syracuse, N. Y.

**VAN, LYLE**  
NBC—11 P. M. Newscaster  
MBS—Kreml

**VANN, FRANK**  
WTAR, Norfolk, Va.

**VAN OSCH, JOHN**  
WEMP, Milwaukee, Wis.

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CBS—The Joan Davis Show

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 Tulsa, KOMO.....Al Fox  
 KTUL.....Glenn Hardmann

## Oregon

Coos Bay, KOOS.....Margaret McCoy  
 Corvallis, KOAC.....Richard E. Fuson  
 Grants Pass, KUIN.....Clarence L. Bauer  
 Portland, KGW.....Abe Bereovitz  
 KEX.....George Bruns  
 KWMJ.....John Clifton  
 KALE.....Alan Tilles  
 Roseburg, KRNR.....Max Dick

## Pennsylvania

New Kensington, WKPA.....Jack Craddock  
 Philadelphia, WIP.....Joseph Frassetto  
 WFL.....Felix Meyer  
 Pittsburgh, KDKA.....Bernie Armstrong  
 WCAE.....Baron Elliott  
 Reading, WEEU.....E. Lester Hoffmaster  
 Wilkes-Barre, WBRE.....Louis Savitt  
 York, WSAB.....Harold Shutz

## Rhode Island

Pawtucket, WPCT.....Arthur Paquette  
 Providence, WEAN.....Carl Tatz

## South Carolina

Charleston, WCSC.....Adrian Munzell  
 Columbia, WIN.....Charlotte Lide  
 Greenville, WMRC.....Merrilla Lewis  
 Florence, WOLS.....Raymond Caddell  
 Spartanburg, WSPA.....Hul Moore  
 Sumter, WFIG.....T. Doug Youngblood

## South Dakota

Pierre, KGFX.....Ida McNeil  
 Rapid City, KOTA.....John Simpson  
 Sioux Falls, KELO.....Beverly Kittelson  
 KSOO.....Beverly Kittelson

# MUSICAL DIRECTORS

## Tennessee

Bristol, WOPI.....Ernest Ford  
 Chattanooga, WAPO.....Frances Harley  
 WODD.....Arthur Plettner  
 WDFE.....Jean Van Arsdale  
 Knoxville, WNOX.....Jerry Collins  
 WROL.....Harry Nides  
 WBR.....James T. Pitts Jr.  
 Memphis, WMC.....Noel A. Gilbert  
 WREC.....Jesalyn Payne  
 Nashville, WLAC.....George F. Murff  
 WSM.....Beasley Smith

## Texas

Amarillo, KGNU.....Bernie Howell  
 Austin, KTBC.....Godfrey Connally  
 Beaumont, KRIC.....Virginia Moon  
 Brownwood, KBWD.....Pat Brinkley  
 Corpus Christi, KWBC.....Wimfred Clopton  
 Dallas, KRLD.....Hymen Charninsky  
 WFAA.....Karl Lambertz  
 WRR.....Jimmy Thornhill  
 Woot Worth, WBAP.....Gene Baugh  
 KFJZ.....Frances Kay  
 Harlingen, KGDS.....Steele McClanahan  
 Houston, KTRH.....Edward Fritsch  
 KPRC.....Fred Gibbons  
 Palestine, KNET.....Leland Adams  
 Pampa, KPDN.....Ken Bennett  
 Plainview, KVOP.....Joyce Taylor  
 Port Arthur, KPAC.....Walter LaForge Jr.  
 San Antonio, KABC.....Nola Reid  
 KMAC.....W. B. Smythe  
 Sweetwater, KXOX.....Zeb Williams  
 Weslaco, KRGV.....Dick Watkins  
 Wichita Falls, KWFT.....Lillie Mae Comiskey

## Utah

Logan, KVNU.....Claude Robbins  
 Ogden, KLO.....Max Penton  
 Salt Lake City, KSL.....Foster Cope  
 KALL.....Earl Donaldson  
 KDXL.....Eugene Jelesnik  
 KNAK.....Donald Penman  
 KUTA.....Wally Williams

## Virginia

Alexandria, WPIK.....William W. Jeffcray  
 Charlottesville, WCHV.....Jean Daughtrey  
 Covington, WKEY.....Al Duke  
 Fredericksburg, WFVA.....Harold Weiss  
 Norfolk, WTR.....Henry Cowles Whitehead  
 Petersburg, WSSV.....Jack Guller  
 Portsmouth, WSAP.....Lee Lively  
 Richmond, WMBG.....Kenneth G. Heine  
 WLEE.....Eleanor Morris  
 WRNL.....William Stell  
 Roanoke, WSLS.....Annabelle Chilton  
 WDBJ.....Eve Nininger  
 Winchester, WINC.....John Carl Morgan

## Washington

Aberdeen, KXRO.....G. L. Bailey  
 Bellingham, KVOS.....Jerome Oppel  
 Everett, KRKO.....Merlin Matheny  
 Pullman, KWSC.....Robert Spratun  
 Seattle, KRSC.....Ted Bell  
 KIRO.....Max Dohn  
 KTW.....Mrs. C. R. Foss  
 KXA.....Frances Martin  
 Spokane, KHQ.....Anthony A. Pinski Jr.  
 KGA.....Anthony A. Pinski Jr.  
 Tacoma, KTBI.....Bill Barry  
 KVI.....Harry Long  
 KMO.....Clementine Waclus  
 Wenatchee, KPQ.....Virginia Maus

Yakima, KIT.....Gene Hess  
 KTYW.....Betty Lou Jasper

## West Virginia

Beckley, KJLS.....Fred J. Schultze  
 Bluefield, WHIS.....Barnes Nash  
 Charleston, WCKV.....Don Evans  
 WCHS.....Leah Perry Sioman  
 Huntington, WSAZ.....Thelma Jacobs  
 Morgantown, WAJR.....Richard Duncan  
 Parkersburg, WPAR.....Carl Loose  
 Welch, WBRW.....John Sinclair  
 Wheeling, WKWK.....Deen Brooks  
 WVVA.....Robert Nesbitt

## Wisconsin

Ashland, WATA.....Mary Jean Anno  
 Green Bay, WTAQ.....Clarence Edges  
 Janesville, WUJO.....Dorothy Alan  
 La Crosse, WKLB.....Russell Huber  
 Madison, WIBA.....Leon Persson  
 WHA.....Don Voegli  
 Milwaukee, WEMP.....Elmer Iurke  
 WTMJ.....Maurice Kipen  
 WISN.....Elmer Krebs  
 Oshkosh, WOSH.....Pep Babler  
 Racine, WRN.....Orson White  
 Rice Lake, WJMC.....Mike Shapiro

## Wyoming

Cheyenne, KFBC.....Larry Munson  
 Sheridan, KWYO.....Mel Hallock

## Alaska

Fairbanks, KFAR.....Rex Parrott

## CANADA

### Alberta

Calgary, CFAC.....Bruce Bristowe  
 Edmonton, CFRN.....G. M. Reid

### British Columbia

New Westminster, CKNW.....Ferdie Baglo  
 Vancouver, CJOR.....Walter Peters  
 CKMO.....Wilf Ray  
 Victoria, CJVI.....N. Nisbet

### New Brunswick

Moncton, CKCW.....H. Button

### Nova Scotia

Halifax, CHNS.....Richard L. Fry

### Ontario

Cornwall, CKSF.....Howard Bailly  
 Fort William, CKPR.....J. Friesen  
 Hamilton, CHML.....Roy Milne  
 Kenora, CJRL.....A. Lowe  
 Kirkland Lake, CJKL.....Jack Reid  
 London, CFPL.....Donald J. Wright  
 North Bay, CFCH.....Lou Mitchell  
 Orillia, CFOR.....June Seymore  
 Peterborough, CHEX.....Helen Hallihan  
 Timmins, CKGB.....Jack Reid  
 Toronto, CFRB.....Wishart Campbell  
 CKEY.....E. Houston  
 Wingham, CRNX.....Harold Victor Pym

### Quebec

Montreal, CBF.....Jean Beaudet  
 CBM.....J. J. Gagnier  
 Sorrel, CJSO.....George Codling

*Our*

## PROGRAM

is something tangible, something that your customer can see and feel. Something that will be remembered through constant association and reference. Something that will supplement your Radio Program and help people remember your name and buy your products.

We are printers of trade magazines, books and catalogs that will tell the story of your business in a manner in which it should be presented to your customers so they will remember your name and buy your products.

•

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

229 W. 28th STREET

NEW YORK 1, N. Y.

PEnnsylvania 6-4738

# PROGRAMS

*Commercially Sponsored*

•

*Title*

•

*Advertiser and Product*

•

*Network*

•

*Advertising Agency*

# Complete Listing of Major Networks — Commercial Programs of 1945

Following pages contains a complete listing of four national network commercial programs heard during the 12-month period ending Dec. 31, 1945. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, MBS and NBC. Abbreviations: PC, Pacific Coast. Where a change in agencies has taken place during the year both are listed with the second one being the new agency.

## A

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Abbott & Costello	R. J. Reynolds Tobacco Co. Camel Cig., Prince Albert Tobacco	NBC	Wm. Esty & Co.
The Abbott Mysteries	Helbros Watch Co. Watches	MBS	Wm. H. Weintraub & Co.
Abe Lincoln's Story	Wurlitzer Co. Musical Instruments	MBS	Schwimmer & Scott Chicago
Adventures of Bill Lance	Planters Nut & Choc. Co. Peanuts & Peanut Oil	NBC	Raymond R. Morgan Co.
Adventures of the Falcon	The American Safety Razor Corp. Gem Razor Blades	MBS	Federal Advt. Agency New York
Adventures of Ozzie & Harriet	International Silver Co. Sterling—1847 Rogers Bros. Silver	CBS	Young & Rubicam, Inc.
Adventures of Sherlock Holmes	The Petri Wine Co. Wine	MBS	Erwin Wasey & Co., Inc. San Francisco, Calif. Young & Rubicam, N. Y.
Adventure of Topper	General Foods Corp. Maxwell House Coffee	NBC	Benton & Bowles
The Alan Young Show	Bristol-Meyers Co. Sal Hapatrica, Mum, Trustay	ABC	Doherty, Clifford & Shenfield, Inc.
Albers Homemakers Hour	Albers Milling Co. Cereal Products	NBC	Erwin, Wasey & Co., Inc.
Alex Dreier	John Morrell & Co. Red Heart Dog Food	NBC	Henri Hurst & McDonald
Alex Dreier	Skelly Oil Co. Gas & Oil	NBC	Henri Hurst & McDonald

A. L. Alexander's Mediation Beard	Serutan Co. Serutan—Nutrex	MBS	Raymond Spector Co.
All American Boys' Baseball Game	Esquire, Inc., Chicago Coronet	ABC	Grant Advertising, N. Y.
All Star Football Game	Wilson Sporting Goods Co. Sporting Goods	MBS	Schwimmer & Scott Advt. Agency
Amanda	Sterling Drug Co., Inc. Phillips Toothpaste, Energine, Phillips M. of M. Tablets, Bayer	CBS	U. S. Advertising Chicago
American Album of Familiar Music	Sterling Drug Co., Inc. Bayer Aspirin	NBC	Dancer-Fitzgerald-Sample
American In the Air	Wm. Wrigley, Jr. Co. Chewing Gum	CBS	J. Walter Thompson Co.
American Melody Hour	Sterling Drug Co., Inc. Bayer Aspirin	CBS	Dancer-Fitzgerald-Sample
American Radio Warblers	American Bird Prods., Inc. Bird Food	MBS	Weston-Barnett, Inc. Chicago
American Red Cross Series	Joint Sponsorship	ABC	George M. Wessels Advertising Agency
American Rhapsody	Union Ice Co. All Products	CBS—PC	B. B. D. & O. Ruthrauff & Ryan
Americas' Town Meeting Of The Air	Readers Digest Assn., Inc. Lever Brothers Co.	ABC NBC	
Ames "N" Andy	RNSD		
Andre Bruuch, News	Curtis Candy Co. Butterfingers & Other Candy Prods.	CBS	C. L. Miller Chicago
Andrew Sisters' Show	Nash-Kelvinator Corp. Kelvinator Refrigerators	ABC	Geyer, Cornell & Newell, Inc.
Andrew Sisters, The	Nash-Kelvinator Corp. Nash Motor Cars & Kelvinator Refrig.	CBS	Geyer, Cornell & Newell, Inc.
Armstrong Theater of Today	Armstrong Cork Co. Armstrong Quaker Rugs, Linoleum Prods. & Floor Coverings	CBS	B. B. D. & O.
Art Baker News	Los Angeles Soap Co.	NBC	Raymond R. Morgan Co.
A Salute To The Civilian Soldier	Batavia Metal Prods. Co. Institutional	ABC	Evans Assoc., Inc.
The Aunt Jemima Show	Quaker Oats Co. Aunt Jemima Pancakes, Muffins, etc.	ABC	Sherman K. Ellis & Co., Inc.
Aunt Jenny	Lever Brothers Co. Spry	CBS	Ruthrauff & Ryan
Aunt Mary	Ben Hur Prods., Inc. Correa, S. Les, Extract	NBC	Foote-Cone & Belding

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Aunt Mary A Woman's Life	Safeway Stores, Inc. Lever Brothers Co. Swan Soap	NBC CBS	Ruthrauff & Ryan Foote-Crane & Belding
<b>B</b>			
The Baby Snooks Show	General Foods Corp. Jaroka Coffee	CBS	Young & Rubicam, Inc.
Backstage Wife	Sterling Drug Co. Drugs	NBC	Dancer-Fitzgerald-Sample
Bachelor's Children	Continental Baking Co. Wonder Bread & Hostess Cakes	CBS	Ted Bates, Inc.
Ballantine Show	P. Ballantine & Sons Ballantine Beer & Ale	CBS	J. Walter Thompson Co.
Barry Cameron	Manhattan Soap Co. Sweetheart Soap	NBC	Duane Jones Co.
Beautiful Music	John H. Breck, Inc. Breck Hair Shampoo	ABC	Charles Sheldon Advertising Agency
Benny Walker's Kitchen	Tillamook County Creamery Assn. Cheese	NBC	Botsford, Constantine & Gardner
Betty Crocker	General Mills, Inc. Flour & Cake Flour	NBC	Dancer-Fitzgerald-Sample
Betty Crocker	General Mills, Inc. "Gold Medal" Flour	ABC	Dancer-Fitzgerald-Sample
Betty Moore	Moore-Benjamin & Co. Paint	ABC	St. George & Keyes, Inc.
The Beulah Show	Louis-Howe Co. Lums	CBS	Roche, Williams & Cleary, Inc.
Big Sister	Lever Brothers Co. Rinso	CBS	Ruthrauff & Ryan
Big Town	Sterling Drug, Inc. Iodized Yeast	CBS	Pedler & Ryan, Inc.
Bill Haworth, News	Graves Laboratories Graves Cold Tablets & B-Complex Vitamins	CBS-PC	Donahue & Goe
Bill Henry, News	Johns-Manville Corp. Insulating Materials, Roofing & Brake Lining	CBS	J. Walter Thompson Co.
The Billie Burke Show	Lambert Co. Sterine Toilet Paper	CBS	Lamber & Feasley, Inc.
	Servel, Inc. Refrigerators & Air Conditioners		B. B. D. & O., Inc.



<b>Blind Date</b>	<b>Lehn &amp; Fink Prods.</b>	<b>ABC</b>	<b>Wm. Esty &amp; Co., Inc.</b>
<b>Blondie</b>	Hinds Honey & Almond Cream Loton <b>Colgate-Palmolive-Peet</b> Super Suds	<b>CBS</b>	<b>Wm. Esty &amp; Co., Inc.</b>
<b>Bob Anderson</b>	<b>Mennen Co.</b>	<b>CBS—PC</b>	<b>Duane Jones</b>
<b>Bobby Hooley</b>	Lather Shave Cream Brushless Shave Cream <b>Pharmaco, Inc.</b> Cheez	<b>MBS</b>	<b>Clements Co., Inc., Phila.</b>
<b>Bob Burns</b>	<b>Lever Brothers Co.</b>	<b>NBC</b>	<b>Ruthrauff &amp; Ryan, Inc.</b>
<b>Bob Hope</b>	Lifeguard Soap <b>Pensodent Co.</b> Peppermint Toothpaste	<b>NBC</b>	<b>Foote-Cone &amp; Belding</b>
<b>Bob Nichols' Radio Parade</b>	<b>Fisher Flouring Mills, Inc.</b> Fisher's Cereal Products	<b>ABC—PC</b>	<b>Pacific National Advertising Agency</b>
<b>The Borden Show—(Jerry Wayne)</b>	<b>Borden Co.</b>	<b>ABC</b>	<b>Young &amp; Rubicam</b> <b>Kenyon &amp; Eckhardt</b> <b>John C. Dowd Co.</b>
<b>Boston Globe Luncheon</b>	<b>Boston Globe</b> Stencils	<b>MBS</b>	<b>Compton Advt., Inc.</b>
<b>Boston Symphony &amp; Pops</b>	<b>Allis-Chalmers Mfg. Co.</b> Institutional	<b>ABC</b>	<b>Maxon, Inc., N. Y.</b>
<b>Boxing Bouts</b>	<b>Gillette Safety Razor Co.</b> Safety Razors & Blades	<b>MBS</b>	<b>Morse International, New York</b> <b>Kenyon &amp; Eckhart, Inc.</b>
<b>Break The Bank</b>	<b>Vix Chemical Co.</b>	<b>ABC</b>	<b>Hutchens Advt. Co., Inc.</b>
<b>Breakfast At Sardis</b>	<b>Kellogg Co.</b> Kellogg's Pop Cereals	<b>ABC</b>	<b>J. Walter Thompson Co.</b>
<b>Breakfast Club</b>	<b>Philco Corp.</b> Infrasonics	<b>CBS</b>	<b>Young &amp; Rubicam, Inc.</b>
<b>Breakfast Club</b>	<b>Swift &amp; Co.</b> Any Swift Prod. acceptable to ABC	<b>ABC—PC</b>	<b>Rhoades &amp; Davis Advt.</b>
<b>Bright Horizon</b>	<b>Lever Brothers</b> Swan Soap	<b>ABC—PC</b>	<b>McCann-Erickson Co.</b>
<b>Buddy Twist</b>	<b>Denalan Co., Inc.</b> Denalan Tooth Powder	<b>CBC</b>	<b>Young &amp; Rubicam Co.</b>
<b>Buddy Twist</b>	<b>Soil-Off Mfg. Co.</b> Soil-Off	<b>NBC</b>	<b>Benton &amp; Bowles</b>
<b>Burns &amp; Allen Show</b>	<b>Lever Brothers Co.</b> Swan Soap		
<b>Burns &amp; Allen</b>	<b>General Foods Corp.</b> Maxwell House Coffee		

CBS World News	American Oil Co. Amoco Gas, Lubricants & Services	CBC	J. Joseph Katz Co.
CBS News of the World	The Hudson Coal Co. D & H Anthracite	CBC	Clements Co., Inc.
Cameron Andrews Comedy Show	P. Ballentine & Sons Ballantine Beer & Ale	CBC	J. Walter Thompson Co.
Canary Pet Shop	Hartz Mountain Prods. Bird Food	MBS	George H. Hartman Chicago
Can You Top This?	Colgate-Palmolive-Peet Co. Shave Cream	NBC	Ted Bates, Inc.
Captain Midnight	Wander Co. Oxaltine	MBS	Ruthrauff & Ryan Chicago
Captain Midnight	Wander Co. Oxaltine	ABC	Hill, Blackett & Co.
Carnation Contended	Carnation Co. Evaporated Milk	NBC	Erwin, Wasey & Co.
Carol Alcott, News	Campbell Soap Co. All Products	CBS-PC	Ward Wheelock Co.
Carton of Cheer	Brown & Williamson Tobacco Co. Raleigh & Kool Cigarettes	NBC	Russell M. Seeds
Cavalcade of America	E. I. DuPont de Nemours & Co. Institutional Insurance	NBC	B. B. D. & C., Inc.
Cedric Foster	Employees Group Insurance Co. Insurance	MBS	H. B. Humphrey Co. Boston
Charlotte Greenwood Show	Hall Brothers Hall-Mark Greeting Cards	ABC	Foote-Cone & Belding
Chesterfield Supper Club	Liggett & Myers Tobacco Co. Chesterfield Cigarettes	NBC	Newell-Emmett Co.
Christian Science Monitor View the News, The	Christian Science Pub Co. Christian Science Monitor	ABC	H. B. Humphrey Co.
Chuck Collins	Wash. Coop. Egg & Poultry Assn. Eggs & Poultry	NBC	Pacific Nat'l Advert. Agcy.
Charley McCarthy Show	Standard Brands, Inc. Chase & Sanborn Coffee	NBC	J. Walter Thompson Co.
Circle Arrow Show	Wester Auto Supply Co. Auto Accessories	NBC	Bruce B. Brewer & Co.
Cited for Valor	Brown & Haley Candy Co. Candy	NBC	Sonig-Cooper Co.

<b>Highways in Melody</b>	<b>Cities Service Co.</b> Petroleum Prods., Tires, etc.	<b>NBC</b>	<b>Foote-Cone &amp; Belding Donahue &amp; Coe, Inc.</b> N. Y.
<b>Cliff Edwards</b>	<b>Baumont Co.</b> Four Way Cold Tablets, Groves B-Complex	<b>MBS</b>	
<b>Club Time</b>	<b>Club Aluminum Prods. Co.</b> Aluminum Household Utensils	<b>ABC</b>	<b>Trade Development Corp.</b>
<b>Colgate Sports Newsreel</b>	<b>Colgate-Palmolive-Peet Co.</b> Shave Cream	<b>NBC</b>	<b>Sherman &amp; Marquette</b>
<b>Collins Calling</b>	<b>Wash. Coop. Farmers Assn.</b> Lynden Chicken Products	<b>ABC—PC</b>	<b>Pacific Nat'l Advt. Agency</b>
<b>Comedy Theatre</b>	<b>P. Lorillard Co.</b> Old Gold Cigarettes	<b>NBC</b>	<b>Lennen &amp; Mitchell, Inc.</b>
<b>Confidentially Yours With Arthur Hale</b>	<b>Richfield Oil Corp.</b> Oil & Gas	<b>MBS</b>	<b>Sherman &amp; Ellis Co. Hixon-O'Donnell Adv. Hixon-O'Donnell Adv.</b>
<b>Confidentially Yours With Arthur Hale</b>	<b>Sinclair Refining Co.</b> Oil & Gas	<b>MBS</b>	
<b>Continental Celebrity Club</b>	<b>Continental Can Co.</b> Institutional, Packaging, Plastic Prods	<b>CBS</b>	<b>B. B. D. &amp; C., Inc.</b>
<b>Corliss Archer</b>	<b>Anchor Hocking Glass Corp.</b> Anchor Glass, Fire King Oven Glass Prods	<b>CBS</b>	<b>Wm. H. Weintraub &amp; Co.</b>
<b>Coronet Front Page</b>	<b>Esquire, Inc.</b> Coronet Magazine	<b>ABC</b>	<b>Schwimmer &amp; Scott Adv.</b>
<b>Coronet Quick Quiz</b>	<b>Esquire, Inc.</b> Coronet Magazine	<b>ABC</b>	<b>Schwimmer &amp; Scott Adv.</b>
<b>Coronet Storyteller</b>	<b>Esquire, Inc.</b> Coronet Magazine	<b>ABC</b>	<b>Schwimmer &amp; Scott Adv.</b>
<b>Correction Please</b>	<b>Bristol-Myers, Inc.</b> Mint-Rub & Vitals	<b>NBC</b>	<b>Young &amp; Rubicam Co.</b>
<b>Cosmo Tune Time</b>	<b>Reichhold Chemicals, Inc.</b> Cosmo Records	<b>MBS</b>	<b>Grant Advt., Inc.</b> N. Y.
<b>Cotton Bowl Game</b>	<b>Gillette Safety Razor Co.</b> Safety Razors & Blades	<b>MBS</b>	<b>Maxon, Inc.</b>
<b>Counter-Spy</b>	<b>Pharma-Craft Corp.</b> "Fresh" (Deodorant)	<b>ABC</b>	<b>Young &amp; Rubicam Co.</b>
<b>County Fair</b>	<b>The Borden Co.</b> Milk & Ice Cream, Ham & Instant Coffee	<b>ABC</b>	<b>Kenyon &amp; Eckhardt, Inc.</b>
<b>County Fair</b>	<b>Borden Co.</b> All Products	<b>CBS</b>	<b>Kenyon &amp; Eckhardt, Inc.</b>
<b>Crime Doctor</b>	<b>Philip Morris &amp; Co., Ltd.</b> Philip Morris Cigarettes	<b>CBS</b>	<b>The Biow Co.</b>
<b>Crime Is My Pastime</b>	<b>Knox Co.</b> Cystex	<b>MBS</b>	<b>Raymond R. Morgan Co.</b>

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Crooked Square	Frank H. Lee, Inc. Lee Hats	MBS	Wm. H. Weintraub & Co.
Curtain Time	Mars, Inc. Candy Bars	ABC	Grant Advt., Inc.
Dale Carnegie	Frank H. Lee, Inc. Lee Hats	MBS	Bermingham, Castleman & Pierce Wm. H. Weintraub & Co.
Danny Kaye Show	Pabst Sales Co. Pabst Blue Ribbon Beer	CBS	Warwick & Legler, Inc.
Darts for Dough	Dr. Pepper Co. Dr. Pepper Carbonated Beverage	ABC	Tracy-Lockes Co., Inc. Texas
Date With Judy	Lewis-Howe Co. Tums	NBC	Roche, Williams & Cleary
Dave Vaile, News	Benruss Watch Co. Watches	CBS	Young & Rubicam Co.
David Harding—Counter-Spy	California Prune & Apricot Growers Assn. Sunsweet Prunes	CBS	Long Advert. Service
David Harum	Vicks Chemical Co. Air Prods	CBS	Morse International
Death Valley Sheriff	Day & Night Mfg. Co. Water Heats & Equip	CBS	Hixon-O'Donnell Adv.
Detect & Collect	Mail Pouch Tobacco Co. Tobacco	ABC	Walker & Downing
Detect & Collect	B. T. Babbitt Bah-O Cleaner	NBC	Duane, Jones Co.
Detroit Bible Class	Pacific Coast Borax Co. Borax, Boraxo, 20 Mule Team Borax	CBS	McCann-Erickson, Inc.
Detroit Symphony Orch.	P. Lorillard Old Cold Cigarettes	CBS	Lennen & Mitchell, Inc.
Dick Brown—Singer	B. F. Goodrich & Co. Tires & Other Items	ABC	B. B. D. & O., Inc.
Dick Haymes Show, The	Radio Bible Class Religious Talk	MBS	Stanley G. Boynton Detroit
	Reichhold Chemicals, Inc. Institutional	MBS	Grant Advt., Inc. New York
	Form-Fit Co. Foundation Garments	MBS	Buchanan & Co. Chicago
	Electric Auto-Lite Co. Spark Plugs, Batteries, Ignition Systems Accessories	CBS	Ruthrauff & Ryan

<b>Dick Tracy</b>	Sweets Co. of America Tootsie—V-M	ABC	Ivey & Ellington, Inc.
<b>Dinah Shore's Open House</b>	General Foods Corp. Birdseye Frosted Foods	NBC	Young & Rubicam Co.
<b>Dr.'s Talk It Over. The</b>	The American Cyanamid Co. Pharmaceuticals & Biologicals	ABC	Hazard Advt. Co.
<b>Dr. Fights, The</b>	Schenley Labs., Inc. Penicillin	CBS	The Biow Co., Inc.
<b>Don Gardiner</b>	Serutan Co. Serutan-Nutrex	ABC	Grant Advertising, Inc.
<b>Don't You Believe It?</b>	Campana Sales Corp. Ali Products	CBS	Wallace-Ferry-Hanley
<b>Don Voorhees Orch.</b>	Chemicals, Inc. Vana Household Cleaner	CBS	Garfield & Guild
<b>Double Or Nothing</b>	Chrysler Corp. Motor Cars	CBS	Ruthrauff & Ryan, Inc.
<b>D &amp; H Miners</b>	Pharmoco, Inc. Feen-a-mint & Chooz	MBS	Wm. Esty & Co. Ruthrauff & Ryan, Inc.
<b>Dreen Show, The</b>	Hudson Coal Co. Coal	NBC	Clements Co.
<b>Drew Pearson</b>	Procter & Gamble Co. Dreen & Drefit	NBC	Kastor-Farrell-Chesley & Clifford
<b>Drew Pearson</b>	Serutan Co. Serutan-Nutrex	ABC	Grant Advertising Co.
<b>Dr. Christian</b>	Frank H. Lee Co. Men's Hats	ABC	Wm. H. Weintraub & Co.
<b>Dr. I. Q.</b>	Chesebrough Mfg. Co. Vaseline Preparations	CBS	McCann-Erickson, Inc.
<b>Dr. Kate</b>	Mars, Inc. Candy	NBC	Grant Advt., Inc.
<b>Dr. Paul</b>	Sperry Flour Co. Dried Snow Flour	NBC	Knox-Reeves Adv., Inc.
<b>Dr. Wallace Sterling</b>	Safeway Stores, Inc. Dutch Mill Cheese	NBC	Ruthrauff & Ryan
<b>Duffy's Tavern</b>	Day & Night Mfg. Co. Warrior Healers & Equip	CBS—PC	Hixon-O'Donnell Adv.
<b>Dunninger</b>	Kelite Prods., Inc. Keru Cleaner	CBS	Little & Co.
	Bristol-Myers, Inc. Mint Rub & Vitals	NBC	Young & Rubicam Co.
	Lever Brothers Co. Rinso	NBC	Ruthrauff & Ryan, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Durante & Moore Show	R. J. Reynolds Tobacco Co. Camel Cigarettes United Drug Co. Drugs	CBS CBS	Wm. Esty & Co., Inc. N. W. Ayer & Son
Earl Goodwin	Hastings Mfg. Co. Pistol Rings Casite	ABC	Keeling & Co., Inc.
Earl Wilson	National Board of Fire Underwriters Fire Insurance	ABC	MacFarland & Aveyard
Early American Dance Music	General Cigar Co. White Owl Cigars	MBS	J. Walter Thompson Co.
Easy Aces	Ford Motor Co. Ford Motors	ABC	J. Walter Thompson Co.
East-West Football Game	American Home Prod. Corp. Anacin	CBS	Dancer-Fitzgerald-Sample
Eddie Bracken Show	Gillette Safety Razor Co. Safety Razors & Blades	MBS	Maxon, Inc.
Eddie Cantor Show	Standard Brands Inc. Yeast, Mergerine	NBC	Kenyon & Eckhardt
Edward Jorgenson	Bristol-Meyers Inc. Salt Hepatica, Trushay	NBC	Young & Rubicam Co.
Edward R. Murrow	Wash. State Apple Commission Apples	ABC-PC	J. Walter Thompson Co.
Ed Wynn Show, The	American Oil Co. Amoco Gas, Lubricants, Services	CBS	Joseph Katz Co.
Electric Hour, The	Pan American Petroleum Corp. Petroleum Products	CBS	Fitzgerald Adv. Age
Electric Summer Hour, The	Johnson & Johnson Rec. Cross Div. 327, Surgical Dressing	CBS	Young & Rubicam Co.
Elgin Thanksgiving Show	Borden Company Milk & Ice Cream, Hemo & Instant Coffee	ABC	Young & Rubicam Co.
Elgin Christmas Show	The Electric Co. Advt. Program Institutional	CBS	N. W. Ayer & Son
	The Electric Co. Advt. Program Institutional	CBS	N. W. Ayer & Son
	Elgin Nat'l Watch Co Institutional	CBS	J. Walter Thompson Co.
	Elgin Nat'l Watch Co. Institutional	CBS	J. Walter Thompson Co.

Ellery Queen	American Home Prod. Corp. Anacin	CBS	Dancer-Fitzgerald-Sample
Ellery Queen	Emerson Drug Co. Bromo Seltzer	NBC	McCann-Erickson
Elmer Peterson	Planters Nut & Choc. Co. Peanuts and Peanut Oil	NBC	Raymond R. Morgan Co.
Evening With Romberg	Brown & Williamson Tobacco Co. Raleigh & Kool Cigarettes	NBC	Russel M. Seeds Co.
Everything for the Boys	Electric Auto-Life Co. Automotive Products	NBC	Ruthrauff & Ryan
Exploring the Unknown	Revere Copper & Brass Co.	MBS	St. George & Keyes
<b>R</b>			
Falstaff Show, The	Falstaff Brewing Co. Beer	ABC	Dancer-Fitzgerald-Sample
Famous Jury Trials	Williamson Candy Co. Candy Bars	ABC	Aubrey, Moore & Wallace, Inc.
F. B. I. in Peace & War	Procter & Gamble Co. Lava	CBS	Biow Co., Inc.
Fibber McGee & Molly	S. C. Johnson & Son, Inc. Wax Products	NBC	Needham, Louis & Broby
First Line, The	Wm. Wrigley, Jr. Co. Chewing Gum	CBS	Arthur Mayerhoff & Co.
First Nighter	Campana Sales Co. Air Products	CBS	Wallace-Ferry-Hanley
Fishing and Hunting Club of the Air, The	Mail Pouch Tobacco Co. Tobacco	ABC	Walker & Downing
Fitch Bandwagon	F. W. Fitch Co. Shampoo, Hair Tonic	NBC	L. W. Ramsey Co.
Fleetwood Lawton	Whitehall Pharmalco Co. Anacin	NBC	J. Walter Thompson Co.
Football Games	United States Army Recruiting	ABC	N. W. Ayer & Son Co.
Ford Program—(Raymond Paige)	Ford Motor Company Ford Motors	ABC	J. Walter Thompson Co.
Ford Show, The	Ford Motor Co. Ford, Lincoln Zephyr	NBC	J. Walter Thompson Co.
Ford Show, The	Ford Motor Co.	CBS	J. Walter Thompson Co.
Ford Sunday Evening Hour	Ford Motor Co. Automobiles, Service & Parts	ABC	Kenyon & Eckhardt
Frances Langford Show	Standard Brands Inc. Clusia & Sanborn Coffee	NBC	J. Walter Thompson Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Frank Sinatra Show	Sales Builders Inc. Max Factor Cosmetics	CBS	Smith & Drum, Inc.
Frank Singiser	P. Lorillard Co. Old Gold Cigarettes	CBS	Lennen & Mitchell
Fred Allen	Sinclair Refining Co. Oil & Gasoline	MBS	Hixson-O'Donnell Adv.
Fred Waring Program, The	Standard Brands Inc. Tea, Margarine	NBC	J. Walter Thompson Co.
Freedom of Opportunity	Owens-Illinois Glass Co. Institutional	ABC	J. Walter Thompson Co.
Fresh Up Show, The	Mutual Benefit, Health & Accident Assn. Insurance	MBS	Arthur Meyerhoff & Co. Chicago
Friday on Broadway	Seven-Up Seven-Up	MBS	J. Walter Thompson Co.
Friendship Ranch	American Home Prod. Corp. Asacin	CBS	Dancer-Fitzgerald-Sample
Front Page Farrell	General Baking Co. Bond Bread	ABC	The Clements Co., Inc.
Fulton Lewis, Jr.	Whitehall Pharmacal Co. Bisodol & Kolydos Toothpaste	NBC	Dancer-Fitzgerald-Sample
Fun & Mirth With Eddie Mar	G. N. Coughlan Co. Soot Destroyer	MBS	Roche, Williams & Cleary
Furlough Fun	Signal Oil Co. Motor Oil & Gasoline	ABC	Barton A. Strebbs Ad. Agency
	Gilmore Oil Co. Oil & Gasoline	NBC	Ruthrauff & Ryan
Gabriel Heatter	R. B. Semler, Inc. Kreml Hair Tonic	MBS	Erwin Wasey & Co., Inc.
	Zonite Products Corp Forhan's Toothpaste	MBS	Erwin Wasey & Co., Inc.
	Barbasol Co. Barbasol		Erwin Wasey & Co., Inc.
Galen Drake	William H. Wise & Co., Inc. Various Publications	ABC	Huber Hoge & Son
Gangbusters	Dr. S. Sloan Sloan's Liniment	ABC	Warwick & Ledger, Inc.
	L. E. Waterman Co. Fountain Pens, Pencils & Ink	ABC	Charles Dallas Reach Co.



<b>Garden Gate</b>	<b>Ferry-Morse Seed Co.</b> Seeds	CBS	MacManus, John & Adams, Inc.
<b>Gay Mrs. Featherstone</b>	<b>Brown &amp; Williamson Tob. Co.</b> Raleigh & Kool Cigarettes	NBC	Russell M. Seeds
<b>GE House Party</b>	<b>General Electric Co.</b> Household Appliances	CBS	Young & Rubicam Co.
<b>Gene Autry Show</b>	<b>Wm. Wrigley, Jr. Co.</b> Chewing Gum	CBS	Ruthrauff & Ryan, Inc.
<b>General Motors Symphony of the Air</b>	<b>General Motors Inc.</b> Institutional	NBC	Arthur Kudner
<b>George Hicks</b>	<b>Scripto Mfg. Co.</b> Pencils	ABC	Tucker Wayne & Co.
<b>Gillette Fights</b>	<b>Gillette Safety Razor Co.</b> Safety Razors, Blades, Brushless & Leather Cream	ABC	Maxon, Inc.
<b>Gil Martin</b>	<b>Kellogg Co.</b> Gro-Pup, Raisin Bran Flakes	ABC	Kenyon & Eckhardt, Inc.
<b>Ginny Simms Show, The</b>	<b>Borden Co.</b> All Products	CBS	Young & Rubicam Co.
<b>Give &amp; Take</b>	<b>Chef Boy-Ar-Dee Quality Foods</b> Spaghetti Dinner	CBS	McJunkin Adv. Co.
<b>Glamour Manor</b>	<b>Procter &amp; Gamble Co.</b> Crisco & Ivory Snow	ABC	Compton Adv. (Crisco) Benton & Bowles (Ivory Snow)
<b>Gracie Fields</b>	<b>Bristol-Meyers Co.</b> Mum & Ipana	ABC	Doherty, Clifford & Shenfield, Inc.
<b>Graeme Fletcher</b>	<b>Campbell Cereal Co.</b> Cereals	NBC	Raymond R. Morgan Co.
	<b>Kerr Glass Mfg. Corp.</b> Glass Jars	NBC	Raymond R. Morgan Co.
	<b>Peter Paul Inc.</b> Mounds & Ten Crown Gum	NBC	Brisacher, Van Norden & Staff
<b>Grand Central Station</b>	<b>Pillsbury Mills, Inc.</b> Pillsbury's Best, Sno-Sheen & Pancake Flour	CBS	McCann-Erickson, Inc.
<b>Grand Hotel</b>	<b>Campana Sales Co.</b> Cosmetics & Toiletries	NBC	Wallace-Ferry-Hanley Co.
<b>Grand Ole Opry</b>	<b>Purina Mills</b> Purina Foods	NBC	Gardner Adv. Co.
	<b>R. J. Reynolds Tob. Co.</b> Prince Albert Smoking Tob	NBC	Wm. Esty & Co., Inc.
<b>Great Gildersleeve, The</b>	<b>Kraft Foods Co.</b> Parkay	NBC	Needham, Lewis & Brobby
<b>Great Moments in Music</b>	<b>Celanese Corp. of America</b> All Products	CBS	Young & Rubicam Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
<b>Greenfield Chapel Service</b>	<b>Ford Motor Co.</b> Ford Motors	ABC	J. Walter Thompson Co.
<b>Guiding Light</b>	<b>General Mills Inc.</b> Betty Crocker Soups, Wheaties	NBC	Knox-Reeves
<b>Guy Lombardo &amp; His Royal Canadians</b>	<b>Larus &amp; Brother Co., Inc.</b> Chelsea Cigarettes & Edgeworth Tobacco	ABC	Warwick & Ledger, Inc.
<b>H</b>			
<b>Hal MacIntyre &amp; Orchestra</b>	<b>Eversharp Inc.</b> Pens & Pencils	ABC	The Biow Co.
<b>Happy Island</b>	<b>Borden Company</b> Milk & Ice Cream, Hemo & Instant Coffee	ABC	Young & Rubicam Co.
<b>Harry W. Flannery</b>	<b>Bekins Van &amp; Storage Co.</b> Storage	CBS-PC	Brooks Adv. Agency
<b>Harry James</b>	<b>Pabst Sales Co.</b> Pabst Blue-Ribbon Beer	CBS	Warwick & Ledger, Inc.
<b>Harvest of Stars</b>	<b>Internat'l Harvester Co.</b> Motor Trucks & Farm Mach.	NBC	McCann-Erickson, Inc.
<b>Hawthorne House</b>	<b>Guittard Chocolate Co.</b> Guittard Ground Chocolate	ABC	Garfield & Guild Adv.
<b>Hedda Hopper's Hollywood</b>	<b>Armour &amp; Co.</b> Treet Vitalex & Other Products	ABC	Foote, Cone & Belding
<b>Hedda Hopper's Hollywood</b>	<b>Armour &amp; Co.</b> Treet, Lard, Clavberibom Dairy Products	CBS	Foote, Cone & Belding
<b>Heidt Time for Hires</b>	<b>Charles E. Hires Co.</b> Hires Root Beer	ABC	N. W. Ayer & Son, Inc.
<b>Hello Sweetheart</b>	<b>Gum Laboratories</b> Ivoryne Peroxide Chewing Gum	ABC	McJunkin Adv. Co.
<b>Henry Gladstone</b>	<b>General Cigar Co.</b> White Owl Cigars	MBS	J. Walter Thompson Co.
<b>Here Comes Elmer</b>	<b>Lewis-Howe Co.</b> Tums	CBS	Roche, Williams & Cleary
<b>Here's to Romance</b>	<b>Bourjois, Inc.</b> Cosmetics & Perfumes	CBS	Foote, Cone & Belding
<b>Hires Icebox Follies</b>	<b>Charles E. Hires Co.</b> Hires Root Beer	ABC	N. W. Ayer & Son, Inc.
<b>His Honor the Barber</b>	<b>P. Ballentine &amp; Sons</b> Beer & Ale	NBC	J. Walter Thompson Co.
<b>Hoagy Carmichael Show</b>	<b>Table Products Inc.</b> NuMade Maycmaise	NBC	Foote, Cone & Belding

Hobby Lobby	Anchor Hocking Glass Corp. Anchor Glass, Fire King, Oven-glass Products	CBS	Wm. H. Weintraub & Co.
Hollywood Mystery Time	Jergens Co.	ABC	Lennen & Mitchell Co.
Hollywood Preview	Jergens Lot on, Woodbury Soap & Face Powder General Petroleum Corp. of Calif.	CBS-PC	Smith & Drum, Inc.
Hollywood Radio Life	All Products Chemicals Inc. Varo	ABC-PC	Garfield & Guild Co.
Hookey Hall	Pharmaco, Inc. Chooz	MBS	Clements Co.
Hop Harrigan	General Foods Corp. Grapenuts Flakes	ABC	Young & Rubicam Inc.
Hour of Charm	General Electric Co. GE Mazda Lamps	NBC	B. B. D. & O., Inc.
House of Mystery	General Foods Corp. Post Toasties	MBS	Benton & Bowles, Inc.
Human Adventure, The	Revere Copper & Brass Inc. Institutional	MBS	St. Georges & Keyes
Hymns of All Churches	General Mills Inc. Cheerios & Kix	ABC	Dancer-Fitzgerald-Sample
Hymns of All Churches	General Mills Inc. Cake Flour	NBC	Dancer-Fitzgerald-Sample
Ice Follies	Shipstad & Johnson Institutional	MBS	Smith, Bull & McCreery Hollywood
Ilka Chase	Berkshire Knitting Mills Full Fashioned Stockings	MBS	Geyer, Cornell & Newell, Inc.
Information Please	H. J. Heinz Co. Heinz Foods	NBC	Maxon, Inc.
Inner Sanctum	Socony-Vacuum Oil Co. Oil	NBC	Compton Adv. Inc.
Inside of Sports	Lever Bros. Co. Lipton's Tea & Soup	CBS	Young & Rubicam, Inc.
Island Venture	Baynuk Cigars, Inc. Phillies Cigars	MBS	Ivey & Ellington Neal D. Ivey
It Pays to Be Ignorant	Wm. Wrigley, Jr. Co. Chewing Gum	CBS	Arthur Meyerhoff & Co.
I Was There	Philip Morris Co., Ltd. Philip Morris Cigarettes	CBS	The Biow Co.
	Hunt Packing Co. Tomato Juice & All Products	CBS	The Biow Co. Young & Rubicam, Inc.

PROGRAM

ADVERTISER AND PRODUCT

NETWORK

ADVERTISING AGENCY

Jack Armstrong	General Mills Wheaties	ABC	Knox Reeves Adv., Inc.
Jack Benny	American Tobacco Co. Lucky Strike Cigarettes	NBC	Ruthrauff & Ryan
Jack Betch	The Prudential Ins. Co. Insurance	ABC	Benton & Bowles, Inc.
Jack Carson Show, The	Campbell Soup Co. All Products	CBS	Foote, Cone & Belding Ward Wheelock
Jack Kirkwood Show, The	Procter & Gamble Co. Ivory Soap, Oxydol	CBS	Compton Advt., Inc.
Jack Smith Show, The	Procter & Gamble Co. Oxydol	CBS	Dancer-Fitzgerald-Sample
James Abbe Observes	Fisher Flouring Mills Inc. Fisher's Cereal Products	ABC-PC	Pacific Nat'l Adv. Agy.
James Abbe Pictures the News	Fisher Flouring Mills Inc. Cereals & Flour	NBC	Pacific Nat'l Adv. Agy.
Jergens Summer Edition	Andrew Jergens Co. Lotion, Woodbury Soap & Face Powder	ABC	Lennen & Mitchell, Inc.
Jerry Cooper	Miss Swank, Inc. Miss Swank Slips	MBS	Hirshon-Garfield, Inc. Wm. H. Weintraub & Co.
Jerry Wayne Show	The Borden Co. All Products	CBS	Young & Rubicam, Inc.
Jimmie Fidler	Carter Products Inc. Arrid	ABC	Small & Seiffer, Inc.
Jimmy Carroll Sings	E. R. Squibb & Sons Toothpowder, Dental Cream, Pharmaceutical Products	CBS	Geyer, Cornell & Newell
Joe E. Brown—Stop Or Go	McKesson & Robbins, Inc. M & R Products	ABC	J. D. Tarcher & Co.
John B. Kennedy	Harvel Watch Co. Watches	ABC	A. W. Lewin Co.
John J. Anthony	Carter Products, Inc. Carter's Little Liver Pills	MBS	Ted Bates, Inc.
Johnny Morgan Show	P. Ballantine & Sons Ballantine Beer & Ale	CBS	J. Walter Thompson Co.
John W. Vandercook	Beat Foods, Inc. Nucoa Sentinel Radio Corp. Institutional	NBC	Benton & Bowles Evans Associates, Inc.

<b>Johnny Presents</b>	<b>General Motors Corp.</b> Oldsmobile	NBC	<b>D. V. Brothier &amp; Co., Inc.</b>
<b>Joseph C. Harsch</b>	<b>Philip Morris &amp; Co., Inc.</b> Cigarettes	NBC	<b>The Biow Co.</b>
<b>Joyce Jordan, M.D.</b>	<b>B. F. Goodrich Co.</b> Rubber Products	CBS	<b>B. B. D. &amp; O., Inc.</b>
<b>Joyce Jordan, M.D.</b>	<b>General Foods Corp.</b> Granenuts & Granenuts Wheatmeal	CBS	<b>Young &amp; Rubicam, Inc.</b>
<b>Judy Canova Show</b>	<b>Procter &amp; Gamble Co.</b> Dione & Driest	NBC	<b>Dancer-Fitzgerald-Sample</b>
<b>Just Entertainment</b>	<b>Colgate-Palmolive-Peet Co.</b> Soap & Toothpowder	NBC	<b>Ted Bates, Inc.</b>
<b>Just Plain Bill</b>	<b>Wm. Wrigley, Jr. Co.</b>	CBS	<b>J. Walter Thompson Co.</b> <b>Arthur Meyerhoff Co.</b>
	<b>Whitehall Pharmacal Co.</b> Anacin, Heet, Hills Cold Tablets	NBC	<b>Dancer-Fitzgerald-Sample</b>
<b>K</b>			
<b>Kaltenborn Edits the News</b>	<b>Pure Oil Co.</b> Oil & Gasoline	NBC	<b>Leo Burnett Co., Inc.</b>
<b>Kate Smith Hour</b>	<b>General Foods Corp.</b> Jello & Jello Puddings, Sanka	CBS	<b>Young &amp; Rubicam, Inc.</b>
<b>Kate Smith Songs</b>	<b>General Foods Corp.</b> Postum	CBS	<b>Young &amp; Rubicam, Inc.</b>
<b>Kate Smith Speaks</b>	<b>General Foods Corp.</b> Baker's Chocolate & Cocoa, Certo, Post-Tens, Bran Flakes, Post Raisin Bran, Swansdown, Calumet	CBS	<b>Young &amp; Rubicam, Inc.</b> <b>Benton &amp; Bowles</b>
<b>Kay Kyser's Kollege of Musical Knowledge</b>	<b>Colgate-Palmolive-Peet Co.</b> Soap & Dental Cream	NBC	<b>Ted Bates, Inc.</b>
<b>K. C. Jamboree</b>	<b>Jacques Mfg. Co.</b> K. C. Baking Powder	NBC	<b>Leo Burnett Co., Inc.</b>
<b>Keep Up With The World</b>	<b>Elgin National Watch Co.</b> Watches	ABC	<b>J. Walter Thompson Co.</b>
<b>Kellogg's Home Edition</b>	<b>Kellogg Co.</b> Gru-Pup, Raisin Bran Flakes	ABC	<b>Kenyon &amp; Eckhardt, Inc.</b>
<b>Kentucky Derby</b>	<b>Gillette Safety Razor Co.</b> Blades, Shaving Cream	CBS	<b>Maxon, Inc.</b>
<b>Knox Manning, News</b>	<b>McMohan Furniture Stores</b> Home Furnishings	CBS-PC	<b>M-C-M Adv Agency</b>
<b>Knox Manning Reports</b>	<b>S. W. Fine Foods, Inc.</b> Food & Coffee	CBS-PC	<b>Brisacher, Van Norden &amp; Staff</b>
<b>Kraft Music Hall</b>	<b>Kraft Foods Co.</b> Kraft Products	NBC	<b>J. Walter Thompson Co.</b>

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Ladies Be Seated	Quaker Oats Co. Aunt Jemima Pancakes, Muffets, etc.	ABC	Sherman & Ellis & Co., Inc.
Lanny & Ginger	Beaumont Co. Four-Way Cell Tablets Grove B-Complex	MBS	Donahue & Coe, Inc.
Layman's Views of the News	Sealy Mattress Co. Mattresses	NBC	Alvin Wilder Adv.
Leland Stowe	National Board of Fire Underwriters Fire Insurance	ABC	MacFarland & Aveyard & Co.
Letters to Lindlahr	Serutan Co. Scratch Nutrax	MBS	Raymond Spector Co. Grant Adv.
Let's Face the Issue	Chesapeake & Ohio Railway Co. Service	MBS	Kenyon & Eckhardt, Inc.
Let's Pretend	Cream of Wheat Corp. Cream of Wheat	CBS	B. B. D. & Co., Inc.
Let Yourself Go	Eversharp, Inc. Eversharp Pens, Pencils, Reatop Load	CBS	The Biow Co.
Life Can Be Beautiful	Procter & Gamble Co. Baby Soap Ties	CBS	Compton Adv., Inc.
Life of Riley	American Meat Institute Institutiona	ABC	Leo Burnett Co., Inc.
Life of Riley	Procter & Gamble Co. Teel	NBC	The Biow Co.
Light of the World	General Mills, Inc. Kitchen Tested Flour, Softballs, Etc., Etc.	CBS	Dancer-Fitzgerald-Sample
Listening Post, The	Curtis Publishing Co. Saturday Evening Post	ABC	MacFarland Aveyard & Co.
Little Betsy Ross Girl	Campana Sales Co. Sofitair Makeup	NBC	The Clements Co.
Lois Lang & Three Suns	Chatham Mfg. Co. Blarney's	ABC	The M. H. Hackett Co.
Lone Ranger	General Mills, Inc. Greenios	ABC	Dancer-Fitzgerald-Sample
Lora Lawton	B. Y. Babbitt, Inc. Bab-O Clacmer	NBC	Duane Jones Co.
Lorenzo Jones	Sterling Drug, Inc. Phillips, Bayer Aspirin	NBC	Dancer-Fitzgerald-Sample
Lowell Thomas	Sun Oil Co. Gas & Oil	NBC	Roche, Williams & Cleary
Lum 'n' Abner	Miles Laboratories, Inc. Alka-Seltzer & One-A-Day Vitamins	ABC	Wade Advertising Agency

Luncheon With Lopez	Stokely Bros. & Co. Tenderon, Van Camp Prods.	MBS	Calkins & Holden
Lutheran Hour	Lutheran's Laymen's League	MBS	Kelly, Zahndt & Kelly Gotham Adv. Co.
Lux Radio Theater	Lever Bros. Co. Lux Toilet Soap & Flakes	CBS	J. Walter Thompson Co.
Lynn Murray's Orch. & Chorus	E. R. Squibb & Sons Toothpowder, Dental Cream, Pharmaceutical Products	CBS	B. B. D. & O., Inc.
<b>M</b>			
Maisie	Eversharp, Inc. Eversharp Pens, Pencils, Radrop Lead	CBS	The Biow Co.
Major Bowes Red Cross Show	Chrysler Corp. Motor Cars	CBS	Ruthrauff & Ryan
Major Bowes Shower of Stars	Chrysler Corp. Motor Cars	CBS	Ruthrauff & Ryan
Man Ciled X, The	Lockheed Aircraft Corp. Transportation	ABC	Foote, Cone & Belding
Man Ciled X, The	Pepsodent Co. Toothpaste	NBC	Fcote, Cone & Belding
Manhattan Merry-Go-Round	Sterling Drug, Inc. Dr. Lynn's Toothpaste	NBC	Dancer-Fitzgerald-Sample
Ma Perkins	Procter & Gamble Co. Oxy-Iol	CBS	Dancer-Fitzgerald-Sample
Ma Perkins	Procter & Gamble Co. Oxyda	NBC	Dancer-Fitzgerald-Sample
March of Time	Time, Inc. Time Magazine	ABC	Young & Rubicam, Inc.
Mary Marlin	Standard Brands Inc. Fleischmann's Yeast	CBS	J. Walter Thompson Co.
Mary Small Revue	D. L. Clark Co. Candy	ABC	B. B. D. & O., Inc.
Matinee Theater	Vick Chemical Co. All Products	CBS	Morse International
Maxwell House Coffee Time	General Foods Corp. Maxwell House Coffee	NBC	Benton & Bowles
Mayor of the Town	Noxema Chemical Co. Noxema, Noxema Shave Cream	CBS	Ruthrauff & Ryan
Meet Margaret McDonald	Procter & Gamble Co. Creem	CBS	Compton Adv. Co., Inc.
Meet Me at Parky's	P. Lorillard Co. Old Gold Cigarettes	NBC	Lennen & Mitchell

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Meet the Missus	Participating Program	CBS—PC	
Meet Your Navy	<b>Raytheon Mfg. Co.</b> Radio Tubes, Electrical & Electronic Products	ABC	J. M. Mathes, Inc.
Memo for Tomorrow	<b>Conti Products, Inc.</b> Conti Shampoo & Soap	MBS	Bermingham Castleman & Picrce, Inc.
Men of Vision	<b>Bendix Aviation Corp.</b> Ail Products	CBS	Grant Adv., Inc.
Merry Life of Mary Christmas	<b>Lever Bros. Co.</b> Swan Soap	CBS	Young & Rubicam, Inc.
Metropolitan Opera	<b>The Texas Co.</b> Texaco Petroleum Products	ABC	Buchanan & Co., Inc.
Metropolitan Opera Presents	<b>Sherwin-Williams Co.</b> Paints	ABC	Watwick & Legler, Inc.
Miss Hattie	<b>Aluminum Co. of America</b> Institutional	ABC	Fuller & Smith & Ross, Inc.
Molle Mystery Theater	<b>Centaur Co.</b> Molle Shave Cream	NBC	Young & Rubicam, Inc.
Mommie & the Men	<b>Procter &amp; Gamble Co.</b> Ivory Soap	CBS	Compton Adv., Inc.
Money on the Line	<b>Safeway Stores, Inc.</b> Sunybrook Margarine	CBS—PC	McCann-Erickson, Inc.
Mr. District Attorney	<b>Coldstream Prods. Corp.</b> <b>Bristol-Meyers, Inc.</b> Vitalis & Ipana	NBC	Doherty, Clifford & Shentfield
Mr. Keen, Tracer of Lost Persons	<b>American Home Prods. Corp.</b> Kolyas Tooth Powder	CBS	Dancer-Fitzgerald-Sample
Mr. & Mrs. North	<b>Andrew Jergens Co.</b> Woodbury Soap	NBC	Lennen & Mitchell, Inc.
Murder Is My Hobby	<b>Knox Company</b> Meridaco	MBS	Raymond R. Morgan Co.
Murder Will Out	<b>Rainier Brewing Co.</b> Rainier Beer, Malt & Ale	ABC—PC	Buchanan & Co., Inc.
Musical Bouquet	<b>Pinaud, Inc.</b> Cosmetics	ABC	Dorland International Pettingill & Fenton, Inc.
Music America Loves Best	<b>Radio Corp. of America</b> Institutional	NBC	J. Walter Thompson Co.
Music of Andre Kostelanetz	<b>Chrysler Corp.</b> Motor Cars	CBS	Ruthrauff & Ryan
Music of Morton Gould	<b>Chrysler Corp.</b> Motor Cars	CBS	Ruthrauff & Ryan



<b>Mazic That Satisfies</b>	Liggitt & Myers Tobacco Co. Chesterfield Cigarettes	CBS	Newell-Emmett, Inc.
<b>My Best Girls</b>	Chummer Products Co. Energene	ABC	Young & Rubicam, Inc.
<b>Mystery in the Air</b>	R. J. Reynolds Tobacco Co Cameo Cigarettes	NBC	Wm. Esty & Co., Inc.
<b>My True Story</b>	Libby, McNeill & Libby Canned Goods	ABC	J. Walter Thompson Co.
<b>N</b>			
<b>National Barn Dance</b>	Miles Lab., Inc. Alka-Seltzer & Vitamins	NBC	Wade Advert. Agency
<b>National Farm &amp; Home Hour</b>	Alis-Chalmers Mfg. Co. Farm Equipment	NBC	Bert S. Gittins Adv.
<b>National Professional Football Championship Game</b>	Wilson Sporting Goods Co. Sporting Goods	ABC	U. S. Advt. Corp.
<b>Nebbs, The</b>	Knox Company Cystex	MBS	Raymond R. Morgan Co.
<b>Ned Calmer, News</b>	Parker Pen Co. Parker Pens, Pencils & Quink	CBS	J. Walter Thompson Co.
<b>Nelson Pringle, News</b>	General Mills, Inc. Wheaties	CBS—PC	Knox-Reeves Adv., Inc.
<b>News &amp; Betty Crocker</b>	Union Oil Co. Gas & Oil	CBS	Foote, Cone & Belding
<b>News of the World</b>	General Mills, Inc. Gold Medal Flour	ABC	Dancer, Fitzgerald & Sample
	F. W. Fitch Co. Shampoo, Hair Tonic	NBC	L. W. Ramsey Co.
	Miles Lab., Inc. Alka-Seltzer & Vitamins	NBC	Wade Advt. Agency
<b>News of the World With Robert St. John</b>	Miles Lab., Inc. Alka-Seltzer & Vitamins	NBC	Wade Advt. Agency
<b>News With Howard Petrie</b>	Seeman Brothers, Inc. Air-Wick	CBS	Wm. H. Weintraub & Co.
<b>N. Y. Philharmonic-Symphony</b>	U. S. Rubber Co. All Products	CBS	Campbell-Ewald Co., Inc.
<b>Night at Hoagy's</b>	Table Prods., Inc. Nu-Mace Mayonnaise	MBS	Foote, Cone & Belding
<b>Night Editor</b>	Safeway Stores, Inc. Edwards Coffee	NBC	Ruthrauff & Ryan
<b>Noah Webster Says</b>	Southern Cotton Oil Co. Wesson Oil & Snowdrift	NBC	Fitzgerald Advt., Co.

Okay for Release	Groves Lab., Inc. C-C Tablets & Vitamins	NBC	Russel M. Seeds Co.
Ona Munson in Hollywood	Barron-Grey Packing Co. Health Vegetable Juice	CBS—PC	Long Advt. Service
One Man's Family	Herman Basch & Co. Turf Processors	CBS	Kelly, Nason, Inc.
One Man's Family	Standard Brands, Inc. Royal Gelatin Desserts & Tender Leaf Tea	ABC	J. Walter Thompson Co.
One Woman's Opinion—Lisa Sergio	Standard Brands, Inc. Royal Desserts, Yeast	NBC	Alfred J. Silberstein
Opportunity Theater	Botany Worsteds Mills Botany Cosmetics	ABC	Bert Goldsmith, Inc.
Opry House Matinee	West Coast Soap Co. Pow-Pow Cleanser	NBC	Brisacher, Van Morden & Staff
Orange Bowl Football Game	Ralston-Purina Co. Cereal & Fruit Foods	MBS	Gardener Agency St. Louis
Orson Welles	Gillette Safety Razor Co. Blades & Shaving Cream	CBS	Maxon, Inc.
Our Gal Sunday	Lear, Inc. Reels & Recording Machines	ABC	Kudner Agency
	American Home Prods. Corp. Anacin	CBS	Dancer-Fitzgerald-Sample

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Paula Stone & Phil Brito	R. B. Semler, Inc. Kretz Har-Tonic	MBS	Erwin, Wasey & Co., Inc.
People Are Funny	Brown & Williamson Tobacco Co. Raleigh Cigarettes	NBC	Russell M. Seeds
Pepper Young's Family	Procter & Gamble Co. Camay	NBC	Dancer-Fitzgerald-Sample Pedlar & Ryan
Perry Mason	Procter & Gamble Co. Dreft-Spic & Span, Camay	CBS	Pedlar & Ryan
Phillip Murray	Congress of Industrial Orgs. CIO of America	ABC	Weltman & Pratt, Inc.
Pick & Pat	Miles Lab., Inc. Alka-Seltzer, 1-A-Day Vitamins	ABC	Wade Advt. Agency
Pick & Pat Time	Helbros Watch Co. Watches	ABC	Wm. H. Weintraub & Co.
Pictsweet News	Bozeman Candy Co. Pictsweet-Frozen Foods	MBS	Ruthrauff & Ryan

<b>Pilgrim Hour</b>	<b>Gospel Broadcasting Assn.</b> Evangelical Talks	NBC	<b>R. H. Alber Co.</b>
<b>Powder Box Theater</b>	<b>Bourjois, Inc.</b> Cosmetics & Perfumes	CBS	<b>Foote, Cone &amp; Belding</b>
<b>Portia Faces Life</b>	<b>General Foods Corp.</b> Cereals, Flour	NBC	<b>Young &amp; Rubicam, Inc.</b>
<b>Prudential Family Hour</b>	<b>Prudential Ins. Co. of Amer.</b> Insurance Services	CBS	<b>Benton &amp; Bowles, Inc.</b>

<b>Queen for a Day</b>	<b>Miles Labs., Inc. (15 min.)</b> <b>Procter &amp; Gamble (15 min.)</b>	MBS	<b>Wade Advt. Agency</b> <b>Compton Advt. Agency</b> <b>Wm. H. Weintraub &amp; Co.</b>
<b>Quick as a Flash</b>	<b>Helbros Watch Co.</b> Watches	MBS	
<b>Quiz Kids</b>	<b>Miles Labs., Inc.</b> Alka-Seltzer & 1-A-Day Vitamins	ABC	<b>Wade Advt. Agency</b>

<b>Radio Bible Class</b>	<b>Radio Bible Class</b> Religious Talks	MBS	<b>Stanley G. Boynton</b>
<b>Radio Hall of Fame &amp; Summer Hour</b>	<b>Philco Corp.</b> Racins & Refrigeration	ABC	<b>Hutchins Advt. Co., Inc.</b>
<b>Radio's Readers Digest</b>	<b>Campbell Soup Co.</b> Campbell Soups, A-1 Products	CBS	<b>Ward Wheelock Co.</b>
<b>Raleigh Room With Hildagarde</b>	<b>Brown &amp; Williamson Tobacco Co.</b> Raleigh & Kool Cigarettes	NBC	<b>Russell M. Seeds</b>
<b>Raymond Clapper</b>	<b>General Cigar Co.</b> White Owl Cigars	MBS	<b>J. Walter Thompson Co.</b>
<b>Raymond Gram Swing</b>	<b>General Cigar Co.</b> White Owl Cigars	MBS	<b>J. Walter Thompson Co.</b>
<b>Ray Noble's Orchestra</b>	<b>Sales Builders, Inc.</b> Max Factor Cosmetics	CBS	<b>Smith &amp; Drum, Inc.</b>
<b>RCA Show With Tommy Dorsey</b>	<b>RCA</b> Institutional	NBC	<b>J. Walter Thompson Co.</b>
<b>Real Stories From Real Life</b>	<b>Whitehall Pharmacal Co.</b> Anacin & Other Products	MBS	<b>Dancer-Fitzgerald-Sample</b>
<b>Red Skelton's Scrap Book</b>	<b>Brown &amp; Williamson Tobacco Co.</b> Raleigh & Kool Cigarettes	NBC	<b>Russel M. Seeds Co.</b>
<b>Relaxation in Music</b>	<b>Miss Swank, Inc.</b> Miss Swank Slips	MBS	<b>Hirshon-Garfied, Inc.</b> <b>Wm. H. Weintraub &amp; Co.</b>
<b>Remember Hour</b>	<b>Bekins Van &amp; Storage</b> Moving & Storage	ABC-PC	<b>A. E. Brooks Advt. Agency</b>

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Renfro Valley Folks	<b>Ballard &amp; Ballard</b> Ballard's Obeelisk Flour & Oil or Milling Prods.	CBS	Henri, Hurst & McDonald
Rensie's Radio Auction Gallery	<b>Rensie Watch Co.</b> Rensie Watches	MBS	Weiss & Geller, Inc.
Return of Nick Carter, The	<b>Lin-x (Formerly Acme White Lead &amp; Color Works)</b> Acme Paint & Lin-x	MBS	Henri, Hurst & McDonald
Rexville Roundup	<b>Groves Labs., Inc.</b> Cold Tablets & Vitamins	NBC	Russel M. Seeds
Rev. John E. Zoller	<b>Wesley Radio League</b> Religious Talks	MBS	Stanley G. Boynton
Rexall Summer Show	<b>United Drug Co.</b> Drugs	CBS	N. W. Ayer & Son
Richard Maxwell, Hymns You Love	<b>Serutan Co.</b> Serutan-Nutrex	MBS	Raymond Spector Co. Grant Advt.
Richfield Reporter	<b>Richfield Oil Corp.</b> Gas & Oil	NBC	Hixson-O'Donnel, Inc.
Right to Happiness	<b>Procter &amp; Gamble Co.</b> Ivory Soap	NBC	Compton Advt.
Riders of the Purple Sage	<b>Groves Lab., Inc.</b> Cold Tablets & B-Complex Vitamins	CBS	Russel M. Seeds Co.
Road Ahead, The Road of Life	<b>Alternating Sponsors</b> <b>Procter &amp; Gamble Co.</b> Duz	ABC NBC	Compton Advt. Agency
Road of Life	<b>Procter &amp; Gamble</b> Duz	CBS	Compton Advt. Agency
Robert St. John	<b>American Bakeries</b> Merita Breads, Cakes	NBC	Tucker-Wayne & Co.
Robert Trout, News	<b>Southern Bed Spring Co.</b> Beds & Bedding	CBS	Byrde-Richard & Pound
Rogue's Gallery	<b>Comptone Co.</b> Ocujens Sun Glasses	MBS	Joseph Katz Co.
Romance of Helen Trent, The	<b>Maryland Pharmacal Co.</b> Rem & Rel	CBS	L. W. Ramsey Co.
Romance, Rhythm & Ripley	<b>F. W. Fitch Co.</b> Fitch Shampoo	CBS	Dancer-Fitzgerald-Sample
	<b>American Home Prods. Corp</b> Bisodol, Kolynos	CBS	Foote, Cone & Belding
	<b>Bourjois &amp; Co.</b> Cosmetics & Perfumes	CBS	

<b>Ronson Xmas Musicade</b>	<b>Ronson Art Metal Works</b>	CBS	Cecil & Presbrey, Inc.
<b>Rosemary</b>	Ronson Lighter <b>Procter &amp; Gamble Co.</b>	NBC	Compton Advt. Agency
<b>Rosemary</b>	Ivory Flakes <b>Procter &amp; Gamble Co.</b>	CBS	Compton Advt. Agency
<b>Roy Rogers Show, The</b>	Ivory Flakes, Ivory Snow, White Laundry Soap <b>Goodyear Tire &amp; Rubber Co.</b>	MBS	Benton & Bowles, Inc. Young & Rubicam, Inc.
<b>Saint, The</b>	<b>Campbell Soup Co.</b>	CBS	Foote, Cone & Belding Ward Wheelock John Barnes & Assoc.
<b>Sam Balter &amp; the News</b>	All Products <b>Zukor's, Inc.</b>	ABC-PC	
<b>Sam Hayes, News</b>	Women's Dresses <b>Peter Paul, Inc.</b>	ABC-PC	Brisacher, Van Norden & Staff
<b>Sam Hayes</b>	Chocolatos, Charcoal Gum <b>Sperry Flour Co.</b>	NBC	Knox-Reeves Advt., Inc.
<b>Sammy Kaye's Sunday Serenade</b>	Wheaties <b>Raymond Labs., Inc.</b>	ABC	Roche, William & Cleary
<b>Sammy Kaye's Tangee Serenade</b>	Kayve Shampoo <b>George W. Luft Co.</b>	ABC	Warwick & Legler, Inc.
<b>Saturday Night Serenade</b>	Tangee Cosmetics <b>Pet Milk Sales Co.</b>	CBS	Gardner Advt. Co.
<b>Scramby Amby</b>	400-D Pet Milk <b>Manhattan Soap Co.</b>	ABC	Duane, Jones Co.
<b>Screen Guild Players</b>	Sweetheart Soap <b>Lady Esther, Ltd.</b>	CBS	Blow Co., Inc.
<b>Sealtest Village Store</b>	Cosmetics <b>Sealtest, Inc.</b>	NBC	McKee & Albright, Inc.
<b>Second Husband</b>	Ice Cream <b>Sterling Drug, Inc.</b>	CBS	Dancer-Fitzgerald-Sample
<b>Service to the Front</b>	Bayer Aspirin, Dr. Lyons Toothpowder <b>Wm. Wrigley, Jr. Co.</b>	CBS	Arthur Mayerhoff & Co.
<b>Shadow, The</b>	Chewing Gum <b>Carey Salt Co.</b>	MBS	McJunkin Advt. Co.
	Carey Salt <b>Delaware, Lackawanna &amp; Western Coal Co.</b>	MBS	Ruthrauff & Ryan, Inc.
	Blue Coal <b>Groves Labs., Inc.</b>	MBS	Russel M. Seeds Co., Inc.
	Fourway Cold Tablets, B-Complex Vitamins <b>Lin-x</b>	MBS	Henri, Hurst & McDonald
	Acme Paint & Lin-x		

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Sheriff, The	Pacific Coast Borax Co.	ABC	McCann-Erickson Co.
Silver Theater	Any Product Acceptable to ABC International Silver Co.	CBS	Young & Rubicam, Inc.
Sizing Up the News	Stirling & 1847 Rogers Brothers Silver Bayuk Cigars, Inc.	MBS	Ivey & Ellington Neal D. Ivey
Smilin' Ed McConnell	Phillies Cigars Brown Shoe Co.	NBC	Leo Burnett Co.
Smoke Dreams (C)	H. Fendrich, Inc.	ABC	Ruthrauff & Ryan
Soldier Who Came Home	Cigars Manhattan Soap Co.	NBC	Duane, Jones Co.
Solitaire Time	Sweatheart Soap Campana Sales Co.	NBC	The Clements Co.
Song of the Week	Solitaire Make-up Colonial Dames, Inc.	CBS	Abbott Kimbal Co., Inc.
Songs From Morton Downey	Cosmetics Coca-Cola Co.	ABC	D'Arcy Advt. Co., Inc.
Songs by Morton Downey	Coca-Cola Coca-Cola Co.	MBS	D'Arcy Advt. Co., Inc.
Spotlight Bands	Cora-Cola Coca-Cola Co.	ABC	D'Arcy Advt. Co., Inc.
Spotlight Bands	Coca-Cola Coca-Cola Co.	MBS	D'Arcy Advt. Co., Inc.
Stage Door Canteen	Coca-Cola Corn Prods. Refining Co.	CBS	C. L. Miller Co.
Standard Hour	Dextrase, Mazola & Other Prods Standard Oil of California	NBC	B. B. D. & O., Inc.
Standard School Broadcast	Institutional Standard Oil of Calif.	NBC	B. B. D. & O., Inc.
Starlight Serenade	Petroleum Products Conti Products, Inc.	MBS	Birmingham Castleman & Pierce
Star Playhouse	Contri Shampoo & Soap Procter & Gamble	NBC	Dancer-Fitzgerald-Sample
Starring Kurt Massey	Dreen & Drett Schutter Candy Co.	NBC	Schwimmer & Scott
Stars of the Future	Candy Bars Ford Motor Co.	ABC	J. Walter Thompson Co.
Stars Over Hollywood	Ford Motors Bowey's, Inc.	CBS	Sorensen & Co.
Steel Horizons	Darr.-Rich Prods Allegheny Ludlum Steel Corp. Institutional	MBS	Walker & Downing

<b>Steel Wages &amp; Prices</b>	<b>American Iron &amp; Steel Institute</b> Institutional	ABC	<b>B. B. D. &amp; O., Inc.</b>
<b>Stella Dallas</b>	<b>Sterling Drug Co.</b> Phillips Milk of Magnesia	NBC	<b>Dancer-Fitzgerald-Sample</b>
<b>Story of Sandra Martin</b>	<b>Miles California Co.</b> I-A-Day vitamins	CBS—PC	<b>Wade Advertising Agency</b>
<b>Story Teller, The</b>	<b>Yellow Cab Co.</b> Cab Service	CBS	<b>Rhodes &amp; Davis</b>
<b>Stradivari Orchestra, The</b>	<b>Prince Matchabelli, Inc.</b> Perfumes & Cosmetics	CBS	<b>Morse International</b>
<b>Stradivari Orchestra</b>	<b>Prince Matchabelli, Inc.</b> Perfumes	NBC	<b>Morse International</b>
<b>Strange Romance of Evelyn Winters, The</b>	<b>Manhattan Soap Co., Inc.</b> Sweetheart Soap	CBS	<b>Duane Jones Co.</b>
<b>Stuart Erwin Show</b>	<b>P. Ballantine Sons</b> Ballantine Beer & Ale	CBS	<b>J. Walter Thompson Co.</b>
<b>Sunday Evening Party</b>	<b>The Charles E. Hires Co.</b> Hires Root Beer	ABC	<b>N. W. Ayer &amp; Son, Inc.</b>
<b>Sunday on N-K Ranch</b>	<b>Nash-Kelvinator Corp.</b> Kelvinator Refrigerators	ABC	<b>Geyer, Cornell &amp; Newell, Inc.</b>
<b>Superman</b>	<b>Kellogg Co.</b> Kellogg's Pep	MBS	<b>Kenyon &amp; Eckhardt</b>
<b>Suspense</b>	<b>Roma Wine Co.</b> Roma Wines	CBS	<b>The Biow Co., Inc.</b>
<b>Sweetheart Time</b>	<b>Gum Labs., Inc.</b> Ivyvine Chewing Gum	MBS	<b>McJunkin Advt. Co.</b>
<b>Swing's the Thing</b>	<b>E. J. Brach &amp; Sons</b> Confectionery	MBS	<b>Hill, Blackett &amp; Co.</b>
<b>Symphony of the Americas</b>	<b>Reichhold Chemical Corp.</b> Institutional	MBS	<b>Grant Advertising, Inc.</b>
<b>T</b>			
<b>Take It Or Leave It</b>	<b>Eversharp, Inc.</b> Eversharp Pens, Pencils, Red Top Lead	CBS	<b>The Biow Co., Inc.</b>
<b>Take It Easy Time</b>	<b>Stokely Brothers &amp; Co., Inc.</b> Tenderoni & Other Van Camp Products	MBS	<b>Calkins &amp; Holding</b>
<b>Tangee Varieties</b>	<b>George W. Luft Co.</b> Tangee Cosmetics	ABC	<b>Warwick &amp; Legler, Inc.</b>
<b>Tangee Varieties</b>	<b>George W. Luft Co., Inc.</b> Tangee Cosmetics	MBS	<b>Warwick &amp; Legler, Inc.</b>
<b>Ted Malone</b>	<b>Westinghouse Electric Corp.</b> Institutional	ABC	<b>McCann-Erickson, Inc.</b>

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Teel Variety Hall	Procter & Gamble Co. Teel	NBC	The Biow Co., Inc.
Teentimers Club	Teentimers, Inc. Dresses	NBC	Buchanan & Co., Inc.
Telephone Hour	Bell Telephone System Telephone Service	NBC	N. W. Ayer & Sons
Tena & Tim	Gudahy Packing Co. Old Dutch Cleanser	CBS	Grant Advt., Inc.
Tennessee Jed	Ward Baking Co. Bread & Cake	ABC	J. Walter Thompson Co.
Ten Thousand Buffalos Terry & the Pirates	Food Machinery Corp. Quaker Oats Co.	ABC ABC	The Mayers Co. Sherman & Marquette, Inc.
Texaco Star Theater	Puffed Wheat & Rice Sparkles Texas Co.	CBS	Buchanan Co., Inc.
Textron Theater	Texaco Gas, Oil, Lubricants, Marine Service Stations Textron, Inc. Fabrics	CBS	J. Walter Thompson Co.
Thanks to the Yanks	R. J. Reynolds Tobacco Co. Camel Cigarettes	CBS	Wm. Esty & Co., Inc.
That Brewster Boy	Quaker Oats Co. Quaker Oats & Mothers Oats	CBS	Ruthrauff & Ryan
That's a Good Idea	Wilshire Oil Co. Motor Oil	CBS—PC	Dan B. Miner Co.
The Adventures of the Thin Man	Guillard Chocolate Co. Chocolates		Garfield & Guild
The Aldrich Family	General Foods Corp. Grapenuts & Grapenut's Flakes, Maxwell Coffee Post Toasties	CBS	Young & Rubicam Benton & Bowles, Inc.
These Are Our Men	General Foods Corp. Grapenuts & Grapenut Flakes & Postum Watches	CBS	Young & Rubicam, Inc.
Theater Guild on the Air	Parker Watch Co. Watches	NBC	Sterling Advt. Agency
Theater of Romance	U. S. Steel Corp. Institutional	ABC	B. B. D. & O., Inc.
This Is Helen Hayes	Colgate-Palmolive-Peet Co. Colgate Tooth Powder, Halo Shampoo	CBS	Sherman & Marquette
This Is My Best	Textron, Inc. Cotton Goods	MBS	J. Walter Thompson Co.
	Cresta Blanca Wine Co. Cresta Blanca Wine	CBS	B. B. D. & O., Inc.



<b>This Is My Story</b>	<b>"42" Products, Inc.</b>	<b>CBS—PC</b>	<b>Hillman-Shane-Breyer, Inc.</b>
<b>This Is Your F. B. I.</b>	Hair Oil & Other Products <b>Equitable Life Assurance Society</b> Insurance	<b>ABC</b>	<b>Warwick &amp; Legler, Inc.</b>
<b>This Moving World</b>	<b>Foster Milburn Co.</b> Deans Pills and Lemin <b>Iodent Chemical Co.</b> Iodent Toothpaste	<b>ABC—PC</b>	<b>Street &amp; Finney, Inc.</b>  <b>Duane Jones Co.</b>
<b>Those Websters</b>	<b>Quaker Oats Co.</b> Quaker Oats & Mothers Oats	<b>CBS</b>	<b>Ruthrauff &amp; Ryan</b>
<b>Those We Love</b>	<b>General Foods Corp.</b> Sanka Coffee	<b>NBC</b>	<b>Young &amp; Rubicam, Inc.</b>
<b>Time for Rolly Langley</b>	<b>Ferry-Morse Seed Co.</b> Seeds	<b>CBS—PC</b>	<b>MacManus, John &amp; Adams, Inc.</b>
<b>Time for Decision</b>	<b>Waltham Watch Co.</b> Waltham Time Pieces	<b>MBS</b>	<b>H. B. Humphrey Co.</b>
<b>Time Views the News</b>	<b>Welch Grape Juice Co.</b> Grape Juice, Jellies, Jams & Marmalades	<b>ABC</b>	<b>H. W. Kastor &amp; Sons</b>
<b>Tin Pan Alley of the Air</b>	<b>O' Cedar Corp.</b> Mops & Floor Polish	<b>NBC</b>	<b>Aubrey, Moore &amp; Wallace, Inc.</b>
<b>Toasties Time</b>	<b>Leaf Gum Co.</b> Chewing Gum	<b>CBS</b>	<b>Bozell &amp; Jacobs, Inc.</b>
<b>Tobe Reed</b>	<b>General Foods Corp.</b> Post Toasties	<b>CBS—PC</b>	<b>Benton &amp; Bowles, Inc.</b>  <b>Long Adv. Agency</b>
<b>Today's Children</b>	<b>Gallenkamp Stores Co.</b> Shoes	<b>NBC</b>	<b>Knox-Reeves</b>
<b>Tom Breneman's Breakfast in Hollywood</b>	<b>General Mills, Inc.</b> Bisquick	<b>ABC</b>	<b>Kenyon &amp; Eckhardt, Inc.</b>
<b>Tom Breneman's Highlights</b>	<b>Kellogg Co.</b> Kellogg's Pep		<b>Compton Adv., Inc.</b>
<b>Tom Harmon—All American Sports Editor</b>	<b>Procter &amp; Gamble Co.</b> Ivory Flakes	<b>ABC—PC</b> <b>MBS</b>	<b>Compton Adv., Inc.</b> <b>Emil Mogul Co., Inc.</b>
<b>Tom Mix &amp; His Ralston Straight Shooters</b>	<b>Clipper Craft Clothes</b> Clipper Craft Clothes	<b>MBS</b>	<b>Gardner Adv. Co.</b>
<b>Tommy Dorsey &amp; Orch.</b>	<b>Ralston Purina Co.</b> Cereal Foods	<b>NBC</b>	<b>J. Walter Thompson Co.</b>
<b>Tonight in Hollywood</b>	<b>Standard Brands, Inc.</b> Tea, Margarine	<b>CBS—PC</b>	<b>Lennen &amp; Mitchell, Inc.</b>
	<b>Andrew Jergens Co.</b> Jergens Lotion		

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Topics of Today—Dorothy Thompson	Clipper Craft Clothes Clipper Craft Clothes	MBS	Emil Mogul Co., Inc.
Top of the Evening—Ted Malone	Westinghouse Electric Co. Institutional	ABC	McCann-Erickson, Inc.
Trading Post	National Lead Co. Dutch Boy Paint	CBS—PC	Erwin, Wasey & Co. Honig-Cooper Co.
Treasure Hour of Song	Conti Products, Inc. Conti Shampoo & Soap	MBS	Birmingham, Castleman & Pierce, Inc.
Truman Bradley, News	Peter Paul, Inc. Candy Bars	CBS—PC	Brisacher, Van Norden & Staff McCann-Erickson, Inc.
Truth or Consequences	Soil-Off Mfg. Co. Cleaning Fluid	NBC	Ruthrauff & Ryan Compton Adv., Inc.
Try-N-Find-Me	Procter & Gamble Co. Daz	CBS	Kenyon & Eckhardt, Inc.
Twilight Concerts	Southern Cotton Oil Co. Wesson Oil, Snowdrift	MBS	Grant Adv., Inc.
Two on a Clue	Reichhold Chemicals, Inc. Institutional	CBS	Benton & Bowles, Inc. Young & Rubicam, Inc.
United Nations Forum	General Foods Corp. Maxwell House Coffee, Post Toasties, La France, Safina Postum	ABC—PC	Buchanan & Co.
Upton Close	Rainier Brewing Co. Beer, Malt & Ale	MBS	Leo Burnett Co., Inc.
Valiant Lady	Lumbermen's Mutual Casualty Co. Insurance	CBS	Dancer-Fitzgerald-Sample
Vic & Sade	General Mills, Inc. Cereals	CBS	Dancer-Fitzgerald-Sample
Victor Borge Show	Procter & Gamble Co. Oxydol	NBC	Needham, Louis & Brorby
Voice of Firestone	S. C. Johnson & Co. Wax Products	NBC	Sweeney & James Co.
Voice of Prophecy	Firestone Tire & Rubber Co. Tires & Tubes	MBS	Jack Parker & Assoc.
Voice of the Dairy Farmer	Voice of Prophecy Religious Talks American Dairy Assoc.	ABC—PC	Campbell-Mithun, Inc.

**Voice of the Dairy Farmer** American Dairy Assoc.  
Dairy Products

**Voice of the Moment** Industrial Management Corp.  
Insect-O-Blitz

**Vox-Pop** Emerson Drug Co.  
Bromo-Seltzer

**Walkie-Talkie** Fisher Flouring Mills, Inc.  
Fisher Cereal Products

**Walter Compton** Conti Products, Inc.  
Conti Shampoo & Soap

**Walter Winchell** Andrew Jergens Co.  
Jergens Lotion Woodbury Soap & Face Powder

**Waltz Time** Sterling Drug, Inc.  
Drugs

**Wayne King** American Tobacco Co.  
Lucky Strike Cigarettes

**Wednesday With You** Bristol-Meyers, Inc.  
Sal-Hipatica & Trushay

**Westinghouse Program** Westinghouse Elec. Corp.  
Institutional

**We the People** Gulf Oil Corp.  
Gas, Oil Lubricants

**What's Cookin'?** Chef-Boy-ardee Quality Foods, Inc.  
Spaghetti, Dinner & Other Foods

**What's Doin', Ladies?** Participating Program

**What's New With Norman Nesbitt** Signal Oil Co.  
Motor Oil & Gas

**What's the Name of That Song?** Knox Co.  
Cystex

**What's Your Idea?** Duffy-Mott Co., Inc.  
Apple Products & Sun-Sweet Pure Juice

**When a Girl Marries** General Foods Corp.  
Salt, Chloralate

**Which Is Which?** P. Lorillard Co.  
Old Gold Cigarettes

**Whistler, The** Signal Oil Co.  
Gas & Oil

NBC Campbell-Mithun, Inc.

CBS-PC Lockwood-Shackleford Co.

CBS McCann-Erickson, Inc.

ABC-PC Pacific Nat'l  
Advertising Agency  
Birmingham, Castleman & Pierce, Inc.

MBS Lennen & Mitchell, Inc.

ABC Dancer-Fitzgerald-Sample

NBC Ruthrauff & Ryan

NBC Young & Rubicam, Inc.

NBC McCann-Erickson, Inc.

CBS Young & Rubicam, Inc.

ABC McJunkin Advt. Co.

ABC-PC

ABC-PC Barton A. Stebbins Advt. Agency

MBS Raymond R. Morgan Co.

MBS Al Paul Lefton Co.

NBC Benton & Bowles, Inc.

CBS Lennen & Mitchell, Inc.

CBS-PC Barton A. Stebbins

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
William Lang, News	R. B. Semler, Inc. Krem! Hair Tonic	MBS	Erwin, Wasey & Co., Inc.
William L. Shirer	J. B. Williams Co. Shaving Cream & Shaving Products	CBS	J. Walter Thompson Co.
Woman of America, A	Procter & Gamble Co. Spic & Span	NBC	Dancer-Fitzgerald-Sample
Woman in White	General Mills, Inc. Wheaties	NBC	Knox-Reeves
Woody Herman Show, The	Wildroot Co., Inc. Wildroot Toilet Articles	ABC	B. B. D. & O., Inc.
World Front	Bunte Brothers Candy	NBC	Presba, Fellers & Presba
World News Today	Admiral Corp. Admiral Radios, Television Receivers	CBS	Cruttenden & Eger Advt.
World of Tomorrow	Bu-Tay Products Rain Drops Water Softener	ABC-PC	Glasser-Gailey & Co.
World Parade	W. A. Sheaffer Pen Co. Pens, Pencils, Ink	NBC	Russel M. Seeds
World Series	Gillette Safety Razor Co. Safety Razors & Blades	MBS	Maxon, Inc.
World Today, The	General Electric Co. Electronics Division	CBS	B. B. D. & O., Inc.
Young Dr. Malone	General Foods Corp. Post 40% Bran Flakes	CBS	Benton & Bowles, Inc.
Young People's Church of the Air	Procter & Gamble Co. Crisco	MBS	Compton Advt., Inc.
Young Widder Brown	Young People's Church of the Air Religious Talks	NBC	R. H. Alber Co. Ivey & Ellington, Inc. Erwin, Wasey Co. Dancer-Fitzgerald-Sample
Your America	Sterling Drug, Inc. Drugs	MBS	The Caples Co.
Your Hit Parade	Union Pacific Railroad Institutional	CBS	Foote, Cone & Belding
Your Land & Mine—Henry J. Taylor	American Tobacco Co. Lucky Strike Cigarettes	MBS	Kadner Agcy., Inc. Donahue & Coe, Inc.
Your Sunday News Extra	General Motors Groves Labs., Inc. Four-Way Cold Tablets, Defender-Vitamins	ABC	

# ORGANIZATIONS

*National Association of Broadcasters*

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*Radio Groups*

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*Personnel*

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*Unions*

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*Guilds*

# NATIONAL ASSOCIATION OF BROADCASTERS



**Headquarters: 1760 N—Street, N. W., Washington 6, D. C.**

## OFFICERS

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*Director of Broadcast  
Advertising*

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**Don E. Petty**  
*General Counsel*

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*Asst. Director Broadcast  
Advertising*

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*Director of Promotion and  
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*Director FM Dept.*

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*Asst. Director of Research*

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Director	District	States Comprising District
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George D. Coleman WGBI, Scranton, Pa.	3	Delaware, Pennsylvania, Maryland.
Campbell Arnoux WTAR, Norfolk, Va.	4	District of Columbia, North Carolina, South Carolina, Virginia, West Virginia.
F. W. Borton WQAM, Miami, Fla.	5	Alabama, Florida, Georgia, Puerto Rico.
Hoyt B. Wooten WREC, Memphis, Tenn.	6	Arkansas, Louisiana, Mississippi, Tennessee.
James D. Shouse WLW, Cincinnati, Ohio	7	Kentucky, Ohio.
John E. Fetzer WKZO, Kalamazoo, Mich.	8	Indiana, Michigan, excluding the counties of Ontonagon and Gogebic.
Leslie C. Johnson WHBF, Rock Island, Ill.	9	Illinois; Wisconsin, excluding the counties of LaCrosse, Monroe, Juneau, Adams, Marquette, Waushara, Portage, Wood, Jackson, Trempealeau, Buffalo, Pepin, Pierce, St. Croix, Dunn, Chippewa, Eau Claire, Clark, Marathon, Lincoln, Taylor, Rusk, Barron, Polk, Burnett, Washburn,

• • • **National Association of Broadcasters** • • •

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## 1945—1946

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One vacancy.

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**District 4**  
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**District 8**

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Lloyd C. Thomas, KGFV, Kearney, Nebraska.  
Earl W. Winger, WDOD, Chattanooga, Tenn., one vacancy.

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**District 7**

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**District 8**

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**District 9**

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**District 14**

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Gleen C. Shaw, KLX, Oakland, Calif.

**District 16**

Don McNamara, KFI, Los Angeles, Calif.

**District 17**

Ted Cooke, KOIN, Portland, Oregon.

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Ralph W. Hardy, KSL, Salt Lake City, Utah.

Elliott Stewart, WIBX, Utica, N. Y.

Clarence L. Menser, NBC, New York, N. Y.

Douglas Coulter, CBS, New York, N. Y.

One vacancy.

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### **District 5**

### **District 6**

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### **District 8**

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### **District 11**

C. T. Hagman, WTCN, Minneapolis, Minn.

### **District 12**

Robert D. Enoch, KTOX, Oklahoma City, Okla.

### **District 13**

Gene Cagle, KFJZ, Forth Worth, Tex.

### **District 14**

Walter E. Wagstaff, KIDO, Boise, Idaho.

### **District 15**

Arthur Westlund, KRE, Berkeley, Calif.

### **District 16**

R. B. Williams, KVOA, Tucson, Ariz.

### **District 17**

Verne Sawyer, KMO, Tacoma, Wash.

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Michael R. Hanna, WHCU, Ithaca, N. Y.

Phil Hoffman, KRNT, Des Moines, Iowa.

Harry C. Kopf, NBC, Chicago, Ill.

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W. Walter Tison, WBRC, Birmingham, Ala.

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Arthur Kirkham, KOIN, Portland, Oregon.

Karl Koerper, KMBC, Kansas City, Mo.

C. L. Thomas, KXOK, St. Louis, Mo.

Paul White, CBS, New York, N. Y.

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Marshall Pengra, KRNR, Roseburg, Oregon.

G. Richard Shafto, WIS, Columbia H. S. Carolina.

One vacancy.

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Dietrich Dirks, KTRI, Sioux City, Iowa.

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Dale L. Taylor, WENY, Elmira, N. Y.

Elmo S. Wilson, CBS, New York, N. Y.

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### **District 2**

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### **District 3**

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**District 4**

Henry V. Seay, WOL, Washington, D. C.

**District 5**

Thad Holt, WAPI, Birmingham, Ala.

**District 6**

F. C. Sowell, Jr., WLAC, Nashville, Tenn.

**District 7**

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**District 8**

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**District 9**

Joseph Raber, WMBD, Peoria, Ill.

**District 10**

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**District 11**

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**District 12**

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**District 13**

Bill Bennett, KXYZ, Houston, Tex.

**District 14**

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**District 15**

Clyde Coombs, KARM, Fresno, Calif.

**District 16**

J. Arch Morton, KNX, Los Angeles, Calif.

**District 17**

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Lincoln Dellar, KXOA, Sacramento, Calif.

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B. M. Middleton, WSYR, Syracuse, N. Y.

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Odin S. Ramsland, KDAL, Duluth, Minnesota.

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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 9**

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**District 10**

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**District 11**

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**District 12**

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**District 13**

B. A. Laurie, KNET, Palestine, Tex.

**District 14**

**District 15**

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**District 16**

Maurice A. Vroman, KPXM, San Bernardino, Calif.

**District 17**

C. O. Chatterton, KWLK, Longview, Wash.

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Monroe B. England, WBRK, Pittsfield, Mass.

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Robert T. Mason, WMRN, Marion, Ohio.

Glenn Marshall, Jr., WFOY, St. Augustine, Fla.

# NAB STANDARDS OF PRACTICE

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*Adopted by the BOARD, Aug. 7, 1945, Amended, Jan. 3, 1946*

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## FOREWORD

**B**ROADCASTING is dedicated to freedom of expression, limited only as prescribed by law and by considerations of decency and good taste.

The National Association of Broadcasters formulates and publishes the following Standards of Practice as a guide to assist the licensee in operating in the public interest.

Determination of what shall be broadcast rests entirely with the station licensee and this responsibility may not be delegated.

## Public Questions

Station licensees should provide time for the presentation of public questions. Such time should be allotted with due regard to the value and interest of the subject to the public.

## Treatment of Political and Public Question Broadcasts

Broadcasts designed for the presentation of political, economic, social or philosophic questions or the candidacy of any person for public office or a measure to be voted upon should be presented by straightforward statement appealing to intelligence and reason.

## News

News should be presented with fairness and accuracy and the station licensee should be satisfied that the arrangements made for obtaining news insure this result. News should not be selected for the purpose of furthering or hindering either side of any public question nor should it be colored by the opinions or desires of the station 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.

## 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 should 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 over-stimulate the child listener, or be prejudicial to sound character development. No advertising appeal which would encourage activities of a dangerous social nature should be permitted.

To establish acceptable and improving standards for children's programs, the National Association of Broadcasters will continuously engage in studies and consultation with parent and child study groups. The results of these studies will be made available for application to all children's programs.

### **Education**

While all radio programs possess some educative values, broadcasters should endeavor to assist specific educational efforts. In cooperation with educators and other appropriate groups, broadcasters should search for improving applications of radio as a medium of education.

### **Religion**

Broadcasting, which reaches men of all creeds and races simultaneously, should 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.

### **Commercial Programs and Length of Commercial Portion**

Acceptance of programs and announcements should be limited to products and services offered by individuals and firms engaged in legitimate commerce; whose products, services, advertising, testimonials and other statements comply with pertinent legal requirements, fair trade practices and accepted standards of good taste.

Brief handling of commercial copy is recommended procedure at all times, with special consideration being given to the effect on the listener of the manner of presentation.

Member stations should hold the length of the commercial portion, including that devoted to contests and offers, to the following number of minutes and seconds:

<i>Five minute programs</i> .....	<b>1:30</b>
<i>Five minute news programs</i> .....	<b>1:00</b>
<i>Ten minute programs</i> .....	<b>2:00</b>
<i>Fifteen minute programs</i> .....	<b>2:30</b>
<i>Twenty-five minute programs</i> .....	<b>2:45</b>
<i>Thirty minute programs</i> .....	<b>3:00</b>
<i>Sixty minute programs</i> .....	<b>6:00</b>

In participation programs, announcement programs, "Musical Clocks," shoppers guides and other programs of fifteen minutes or longer falling within these general classifications, the commercial portion should not exceed 20% of the total time utilized.

The 20% limitation does not apply when a fifteen minute or longer segment is sold to one sponsor. The commercial portion should then be the same as given in the table on page 905.

### **"Standards of Good Taste"**

The following are deemed to be generally unacceptable under these Standards of Practice:

1. Unfair attacks upon competitors, competing products, or upon other industries, professions or institutions.
2. Misleading statements of price or value or misleading comparisons of price or value.
3. Continuity which describes repellently any functions or symptomatic results of disturbances, or relief granted such disturbances through use of any product.
4. Cures and products claiming to cure.
5. Advertising statements or claims member stations know to be false, deceptive or grossly exaggerated.
6. Any remedy or other product the sale of which or the method of sale of which constitutes a violation of law.
7. Any spirituous or "hard" liquor.
8. Any fortune-telling, mind-reading, or character-reading, by hand-writing, numerology, palm-reading, or astrology, or advertising related thereto.
9. Schools that offer questionable or untrue promises of employment as inducements for enrollment.
10. Matrimonial agencies.
11. Offers of "home work" except by firms of unquestioned responsibility.
12. Any "dopester," tip-sheet or race track publications.
13. All forms of speculative finance. Before member stations accept any financial advertising, it should be fully ascertained that such advertising and such advertised services comply with all pertinent federal, state and local laws.

# 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

San Francisco: Theodore Hale, 315 Montgomery St.  
Hollywood: I. B. Kornblum, 6331 Hollywood Blvd.  
Chicago: Frank Darc, 720 Bittersweet Place. Phone, Wellington 6377  
Chorus Equity: 701 7th Ave., New York 19, N. Y.

### Advertising Federation of America

330 West 42nd St., New York, N. Y.  
BRyant 9-0430

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(The Columbus Dispatch, Columbus)  
Vice-President.....Robert N. Fuller  
(Ad Mgr., C & C. Merriam Co., Springfield, Mass.)  
Vice-President.....Rex Huguley  
(Oklahoma Paper Company, Oklahoma City)  
Vice-President.....Prudence Allured  
(Publisher, Manufacturing Confectioner, Chicago)  
Secretary.....Helen A. Cornelius  
(National Association of Broadcasters, Washington)  
Treasurer.....Robert S. Peare  
(Vice-President, General Electric Company,  
Schenectady)

#### DIRECTORS

Chairman of the Board: Joe M. Dawson, Chairman, Executive Committee, Geyer, Cornell & Newell, Inc., New York; Bruce Barton, President, Batten, Barton, Durstine & Osborn, Inc., New York; Elen G. Borton, Pres. & Gen. Mgr., Advertising Federation of America, New York; Franklin J. Cornwell, Adv. Mgr., Brown Shoe Company, St. Louis; Edward C. Donnelly, Jr., President, John Donnelly & Sons, Boston; Willard D. Erolf, Dir. Pub. Relations, Nat'l Assn. of Broadcasters, Washington; Karen Fladoos, Home Economics Director, Nash-Kelvinator Corporation, Detroit; Paul Garrett, V. P. & Dir. Public Relations, General Motors Corp., New York; Lester Hafemeister, Adv. Mgr., Weyenberg Shoe Mfg. Co., Milwaukee; Director of Special Services: Earle Pearson; Grover C. Kinney, President, Advertisers' Distributing Service, Denver; W. R. Laughlin, Wilhelm-Laughlin-Wilson and Associates, Houston; Forbes McKay, Associate Adv. Mgr., The Progressive Farmer, Birmingham; Henry Obermeyer, Asst. Vice-Pres. Consolidated Edison Co. of N. Y., Inc.; John H. Platt, Director of Advertising, Kraft Cheese Company, Chicago; Allan T. Freyer, Chairman, Morse International, Inc., New York; J. P. Seiberling, President, Seiberling Rubber Company, Akron; Paul N. Swaffield, Adv. Mgr., Hood Rubber Co., Inc., Watertown, Mass.; General Counsel: Charles E. Murphy, Attorney-at-Law, New York; Director, Bureau of Research and Education, Alfred T. Falk.

#### 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

11 West 42nd St., New York, N. Y.  
Circle 6-6106

### OFFICERS

Chairman . . . . .	Wm. G. Palmer
Treasurer . . . . .	Frederic R. Gamble
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

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Association Counsel . . . . .	McKercher & Link
Asst. Exec. Sec'y . . . . .	Harold Beckjorden
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Asst. Exec. Sec'y . . . . .	Richard Turnbull
Asst. Treasurer . . . . .	O. Karl Gieson
Director of Service . . . . .	L. W. MacKenzie

### 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 . . . . .	Edwin 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 . . . . .	Joseph P. Selly
Director of Organization . . . . .	Joseph F. Kehoe
Vice-President . . . . .	Dominick Panza
Vice-President . . . . .	Harold C. Taylor
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



# ORGANIZATIONS

## American Federation of Radio Artists (AFRA)

2 West 45th St., New York 19, 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  
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, Edward Arnold, Georgia Backus, Gunnar Back, Griff Barnett, Nellie Booth, Robert Bruce, Alan Bunce, Eddie Cantor, Andre Carlon, Kenneth Carpenter, Floyd Caton, Clayton Collyer, William T. Days, Jr., Robert Donley, Norman Field, William Gould, Ben Grauer, Cecil Hale, George Heller, Juano Hernandez, John B. Hughes, Charles Irving, House Jamison, Raymond Jones, Jay Jostyn, Carlton Kadell, Gratton Linn, Myron McCormick, Alex McKee, Sylvia Maguite, Edward J. Marr, Bert Metcalf, William L. Mezger, Ona Munson, Paul Nottings, Hal Nowell, Virginia Payne, Vincent Pelletier, Minerva Pious, Dick Powell, George A. Putnam, Quentin Reynolds, Kenneth Roberts, Earle Ross, Anne Scymur, Al Stracke, Kay Thompson, Lawrence Tibbett, Lou Tobin, Lucille Wall, Ned Wever, William Wright.

### BRANCH OFFICES

Chicago Local—203 North Wabash Ave., Chicago, Ill.; Raymond Jones, Executive Secretary; Phone, Franklin 4253

Los Angeles Local—6331 Hollywood Boulevard, Hollywood, Calif.; Claude McCue, Executive Secretary; Phone, Hillside 5125.

San Francisco Local—26 O'Farrell Street, San Francisco, California; Phone, Exbrook 6990, San Francisco, California.

Cincinnati Local—Box 14, Cincinnati, Ohio.

Detroit Local—82 West Montcalm St., Detroit, Mich.

St. Louis Local—4317 Lindell Blvd., St. Louis, Mo.

Miami Local—Box 8, Miami, Fla.

Cleveland Local—219 Chester-12th Bldg., Cleveland, Ohio.

Washington Local—P O Box No 269, Washington, D. C.

Pittsburgh Local—1124 Frick Bldg.

Other Locals located in: Atlanta, Ga.; Baltimore, Md.; Boston, Mass.; Bridgeport, Conn.; Charlotte, N. C.; Dallas, Tex.; Denver, Colo.; Fresno, Calif.; Grand Rapids, Mich.; Kansas City, Mo.; Lawrence, Mass.; Long Beach, Calif.; Louisville, Ky.; Manchester, N. H.; Philadelphia, Pa.; Racine, Wis.; Raleigh, N. C.; Rochester, N. Y.; San Bernardino, Calif.; San Diego, Calif.; San Jose, Calif.; Seattle, Wash.; Springfield, Mass.

## American Guild of Musical Artists, Inc. (A. F. L.)

2 W 45th St., New York 19, N. Y.  
Murray Hill 2-8407

### OFFICERS

President ..... Lawrence Tibbett  
1st Vice President ..... Richard Bonelli

2nd Vice President ..... Walter Golde  
3rd Vice President ..... Edward Harris  
4th Vice President ..... John Brownlee  
5th Vice President ..... Georgia Standing  
Recording Secretary ..... Elisabeth Hoepfel  
Treasurer ..... Frederick Jagel  
Counsel ..... Albert B. Gins

### BRANCH OFFICES

Los Angeles: J. B. Kornblum, 6331 Hollywood Blvd. Phone, Hillside 5121.

San Francisco: Theodore Hale, 315 Montgomery St. Phone, Exbrook 2770

Chicago: Evelyn Siegling, 25 E. Jackson Blvd. Phone, Webster 7462.

### FUNCTIONS

Labor union having jurisdiction over opera, concert, recital and ballet activities; branch of Associated Actors and Artists of America, affiliated with American Federation of Labor. A.G.M.A.'s 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.

## American Marketing Association Address Individual Officers

### OFFICERS

President ..... Lyman L. Hill  
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1st Vice-President ..... Phil W. Stewart  
(Stewart-Brown Assn)

2nd Vice-President ..... Robert T. Browne  
(Pillsbury Mills, Inc.)

Treasurer ..... Wilford White  
(Bureau of Foreign & Domestic Commerce)

Secretary ..... Harvey W. Huegy  
(University of Illinois)

Editor & Chief of AMA Publication ..... Charles F. Phillips  
(Bates College)

### DIRECTORS

Edgar Gault, University of Michigan; P. C. MacGowan, Firestone, Gerald B. Tallman, Mass. Institute of Technology; Ralph R. Butler, Kendall Mills; David Faville, Stanford University; Arthur Hurd, J. Walter Thompson Co.; Past President Donald M. Hobart, Curtis Publishing Co.

### 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.  
CA'edonia 5 2000

### OFFICERS

President ..... William C. Chandler  
Vice-President ..... David W. Howe  
Secretary ..... Norman Chandler  
Treasurer ..... Edwin S. Friendly  
General Manager ..... Cranston Williams

### BRANCH OFFICE

360 N. Michigan Ave., Chicago, Ill.  
George N. Dale ..... Manager

### 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  
Managing Secretary.....Kenneth B. Warner  
Treasurer.....David H. Houghton  
Communication Manager.....Francis E. Handy

### BRANCH OFFICE

225 Main St., Newington, Conn. Phone, 92140. F. E. Handy, Communications Manager.

### FUNCTIONS

The American Radio Relay League is a non-commercial association of radio amateurs, bonded for the promotion of interest in amateur radio communication and experimentation, for the relaying of messages by radio, for the advancement of the radio art and of the public welfare, for the representation of the amateur in legislative matters, and for the maintenance of fraternalism and a high standard of conduct. The League publishes QST, a publication devoted solely to amateur radio, issued monthly. It also publishes The Radio Amateur's Handbook annually and other publications.

## American Society of Composers, Authors and Publishers

30 Rockefeller Plaza, New York 20, N. Y.  
Columbus 5-7464

### OFFICERS

President.....Deems Taylor  
Vice-President.....Gustave Schirmer  
Vice-President.....Oscar Hammerstein II  
Secretary.....George W. Meyer  
Treasurer.....J. J. Bregman  
Assistant Secretary.....Donald Gray  
Assistant Treasurer.....Irving Caesar

### BOARD OF DIRECTORS

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### ADMINISTRATIVE OFFICERS

General Manager.....John C. Paine  
Assistant General Manager.....Herman Greenberg  
Comptroller.....George A. Hoffman  
Director of Public & Customer Relations  
Richard F. Frohlich  
General Counsel.....Schwartz & Frohlich  
Resident Counsel.....Herman Finkelstein

### 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

Leonard Severson, 730 Des Moines Bldg., Des Moines, Ia.  
Martin Meltzer, 1907 Continental Bldg., 3615 Olive St., St. Louis, Mo.  
ASCAP, 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.  
John C. Wooden, 7 S. Dearborn St., Chicago, Ill.

#### Southern

ASCAP, 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.  
I. T. Cohen, 607 1st Nat'l Bank Bldg., Atlanta, Ga.

#### Eastern

Samuel Berkett, 44 School St., Boston, Mass.  
Arthur L. Rothkrantz, 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

2 W. 45th St., New York 19, N. Y.  
Vanderbilt 6-0600

### OFFICERS

President.....George T. Shupert  
Vice-President.....David Hale Halpern  
Treasurer.....Don McClure  
Secretary.....Alice Pentlurge

### DIRECTORS

Prof. Edward C. Colc, John Flory, Dan D. Halpin, Charles H. Kleinman, Evelyn Peirce, Theodore Huston, Jr., Herbert E. Taylor, Jr.

### FUNCTIONS

American Television Society is a non-profit group organized to foster the study, understanding and appreciation of television as a cultural, educational, entertainment and advertising medium. It provides its members with an intelligence center and clearing house for information pertaining to television and its development; a forum for the exchange of ideas and discussion of mutual problems relating to or affecting television; a television library; special meetings for the dissemination of television information; the opportunity to view and study television technique.

## Associated Actors and Artistes of America

45 W. 47th St., New York, N. Y.  
BRYANT 9-3550

### OFFICERS

President.....Paul Dullzell  
1st Vice-President.....Emily Holt  
2nd Vice-President.....Reuben Guskin  
3rd Vice-President.....Matt Shelvey  
Executive Secretary.....Ruth Richmond  
Counsel.....Paul N. Turner

### BRANCH OFFICES

Actors' Equity Association, 45 West 47th St., New York City (19). Paul Dullzell, Executive Secretary.  
American Federation of Radio Artists, 2 West 45th

# ORGANIZATIONS

St., New York City (19). Mrs. Emily Holt, Executive Secretary.

American Guild of Musical Artists, 2 West 45th St., New York City (19). Albert B. Gins.

American Guild of Variety Artists, 1697 Broadway, New York City (19). Matt Shelvey, National Director.

Brother Artists Association, 44 West 60th St., New York City (23). Thomas J. Phillips, President.

Chorus Equity Association, 701 Seventh Ave., New York City (19). Miss Ruth Richmond, Executive Secretary.

Hebrew Actors Union, 31 East 7th St., New York City (3). Mr. Reuben Guskin, Manager.

Hebrew Chorus Union, 643 Rockaway Parkway, Brooklyn, N. Y. (12). Miss Anne Saltzman, Secretary.

Hungarian Actors and Artists Association, 266 East 78th St., New York City (21). Tibor Gathy, Executive Secretary.

Italian Actors Union, 106 West 52nd St., New York City (19). Lawrence Rondine, Secretary-Treasurer.

Screen Actors Guild, 7046 Hollywood Blvd., Hollywood, California (28). John Dales, Jr., Executive Secretary. Mrs. Florence Marston, Eastern Representative, 545 Fifth Ave., New York City (17).

Screen Extras Guild, 1526 N. Las Palmas Ave., Hollywood 28, California Edd. X Russell, President.

## FUNCTIONS

To advance, promote, foster, and protect the welfare of players and entertainers of the entertainment world.

## Assoc. of Canadian Advertisers, Inc.

303 Federal Building, 85 Richmond St., West, Toronto 1, Ontario.  
ADelaide 8047-8

### OFFICERS

President: L. E. Phenner, Canadian Cellucotton Products Co. Ltd., Toronto, Ont

Vice-Presidents: Neil B. Powler, Howard Smith Paper Mills Limited, Montreal, Que.; Harold J. G. Jackson, Chrysler Corporation of Canada, Ltd., Windsor, Ont.; George S. Bertram, Swift Canadian Co., Limited, Toronto, Ont.; Lee Trenholm, Underwood Limited, Toronto, Ont.

Treasurer: J. P. Lyons, Manufacturers Life Insurance Co., Toronto, Ont.

Managing Director: Athol McQuarrie.

### DIRECTORS

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### FUNCTIONS

This association was incorporated in March 1917. For 31 years the Association of Canadian Advertisers has functioned as an organization of Canadian companies devoted to the interests and promotion of good advertising.

### BUREAU OF BROADCAST MEASUREMENT

303 Federal Building, 85 Richmond Street West, Toronto 1, Ontario  
ADelaide 8047-8

President: L. E. Phenner, Canadian Cellucotton Products Co. Limited, Toronto.

Vice-President: Adrian Head, J. Walter Thompson Co. Ltd., Toronto.

Secretary-Treasurer: Athol McQuarrie, Association of Canadian Advertisers, Inc., Toronto.

## DIRECTORS

H. N. Stovin, Horace N. Stovin & Company, Toronto; W. T. Cranston, Radio Station CKOC, Hamilton, Ont.; E. A. Weir, Canadian Broadcasting Corporation, Toronto; A. Usher, RCA Victor Co. Ltd., Montreal; J. A. MacLaren, MacLaren Advertising Co. Ltd., Toronto; H. M. Tedman, J. J. Gibbons Limited, Toronto.

## FUNCTIONS

A co-operative organization for the standardization and analysis of facts about radio.

## Association for Education by Radio

226 N. LaSalle 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, Oregon.

Robert B. Hudson, second vice-president, supervisor of educational programs, Columbia Broadcasting System

George Jennings, treasurer, acting director, Chicago Radio Council.

Kathleen N. Lardie, secretary, assistant Department of Radio Education, Detroit public schools.

### REGIONAL PRESIDENTS

Robert B. McDougall, Region I, director of educational activities, WAAT, Newark, N. J.

Sam H. Lynch, Region II, supervisor of radio education, Atlanta public schools

Blanche Young, Region III, radio consultant, Indianapolis public schools

R. Russell Porter, Region IV, director, radio office, Kansas State Teachers College, Emporia.

John W. Gunstream, Region V.

Mary E. Gilmore, Region VI, director, KBPS, Portland, Oregon, public schools.

Alpha Epsilon Rho: The association sponsors Alpha Epsilon Rho, an undergraduate, professional fraternity in radio.

Sherman P. Lawton, executive secretary, University of Oklahoma, Norman, Okla.

Membership Committee: Kathleen N. Lardie, Chairman, department of radio education, Detroit public schools.

### EDITORIAL BOARD

Helen Anderson, Lyman Bryson, Sarah Jones, Kathleen N. Lardie, Watt Long, Robert McDougall, Hazel Kenyon Markel, Harold B. McCarty, Tracy F. Tyler, chairman.

### FUNCTIONS

Promotion of education by radio and the publication of a journal (Journal of the AER) monthly except June, July and August.

### AER JOURNAL STAFF

Tracy F. Tyler, editor, University of Minnesota. George Jennings, business manager, acting director, Chicago Radio Council James G. Hanlon, circulation manager, WGN, Chicago. John W. Brandstetter, Amo DeBernardis, Max J. Herzberg, Alice W. Manchester, Jennings Pierce, contributing editors.

## Assn. of National Advertisers, Inc.

285 Madison Ave., New York 17, N. Y.  
MU 5-9167

### OFFICERS

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**DIRECTORS**

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**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**

Room 1207, 1540 Broadway, New York, N. Y.  
 BRyant 9-7800, Extension 386

**OFFICERS**

President . . . . . Lowell Thomas  
 Chairman, Exec. Committee . . . . . H. V. Kaltenborn  
 Vice-President . . . . . John W. Vandercrook  
 Vice-President . . . . . H. R. Baukhage  
 Secretary . . . . . Johannes Steel  
 Treasurer . . . . . Max Hill

**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.

**The Authors' League of America**

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**

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**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 copyrightable 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 . . . . . Sydney Kaye  
 Vice-President . . . . . Merritt E. Tompkins  
 Vice-President . . . . . Harry Sedgwick  
 Vice-President . . . . . Joseph Sedgwick  
 Vice-President . . . . . Glen Bannerman  
 Secretary Treasurer . . . . . T. Arthur Evans

**FUNCTIONS**

BMI Canada, Ltd., was organized to buy and publish original music, to coordinate and license performing rights of music published under its own imprint and of music in the catalogs of affiliated publishers and performing right societies and to provide equal opportunity of recognition for all writers and composers.

**The British Broadcasting Corporation**

630 Fifth Ave., New York 20, N. Y.  
 Circle 7-0656

**OFFICERS**

North American Director . . . . . Charles H. Brewer  
 Asst. North American Director . . . . . William R. Reid  
 Special Asst. to N.A.D. . . . . Donovan Rowse  
 Program Advisor . . . . . Henry David  
 Research Department . . . . . J. A. S. Kenas  
 Public Relations Manager . . . . . Christopher Cross  
 Chief Engineer . . . . . Arthur S. Toby  
 Program Director . . . . . Stephen Fry  
 Talks Producer . . . . . Annette Ebsen  
 Productions Manager . . . . . Roy Lockwood

**BRANCH OFFICES**

Chicago: 430 N. Michigan Ave., Phone, Delaware 6881. William N. Newton, Middle West Representative.  
 Washington: 1150 Connecticut Ave., Phone Executive 1465. Leonard Miall, Washington Correspondent.

**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

**FIELD REPRESENTATIVES**

Ralph Wentworth, Glen Dolberg, Al Marlin, James L. Cox, Linn Pattee.

**DIRECTORS**

Justin Miller, National Association of Broadcasters; John Elmer, WCBM; William Hedges, National Broadcasting Co.; Paul Morency, WTIC; Leonard Kap-

# ORGANIZATIONS

ner, WCAE; Carl Haverlin, Mutual Broadcasting System; C. W. Myers, KOIN; J. Leonard Reinsch, WSE; Joseph McDonald, American Broadcasting Co., Inc.; Frank K. White, Columbia Broadcasting System.

## 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

Chairman of the Board, ..... Harry Sedgwick  
Vice-Chairman of the Board ..... A. Gauthier  
General Counsel ..... Joseph Sedgwick  
Secretary-Treasurer ..... T. Arthur Evans

### DIRECTORS

Harry Sedgwick, CFRB, Toronto; Gerry Gaetz, CKRC, Winnipeg; A. A. Murphy, CFQC, Saskatoon; G. R. A. Rice, CFRN, Edmonton; F. H. Elphicke, CKWX, Vancouver; J. E. Campeau, CKLW, Windsor; K. D. Soble, CHML, Hamilton; Phil Lalonde, CKAC, A. Gauthier, CHLT, Sherbrooke; W. C. Borrett, CHNS, Halifax; F. A. Lynds, CKCW, Moncton.

### FUNCTIONS

The Canadian Association of Broadcasters is a trade association comprising 62 privately owned radio stations.

## Composers, Authors and Publishers Assn. of Canada, Ltd.

(formerly Canadian Performing Rights Society)  
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 6-5566

### 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, screen and radio and the people of the theatrical profession.

## Catholic Writers Guild of America

128 W. 71st St., New York, N. Y.  
ENDicott 2-0412

### OFFICERS

Spiritual Director, ..... Rev. John B. Kelly  
President ..... James J. Munaz  
Vice-President ..... Richard Reid  
Treasurer ..... Clarence E. Heller  
Executive Secretary ..... Eleanor M. Tucker  
Corresponding Secretary ..... Bernadette S. McCarty

### BOARD OF GOVERNORS

Right Rev. Fulton J. Sheen, Eugene A. Colligan, Victor Ridder, Elizabeth Jordan, James O'Shaughnessy, Kathleen Norris Rev. Hugh Morley, Katherine Edgerly, Margaret Marshall, Jos. J. Reilly, Mrs. Phillip 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 ..... Margaret Wylie  
Secretary ..... Hildred Sanders  
Treasurer ..... John T. Carey

### 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, Ill. 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..... George S. Kaufman  
Secretary..... Victor Wolfson

### COUNCIL

George Abbott, Robert Ardrey, Philip Barry, Edward Childs Carpenter, Edward Chodorov, Russel Crouse, Owen Davis, Howard Dietz, Philip Dunning, Dorothy Fields, Joseph Fields, Nancy Hamilton, Oscar Hammerstein, II, Lillian Hellman, F. Hugh Herbert, George S. Kaufman, Sidney Kingsley, Arthur Kober, Howard Lindsay, Ogden Nash, Elliott Nugent, Eugene O'Neill, Paul Osborn, John Patrick, Samson Raphaelson, Elmer Rice, Arthur Schwartz, Robert E. Sherwood, Kurt Weill, and Victor Wolfson.

### FUNCTIONS

The Dramatists' Guild is one of the guilds of the Authors' League of America, Inc. The guild is primarily a protective organization for playwrights.

## Federal Communications Bar Assn.

Office of Secretary, 921 Tower Bldg.,  
Washington, D C  
District 2141

### OFFICERS

President..... Philip G. Loucks  
1st Vice-President..... Carl I. Wheat  
2nd Vice-President..... Reed T. Rollo  
Secretary..... William A. Porter  
Treasurer..... Arthur H. Schroeder

### FUNCTIONS

A national association of lawyers admitted to practice before the Federal Communications Commission.

## 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 seventeen 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 2565

### OFFICERS

Chairman..... I. W. Studebaker  
Vice-Chairman..... C. F. Klinefelter  
Secretary-Editor..... Gertrude G. Broderick

### EXECUTIVE COMMITTEE

John W. Studebaker, U S Commissioner of Education Chairman.  
George P. Adair, Chief Engineer, Federal Communications Commission.

Lyman Byron, Director of Education, Columbia Broadcasting System.

Clifford J. Durr, Commissioner, Federal Communications Commission.

John Elmer, President, Baltimore Broadcasting Corporation.

Willard E. Givens, Executive Secretary, National Education Association.

Rev. Frederick G. Hochwalt, Director, Department of Education, National Catholic Welfare Conference.

Edgar Kobak, President, Mutual Broadcasting System.  
Dabney S. Lancaster, State Superintendent of Public Instruction (Va) representing National Council of Chief State School Officers.

Harold B. McGarty, Director, Station WHA, representing National Association of Educational Broadcasters.

Bruce E. Mahan, Director of Extension, State University of Iowa, representing National University Extension Association.

Justin Miller, President, National Association of Broadcasters.

H. B. Summers, Manager of Public Service, The Blue Network.

Levering Tyson, President, Muhlenberg College.  
Judith C. Waller, Educational Director, Central Division, National Broadcasting Company

### FUNCTIONS

The Federal Radio Education Committee was appointed in 1935 by the Federal Communications Commission with the recommendation at that time that the broadcaster, on one hand, and the educator, on the other, 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, Radio Program Production Aids, "Americans All-Immigrants All," a supplementary teaching aid in the use of recordings of program series of the same name, the FREC Service Bulletin, Suggested Standards for College Courses in Radio, a Directory of Schools and Colleges Offering Courses in Radio.

## 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.

## 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

Howard Donahue, Program Director, WCOL; W. H. Ewing, 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; W. Hayes Yeager, Chairman, Speech Department.

### 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.  
MEdialion 3-5661

### OFFICERS

President.....Frederick B. Llewellyn  
Vice President.....Edward M. Deloraine  
Treasurer.....William C. White  
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

Chairman.....George Abraham  
Technical Manager.....David W. Borst  
Program Manager.....David Linton  
Station Relations Manager.....Sonia-Jane Brown

### 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, Brigham Young University, Brown University, Bryn Mawr College, Bucknell University, Columbia University, Cornell University, Harvard University, Haverford College, MacMurray College, Mary Washington College, North Carolina State College, Ohio University, University of Pennsylvania, Princeton University, Radcliffe College, Russell Sage College, St. Lawrence University, University of South Carolina, Stephens College, Swarthmore College, Union College, Wellesley College, Wesleyan University, Williams College, Yale University

## Interdepartment Radio Advisory Committee (IRAC)

Chairman's Office: Federal Communications Commission, Washington, D. C.

### OFFICERS

Chairman.....Cdre. E. M. Webster  
Vice-Chairman.....Col. A. G. Simson  
Secretary.....M. H. Woodward  
Assistant Secretary.....M. A. Price  
Chairman Technical Subcommittee.....Lt. Comdr. A. L. Budlong

### MEMBERS

Department of Agriculture.....E. W. Lovridge  
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.....Robert R. Burton  
Department of Treasury.....Lt. Comdr. A. L. Budlong  
Department of War.....Lt. Col. William E. Plummer

**TECHNICAL ADVISORS ACCREDITED TO  
COMMITTEE V:**

M. A. Price ..... FCC  
Major Nathaniel White ..... War Department  
Dr. E. Dillon Smith ..... Dept. of Commerce, WB  
I. W. Conrad ..... Dept. of Justice, FBI

**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. Bugnizet  
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 ..... Raymond Peck  
Boy ..... Harold G. Hoffman  
Corresponding Secretary ..... Bobby Clark  
Recording Secretary ..... Jack Whiting  
Treasurer ..... James E. Meighan  
Librarian ..... John S. (Ole) Olson

**DIRECTORS**

Kenneth Webb, Earl Benham, John McManus, William P. Adams, Walter N. Greaza, Otto Harbach, Elliott Nugent, Joseph S. Buhler, Ward Wilson, Bruce Evans, William J. Kelly, Russ Brown, Frank Fay, John Alexander, Jay Jostyn, Otto Kreuger.  
LIFE DIRECTORS: R. H. Burnside, William Gaxton, Fred Waring, John Golden.

**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 G. 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 ..... Justin Miller  
Executive Vice-President ..... A. D. Willard, Jr.  
Secretary-Treasurer ..... C. E. Arney, Jr.

**ADMINISTRATIVE STAFF**

Director of Government Relations ..... Robert T. Bartley  
Director of FM Department ..... Robert T. Bartley  
Director of Broadcast Advg. .... Frank E. Pellegrin  
Asst. Dir. of Broadcast Advg. .... J. Allen Brown  
Director of Engineering ..... Howard S. Frazier  
Dir. of Promotion and Circulation ..... Arthur Stringer  
Public Relations Consultant ..... Edward M. Kirby  
Special Consultant ..... Willard D. Egoft  
General Counsel ..... John Morgan Davis  
Asst. Dir. of Research ..... Helen H. Schacter  
Coordinator of Listener Activity ..... Dorothy Lewis

**BOARD OF DIRECTORS**

Districts  
1—Paul W. Morency, WTIC, Hartford, Connecticut  
2—Kolin Hager, WGY, Schenectady, New York  
3—George D. Coleman, WGBI, Scranton, Pa.  
4—Campbell Arnoux, WTAR, Norfolk, Virginia  
5—F. W. Borton, WQAM, Miami, Florida  
6—Hoyt B. Wooten, WREC, Memphis, Tennessee  
7—James D. Shouse, WLW, Cincinnati, Ohio  
8—John E. Fetzer, WKZO, Kalamazoo, Michigan  
9—Leslie C. Johnson, WHBF, Rock Island, Illinois  
10—John J. Gillin, Jr., WQOW, Omaha, Nebraska  
11—E. L. Hayck, KATE, Albert Lea, Minnesota  
12—William B. Way, KVOO, Tulsa, Oklahoma  
13—Martin B. Campbell, WFAA, Dallas, Texas  
14—Hugh B. Terry, KLZ, Denver, Colorado  
15—William B. Smullin, KIEM, Eureka, California  
16—William B. Ryan, KFI, Los Angeles, California  
17—Harry R. Spence, KXRO, Aberdeen, Washington  
Directors-At-Large  
Large Stations—J. Leonard Reinsch, WSB, Atlanta, Georgia; J. Harold Ryan, WWVA, Wheeling, W. Va.  
Medium Stations—T. A. M. Craven, WOL, Washington, D. C.; G. Richard Shafto, WIS, Columbia, S. C.  
Small Stations—Matthew H. Bonebrake, KOCY, Oklahoma City, Okla.; Clair R. McCullough, WGAL, Lancaster, Pa.  
Network—CBS—Frank Stanton, New York, N. Y.;  
NBC—Frank M. Russell, Washington, D. C.

**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



## ORGANIZATIONS

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. Lewy, Guy Lombardo, John McCormack, Grace Moore, Ray Noble, Walter O'Keefe, Dick Powell, Fritz Reiner, Fabian Sevitky, 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.

## National Association of Educational Broadcasters

1010 S. Wright St., Urbana, Illinois  
 Urbana 7-2616

### OFFICERS

President.....Frank E. Schooley  
 Vice-President.....Allen Miller  
 Treasurer.....W. I. Griffith  
 Executive Secretary.....A. James Abel

### 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: 565 Fifth Ave., New York, N. Y.  
 PLaza 3-1535  
 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 814C

### OFFICERS

Chairman, Board of Directors.....Arno O. Witt  
 Schrumm Inc., West Chester, Pa.  
 President-General Manager.....W. Lane Witt  
 N.I.A.A. Headquarters, 100 E. Ohio St.,  
 Chicago 11, Ill.  
 Secretary-Treasurer.....Walter M. Yogerst  
 Bodine Electric Co., 2254 W. Ohio St., Chicago, Ill.  
 Vice-President.....J. A. Burgess  
 Gulf Oil Corp., Gulf Bldg., Pittsburgh 19, Pa.  
 Vice-President.....Ross M. Cunningham  
 Massachusetts Institute of Technology,  
 Cambridge, Mass.  
 Vice-President.....C. E. Cischel  
 Walter Kidde & Co., Inc., 140 Cedar St.,  
 New York, N. Y.  
 Vice-President.....Harry O. Heller  
 Reed Roller Bit Co., Houston 3, Texas  
 Vice-President.....Howard Kenyon  
 LaPlant-Choute Mfg. Co., Cedar Rapids, Iowa  
 Vice-President.....C. N. Kirchner  
 Evans Associates, Inc., 307 N. Michigan Ave.,  
 Chicago 11, Ill.  
 Vice-President.....Richard F. O'Mara  
 Western Precipitation Corp., 1016 W. Ninth St.,  
 Los Angeles 15, Calif.  
 Vice-President.....V. R. Young  
 Canadian General Electric Co. Ltd.,  
 212 King St. W., Toronto, Ont., Canada  
 Past-President.....James R. Kearney, Jr.  
 J. R. Kearney Corp., 4236 Clayton Ave.,  
 St. Louis 10, Mo.

### 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  
 Secretary.....Rosa Crouch

### DIRECTORS

C. H. Preston, Leon E. Bendon, Bert Spencer, Joe Woods, James Mooney, Joe Verda, Harry Jackson, Billy Gould, Lillian Weed, William Rich (alt.).

### TRUSTEES

Phil Kelly, Bob Robbins, George Matthews, Hans Robert, Henry Lewinsohn, Joe Pastor.

### FUNCTIONS

The function of National Variety Artists, Inc., is to promote Americanism and fraternal and welfare activities among the members of the theatrical profession.

## Nebraska Broadcasters Association

Secretary's Office: c-o WJAG, Norfolk, Nebr.  
Phone 432

President: Lumir Urban  
(KORN, Fremont)  
Vice-President: Duane Watts  
(KHAS, Hastings)  
Secretary-Treasurer: Art Thomas  
(WJAG Norfolk)

### DIRECTORS

Gordon Gray KOIL, Omaha; John Alexander, KODY, North Platte; John 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. Mason  
(WMRN, Marion)  
Vice-President: Arch Shawd  
(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, in Ohio.

## Pacific Advertising Association

Charles W. Collier, Managing Director  
Lola M. Huey, Executive Secretary  
337 Monadnock Building  
San Francisco, Calif.  
Ga-field 6868

### OFFICERS AND DIRECTORS

President—Charles A. Storko, Asst. Publisher, News-Press, operators of Radio Station KTMS, Santa Barbara, Calif.

Senior Vice-President—Vernon Churchill, Assistant to Publisher, The Oregon Journal, Portland, Oregon.

Secretary-Treasurer—George A. Moore, Vice-President, Prudential Federal Savings & Loan Association, 125 South Main St., Salt Lake City, Utah.

Vice-President at Large—Helen O'Neil, Manager Oakland Office, Fielder Sorenson & Davis, Latham Square Building, Oakland, Calif.

Vice-President Dist. No. 1—Harvey A. Brassard, Account Executive, Syverson-Kelley, Inc., Mohawk Building, Spokane, Washington.

Vice-President Dist. No. 2—Gilbert L. Stanton, Dir. of Advt. and Public Relations, Idaho Power Company, Boise, Idaho

Vice-President Dist. No. 3—H. Quentin Cox, Asst. Manager, Station KGW, Portland, Oregon.

Vice-President Dist. No. 4—Wilmot P. Rogers, Advertising Director, California Packing Corporation, 101 California St., San Francisco, Calif.

Vice-President Dist. No. 5—Harwood H. Fawcett, Transit Advertising Company, Union Building, San Diego, California

Past President—George Weber, MacWilkins, Cole & Weber, Republic Bldg., Seattle, Wash.

Chairman, Finance Committee—Howard Willoughby, Vice-President and General Manager, Lane Publishing Co., 576 Sacramento St., San Francisco, Calif.

Chairman, Club Service Committee—Benot Hanau, Advertising Counselors of Arizona, 707 Security Building, Phoenix, Arizona

Chairman, Advancement of Business Committee—Don Belding, Chairman of the Board of Footc, Cone & Belding, 601 5th St., Los Angeles, Calif.

Chairman, Senior Advisory Committee, Junior Division—Claire Drew Forbes, Adv. Manager, Rhodes Dept. Store, Seattle, Washington

Chairman, Pacific Coast Advertising Commission—George W. Kleiser, President, Foster & Kleiser Co., 1675 Eddy St., San Francisco, Calif.

### FUNCTIONS

The Pacific Advertising Association, now in its 43rd 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: George B. Coleman  
(WGBI, Scranton)  
Vice-President: Roy Thompson  
(WFBC, Altoona)  
Treasurer: Dr. Leon Levy  
(WCAU, Philadelphia)  
Secretary: C. G. Moss  
(WKBO, Harrisburg)

### 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

# ORGANIZATIONS

## BRANCH OFFICES

19 S. La Salle St., Chicago, Ill.

Regional Director . . . . . Morton Schaefer  
 1549 N. Vine Street, Hollywood, Calif.

Regional Director . . . . . Nat Winecot  
 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. Klingenschmitt  
 Vice-President . . . . . O. James Morelock  
 Treasurer . . . . . J. J. Stantley  
 Corresponding Secretary . . . . . M. B. Sleeper  
 Recording Secretary . . . . . J. H. Bose

### DIRECTORS

Ernest V. Amy, Edwin H. Armstrong, R. M. Akin,  
 Jr., R. R. Batchler, George E. Burghard, John L. Cal-  
 lahan, F. E. Canavaciol, Alan Hazeltine, L. C. F.  
 Horle, H. W. Houck, Jerry Minter, Harry Sadenwafer,  
 Paul Ware.

### 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).

## Radio Council—WBEZ (FM)

Chicago Public Schools  
 228 N. La Salle St., Chicago, Ill.  
 Dearborn 7801

### PERSONNEL

Director . . . . . Col. Harold W. Kent  
 Associate Director . . . . . George Jennings  
 Program Director . . . . . Elizabeth E. Marshall  
 Production Head . . . . . Robert R. Miller  
 Engineer . . . . . E. H. Andresen

### EXECUTIVE COMMITTEE

#### SCHOOL BROADCAST CONFERENCE

Director . . . . . George Jennings

Dean Douglass, RCA, Chicago; Robert Hansen, Criterion Transcription, Chicago; David Heffernan, Assistant Superintendent of Schools, Cook County Schools, Chicago; Colonel Harold W. Kent, Radio Council, Chicago Public Schools, Chairman; Elisabeth E. Marshall, Program Director, Radio Council, Chicago Public Schools; William Newton, BBC, Chicago; Myrtle Stahl, WGN-MBS, Chicago; E. Jerry Walker, WKBK, Chicago; Judith Waller, NBC, Chicago; J. Oren Weaver, WBBM-CBS, Chicago.

### FUNCTIONS

The Radio Council of the Chicago Public Schools operates 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 of a public service or adult education nature.

The School Broadcast Conference will hold its 10th annual meeting in 1946, and is a permanent national meeting to discuss the use of radio in education.

An advisory committee, made up of some 50 educators and radio executives throughout the nation assist the executive committee in preparation of the annual program. The Conference, in connection with its annual meeting, holds an exhibit of new equipment for school use, and serves as a clearing house for information about equipment, classroom use of radio, availability of scripts and such other information for schools throughout the year.

## Radio Directors Guild

The Gladstone  
 114 E. 52nd St., New York, N. Y.  
 Plaza 3-4300

### OFFICERS

#### New York Chapter

President . . . . . William N. Robson  
 Vice-President . . . . . Anton M. Leader  
 Secretary . . . . . George Maynard  
 Treasurer . . . . . Robert L. Shayon

### MEMBERS

Wendell Adams, Wylie Adams, Alton Alexander,  
 Robert Allison, Martin Andrews, Cyril E. Armbrister,  
 Ira Ashley, Martha Atwell, Ira Avery, Oliver Barbour,  
 Lt. Howard C. Barnes, Andre Baruch, Leonard L. Bass,  
 John Becker, Joseph Bell, Tom Bennett, Gertrude Berg,  
 Lawrence Bern, Frederick Bethel, Roger Bower,  
 Marguerite H. Bowman, William Brennan, Stuart  
 Buchanan, John Buckwalter, Edward A. Byron, Ward  
 Byron, John M. Carney, Hubert V. Chain, Lou Chapin,  
 Dick Charles, Jay Clark, John Cleary, Lee Cooley,  
 Captain Ted Coiday, Norman Corwin, George Creamer,  
 Joseph M. Daly, Oliver Daniel, Carlo De Angelo, Clay  
 B. Daniel, Stanley Davis, Guy della-Cioppa, Jerry  
 Devine, Henry W. Dick, John Dietz, William S.  
 Doughten, Edward Ray Downes, Allen H. Ducovny,  
 Edwin Duerr, Paul Dumont, Edwin L. Dunham, Carl  
 Eastman, Gene Eubanks, DeVerc Engelbach, James H.  
 Fassett, Ross Faxon, Charles S. Freed, Theo. Gannon,  
 Garnet Garrison, William Gormannt, Aldo J. Chisalbert,  
 Don Gillis, Paul Girard, Wesley B. Goodman, Mark  
 Goodson, Mitchell Grayson, Axel Gruenberg, Walter  
 Hackett, Laurence Hammond, Arthur Hanna, Jay  
 Hanna, Charles T. Harrell, Leslie T. Harris, James  
 Haupt, Robert P. Heller, Jack Hill, Garrett Hollihan,  
 Jr., Harry Ingram, Elinor F. Inman, Lt. Clinton  
 Johnson, Louis Jackobson, Jack Johnstone, William  
 G. King, Paul Knight, Raymond Knight, Howard T.  
 Keegin, Ray H. Kremer, Alan Kent, G. Bennett Larson,  
 Anton M. Leader, Herb J. Leder, Alexander Lettwich,  
 Jr., Virginia Lee, Derrick R. Leighton, Winifred  
 Lenihan, Wilfred Lenihan, Richd. Leonard, Lt. David  
 Levy, Richard Lewis, Roy Lockwood, Marks Loeb,  
 Basil Loughrane, John W. Loveton, Rupert Lucas, John  
 Macdonnell, Lindsay MacHarris, Kenneth W. MacGregor,  
 Sherman A. MacGregor, Nilo Mack, Martin Magner,  
 Joseph Mansfield, William Marshall, Don Martin,  
 Paul Martin, Jessica Maxwell, Peggy S. Mayer,  
 George Maynard, Harold McGee, Earle L. McGill,  
 Jerry McGill, Walter J. McGraw, Wesley McKee,  
 Kathleen McMahon, Arnold Michaelis, John V. Mitchell,  
 John T. Mitchell, Brewster Morgan, Herbert M. Moss,  
 Oliver Nicholl, Robert Nolan, Acc Ochs, Lester  
 O'Keefe, Eldridge Packham, William R. Paddock, Frank  
 Papp, Eric S. Pinker, Edward Pola, Herbert S. Polosie,  
 Charles H. Powers, Vernon Radcliffe, William S.  
 Rainey, Capt. Irving K. Reis, Ernest Ricca, Herbert C.  
 Rice, Thomas L. Riley, Maurice L. Robinson, William  
 N. Robson, Jack Roche, Norman Rosen, William B.  
 Rousseau, William Royal, John S. Rugge, S. 2/c,  
 Daniel Russell, T/Sgt. Victor Sack, Herbert C.  
 Sanford, Richard Sanville, Walter Scanlon, Joseph  
 Scibetta, Victor Seydel, Elizabeth C. Selig, Robert  
 Lewis Shayon, James Sheldon, Addison Smith, Jr.,  
 Beverly L. Smith, Robert E. Smith, Robert S. Steel,  
 Paul Stewart, William M. Sweets, Frank K. Telford,  
 Capt. Joseph A. Thompson, William S. Todman, Day  
 Tuttle, Lester Vail, Pvt. Thomas S. Viotor, Jr., Chick  
 Vincent, Charles Warburton, Pvt. Albert Ward, Ken-

neth Webb, Tex Weincr, Pvt. Robert Welch, Orson Welles, John Wellington, James Whipple, Margaret D. Whittemore, George Weist, Howard Williams, Pete Witt, Theodora Yates, Lt. George J. Zachary.

**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 ..... Murray Grabhorn  
Vice-President ..... Craig Lawrence  
Secretary ..... Helen Wood  
Treasurer ..... Claude Barrere

**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  
Executive Vice-President-Secretary ..... Bond Geddes  
Treasurer ..... Leslie F. Muter  
General Counsel ..... John W. Van Allen  
Vice-President ..... E. A. Nicholas  
(Farnsworth Television & Radio Corp.)  
Vice-President ..... George Lewis  
(Federal Telephone & Radio Corp.)  
Vice-President ..... M. F. Balcom  
(Sylvania Electric Products, Inc.)  
Vice-President ..... Robert C. Sprague  
(Sprague Electric Company)

**DIRECTORS**

Ben Abrams, Emerson Radio & Phonograph Corp.; E. Alschuler, Sentinel Radio Corp.; Dr. W. R. G. Baker, General Electric Co.; John Ballantync, Philco Corp.; Herbert A. Bell, Packard-Bell Co.; F. C. Best, Chicago Telephone Supply Co.; P. S. Billings, Belmont Radio Corp.; A. Blumenkrantz, General Instrument Corp.; R. E. Carlson, Tung-Sol Lamp Works, Inc.; Monte Cohen, F. W. Sickles Co.; S. I. Cole, Aerovox Corp.; Walter Evans, Westinghouse Electric Corp.; Frank M. Folsom, RCA-Victor Division of RCA; G. Richard Fryling, Erie Resistor Corp.; Paul V. Galvin, Galvin Mfg. Corp.; A. H. Gardner, Colonial Radio Corp.; Joseph Gerl, Sonora Radio & Television Corp.; F. A. Hiter, Stewart-Warner Corp.; H. J. Hoffman, Machlett Laboratories, Inc.; J. J. Kahn, Standard Transformer Corp.; F. R. Lack, Western Electric Co., Inc.; Dr. Ray H. Manson, Stromberg-Carlson Co.; J. J. Nance, Zenith Radio Corp.; David T. Schultz, Raytheon Mfg. Co.; Ernest Searing, International Resistance Co.; Ray F. Sparrow, P. R. Mallory & Co., Inc.; Glenn W. Thompson, Noblift-Sparks Industries, Inc.; A. S. Wells, Wells-Gardner & Co.

**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 ..... S. D. Brownlee  
Chairman of Parts Division ..... W. H. Furneaux  
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 C. 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**

55 W. 42nd St., New York, N. Y.  
Longacre 3-3279

Chairman ..... Haraden Pratt  
Vice-Chairman ..... Howard S. Frazier  
Treasurer ..... Will Baltin  
Secretary ..... William H. Crew

**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 ..... Sam Moore  
Vice-Presidents: Eastern Region ..... Peter Lyon  
Midwestern Region ..... Herbert Futran  
Western Region ..... Milton Merlin  
National Secretary ..... Dorothy Bryant

**BRANCH OFFICES**

Chicago: 203 N. Wabash Ave., Phone, Andover 5458.  
Hollywood: 1655 N. Cherokee Ave., Phone, Hollywood 3601.

**FUNCTIONS**

For the business protection of men and women earning their living as radio writers.

## ORGANIZATIONS

### Rocky Mountain Radio Council, Inc.

21 East 18th Ave., Denver 2, Colo.  
KEystone 5306

#### OFFICERS

President.....W. D. Armentrout  
Secretary.....Roy M. Green  
Treasurer.....Malcolm G. Wyer

#### EXECUTIVE COMMITTEE

A. Helen Anderson, Ben M. Cherrington, H. M. Crain, Robert L. Stearns

#### 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 copyright music, transcription library, syndicated transcribed tailor-made programs for advertisers

### 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

#### 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, 1946)

President.....D. E. Hyndman  
Past President.....Herbert Griffin  
Executive Vice-President.....Loren L. Ryder  
Engineering Vice-President.....J. A. Mayer  
Editorial Vice-President.....A. C. Downes  
Financial Vice-President.....M. Richard Boyer

Convention Vice-President.....W. C. Kunzmann  
Secretary.....Clyde R. Keith  
Treasurer.....Earl I. Spanable  
Executive Secretary.....Harry Smith, Jr.

#### GOVERNORS

Frank E. Carlson, J. I. Crabtree, Alan W. Cook, Paul J. Larsen, Reeve Strock, Charles R. Daily, Wesley C. Miller, John G. Frayne, Peter Mole, W. A. Mueller.

#### 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 practices and to assist members when disputes arise over enforcement of contracts or the collection of royalties.

### Southern California Broadcasters' Association, Inc.

542 S. Broadway, Los Angeles 13, Calif.  
MIchigan 8654

#### OFFICERS

President....Robert O. Reynolds, KMPC, Los Angeles  
Secretary-Treasurer....Lee Wynne, KGER, 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 Hank Viscardi, 1440 Broadway, New York, N. Y.  
PEnnsylvania 6-9600

#### OFFICERS

President.....Bill Slater  
Vice-President.....Red Barber  
Vice-President.....Bud Watson  
Treasurer.....Jimmy Dolan  
National Secretary.....George Schreier

### 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 4-4783

### 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, Inc.; E. A. Hayes, Hughes Productions; Jack R. Poppele, WOR, New York; O. B. Hanson, National Broadcasting Co., Inc.; Paul Raibourn, Television Productions, Inc.; Ernest I. Vogel, Farnsworth Television & Radio Corp.; G. Emerson Markham, General Electric Company.

### 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; Treas-

urer, Clifford E. Denton, Daily News; Committee Chairman: Publicity, T. R. Kennedy, Jr., New York Times; Membership, Ben Kaufman, Television Magazine. Other Members: M. H. Shapiro, Radio Daily; Bruce Robertson Broadcasting; Patricia Murray, TV.

### 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 April 4, 1925. There are no dues, fees, officers, regular meetings, or other obligations. Three year books have been published. Much historic material on the beginnings of broadcasting has been placed in the club files.

## United States Department of Agriculture

Office of Information  
Radio Service  
Washington 25, D. C.  
Republic 4142—Extension 5163.

### OFFICERS

Chief ..... John C. Baker  
Western Representative..... Kenneth M. Gopen  
821 Market St., San Francisco, Calif.

### FUNCTIONS

Prepares and voices Department of Agriculture programs on the networks, including the National Farm and Home Hour. The American Farmer and Consumer Time. Produces radio transcriptions for national distribution on agricultural subject, issues weekly information letters and background material for farm and women's program directors.

### PRODUCTION AND MARKETING ADM

Information Service  
Washington 25, D. C.  
Republic 4142—Extension 3285

### OFFICERS

Director..... J. B. Hasselman  
Radio and Market News ..... E. J. Rowell

### BRANCH OFFICES

New York: 150 Broadway  
Chicago: 5 S. Wabash Ave.; Walter W. John, In Charge.  
San Francisco: 821 Market St.; J. Don Walsh, In Charge.  
Dallas: 425 Wilson Bldg; Meno Schoenbach, In Charge.  
Atlanta: Western Union Bldg.; Arthur Susott, In Charge.

# ORGANIZATIONS

## FUNCTIONS

The Production and Marketing Administration is generally responsible for production, adjustment, loan, purchase, subsidy, diversion, export, surplus disposal programs, supply estimates, allocation recommendations, market news, standardization, inspection and grading, agricultural marketing agreements and other activities and programs

## United States Department of Interior— Radio Section

Interior Department Radio Studios, Washington, D. C.  
Republic 1820

### PERSONNEL

Director ..... Willett Kempton  
Chief Engineer ..... Harry S. Barton

### FUNCTIONS

The Radio Section of the Interior Department operates studios and a transcription service available to all agencies of the Federal Government, and acts as a radio production and information center for the bureaus and divisions of the Interior Department in keeping broadcasters and radio advertisers informed about such matters as fish and wildlife conservation, the national parks, land reclamation and utilization, hydro-electric power and irrigation projects, natural resources, Indian affairs, the U. S. Territories and island possessions, geological survey, grazing service, etc.

## The Advertising Council, Inc.

11 West 42nd St., New York, N. Y.  
Bryant 9-3641

### OFFICERS

Chairman ..... James W. Young  
Vice-Chairman ..... Paul B. West  
Vice-Chairman ..... Kerwin H. Fulton  
Vice-Chairman ..... William Reydell  
Secretary-Treasurer ..... Frederic R. Gamble  
Executive Director ..... Theodore S. Repplier

### 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.

## Washington State Association of Broadcasters

Tom Olsen, Olympia, Wash.  
Olympia 6636

### OFFICERS

President ..... Tom Olsen  
Vice-President ..... H. E. Studebaker  
Secretary-Treasurer ..... Robert Prieb

### 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, A. M. Cairns, L. Moffatt.

### FUNCTIONS

To promote goodwill and mutual protection amongst the broadcasting stations of Western Canada. To make recommendations to the Canadian Association of Broadcasters; to raise the standard of ethics of the operations of commercial broadcasting stations in Western Canada. Generally, the objects of the Canadian Association of Broadcasters.

## Writers' Board

147 W 42nd St., N. Y.  
BRyant 9-6937

Chairman ..... Rex Stout  
Executive Secretary ..... Fredericca Barach

### MEMBERS

Carl Cramer, Russel Crouse, Jerry Devine, Clifton Fadiman, Thomas K. Finletter, Jack Goodman, Samuel Grafton, Alan Green, Oscar Hammerstein II, Morrison Hobe, Christopher La Farge, Robert Landry, Margaret Leech, Jean Ellis Poletti, Henry Pringle, Luise Sillcox.

### FUNCTIONS

To work with writers, editors, radio stations, etc., to further the production of constructive material dealing with racial and religious tolerance, the eradication of native fascism and promotion of world government, in our time.

## 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. 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. Emory Ross, Mrs. Jesse M. Bader, Mrs. Bettina Cunczy.

### 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. Also publish "Radio Review."

# Non-Commercial Educational Outlets

*As Listed By The Federal Communications Commission, Dec. 31, 1915*

<i>Licensee and Location</i>	<i>Call Letters</i>	<i>Frequency (Mc)</i>	<i>Power Emission</i>
Board of Education, City of Buffalo, Buffalo, N. Y. ....	WCAH	42.9	1 kw Special (C. P. only)
Board of Education, City of Chicago, Chicago, Ill. ....	WBEZ	42.5	1 kw Special
Board of Education, City of New York, Brooklyn, N. Y. ....	WNYE	42.1	1 kw Special
The Board of Education of Newark in the County of Essex Newark, N. J. ....	WBGO	To be assigned by Commission pursuant to proceedings in Docket No. 6651	1 kw Special for FM (C. P. only)
Board of Education of the San Francisco Unified School District, San Francisco, Calif. ....	KALW	42.1	1 kw Special for FM (C. P. only)
Cleveland City Board of Education, (Charles H. Lake, Superintendent) Cleveland, Ohio ....	WBOE	42.5	1 kw Special
The Regents of University of Michigan, Ann Arbor, Mich. ....	WATX	42.1	50 kw Special
T-Dexter Twp, near Dexter, Mich. School District of Kansas City, Mo. Kansas City, Mo. ....	KICR	To be assigned by Chief Engineer	1 kw Special (C. P. only)
The State University of Iowa Iowa City, Iowa. ....	KSUI	42.7	1 kw Special for FM (C. P. only)
University of Illinois, Urbana, Ill. ....	WIUC	42.9	250 w Special
University of Kentucky, Lexington, Ky. ....	WBKY	42.9	500 w Special
University of Southern California, Los Angeles, Calif. ....	KUSC	42.9	1 kw Special (C. P. only)



# FCC Regulations Non-Profit Stations

*Rule In Effect For Non-Profit Educational Outlets*

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.

# BRITISH GUIANA RADIO STATION ZFY

For reaching the British West Indian population, short-wave station ZFY located in Georgetown, British Guiana, is a "MUST." Owned and operated by THE BRITISH GUIANA UNITED BROADCASTING COMPANY . . . this station . . . THE VOICE OF GUIANA . . . is the only English-speaking station working a commercial schedule in the Caribbean area.

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## HAITI

At the crossroads of the Americas is Haiti's most powerful radio station . . .

HHGM	HHBM	HHCM
1473 kc	9660 kc	6165 kc
1000 watts	2000 watts	1000 watts

located in the capital city of Port-au-Prince under the ownership and operation of MAGLOIRE BROADCASTING CIRCUIT. These three outlets transmitting simultaneously on long and short wave, give not only excellent local, but international coverage as well.

For further information in connection with the above markets, please consult . . .

## PAN-AMERICAN BROADCASTING COMPANY

330 Madison Avenue

New York, N. Y.

Murray Hill 2-0811-0810

# INTERNATIONAL

*International Broadcast Stations  
Of The United States*

•

*CBS and NBC Latin-American Networks*

•

*Mexico*

•

*South America*

•

*Central America*

# LINKING THE

# Americas

*with music...  
... and words*

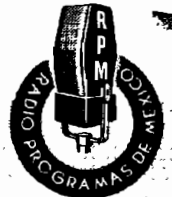
A network of 113 radio stations all over Latin America! Thousands of artists, composers, writers and technicians are cooperating to build up the structure for a new world. This great task is fostering a single continental economy opening unlimited new horizons to commerce and industry and offering opportunities for future commercial interchange... new markets! A new world for radio advertising!

LATIN AMERICA'S MOST  
IMPORTANT RADIO  
ORGANIZATION

## RADIO PROGRAMAS DE MEXICO

*Largest Latin American Broadcasting System*

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



# INTERNATIONAL BROADCAST STATIONS IN THE UNITED STATES

<i>Licensee and Location</i>	<i>Call Letters</i>	<i>Frequency (Kc)</i>	<i>Power</i>
The Associated Broadcasters, Inc. San Francisco, Calif.....	KWID	6080, 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	3080, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570, S.A. 9490, S.A. 9590, SSA 11145 and 9750	50 kw
Columbia Broadcasting System, Inc. Brentwood, L. I. ....	WCRC	6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570, S.A. 9490, S.A. 9590, SSA 11145 and 9750	50 kw
Columbia Broadcasting System, Inc. Brentwood, L. I. ....		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 6170, 7575, 9750, 11145,	50 kw 50 kw
Columbia Broadcasting System, Inc. Delano, Calif. ....	KCBR	Freq. To Be Determined	200 kw
Columbia Broadcasting System, Inc. Delano, Calif. ....	KCBA	Freq. To Be Determined	50 kw
Columbia Broadcasting System, Inc. Delano, Calif. ....	KCBF	Freq. To Be Determined	
The Crosley Corp. Mason, Ohio ....	WLWO	6080, 9590, 11710, 15250, 17800, 21650 SSA 9795	75 kw
The Crosley Corp. Mason, Ohio ....	WLWK	6080, 9590, 11710, 15250, 17800, 21650,	50 kw
The Crosley Corp. Mason, Ohio ....	WLWL	6080, 9590, 11710, 15250, 17800, 21650	200 kw
The Crosley Corp. Mason, Ohio ....	WLWS	6080, 9590, 11710, 15250, 17800, 21650	200 kw CP only
The Crosley Corp. Mason, Ohio ....	WLWR	6080, 9590, 11710, 15250, 17800, 21650	200 kw
General Electric Company South Scherectady, N. Y. ....	WGEA	6190, 7000, 9530, 9550, 11847.5, 15330, 21500, 21,590, SSA 17,880, SA 9530	50 kw

# LA PRIMERA CADENA ECUATORIANA DE RADIODIFUSION . . .

*consisting of:*

La Voz de Imbabura of Ibarra  
Radio Comercial of Quito  
Emisoras Splendid of Quito  
Radio Ambato of Ambato  
La Voz de Tomebamba of Cuenca

Through its powerful long and short  
wave outlets you receive complete  
coverage of the Ecuadorean market.

---

## CUBA RADIOEMISORA CMKS

*Operating on 900 kc.*

## GUANTANAMO, CUBA



*Administrative-Director*

**CANDIDO SUAREZ  
SAVON**

## "MUST" for EL SALVADOR RADIODIFUSORA YSO

LA VOZ DE LA DEMOCRACIA

Located in San Salvador

Long Wave

1,500 watts

Short Wave

1,000 watts

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## QUALITY IN MEDELLIN

*Discriminating advertisers use*

**LA VOZ DE  
ANTIOQUIA for**  
guaranteed results.

**RADIO STATIONS  
HJDE-HJDK**

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*For further information in connection with the above markets, please consult . . .*

**PAN-AMERICAN BROADCASTING COMPANY**  
330 Madison Avenue New York, N. Y.

Murray Hill 2-0811-0810

**• • • INTERNATIONAL BROADCAST STATIONS IN THE U. S. • • •**

General Electric Company South Schenectady, N. Y.	WGEO	6190, 7000, 9530, 9550, 11847.5, 15330, SSA 9550 and 17880	100 kw
General Electric Company near Belmont, Calif.	KGEI	6190, 7250, 9530, 9550, 11730, 15210, 15330, SSA 17790, 15130 and 17880	50 kw
General Electric Company Schenectady, N. Y.	WGEX	Freq. To Be Assigned	25 kw
National Broadcasting Co., Inc. Bound Brook, N. J.	WRCA	6100, 9670, 11890, 15150, 15190, 17780, 21630, SSA 11870 Kc and SA 11893 (50 to 100 kw on 9670)	50 kw
National Broadcasting Co., Inc. Bound Brook, N. J.	WNBI	Same as WRCA	Same as WRCA
National Broadcasting Co., Inc. Bound Brook, N. J.	WNRA	6100, 9670, 11890, 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	Freq. To Be Assigned	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
Westinghouse Radio Stations, Inc. Hull, Mass.	WBOS	6140, 9570, 11870, 15210, 17780, 21540, SSO 7250, 78525	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUL	6040, 11730, 11790, 15130, 15350, 17750, 21460, 592, 7805	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, SSA 6040, 7805	20 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, 5290	7 kw
General Electric Co. Belmont, Calif.	KGEX	Freq. To Be Assigned	100 kw

# **La Cadena De Las Americas** (**The Network of the Americas**) of **THE COLUMBIA BROADCASTING SYSTEM**

## — PERSONNEL —

Director of Latin American Affairs and Shortwave Broadcasting	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
Assistant in Charge of Public Relations for Latin America	Carlos Garcia Palacios

## — 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	9460	50000
LRV1			6090	50000
—Radio Belgrano Network—				
LU2	Radio Bahia Blanca	Bahia Blanca	900	5000
LV2	Radio Central	Cordoba	960	5000
LT7	Radio Corrientes	Corrientes	1340	10000
LT8	Radio Rosario	Rosario	840	3000
LV1	Radio Colon	San Juan	560	10000
LV4	Radio San Rafael	Mendoza	690	5000
LV11	Radio del Norte	Santiago del Estero	1170	500
LT14	Radio General Urquiza	Parana	—	—
LT15	Radio Concordia	Concordia	—	—
LV12	Radio Aconquija	Tucuman	580	15000
LV14	Radio La Rioja	La Rioja	1330	5000
LV10	Radio Cuyo	Mendoza	1210	10000
LV13	Radio San Luis	San Luis	1250	5000
ZP5	Radio Encarnacion	Encarnacion, Paraguay	920	5000
ZPA5	Radio Encarnacion	Encarnacion, Paraguay	950	3000
CXA8	Radio Real de San Carlos	Colonia, Uruguay	9620	20000
CXA14	Radio Real de San Carlos	Colonia, Uruguay	11820	1000
LRR	Radio Ovidio Lagos	Rosario	11887	10000
LRR1	Radio Ovidio Lagos	Rosario	—	—

## — BOLIVIA —

CP4	Radio Illimani	La Paz	1020	250
CP5	Radio Illimani	La Paz	6200	250

## — CHILE —

CB57	Radio Sociedad Nacional de Agricultura	Santiago de Chile	570	6000
CB1180	Radio Sociedad Nacional de Agricultura	Santiago de Chile	11800	1000
CB90	Radio Sociedad Nacional de Agricultura	Valparaiso	900	1000



## COLOMBIA

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
HJAG	Emisora Atlantico	Barranquilla	1050, 4905	1000
HJAH	Emisora Atlantico	Barranquilla	1080	1000
HJCS	Radio Continental	Bogota	920	5000
HJEB	La Voz del Valle	Cali	1150	1000
HJED	La Voz del Valle	Cali	4825	1000
HJFB	Radio Manizales	Manizales	6105	6000
HJFD	Radio Manizales	Manizales	1390	1000
HJDT	Radio Nutibara	Medellin	1150	500
HJFF	Ondas del Otun	Pereira	1350	1000
HJFK	La Voz Amiga	Pereira	6097	2500
HJBJ	La Voz de Santa Marta	Santa Marta	1370	1200

## COSTA RICA

TIPG	La Voz de la Victor	San Jose	625	5000
TIPG	La Voz de la Victor	San Jose	9615	2500

## 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	6312	500
HIZ	Broadcasting Nacional	Ciudad Trujillo	1350	250

## 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	250
HCBS	Radio Bolivar	Quito	9355	250
HCBT	La Voz de la Libertad	Quito	1304	250

## EL SALVADOR

YSP	La Voz de Cuscatlan	San Salvador	760	250
YSP1	La Voz de Cuscatlan	San Salvador	780	115
YSPA	La Voz de Cuscatlan	San Salvador	9575	—
YSPB	La Voz de Cuscatlan	San Salvador	6150	350

## ----- ----- **GUATEMALA** ----- -----

<b>Call Letters</b>	<b>Station Name and/or Owner</b>	<b>Location</b>	<b>Frequency Kilocycles</b>	<b>Power Watts</b>
TGW.....	La Voz de Guatemala .....	Guatemala City .....	610	10000
TGWA .....	La Voz de Guatemala .....	Guatemala City .....	9685	10000
			15170	---
TGWB.....	La Voz de Guatemala .....	Guatemala City .....	6460	1000
TGWC.....	La Voz de Guatemala .....	Guatemala City .....	1520	1000

## ----- ----- **HAITI** ----- -----

HHW.....	Station de Radioifusion .....	Port-au-Prince .....	1230	150
HH3W .....	Station de Radioifusion .....	Port-au-Prince .....	9890	250

## ----- ----- **HONDURAS** ----- -----

HRN.....	La Voz de Honduras .....	Tegucigalpa .....	5875	750
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## ----- ----- **MEXICO** ----- -----

XEQ .....	Radio Pan Americana, S.A. ....	Mexico City .....	940	50000
XEQQ .....	Radio Pan Americana, S.A. ....	Mexico City .....	9680	1000
XEA.....	.....	Campeche, Cam. ....	1370	1000
XEBU.....	.....	Chihuahua, Chih. ....	1260	500
XEBL.....	La Voz del Noroeste.....	Culiacan, Sin. ....	1260	500
XEHL.....	.....	Guadalajara, Jal. ....	1370	500
XEHQ.....	.....	Hermosillo, Son. ....	590	300
XEDS.....	.....	Mazatlan, Sin. ....	1420	500
XEFC.....	La Voz de Yucatan .....	Merida, Yuc. ....	1340	250
XEMR.....	Enrique Serna Martinez .....	Monterrey, N.L. ....	1370	500
XELQ.....	Radio Comercial .....	Morelia, Mich. ....	1270	250
XEAX.....	Alvaro Rodriguez A. ....	Oaxaca, Oax. ....	1270	500
XEHR.....	Manuel R. Canales .....	Puebla, Pue. ....	1090	250
XEBM.....	.....	San Luis Potosi .....	1260	150
XETU.....	Juan Perez Cardenas .....	Tampico, Tams. ....	1460	1000
XEDN.....	Alejandro O. Stevenson, Jr. ....	Torreon, Coah. ....	1260	250
XEHV.....	Juan A. Palavicini .....	Veraacruz, Ver. ....	1310	1000
XENC.....	.....	Celaya .....	1450	250
XEAG.....	.....	Cordoba .....	1280	250
XEJT.....	.....	Guanajuato .....	370	250
XEWE.....	.....	Irapuato .....	1420	100
XEFM.....	.....	Leon .....	1270	100
XEPP.....	.....	Orizaba .....	1450	150
XEDE.....	.....	Saltillo .....	1400	150

## ----- ----- **NICARAGUA** ----- -----

YNOW.....	La Voz de la America Central .....	Managua .....	6850	800
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## ----- ----- **PANAMA** ----- -----

HOC .....	Cadena Panamena de Radio Difusion .....	Panama City .....	1440	1000
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 Telcco	Asuncion	700	12000
ZPA3	Radio Telcco	Asuncion	11850	1200

**PERU**

OAX6C	Radio Continental	Arequipa	1370	300
OAX6D	Radio Continental	Arequipa	9500	250
OAX6E	Radio Continental	Arequipa	6235	300
OAX4A	Radio Nacional del Peru	Lima	854	10000
OAX4Z	Radio Nacional del Peru	Lima	6082	14000
OAX4U	Radio America	Lima	1030	1000
OAX4V	Radio America	Lima	5940	500
OAX4W	Radio America	Lima	9440	500

**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	5000
CXA8	Short Wave	Colonia	9620	20000
CXA14	Short Wave	Colonia	11820	1000
<i>Radio Carve Network</i>				
CW1	Radio Popular	Colonia	550	4500
CW31	Salta Broadcasting	Salta	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	25C
CX32	Radio Litoral Soriano	Mercedes	1570	50C

**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	3470	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 .....	Eli B. Canel
Chief, Spanish-language Section .....	Alberto N. Gandero
Chief, Portuguese-language Section .....	James I. Christie
Continuity Acceptance .....	F. J. Lara
Production Manager .....	Ary Moll
Assistant Production Manager .....	Alvaro Gonzalez
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
LRS .....	Radio Splendid .....	Buenos Aires .....	9315 .....	10000
LRS1 .....	Radio Splendid .....	Buenos Aires .....	5985 .....	10000
<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 .....	1150 .....	10000
LT4 .....	de la Red Splendid .....	Posadas .....	1010 .....	2000
LV6 .....	de la Red Splendid .....	Mendoza .....	630 .....	10000
LW7 .....	de la Red Splendid .....	Catamarca .....	730 .....	2000
LU5 .....	de la Red Splendid .....	Neuquen .....	1130 .....	2000
LW8 .....	de la Red Splendid .....	Jujuy .....	1130 .....	2000
LU8 .....	de la Red Splendid .....	Bariloche .....	1250 .....	1000
LU4 .....	Comodoro Rivadavia .....	C. Vivadavia .....	640 .....	1500
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
CP1 .....	Radio Chuquisaca .....	Sucre .....	9500 .....	800
CP41 .....	Radio Chuquisaca .....	Sucre .....	1325 .....	80
CP28 .....	Radio Central .....	Cochabamba .....	1360 .....	150
CP40 .....	Radio Central .....	Cochabamba .....	9570 .....	150
CP22 .....	Radio Internacional .....	Potosi .....	6130 .....	750
CP24 .....	Radio Internacional .....	Potosi .....	920 .....	250

## **CHILE**

CB114 .....	Corporacion Chilena de Broadcasting .....	Santiago .....	1140 .....	50000
CB84 .....	Radio Cristobal Colon .....	Valparaiso .....	840 .....	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 .....	3000

**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	1500
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	3000
HJDK	La Voz de Antioquia	Medellin	1250	500
HJDE	La Voz de Antioquia	Medellin	6145	5000
HJGK	Radio Santander	Bucaramanga	1280	1000
HJGB	Radio Santander	Bucaramanga	4775	2500
HJFE	La Voz de Pereira	Pereira	1470	500
HJFA	La Voz de Pereira	Pereira	6054.3	1500
HJAF	Emisoras Fuentes	Cartagena	1240	1000
HJAE	Emisoras Fuentes	Cartagena	4965	1000

**COSTA RICA**

TIPG	La Voz de la Victor	San Jose	625	5000
TIPG	La Voz de la Victor	San Jose	9615	2500
TINBC	La Voz de la Democracia	San Jose	1070	4000

**CUBA**

CMQ	Circuito CMQ	Habana	690	25000
COCQ	Circuito CMQ	Habana	8825	5000
CMBZ	Radio Salas	Habana	830	1000
COBZ	Radio Salas	Habana	9030	1000
<i>CMQ Network (Circuito CMQ)</i>				
CMHQ	del Circuito CMQ	Santa Clara	670	10000
CMJL	del Circuito CMQ	Camaguey	920	10000
CMKJ	del Circuito CMQ	Holguin	730	10000
CMKU	del Circuito CMQ	Santiago	970	1000
CMAQ	del Circuito CMQ	Pinar del Rio	840	1000

**DOMINICAN REPUBLIC**

HI1X	Radiodifusora Oficial	Ciudad Trujillo	6350	1000
HI9B	Broadcasting "Hotel Mercedes"	Santiago	6383	400

**ECUADOR**

HCJB	La Voz de los Andes	Quito	974	1000
HCJB	La Voz de los Andes	Quito	4103	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**

TGW	La Voz de Guatemala	Guatemala City	640	10000
TGWA	La Voz de Guatemala	Guatemala City	15170	10000
TGWB	La Voz de Guatemala	Guatemala City	6840	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

HRN	La Voz de Honduras	Tegucigalpa	5875	500
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# MEXICO

XEW	La Voz de la America Latina desde Mexico	Mexico City	900	100000
XEWW	La Voz de la America Latina	Mexico City	9500 15160	10000 10000

## XEW Network (Radio Programas de Mexico)

XEKJ	Refugio A. de Valdivicso	Acapulco, Gro.	1400	250
XEBI	Pedro C. Rivas	Aguascalientes	1360	250
XEA	Luis A. Maury	Campeche, Camp.	1370	250
XEFQ	Pedro Lopez Diaz	Cananea, Son.	980	500
XENC	El Herald del Bajio	Celaya	1540	250
XEQZ	Ramon Zamora Manjarrez	Chetumal	1240	250
XEFI	David C. Mireles	Chihuahua, Chih.	1440	1000
XEBA	Jose D. Gonzalez	Ciudad Guzman	1270	250
XEP	Esteban Parra	Ciudad Juarez	1400	500
XETR	Antonio Pozo L.	Ciudad Valles	570	250
XEBJ	Fernando Elizalde	Ciudad Victoria	1450	100
XERL	J. Roberto Levy	Colima, Col.	1280	250
XESA	Modesto Roberto Perez	Culiacan, S.n.	1360	500
XEE	Jose Valenzuela	Durango, Dgo.	1280	250
XEHL	Radio Anunciadora Kist	Guadalajara, Jal.	1370	500
XEDR	Modesto Ortega	Guaymas	1490	100
XEBH	Jose Remigio Agraz	Hermosillo, Son.	920	1000
XEBO	Alfonso Martinez	Irapuato, Gto.	1330	500
XEKL	Carlos Ferraez Matos	Jalapa, Ver.	550	100
XERZ	Rafael C. Navarro	Leon, Gto.	1240	250
XECF	Francisco Perez, Jr.	Los Mochis, Sin.	1410	1000
XEAM	Manuel L. Salinas	Matamoros, Tamps.	1400	250
XERJ	Rafael Elizalde	Mazatlan, Sin.	1320	500
XEME	Perfecto Villamil C.	Merida, Yuc.	1270	500
XECL	Armando Maldonado	Mexicali, B.C.	990	5000
XEDW	Angel Lagarda	Minatitlan, Ver.	1260	250
XEFB	Jesus Quintanilla	Monterrey, N.L.	630	500
XEI	Tiburcio Ponce	Morelia, Mich.	1400	250
XEGJ	Fausto M. Gomez	Navojua, Son.	1270	500
XEHF	Gaston Mascarenas	Nogales, Son.	1370	1000
XEFE	R. Tijerina Carranza	Nuevo Laredo	960	250
XEAX	A. Marquez Gonzales	Oaxaca, Oax.	1270	500
XETQ	Francisco Campos H., Sucs.	Orizaba, Ver.	1370	250
XEAT	Sucs. Jorge Perez	Parral, Chih.	1250	250
XEMU	Alfonso L. Bres	Piedras Negras	580	250
XEHR	Roberto Canedo	Puebla, Pue.	1090	250
XEJX	Radioemisora Queretana	Queretaro, Qro.	1450	250
XERT	Ignacio Magallon V.	Reinosa, Tamps.	590	250
XEBX	Sucs. Miguel B. Rodriguez	Sabinas, Coah.	610	250
XEDE	Emilio Tamargo	Saltillo, Coah.	1400	150
XECZ	Zeferino Jimenez	San Luis Potosi	1430	1000
XETU	Impulsora Moderna del Radio	Tampico	1460	1000
XETS	Wadelay Dominguez	Tapachula	630	100
XERK	Tomas Mondragon	Tepic, Nay.	1450	100
XEC	Luis Enrique Enciso	Tijuana, B.C.	1310	250
XECH	Rodolfo Llamas	Toluca	1490	250
XEBP	A. O. Stevenson	Torreón, Coah.	1260	250
XETL	Calixto Almazan	Tuxpan, Ver.	1390	250
XEUF	Ignacio Navarro Q.	Uruapan, Mich.	550	300
XEU	Fernando Pasos Sosa	Veracruz, Ver.	960	500
XEDH	Vicente Hernandez	Villa Acuna	1340	250
XELK	Jose M. Acevedo	Zacatecas, Zac.	1280	100

**NBC LATIN-AMERICAN NETWORK**

**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	250

**PARAGUAY**

ZP9	Radio La Capital	Asuncion	970	1500
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**PERU**

OAX4A	Radio Nacional del Peru	Lima	854	10000
OAX4Z	Radio Nacional del Peru	Lima	6082	14000
OAX4T	Radio Nacional del Peru	Lima	9652	12000
OAX6A	Radio Arequipa	Arequipa	6042	200
OAX1A	Radio Delcar	Chiclayo	6210	300
OAX1B	Radio Piura	Piura	5230	300
OAX4P	Radio Huancayo	Huancayo	5980	250
OAX7A	Radio Cuzco	Cuzco	6128	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	11835	5000
CX18	Radio Libertad	Montevideo	890	5000
<i>El Espectador Network (La Cadena Uruguaya de Radiodifusión)</i>				
CW1	Radio Popular	Colon	570	3000
CW19	Difusora Rochense	Rocha	1340	50
CW23	Radio Cultural	Salto	820	500
CW33	Radio Florida	Florida	1200	75
CW35	Radio Paysandu	Paysandu	1240	750
CW43	Radio Lavalleja	Minas	1420	300
CW45	Difusora Treinta y tres	Treinta y tres	1390	250
CW46A	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

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Acapulco, Gro. ....	XEKJ	1400	0.25	
Agua Prieta, Son. ....	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
Casas Grandes .....	XETX	1400	0.1	
Celaya, Guan. ....	XEJT	1600	0.1	
		1090		
		1190		
Chetumal de Q. R. ....	XACD	3050	40.05	Cia. Mexicana de Aviacion
Chihuahua .....	XEFI	1440	1.	Ramiro G. Urganga
Chihuahua .....	XEBW	1280	0.6	Angel Mara T.
Chihuahua .....	XEM	1390	0.5	Pedro Mencesce, Jr.
Chihuahua .....	XEBU	1260	0.1	Feliciano Lopez
Chihuahua .....	XEJK	1340	0.1	
Ciudad Guzman, Jal. ....	XEGT	1270	.25	Xavier Velasco
Ciudad Guzman, Jal. ....	XELO	1490	0.1	
Ciudad Juarez .....	XEBA	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 F. 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	
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.
Guadalajara, Jal. ....	XED	680	1.	Cia. Radiofonografica
	XEDQ		0.1	
Guadalajara, Jal. ....	XEHL	1370	0.5	



## STATIONS OF MEXICO

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Guadalajara, Jal.	XELW	1340	0.25	Salvador Galindo de la Torre
Guadalajara, Jal.	XEHK	960	.25	Carmen Vilasenor
Guadalajara, Jal.	XEAV	580		Alfredo Vasquez
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 Gonzalex
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 Sorolegu
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.	XFMH	1400	0.1	
Mexicali, B. C.	XECL	990	5.	Alfonso Lacarra
Mexicali, B. C.	XEAO	910	0.25	Chavez y Castro, Soc.
Mexicali, B. C.	XEAA	1340	0.25	Alberto Gonzales
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.
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

Location	Call Letters	Frequency Kcs.	Power Kws	Owner or Operating Agency
Mexico City, D. F.	XEMX	1380	0.5	Alfonson Traslos
Mexico City, D. F.	XEOF			Leros Avolos
		560	1.	
Mexico City, D. F.	XEFW	890	100.0	
	XEWW	9500	sw. 10.	
Mexico City, D. F.	XEQ	730	150.	Radio Panamericana
	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.	XFK	990	0.5	Arturo Martinez
Minatitlan, Ver.	XEDW	1260	25	Hector Silva Canto
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 Herald del Comercio
Morclina, Michoacan	XEKW	6030	sw. 0.5	Jose Martinez Ramirez
Morelina, Michoacan	XEKF	6030	sw. 5.	El Nec di Nichosaan desde Morelia
Morelina, Michoacan	XELQ	1270	0.1	
Morelina, Michoacan	XEI	1400	0.25	Carlos Gutierrez
Morelina, Michoacan	XESF	600	0.25	
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	
Oaxaca	XEAX	1270	.15	Alvaro Rodriquez 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

• • •      **STATIONS OF MEXICO**      • • •

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
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 2.5-N	Rita Mayans y Gustavo 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
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	

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Villa Acuna, Coah.....	XEAB	1600 sw.	5.	
Villa Acuna, Coah.....	XEDH	1340	0.25	Vicente Hernandez
Villa Acuna, Coah.....	XEAQ	1430	0.1	
Villahermosa de Tabasco....	XAGB	5250	0.075	Cia. Arconautica 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

# **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
Continuity Department.....	Antonio Eufrazio Ontiveros
Engineering Department.....	Carlos Camacho
Accounting Department.....	Horacio Nino Medina
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.
XEA	Campeche, Camp.	XEGL	Navojua, 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.

**RADIO PROGRAMAS DE MEXICO**

<i>Call Letters</i>	<i>City</i>	<i>Call Letters</i>	<i>City</i>
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	Torreon, Coah.
XEAM	Matamoros, Tamps.	XETL	Tuxpan, Ver.
XERJ	Mazatlan, Sin.	XEUF	Uruapan, 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.
XEHQ	Hermosillo, Son.	XETS	Tapachula, Chis.
XEWE	Irapuato, Gto.	XEXT	Tepic, Nay.
XEDN	Torreon, Coah.	XEHV	Veracruz, Ver.
		XEDH	Villa Acuna, Coah.

**AFFILIATED STATIONS IN CENTRAL 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
HC2AJ	Guayaquil, Ecuador	HIN	Trujillo, Rep. Dominicana

# STATIONS OF CENTRAL AND SOUTH AMERICA

## ARGENTINA

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws</i>	<i>Owner or Operating Agency</i>
Bahia Blanca .....	LU2	900	50	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	Dirreccion 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	60	Victor J. Ruano
Buenos Aires (Florida) .....	LR9	1030	50	Gregorio Echavarría
Buenos Aires (Hurlingham) .....	LR6	870	25.0	S. A. La Nacion
Buenos Aires (Hurlingham) .....	LR3	950	90.0	Jaime Yankelevich
	LR1			
	LR3			
	LR1 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	900	50.0	Antonio C. Devoto
	LRS			
	LRS1			
Buenos Aires (Rivadavia) .....	LS5	1110	50	Enrique Caride
Buenos Aires (Vicente Lopez) .....	LS9	1270	60	S. A. La Voz Del Aire
Buenos Aires (San Fernando) .....	LR1	1070	50.0	Empresa Editorial Haynes Ltda., S. A.
	LRU*	15290 sw.	7.0	
	LRX	9560 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.)
	LV2	960	50	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
			1.5	
La Plata .....	LS11	1310	30.0	Gobierno Prov. B.A. Pasaje Dardo Roche

• • •      **LATIN-AMERICAN STATIONS**      • • •

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
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 . . . . .	I.U11	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 Patagonia
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. Dougal
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. Repts. Lda. Radio Aconquija
Tucuman . . . . .	LV7			
La Rioja . . . . .	LV14	820	2.5	Gonzalez Acha y Munoz
Buenos Aires . . . . .	LS6	1350	6.0	Ricardo A. Bernotti

**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
	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	1325	100.	Jose Comacho B.
Sucre	CP1	9500	800.	
Tarija	CP23	6190 sw.	175	

## BRAZIL

Aracaju (Sergipe)	PRJ6	630	1.	Jose Nunes Rebello
Aracatuba (Sao Paulo)	PRJ8	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	1330	0.1	
			0.25	
Bauru (Sao Paulo)	PRG8	1210	0.5	Joao Simonetti
Belcm (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)	PR13	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 (Goias)	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 Catarina)	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.	
Nietheroy (R. J.)	PRD8	1320	1.	Jose Augusto Mendes
	PRE6	1470	1.	Tte. Custodio Fontes
Paranahyba (Pianu)	PRJ4	1470	0.5	Dr. Joao Tavares de Carvalho
Patos (Minas G.)	ZYB4	1530	0.1	



. . .      **LATIN-AMERICAN STATIONS**      . . .

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Pelotas (Rio Grande de Sul)	PRC3	580	0.25	Carlos G. Sica
Petropolis, L. (R. J.)	PRH4	1320	0.5	Atakualpa Dias
Piracicaba (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 Alegas)	PRJ7	1530	0.1	Jose Nunes Rebello
Marilia (Sao Paulo)	PRJ2	1090	0.5	Oscar de Moraes Barros
Prudente (Sao Paulo)	PRI5	970	0.25	Manoel Bussacos
Recife (Pernambuco)	PRA8	720	25.	Oscar Moreira Pinto
Ribeirao Preto (Sao Paulo)	PRA7	6012 sw.	5.	
Ribeirao Preto (Sao Paulo)	PRH7	730	0.5	Jose da Silva Bueno
Rio Claro (Sao Paulo)	PRF2	1170		Lonzado Bueno
Rio de Janeiro		1460	0.25	Waldemar Cartolano
Distrito Fed.	PRA2	800	25.	Ministerio Educacao Saude
	PRA3	860	10.	Dr. Rolpho Estevan de Siqueira
Rio de Janeiro				Edmar Machado
Distrito Fed.	PRA9	1220	25.	
Rio de Janeiro				Alceu Mario de Sa Freire
Distrito Fed.	PRB7	900	5.	
		6200 sw.	25.	
		9610 sw.	25.	
		15370 sw.	25.	
Rio de Janeiro				Guilherme Manes
Distrito Fed.	PRC8	1360	5.	
Rio de Janeiro				Mario Villaca Meyer
Distrito Fed.	PRD2	1060	10.	
Rio de Janeiro				Francisco Gomes-Maciel Pinheiro
Distrito Fed.	PRD5	1400	1.	
Rio de Janeiro				Dr. Placido de Melo
Distrito Fed.	PRE2	1430	5.	
Rio de Janeiro				Dr. Elisio Dantas
Distrito Fed.	PRE3	1180	7.5	
Rio de Janeiro				Dr. Gilberto de Andrade
Distrito Fed.	PRE8	980	25.	
Rio de Janeiro				Ernesto Ferreira Carneiro
Distrito Fed.	PRF4	940	10.	
Rio de Janeiro				Dr. J. V. Pareto Neto
Distrito Fed.	PRF5	9500 sw.	12	
		9600 sw.		
		10220 sw.		
		15190 sw.		
Rio de Janeiro				Dr. Teofilo de Barros
Distrito Fed.	PRG3	1280	10.	
Rio de Janeiro				Brazilian Govt.
Distrito Fed.	PRL9	9505		
	PRL8	11720		
	PRL7	17850		
Rio de Janeiro				Francisco Xavier Filho
Distrito Fed.	PRH8	1130	0.5	

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Rio Grande (Rio Grande de Sul) .....	ZYC3	1510	0.1	
Rio Preto (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.	
Sao Sebastiao Paraiso (Minas G.) .....	ZYA4	11765 sw. 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
Ulberlandia (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 .....	ZTK-2	10600	0.2	Government
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## CHILE

Antofagasta .....	CAI41	1410	1.	Angel Garcia y Cia. Ltda.
Antofagasta .....	CAI27	1270	0.25	Horus Predreny Palma
Chillan .....	CCI38	1380	0.15	Adriana Pagueguy 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
I.a Serena .....	CA108	1080	1.0	Ed. Encina Arancibia
Osorno .....	CD84	840	1.5	Soc. Agricola y Granadera de Osorno

. . . **LATIN-AMERICAN STATIONS** . . .

Location	Call Letters	Frequency		Power	Owner or Operating Agency
		Kcs	Kcs.		
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	CD113	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	CB82	820		1.	Carlos Briceño, owner.
Santiago de Chile	CB89	890		1.	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		50.	Corp Chilena de Radio
Santiago de Chile	CB126	1260		10.	Soc. Chilena Radiodifusora S. A.
Santiago de Chile	CD960	9600	sw.	1.	Horacio Hevia Latbe
	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		1.	
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 Vitalica 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 Kus.	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	HJFH	4875 sw.	.6	Botero Y Cia. (Braulio Botero Londono)
	HJFM	1210	0.6	
Barranquilla	HJAA	1330	0.5	Alfonso Rosales Navarro
Barranquilla	HJAG	4905 sw.	.45	Emisora Atlantic S. A., Angel M. Ruiz, owner
	HJAH	1050	.4	
Barranquilla	HJAI	1370	0.25	Julian Melendez
Barranquilla	HJAK	1310	0.35	Vassallo Hinos y Mendez (Clemente Vassallo Gomez, owner)
Barranquilla	HJAB	4785	1.	Eliecer Velasco
	HJAN	1190 sw.	1.	
Barranquilla	HJAS	1500	0.4	Miguel A. Ruiz
Barranquilla	HJAT	1275	.5	Delfina v. de Haayen
Bogota	HJCB	1105	.8	Colombia Broadcasting S. A. (Robt. Ramirez, Enrique Ramirez & Jorge Alford)
	HJCD	6160	8.0	
Bogota	HJCC	870	5.	Gustavo Uribe Th.
	HJCE	1220	1.	
	HJCF	6073 sw.	0.75	
Bogota	HJCG	1060	0.5	Julio Bernal
Bogota	HJCI	4895 sw.	0.75	Manuel J. Gaitan
	HJCH	810	.5	
Bogota	HJCJ	1380	0.2	Manuel J. Gaitan
Bogota	HJCK	1290	0.5	Anez & Tobon Sierra
Bogota	HJCN	1335	0.5	Roberto Laignelet
Bogota	HJCO	1160	1.	Jesus M. Garcia
	HJCW	4945 sw.	.75	
Bogota	HJCQ	4955 sw.	0.15	Ministerio de Economia Nacional
Bogota	HJCR	1200	3.0	Colombian Govt.
	HJCT	6260 sw.	2.5	
Bogota	HJCU	720	5.	Cristobal Paez G. y Cia. Ltd.
	HJCA	4855 sw.	1.	
	HJCY	1460	.35	
Bogota	HJCX	6018 sw.	0.75	Cipriano Rios Hoyos
	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
	HJGK	1280	0.25	
Buenaventura	HJES	1525	0.05	Heriberto Quintero
Buenaventura	HJEW	1355	0.22	Jorge E. Berrio
Buga	HJEI	1410	0.1	Bernardo Buena Delgado
Buga	HJEP	1485	0.5	Sociedad Voces de Occidente—Hernando Azcarate M., owner

. . . **LATIN-AMERICAN STATIONS** . . .

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
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,
	HJEL	1260	0.5	owner
Cali	HJER	1395	0.5	Cesar Mendoza Mazuera
	HJEX	4865 sw.	2.5	
Cali	HJET	1510	.5	Dirreccion de Educacion del V.
Cali	HJEN	1370	0.5	Alfonso Mese Vargas
Cartagena	HJAE	4965 sw	.48	Laboratories Fuentes,
	HJAF	1240	0.252	Rafael Fuentes, owner
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
	HJFD	1390	0.75	Alberto Hoyos A., Dir.
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	
Medellin	HJDE	5145 sw.	5.	Cia. Colombia de Radiodiffu-
	HJDK	1250	.5	sion—Luis Ramos, owner
Medellin	HJDL	1480	0.5	Jaime Tobon R. (leased to Hernando Gomez)
Medellin	HJDM	1520	0.5	Prospero Aguirre
Medellin	HJDQ	1320	0.75	Cia. Antiquena de Radiodif-
	HJDP	4885 sw.	.6	sion (Fernando Restrepo Al-
				varez, owner)
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		0.5	Hernando Tellez B.
Monteria	HJAL	1465	0.5	Julio Cesar Patino
Neiva	HJFN	1420	0.1	Helidora Tamayo
	HJFP	1520	.1	Teodulo Camacho, G.
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
Pasto	HJHB	1170	0.5	Bernardo Bueno Delgado
Pereira	HJFA	6054 sw.	.75	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	HJFA	1500	.5	Jesus Hernandez Hormaza
Popayan	ILJEG	1450	0.3	Mercedes M. De Valencia
Quibedo	IIJDG	4805 sw.	.5	Intendencia del Choco Cultural
Santa Marta	HJBH	1410	0.5	Manuel C. Conde
Santa Marta	HJBJ	1140	0.5	Julio A. Sanchez
Santander	HJEH	1550	.025	Escuela Rafael Tello
Sevilla	HJET	1510	0.25	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
		9815 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 Jimenc
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 Hene Chavarria
		6150 sw.	0.25	
San Jose	TIFA	1000	0.25	Francisco Aric
San Jose	TISMG	1045	0.5	Guillermo Zuniga
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	Circuito CMQ
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**      • • •

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
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	CMJII	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 Ildefonso
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 & Martinoli
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	CMCM	1060	.25	Cia. Transradio Columbia
	UOCM	9833	1.0	
Havana	CMX	1010	10.	Francisco A. Lavin
	COCX	11650 sw.	1.0	
Havana	CMBZ	950	1.0	Manuel y Guillermo Sales
	COBZ	9030 sw.	.25	
Havana	CMK	830	.25	Fausto Montiel
Havana	CMQ	690	25.0	Circuito CMQ
Havana	CMCY	590	15.	RHC Cadena Azul S. A.
	COCY	11740 sw.		
Havana	CMW	550	2.5	Adolfo Gil y Miguel Troncoso
	COCW	6325	0.1	
Holquin	CMKV	600	1.	
Holquin	CMKF	1490	.25	Manuel J. de Gongora
Holquin	CMKJ	970	1.0	Circuito CMQ
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	
		955		

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kw.</i>	<i>Owner or Operating Agency</i>
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
Neuvas .....	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	Circuito CMQ
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.	1.0	
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	Circuito CMQ
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	Circuito CMQ
Santiago de Cuba .....	CMKW	1000	1.0	Ricardo Miranda, Cortes y Raul Souлары 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 Vicedo 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
	HIIZ	6316 sw.	0.1	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.	0.25	
	HI1X	6340 sw.	0.25	
Ciudad Trujillo .....	HIG	900	0.05	A. Cordero Puello
		6280 sw.	0.04	
Ciudad Trujillo .....	HIIG	6120 sw.	0.25	A. Cordero Puello
	HI2G	9140 sw.	0.25	
Ciudad Trujillo .....	HIL	6175 sw.	.08	J. C. Pellicer



• • • **LATIN-AMERICAN STATIONS** • • •

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Ciudad Trujillo .....	HIT	6630 sw.	0.1	F. A. Sanabia
		1050		
Ciudad Trujillo .....	H18Q*	1475	.025	Julio Garcia Alardo
Ciudad Trujillo .....	H16H*	6115 sw.	0.1	Emilio Garden
Ciudad Trujillo .....	H18T*	6122 sw.	.03	Raul Henriquez S.
Ciudad Trujillo .....	H12D*	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 .....	H17P	6800 sw.*		J. M. Roques Roman
Ciudad Trujillo .....	H16Y	6660 sw.*	.025	Alfonso Cuervo
Ciudad Trujillo .....	H18T	6122 sw.*	.003	Raul Henriquez S.
Monsenor Nouel, La Vega	H12T	6480	.20	Jose Arismendy Trujillo
Santiago .....	H11A	6190 sw	.25	Rafael Western
Santiago .....	H13U	6015 sw.	.1	Fernando Bertran
Santiago .....	H19B	6383 sw.	.25	Jacinto L. Sanchez
Puerto Plata .....	H19T	6170 sw.	.10	Luis A. Pelegrin
	H19U	1010	.025	
Puerto Plata .....	H15P*	6565 sw.	.03	J. M. Modesto
San Cristobal .....	H11R	6420	.20	Luis Alberti
San Pedro de Macoris.....	H1H	1420	.15	Domingo Diminguez
	H11J	6025	.25	Fausto Donastorg
San Pedro de Macoris.....	H1H	6025 sw.	.25	Fausto Donastorg
Romana .....	H13C	6690 sw.	.15	Antonio Herrero Hernandez

## 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	Cdalia Aruz de Garcia
		900	0.1	
Guayaquil .....	HC2AJ	1050	1.0	Cia. Radiodifusora del Ecuador
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 .....	HC1FM	4020 sw.	0.3	I. Municipio de Ibarra
Portoviejo .....	HCJB4	3645 sw.	.008	Clarence W. Jones
Quito .....	HCJB	974	.7	Clarence W. Jones
		4108 sw.	0.150	
		12455 sw.	7.0	
		9958 sw.	.7	
		28040 sw.	.025	
		7285 sw.	.14	
		27850	1.0	
		14200	1.0	
		7068	1.0	

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Quito	HCIPM	5725 sw.	0.15	Leonardo Ponce
Quito	HCQR	1330	0.3	Carlos Mantilla O.
Quito	HCQRX	5970 sw.	0.3	Carlos Mantilla O.
Quito	HCBT	1304	0.25	Cesar Mantilla
	HCBS	9350 sw.	0.25	
Quito	HCK*	5885 sw.	0.3	
Quito	HCIGP	7874 sw.	0.2	Miguel Olugel Gonzales, owner; Padre Elias Brito, Dir.
Quito	HC1AD	1410	.25	Operated by Cia. Anterandina de Broadcasting—Vincnte Ordonez Pellares, Enrique Arrengui R.
	HC1AB			
Quito	HC2ROZ			
Quito	HC1BF	7265	.3	Adriano Jaramillo
	HC1BD	1111	.2	
Riobamba	PRADO	6618 sw.	0.5	

## EL SALVADOR

San Salvador	YSR	6520 sw.	0.8	Alberto Cevallos
San Salvador	YSS	950	2.5	
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.
Quezaltenango	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	

**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 .....	YNDS	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 .....	IIP5K	6005 sw	0.2	Jose Jaen y Jaen
	IIOK	640	0.25	
Panama .....	IIP5G	11780 sw.	.6	Radio Panamerican
	HOA	1000	.4	
Panama .....	HOC	1440	.025	Jose Jaen y Jaen
Panama .....	HP5A	11700 sw.	.3	Jose Jaen y Jaen
Panama .....	IIOQ	1250	0.25	Fernandez Jose Herrera, Jr.
Panama .....	HP5B	6030 sw.	0.15	Fanesto de la Guardia, Jr.
	HP3C	730	.4	
Panama .....	HP5H	6122 sw.	0.15	M Lombardo Vega
Panama .....	HP5J	9600 sw.	0.2	Servicio Publica de Radio,
	HP6J	1358 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	Gobierno del Peru
	OAX4G	6190 sw.	0.25	
	OAX4Z	6082 sw.	15.	
Lima	OAX4A	854	10.	Ing. Juan P. Goicochea
	OAX4T	9562 sw.	10.	
	OAX4R	sw.		
	OAX4E	960	0.2	
Lima	OAX4K	9545 sw.	0.25	Dianderas Samanez
	OAX4I	1320	0.25	
Lima	OAX4J	9520	0.2	Rafael Larco Hoyle
	OAX4X		0.3	
Lima	OAX4Q		0.2	
Lima	OAX4L	1250	0.2	
Lima	OAX4U	1030	5.	Rafael Larco Hoyle
	OAX4V	sw. 6010	2.	
	OAX4W	sw. 9510	0.5	
Trujillo	OAX2A	6000.57 sw.	0.25	Rafael Larco Hoyle
	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**

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 Agronomla (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	Batlle 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. Uruguaya 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	8125	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 Dowton Garcia
Rocha	CW19	1340	0.05	Abel Machado
Salto	CW23	820	0.25	Domingo Giordano
Salto	CW27	660	0.25	Luis Batlle 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	1480	0.05	Roberto Tarucell
Tacuarembó	CW46A	1400	2.0	Luis S. Dini
Treina y Tres	CW45	1390	0.25	Marroche y Lacurcia

• • •      **LATIN-AMERICAN STATIONS**      • • •

**VENEZUELA**

Acarigua .....	YV3RF	3490 sw.	.104	Pausides Sigala
Barcelona .....	YV6RC	3450 sw.	1.5	L. J. Arreaza
	YV6RE	1080	.25	
Barquisimeto .....	YV3RE	1475	.775	Amilcar Segura
	YV3RN	4990 sw.	.300	
Barquisimeto .....	YV3RS	3490	.65	Rafael A. Segura
Caracas .....	YV5RN	4920 sw.	5.0	Ricardo Espina, Dir.
	YV5RA	960	10.0	Almacen 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 .....	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 Sucs.
	YV6RU	4790 sw.	.96	E. Torres Valencia Sucs.
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
Trujillo .....	YV2RB	980	.325	
	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 .....	YV4RE	3480 sw.	1.0	Miguel Ache
	YV4RP	1400	1.138	

For the **BEST IN NEWS**

For the

**BEST IN PROGRAMS**

**BASED ON NEWS**

**API!**



## WHEN CAN TELEVISION TURN A PROFIT?

Facts, figures and "television know-how" are needed when considering this important question. Du Mont is qualified to help you find the answer. Du Mont has marched in the forefront of radio and electronic progress for the past 15 years. Du Mont has contributed importantly to television broadcasting and receiving equipment design. Du Mont has built more tele-stations than any other company. Du Mont has operated Station WABD and commer-

cially programmed its time since 1942. From this deep reservoir of television experience, Du Mont has drawn a pattern which you can use to plan your television future. This pattern is presented in detail in our new booklet, "The Economics of Du Mont Television." This booklet sharpens but one axe—the tested superiority of Du Mont station equipment. This is another Du Mont contribution to the development of a great new medium. Please request it on your firm letterhead.

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ALLEN B. DU MONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, N. J. TELEVISION STUDIOS AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, NEW YORK





**RADIO DAILY**

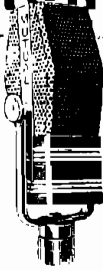
*P R E S E N T S*

**THE 1946  
YEAR BOOK  
OF  
TELEVISION**

*Edited by*  
**JACK ALICOATE**

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# LEADERSHIP REQUIRES VISION

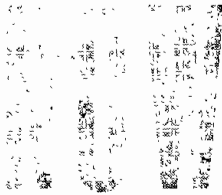


*First in the West with*

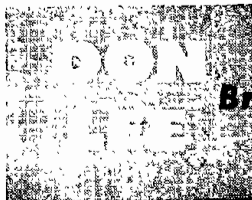
- ★ ALL-TELEVISION STATION    ★ TELEVISION BROADCASTING
- ★ ALL-TELEVISION BUILDING
- ★ FREQUENCY MODULATION    ★ ALL-FM BUILDING

*First on the Pacific Coast with*

- ★ NETWORK RADIO BROADCASTING
- ★ COMPLETE RADIO COVERAGE (39 Stations)



— Don Lee has acquired a television site of the height considered most advantageous for both Television and Frequency Modulation Broadcasting. Don Lee's purchase of a site on the top of Mount Wilson, home of the world-famous Mount Wilson Observatory, will give KHJFM and W6XAO a transmitter height of 5,900 feet for Television and Frequency Modulation Broadcasting. No finer location could be obtained in all Southern California.



**Broadcasting System**

# TELEVISION

Radio Daily presents the first edition of the Year Book of Television . . . a mellowed reflection of the past, a colorful show window of today and a happy preview of things to come.



We believe that Television will soon break through the dam of reconversion difficulties. . . . Its place in the sun, alongside of the stage, screen and radio is already assured.

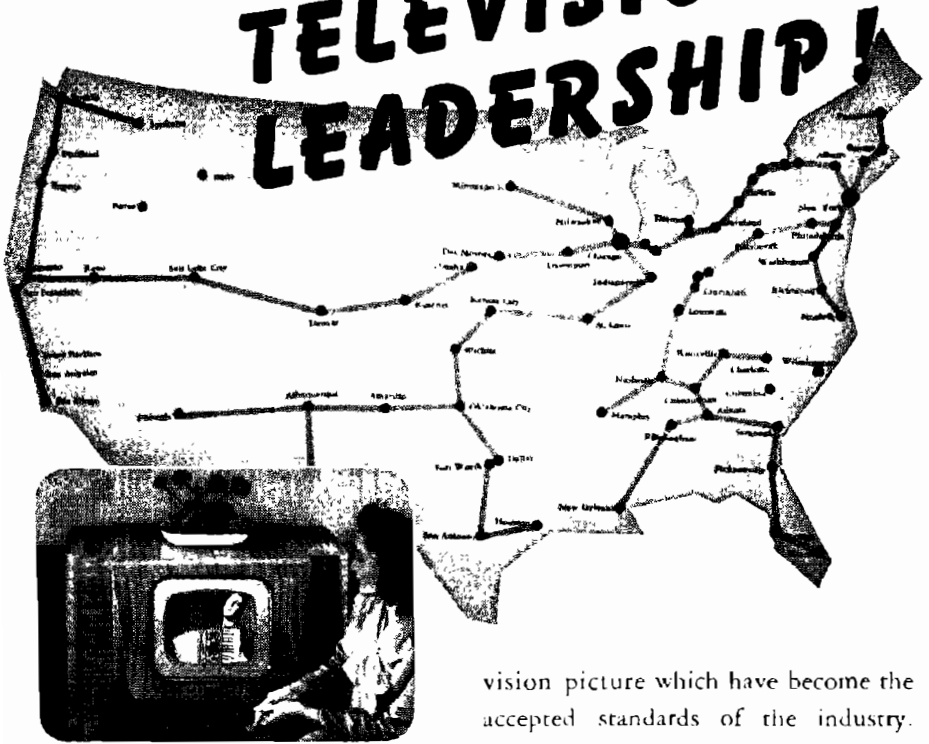


In the meantime it is hoped that the pages that follow will be of help to the explorer in the field of video . . . To those who have helped we are indeed deeply appreciative.

*JACK ALICOMTE*  
*Editor*

Setting the Stage for

# TELEVISION LEADERSHIP!



SINCE 1928, Philco's pioneer contributions have played a leading part in the progress of television.

In *television reception*, perhaps the most important factor will be the quality of the picture. And Philco scientists and engineers . . . more than any other research group . . . have been responsible for constant improvement in the clarity, sharpness and detail of the tele-

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Look to Philco for continued pioneering . . . for leadership . . . in television.

## PHILCO

*Famous for Quality the World Over*

# Television To-Day —and Tomorrow

By FRANK BURKE, Editor RADIO DAILY

**T**ELEVISION—lusty infant of the electronic age—which suffered growing pains during 1945 now stands on the threshold of a boom era.

Despite the production setbacks and delays incident to channel allocations, television progressed during 1945 with leaders laying the foundation for network development, standardizing equipment, and educating the public on the potentialities of the new visual art.

Among the important developments of the past year was the FCC's action in allocating television channels in 140 major markets throughout the country, the completion of a coaxial cable network linking Washington and New York and the experimental networks using microwave relays and booster stations.

Applications received by the FCC indicate approximately 150 television stations are sought by broadcasters throughout the country. Most of the applications come from key center cities, and if production of transmitters gets underway it is expected that at least 10 new television stations will take to the air during 1946.

Television set manufacturers view 1946 as a banner production year with OPA difficulties eased. One manufacturer predicts that 200,000 new television receivers will be in the hands of consumers before the end of the year and that a potential market of millions of receivers awaits production and sales schedules.

The battle of frequencies continues with two schools of thought airing their views on whether television should develop immediately in the low frequencies with an acceptable black-and-white-image or wait until ultra high frequency color television is fully developed for commercial acceptance. In the black-and-white field RCA recently demonstrated an excellent image using the new image orthicon camera and improved receivers. On the other hand CBS staged press previews of color television using a new

transmitter and a vastly improved mechanical scanning system.

## Production Gets Underway

While the battle of the frequencies is being waged RCA, Philco and General Electric are going right ahead with the manufacture and merchandising of black and white receivers which are expected to range in price from \$150 to deluxe models as high as \$1,000. Proponents of color, while not geared at present to produce receivers, forecast that color television sets will be available within six months and that the cost of these receivers will not exceed 10 per cent more than the conventional black-and-white sets.

As the industry gets in the stride the ranks of the so-called "experts" continue to grow. Television institutes and schools are springing up in New York, Chicago and the west coast and layman interest in video continues to grow. In many instances "experts" have talked and written themselves out on the subject of television and left advertising agency executives, potential sponsors and others wanting more specific information on the visual art.

Intra-store television looms as an important phase of video merchandising with experimental installations having been tried out in Philadelphia and Jamaica, L. I. The Philadelphia demonstration, staged by Gimbel's store in collaboration with RCA, attracted large crowds and proved that visual merchandising was practical. Similar results were obtained in Jamaica with the demonstration operating on a smaller scale.

In conclusion the best appraisal of the future of television was made by Paul Porter, ex-FCC chairman, during the inauguration of the coaxial link between Washington and New York on Lincoln's Birthday. Porter said that communications, including television, would become a \$6,000,000,000 industry, would create many new jobs and carry "a great re-conversion load in the next few years."

Look to the pioneer...

**FARNSWORTH...**

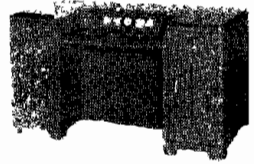
for Better Television Equipment!



Farnsworth direct pick-up television camera



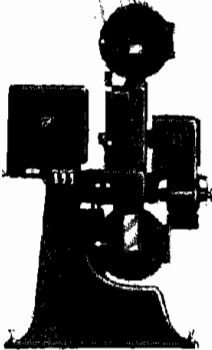
"Iconoscope" Type Camera Tube.



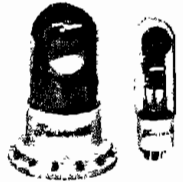
Farnsworth console for control of studio or film television programs, making possible the simultaneous operation of one or more television cameras.



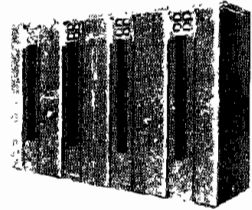
Image Dissector Type Camera Tube.



Farnsworth Telecine Projector for transmission of motion picture film in television programs.



Electron Multiplier Tubes.



A four-kilowatt Farnsworth television picture transmitter.

Farnsworth! The name you think of *first* in television! With a rich heritage of eighteen years of experience in electronic television, with increased plant facilities, with war-acquired skills and techniques, Farnsworth is ready to meet the industry's need for communications, broadcasting and television transmission and reception units, including technical equipment for laboratory use.

**FARNSWORTH**

*Television - Radio  
Phonograph - Radio*

**FARNSWORTH TELEVISION & RADIO CORPORATION, Fort Wayne 1, Indiana**

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Halstead Mobile Communications and Traffic Control Systems for Rail and Highway • the Farnsworth Phonograph-Radio  
the Capehart • the Panamuse by Capehart

# Television Gains Via Wartime Use

*By D. F. SCHMIT, Director of Engineering, RCA Victor Division*

UNLIKE many of the newer wonders which are ushering in the Electronic Age, television is not a "war baby." Television graduated from the laboratory to the state of a limited public service some years before the war. Many public demonstrations were given, transmitters went on the air in several of the larger American cities, and television receivers were purchased and used in some 10,000 American homes.

It has been during the war and the few months since its close, however, and partly as an outgrowth of wartime research for military purposes, that television has come of age. Having now attained its majority, it promises in the next year or two to become at least one of the most important, if not the most important, of all electronic services, in point of both its economic significance and its effect on the living of America.

## Major Developments

Several major developments contributing to the technical advancement of black-and-white television have come out of the RCA Laboratories and the various engineering development laboratories of the RCA Victor Division of the Radio Corporation of America during the war years. These include a new super-sensitive camera, new picture tubes that greatly increase the brilliance and clarity of the televised image, a large-screen projection system for home receivers, and new tubes and circuits which improve image quality and, at the same time, make it possible to design cameras, studio and control equipment, and receivers that are smaller, lighter in weight, and more compact than pre-war units.

Before the war, outdoor program material was limited by weather and the time of day, and indoor material required intensely brilliant artificial lighting. A screen image of adequate brilliance could be obtained only in a darkened room, and even then, definition left something to be desired. Home receiver viewing screens, occupying the face of the picture tube, were restricted in size by physical

limitations on the size of tube it was practicable to build, with the usual screen size about 7 by 9 inches.

## Program Possibilities

Today, with the super-sensitive RCA Image Orthicon in a lightweight, compact field camera, television producers have entered upon a vast new field of program possibilities, encompassing round-the-clock coverage of news and special events in any kind of weather, by sunlight, twilight, streetlight, or the ordinary indoor lighting of theaters, auditoriums, schools, churches, courtrooms, concert halls, and sport arenas.

With the new and improved RCA Kinescopes, set-owners may see television images possessing brilliance, definition, and contrast equal to those of motion pictures in a normally lighted room.

Prospective set-owners contemplating the purchase of de luxe television receivers for large rooms or relatively large family or social groups of observers may look forward to a screen image approximately as large as a full page of a newspaper, provided by the RCA Victor large-screen projection-type receiver.

The RCA Image Orthicon is possessed of light-sensitivity 100 times greater than that of prewar camera tubes and approaching that of the human eye. This extreme light-sensitivity is achieved by interposing a series of electron multiplier stages between the photocathode on which the light image is focused and the signal output, thereby amplifying the initial response to low light levels.

The vastly improved brilliance and definition of images obtained on new RCA Kinescopes have been achieved through advances in the design of electron guns and the development of luminescent materials providing increased efficiency and picture contrast.

## Large Screens

RCA Victor's projection-type receivers employ a reflective optical system, consisting of a spherical mirror, which picks up the image from the face of the pic-

ture tube, and a molded plastic aspherical lens, which brings the reflected and enlarged image to a sharp focus on a rear-projection type viewing screen built into the receiver cabinet.

In the new RCA Projection-Kinescope to be used in these large-screen receivers, light losses are minimized by means of a very thin metallic film behind the fluorescent screen, which acts as a mirror to keep light generated by the fluorescent screen, which acts as a mirror to keep light generated by the fluorescent material from radiating back toward the inside of the tube.

Although color television cameras and receivers employing mechanically driven color filters have been demonstrated experimentally by RCA, and promising results have been obtained, the company feels that this phase of television is still in the laboratory stage. RCA does not plan to market equipment in this field until a non-mechanical, all-electronic color system can be perfected to provide images equal in clarity to those obtained with the present RCA black-and-white all-electronic system.

Present uncertainties in the manufac-

turing situation preclude the fixing of a specific date for the beginning of distribution on new RCA Victor television receivers, but it is expected that the first table models will come off the production lines about the middle of this year, with console models following next autumn.

RCA Victor's manufacturing schedule embraces a variety of television receivers, ranging from a direct-viewing type employing a 7-inch kinescope (picture size about 4½ x 6 inches) to a de luxe large-screen projection-type console providing a picture about 15 x 20 inches. Auxiliary services such as AM and FM radio reception and record reproduction will be included in some models. Prices are expected to range from about \$200 for a table model to approximately \$500 for a large-screen projection model with AM and FM reception.

RCA Victor, which has supplied more television broadcast equipment than any other company in the world, expects to have the first of its new television transmitters and other station equipment items ready for distribution by late summer or early autumn of this year.

# Be Wise...

# FILMS DON'T TELEVISE

**Unless....** produced by the methods and techniques required for Telcanning, as against the present form of "movie" production that has been unsuccessfully applied, they will not conform to technical and electronic requirements and the exacting standards that should govern quality Television presentation.

As pioneer producers of Television Film Transcriptions, exclusively, TransVideo is prepared to place at the disposal of sponsors, agencies and stations, its unique "know how" in the production of films for Television.



## TransVideo Film Productions

INCORPORATED

112 PARK AVENUE

NEW YORK 17, N. Y.

MUrray Hill 4-6628



# Color Television Of Tomorrow

By DR. PETER C. GOLDMARK, *Dir., Engineering Research-Development, CBS*

**T**HE science of radio has continually probed for realism. In the aural field the fidelity of the sound has been improved bit by bit over the years until we can transmit over the air the full frequency range of the sound just as it would be heard by a listener on the spot. In the development of television, we have been following the same path. Now we are able to transmit a picture of a scene faithfully and completely, in natural colors, as it would appear to an observer on the spot.

In the field of electronics, the impulses carried on the air waves have been developed from the comparatively simple vibration of the wireless telegraph instrument, until today in the ultra-high frequencies around 500,000,000 impulses per second we are able to transmit the full, natural colors of objects before the television camera.

War research and employment of electronic discoveries, plus prior experience in field and laboratory, are the ingredients that make possible the new television in full color which the Columbia Broadcasting System has demonstrated and brought to the point of public commercial practicability.

By imposing the three primary colors one on top of the other in a rapid succession of impulses, the exact hues of the original object are transmitted to the eye of the viewer at the home receiver.

The ultra-high frequencies not only have brought us high definition color television, but because they permit the use of highly directional receiving antennas, they have made possible the absolute elimination of secondary images, known as "ghosts."

On the lower frequencies, these "ghosts" are the result of reflections. The image-carrying beam from the transmitter, strikes a high building or other obstruction and "bounces" off. In many instances both the primary wave, as well

as the image that has bounced off the obstruction, are picked up by the antenna and shown on the television screen at the receiver, thus giving a blurred image.

The directional antenna consists of a ten-inch horizontal bar, and a parabolic reflector six feet wide by eighteen inches high. The antenna can be turned in an arc to obtain the best image. The rotation of the antenna is controlled automatically by the station selector switch. On the low frequencies a directional antenna of similar properties would have to be sixty feet wide—obviously too heavy and clumsy to be practical.

The same characteristic of the ultra-high frequency which makes possible compact directional receiving antennas also makes it possible for us to achieve high gain in the transmitting antenna. Again the physical dimensions of the antenna are in favor of the ultra-high frequency. On the 71st floor of the Chrysler Building we now have installed an antenna with a gain of twenty which gives an effective power of 20 kilowatts to the CBS one-kilowatt ultra-high frequency transmitter.

On the subject of color fidelity of the CBS system, a number of questions have been raised as to the relative color quality of electronic and so-called mechanical systems. At the present time the CBS system includes mechanical elements. We have been and are working on an electronic system as well, but for the near future we see little hope of successful results. Moreover, it can be proven mathematically that the color quality of any electronic system cannot be superior to that inherent in the present CBS system. The reason for this is that the colors are today produced by filters of high mathematical and optical precision.

Moreover, when and if an electronic color system arrives, there is no reason why it need make obsolete any color receiver employing the CBS color system and in use at that time.

# TALK ABOUT IMPACT!...

**Just recently we invited the press to a preview of full color television in the ultra-high frequencies. Of course, we had planned running an ad on the event. What we hadn't planned was that the ad should be entirely (and glowingly) written for us. Here's what the press says about CBS color television.**

## **SAYS "TIDE"**

...CBS did not overlook the increased advertising potential of color. A women's style show, almost meaningless in monochrome, came to life in color. Even little things, like packages of cigarettes, do much better when seen in their familiar colors....

...The significance to the television industry of last week's demonstration would be hard to overstate....

The general reaction: "THIS IS IT!"

## **SAYS THE "DAILY NEWS"**

...the demonstrations prove that 3 great obstacles, once regarded by many as insuperable, have been overcome. First, CBS is able to generate sufficient power in frequencies above 300 megacycles to transmit satisfactory color images. Secondly, it modu-

lates a 10 megacycle video band, which most authorities said could not be done. Third, it has eliminated the bothersome reflections known as "ghosts", which have hitherto marred television pictures.

Ultra-high frequency color television, without annoying "ghost" reflections, is a reality....

## **SAYS THE "WORLD-TELEGRAM"**

CBS color video, in debut, proves beautiful beyond description.

...The image is sharp, distinct and completely realistic. Dr. Goldmark has given us a magic casement, and the vistas it will open should have a profound effect on every phase of the advertising and entertainment business, not to mention the arts, letters and sciences. It is a medium that

# here's how CBS full color television struck the press

calls for the best in all these fields.

...those who watched the CBS demonstration feel sure there will be a mad rush to buy television sets as soon as the public has a glimpse of natural color video.

## SAYS THE "HERALD TRIBUNE"

There were several new things about the demonstration. The signal was being transmitted in a full 360-degree arc from the Chrysler Building, rather than in a directional beam; one transmitter was sending both sight and sound, instead of a separate transmitter being used for each; there were no multiple reflections, or "ghosts" on the viewing screen; the colors appeared real. There was clear definition in the images as well...

## SAYS "TIME"

It was clearly—and colorfully—the most notable television demonstration of the year...The reception, as vivid as a Van Gogh painting, made black-and-white television look antiquated...

## SAYS THE "WALL STREET JOURNAL"

Television in color is a lot closer than most people had believed. It was conceded over the week-end by experts in the industry...

The pictures shown by CBS were clear and the color contrasts as good as those of the best color moving pictures...

The CBS demonstration left little doubt that color television has reached the perfection of black and white...

## SAYS "P.M."

The long-awaited press showing of CBS color television demonstrated without doubt that they have achieved a dramatic refinement on image transmission...



THE COLUMBIA BROADCASTING SYSTEM.

# TELEVISION



# F T O M O R R O W



☆—Indicates Area Has Commercial Stations

Now Operating  
 Chicago—Two  
 Los Angeles—Two  
 New York—Three  
 Philadelphia—One  
 Schenectady—One

# Tele Sportscasting

*By BILL SLATER, President, Sportscasters Assn.*

AS I started to say in an earlier article in this Year Book, television has become so good in catching the sports picture that many sports executives are beginning to develop fears. In this field we may easily fall into what has become almost an occupational disease of the modern, scientific era—namely we can produce more than we can market without upsetting the economic apple cart.

Such an academic-flavored statement should be brought down to cases. That is easy. Consider the men who own professional baseball clubs. Their business has been built up through two generations of devising ways and means of getting John Q. Public to plunk down his money and make those turnstiles click. To these persons the question of whether or not television will keep fans away from the game is a vital matter.

Granting that it might be hard to find sponsors rich enough to pay the bill for a heavy loss in gate-receipts, and you have the makings of a first-rate impasse. On the question of what effect telecast baseball might have on the gate, there are, of course, two sides and you will find groups able to defend each side strenuously and with some logic.

There naturally follows the question of how feasible it might prove to have the games telecast from the park into movie houses, where it is easy to tax the customers as they come in.

Mike Jacobs has hopes of telecasting his fights—the best of all video sports bill-of-fare so far—into a string of theaters.

However it all works out, both radio-wise and video-wise, there are busy days ahead for sports spielers. And these days will be more than just busy ones.

CHARLES STARK

THOMAS CARR

**CARR-STARK, INC.**

**RADIO-TELEVISION**

**PRODUCTIONS**

366 Madison Avenue

New York 17, N. Y.

Murray Hill 2-2636

# Video Variations— Facts and Figures

*Tomorrow's television holds promise of getting in stride during 1946 with boom years ahead. The following is factual data on this new electronic industry:*

**E**STIMATED 7,500 to 8,000 pre-war television receivers now in use in the United States with about 5,000 of these located in Greater New York.

•  
Applications for new commercial, television stations reached 143 on January 1 with the FCC adopting an allocation plan providing for 400 transmitters in the first 140 markets.

•  
Leading manufacturers estimate new television sets will be priced from \$200 to over \$1,000 and it is anticipated that from 250,000 to 300,000 will be sold during 1946.

•  
Seventy-five manufacturers, according to TBA, are ready to manufacture television receivers, transmitters and their components.

•  
Network television developments include the opening of the Philadelphia-New York coaxial cable link of A.T. & T. on December 1 and the recent completion of the coaxial line between New York and Washington.

•  
Television surveys indicate that the service will reach 64,754,900 persons within two years of full commercialization and over 72,000,000 persons with five years.

•  
Paramount Pictures is expected to demonstrate large screen television for theaters in New York in August of 1946.

•  
Use of television in education already being undertaken by the public school systems of New York and Chicago.

•  
Television in Great Britain, discontinued in 1939, has been resumed on the 405-line standard.

•  
Number of new television stations going on the air in 1946 is dependent upon availability of equipment from manufacturers and action by FCC in approving construction grants.

•  
Controversy on merits of black-and-white television as compared to the ultra high frequency color television continues with RCA declaring monochrome ready and CBS reporting color past the experimental stage.

•  
Programming schedule on nine operating commercial stations calls for 28 hours a week per station beginning in July, according to FCC regulations.

### Musical Audience Participation ("Breakfast Club")

Variety said, "...Don McNeill and his 'Breakfast Clubbers' proved that audience-participation shows provide sock entertainment for the video medium..."

Hollywood Reporter said, "McNeill and his Windy City gang proved the American web's theory that audience participation airers make good television fare..."

### Children's Programs ("Tele Tales for Children")

Variety said, "Those who viewed the Singing Lady of radio strutting her stuff in video for ABC last Friday were more than entertained—they were convinced that television had found itself."

### Sports

#### (Night Baseball)

Variety said, "...the tele department of ABC reached a new high last week in the tele filming of (Esquire's) sports event... came up with one of the clearest and most interesting sports events yet seen on tele."

### Special Programs

#### ("Letter to Your Serviceman")

Variety said, "Nine times out of 10 the variety format on television molds itself into a click show. The (ABC) video department has been the greatest exponent of variety stanzas for television with 'On Stage, Everybody,' 'Kiernan's Corner' and 'Letter to Your Serviceman'..."

*Trade reviews tell you...*

# Why ABC is on the

When we started in television, we knew that to make a success of it we had to establish a basic pattern in order to build television that was above all *practical*. In outline, it was something like this:

1 America's *advertisers* had a lot to do with making radio the success it is today. By competing among themselves for larger audiences, they made programs increasingly better, with the result that they, the public and the radio industry all benefited.

2 Advertisers and their agencies will play just as important a part in commercial *television*. For that reason,

the best approach to television is from the standpoint of making it a *practical, economical medium for advertising*.

3 The logical place to begin the development of television is with what has already been learned about *listening audiences*. New and costly experimental work in new types of programs will play its part. *But right now the adaptation of proved, successful, economical radio shows with assured listening audiences is the industry's best bet in developing practical television.*

4 Shows should be televised on regular weekly schedules, just as they are in radio, in order to build and hold television audiences. Just as radio listeners



**Musical Variety**  
(“On Stage, Everybody”)

Billboard said, “The show ran with a smoothness that is big-time . . . had everything—color, movement, integration, format and theme . . . there hasn’t been anything on the air in a variety format that has been any better.”

**Musical**  
(“King’s Record Shop”)

Variety said, “Show . . . gives staunch support to a vast sector of the industry which believes that while video is in the toddling stage, programming keynote should be simplicity.”

**Special Events**  
(Navy Day Program)

Billboard said, “Just about the best film record of New York’s Navy Day celebration . . . a film which is a fitting document of our Navy and the public’s reaction to it.”

**Audience Participation**  
(“Ladies, Be Seated”)

Variety said, “. . . network execs know whither they are going. They have formulated a program policy of using network radio shows which have the best chance of scoring strongly when televised.”

Billboard said, “It’s funny, it’s commercial and it’s inexpensively produced . . . genuinely entertaining.”

## Right Track in Television

look forward to hearing their favorite shows every week, so will video audiences expect continuity in their entertainment.

### The Plan Really Works!

How far that philosophy has taken us in just the past few months is best told in trade reviews of ABC video shows. Some of them are on this page. Read

them closely. What they say, in effect, is that in *all* types of video programs—audience participation, children’s shows, night baseball, special events—ABC is not only on the right track, but off to a good start as well. That’s why advertisers who want to get into television on a practical, economical basis are getting set on ABC today.

*Schenectady folks enjoyed special ABC Christmas television programs  
December 21, 24, 26, 27 and 28 on Station WRGB.*

# American Broadcasting Company

A NETWORK OF 195 RADIO STATIONS SERVING AMERICA

# Television Status In Great Britain

*By H. BISHOP, Chief Engineer of British Broadcasting Corp.*

IN 1943 the British Government appointed a Committee under the chairmanship of Lord Hankey to prepare plans for the reinstatement and development of the television service after the war. The Committee submitted their report early this year, and the Government have now announced that they have given general approval to the Committee's recommendations. The Committee conducted a comprehensive review of the pre-war television service, war-time research, and the steps which should be taken to provide and develop a post-war service.

## Committees

A similar Committee was set up in 1934 by the Government of the day to report how a television service might be started in Great Britain. It was as a result of this Committee's report that a regular daily service of high definition television was started by the British Broadcasting Corporation on the 2nd November 1936 from a television station erected at Alexandra Palace in the north of London. Two systems employing different technical standards were used, the Marconi-EMI and the Baird. They were using them during alternate weeks until February 1937 when it was decided that the technical standards used in the Marconi-EMI system should be adopted for all public transmissions from the London station. From February 1937 to the 1st September 1939, when the service was closed down due to the war, the standards remained unchanged, and were 405 lines, 50 frames interlaced, giving 25 complete pictures per second. The number of lines are a measure of the definition of the picture, and the number of frames, or complete pictures, determines the absence or otherwise of flicker.

These standards were chosen to give adequate picture definition with imperceptible flicker for ordinary domestic viewing. If a worthwhile improvement in definition is required, then the number of lines must be considerably increased, and this means that the technical complication, both at the transmitting and receiving ends, is also increased. The

standards we adopted were a compromise and represented what was economically practicable from the technical point of view at that time.

## Development

It may be of interest to say something about the development of television in Great Britain. With the aid of apparatus developed by Baird, the BBC started daily television transmissions of a somewhat primitive kind as far back as 1929. Research from that date to 1936 permitted the establishment of a television service which the Television Committee of 1934 felt would be acceptable to the public. The system employed and the design of the London Television Station at Alexandra Palace have been fully described in technical literature (principally in BBC publications and in the *Journal of the Institution of Electrical Engineers*) published before the war. The period between 1936 and 1939 was itself one of development, but of rather a different kind. The apparatus remained substantially the same but there were big improvements both on the technical and program sides in the utilization of the medium for the presentation of public entertainment.

Over 2½ hours' program a day was regularly transmitted, the time being divided between afternoon and evening sessions. In addition there were morning test transmissions for the set retailers. A wide variety of programs was produced both in the studios and outside in the grounds of Alexandra Palace. Initially these programs were of a simple character, but as time went on they became more ambitious, and producers learned how to make the best use of the technical facilities at their disposal. The studio programs ranged from tap-dancing and the lightest type of variety act to grand opera and drama. They included illustrated talks, music, ballet, revue, art exhibitions, fashion parades and frequent appearances in person of people in the news. Current newsreels were shown daily and cartoon films were frequently included.

### Topicality

Topicality is one of the essentials of a television service. With the development of the necessary technical equipment, it became possible to transmit a wide range of entertainment from places in the London area where interesting events, both in buildings and in the open-air, were taking place. There were for example successful transmissions of Royal Processions, the arrival of distinguished visitors at Victoria Station, the international tennis championship at Wimbledon, boxing, cricket and football matches, performances from London theaters, and many other notable events.

For these outside events two sets of mobile equipment mounted in trucks and completely self-contained were in constant use. The programs were conveyed to the transmitter at Alexandra Palace by land line or mobile radio link. For the former a special cable was laid round London, but where the point of broadcast did not lie on the route of this cable a method of using ordinary 40-lb. telephone pairs was developed to give the wide band-width necessary for television transmission.

This was the stage that television in Great Britain had reached at the beginning of the war. We were on the point of increasing substantially the studio facilities in London, and it was also our intention to extend the service as quickly as possible to provincial cities such as Birmingham and Manchester.

The war put a stop to it all, and it was the task of the Hankey Committee to recommend how the service should be restarted. There are two principal ways in which this might be done. It could begin again as it was in September, 1939, with minor improvements which have become possible since that time, or the resumption of a public service could be delayed until such time as a new and improved system could be brought into service.

### Guiding Delay

At first sight, it seems obvious that, provided the delay is not too great, the opportunity should be taken to restart with a new and improved system so that the public may have the benefit of a better service at the earliest moment and not be persuaded to buy sets which will be unsuitable for the improved system which will come eventually. However, the crucial point is whether in fact there is an improved system ready to be put into public service now. The answer is that there is not, although experimental systems are being tried out. The Hankey Committee considered that it

was of the utmost importance that there should be no avoidable delay in restarting a service in Great Britain and consequently they favored opening on the basis of the pre-war system rather than waiting for the development, manufacture and installation of a new system.

Critics will say that this new system has in fact already arrived and has been demonstrated. This is true, but as every engineer knows there is a vast difference between a laboratory demonstration and the operation of a regular service for reception by the public. The Committee quoted several reasons for their decision to start up again on the old system. They felt that in pre-war transmissions had achieved a high degree of reliability and afforded a consistently good entertainment value in the home. Moreover, with certain minor refinements and particularly with receivers of better design and quality, the good entertainment value of the 1939 service would soon be surpassed. It is a fact too that radio developments during the war, great as they have been, have not materially affected the television position. War developments are not immediately applicable to the production of a better picture in the home, and, consequently, if the reopening of the service were to be delayed until an improved system were available there might be a long gap without any service at all. Finally, the Alexandra Palace equipment fortunately escaped damage by bombing and can soon be made ready for service when the skilled staff (both program and engineering) again become available.

### Recommendations

The Hankey Committee recommended that plans should be made for extension of television to possibly six of the most populous provincial centers as soon as possible after the reinstatement of the service in London. These extensions would of course employ the London system. While this work was in progress they hoped that vigorous research on an improved system, having a standard of definition approaching that of the cinema and possibly incorporating color and stereoscopic effects, would be pursued with the intention that, when the new system was available, it should be introduced side by side with the existing system and eventually replace it. Finally the Committee discussed the financing of the television service, the aim being to make it self-supporting as soon as possible.

These are the recommendations which the British Government have accepted. It will not fall to the BBC, with the guid-

ance of an Advisory Committee, to carry out the work. It is inevitable, of course, that television should be compared with the cinema. Technically the definition of a cinema picture is far greater than a 405 line television picture, but on the other hand television has an actuality value which is lacking in the cinema. Moreover it is available in one's own home by the turn of a switch.

#### Problems

The problem which confronted the BBC and the radio trade before the war will certainly confront them again. The number of television receivers sold in the London area before the war was about 30,000. Remembering that the Alexandra Palace station gave up a service up to a radius of about 40 miles embracing a population of some 10 millions, the number of those who bought receivers was small. Several reasons can be suggested for this slowness to buy on the part of the British public, but there were certainly two important ones. The first was that there was an unjustified air of experiment surrounding television. People were inclined to hold back until teething troubles had been overcome and until they thought that the service had been fully established. The second reason was the comparative high cost of a television receiving set. It is true that in 1939 receivers with a screen measuring about 7" by 5" and cost about \$100 were beginning to come on to the market, but a receiver with a screen of about 10" by 8", in my opinion a much more suitable size, cost about \$200 or more. This was a large sum for the British listener to spend, and he was unwilling to do so because he felt, quite wrongly that there was a doubt about the service being a permanent one and that there was a possibility that the set would become out of date in a very short time.

However, few of those who spent their money regretted their decision. Television was a nightly source of entertainment; it appealed to both grownups and children and its unique character took an increasing hold on those who participated in it. In passing I might mention that in my experience it was not easy to convert a doubtful purchaser by just one or two demonstrations. Visitors who came in to see the programs expressed great interest, but did not rush to their radio dealers the next day to play an order. Those, however, who eventually did so became confirmed television fans when they had had the set in their own homes for a week or so. This experience suggests that some kind of ex-

tended trial period in the home of the prospective purchaser will be necessary, at any rate, until television sets become more common than they are at present.

#### Technical Standards

When television begins again in 1946 the British viewer will find that the service will not have changed because the technical standards will be the same as before the war. There will undoubtedly be developments in the design of television sets within the limits of the present standards. Pre-war receivers did not always make full use of the whole of the transmitted band width and the picture suffered accordingly. One looks forward to improved cathode ray tubes, more reliable components, larger screens, and perhaps the application of miniaturization to enable the overall size of television sets to be made smaller without reducing the size of the picture. There are many difficulties to be overcome in extending television to the provincial cities.

#### Question of Costs

Apart from technical problems, the over-riding question associated with television is cost. In Great Britain we consider, as a yardstick, that everything connected with television, programs, equipment, number of staff and so on, is ten to fifteen times as expensive as the equivalent requirement for sound broadcasting. Before the war, the BBC operated sound broadcasting and television with the income received from receiving licenses which all listeners have to have. During the war, special arrangements were made and the BBC was financed by grants voted by Parliament. No decision as yet been made on post-war finance, but whatever is done provision for meeting the cost of television must be included. The Hankey Committee recommended that the aim should be to make television self-supporting as early as possible, but they felt that the precise manner by which this was to be achieved was one for further consideration. There is certainly some hard thinking to be done on this subject. The pre-war television frequencies were 45Mc/s for vision and 41.5Mc/s for sound. It is our intention to restart the service on the same frequencies so that no changes will be necessary to the receivers already in the hands of the public. When an improved system is introduced, higher frequencies will be used. Vigorous steps are being taken to overcome electrical interference with reception and it is hoped that there will soon be legislative powers to enforce suppression.

# Television Ready For Biggest Year

By JOHN F. ROYAL, V.-P. in Charge of Television, NBC

**T**ELEVISION is fast shaping up for its biggest year. Programmers are readying for the day when 28 hours of telecasting a week will be routine. Receiver manufacturers are gearing up for the largest sale of sets in the industry's history. Hundreds of new groups—advertising agencies, sponsors, cooperating groups—either now are in television or preparing to enter it soon. Networks and stations are recruiting personnel for jobs in an expanded industry—an industry that will doubtless come nearer its full flowering in 1946 than in any year prior to this.

This is the status of television today: there is in existence a complete television system, capable of being flung across the nation to form a countrywide network. Black-and-white network television is no longer a dream. Telecasts between long distances have already been made and are out of the laboratory, experimental stage. There is a known system of television transmission, of television distribution, of television reception. Vast new electronic developments in transmission—like the RCA Image Orthicon camera—in distribution, like the Bell System's coaxial cable—and in reception—like the greatly enhanced black-and-white sets recently demonstrated by RCA—assure the viewer of greatly improved pictures comparing favorably with home movies.

Through television in 1946 we will become familiar with every gesture of our Congressman as he rises for debate on Capitol Hill, we will learn to know and respect our neighbors in other lands, we will see the televising of important news events, of great Broadway plays, of developments in science, in education.

Turn for a moment to two recent new program developments that will find their way to the television screen through the facilities of NBC's television station WNBT. Look first at the first permanent series of regularly-scheduled educational programs ever attempted in television. These are being produced in cooperation with the New York City Board of Education and stress the fields of physical

sciences. Groups of students and teachers each week witness these programs in our studios and comment upon them with an eye toward giving the broadcaster and the educator an indication of how the two agencies can cooperate.

Second of these new developments is the recent agreement made between NBC and the Dramatists Guild. This series, expected to start in the fall, will be titled "Broadway Preview" and will have a two-fold aim: to expand the market for new writers who otherwise would be unable to bring their plays to the attention of Broadway stage producers, and to provide needed material for television by good writers. Material—good material—is the bread-and-butter of any entertainment medium. Nowhere is this more true than in television—which will doubtless eat up material even faster than any of its predecessors in the entertainment field.

Under the agreement, NBC will televise plays written for Broadway production by members of the Dramatists Guild. Producers will be invited to attend these previews of plays by television.

With these immediate new developments—and a host of others in preparation—NBC Television is well-prepared to pioneer further and to expand its program operations. Last year, the station more than doubled its time on the air—jumping its weekly output from ten to twenty hours. This is more than twice as much as any other operating station in the country. This year, 1946, will see a steady accretion of program time which will reflect an increase in all three types of television broadcast techniques: studio, outside pickup and films.

The Dramatists Guild arrangement, as well as numerous other dramatic plans will bring an appreciable increase in variety, dramatic, and educational shows from the studio.

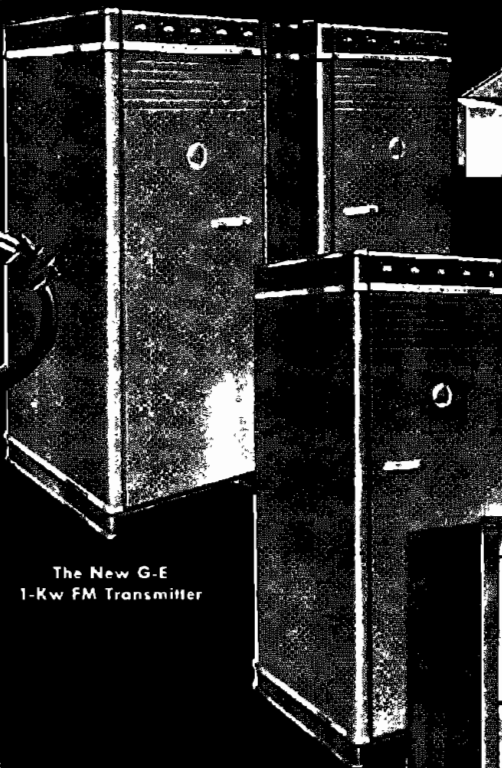
This is the outlook for the year 1946—the year that is certainly providing the springboard for the greatest activity in television this country has ever seen.



...EVERYTHING



The Famous G-E  
Circular Antenna, 2-bay

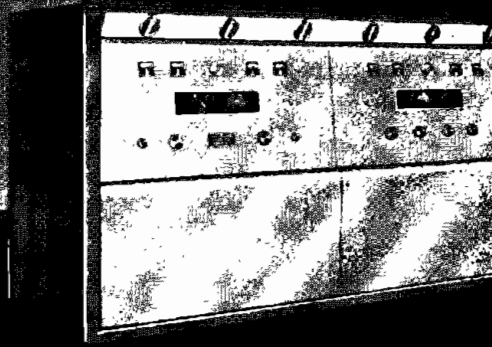


The New G-E  
1-Kw FM Transmitter



The New G-E  
Studio Console

The New G-E  
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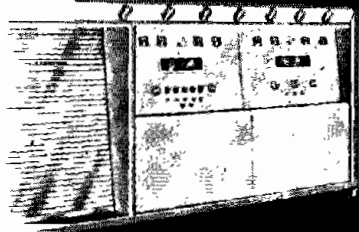


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# TELEVISION TALK

## A MODERN GLOSSARY

(Courtesy Caldwell-Clements, Inc.)

### A

**AMPLITUDE**—The magnitude of any quantity, particularly voltage or current.

**AMPLITUDE MODULATION**—The periodic variation of the voltage or current in a circuit in accordance with some signal being transmitted.

**ANTENNA**—An electrical circuit for radiating or receiving electromagnetic waves (radio).

**ASPECT RATIO**—The ratio of picture width to picture height. Now 4:3.

**AUDIO**—(I hear.) A term applied to any part of a radio or electrical system handling frequencies in the audible range.

### B

**BAND-PASS FILTER**—An electric circuit which will transmit frequencies between two limits and reject others outside those limits.

**BANDWIDTH**—The number of cycles per second required to convey the information being transmitted either visual or aural.

**BLACKER-THAN-BLACK**—A portion of the television signal devoted to synchronizing. These synchronizing signals are transmitted at a higher power than the blackest part of the picture, so that they will not appear on the screen.

**BLANKING**—The process of cutting off the cathode ray during the time it is not forming a part of the picture. This occurs when the spot returns from the far right to begin the next line and from top to bottom to the top of the picture.

**BLOCKING OSCILLATOR**—A type of oscillator which generates intermittent signals used for scanning in cathode ray tube.

**BLOOM**—The condition of overall bright illumination of the picture tube obscuring any picture detail.

**BOOSTER ANODE**—A conductive coating placed inside a cathode-ray tube near the screen and because of a high positive voltage applied to it, causes a brighter picture.

**BRIGHTNESS CONTROL**—A control on the receiver for regulating the overall brightness of the picture.

### C

**CAMERA TUBE**—The electron tube used to translate a scene into electrical impulses.

**CARRIER**—The term applied to the high frequency radio wave which is modulated by the audio and video signals.

**CATHODE**—The electrode in a tube from which electrons are obtained, usually by heating or by photoelectric effects.

**CATHODE RAY TUBE**—An electron tube in which streams of electrons from a cathode are formed into a pencil-like beam and directed by means of electric or magnetic fields over a target, usually a fluorescent screen which glows wherever the beam strikes.

**CHARACTERISTIC IMPEDANCE**—The input impedance of a transmission line infinitely long or a short line terminated in its characteristic impedance. The impedance is independent of length and depends on size of conductor and spacing.

**CLIPPER**—A circuit used to separate signals of different amplitudes. In television these circuits are used to separate the synchronizing pulses to the video and signal.

**COAXIAL CABLE**—A particular type of cable capable of passing a wide range of frequencies without the usual prohibitive losses. Such a cable in its simplest form consists of a hollow metallic conductor with a single wire accurately confined along the center of the hollow conductor.

**CONTRAST**—This refers to the ratio of black to white portions of a picture. Pictures having high contrast have very deep blacks and brilliant whites, while a picture with low contrast has an overall gray appearance.

**CONTRAST CONTROL**—A control on the receiver which regulates the video signal strength. This has the effect of changing the ratio of the black and white portions of the picture. It corresponds to the volume control in an aural receiver. is performed.



**CONTROL ROOM**—Studio facilities from which television cameras, lighting, shading and mixing is performed.

**CYCLE**—One complete set of values in any series of phenomena which repeats periodically. In radio this usually refers to one complete range of values for either voltage or current.

**D**

**DAMPING CIRCUITS**—These circuits are used to prevent high voltages from being induced in the deflection coils when the current changes suddenly.

**DC RESTORER**—This circuit regulates the average brightness of the television picture tube to correspond with the average brightness of the scene being transmitted.

**DC TRANSMISSION**—This term applies to circuits which will pass zero frequency.

**DEFLECTION**—The movement of the cathode ray beam by electric or magnetic fields

**DEFLECTION YOKE**—The combination of coils used to direct the cathode ray up-and-down and right-and-left to form the image.

**DELAY SCREEN**—A fluorescent screen used in cathode ray tubes, which has the property of phosphorescence. The light intensity of any particular spot dies out gradually after the ray moves to a new position when this material is used.

**DIFFERENTIATING CIRCUITS**—These circuits respond to the rate of change of a pulse and are used in synchronizing the receiver scanning.

**DIODE**—A vacuum tube having two elements, one of which emits electrons (the cathode) and the other the anode. It is used for rectification (detection), that is the conversion of alternating currents into direct currents.

**DIPOLE ANTENNA**—An antenna consisting of two conductors, usually of equal length extending in the same straight line, with a pair of lead or feeder wires connected at or near the inner ends, is known as a doublet. For short waves the physical dimensions are such that self-supporting metal rods or tubes can be used.

**DIRECTOR**—A section of an antenna used to increase the pick-up from the side on which the director is placed.

**DISSECTOR TUBE**—The special type of television tube used in the pick-up camera in the Farnsworth system.

**DISTORTION**—Any change in the original frequency, amplitude or phase of a radio signal.

**DIVERGENCE**—The spreading of a cathode ray stream due primarily to the mutual repulsion between the electrons that compose it. The function of the focusing arrangement in the tube is to counteract this effect.

**DOLLY**—The movable stand upon which the television camera is mounted.

**DOUBLE SIDE BAND**—When a carrier is modulated by a plurality of signal frequencies, two distinct bands of frequencies appear, due to the modulation process, one on each side of the carrier frequency.

**E**

**ELECTRODE**—A metallic conductor introduced into a vacuum tube for a specific purpose. It must be electrically connected to the external circuit. In general each electrode is referred to by its specific use, such a cathode, grid, anode, etc.

**ELECTROMAGNETIC FOCUSING**—A system in which magnetic fields parallel to the motion of the electrons are used to confine them to a narrow beam.

**ELECTRON GUN**—That part of a cathode ray tube in which the electrons are emitted, formed into a beam and deflected.

**ELECTRON LENS**—A systematic arrangement of electromagnetic or electrostatic fields, having symmetry about the axis of a cathode ray tube, as to their radial components, established for the purpose of controlling the divergence and convergence of the electron ray.

**ELECTRON MULTIPLIER**—An evacuated amplified tube in which one or more anodes have photoelectric surfaces which are exceedingly active as to secondary emission. The original electron emission is cascaded by the secondary effects.

**ELECTRON TUBE**—A device employing a cathode, an anode and possibly additional electrodes for controlling the volume and direction of flow of electrons which constitute electric current.

**ELECTROSTATIC FOCUSING**—A system in which electric fields are employed to confine the electrons into a thin stream.

**EMISSION**—The continuous liberation of electrically charged particles, either ions or electrons, into space (usually evacuated) from a surface. The most important case practically is where these particles are negatively charged, i.e., electrons.

**EQUALIZING PULSES**—These are signals transmitted after each vertical synchronizing pulse to insure correct start of horizontal sweep circuit.

## F

**FACSIMILE TRANSMISSION**—The electrical transmission over wires or radio circuits of printed records and pictures. While this term originally referred to black-and-white reproductions only, it is now considered to include processes producing half-tone and shaded effects as well.

**FADE-OUT**—A camera technique in which a scene is gradually dimmed from view.

**FIDELITY**—The faithfulness with which a system reproduces audio or video signals.

**FIELD**—This term refers to one set of scanning lines making up a part of the final picture. In present standards, pictures are transmitted in two fields of 262½ lines which are interlaced to form 30 complete frames per second.

**FLUORESCENT SCREEN**—A chemical coating on the inside of a cathode ray tube which emits light at the point where a cathode ray beam strikes.

**FLYBACK**—In scanning, the spot is moved across the screen at a definite rate in one direction for each scanning line, thereupon, it is necessary to restore it to start of the next line in a very short interval of time, say three or four millionths of a second. This return time is termed flyback.

**FOCUS**—In a cathode ray tube this refers to the size of spot of light on the screen. The tube is said to be focused when the spot is smallest. This term also refers to the optical focusing of the camera lenses.

**FRAME**—One of a series of complete pictures that are successively viewed so as to simulate moving scenes.

**FRAME FREQUENCY**—The rate at which frames are sent each second in the various moving picture and television applications.

**FRAMING CONTROL**—This control on a receiver adjusts the picture repeat rate to that of the transmitter. It is also called the vertical hold control.

**FREQUENCY**—A term applied to the rate of repetition of voltage or current or other periodic functions.

**FREQUENCY MODULATION**—A process by which the carrier frequency is modulated in accordance with the information to be transmitted.

**FUNDAMENTAL**—The basic frequency of a wave or sound. It is sometimes referred to as the "first" harmonic.

## G

**GAS-FILLED TRIODE**—A type of vacuum tube in which the elements operate in an atmosphere of gas, such as mercury, argon, helium, etc.

**GHOST**—A secondary picture formed on a television receiver because the signal from the transmitter reaches the antenna by more than one path. Ghosts are usually caused by the radio signal being reflected from objects within approximately one mile of the receiver antenna.

## H

**HALATION**—The ring of illumination which surrounds the point at which the electron beam strikes the fluorescent screen.

**HALFTONE**—A method whereby photographs having various degrees of lights and shadows can be reproduced in ordinary printing, using a system of dots which are substantially undistinguishable to the unaided eye. However, the dots are graded as to size or density so as to produce the highlights and shadows of the pictures.

**HARMONICS**—In electrical and radio circuits the fundamental current waves are usually accompanied by others whose frequencies are equal to some whole number multiple of that fundamental. These multiples are also called harmonics.

**HEAVISIDE LAYER**—The ionosphere. A region of ionized air some fifty miles above the surface of the earth. Its lower boundary acts as a reflective surface or "mirror" for radio waves. Rapid changes in the height of this lower boundary and its contour causes much of the radio interference and fading.

**HETERODYNING**—The process of changing frequency by combining the received signals with the output of an oscillator tube in the receiver.

**HORIZONTAL CENTERING**—The position of the picture with respect to the axis of the cathode ray tube. This is accomplished by a control on the receiver.

**HORIZONTAL HOLD CONTROL**—A control on the receiver for adjusting the number of lines per second to correspond with that of the transmitter.

I

**ICONOSCOPE**—A designation used by RCA for a particular type of cathode ray tube developed for the purpose of picking up the scenes to be televised. It is the essential part of a studio camera.

**IMAGE DISSECTOR**—A television camera tube developed by P. T. Farnsworth in which the photoelectrons are moved past pickup aperture by deflection circuits.

**INTEGRATING CIRCUITS**—Circuits used to add up the energy of a number of repeated pulses. These circuits are used in the receiver for synchronization.

**INTERFERENCE**—Random electrical signals which cause noise in the audio system and disrupt the picture in television. This includes automobile-ignition impulses, some diathermy apparatus, neon signs, etc.

**INTERLACING**—A system whereby the odd numbered lines and the even numbered lines of a picture are sent as two separate fields and superimposed to create one frame or complete picture.

**ION SPOT**—A discoloration on the center of the screen of a cathode ray tube caused by heavy negative ions striking it.

K

**KERR CELL**—A chemical solution which changes its light transmission characteristics when electric fields are applied to the solution. An early form of a television reproducer system no longer used.

**KEYSTONE EFFECT**—A distorted field or background noticed in some cases with television pictures, where the opposite edges are not parallel.

**KINESCOPE**—A name applied to the cathode ray tubes used in the television receivers built by RCA.

L

**LENS**—A radial field (electrostatic or magnetic) applied concentric with a cathode ray to concentrate the diverging electrons into a single slender beam, is called a lens.

**LINE**—The path covered by the moving electron spot. The intensity of the spot along this path is altered to create that portion of the picture. In present system 525 lines make up the complete picture.

**LINEARITY**—A term used to refer to the straightness of a characteristic curve, or a portion of that curve, that shows the relation between two quantities or circuit factors. The uniformity of distribution of a regular pattern on a picture tube.

**LINE FREQUENCY**—The number of lines scanned each second. In any system it is equal to the number of scanning lines per frame, multiplied by the framing frequency.

**LINE OF SIGHT**—A straight, unobstructed path between two points.

**LIVE TALENT**—"On-the-spot" televising of events and people in contrast to transmission of film material.

**LUMEN**—A lumen is a unit of light flux. A foot-candle is equal to the illumination that falls on a screen that is placed one foot away from a standard candlepower. One foot-candle is equal to the lumen per square foot of surface.

M

**MEGACYCLE**—A total of one million cycles.

**MICROPHONE BOOM**—The arm which carries the microphone above the area being televised.

**MICROWAVE**—This term generally refers to radio waves having a wavelength of less than one meter, that is, one having a frequency greater than 300 megacycles.

**MODULATION**—A process of altering the amplitude, phase or frequency of a radio carrier in accordance with the information to be transmitted.

**MODULATION GRID**—An electrode interposed between the cathode and focusing electrodes in a cathode ray tube, to control the amount of emission and thereby the brilliance of the spot. This controlling effect is produced by altering the voltage of this grid with respect to the cathode.

**MONITORING**—The technique of controlling, at the transmitter, the picture shading, and other factors involved in the transmission of both the scene and the accompanying sound.

**MONOSCOPE**—A television camera tube which contains a simple picture or pattern used for test purposes.

**MOSAIC**—The screen used in an Iconoscope so called due to its similarity to that form of art wherein a great many bits of colored tile are combined so as to form a picture.

**MULTIGRAPH TRANSMISSION**—The condition in which the radio signal from the transmitter travels by more than one route to a receiver antenna usually because of reflections from obstacles. This condition usually results in ghost pictures.

N

**NEGATIVE GHOSTS**—Ghost pictures in which the black and white areas are opposite to those of the real picture.

**NEGATIVE TRANSMISSION**—This has to do with the polarity of transmission of a television signal, or the direction of modulation to produce the light and dark parts of the picture. In negative transmission a white area corresponds to a decrease in the carrier amplitude.

O

**ORTHICONOSCOPE**—A television camera tube combining some of the features of the image dissector and Iconoscope.

P

**PANNING**—(From panorama). A camera technique in which a large arc of the scene is shown by swinging the camera around a central point.

**PEAKING**—A technique of increasing the response of amplifiers at some particular range of frequencies.

**PEDESTAL**—A portion of the television video signal used to blank out the cathode ray beam as it flies back from the right edge of the picture to the left.

**PHASE**—A term used to designate the time relation between the maximum points of two recurrent electrical quantities such as voltage, current, etc. It is expressed in degrees of a circle, one complete revolution of which represents one cycle of one of the waves.

**PHASE SHIFT**—Any change in the phase relations of current or voltage.

**PHOTOELECTRIC EMISSION**—The phenomena of electrons being emitted from certain materials when they are exposed to light.

**PHOTOELECTRIC TUBE**—A tube in which electrons can flow to a charged anode when light falls on the tube causing emission.

**PICTURE ELEMENT**—A small section of a given scene as reproduced by the cathode ray spot at any instant.

**PICTURE NOISE**—Interference signals causing spots of light and other irregular patterns on the received picture.

**POLARIZATION**—A term usually applied to the position of the transmitting antenna, that is horizontal or vertical. The receiver antenna should correspond in most instances to that of the transmitter. At the present time horizontal polarization is standard.

**POSITIVE TRANSMISSION**—A television system in which maximum radiated power from the transmitter corresponds to maximum white area in the picture. Not used in this country.

R

**RADIO CHANNEL**—The "space" in the frequency spectrum allotted to each station. In present television standards the channel is 6 megacycles.

**RASTER**—A term applied to the group of lines appearing on the cathode ray tube in the absence of an incoming video signal.

**REFLECTOR**—A part of an antenna system used to prevent pick-up of signals in one direction and increase it in the opposite direction.

**RELAXATION OSCILLATOR**—A type of circuit which oscillates periodically. Used to generate scanning voltages.

**RETURN TRACE**—The lines on the cathode ray screen formed as the cathode ray beam moves back to its starting position.

S

**SAW-TOOTH**—A voltage or current whose variation with time follows a saw-tooth outline.

**SCANNING**—The process of forming a picture by a spot of light of changing intensity moving at high speed from left to right and in a sequence of rows or lines from top to bottom.

**SCANNING LINE**—One line from left to right of a picture being transmitted.

**SENSITIVITY**—A measure of the ability of a receiver or other device to produce a given output for a given input.

**SHADING**—The process of correcting the light distribution of the image produced by the television camera. This is a part of the station monitoring job.

**SIDE BANDS**—The groups of frequencies higher and lower than the carrier which contain the information being transmitted and produced by the process of modulation.

**SIGNAL**—The electrical impulses which represent the sound or picture elements being transmitted.

**SPECTRUM**—A band or range of frequencies.

**SPOT**—The light produced by the slender beam of electrons on the fluorescent screen.

**SWEEP**—The uniform motion of the electron beam across the face of the cathode ray tube.

**SYNCHRONIZATION**—The process of keeping the moving beam of electrons at the picture tube in the exact relative position with the scanning process at the transmitter.

T

**TELEVISION**—Literally, seeing at a distance. A system of transmitting a scene by dividing it, by a scanning process, into a great number of elemental areas and representing each area by an electrical signal. The electrical signals are received and used to control the intensity of a spot of light to correspond to the light and shade of each original picture area as the spot is moved over a screen, in synchronism with the scanning at the transmitter.

**TELEVISION CAMERA TUBE**—A cathode ray tube used to convert light and shade portions of a scene into electrical signals.

**TELEVISION PICTURE TUBE**—A cathode ray tube in which a picture being transmitted is recreated by a moving beam of electrons.

**TEST PATTERN**—A drawing containing a group of lines and circles, etc. transmitted for receiver and transmitter test purposes.

**TRAP**—A circuit used to reject unwanted signals.

**TRIMMER**—A device which permits a resonant circuit to be tuned over a limited frequency range.

V

**VESTIGIAL SIDE BAND TRANSMISSION**—A method of suppressing part of one side band to limit bandwidth requirements.

**VERTICAL CENTERING**—The control which regulates the position of the picture vertically on the screen.

**VERTICAL HOLD**—A control on the receiver to adjust the field rate of the scanning to that of the transmitter.

**VIDEO**—(I see.) The portion of the television signal which contains the picture information.

**VIEWING MIRROR**—A mirror used to reflect the image formed on the picture tube at a convenient viewing angle.

Y

**YOKE**—A set of coils used around the neck of a cathode ray tube to produce horizontal and vertical deflection of the electron beam.

# ***American Tele. Society Awards For 1943-4-5***

## **1943 PLAQUES**

- To WRGB, General Electric, Schenectady
- For the station contributing most to programming in 1942
- To WNBT, National Broadcasting Co., New York
- For the station contributing most to television as a public service

## **1944 PLAQUES**

- To WABD, DuMont, New York
- For the station contributing most to the art of commercial television
- To WRGB, General Electric, Schenectady
- For the station contributing most to the art of television programming
- To W6XYZ, Television Productions, Inc., Los Angeles
- Honorable mention for adaptation of motion picture techniques to television
- To Norman D. Waters, ATS President, 1941-1944
- Special Service Award

## **1945 PLAQUES**

- To Ruthrauff & Ryan, Inc., New York, for Lever Bros. show
- For the most consistent effort in developing effective television commercials
- To WNBT, National Broadcasting Co., New York
- For the most consistent sports programming
- For the outstanding television program, "Men in White,"  
directed by Ed Sobol
- To WCBW, Columbia Broadcasting Co., New York
- For the best educational program, "Opinions On Trial"
- For the outstanding news program, "CBS Newscast." with Everett Holles

## **1945 SPECIAL AWARDS**

- To WABD, DuMont, New York
- For the development of television commercially
- To W6XAO, Don Lee, Hollywood
- For making television facilities available for commercial development  
on the West Coast
- To WBKB, Balaban & Katz, Chicago
- For preparing the midwest for commercial television
- To Klaus Landsberg, W6XYZ, Television Productions, Inc., Los Angeles
- For constant technical excellence in television production
- To WRBG, General Electric, Schenectady
- For the best institutional commercial, "Conquest Over Darkness"
- For the outstanding contribution to children's programming
- To Paul Alley, WNBT, National Broadcasting Co., New York
- For the outstanding editing of news films, "The War As It Happens"
- To WPTZ, Philco, Philadelphia
- For developing football television technique
- To Paul Mowrey, American Broadcasting Co., New York
- For preparing the American Broadcasting Co. for television
- To Dan Halpin, ATS President, 1944-1945
- Special Service Award

# Television Acting Viewed by Expert

By DR. JOHN REICH, *Dir. of Video, Studio Dramatic Arts, N. Y.*

**T**HERE are two principal groups of radio actors today: a larger and younger group which grew up in radio and has little stage experience or none at all; and a smaller and older group which received its training on the legitimate stage, but has grown rusty in many years of radio work. The number of radio actors who are also active on stage and in pictures is small, indeed.

Television today is like a theater an hour before the performance: Money in hand, the audience is waiting to obtain seats. The technicians are ready. The stage is set. As yet the curtain is down, but already the cashier is lighting the box office. Sooner than the public expects, the play will begin—only to reveal the inadequacy of the actors.

## Situation Analyzed

The present situation of the radio actors is not as bad as was the plight of the silent picture actors when sound was introduced; for unlike the silent film, the old, blind, simple medium will continue alongside the new, visual complex one. Yet there are similarities between screen players then and radio players now. Just as some silent picture stars were not really actors but merely photographic models, so many radio performers today are not actors but merely "voices." Then as now, the advent of the new medium favored those who had learned their profession the hard way: on the legitimate stage. Television's coming of age will force radio "voices" to study acting, or else restrict them forever to the narrowing confines of sound broadcasting alone.

## New Skills Needed

Whereas radio's dramatic performers can use in television little more than a certain intimacy of speech and a sense of timing, they have to acquire new skills which cannot be mastered overnight. The radio "voice" must develop into an actor who "acts all over," i.e. with his emotion, his intellect, his body, and his voice. The television actor's principal skills to be acquired through careful instruction and constant practice are: Memorization, physical behavior, concentration, imagination, observation, co-ordination, and communion.

The first time the radio player sur-

renders his script and starts acting, he feels like a student of swimming when the teacher slackens the rope: Reproducing every speech from memory seems as difficult as remaining afloat. Not only are there one's own lines to memorize, but also many of the partners as well as gestures, movements, the handling of props and costumes. Like every serious student of acting, the radio player soon finds out that it is not a part the way he learned a poem or geography lesson at school. These actors who claim they knew their lines at home but cannot remember them on the stage are not lying. The strain which results from being watched by colleagues and directors, together with the manifold distractions in the studio, account for a considerable loss in the memory's efficiency. Only with a 150 per cent sure-fire memorization can proper performance of the memory be assured.

## Physical Attitude Important

For his characterizations the radio player need not develop a physical attitude beyond watching his distance from the microphone. In television he is faced with the task of making his body both receptive and suggestive of thought and emotion. The sheer physical task is considerable. He must learn how to sit, to stand, to walk gracefully, to be well poised and balanced in every movement as seen from every angle. Unlike the human spectator, the television camera checks up on the placing of the feet, the gesture of the hand, the carriage of head and shoulders. The "voice" turned actor needs to acquire a sense of space, the ability of maneuvering between pieces of furniture and of expertly handling objects which seem like as many gremlins to the beginner. And all these requirements are only preliminary to the creation of behavior patterns not one's own, but suggestive of a character in a play. More specifically, television's standards of physical behavior are set not only by the actor's expressive body and by the requirements of his part, but also by certain studio conditions which vary not only with the studio but also with each program at the same studio. Thus, the actor's performance may be influenced

by the number and position of cameras and floor lights, the nature of the preceding and following programs, the size and number of locations, and the size and number of studios available for the production.

### **Concentration Essential**

Reading a well-typed script to a microphone in a comfortable sound studio is one thing; living a part before the cameras under the pressure of time and technical difficulties, is another. Only the exercise of full concentration can insure good video acting. Any scattering of concentration may produce a derailment of the actor's train of memory which cannot be rightened because there is no prompter. The player in television has to maintain his concentration despite many distractions of both an acoustical and a visual nature. The sound and music on the floor, whispered conversation in the corner, and the signal language of the floor manager; the ever-shifting cameras and individual lights; the cramped space and the (now improving) heat from the lamps: all that makes it hard, especially for radio actors, to maintain the artistic discipline so necessary for the delivery of their parts. While following prearranged directions, signals on the floor and, to a certain extent, the movements of all cameras, the performer must at all times stay completely in character, either in his own or in the one suggested by the author.

### **Imagination, Observation Needed**

In a blind medium which tends to characterize by voice and diction only, the radio actor's imagination is often content to suggest barely the speech habits of a dramatic character. In training for television, the broadcaster needs to develop his powers of imagination and observation in order to create all the physical aspects of a dramatic character: facial expression, posture, movement, gesture, attire, and the mode of handling properties. These physical aspects must be closely integrated with the character's speech and inner life. The radio actor has to learn how to create an image derived from the playwright's material and his own sum of instinctive and experienced emotions. Then he must transform himself into that image, so that the character's situations, objectives, and adaptations become his own. Seasoned with selected bits of observed reality, the imaginative approach by which the actor puts himself into the character's place, will make for honest and natural television acting. Radio's speech clichés will not work in television because the new medium exposes any insincerity of emoting, any crude pretension to being somebody else. If the actor lives the part, he

will forget his own stage fright and all the distractions around him. Only then will the camera be his friend.

### **"Motor Responses" A Factor**

The radio actor is not obliged to heed certain laws of psychophysics to which we are subject in our daily lives and which must be recreated in truthful acting. Because of his nearness to the reality of the viewer's home, the video actor—more than the stage actor—must learn how certain motor responses precede speech and how a sudden shock may freeze it. He must be able to reproduce that perfect co-ordination of emotion, thought, speech, and physical reaction which we easily possess in our daily lives but which is so difficult to obtain in acting. Because of the viewer's nearness to the set, and because of the frequent camera closeups, every flaw in the actor's co-ordination is easily detected on the home screen.

### **Must Forget Mike**

The average radio actor's real partner is the microphone. Most of the time he addresses that static little machine and gives but scant attention to the members of the cast. A radio performer of this type cannot become a good television actor unless he learns the art of communion; for by a constant stream of give and take the video actor, even more than the stage performer, keeps in ever-changing rapport with an animate or inanimate partner. The statement that the theater calls for action, the screen for reaction applies also to the television screen. The better the video player's nervous system is attuned to that of his partner or else pitched against it, the more convincingly will his reaction register on the magic tube. To be most effective, this communion of actor and partners must be physical, mental, emotional.

### **Actors Must "Think"**

Some radio actors will soon find out how dangerous television is to those who speak without thinking and think without feeling. The finest speech, the most graceful gesture, the keenest mind will fail to please unless the actor also exhibits an essential human quality of his own. Not only must he play the instrument of his personality with expert co-ordination; his personality must be a fine instrument. On the screen a face which fails to reflect an ever-changing kaleidoscope of thought and emotion like a still picture can hold attention only for three seconds. If radio actors can be made to act not from the depth of their voices but from the depth of their hearts, television may give us what the movies so rarely offer: a face mirroring a great emotion, a body transparent with the soul shining through.



# Chicago And Its Television Future

By *BILL IRVIN*, Staff Correspondent. *RADIO DAILY*

"CHICAGO has a television future if it realizes it. It has every possibility New York has for becoming a tele center. It just got started a little later, that's all. With the advent of a few hundred more tele receivers in Chicago we'll be in the big time in television here."

In those words no less an authority than William C. Eddy, director of television and FM for Balaban and Katz, sums up the Chicago television outlook. In his capacity as B&K tele director, Bill Eddy supervises tele station WBKB with a daily schedule which adds up to approximately 11 operational hours weekly. A television pioneer and long noted for his wizardry in radio and electronics, Bill Eddy knows whereof he speaks when he predicts a bright outlook for television in Chicago. His words also command attention when he says:

"It's more logical for Chicago to be the television center of the country because of its geographical location."

Aside from the geographical factor, Eddy points out that Chicago has the vitality, the wherewithal and the talent to make it a television center.

"We have set our goal to be the biggest and most important television station in the country," says Eddy, speaking of his plans for WBKB. "We at B&K are showmen. Our angle is not selling receivers. We are going to be salesmen of shows. We're taking advantage of every possible thing to increase quality and standards of programs. We have found a marked increase in sponsor interest, and also a marked increase in the use of professional talent. In the near future 90 per cent of the shows over WBKB will be commercial."

In line with his announced objective of making WBKB the biggest and most important tele station in the country, and indicative of his faith in Chicago's future place in television, Bill Eddy took the first step in his wide-scale expansion program for WBKB immediately after his retirement from the Navy a couple of months ago with the rank of captain. Until he put away his Navy

blues for the second time, the job of helping to make Chicago a television center second to none had had to wait while Bill Eddy finished his wartime job of training three-quarters of a million American boys in the intricacies of radar. His efforts after Pearl Harbor to get back into the Navy a second time met with repeated failure because of several physical defects, including deafness. It was the deafness, incurred during experimental depth diving tests after his graduation from the U. S. Naval Academy at Annapolis, that caused a naval board to put him on the retired list in 1932. It was his suggestion, however, that the navy needed a radar training center which finally paved the way for his return to navy blues for the second time.

Eddy's first move after returning to his civilian job at WBKB was to add a new hour-long program to its daily schedule, Mondays through Fridays. The time period is devoted mainly to experimental commercial and sustaining shows, with emphasis on spot plugs. The new period was added primarily to aid manufacturers in the Chicago area in the development of new type receivers. Increased demands for time as a result of greater agency interest in the development of new video programming techniques also was a factor, according to Eddy.

Another step taken by Eddy was the signing of a five-year pact between B&K and the management of the Chicago Coliseum for the exclusive televising by WBKB of all events taking place there during the next five years, particularly sports events such as ice shows, prize fights, basketball tourneys, roller derbies and wrestling matches.

Further assurance of Chicago's future dominant role in television is found in the FCC's allotment to the city of seven tele channels. As one television executive pointed out, that action by the FCC is a "challenge to Chicago to be a major television center."

Chicago also is a major link in a proposed television network in the middle west, the first step in the establishment of which the American Telephone and Telegraph Company recently took with the filing of applications with the FCC for authorization to build and operate micro-wave relay stations which would link the Windy City with Milwaukee. Such a system would cost approximately \$500,000 and, in the event of favorable FCC action on the applications, would probably be ready for tests early in 1947. Terminals of the system would be the Illinois Bell Telephone Company's long distance center in Chicago and the Wisconsin Telephone Company's toll building in Milwaukee. Three radio repeater stations would be built along the way, one near Barrington, Ill., another in Illinois but near Wilmot, Wis., and the third near Prospect, Wis. During the experimental period the system would be used for tele transmission in cooperation with tele station WMJT in Milwaukee and any other broadcaster who might be able to use the facilities.

Paul Mowery, director of television for the American Broadcasting Company, said that the network's plans for television activity in Chicago, while hinging on FCC action, are ready to be put into operation with the greatest possible speed.

"We are prepared to give television service in Chicago just as fast as possible," said Mr. Mowery.

How fast that will be is more a question of mechanics than training, he emphasized. The training of skilled television crews already is under way, so there will be no delay from the standpoint of competent personnel.

Station WGN long has had experimental television equipment on order. The date for starting such experimental operation, station officials said, depends wholly on when the equipment becomes available.

Marshall Field and Company, Chicago department store, has a post-war top priority for the purchase and installation of a General Electric tele system to be used as an intra-store selling and promotion medium. The Chicago store was the first to order a tele system of the non-commercial type. However, plans for the installation of the intra-store system have not yet been made. But store officials have indicated a strong interest in the possibilities of television as a sales medium. They believe it holds tremendous potentialities, both inside the store as a service to customers and outside as an advertising medium to consumers.

FOR PHONE LISTINGS—OF IMPORTANT  
TELEVISION NUMBERS IN N. Y.-  
LOS ANGELES-CHICAGO-WASHINGTON  
PLEASE TURN TO PAGES 100-107

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# TELEVISION HIGHLIGHTS—1945

(From the Files of RADIO DAILY)

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*A review of the past year's television events indicates the tremendous possibilities of the sight-and-sound medium. Increasing momentum is evident from the upward surge of activity reported in the columns of RADIO DAILY.*

## JANUARY

- 10—Keen interest in television as an important factor in displaying and merchandising goods as leaders in the industry discussed its various phases at the National Retail Dry Goods Association convention in New York.
- 12—A last minute request for permission to televise the inauguration of President Roosevelt was turned down by the White House because arrangements for press, radio and pix coverage had already been worked out.
- 16—Slicing by one-third the number of six-megacycle channels for television, the FCC announced that it believed the current monochrome service should not be scrapped on the promise that a new color tele system would someday be ready. Instead of the present 18 channels below 294 megacycles, there would be 12 according to the allocation system announced by the commission. These channels would be shared with non-interfering services.
- 17—Approval of the action by the FCC in its "decision favoring the continuance of commercial television in that portion of the spectrum currently used by television broadcasters" was voiced by J. R. Peppele, president of Television Broadcasters Association.
- 22—Tele and FM applications will not be served on a "first come, first served" basis, FCC Chairman Paul A. Porter told the FCC Bar Association.
- 26—Robert L. Gibson, vice-president and member of the board of directors of TBA resigned because his firm, GE, had shifted him to another department in the company. F. J. Bingley, chief television engineer for Philco, and a TBA board member was elected to the post of vice-president. The board vacancy was not filled.
- 30—At a meeting of Canadian Broadcasting Corp. governors, Dr. Augustin Frigon, general manager, in discussing television prospects in Canada, said that CBC had obtained a site in Toronto for the purpose of building a television station and, he added,

that other stations would be established across Canada in due time.

## FEBRUARY

- 2—Juan Trippe, Pan-American World Airways president announced the sponsorship of a new 15-minute world-travelogue television show titled, "Wings of Democracy."
- 7—Forecasting the possibilities of subscription television as a method of creating "box-office" for video, Arthur Levey, president of Scopphony Corp. of America, announced that SCA was contemplating production of home tele receivers for that purpose.
- 9—Technical employers of CBS were accorded the privilege of attending a special 60-week course in the operation of television studio and transmitter equipment beginning Feb. 12. Arranged in three 20-week segments, the tripartite course was given by the Division of General Education and College of Engineering of NYU under the direction of Dr. Peter Goldmark, CBS director of engineering research and development department, and Robert Serrell, member of CBS' television engineering operations, assisted by Mason Escher, technical staffer representing the IBEW.
- 14—Development of a new television technique known as "Tele-Minatures" affording greater speed in production and increased economy, was announced by Patrick Michael Cuning, head of P. M. Cuning Tele. Products.
- 19—Newsreels and television were on an equal footing insofar as release dates of footage from the War Department was concerned. Only reason the tele pool received War Department footage later than the newsreel pool was that the department, in order to speed handling, did not copy the film itself.
- 20—Television, discontinued in Great Britain shortly after the start of the war, was resumed on a private-showing basis.
- 23—Maintaining their position that only the use of wide bands in the higher frequencies could provide television pictures with twice

the detail of television sets operating on pre-war standards, CBS filed a brief with the FCC.

27—Blue Network inaugurated television from New York in addition to launching its regular schedule of tele broadcasts with programs from Schenectady. This advent marked the first time a broadcasting company originated and presented regularly broadcast network programs over more than one station.

### MARCH

- 2—Col. William A. Roberts, appearing for TBA, presented the FCC with a suggested plan for allocation of television facilities in the major market areas of the country to provide at least 398 stations. This plan was designed to utilize the 12 six-megacycle channels proposed for commercial sale.
- 6—First web V-E Day planning was announced by the Blue Network when it revealed that arrangements had been made with the Du Mont Television Laboratories for the use of the entire facilities of WABD for tele broadcasts on victory day in Europe.
- 13—Formation of a company to produce films exclusively for television was announced by the Bond-Charteris Enterprises. The films, to be commercially sponsored, deal primarily with visualization of products for inclusion in televised advertisements. Other tele products will include 15 to 30-minute packaged television entertainments.
- 15—RCA showed a postwar model television receiver which projects an image of 16 x 21-1/3 inches and with FM and standard broadcast receiving facilities which will cost approximately \$395. The new receiver was a decided improvement over the pre-war sets, and displayed an image of brilliance and clarity indicative of the progress made in electronic research.
- 19—Applications for licenses to construct and operate a national network of television and broadcasting stations to be linked via micro-wave, were filed on March 15 with the FCC by the Raytheon Mfg. Co., a subsidiary of the Raytheon Products Corp. of Boston, manufacturers of radio and tele equipment.
- 23—DuMont Laboratories highlighted their entertainment of the Television Broadcasters Association with a private showing of a new 20-inch cathode ray tube which had a flat surface and produced a direct view tele image 18 x 13 1/2 inches.
- 26—Addressing a joint meeting of the American Institute of Electrical Engineers and the Institute of Electrical Engineers, Dr. C. B. Jcliffe, head of RCA Laboratories envisaged television as a five to ten billion dollar enterprise which would revolutionize the present way of life.
- 27—CBS stockholders were advised that the corporation had contracted with Federal Telephone and Radio Corp., for the first experimental transmitter for use in color transmission.

28—Television Producers Association adopted a standard form of television script along with a standard cue sheet, the latter using a three-column method.

### APRIL

- 1—Twentieth Century-Fox leased from General Television Corp., the inactive tele station, WIXBG, Boston. The film company asked for an experimental license to operate the station. Plans include programming and the use of sound films for entertainment purposes.
- 2—Commercial sponsorship of the time breaks on the special V-E Day television programs of the Blue Network on WABD, was announced by Paul B. Mowry, manager of the web's tele department. Sponsor will be Waltham Watch Co.
- 11—Considered the first French-American program in television history, CBS tele station WCBW televised "Soldiers Without Uniforms," a drama based on the Paris resistance movement obtained from material brought to this country by Pierre Schaeffer and Pierre Garrigues, representatives of the French Broadcasting Service.
- 17—First multiple-relay television network in the world linking two major cities was proven technically practical in a demonstration between Washington and Philadelphia. This scientific demonstration revealed that it is entirely practical and possible to connect distant cities for television by a series of micro-wave tele relay transmitters.
- 26—John Ballantine, president of Philco Corp., announced that all Philco telecasting activities would be brought under one head. Ernest B. Loveman was appointed vice-president in charge and with the formation of the television broadcasting division of Philco Radio and Television Corp., every phase of the activity would be centralized under Loveman.

### MAY

- 1—Paul L. Chamberlain, GE sales exec. told the Ad Club of Boston at a luncheon that television will supplement other forms of advertising to maintain the national income needed to keep American workmen on the job, and that a new dimension will be added to home entertainment which will provide one of the most powerful advertising media ever developed.
- 7—Bell System of the AT & T expects that some 2,000 miles of coaxial cable suitable for television and other long distance transmission will have been manufactured by the end of 1945 and that at least three-fourths of this cable mileage will be under ground by the same time.
- 15—Speaking before the Society of Motion Picture Engineers, Ralph B. Austrian, executive vice-president of RKO Television Corp.,

said he believed that it would be perfectly possible and feasible to release a tele show on film over a "first-run" group of stations and then re-release it in the same locality at a later time to a "second-run" group and finally a "subsequent run" group. He pointed out that any given locality can be fairly and completely covered.

- 18—Seven channels between 174 and 216 megacycles were definitely assigned television by the FCC, with the 480-920 mc. band also reserved for the new wide-band color tele. Six additional tele bands would be provided in the 44-108 mc. region—apportioning of which would be delayed pending further testing.
- 23—IT & T received a telegram from Guy Rabuteau, French scientist in charge of the laboratories of Le Materiel Telephonique, Paris, IT & T associate, which stated that despite German occupation, French research organizations had continued developing television and manufacturers were in a position to deliver pick-up equipment, transmitters, receivers suitable for black and white high definition tele and later on full color television.
- 27—First of a series of television programs covering the world of science and using both "live" talent and film, was inaugurated by the American Museum of Natural History in conjunction with NBC's station WNBT.
- 28—Senators Emil A. Bartunek and Lawrence A. Kane, formally introduced into the Ohio state legislature their bill which amended the Ohio censorship statutes to include television, along with motion pictures and other eligible productions. Proposed amendments included a fee of \$3 for each 10 minutes of televised screen time or fraction thereof. This was the first tele censorship measure and levied fee as well.
- 30—As a contribution to the advancement of television production, George A. Hirliman, prexy of the International Theatrical and Television Corporation, announced that they would sponsor a national contest on July 1st offering 11 prizes which would include a \$10,000 cash award to the best amateur film production submitted.

### JUNE

- 5—A new type of experimentation looking toward development of a broad-band microwave relay system was approved when the FCC granted the Raytheon Mfg. Co., construction permits for five experimental relay stations to be installed between Boston and New York.
- 7—IATSE issued a charter to a new union in the field designated as Television Broadcast-

ing Studio Employees, Local 794 of the Alliance. The new union, having been granted its charter, was expected to launch an intensive drive to unionize tele employees in New York.

- 11—In a move to further its activities in the field of commercial television, CBS revealed the appointment of George Moskovics as commercial manager of television operations, a newly created post made in anticipation of experimental commercial activities in the video field.
- 14—New television plastic lens and receiver, developed by RCA Victor from materials manufactured by Dun Pont, is expected to provide an image five times as large as those obtained with pre-war models, also, brighter images and reduced cost of the receiving sets are indicated, all based on discs of "Lucite" composition as basic material.
- 14—American Television Society held its final official meeting of the season in the auditorium of the Museum of Modern Art, with George T. Shupert, of Paramount Pictures taking over the reins as newly elected president. Awards for television activity during the season were made to various network and inde tele outlets as well as individual effort.
- 18—CBS tele facilities and personnel were made available to network clients on a "working basis" for testing, development and broadcasting of commercial video programs. While there would be no charge for time on the air, there would be a charge of \$150 an hour for use of major studios, personnel and equipment.
- 20—Philco Radio applied to the FCC for three experimental relay broadcast stations to operate in New York, Philadelphia and Washington. Assignment of frequencies between 42 and 10,000 megacycles by the FCC chief engineer was asked.
- 25—John F. Royal, NBC vice-prexy in charge of television, speaking at the opening of the fourth annual NBC-Northwestern U summer radio institute, forecast that television would be a great force for peace during the coming years.
- 26—First large scale relay experiments for tele and FM to be undertaken between Los Angeles and San Francisco were forecast by the application to the FCC of the International Business Machines for relay terminal stations with 15 watts power in those two cities.
- 27—FCC announced the assignment of the first six tele channels. Channel No. 1, 44-50 mc.; channels No. 2, 3 and 4, 54-60, 60-66 and 66-72 mc.; channels No. 5 and No. 6, 76-82 and 82-88 mc.

- 27—A large screen tele receiver, which produced a picture 16 x 22 inches and included a radio-phonograph unit was unveiled by GE at a press showing held in New York.
- 29—A RADIO DAILY survey revealed that tele industry leaders were pleased by the FCC's channel allocations.

## JULY

- 9—CBS was reported to have obtained the American rights for 1,000 line television as developed in France and also new foreign patents covering colored television.
- 10—Experimental tele transmission in England will get under way in January, and the commercial aspects of the media, dormant since the outbreak of the war will be stressed in accordance with an ambitious developmental program already mapped out.
- 13—Little criticism was expressed at the informal engineer hearing on FCC's proposed standards and regulations for tele stations.
- 17—Zoning Adjustment Board of the District of Columbia following a seven-hour hearing, denied the Bamberger Broadcasting Service, Inc., permission to locate a transmitting station and 300-foot tele tower in a residential area selected in the northwest section of Washington.
- 18—The FCC released to the industry its proposed technical specifications for tele operation on the 13 six-megacycle bands presently allocated for commercial operation. The industry in general was well pleased with the Commission proposals.
- 19—George E. Markham, manager of WRGB, Schenectady, speaking before a two-day symposium on tele and the future at the University of Michigan, declared that television would supplement the newspapers, radio, theater and the movies, but would not replace them.
- 20—Plans for the first full-fledged television field tests in the New York metropolitan area using higher frequencies as proposed by the FCC reallocations to be conducted by NBC in collaboration with RCA Laboratories, were announced by Dr. C. B. Joliffe, vice-president in charge of the RCA Labs.
- 25—Music Corporation of America announced that it had added a new television department, to be under the head of Roger Carlin, former legit theater producer and Paramount man.

## AUGUST

- 1—Television department of NBC and the New York City Board of Education have readied plans to launch the first comprehensive experiment in the adaptation of tele to classroom education. Announcement was jointly made by John E. Wade, Superintendent of Schools and John F. Royal, NBC v.p. in charge of television.

3—Bcb Feiner, Jr., program assistant for WCBW, CBS tele station, was named assistant director of television programs for CBS.

- 7—Purchase for post-war delivery of a 40 kilowatt television transmitter was announced by Harry R. Lubcke, tele director of Don Lee Tele and Don Lee Broadcasting Systems. The west coast web has filed with the FCC for permission to install the transmitter 5,800 feet above sea level on Mt. Wilson.
- 9—A plan for utilizing stratospheric airplanes cruising six miles in the air for the transmission of television and FM was revealed by execs. of the Westinghouse Electric Corp. in collaboration with the Glenn L. Martin Company.
- 20—CBS announced that it would install a new ultra-high frequency television transmitter in the Chrysler Bldg. in December. The transmitter would broadcast tele in high definition color, on a frequency of 485 megacycles. A coaxial cable carrying the 10-megacycle signal would connect the transmitter to the labs at Madison Ave., via the studios in Grand Central Terminal.
- 24—Television stations will have a total national payroll of over 16 million dollars, Paul E. Carlson, merchandising manager of Allen B. Dumont Laboratories, Inc., predicted in an address before the opening session of the Board of Education sponsored War Industries Training Program in New York.
- 27—The Chicago public school system will use television as an integral part of its educational program for the first time, starting the week of September 17, it was announced by George Jennings, director of the Radio Council of the Board of Education. In cooperation with Balaban and Katz tele station, WBKB, Jennings has arranged a weekly series of 13 experimental telecasts to originate in the station's studios. The shows will be picked up on special receivers to be installed in two schools.
- 30—John Wanamaker Company announced that a deal has been consummated with the Allen B. DuMont Laboratories, Inc., for the installation of three complete television studios in the main New York store.

## SEPTEMBER

- 11—Announcement was made of the resignation of Gilbert Seldes, director of CBS television programs, effective as of September 28, in order to be free to do independent work in the video field. No successor was appointed.
- 11—Ted Collins, Kate Smith manager and partner, confirmed rumors that he would undertake a \$1,000,000 tele laboratory enterprise in Jacksonville, Fla.
- 18—WABD, DuMont television station in New York, left the air until December 15 in order

to make the switchover from Channel 4 to Channel 5. The suspension of tele transmission of activities during the period of technical readjustment was approved by the FCC.

- 19—The American Broadcasting Company announced that following the conclusion of telecasting activities at DuMont's station WABD, television operations would be carried on from station WRGB, Schenectady.
- 20—Recalling its statement of May 25th that insufficient frequencies are available below 300 mc. to provide "a truly nation-wide and competitive television system," the FCC issued its proposed allocation of frequencies among the rural, metropolitan and community telecasters.
- 24—Technical operations of CBS television are being integrated with the web's other New York broadcasting operations. Progress of various phases of CBS television research under Dr. Peter Goldmark's department of engineering research and development has made integration possible.
- 25—The FCC threw out 16 applications for experimental tele and developmental FM facilities on the grounds that clear need for these stations to carry on meritorious research plans was not shown.
- 27—Edward Sobol, NBC tele producer told a panel and members of the American Television Society that the script is the most important part of the television program, and script writers would become a very important cog in the machine of television production.

### OCTOBER

- 1—The Motion Picture Producers and Distributors Association does not plan to inject itself into the television scene, new proxy Eric Johnston declared during his first press conference after succeeding Will Hays.
- 4—Revision of the tentative assignments of channels for commercial television, including changes in the number of metropolitan stations permitted in many communities, as well as changes in the channel numbers assigned in some cases, were reported by the FCC.
- 5—DuMont Television signed a five-year contract with the Television Studio Broadcasting Employees Union, Local 794 of the IATSE.
- 11—Paul Kesten, CBS vice-president, announced at the FCC Television hearing in Washing-

ton that his company would be ready in a few weeks for public demonstrations of its wide-band polychrome tele service, thereby raising the question as to the extent to which sponsors of the narrow-band service would be willing to invest in the monochrome tele. The second challenge came from TBS, which announced a new allocation setup which would provide seven tele stations for New York City, which was allocated only four under the FCC plan announced earlier, and, in all, 401 stations for 135 cities—59 more stations than provided in the FCC plan.

- 17—Return to native shores of the U. S. Fleet was covered by television both in New York and San Francisco and televised in the East over WNBT by NBC and WCBW by CBS.
- 19—Motion picture film promises to furnish much valuable source material for video programs, what with the constant new developments occurring in the field of research and manufacturing, according to an address by John Flory, of Grant, Flory and Williams, film manufacturers.
- 23—Dr. C. B. Joliffe, v.p. in charge of RCA Labs, revealed that utilization of the recently announced super-high-frequency radio relay system for network television, was not engineered to permit television transmission.
- 25—A revolutionary new development in the camera technique of television was demonstrated to the press and electronics engineers by RCA using a super-sensitive pickup tube known as the "image orthicon." The demonstration proved conclusively that a good image could be obtained through the use of the new electronic eye under ordinary lighting conditions.

- 30—Application for construction of a tele transmitter and studios in San Francisco was filed with the FCC by Television Productions, Inc. Plans of the company also included a West Coast relay network embracing the Hollywood and San Francisco coast-to-coast television web projected by Paramount.

### NOVEMBER

- 1—Extensive television coverage of New York's first peacetime municipal election in six years was scheduled by network video stations, with audiences being provided with newsy, on-the-spot scenes of events taking place during Election Day on November 6.
- 6—The first major intra-store television demonstration undertaken by RCA-Victor in Gim-

bel's Department Store in Philadelphia was proven "eminently successful" and definitely established tele as a powerful selling medium, representatives of both RCA and Gimbels indicated. An RCA representative said that plans were being completed to take the intra-store video unit on a nationwide tour of the largest department stores of America.

- 7—The Studio of Dramatic Arts offered a 16-week course in television acting, designed to "retrain radio actors for the visual medium." Director of the course was John Reich, professor at New York U., and former dramatic director of CBS television.
- 13—The first Television contract in Chicago was signed by International Photographers of the Motion Picture Industries and Television Film Shorts, Inc.
- 15—Keith S. McHugh, vice-president of A T & T, announced that a coaxial cable between Washington and New York would be made available, without charge, to television broadcasters early in January. The first program over the new cable will be a co-operative venture with WNBT, DuMont and WCBW participating in the historic telecast.
- 16—CBS has applied for a license for its new experimental Tele Station to operate on the higher frequencies between 480 and 496 megacycles. CBS disclosed it was "ready to go" on its wider band, full-color broadcasting. Dr. C. B. Jolliffe, vice-president in charge of RCA laboratories, speaking before a meeting of the Radio Executives club in New York, said "Television is ready to go." Dr. Jolliffe stated that the time is here when management must take television out of the engineering laboratory and give it a chance to grow.
- 20—Victory Loan films will be broadcast over nine tele stations for the first concerted drive of its kind, the Treasury Department has announced.
- 23—FCC's Television rules issued. As a whole, FCC followed many industry recommendations in issuing the new rules. Granted seven channels in New York and relaxed its original minimum operating order but did not change its order making chain broadcasting regulations applicable to tele stations.
- 26—Roundup of applications for construction of new commercial television stations now on

file with the FCC shows a wide-open scramble is in the making for new tele channel designations. The demand for frequencies far exceeds the supply in major cities.

- 26—A telegraphic survey of the industries reaction to the FCC tele allocations, conducted by Radio Daily, shows, in most instances, the allocations were interpreted as the signal to go ahead with manufacturing and station developments.

## DECEMBER

- 3—Washington was selected as "testing ground" for wide-open scramble for television stations in large cities Friday, when the FCC announced a consolidated hearing on nine applications for the capital's four channels. No date for the hearing has been set.
- 5—Intra-store tele shown by RCA. First New York demonstration draws big merchandising interest. Manufacturers and retailers of consumer goods believe television will play a highly important role in the merchandising of such commodities in the near future.
- 6—Consolidated hearing on nine applications for Washington's four television channels will begin on Jan. 21. The ten-day hearing will end on Feb. 1, the Commission announced in setting the date.
- 7—RCA's tele patents and others in the radio field are to be made generally available to manufacturers, Henry A. Wallace, Secretary of Commerce, announced yesterday.
- 13—A. T. & T. announces construction plans for video relay outlets linking Milwaukee and Chicago.
- 14—RCA demonstrates color television. About five years will elapse before practical home color tele will be available to the public, they said.
- 26—The FCC has announced assignment of channels for six commercial tele licenses and for ten experimental stations.
- 27—President Truman's appearance before Congress next month to deliver his annual message will be televised for the first time in the nation's history. NBC, CBS and DuMont will telecast the event.



# Washington Natural Television Center

By ANDREW H. OLDER, Staff Correspondent, RADIO DAILY

AS PEACE broke out the future of television was more confused than ever. Only one thing was certain—that pre-war estimates of the eventual importance of tele will be not only borne out but actually surpassed. It will be many years before motion pictures and sound broadcasting are displaced by television—if ever—but it will not be so very long before tele takes equal rank in importance alongside these two great media of news and entertainment.

Here in Washington, through the war years, two agencies—War and Navy—have been primarily concerned with television.

With the war over, the new technical developments will again be announced from Camden, Chicago, New York, Philadelphia and the other homes of leading private tele manufacturers. How much of value the industry will gain as German techniques are released by the Department of Commerce is questionable—thus far it seems that American technicians were far ahead of the Nazi researchers in tele. Some aid in color projection may be realized from the enemy processes.

The biggest headache, insofar as overall regulation is concerned, lies with the FCC. For the past two years the FCC has been squarely in the middle as the proponents of “downstairs” and “upstairs” video carry on their battle. Although there are signs that a commission majority believes tele will approach its full utility only on the wider bands above 480 megacycles, a policy of strict impartiality has been maintained as proponents of the two systems battle it out with press releases and feverish experimental work.

The commission has simply insisted that television—without specifying which system—is coming out of its swaddling clothes.

The “downstairs” television interests were not overly pleased with the apportionment of the spectrum below 300 megacycles, justly pointing out that 13 video channels is insufficient for full-magnitude development of the service.

Although the FCC revised its allocation of these channels to make more stations possible in New York and other major centers than it had originally provided, the fact is that so long as licenses are confined to the 13 “downstairs channels” video will not achieve the competitive development scheduled for it.

A year-end development of uncertain importance was the anti-trust suit filed by the Department of Justice against the Scopphony Corporation and affiliates of Twentieth Century-Fox and Paramount Pictures. Of far-reaching importance in the development of theater television on a broad nation-wide basis, the importance of the suit as it affects home video could not be clearly established. There are those who believe that the larger projections embodied in Scopphony’s “supersonic” system might provide an important improvement for home video sets if inclusion of the necessary design in the sets were freely permitted.

It is claimed also that the “skiatron” system developed by Scopphony makes possible use of the subtractive principles of color employed in Technicolor and Kodachrome photography. No commercial sets embodying these principles have been developed, although Paramount—one of the controllers of the patents for the Western Hemisphere—is half owner of the Allen B. DuMont Laboratories.

The big question is what the next year will bring in the line of regulatory policies on television. Most important question, of course, is the extent to which the FCC will indicate its superior faith in the “upstairs” system. And that is a decision which must be reached not on the basis of investments in the two systems but rather on the basis of public interest.

On March 7, 1946, the FCC awarded three of the four Washington television channels to NRC, Bamberger Broadcasting Co., and the Evening Star Broadcasting Co. The fourth channel, sought by both Du Mont and Philco, will be settled at another commission hearing. Both applicants have been invited to present additional arguments.



# Garo W. Ray

CONSULTING RADIO ENGINEER

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991 BROAD ST. BRIDGEPORT, CONN.

TELEPHONE 5-2055

# **Classification of Television Stations and Allocations Of Frequencies**

**R**ULES Governing Television Broadcast Stations. Subpart D. Sections 4,201 through 4,281, are repealed, and the following is substituted (by the FCC) therefor:

§3.601 *Numerical Designation of Television Channels.* — The channels or frequency bands set forth below are available for television broadcast stations.

<i>Channel No.</i>	<i>Megacycles</i>
1	44—50
2	54—60
3	60—66
4	66—72
5	76—82
6	82—88
7	174—180
8	180—186
9	186—192
10	192—198
11	198—204
12	204—210
13	210—216

§3.602 *Sharing of Television Channels.* — Channels 1 through 5 and 7 through 13 are available for assignment to radio services other than television upon a showing that no mutual interference will result.

§3.603 *Community stations.* — (a) A Community station is designed primarily for rendering service to the smaller metropolitan districts or principal cities. Television channel No. 1 is assigned exclusively for Community stations. Channels 2 to 13, inclusive, can also be used for Community stations provided such use complies with Section 3.606.

(b) The power of a Community station may not exceed an effective radiated peak power of 1 kilowatt. The maximum antenna height for such stations shall be 500 feet above the average terrain as determined by methods prescribed in the Standards of Good Engineering Practice concerning Television Broadcast Stations.

(c) The main studio of a Community station shall be located in the city or town served and the transmitter shall be located as near the center of the city as practicable.

§3.604 *Metropolitan stations.* — Metropolitan stations may be assigned to television channels 2 through 13, both inclusive. They are designed primarily to render service to a single metropolitan district or a principal city and to the rural area surrounding such metropolitan district or principal city.

(b) Metropolitan stations are limited to a maximum of 50 kilowatts effective radiated peak power with antenna having a height of 500 feet above the average terrain, as determined by the methods prescribed in Standards of Good Engineering Practice concerning television broadcast stations. Where higher antenna heights are available, they should be used but in such cases the Commission may authorize less than 50 kilowatts effective radiated peak power so that the coverage (within the 5000 uv/m contour) shall be substantially similar to that which would be provided by 50 kilowatts effective radiated peak power and a 500 foot antenna. Where it is shown that an antenna height of 500 feet is not available, the Commission may authorize the use of a lower height antenna but will not permit an increase in radiated power in excess of 50 kilowatts. The service area of Metropolitan stations will not be protected beyond the 5000 uv/m contour and such stations will be located in such a manner as to insure, insofar as possible, a maximum of television service to all listeners, whether urban or rural.

(c) The main studio for Metropolitan stations shall be located in the city or metropolitan district with which the sta-  
(Continued on Page 1021)

# **A Television Service—**

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**FEATURE PICTURES - SHORT SUBJECTS  
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**729 SEVENTH AVENUE**

**NEW YORK CITY**

# Commercial Television Broadcast Channels

As allocated to Metropolitan Districts by the FCC

Metropolitan District (U. S. Census 1940)	Sales Rank	Population	Metropolitan Channel Nos.	Community	Total Stations Metro-Community
Akron	35	349,705	11		1 1
Albany	23	431,575	2, 4, 7, 9, 11		5
Schenectady					
Troy					
Allentown					
Bethlehem	43	325,142		8	
Easton					
Altoona	111	114,094	9		1
Amarillo	136	58,463	2, 4, 5, 7		4
Asheville	132	76,324	5, 7, 12		3
Atlanta	25	442,294	2, 5, 8, 11		4
Atlantic City	83	100,096		8	1
Augusta, Ga.	135	87,809	6, 12		2
Austin	106	106,193	8, 10, 12		3
□					
Baltimore	13	• 1,046,692	2, 11, 13		3
Port Arthur	90	138,608	3, 6, 8, 10		4
Beaumont					
Binghamton	75	145,156	12		1
Birmingham	42	407,851	4, 9, 13		3
Boston	5	2,350,514	2, 4, 7, 9, 13		5
Bridgeport, Conn.	53	216,621		1	1
Buffalo	14	857,719	4, 7, 9, 13		4
Niagara					
□					
Canton, Ohio	63	200,352		1	1
Cedar Rapids	115	73,219	7, 11		2
Charleston, S. C.	127	98,711	7, 10, 13		3
Charleston, W. Va.	88	136,332	7, 11, 13		3
Charlotte	99	112,986	3, 9, 11		3
Chattanooga	76	193,215	3, 6, 10, 12		4
Chicago	2	4,499,126	2, 4, 5, 7, 9, 11, 13		7
Cincinnati	16	789,309	2, 4, 7, 11		4
Cleveland	9	1,214,943	2, 4, 5, 7, 9		5
Columbia	117	89,535	2, 4, 8		3
Columbus, Ga.	133	92,478	3, 12		2
Columbus, Ohio	29	365,796	3, 6, 8, 10		4
Corpus Christi	121	70,677	3, 6, 8, 10		4
□					
Dallas	27	376,548	4, 8, 12		3
Davenport	67	174,995	2, 4, 5, 9		4
Rock Island					
Moline					
Dayton	44	271,513	5, 13		2

**Commercial Television Channels—Market Areas**

<i>Metropolitan District (U. S. Census 1940)</i>	<i>Sales Rank</i>	<i>Population</i>	<i>Channel Nos Metropolitan</i>	<i>Community</i>	<i>Total Stations Metropolitan Community</i>
Decatur	122	65,764	2		1
Denver	26	384,372	2, 4, 5, 7, 9		5
Des Moines	59	183,973	2, 4, 5, 9		4
Detroit	6	2,295,867	2, 4, 5, 7, 9		5
Duluth } Superior }	72	157,098	3, 6, 8, 10		4
Durham	139	69,683	4, 7		2
□					
El Paso	105	115,801	2, 4, 5, 7		4
Eric	95	134,039	12		1
Evansville, Ind.	93	141,614	2, 11		2
□					
Fall River } New Bedford }	55	272,648		1	1
Flint	64	188,554	11		1
Fort Wayne	81	134,385	2, 4, 7, 9		4
Fort Worth	51	207,677	2, 5, 10		3
Fresno	79	97,504	2, 4, 5, 7		4
□					
Galveston	131	71,677	9, 11, 13		3
Grand Rapids	57	209,873	7, 9		2
Greensboro	130	73,055	2, 10		2
□					
Hamilton } Middletown }	110	112,686	9		1
Harrisburg	70	173,367	8		1
Hartford } New Britain }	20	502,193	8, 10		2
Houston	21	510,397	2, 4, 5, 7		4
Huntington, W. Va. } Ashland, Ky. }	92	170,979	5		1
Indianapolis	24	455,357	3, 6, 8, 10, 12		5
□					
Jackson	128	88,003	2, 4, 5, 7		4
Jacksonville	66	195,619	2, 4, 6, 8		4
Johnstown, Pa.	100	151,781	13		1
□					
Kalamazoo	112	77,213	3		1
Kansas City, Mo. } Kansas City, Kans. }	17	634,093	2, 4, 8, 11		4
Knoxville	87	151,829	2, 4, 5, 9		4
□					
Lancaster	91	132,027		4	1
Lansing	94	110,356	6		1
Lincoln	109	88,191	10, 12		2
Little Rock	98	126,724	3, 6, 8, 10		4
Los Angeles	3	2,904,596	2, 4, 5, 7, 9, 11, 13		7

**Commercial Television Channels—Market Areas**

<i>Metropolitan District (U. S. Census 1940)</i>	<i>Sales Rank</i>	<i>Population</i>	<i>Metropolitan Channels</i>	<i>Community</i>	<i>Total Stations (Teles. Community)</i>
Louisville	33	434,408	5, 9		2
Lowell	45	334,969	6		1
Lawrence Haverhill					
□					
Macon	137	74,830	4, 7, 10		3
Madison	101	78,349	9		1
Manchester	118	81,932		1	1
Memphis	37	332,477	2, 4, 5, 7, 9		5
Miami	38	250,337	2, 4, 5, 7		4
Milwaukee	15	790,336	3, 6, 8, 10		4
Minneapolis } St. Paul }	11	911,077	2, 4, 5, 7, 9		5
Mobile	119	144,906	3, 5, 9, 11		4
Montgomery	126	93,697	6, 10		2
□					
Nashville	56	241,769	4, 5, 7, 9		4
New Haven	39	308,228		6	1
New Orleans	31	540,030	2, 4, 6, 7, 10		5
New York } Northeastern }	1	11,690,520	2, 4, 5, 7, 9, 11, 13		7
New Jersey } Norfolk }	47	330,396	4, 7, 11, 13		4
Portsmouth Newport News					
□					
Oklahoma City	52	221,229	2, 4, 5, 9		4
Omaha } Council Bluffs }	40	287,269	3, 6, 7		3
□					
Peoria	69	162,566	3, 6, 12		3
Philadelphia	4	2,898,644	3, 6, 10, 12		4
Phoenix	84	121,828	2, 4, 5, 7		4
Pittsburgh	8	1,994,060	3, 6, 8, 10		1
Portland, Maine	89	106,566	3, 8		2
Portland, Oreg.	22	406,406	3, 6, 8, 10, 12		5
Providence, R. I.	18	711,530	11		1
Pueblo	140	62,039	3, 6, 8, 10		4
□					
Racine } Kenosha }	97	135,075		1	1
Reading	73	175,355		5	1
Richmond	48	245,674	3, 6, 8, 10		4
Roanoke	104	110,593	5, 9, 12		3
Rochester	28	411,970	2, 6, 11		3
Rockford	102	105,259	12		1
□					
Sacramento	54	158,999	3, 6, 10		3
Saginaw } Bay City }	77	153,388	3, 8, 13		3
St. Joseph	129	86,991	13		1

**Commercial Television Channels—Market Areas**

Metropolitan District (U. S. Census 1940)	Sales Rank	Population	Metropolitan Channels	Community	Total Stations Metropolitan Community
St. Louis	10	1,367,977	4, 5, 7, 9, 13		5
Salt Lake City	58	204,488	2, 4, 5, 7, 9		5
San Antonio	50	319,010	2, 4, 5, 7, 9		5
San Diego	49	256,268	3, 6, 8, 10		4
San Francisco } Oakland	7	1,428,525	2, 4, 5, 7, 9, 11		6
San Jose	78	129,367	13		1
Savannah	114	117,970	3, 5, 9, 11		4
Seranton } Wilkes-Barre	30	629,581	11	1	1 1
Seattle	19	452,639	2, 5, 7, 11		4
Shreveport	96	112,225	2, 4, 6, 8		4
Sioux City	107	87,791	4, 9, 11, 13		4
South Bend	80	147,022		1	1
Spokane	71	141,370	2, 4, 5, 7, 9		5
Springfield, Ill.	103	89,484	8, 10		2
Springfield, Mass. } Holyoke	32	394,623	3	1	1 1
Springfield, Mo.	134	70,514	2, 4, 5, 9		1
Springfield, Ohio	125	77,406		1	1
Stockton	108	79,337	8		1
Syracuse	46	258,352	5, 8, 10		3
Tacoma	74	156,018	4, 9, 13		3
St. Petersburg } Tampa	61	209,693	2, 4, 5, 7		4
□					
Terre Haute	116	83,370	4		1
Toledo	34	341,663	13		1
Topeka	123	77,749	7, 11		2
Trenton	60	200,128		1	1
Tulsa	65	188,562	3, 6, 8, 10		4
□					
Utica } Rome	68	197,128	3, 13		2
□					
Waco	138	71,114	3, 6, 9, 11		4
Washington	12	907,816	4, 5, 7, 9		4
Waterbury	85	144,822	12		1
Waterloo	120	67,050	3, 6, 13		3
Wheeling	82	196,340	12		1
Wichita	86	127,308	2, 4, 5, 9		4
Wilmington	62	188,974		7	1
Winston-Salem	124	109,833	6, 8		2
Worcester	41	306,194	5		1
York	113	92,627		1	1
Youngstown	36	372,428	13		1

**FOR COMPLETE EQUIPMENT SECTION CLOSELY ALLIED  
TO TELEVISION — PLEASE REFER TO PAGE 1035**



# Television Broadcasting Stations

As of March 1, 1946

*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 Television Broadcast Stations Licensed By The Federal Communications Commission

Location	Licensor	Call Letters	Old* Channel No.	New**	Trans. Power
<b>ILLINOIS</b>					
Chicago	Balaban & Katz Corp.	WBKB	2	3 or 4	4KW 2KW
<b>NEW YORK</b>					
New York	Columbia Broadcasting System, Inc.	WCBW	2		3KW 2.5KW
New York	Allen B DuMont Labs. Inc.	WABD	4		4KW 1KW
New York	National Broadcasting Co. Inc.	WNBT	1	4	5.2KW 2.2KW
Schenectady	General Electric Co.	WRGB	3		40KW 20KW
<b>PENNSYLVANIA</b>					
Philadelphia	Philco Radio and Television Corp.	WPTZ	3		3KW 3KW

## List of Construction Permits Outstanding for Commercial Television Stations

<b>CALIFORNIA</b>					
Hollywood	Don Lee Broadcasting System	KTSL	1	1	1KW 2KW
<b>ILLINOIS</b>					
Chicago	Zenith Radio Corp.	WTZR	1		2KW 2KW
<b>WISCONSIN</b>					
Milwaukee	The Journal Company	WMJT	3	3 or 4	4KW 2KW

\* Old Channel means one of the 18 channels assigned to commercial television stations prior to the Commission's allocation report of June 27, 1945.

\*\* New Channel means one of the 13 channels finally assigned to commercial television stations by the Commission's allocation report of June 27, 1945.

# COMMERCIAL TELEVISION STATIONS

PERSONNEL • FACILITIES • ACTIVITIES

## W B K B

CHICAGO  
CHANNEL 2

Frequency.....61.25 mc.; 65.75 mc.  
Power.....4 Kw.; 2 Kw.  
Effective Signal Radiated.....796  
Owned-Operated By....Balaban & Katz Corp.  
Business Address.....190 N. State St.  
Phone Number.....Franklin 6446  
Transmitter & Antenna Location.190 N. State St.  
Time on the Air...1-2 p.m.; 4-5 p.m.; 7-15-9 p.m.  
News Service.....Transradio  
Transcription Service....World Broadcasting

### Personnel

Director of Television.....William C. Eddy  
General Manager....Reinold Werrenrath, Jr.  
Station Manager.....George W. Thomas  
Program Manager.....A. Warren Jones  
Publicity Director.....Herbert T. Lyons  
Chief Engineer.....A. H. Brolly

### 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.

## W9XZV—(WTZR) W9XZC

CHICAGO  
CHANNEL 1  
(Experimental)

Frequency: W9XZV, 50-56 mc.; W9XZC, 51.528 mc. Power: Sight and Sound, 1000 Watts  
Effective Radiated Signal.....1270  
Owned-Operated By.....Zenith Radio Corp.  
Business-Studio Address.....6001 Dickens Ave.  
Phone Number.....Berkshire 7500  
Transmitter & Antenna Location..6001 Dickens Ave.  
Time on the Air..... Unlimited license

### Personnel

President-General Mgr.....E. F. McDonald, Jr.  
Station Manager.....J. E. Brown  
Program Director.....E. F. Classen, Jr.

## W C B W

NEW YORK CITY  
CHANNEL 2

Frequency.....54-60 mc.; Sight, 61250;  
Sound, 65700  
Owned-Operated By...Columbia Broadcasting System  
Business Address.....15 Vanderbilt Ave.  
Phone Number.....Murray Hill 6-6340  
Studio Address.....15 Vanderbilt Ave.  
Transmitter & Antenna Location.....Chrysler Building  
Time on the Air...Tues, 8-9:30 p.m.; Wed, 8-9:45 p.m.; Fri, 8-9 p.m.; plus remote pickups  
News Service.....UP

### Personnel

V. P. in Charge.....Lawrence W. Lowman  
Station Manager.....Worthington Miner  
Commercial Manager....George Moskovics  
Sales Promotion.....Harry H. Barnhart, Jr.  
Asst. Program Director.....Ben Feiner, Jr.  
Production Manager.....Charles Holden  
Publicity Director.....James J. Kane  
Musical Director.....Paul Belanger  
Director Research-  
Development.....Dr. Peter C. Goldmark  
In Charge of Operations.....Merritt Coleman  
Director CBS Tele Audience  
Research Institute.....Dr. Donald Horton  
In Charge Technical  
Operations.....Henry Grossman  
Director Television Plans Div....Leonard Hole

## W 6 X Y Z

HOLLYWOOD

(Paramount Studio Lot)  
CHANNEL 5  
(Experimental)

Frequency.....76-82 mc.; Power: Visual  
4 Kw; Oral 1 Kw.  
Owned-Operated By...Television Productions, Inc.  
Business Address.....5451 Marathon St.,  
Hollywood 38

## COMMERCIAL TELEVISION STATIONS

Phone Number ..... Hollywood 2411  
 Transmitter and Antenna Location.

Mount Wilson

Time on the Air ..... Six Hours Per Week

### Personnel

President ..... Paul Raibourn  
 Vice-President ..... Bernard Goodwin  
 Vice-President ..... Y. Frank Freeman, Jr.  
 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 aired.

## K T S L

LOS ANGELES (HOLLYWOOD)—

EST. 1931

CHANNEL 1

MUTUAL—DON LEE BDCT. SYSTEM

Frequency .....  
 Power: Sight, 4000 Watts; Sound, 2000 Watts  
 Effective Signal Radiated ..... 5600  
 Owned-Operated By ..... Don Lee Broadcasting System

Business Address ..... 3800 Mount Lee Drive  
 Phone Number ..... Hollywood 8255  
 Transmitter & Antenna Location ..... 3800 Mount Lee Drive

Time on the Air ..... Alternate Mondays, 7 to 10 p.m.

News Service ..... AP, INS  
 Transcription Service ..... World  
 Representative ..... John Blair

### Personnel

President ..... Thomas S. Lee  
 Vice-President and General  
 Manager ..... Lewis Allen Weiss

Station Manager ..... Harry R. Lubcke  
 Chief Television Engineer ..... Harry W. Jury  
 Commercial Manager ..... Sydney Gaynor  
 Sales Promotion ..... Herb Sonnenberg  
 Production Manager ..... Jack Stewart  
 Stage Manager ..... Ted Driscoll  
 Publicity Manager ..... Harriet Crouse  
 Film Editor ..... Marjorie Campbell  
 Asst. Program Director ..... Grace Neville  
 Record M. C. .... Johnny Courcier

### 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.

The Pasadena Community Playhouse and other organizations have presented plays such as Ibsen's "Master Builder," "Alice in Wonderland" and others.

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 IT5 RCA television receivers. A number of the latter are operating satisfactorily in Long Beach at 25 miles from W6XAO.

## W M J T

MILWAUKEE

CHANNEL 3

(C. P. Only)

Owned-Operated By ..... The Journal Co.  
 Business Address ..... 333 W. State St.  
 Studio Address ..... 720 East Capitol Drive  
 Phone Number ..... Marquette 6000  
 Transmitter & Antenna Location ..... 720 East Capitol Drive  
 Newspaper Affiliation ..... The Journal Co.

## W A B D

NEW YORK CITY

CHANNEL 5

Frequency ..... 76-82 mc.  
 Power...Sight, 4000 Watts; Sound, 1000 Watts  
 Owned-Operated By ..... Allen B. Du Mont Laboratories, Inc.

Business-Studio Address ..... 515 Madison Ave.  
 Studios ..... Wanamakers, Broadway at 9th St.  
 Phone Number ..... PLaza 3-9800

## COMMERCIAL TELEVISION STATIONS

Transmitter and Antenna Location . . . . . Same  
Time on the Air . . . . . Unlimited

### Personnel

President . . . . . Allen B. Du Mont  
General Manager . . . . . Samuel H. Cuff  
Asst. Gen. Mgr. . . . . Robert F. Jamieson  
Chief Engineer . . . . . Sal Patreimo  
Chief Operating Engineer . . . . . Otis Freman

### 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 N B T

NEW YORK CITY  
CHANNEL 4

Frequency . . . . . 66-70 mc.  
Power . . . . . 5000 Watts; Sound, 3000 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 . . . . . Approx. 18 hours per week

### Personnel

NBC Vice-President in  
Charge of Television . . . . . John F. Royal  
NBC V.-P. & Chief Engineer . . . . . O. B. Hanson  
Manager of Television Dept. . . . . Noran E. Kersta  
Executive Producer . . . . . Warren Wade  
NBC Press Dept. . . . . Sydney H. Eiges  
Television Editor . . . . . Allan H. Kalmus  
Eastern Sales Manager . . . . . Reynold R. Kraft  
Business Manager . . . . . John T. Williams

## W P T Z

PHILADELPHIA  
CHANNEL 3

Frequency . . . . . 60-66 mc.;  
Sight, 4 Kw.; Sound, 4 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

Vice-President-Television  
Broadcasting Div . . . . . Ernest B. Loveman  
Chief Television Engineer . . . . . F. J. Bingley  
Station Manager . . . . . Walter Merkle  
Program Manager . . . . . Paul Knight

## W R G B

SCHENECTADY, N. Y.

CHANNEL 3

Frequency . . . . . 66-72 mc.; Power: Visual,  
40,000 Watts, Oral, 20,000 Watts  
Owned-Operated By . . . . . General Electric Co.  
Effective Signal Radiated . . . . . 3100  
Business Address . . . . . 60 Washington Ave.  
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. Pearce  
Assistant Manager . . . . . B. W. Rowan  
Manager . . . . . G. E. Markham  
Acting Supervisor of  
Production . . . . . H. T. Rhodes  
Chief Engineer . . . . . B. H. Cruger

### 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.



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- TELEVISION STANDARDS AND PRACTISE, by (Ed) Donald G. Fink, (Selected papers from the proceedings of the National Television System Committee and its panels. New York: McGraw-Hill Book Company, Inc., 1943.
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- TELEVISION THEORY AND PRACTICE, by J. H. Reyner. Sherwood Press, 1935.
- TELEVISION TODAY AND TOMORROW, by S. A. Moseley and H. K. B. Chappie. Sir Isaac Pitman & Sons, 1934.
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- TELEVISION, Pennsylvania WPA Writers' Program, published by Albert Whitman, 1942.
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- THIS THING CALLED BROADCASTING, by Alfred M. Goldsmith and A. C. Lescarbourea, New York: Henry Holt & Co., 1930.
- TODAY AND TOMORROW, by J. Mills, New York: D. Van Nostrand, 1944.

# ***Pending Applications for Commercial Television Broadcast Stations***

<i>City</i>	<i>Applicant</i>	<i>City</i>	<i>Applicant</i>
Akron, Ohio	United Broadcasting Co.	Cleveland	National Broadcasting Co., Inc.
Albany, N. Y.	General Electric Co.	Cleveland	Scripps-Howard Radio, Inc.
Albuquerque, New Mex.	Albuquerque Broadcasting Co.	Cleveland	United Broadcasting Co.
Ames, Iowa	Iowa State College of Agri. & Mech. Arts	Cleveland	The WGAR Broadcasting Co.
Baltimore	Hearst Radio, Inc.	Cleveland	WJW, Inc.
Baltimore	Maryland Broadcasting Co.	Columbus	Centrol Ohio Broadcasting Co.
Baltimore	The Tower Realty Co.	Columbus	The Crosley Corp.
Baltimore	Jos. M. Zamoiski Co.	Columbus	United Broadcasting Co.
Baltimore	E. Anthony & Sons, Inc.	Dallas	Interstate Circuit, Inc.
Boston	Allen B. DuMont Lab. Inc.	Dallas	KRLD Radio Corp.
Boston	Filene's Television, Inc.	Dayton	The Crosley Corp.
Boston	New England Theaters, Inc.	Denver	KLZ Broadcasting Co.
Boston	Westinghouse Radio Stations, Inc.	Detroit	The Evening News Assn.
Boston	The Yankee Network, Inc.	Detroit	International Detroita Corp.
Boston	The Connecticut Television Co.	Detroit	The Jam Handy Organization, Inc.
Bridgeport (6½ miles out)		Detroit	King Trendle Broadcasting Corp.
Buffalo	WEBR, Inc.	Detroit	United Detroit Theatres Corp.
Chicago	American Broadcasting Co., Inc.	Detroit	WJR, The Goodwill Station
Chicago	Balaban & Katz Corp.	Fresno, Calif.	J. E. Rodman
Chicago	Johnson Kennedy Radio Corp.	Harrisburg, Pa.	Keystone Broadcasting Corp.
Chicago	National Broadcasting Co., Inc.	Hartford	The Travelers Broadcasting Service Corp.
Chicago	Raytheon Mfg. Co.	Hartford	The Yankee Network, Inc.
Chicago	Zenith Radio Corp.	Indianapolis	The Wm. H. Block Co.
Chicago	WGN, Inc.	Indianapolis	Capitol Broadcasting Corp.
Cincinnati	Cincinnati Broadcasting Co.		
Cincinnati	The Crosley Corp.		

• • • **COMMERCIAL TELE APPLICANTS** • • •

<i>City</i>	<i>Applicant</i>	<i>City</i>	<i>Applicant</i>
Indianapolis	Indianapolis Broad- casting Inc.	New York	Metropolitan Tele- vision, Inc.
Indianapolis	WFBM, Inc.	New York	National Broadcast- ing Co., Inc.
Jacksonville,	Jacksonville Broad- casting Corp.	New York	News Syndicate Co., Inc.
Florida	WJAC, Inc.	New York	Phileo Radio & Tele- vision Corp.
Johnstown, Pa.	The Kansas City Star Co.	New York	Raytheon Mfg. Co.
Kansas City, Mo.	Lancaster Television Corp.	New York	Twentieth Century- Fox Film Corp.
Lancaster	WGAL, Inc.	New York	WLIB, Inc.
(3½ miles out)	American Broadcast- ing Co., Inc.	Oklahoma City	WKY Radiophone Co.
Lancaster	Earle C. Anthony, Inc.	Omaha	Radio Station WOW, Inc.
Los Angeles	Consolidated Broad- casting Corp., Ltd.	Omaha	World Publishing Co.
Los Angeles	Fox-West Coast Theatres	Philadelphia	Bamberger Broad- casting Service, Inc.
Los Angeles	Don Lee Broadcast- ing System	Philadelphia	Pennsylvania Broad- casting Co.
Los Angeles	Hughes Productions, Division of Hughes Tool Co.	Philadelphia	Philadelphia Daily News, Inc.
Los Angeles	Metro-Goldwyn- Mayer Studios, Inc.	Philadelphia	The Philadelphia In- quirer, a Division of Triangle Pub- lications, Inc.
Los Angeles	National Broadcast- ing Co., Inc.	Philadelphia	Phileo Radio & Tele- vision Corp.
Los Angeles	Television Produc- tions, Inc.	Philadelphia	Seaboard Radio Broadcasting Corp.
Los Angeles	The Times-Mirror Co.	Philadelphia	WCAU Broadcasting Co.
Los Angeles	Warner Bros. Broad- casting Corp.	Philadelphia	WDAS Broadcasting Station, Inc.
Louisville	WAVE, Inc.	Philadelphia	Westinghouse Radio Stations, Inc.
Miami Beach	A. Frank Katzentine	Philadelphia	WFIL Broadcasting Co.
Milwaukee	Hearst Radio, Inc.	Pittsburgh	Allen B. DuMont Lab. Inc.
Milwaukee	The Journal Co.	Pittsburgh	Scripps-Howard Ra- dio, Inc.
Nashville	J. W. Birdwell Bremer Broadcast- ing Corp.	Pittsburgh	WCAE, Inc.
Newark	Loyola University	Pittsburgh	Westinghouse Radio Stations, Inc.
New Orleans	Maison Blanche Co.	Portland	Oregonian Publish- ing Co.
New Orleans	American Broadcast- ing Co., Inc.	Providence	E. Anthony & Sons, Inc.
New York	Bamberger Broad- casting Service, Inc.	Providence	The Outlet Co.
New York	Columbia Broadcast- ing System, Inc.	Providence	The Yankee Net- work, Inc.
New York	Debs Memorial Ra- dio Fund, Inc.	Richmond, Va.	Havens & Martin, Inc.
New York	Allen B. DuMont Lab. Inc.	Riverside, Calif.	The Broadcasting Corp. of America
New York	Palmer K. & Lois C. Leberman		
New York	Marcus Loew Book- ing Agency		



City	Applicant	City	Applicant
Rochester	Stromberg-Carlson Co.	Spokane	Division of Hughes Tool Co.
St. Louis	Michael Alfend, Truman L. Brown, Samuel I. Berger and Sidney J. Heiman d/b as ALF-CO Co.	Stockton	Radio Sales Corp. Louis Warner, Inc.
St. Louis	Globe-Democrat Publishing Co.	Waltham, Mass	E. F. Pepper Raytheon Mfg. Co.
St. Louis	Thomas Patrick, Inc.	Washington, D. C.	Bamberger Broadcasting Service, Inc.
St. Louis	The Publitzer Publishing Co.	Washington, D. C.	Capital Broadcasting Co.
St. Paul	Star - Times Publishing Co.	Washington, D. C.	Allen B. DuMont Lab. Inc.
St. Louis	KSTP, Inc.	Washington, D. C.	The Evening Star Broadcasting Co.
Salt Lake City	Frank C. Carman, David G. Smith, Jack L. Powers and Grant R. Wrathall d/b as Utah Broadcasting Co.	Washington, D. C.	Marcus Loew Book- ing Agency
Salt Lake City	Intermountain Broadcasting Corp.	Washington, D. C.	National Broadcasting Co., Inc.
San Francisco	The Associated Broadcasters, Inc.	Washington, D. C.	Eleanor Patterson tr/as The Times- Herald
San Francisco	Don Lee Broadcast- ing System	Washington, D. C.	Philco Radio & Tele- vision Corp.
San Francisco	Hughes Productions,	Washington, D. C.	Scripps-Howard Radio, Inc.
Seattle		White Plains, N. Y.	Westchester Broad- casting Corp.
		Wilkes Barre, Pa.	Louis G. Baltimore
		Wilmington, Del.	WDEL, Inc.

## ALLOCATION (Continued from Page 1009)

tion is associated and the transmitter should be located so as to provide the maximum service to the city or metropolitan district served.

§3.605 *Rural stations.*—(a) Licensees of Metropolitan stations or applicants who desire to qualify as licensees of Rural stations must make a special showing to the Commission that they propose to serve an area more extensive than that served by a Metropolitan station and that the additional area proposed to be served is predominantly rural in character. In addition, a showing must be made that such use of the channel will not cause objectionable interference to other television stations or prevent the assignment of other television stations where there is reasonable evidence of the probability of such station being located in the future.

(b) Channels 2 through 13 are available for assignment to Rural stations. The service area of Rural stations will be determined by the Commission.

(c) The main studio of Rural stations shall be located within the 500 uv/m contour:

§3.606 *Table Showing Allocation of Television Channels to Metropolitan Dis-*

*tricts in the United States.*—(a) The Table below sets forth the channels which are available for the areas indicated. The table below will be revised from time to time depending upon the demand for television stations which may exist in the various cities. Where it is desired to use a different channel in any such area, or to use one of the channels in another area conflicting therewith, it must be shown that public interest, convenience, or necessity will be better served thereby than by the allocation set forth in the table.

(b) Only the first 140 metropolitan districts are listed in the table below. Stations in other metropolitan or city areas not listed in the table will not be assigned closer than 150 miles on the same channel or 75 miles on adjacent channels, except upon an adequate showing that public interest, convenience, or necessity would be better served thereby or that by using lower power or by other means equivalent protection is provided.

(c) Persons desiring to enter into a voluntary sharing arrangement of a television channel may file application therefor with the Commission pursuant to the provisions of Section 3.661 (c).

# **Rules Governing Video Broadcast Stations**

**R**ULES Governing Television Broadcast Stations as promulgated by the FCC, include Administrative Procedure and those relating to Licensing Policies. Both these are given below in full.

Subpart D. of the Commission's Rules, also include Designation of Television Channels, Community and Metropolitan Stations and Table Showing Allocation of Television Channels to Metropolitan Districts in the United States. These will be found in the preceding pages of Television Year Book.

## **Administrative Procedure**

§ 3.611 Application for television stations.—Each applicant for a construction permit for a new television broadcast station, change in facilities of any existing television broadcast station, or television station license or modification of license shall file with the Commission in Washington, D. C., three copies of applications on the appropriate form designated by the Commission and a like number of exhibits and other papers incorporated therein and made a part thereof. Only the original copy need be sworn to. If the application is for a construction permit for a new television station, Form FCC No. 330 should be filed; for a television station license, Form FCC No. 331 should be filed; and for modification of a television station license or for change in facilities of an existing television station, Form FCC No. 333 should be filed.

§ 3.612 Full disclosures.—Each application shall contain full and complete disclosures with regard to the real party or parties in interest, and their legal, technical, financial, and other qualifications, and as to all matters and things required to be disclosed by the application forms.

§ 3.613 Installation or removal of apparatus.—Applications for construction permit or modification thereof, involving removal of existing transmitting apparatus and/or installation of new transmitting apparatus, shall be filed at least 60 days prior to the contemplated removal and/or installation.

§ 3.614 Period of construction.—Each construction permit will specify a maxi-

imum of 60 days from the date of granting thereof as the time within which construction of the station shall begin, and a maximum of six months thereafter as the time within which construction shall be completed and the station ready for operation, unless otherwise determined by the Commission upon proper showing in any particular case.

§ 3.615 Forfeiture of construction permits; extension of time.—(a) A construction permit shall be automatically forfeited if the station is not ready for operation within the time specified therein or within such further time as the Commission may have allowed for completion, and a notation of the forfeiture of any construction permit under this provision will be placed in the records of the Commission as of the expiration date.

(b) An application (Form FCC No. 701) for extension of time within which to construct a station shall be filed at least thirty days prior to the expiration date of such permit if the facts supporting such application for extension are known to the applicant in time to permit such filing. In other cases such applications will be accepted upon a showing satisfactory to the Commission of sufficient reasons for filing within less than thirty days prior to the expiration date. Such applications will be granted upon a specific and detailed showing that the failure to complete was due to causes not under the control of the grantee, or upon a specific and detailed showing of other matters sufficient to justify the extension.

## TELEVISION STATION RULES

§ 3.616 **Equipment tests and proof of performance.**—(a) Upon completion of construction of a television station in exact accordance with the terms of the construction permit, the technical provisions of the application therefor and the rules and regulations and standards of good engineering practice governing television stations and prior to filing of application for license, the permittee is authorized to test the equipment for a period not to exceed 90 days: **Provided**, that the inspector in charge of the district in which the station is located and the Commission are notified 2 days in advance of the beginning of tests.

(b) The Commission may notify the permittee to conduct no tests or may cancel, suspend, or change the date of beginning for the period of such tests as and when such action may appear to be in the public interest, convenience, and necessity.

(c) Within the 90-day period prescribed by this section for equipment tests, field intensity measurements in accordance with the methods prescribed in the Standards of Good Engineering Practice Concerning Television Broadcast Stations shall be submitted to the Commission. The Commission may grant extensions of time upon showing of reasonable need therefor.

§ 3.617 **Program tests.**—(a) When construction and equipment tests are completed in exact accordance with the terms of the construction permit, the technical provisions of the application therefor, and the rules and regulations and standards of good engineering practice governing television stations, and after an application for station license has been filed with the Commission showing the equipment to be in satisfactory operating condition, the permittee is authorized to conduct program tests in exact accordance with the terms of the construction permit for a period not to exceed 30 days: **Provided**, That the inspector in charge of the district in which the station is located and the Commission are notified 2 days in advance of the beginning of such tests.

(b) The Commission reserves the right to cancel such tests or suspend, or change the date of beginning for the period of such tests as and when such action may appear to be in the public interest, convenience, and necessity by notifying the permittee.

(c) The authorization for tests embodied in this section or Section 3.616 shall not be construed as constituting a license to operate but as a necessary part of the construction.

§ 3.618 **Normal license period.**—All television broadcast station licenses will be issued so as to expire at the hour of 3 a.m. E.S.T. and will be issued for a normal license period of 1 year.

§ 3.619 **License, simultaneous modification and renewal.**—When an application is granted by the Commission necessitating the issuance of a modified license less than 60 days prior to the expiration date of the license sought to be modified, and an application for renewal of said license is granted subsequent or prior thereto (but within 30 days of expiration of the present license) the modified license as well as the renewal license shall be issued to conform to the combined action of the Commission.

§ 3.620 **Renewal of license.**—(a) Unless otherwise directed by the Commission, each application for renewal of a television station license shall be filed at least 60 days prior to the expiration date of the license sought to be renewed (Form FCC No. 311). No application for renewal of license of a television broadcast station will be considered unless there is on file with the Commission, the information currently required by Sections 1.301-1.304, reference to which by date and file number shall be included in the application.

(b) Whenever the Commission regards an application for a renewal of a television station license as essential to the proper conduct of a hearing or investigation, and specifically directs that it be filed by a date certain, such application shall be filed within the time thus specified. If the licensee fails to file such application within the prescribed time, the hearing or investigation shall proceed as if such renewal application had been received.

§ 3.621 **Temporary extension of station licenses.**—Where there is pending before the Commission any application, investigation, or proceeding which, after hearing, might lead to or make necessary the modification of, revocation of, or the refusal to renew an existing television license, the Commission may, in its discretion, grant a temporary extension of such license: **Provided, however**, That no such temporary extension shall be con-

strued as a finding by the Commission that the operation of any radio station thereunder will serve public interest, convenience, and necessity beyond the express terms of such temporary extension of license: **And provided further.** That such temporary extension of license will in no wise affect or limit the action of the Commission with respect to any pending application or proceeding.

§ 3.622 **Repetitious applications.**—(a) Where an applicant has been afforded an opportunity to be heard with respect to a particular application for a new television broadcast station, or for change of existing service or facilities, and the Commission has, after hearing or default, denied the application or dismissed it with prejudice, the Commission will not consider another application for a station of the same class to serve in whole or in part the same area, by the same applicant or by his successor or assignee, or on behalf of or for the benefit of the original parties in interest, until after the lapse of 12 months from the effective date of the Commission's order.

(b) Where an appeal has been taken from the action of the Commission in denying a particular application, another application for the same class of broadcast station and for the same area, in whole or in part, filed by the same applicant or by his successor or assignee, or on behalf of or for the benefit of the original

parties in interest, will not be considered until the final disposition of such appeal.

§ 3.623 **Assignment or transfer of control.**—(a) **Voluntary:** Application for consent to voluntary assignment of a television station construction permit or license or for consent to voluntary transfer of control of a corporation holding a television station construction permit or license shall be filed with the Commission on Form FCC No. 314 (assignment of license) or Form FCC No. 315 (transfer of control) at least 60 days prior to the contemplated effective date of assignment or transfer of control.

(b) **Involuntary:** In the event of the death or legal disability of a permittee or licensee, or a member of a partnership, or a person directly or indirectly in control of a corporation, which is a permittee or licensee:

(1) the Commission shall be notified in writing promptly of the occurrence of such death or legal disability, and

(2) within thirty days after the occurrence of such death or legal disability, application on Form FCC No. 314 or 315 shall be filed for consent to involuntary assignment of such television station permit or license or for involuntary transfer of control of such corporation to a person or entity legally qualified to succeed to the foregoing interests under the laws of the place having jurisdiction over the estate involved.

## ***Licensing Policies***

§ 3.631 **Exclusive affiliation of station.**—No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied with a network organization<sup>1</sup> under which the station is prevented or hindered from, or penalized for, broadcasting the programs of any other network organization.

§ 3.632 **Territorial exclusivity.**—No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another broadcast station serving substantially the same area from broadcasting the network's programs not taken by the former station, or which prevents or hinders another broadcast station serving a substantially different area from broadcasting any program of the network organization. . . .

§ 3.633 **Term of affiliation.**—No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which provides, by original terms, provisions for renewal, or otherwise for the affiliation of the station with the network organization for a period longer than two years: **Provided,** that a contract, arrangement, or understanding for a period up to two years, may be entered into within six months prior to the commencement of such period.

§ 3.634 **Option time.**—No license shall be granted to a television broadcast station which options<sup>1</sup> for network programs any time subject to call on less than 56 days' notice, or more time than a total of three hours<sup>2</sup> within each of four segments of the broadcast day. . . .

## TELEVISION STATION RULES

§ 3.635 **Right to reject programs.**—No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which (a), with respect to programs offered pursuant to an affiliation contract, prevents or hinders the station from rejecting or refusing network programs which the station reasonably believes to be unsatisfactory or unsuitable; or which (b), with respect to network programs so offered or already contracted for, prevents the station from rejecting or refusing any program which, in its opinion, is contrary to the public interest, or from substituting a program of outstanding local or national importance.

<sup>1</sup>As used in this section, an option is any contract, arrangement, or understanding, express or implied, between a station and a network organization which prevents or hinders the station from scheduling programs before the network agrees to utilize the time during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time.

<sup>2</sup>All time options permitted under this section must be specified clock hours, expressed in terms of any time system set forth in the contract agreed upon by the station and network organization. Shifts from daylight saving to standard time or vice versa may or may not shift the specified hours correspondingly as agreed by the station and network organization.

<sup>3</sup>These segments are to be determined for each station in terms of local time at the location of the station but may remain constant throughout the year regardless of shifts from standard to daylight saving time or vice versa.

§ 3.636 **Network ownership of stations.** No license shall be granted to a network organization, or to any person directly or indirectly controlled by or under common control of a network organization, for a television broadcast station in any locality where the existing television broadcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency, or other related matters) that competition would be substantially restrained by such licensing.

§ 3.637 **Dual network operation.**—No license shall be issued to a television broadcast station affiliated with a network organization which maintains more than one network of television broadcast stations: Provided, that this regulation shall not be applicable if such networks are not operated simultaneously, or if there is no substantial overlap in the territory served by the group of stations comprising each such network.

§ 3.638 **Control by networks of station rates.**—No license shall be granted

to a television broadcast station having any contract, arrangement, or understanding, express or implied with a network organization under which the station is prevented or hindered from, or penalized for, fixing or altering its rates for the sale of broadcast time for other than the network's programs.

§ 3.639 **Use of common antenna site.**—No television license or renewal of a television license will be granted to any person who owns, leases, or controls a particular site which is peculiarly suitable for television broadcasting in a particular area and (1) which is not available for use by other television licensees; and (2) no other comparable site is available in the area; and (3) where the exclusive use of such site by the applicant or licensee would unduly limit the number of television stations that can be authorized in a particular area or would unduly restrict competition among television stations.

§ 3.640 **Multiple ownership.**—(a) No person (including all persons under common control)<sup>1</sup> shall, directly or indirectly, own, operate, or control more than one television broadcast station that would serve substantially the same service area as another television broadcast station owned, operated, or controlled by such person.

(b) No person (including all persons under common control shall, directly or indirectly, own, operate, or control more than one television broadcast station, except upon a showing (1) that such ownership, operation, or control would foster competition among television broadcast stations or provide a television broadcasting service distinct and separate from existing services, and (2) that such ownership, operation, or control would not result in the concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity; provided, however, that the Commission will consider the ownership, operation, or control of more than five television broadcast stations to constitute the concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity.

<sup>1</sup>The word "control" as used herein, is not limited to full control but includes such a measure of control as would substantially affect the availability of the station to other networks.

<sup>2</sup>The word "control" as used herein is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.

# Commercial Television Programs—1945

Following is a list of commercial television programs on leading stations during the year ending Dec. 31, 1945. Listing is alphabetically by program title, and giving the sponsor, product, type of program, station, and advertising agency handling the account. Abbreviations: L, Live Talent; F, Film.

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Adam Hat Sport Parade	Adam Hats Hats	Sports (L-F)	WABD	Buchanan & Co.
Alden's Fashions	Alden Chicago Mail Order House	Fashion (L)	WABD	Buchanan & Co.
Airomagic Fashions	Airomagic Shoe Co. Shoes	Fashion (L)	WABD	Norman D. Waters & Associates
American Television Society Shows	American Television Society	Variety, Drama, Musical (L)	WABD	ATS Laboratories
At Ease	Ben Pulitzer Fashions Pulitzer Ties	Fashion (L)	WABD	L. S. Gambie Productions
Football Games	Atlantic Refining Co. Sub. and O.	Football	WPTZ, WNBT and WRGB	N. W. Ayer & Son
Aunt Jenny Stories Author	Lever Brothers Allen B. DuMont Labs., Inc. Inst. National	Drama (L) Educational (L)	WCBW WABD	Ruthrauff & Ryan
Backstage at Gimbels	Gimbel Bros. (Phila.) Dept. store - misc.	Dramatic	WRGB	Direct
Benrus Time	Benrus Watch Co. Watches	Time Signals (L)	WCBW	Young & Rubicam
Big Sister	Lever Brothers	Drama (L)	WCBW	Ruthrauff & Ryan
Boys from Boise, The	Esquire, Inc. Esquire Magazine	Musical, Variety (L)	WABD	Charles Storm Agency
Botany Cartoons	Botany Woolen Mills Botany Woolens	Movie Cartoons (F)	WABD	
Breakfast Club	Swift & Co. Institutional	Variety (L)	WABD	American Broadcasting Company

Bulova Time Bulova Watch Co. Time Signal (L) WNBT The Biow Co., Inc.

Watches

Bulova Time Bulova Watch Co. Time Signal (L-F) WCBW The Biow Co., Inc.

Watches

Canada Dry Cartoons

Canada Dry Bottling Co.

Movie Cartoons (F)

WABD

Carter's Mystery Program

Carter's Personal Products

Mystery (L)

WABD

Small & Seiffer

Cavalcade of Sports

Gillette Safety Razor Co., Inc.

Sports (L)

WNBT

Maxon Agency

Cincinnati Fashions

Cincinnati Fashion Frocks

Fashion (L)

WABD

Keeler & Dietz

Circus Folks

International Shoe Co.

Variety, Drama (L)

WABD

Westheimer & Co.

Coty's Fashions

Coty's Shoes

Fashion (L)

WABD

Glorianne Lehr

Conquest Over Darkness

General Electric

Dramatic

WRGB

Direct

Dana Fashions

Charles Dana Gowns

Fashion (L)

WABD

Glorianne Lehr

DuBarry Fashions

DuBarry Success School

Fashion (L)

WABD

Kenyon & Eckhardt

Dunhill Program

Alfred Dunhill, Ltd.

Drama (L)

WABD

Charles Storm Agency

Elgin Time

Elgin Watch Co.

Time Signal (L)

WBKB

J. Walter Thompson Co.

Elgin Time

Elgin Watch Co.

Time Signal (L)

WCBW

J. Walter Thompson Co.

Elgin Time

Elgin Watch Co.

Time Signal (L)

WNBT

J. Walter Thompson Co.

Esso Program

Esso

Educational (F)

WABD

Marschalk & Pratt

Esther Dorothy Fashions

Esther Dorothy Furs

Fashion (L)

WABD

Glorianne Lehr

TITLE SPONSOR-PRODUCT TYPE STATION ADVERTISING AGENCY

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Fair Fashions, The Fashion Ballet	The Fair Store John J. Myers (Albany) Dept. Store, Midse.	Fashion (L) Dramatic-Ballet	WBKB WRGB	The Fair Store Direct
Fashions Coming and Becoming	Cluett, Peabody & Co. Sanitized Fabrics	Fashion (L)	WABD	Young & Rubicam
Marshall Field Fashions	Marshall Field & Co.	Fashion (L)	WBKB	Marshall Field & Co.
Food in Armor	Can Mfgs. Institute and Quartermaster Corps. Canned Foods	Dramatic	WRGB	Direct
Four Hundred Years in Four Minutes	General Mills Co.	(F)	WCBW	
Frederics Fashions	John Frederics Hats	Fashion (L)	WABD	Glorianne Lehr
Fun With Fay	Schutter Candy Co. Old N.Y. B-I-O Honey	Variety (L)	WABD	Westheimer & Co Kaplan, Siesel & Bruck
Gotham Variety Show	Gotham Gold Stripe Hosiery	Variety (L)	WABD	Norman D. Waters & Associates
Hearst Variety Show	Hearst Magazines, Inc. Harper's Bazaar	Variety (L)	WABD	Abbott-Kimball, Inc.
Here's How	Colgate Palmolive Peet Co. Supersuds	Variety (L)	WABD	William Esty
Hillman Program	Hillman Publications Real Story	Variety (L)	WABD	Charles Storm Agency
Hobby-Hall of Fame	Press-On-Mending Tape Co. Mending Tape	Variety (L)	WABD	Reiss Agency Television Workshop
How's Your Imagination	DuPont Misc	Demonstration	WRGB	BBD&O



If Men Played Cards as Women Do	Proctor Electric Co. Institutional	Comedy (L)	WABD	Newell-Emmett Co.
I. J. Fox Fashions	I. J. Fox Co. Furs	Fashion (L)	WABD	Giorianne Lehr
Ike on Sports, The	Allen B. DuMont Labs., Inc. Institutional	Sports (L-F)	WABD	
Inside Facts About Food	American Institute of Farm & Home Products	Educational (L)	WABD	
Ladies Be Seated	Chef Boy-Are-Dee	Variety (L)	WRGB	(ABC Television) McClunkin Advt. Co.
Lanz Fashions	Lanz, Fifth Avenue Lanz Clothes	Fashion (L)	WABD	Giorianne Lehr
Letter to Your Serviceman	American Broadcasting Co. John David Menswear	Variety (L)	WABD	ABC Television
Lily Dache Fashions	Lily Dache Chapeaux	Fashion (L)	WABD	Giorianne Lehr
Looking Thru' Gimbel's Window	Gimbel Brothers Men's Suits	Fashion (L)	WABD	Television Workshop
Lovely Lady	Diana Corset Co. Corsets	Fashion (L)	WABD	Lester Harrison
Mademoiselle	Street & Smith, Inc. Institutional	Fashion (L)	WABD	Direct
Magazine of the Air	U. S. Rubber Co. Institutional	Educational (L-F)	WABD	Campbell-Ewald
Magic Carpet, The	Alexander Smith Carpet Co. Carpets	Travel (L-F)	WABD	Anderson, Davis & Platte
Magic Carpet	Alex. Smith Carpet Co. Rugs	Dramatic	WRGB	Anderson, Davis & Platte
Magic from Aladdin's Lamp	Schwartz Television & Radio Repair Corp.	Variety (L)	WRKB	Direct
Miles News	Miles Laboratories Alka-Seltzer, One-a-Day, Vitamins	News (L)	WABD	Wade Agency

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
On Stage Everybody	American Broadcasting Co. Institutional	Variety (L)	WABD	ABC Television
Old Mother Hubbard	Hunt Club Dog Food Dog Food	Comedy (L)	WABD	Baldwin & Strachan
<b>P</b>				
Park & Tilford Variety Show	Park & Tilford Co. Institutional—Tintex	Variety (L)	WABD	Charles M. Storm Agency
Patterns for a Dream	Vogue Magazine	Dramatic	WRGB	Direct
Peanut Is a Serious Guy, The	National Peanut Council Peanuts	Puppets (L)	WABD	J. Walter Thompson Co.
Pleasure Time	Liggett & Meyers Chestersfields	Variety (L)	WABD	Newell-Emmett Co.
Private Johnson's Christmas	Gertz Department Store Institutional	Drama (L)	WABD	Television Workshop
<b>R</b>				
Rival Dog Show	Rival Dog Food Dog Food	Dog Show (L)	WABD	Al Paul Lefton Co.
Rubber Goes to War	U. S. Rubber Co. Institutional	Educational (L-F)	WABD	Campbell-Ewald
<b>S</b>				
"See & Sew With Sally Smart"	Famous Features Syndicate Dress Patterns	Dramatic—Demonstration With Puppet	WRGB	Direct
Sham	Knox Hat Co. Hats	Drama (L)	WABD	Newell-Emmett Co.
Sixth War Loan Drive	U. S. Treasury War Bonds	Variety (L-F)	WABD	Ruthrauff & Ryan

Society of Amateur Chefs, The	Nash-Kelvinator Kelvinator	Comedy (L)	WABD	Geyer, Cornell & Newell
Socony-Vacuum Show	Socony-Vacuum Oil Co. Duz Ivory Soap—Mobil	Variety (L)	WABD	Compton Advertising Agency
Spanish Dance	Duff Gordon Wine Co. Wines	Variety (L)	WABD	DuMont
Stardust Fashions	Stardust Garment Co. Suits	Fashion (L)	WABD	Norman D. Waters & Associates
Stories from Colliers	Winthrop Shoe Co. Institutional	Drama (L)	WABD	Westheimer & Co.

Telequizcalls	Edison Co.	Variety (L)	WBKB	Edison Advertising Department
Tele-Shopping With Martha Manning	R. H. Macy Co. Institutional	Fashion (L)	WABD	RKO Television Corp.
Television Quarterback	U. S. Rubber Co.	Sports (L)	WNBT	
Televsual Specialties	Casual Clothes Sporting Clothes	Variety (L)	WABD	Charles M. Storm Agency
Thanks for Looking	Allen B. DuMont Labs., Inc. Aluminum & Steels Co.	Quiz (L)	WABD	
The Care and Feeding of Whiskers	Pal Blade Co. Razor Blades	Comedy (L)	WABD	Al Paul Lefton Co.
The Queen Was in the Kitchen	American Central Mfg. Co. American Kitchen Co., Inc.	Comedy (L)	WABD	Bruno, N. Y.
The Vanishing Princess	Loft Candy Co. Loft Candies	Mystery (L)	WABD	Al Paul Lefton Co.
Triangle Variety Show	Triangle Publications Click Magazine—Official Detective Institutional	Variety (L)	WNBT	Charles Storm Agency
Thrills & Chills	Allen B. DuMont Labs., Inc. Institutional	Adventure (L-F)	WNBT	Buchanan & Co.

Voice of Firestone	Firestone Tire & Rubber Co.	Televues (F)	WNBT	Sweeney & James Co.
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TITLE SPONSOR-PRODUCT TYPE STATION ADVERTISING AGENCY

Waltham Time	Waltham Watch Co. Watches	Time Signal (L)	WNBT	N. W. Ayer & Son, Inc.
Weather Reports	Botany Woolen Mills Botany Woolsens	Weather Report (L)	WNBT	Alfred J. Silberstein-Bert Goldsmith, Inc.
Wednesdays at Nine Is Lever Bros. Time	Lever Brothers R. C. Spon—Lifebuoy	Drama, Variety, News (L)	WABD	Ruthrauff & Ryan
Wide Horizons	Boot Aircraft Nut Mfg. Co. Inst. Airgra	Variety (L)	WABD	Cecil & Presby
Wings of Democracy	Pan-American World Airways	Travel (F)	WNBT	J. Walter Thompson Co.
WNEW Programs	Radio Station WNEW Instructional	Drama, Variety (L)	WABD	Direct
Woman of Tomorrow	American Broadcasting Co. Instructional—Agee Cosmetics	Variety (F)	WABD	ABC Television
World in Your Home, The	RCA Victor Division of RCA	(F)	WNBT	J. Walter Thompson Co.
WOR Presents	Radio Station WOR	Variety, Drama, Musicals (L)	WABD	Direct

You Give What You Got	General Foods Kushner-Cersul	Drama (L)	WABD	Benton & Bowles
Your World Tomorrow	Dur-Ez Plastics Instructional	Educational (L)	WABD	Television Workshop

Television and radio production, as well as the advertising agencies handling such accounts are closely integrated. Complete listing of Advertising Agencies and their radio-television accounts will be found on pages 100-7. For list of radio-television producers, please see page 665.

FRANK H. McINTOSH

CONSULTING RADIO ENGINEER

AM - FM

TELEVISION

FACSIMILE

TELECOMMUNICATIONS

ACOUSTICAL STUDIO DESIGNING

710 14th ST., N. W.

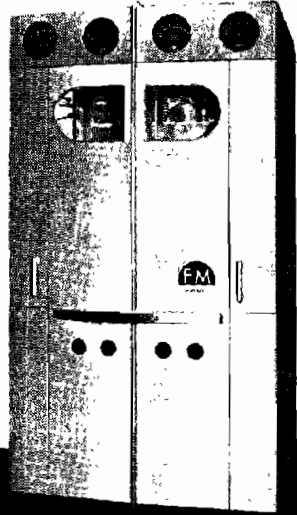
WASHINGTON, D. C.

METROPOLITAN 4477

# FOR BETTER BROADCASTING

## AM or FM

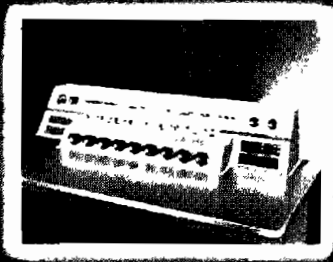
More and more broadcasters are turning to Western Electric for better broadcasting equipment. From microphones through amplifiers and transmitters to antenna coupling units—AM or FM—Western Electric has a complete line of products to serve the broadcasting industry.



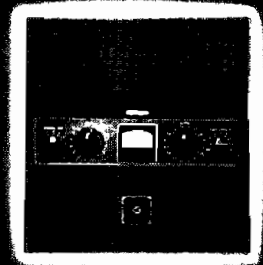
**AM TRANSMITTERS**—A complete line from 250 watts to 50 KW for all AM broadcasting needs.

**FM TRANSMITTERS**—A complete line of FM transmitters to meet the most exacting standards.

**COMPONENTS**—Many miscellaneous elements such as plugs, jacks, condensers, thermistors, relays and vacuum tubes to help you "roll your own."



**AUDIO FACILITIES**—For all studio applications including standard console, remote, and special "custom" designed studio and master control equipment.



**AMPLIFIERS**—For pre-mixing, line, program and monitoring. A complete line to fulfill every requirement.

**ANTENNA EQUIPMENT**—including phasing, coupling, and monitoring equipment.

**MICROPHONES**—that will continue to set the standard for better broadcasting.



*For deliveries, check your nearest Graybar house. Many items are carried in stock.*

# *Western Electric*

# EQUIPMENT



*The Technical Side*

•

*Equipping For Television*

•

*New Tubes And Circuits*

•

*Expanded Facilities*

•

*RMA In Peacetime Role*

•

*Radio Manufacturers Association*

•

*Chief Engineers Of Stations  
In United States And Canada*

•

*Consulting Engineers*

•

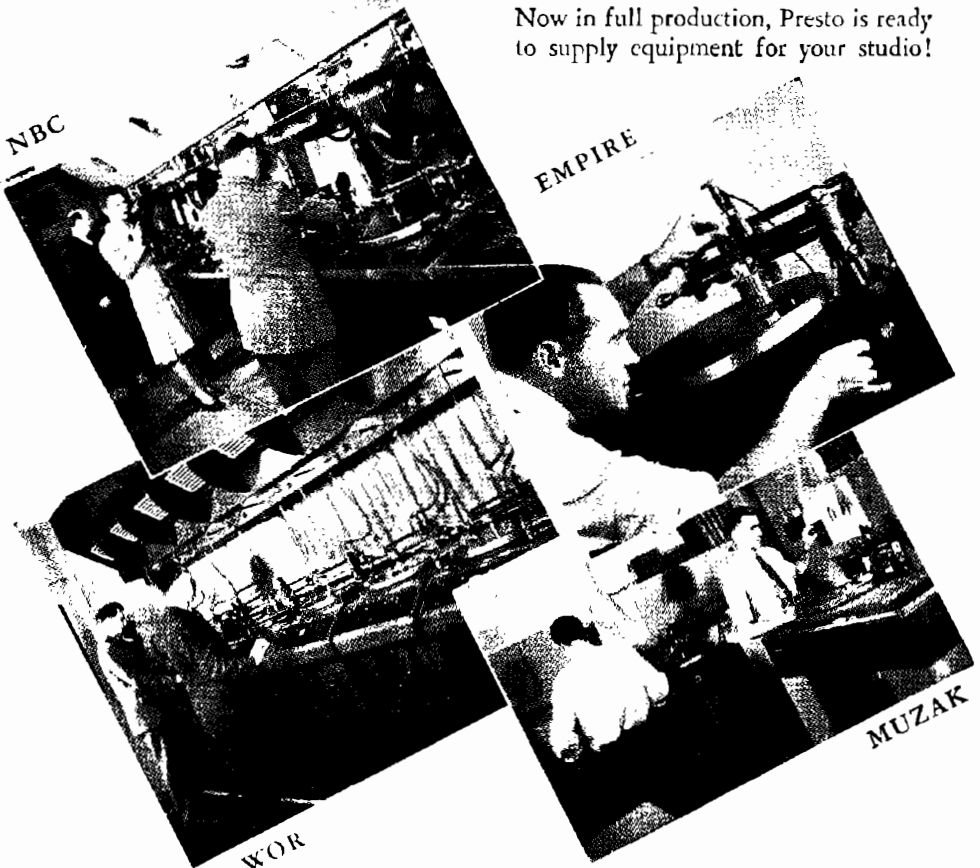
*Radio Equipment Manufacturers*

# PRESTO

*in Action...*

...in four New York recording studios that are typical of hundreds of Presto equipped studios throughout the country. Often recording 24 hours daily, their engineers appreciate the consistently reliable performance of Presto recorders and discs.

Now in full production, Presto is ready to supply equipment for your studio!



# PRESTO

**RECORDING CORPORATION**

242 West 55th Street, New York 19, N. Y.

WALTER P. DOWNS, Ltd., in Canada

**WORLD'S LARGEST MANUFACTURER  
OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS**



# Proper Equipment For Television

By P. G. CALDWELL, Television Equipment Sales Manager, GE

AT THE outset, may I remind the reader, that proper master control equipment is necessary in planning for the development of your television station. This article briefly explains why the initial purchase of flexible equipment is necessary for orderly expansion from a small community television station to the larger metropolitan type as this new medium grows.

A study of the probable growth of commercial television, with full regard for the economic problems involved, indicates that a new television broadcaster will be interested primarily in purchasing equipment initially which will allow for easy future expansion. Only a few of the over 400 possible licensees in this country will be able to justify elaborate facilities at the start.

## Basic Equipment

It is of interest, therefore, to examine the basic equipment needed for a television station and see how flexibility may be built in and future expansion made easy.

A small community station undoubtedly will derive most of its programming from motion picture film (16 mm), outside pickup of special events, and perhaps a very limited studio operation capable of handling news reports and commercials. These announcements can be made with a permanently installed camera channel or by studio operation of the outside pickup cameras. Later, when network program service will be available, this will obviously be an immediate and rich source of new programs.

To carry out a program service such as described in the preceding paragraph, a small station will obviously require a visual and aural transmitter, an antenna system, an outside pickup unit, and film projector equipment. It will also need a flexible master control system capable of monitoring and switching. Monitoring must be available to at least watch the outgoing program and the program coming next. General Electric has designed a master control desk which basically provides facilities for switch-

ing and monitoring (a) outside pickups, (b) networks, and (c) programs from as many as six studios. (Film would be fed through one of the studio channels.) This master control desk incorporates a distribution console to provide switching of the above program sources, and also two monitor consoles allowing the basic monitoring described above. Extra monitor consoles may be added as desired. All of these monitors will handle composite television signals.

## Other Facilities

In addition to the facilities necessary for monitoring and switching the picture, the master control desk has provision for switching the audio portion of the program simultaneously with the picture. This feature simplifies the operator's job and minimizes errors in handling the program. Conveniently located on the distribution console is a talk-back microphone for calling any desired portion of the station as well as a telephone handset for private conversations.

As previously mentioned, the master control desk provides for expansion to handle the output from as many as six studios. In this expansion process each studio should have its own control room with camera monitors and program console\* so that it may operate as an individual program unit, independent of any other studio in the building. The program from each studio may then be fed to the master control desk where the final output of the station is determined.

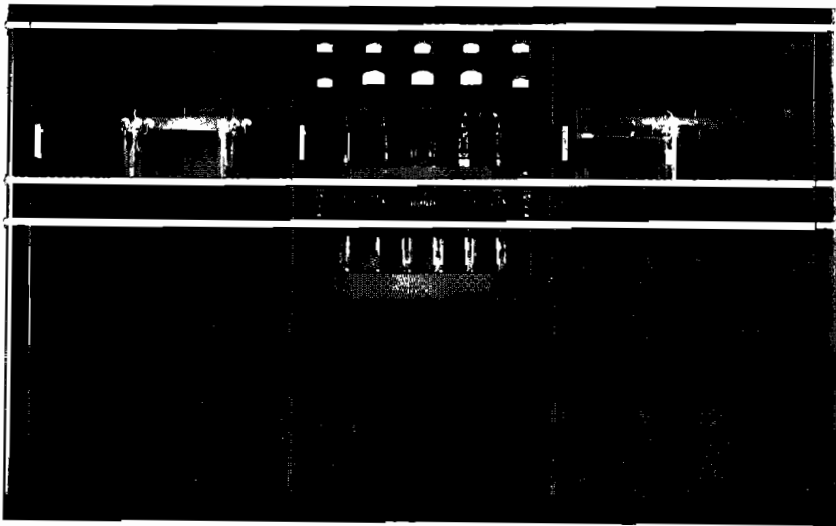
## Adding Studios

A television broadcaster who has purchased this flexible type of master control equipment for a community type station is automatically in a position to add one or more studios, or extra outside pickup circuits without additional expenditure for master control equipment.

When the decision has been made to add one or two fully-equipped studios to the small station, thus bringing it to the status of a metropolitan station, careful study should be given to the equipment

*(Continued on Page 1050)*

# The New Collins 21A, 5kw Broadcast Transmitter



## Fulfilling the Tradition of Collins Quality Leadership

THE 21A is a thoroughly developed 5 kw AM broadcast transmitter, and an excellent example of characteristically superior Collins engineering and construction.

Based on sound, well-proved principles of design, the 21A has been completely modernized within recent months. New components of improved design, with longer life and higher safety factors than were previously available, assure reliable continuous operation.

The response curve is flat, within  $\pm \frac{1}{2}$  db. from 30 to 10,000 cycles. Reduced power to 1 kw is obtained by instantaneous lowering of plate voltages, permitting uninterrupted program transmission.

We will be glad to send you detailed information regarding the 21A, other Collins transmitters, the 12Y remote amplifier, the 12Z four channel remote amplifier and Collins high quality studio equipment. Collins Radio Company, Cedar Rapids, Iowa; 11 West 42nd Street, New York 18, N. Y.

FOR BROADCASTING QUALITY, IT'S...

Collins equipment is sold in Canada  
by Collins-Fisher, Ltd., Montreal.



### The Collins 12Y Remote Amplifier

A one channel remote amplifier for unattended operation from a 115 volt a.c. power source, the 12Y provides the advantages of quick set-up, small size, light weight, high fidelity, simple operation, utmost reliability and low cost. It is practically hum free due to the removal of the isolation transformer, which is in the power cable.



# New Tubes-Circuits FM-AM '46 Feature

By MEADE BRUNET and J. B. ELLIOTT, RCA Victor Division

**B**BROADCAST equipment of new and improved commercial design for both standard broadcast and frequency modulation radio stations has been placed in production by the Engineering Products Division of the Radio Corporation of America and initial units are scheduled to come off production lines during the first part of 1946.

Limited quantities of new RCA Victor table model radios and Victrola radio-phonographs, and a pocket-size Personal Radio, have already been shipped from the company's plants to its distributors throughout the country, and production is being increased as rapidly as possible.

RCA Victor will supply, as it did before the war, all of the equipment needed for radio broadcasting stations, from microphone to antenna.

Initial units of FM equipment, to be available in the spring, will include transmitters with output power ratings of 250 watts, 1 kilowatt, and 3 kilowatts, while 10-kilowatt and 50-kilowatt FM transmitters are scheduled to be ready for delivery later.

Standard broadcast (AM) transmitters, the first of which are also due to leave production lines during the first quarter, will include units with output power ratings of 250 watts, 1 kilowatt, 5 kilowatts, 10 kilowatts, and 50 kilowatts.

Among numerous design and circuit improvements in the company's initial postwar line of broadcast equipment, an outstanding feature is a new grounded-grid amplifier circuit which is being incorporated in all FM transmitters. This circuit provides a marked improvement in amplifier stability at the high frequencies used for FM broadcasting. It also permits the use of smaller tubes than those required in pre-war FM transmitters, making possible a reduction in operating costs.

Increased transmitter efficiency and reduced operating costs have also been achieved in the new AM transmitters through the use of new type tubes which were not available before the war. To

meet special demands of the armed services, RCA designed and built 200 entirely new types of electron tubes, many of which will have applications in new radio transmitters, control and monitoring units, and receivers.

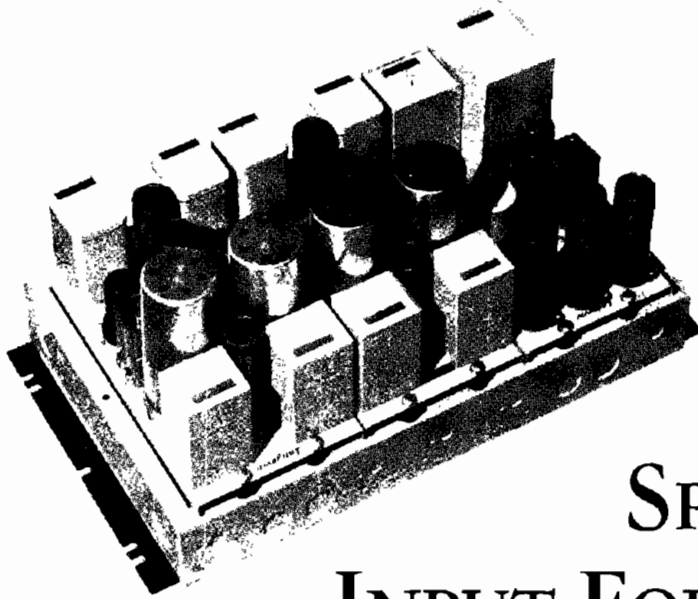
The market which is waiting represents the pent-up demand accumulated during four years of war work. There are now before the Federal Communications Commission a total of more than a thousand applications for new frequency allocations for radio broadcast purposes alone, exclusive of television—about 675 for FM stations and 425 for AM.

A design and engineering achievement featured in RCA Victor promotion of all of its postwar home instruments is the "Golden Thread," signifying exact coordination of the three basic elements essential to convert inaudible radio waves into audible sound waves—the electronic amplifier system, the loudspeaker, and acoustical qualities of the cabinet. The perfect matching of these requisites for life-like, balanced reproduction is declared to be the result of 26 years of RCA engineering research, blended with Victor's 47-year musical heritage.

Production is continuing on receivers and combination instruments at a pace limited only by the supply of materials.

RCA Victor will also offer a comprehensive line of FM radio receivers, including both table models and consoles, all featuring a new "ratio detector" circuit which is insensitive to electrical interference of all kinds, whether man-made by ignition systems, oil burners, or domestic appliances, or natural, such as atmospheric static. These receivers will also be equipped for standard broadcast reception.

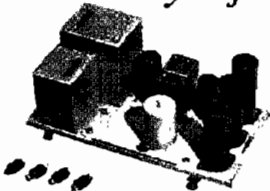
Not only is the new circuit free of a critical threshold signal level, operating effectively regardless of the strength of the received signal, but its use eliminates the need for special tubes and parts formerly required.



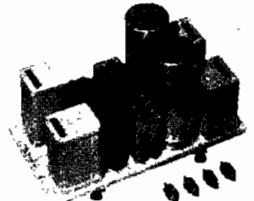
AT LEFT: Two Langevin Type 111-A Dual Pre Amplifiers and one Langevin 102-A Line Amplifier mounted on a 3-A Mounting Frame. This unit provides four pre-amplifiers and one line amplifier, or three pre-amplifiers, one booster amplifier and one line amplifier, all in 10 1/2" of rack mounting space. External power supply such as the Langevin 201-B Rectifier, as shown below, is required.

# SPEECH INPUT EQUIPMENT

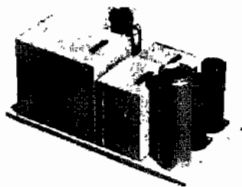
*Worthy of an Engineer's Careful Consideration*



TYPE 102A Amplifier is one of the 102 Series Line Amplifiers of which four different types are available. The "A" is mostly used to drive the line after the master gain control. It is quiet, has excellent frequency characteristic and ample power output with low distortion products.



The 111-A Amplifier consists of two individual pre-amplifiers on a single chassis for use in high quality speech input equipment. Its compact unitized construction saves rack space. Input impedances of 30, 250 and 600 ohms; output impedance 600 ohms. It is quiet and has excellent frequency characteristics and ample power output with low distortion products.



The 201-B Rectifier is one of the 201 Series Rectifiers, of which two types are available, the "B" having additional filtering, thereby giving a slightly lower ripple content than the "A". This unit is capable of supplying power for one 102 Series Line Amplifier and three 111 Pre-Amplifiers (six pre-amplifiers).



The 108-A Amplifier is one of the 108 Series Monitor Amplifiers, of which four different types are available. The "A" is ordinarily used to drive a monitor system from a 600 ohm or bridging source. Its distortion is low for this type of service. It is quiet and has ample power with excellent frequency characteristics.

Every unit of Langevin speech input equipment is held to a rigid standard of performance. These units may be cascaded in accordance with good engineering practices and still be well within the allowable limits of FM requirements as to frequency response, noise and distortion products.

All Langevin speech input equipment units are mounted on standard 5 1/4" x 10 1/4" chassis. Three of these units can be mounted on a Langevin 3-A Mounting Frame, which occupies 10 1/2" of space on any standard rack. Wall mounting steel cabinets for housing these units are also available.

We are proud of the products which bear the name *Langevin*. It will only appear on good apparatus.

## The Langevin Company

INCORPORATED

SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING

NEW YORK

SAN FRANCISCO

LOS ANGELES

# Expanded Facilities Is The 1946 By-Word

By RALPH C. POWELL, General Sales Mgr., Presto Recording Corp.

**A**S THIS is written, radio broadcasting and communication facilities are about to experience the greatest expansion in their history.

New frequency channels have been opened for use by FM and Television Stations. Additional stations are being licensed in the standard broadcasting band, radio relay links spanning the country are about to replace or augment our wire communication system. International short-wave broadcasting facilities, built for war-time services, are making American entertainment available throughout the world.

Walky-talkies will shortly be in private use as well as radio communication equipment for private automobiles, planes and boats. Pocket radios no larger than your hand are in production.

Most important from an economic standpoint will be the expansion of our broadcasting facilities. It has been estimated that over 2,000 FM broadcasting stations and 250 television stations, will be placed in operation during the next three years. Assuming that a total of 2,500 stations, standard, FM and television are erected, we can produce some interesting figures on equipment and services that will be required in addition to the broadcasting equipment itself. For example, the erection of each of these stations will call for the erection and/or alteration of 3000 to 3500 buildings, the fabrication and erection of 2,500 steel towers, legal and engineering services, pianos, furniture, office equipment, telephone, electric power, water services and employment of possibly 30,000 additional technical, program, sales and administrative personnel.

According to recent figures, the cost of placing a local standard (250 watt) broadcasting station on the air with all equipment ready for business with reasonable allowance for working capital to start operation, will be between 25 and 30 thousand dollars. The cost of a community FM station ready for business will be between 35 and 50 thousand dollars, the metropolitan FM station 100 thousand dollars, the community televi-

sion station assuming that their operation will include mainly the broadcasting of motion picture entertainment and the relaying of programs from nearby metropolitan television stations 200 to 250 thousand dollars, metropolitan television stations, other than those in the major talent centers, 500 thousand dollars.

Taking average figures for existing stations as compiled by the FCC the annual revenue of a local standard broadcasting station will be between 55 and 60 thousand dollars and the profit on operations about 8.5 per cent. In the case of the community FM station, the revenue, after it becomes established, may approach the same figure, but such earnings will have to await the general distribution and use of high frequency FM receivers in their locality. Local FM broadcasting service is the key to home receiver sales and conversely receiver sales are essential to the profitable operation of an FM station.

The community television station operating mainly to rebroadcast programs from other stations along with motion pictures, will operate at an expense of around 120 thousand dollars annually, and the operating revenue at such time as a sufficient number of receivers are in use to provide a commercial advertising medium, might approach 160 thousand dollars a year.

The figures for revenue and operating expense for a metropolitan television station may vary over an extremely wide range, depending upon the availability of a network connection and the working capital available for production of live talent programs during the period in which television receivers are coming into use. It has been variously estimated that the minimum cost would be 350 thousand dollars annually and that if an ambitious program schedule were undertaken including live studio programs and pickup of outside events, this cost might increase to over 750 thousand dollars annually. The revenue will be proportional to the program service rendered.

# RMA Converting To Peacetime Role

By *BOND GEDDES, Executive Vice-President, RMA*

**T**HE Radio Manufacturers Association represents all phases of the radio manufacturing industry. It includes in its membership—now at a record peak of more than 300—most set manufacturers and a large representation of the component producers: radio parts, tube, transmitter, and amplifier and sound equipment manufacturers.

Having achieved a remarkable wartime production, during which the productive capacity of the industry was multiplied about 1200 per cent, the radio industry is resuming its peacetime job with bright prospects despite current handicaps which have retarded reconversion several months.

To better serve the industry, RMA is reviving many of its pre-war services and establishing new aids necessitated by post-war conditions. Among the pre-war services being resumed on a more extensive scale are industry statistics on both end equipment and components.

One of the principal new services is an industrial relations program to provide a variety of information to RMA members on wages, hours, labor practices, collective bargaining technique, and the like.

Besides the long-established engineering standards service carried on by the RMA Engineering Department, RMA has recently inaugurated a uniform system for identifying the source and the date of production of radio products.

Civilian radio production in 1945 was disappointingly small. Only about 300,000 radio sets were manufactured between V-J Day and the end of the year despite an optimistic forecast of the War Production Board that the industry's capacity would permit a production of 3,500,000 sets during that period. Pricing difficulties, particularly in the radio parts field, plus some material shortages and labor readjustments, were chiefly responsible for this failure of the industry to get going as quickly as had been hoped.

Indicative of the determination of many of the war-born radio manufac-

turers to remain in the post-war industry of FM, television and industrial electronics is the growing membership of RMA. At the first quarterly meeting of the RMA Board of Directors this year 35 new members were admitted, and others are being received constantly. There are more than twice as many radio set manufacturers licensed now than there were before the war, and the parts industry is equally expanded.

While it is too early to estimate 1946 production, due to the many uncertainties, manufacturers agree that the first full year of production after volume output is achieved will far surpass the peak pre-war of 1941 when nearly 14,000,000 sets were sold. In addition to a tremendous backlog of would-be buyers whose radios are outmoded or outworn, FM and television broadcasting as they develop will open new markets. Practically every family in the United States is a potential buyer of an FM or AM-FM set and a television receiver once the transmitting services are available.

RMA is a trade association which not only is made up of radio manufacturers but is governed by them as well. Besides a Board of Directors, a third of which is elected annually for three-year terms, the Association includes numerous committees charged with responsibilities of studying and acting upon problems confronting their segments of the industry.

There are five divisions with RMA: the Set, Tube, Transmitter, Parts, Amplifier & Sound Equipment. A sixth division probably may be formed later this year out of a newly-organized section of the Parts Division. This is the Amateur Radio Activities Section which is concerned with servicing and promoting the interests of the growing army of radio amateurs.

RMA is ever alert to the interests of the radio industry as recently when certain government agencies threatened to discard manufacturer-agent contracts for the disposal of radio and electronic war material Surpluses.

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# Extensive Gains In Communications

*By WES SUMMERFIELD, Chief Sales Researcher, Press Wireless Mfg.*

**VISITORS** at the Winter Technical Meeting of the Institute of Radio Engineers held at the Hotel Astor in New York City last January saw an imposing display of radio telecommunication equipment in the spot-lit stage exhibit of Press Wireless. They saw a radio teleprinter circuit in actual simultaneous operation with voice broadcast on a single radio-frequency carrier; facsimile equipment transmitting and recording together with line and compressor amplifiers, dual-diversity radio receivers, a newly developed frequency shift keyer and monitor, single receivers, tone keyers, electronic rectifier-drivers, VT keyers and many other high-grade radio communications apparatus constituting nearly a score of equipment engineered and manufactured by Press Wireless Manufacturing Corporation. This represented a few of the important items developed by this aggressive young company and brought to their present state of perfection over a scant sixteen years. Huge fifty-kilowatt, ten-ton PW radio transmitters and their smaller twenty-kilowatt companions were not shown nor were many other units including the five, two-and-a-half kilowatt or the famous four-hundred watt transmitters. But this display marked a significant page in the history of PW.

During and immediately following World War I the strangle hold of an international cartel on cable services bottle-necked press traffic to paralyzing proportions. Enjoying a higher tariff rate commercial messages moved with top priority while the world waited anxiously for news dispatches that piled high in cable traffic offices for days of delay and often were never transmitted at all. To break this hold on the transmission of international news a small group of energetic United States publishers made an experiment. They tried trans-Atlantic radio! Their humble but diligent efforts met instantly with a great promise of success. Seven of these publishers and four world-wide news services formed and incorporated Press Wireless in 1929. The following year this

new enterprise was under way with an intercept service between Halifax, Nova Scotia, and New York City. This was soon followed by the installation of New York to Chicago and Los Angeles circuits, then a service to Mexico City and Paris. Growth of this service has been rapid and continuous until today Press Wireless operates 27 major press circuits reaching more than 90 per cent of the civilized world. In sixteen years PW has advanced from a humble experiment to a significant global telecommunications operation. Last year alone PW handled over 154-million words of news and spatches together with an amazing volume of radio-photos besides thousands of hours of program transmission service for the broadcasting networks.

To accomplish and maintain these world-wide circuits required the design and development of new equipment and methods. Press Wireless has pioneered in the development of entire systems for 24-hour-a-day 365-days-a-year telecommunications circuits over long and short haul distances around the globe and during World War II initiated a manufacturing operation to supply our Armed Forces with high quality dependable radio equipment.

Landed on the Normandy beach in France D-Day-plus-4 a PW crew unloaded and installed directly behind the front lines a Press Wireless 400-watt transmitter which was destined to make international communications history. This transmitter and another "400" mounted on army trucks followed the allied armies through France, Belgium, Holland and to Germany transmitting directly to the United States war correspondents' dispatches from directly behind the lines. Another famous "Fighting 400" was installed on Leyte immediately after the beginning of the Philippine invasion and again carried to the world "news in the making."

Among the outstanding achievements of PW engineers has been the successful

and practical development of Radio Frequency Carrier Shift or "Frequency Shift" transmission which presages a tremendous advancement in the science of radio communications. The advantages of this new FS system of transmission is evidenced in the rapidly increasing number of installations throughout the world.

On December 1, 1945, the Manufacturing Division of Press Wireless, Inc., was re-formed and re-organized into a separate operation set up as Press Wireless Manufacturing Corporation with Executive and Sales Offices in the Times Square Building, New York City. Manufacturing facilities have been considerably expanded at Hicksville, Long Island, providing for mass production of communications equipment from small line-operating units up to huge 50,000 watt radio transmitters.

A new modern engineering laboratory containing approximately 18,000 square

feet, located in Long Island City, houses the PW engineering staff which is designing and developing diversity remote-controlled radio receivers, FS keyers, FS converters, precision tunable h-f oscillators, monitors, electronic drivers, facsimile and photo transmission units, high and medium powered radio transmitters and scores of other telecommunications apparatus: all of modern design and founded solidly on years of significant radio communications engineering experience and know-how in meeting the toughest specifications anywhere—those of the press of the United States.

Tomorrow Press Wireless, Inc., will transmit and receive many thousands of words of press traffic across the oceans and continents of the world, and tomorrow Press Wireless Manufacturing Corporation, with its newly expanded facilities for engineering and manufacturing, will build radio communications equipment for entire network systems for commercial airlines and foreign governments on every continent.

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## TELE EQUIPMENT... (Continued from Page 1037)

purchased for this purpose, and to its location in the broadcast plant.

A television station with even a single studio requires a considerable number of equipment racks—some for sound and some for picture equipment. (There is one rack, for example, for each studio camera.) Experience at General Electric's television station WRGB has shown that these racks should be located in an equipment room separate from any studio. This room would also include the studio-to-transmitter link equipment plus any other required terminal apparatus. In some cases the equipment room might also house the master control desk.

### Additional Space

There are several advantages in having a separate room for the bulk of the apparatus needed in the studio building. For one thing, maintenance can be carried on without interfering with any of the program personnel. Also, the heat generated by the large number of tubes in the various chassis is kept away from

performers, producers, and technical operators.

Use of a separate equipment room allows each studio to be a self-contained unit with only the cameras, microphones, accessories and other necessary control room equipment. The program and technical personnel of a particular studio may thus operate independently of any other studio or of the master control room. This makes for smooth programming as a given studio becomes simply an additional program source added to the station's facilities.

Undoubtedly each television station will have problems and possibilities peculiar to its own service area.

To meet these demands, and to allow for future expansion, the G.E. television equipment has been designed with an inherent flexibility that assures an orderly growth from a small community station to one of the larger metropolitan types.

\* See "Versatile Multichannel Television Control Equipment" by Nougard and Jones, May, 1941, Proceedings of I.R.E.

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Of Stations in United States and Canada  
As of March 1, 1946

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KTMS.....Al Nicolay  
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Visalia, KTVC.....Bert Williamson

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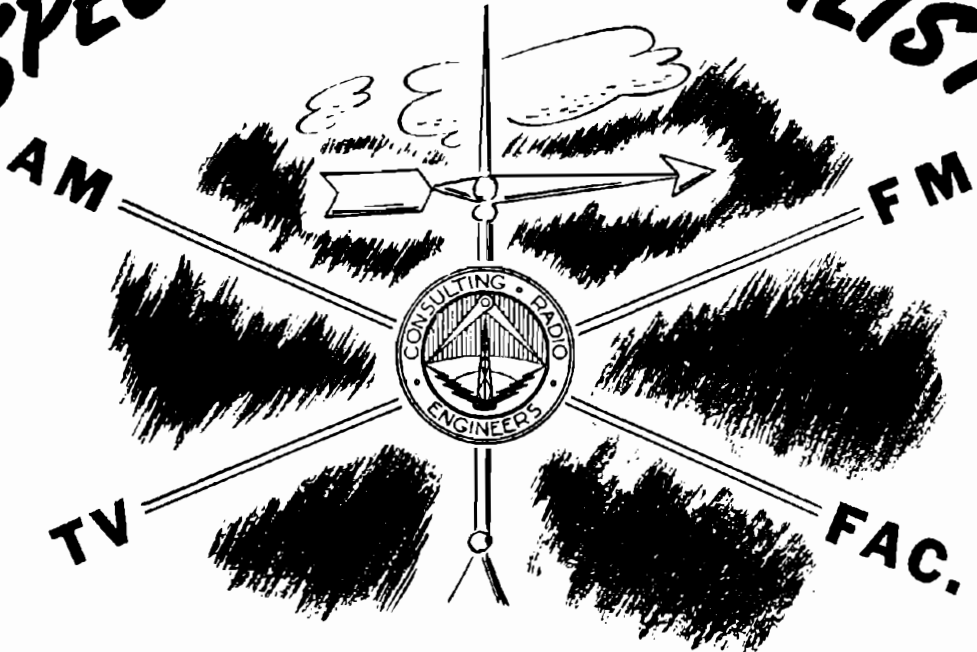
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Jacksonville, WPDQ.....J. R. Donovan  
WJAX.....John T. Hopkins III  
WMBR.....E. B. Vordermark  
Lakeland, WLAJ.....William P. Lee  
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 WINN . . . . . E. G. Renn  
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 Flint, WFDF.....Frank D. Phillips  
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 WJAF.....Carl E. Lee  
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 Great Falls, KFBR.....Wilbur L. Myhre  
 Kalispell, KGEZ.....Paul Johnston  
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 Grand Island.....Don Campbell  
 Hastings, KHAS.....Duane Allison  
 Kearney, KGFV.....Jack Lewis  
 Lincoln, KFAB.....Mark W. Bullock

No. Platte, KODY.....Beuford Eaves  
 Omaha, KFAB.....Mark W. Bullock  
 WOW.....William J. Kotera  
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 Buffalo, WGR.....Karl B. Hoffman  
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 Jamestown, WJTN.....Harold J. Kratzert  
 Newburg, WGNV.....Marvin S. Seimes  
 New York, WEVD.....Charles Brown  
 WHN.....Paul Fuelling  
 WABC.....Henry Grossman  
 WOW.....Hills Holt  
 WJZ.....George Milne  
 WOR.....J. R. Popple  
 WBNX.....A. L. Solbrig  
 WQXR.....Russell Valentine  
 WMCA.....Pierre C. Verseput  
 WEAF.....F. A. Wankel  
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 WHAM.....Kenneth Gardner  
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     KWJJ.....Harold C. Singleton  
     KGW.....Harold S. Singleton  
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     WCAE.....James Schultz  
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 Sunbury, WKOK.....John W. Keller Jr.  
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 York, WORK.....J. E. Mathiot  
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 Providence, WEAN.....Harry Titley

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 Charleston, WUSC.....Wilbur Albee  
     WEMA.....D. M. Bradham  
 Columbia, WCIS.....Harry L. Chppard  
     WKIX.....Edwin Davis  
     WIS.....Herbert Eidson  
 Florence, WOLS.....W. E. Pritchett  
 Greenville, WMRG.....George D. Tate  
 Rock Hill, WRHE.....James S. Beaty Jr.  
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     KSOO.....Max Staley  
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     WDOD.....Julius C. Vessels  
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 Johnson City, WJHL.....O. K. Garland  
 Knoxville, WNOX.....John L. Cole, Jr.  
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     WBR.....J. Rex Horton

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 WHBQ ..... W. M. Roy  
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 WSM ..... George Reynolds

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 KGNC ..... W. H. Torrey  
 Austin, KTBC ..... Leland Scay  
 Beaumont, KRH ..... Arthur Kay  
 KFDM ..... J. M. Sanders  
 Big Springs, KBST ..... Andrew M. Jones  
 Brady, KNEB ..... David Gattis  
 Brownsville, KVAL ..... Robert Bush  
 Brownwood, KBWD ..... A. W. Stewart  
 College Station, WTAW ..... Frank J. Sosolik  
 Corpus Christi, KWBU ..... Nestor Cuesta Jr.  
 KEYS ..... Harold Griffith  
 Dallas, WFAA ..... Paul Barnes  
 KRLD ..... Roy Flynn  
 WRR ..... D. J. Tucker  
 El Paso, KTSM ..... Kenneth J. Wallon  
 Fort Worth, KFJZ ..... Truett Kinzey  
 WBAP ..... R. C. Stinson  
 Harlingen, KGDS ..... Sherman L. Spencer  
 Houston, KXYZ ..... Gerald R. Chinski  
 KTRH ..... Tom Hiner  
 KTHT ..... Louis I. Jelly  
 KPRC ..... T. H. Wheeler  
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 San Antonio, KMAO ..... Ed. E. Case  
 KTSA ..... W. G. Egerton  
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 KABC ..... Paul Wolf  
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 Temple, KTEM ..... Paul Shaw  
 Texarkana, KCMC ..... Harvey Robertson  
 Victoria, KVIC ..... Robert McCown  
 Weslaco, KRGV ..... O. L. Hartwig  
 Wichita Falls, KWFT ..... John Adams

## Utah

Cedar City, KSUB ..... Hirschell Urte  
 Logan, KVN ..... Carroll Secrist  
 Ogden, KLO ..... Wayne T. Boothe  
 Provo, KOVO ..... Parley P. Rasmussen  
 Salt Lake City, KBYL ..... John M. Baldwin  
 KUTA ..... Wendell C. Bell  
 KAIL ..... Stanley Benson  
 KSL ..... Richard C. Evans  
 KSNK ..... James B. Littlejohn

## Vermont

Burlington, WCAX ..... James Tierny  
 Waterbury, WDEV ..... Harold Groat

## Virginia

Alexandria, WPIK ..... Carl L. Lindberg  
 Charlottesville, WCHV ..... Walter Gray  
 Covington, WKCY ..... James Barber  
 Danville, WBPM ..... Harry W. Spencer  
 Fredericksburg, WFVA ..... Walter Harris  
 Lynchburg, WLVA ..... John Orth  
 Martinsville, WMVA ..... Dewey W. Muse

Newport News, WGH ..... William P. Grether  
 Norfolk, WTAR ..... Julius Grether  
 Petersburg, WSSV ..... Edward Schwarz  
 Portsmouth, WSAP ..... Frederic Clair  
 Richmond, WLEE ..... George McGuigan  
 WRNL ..... Walter R. Selden  
 WMBU ..... Wilfred H. Wood  
 Roanoke, WSLS ..... Philip Briggs  
 Suffolk, WLPW ..... Fred Wagner  
 Winchester, WINC ..... Philip B. Whitney

## Washington

Aberdeen, KXRO ..... Glen Barnett  
 Bellingham, KVOS ..... Mel Featherkirk  
 Centralia, KELA ..... Melvin York  
 Everett, KRKO ..... Earl Gerdon  
 Longview, KWLK ..... Rollie Mietzke  
 Olympia, KGY ..... Charles A. Roark  
 Pullman, KWNC ..... Herman Gelbach  
 Seattle, KJR ..... F. J. Brott  
 KXA ..... John Dubuque  
 KRSC ..... George A. Freeman  
 KEVR ..... Roy Kelly  
 KIRO ..... Homer Jay Jr.  
 KTW ..... James S. Ross  
 Spokane, KFIO ..... Lowell C. Brown  
 KFPV ..... G. E. Langford  
 KHQ ..... Al G. Spurling  
 KGA ..... Al G. Spurling  
 Tacoma, KMO ..... Joe D. Kolesar  
 KTRB ..... Don McCroskey  
 KVI ..... Willard T. Tiffany  
 Vancouver, KVAN ..... Edgar R. Meaus  
 Wenatchee, KPQ ..... Robert B. Sutton  
 Yakima, KTYW ..... Walter Howe  
 KIT ..... H. B. Murphy

## West Virginia

Beckley, WJLS ..... A. J. Gunkel  
 Bluefield, WHIS ..... P. T. Flanagan  
 Charleston, WCIS ..... Odus Robinson  
 WGVV ..... Gus Zaharis  
 Clarksburg, WRLK ..... Jos. A. Wright  
 Fairmont, WMMN ..... Robert D. Hough  
 Huntington, WSAZ ..... Leroy Kilpatrick  
 Morgantown, WAJR ..... Raymond C. Spence  
 Parkersburg, WPAR ..... Cecil Knowles  
 Welch, WBRW ..... Howard King  
 Wheeling, WKWK ..... Fred A. Baker  
 WWOA ..... Robert W. Bullio

## Wisconsin

Appleton, WHRY ..... George Merkl  
 Ashland, WATW ..... Hine Dahlbacka  
 Green Bay, WTAQ ..... Wallace Stangel  
 Janesville, WCLO ..... Wayne A. Clay  
 La Crosse, WKHB ..... Alvan Jaeman  
 Madison, WIBA ..... Norman Hahn  
 WHA ..... John H. Stiehl  
 Manitowish, WOMT ..... W. F. Duben  
 Marinette, WHAM ..... Leo Stewart  
 Milwaukee, WTMJ ..... Dan Gellerup  
 WTMJ ..... William Hebal  
 WISN ..... N. J. Richards  
 Oshkosh, WOSH ..... Nathan Williams  
 Racine, WRJN ..... Leo Dechant  
 Rice Lake, WJMO ..... Robert P. Kolsky  
 Sheboygan, WHBL ..... Herbert J. Mayer  
 Superior, WDSM ..... J. Melvin Laskey  
 Wausau, WSAU ..... Roland W. Richman  
 Wisconsin Rapids, WFRR ..... Bert Ziesch

## Wyoming

Cheyenne, KFBC ..... William C. Grove  
 Powell, KPOW ..... Harold Delton Brandt  
 Sheridan, KWYO ..... Bob Crosthwaite

*For Chief Engineers Canada, Please See Stations of Canada.*

**AN UP-TO-THE-MINUTE LIST OF IMPORTANT  
RADIO, TELEVISION & FM**

# Equipment Firms

## The Acme Elec. & Mfg. Co.

50 Water St., Cuba, N. Y.  
Phone: Cuba 4

President.....C. H. Bunch  
Vice-President.....J. A. Comstock  
Treasurer.....L. E. Williams  
Secretary.....W. F. Radon  
Sales Manager.....W. E. Wilson  
Chief Engineer.....E. A. Miller

**PRODUCTS:** Transmitting transformers, broadcast equipment, audio reactors, output and microphone input transformers, and other types of transformers.

## H. W. Acton Co., Inc.

370 Seventh Ave., New York, N. Y.  
Phone: LOnacre 5-4884

President.....Harry W. Acton  
Treasurer.....Harold A. Bengeyfield

BRANCH OFFICE: Lowell, Mass.

**PRODUCTS:** Transcription, phonograph cutting and semi-permanent needles.

## Admiral Corporation

3800 Cortland St., Chicago 47, Ill.  
Phone: SPAlding 1400

President.....Ross D. Siragusa  
Exec. Vice-Pres.....John B. Huarisa  
Vice-Pres., Radio Div.....Richard A. Graver  
Vice-Pres., Appliance Div.....L. H. D. Baker  
Treasurer.....L. C. Park  
Field Activities.....W. C. Johnson  
Director of Engineering.....K. Turner  
Service Manager.....M. J. Schinke  
Purchasing Agent.....Frank Kazda

**PRODUCTS:** Receiving Sets, Radio-Phone Combinations, FM Receiving Sets, Record Players, Portables, Farm Sets, and Radio Parts, Table and Console television receivers.

## Aerovox Corporation

740 Belleville Ave., New Bedford, Mass.  
Phone: 6-8221

President.....W. Myron Owen  
Sales Manager—Jobber  
Div.....Charles Colenpaul  
Sales Manager—Manufacturing  
Div.....Frank Marshall

Vice-President-Chief

Engineer.....Stanley Green  
Advertising Manager.....George Balsom  
Export Manager.....Rocke International Corp.

**PRODUCTS:** Capacitors—paper, electrolytic and mica for radio transmitting, Receiving and electronic applications, including paper, oil and wax impregnated, moulded mica, bakelite cased and ceramic cased mica capacitors, power factor correction equipment, insulated carbon and wire wound vitreous resistors, motor starting capacitors, capacitor test instruments.

## Airdesign & Fabrication, Inc.

241 Fairfield Avenue, Upper Darby, Pa.  
Phone: Allegheny 4-3305

President & Chief Engineer...L. E. Farnhilton  
Plant Superintendent.....W. R. Keenly  
Vice-President & Treasurer....W. C. Faust  
Design Engineer.....D. W. Jensen  
Sales Manager.....R. L. Clark  
Purchasing Agent.....L. R. Dieterich

**PRODUCTS:** Transformers—power, audio, reactors, tuned filters, for all communications equipment.

## Air King Products Co., Inc.

1523 63rd St., Brooklyn, N. Y.  
Phone: BE 2-6700

President.....J. P. Silberman  
V. P.—Purchasing.....M. Markowitz  
V. P.—Engineering.....F. A. Hinners  
V. P.—Exporting.....Allen Strauss  
Production Manager.....R. Kalb

**PRODUCTS:** Home radio sets AM-FM, television receivers, electronic equipment for U. S. Government, short wave, portable radio sets.

## Allen-Bradley Company

136 W. Greenfield Ave., Milwaukee 4, Wis.  
Phone: Mitchell 5151

President.....Harry L. Bradley  
V. P.—General Manager.....F. F. Loock  
V. P.—Works Manager.....R. W. Whitmore  
Treasurer.....A. E. North  
Purchasing Agent.....Theron C. Child

**PRODUCTS:** Fixed and variable composition resistors.

## The Alliance Manufacturing Co.

Mahoning Rd., Alliance, O.  
Phone: 6237

President.....Owen T. Lewis  
General Manager.....R. F. Doyle  
Treasurer.....R. F. Doyle  
Secretary.....Mrs. Lorraine Reynolds  
Chief Engineer.....Emmott V. Schneider  
Purchasing Agent.....R. W. Hohbs  
Sales Manager.....John Bentia  
Personnel Director.....Mrs. B. Y. McCreadie

PRODUCTS: Phonograph motors, record changer motors, recording motors, tuning motors, space heater motors.

## American Condenser Co.

4410 Ravenswood Ave., Chicago 40, Ill.  
Phone: Longbeach 1386

General Manager.....I. Menschik  
Chief Engineer.....H. C. Kreinick  
Purchasing Agent.....F. C. Friedly  
Works Manager.....M. E. Hussey  
Specification Engineer.....A. J. Hersey  
Sales Manager.....W. J. Johnston

PRODUCTS: Condensers.

## American Microphone Co.

1915 S. Western Ave., Los Angeles, Calif.  
Phone PA 1161

General Manager.....F. A. Yarbrough  
PRODUCTS: Microphones, accessories, spares.

## American Transformer Co.

178 Emmet St., Newark 5, N. J.  
Phone: Bigelow 3-4444

President-Treasurer.....Thomas M. Hunter  
Executive Vice-President.....Stuart F. Marvin  
Vice-President.....A. A. Emlen  
Vice-President.....Walter Garlick, Jr.  
Secretary-Controller.....John M. Wollmer  
Assistant Secretary.....Rowland B. Cook  
Senior Commercial

Engineer.....Ivor B. Watts  
Chief Design Engineer.....John F. Harris  
Purchasing Manager.....Ernest H. Bard  
Advertising Manager.....George G. Felt

PRODUCTS: Amplifiers, ballast transformers for fluorescent lighting, distribution transformers, electronic components, industrial-dry type-indoor or outdoor use industrial transformers, air cooled industrial phase changers, modulation reactors, modulation transformers, net work transformers, oil or alcohol-immersed plate transformers, power transformers, precipitation transformers, radio type "P" precision line, radio silcore line audio components, rectifiers, regulators, test sets, transtats, "W" type transmitter, wave filters, welding and soldering transformers.

## Amperex Electronic Corp.

79 Washington St., Brooklyn, N. Y.  
Phone Main 5-2050

Vice-Pres.-Sales Manager.....S. Norris

PRODUCTS: Electronic tubes for communication, industrial, television, electro-medical and special purposes.

## Amplifier Co. of America

398 Broadway, New York 13, N. Y.  
CAAnal 6-7612

General Manager.....N. M. Haynes  
Purchasing Agent.....R. Epstein

PRODUCTS: Electronic equipment, Regulated Power Supplies, Transformers, Filter Networks, Saturable Reactors, Pre-Amplifiers, Power Amplifiers.

## Amy, Aceves & King, Inc.

11 West 42nd St., New York 18, N. Y.  
Phone LOngacre 5-6622

President.....Ernest V. Amy  
V. P.-Treasurer.....Frank King  
Secretary.....Julius G. Aceves  
Sales Manager.....F. A. Klingenschmitt

PRODUCTS: Antenna Systems, Radio Transmitters and Receivers, Electronic Developments.

## Andrea Radio Corp.

13-20 34th Street, Long Island City, N. Y.  
Phone: STillwell 1-5111

President.....F. A. D. Andrea  
PRODUCTS: Receiving sets, television sets.

## Ansley Radio Corp.

11 St. Joes Ave., Trenton, N. J.  
Phone: 4-1175

President.....Arthur C. Ansley  
Vice-President.....Anne Klein Ansley  
Assistant Secretary.....Harriet Westin  
Plant Superintendent.....Anthony Quadrine  
Purchasing Agent.....C. A. Clinton

BRANCH OFFICE: Empire State Bldg., New York, N. Y. Phone: Longacre 3-2768, Anne Klein Ansley.

PRODUCTS: Radio-phonograph combinations (Ansley Dynaphone), Electronic piano (Ansley Dynatone), Built-in-wall radio (Ansley Paneltone), Photo-flash synchronizer (Ansley Dynaflash).

## The Astatic Corp.

Harbor & Jackson Sts., Conneaut, Ohio  
Phone: 12-656

Pres.-Gen. Mgr.....F. H. Woodworth  
V. P.-Research Engineer.....C. M. Chorpening  
Asst. General Manager

Treasurer.....C. B. Fraser  
Sales Mgr.—Jobber Div.....R. T. Schottenberg  
Sales Mgr.—Manufacturing

Div.....W. J. Doyle  
Purchasing Agent.....H. J. Green  
Service Manager.....H. A. Moyer

PRODUCTS: Microphones, Phonograph pickups, pickup cartridges, recording heads, hearing aid equipment, stands, accessories.

**Audak Company**

500 Fifth Ave., New York, N. Y.  
Phone LA 4-3723

Contact... Geo. V. Sullivan

BRANCH OFFICES: All key cities.  
PRODUCTS: Microdyne Pickups, Cutting Heads, and Acoustic Instruments.

**Audio Devices, Inc.**

444 Madison Ave., New York 22, N. Y.  
Phone: PLaza 3-0973

President.....Wm. C. Speed  
Vice-President-Sec.....Bryce Haynes  
Treasurer.....N. K. Hoskins  
Research Engineer.....E. J. Franck  
National Sales Manager.....C. C. Pell, Jr.

PRODUCTS: Instantaneous recording blanks, master discs (audio discs), cutting and playback styli.

**The Audio-Tone Oscillator Company**

237 John Street, Bridgeport 3, Connecticut  
Phone: Bridgeport 5-3173 and 5-3174

President.....W. Robert Dresser  
Chief Engineer.....W. Robert Dresser  
Purchasing Agent.....M. E. Todd  
Sales Manager.....Romeo Tetrault

PRODUCTS: Audio-tone graphic recording instruments, audio-frequency test records, power line fault locators, signal generators, electronic and photo-electric controls.

**Automatic Manufacturing Corp.**

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: Mica trimmer condensers, intermediate frequency transformers, radio frequency coils, R. F. choke coils, adjustable padder condensers, and permeability tuners.

**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  
Chief Engineer.....W. L. Webb  
Sales Manager.....J. W. Hammond  
Advertising Mgr.....E. L. Hadley  
Credit Manager.....C. T. Dwyer  
Sales Manager—Broadcast and

Television Receivers.....L. C. Truesdell  
Dir. of Purchases.....R. A. Anderson

PRODUCTS: Aviation radio receivers, transmitters, radio compasses, electronic measuring equipment and accessories, combinations, television receivers, headphones, microphones.

**The Benwood Linze Co.**

1815 Locust St., St. Paul 3, Mo.  
Phone: Central 5830

President.....Harold J. Wrape  
Vice-Pres.-Gen. Mgr.....Carl E. Peters  
Sec.-Sales Mgr.....J. C. Henning, Jr.  
Treasurer.....I. W. Veigel  
Personnel Manager.....George V. Skelton  
Service Manager.....Garry S. McGlasson  
Purchasing Agent.....Alonso R. Kieffer

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.

**Boonton Radio Corp.**

518 Main St., Boonton, N. J.  
Phone Boonton 8-0795

President.....W. D. Loughlin  
Treasurer.....N. D. Campbell  
General Mgr. Vice

President.....G. A. Downbrough  
Purchasing Agent.....I. Frucht  
Sales Supervisor.....L. Washington  
Chief Engineer.....E. P. Blakely

PRODUCTS: Type 110-A QX-Checker, type 110-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 cambrie; varnished paper; varnished tapes; insulating composites, extruded insulated wire.

## Browning Laboratories, Inc.

750 Main St., Winchester, Mass.

Phone: WinchesteR 2121, 2850, 2851

President.....G. H. Browning  
V. P.-Sales Manager.....R. L. Purrington  
General Manager.....C. H. Day  
Production Manager.....R. C. Caldwell  
Chief Engineer.....F. A. Spindell

PRODUCTS: Frequency meters, FM deviation meters, 60 cycle calibrators for power companies, WWV frequency calibrators, capacity relays, special cathode ray oscilloscopes, square wave generators and power supplies in the 10 and 3 centimeter bands, signal generators in the 10 and 3 centimeter bands, high gain audio amplifiers for laboratory purposes, special radio receivers.

## Brush Development Company

3105 Perkins Ave., Cleveland 11, Ohio

Phone: Endicott 3315

General Sales Manager.....Blair Foulds  
Mgr. Magnetic Recording

Dept.....R. B. Matheson  
Mgr. Acoustic and Hearing

Aid Dept.....J. E. Brickenden  
Mgr. Instrument Dept.....M. P. Odell

PRODUCTS: Microphones, headphones, record cutters, phonograph pickups, "Hush-a-tone" (pillow-speaker), magnetic recording equipment, hearing aids and industrial instruments.

## 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, Holders, Constant Temperature Ovens, Frequency Measuring Equipment, Laboratory Equipment, Conducting of Radio Laboratory Measurements, Frequency Monitoring Service, Special Laboratory Testing Equipment.

## California Telephone & Electric Co.

6075 W. Pico Blvd., Los Angeles 35, Calif.

President.....C. W. Evans  
Supt., Intercommunicating Equipment

M. E. Harris  
Foreman, Microphone Dept....O. B. Carrier

PRODUCTS: Microphones, intercommunicating telephones, talk-back equipment, amplifiers.

## Chicago Condenser Corp.

3255 W. Armitage Ave., Chicago 47, Ill.

Phone: Capitol 7070

President.....A. N. Genovese  
V. P.-Treasurer.....P. Phillips

PRODUCTS: Oil and wax paper capacitors.

## Chicago Telephone Supply Co.

1142-1228 W. Beardsley Ave., Elkhart, Ind.

Phone: Elkhart 1205

President.....F. C. Best  
Sales Manager.....W. A. Nicely  
Chief Engineer.....N. C. Schellenger  
Credit Manager.....M. F. Schneck  
Purchasing Agent.....B. S. Turner

PRODUCTS: Volume controls, tone controls, switches, plugs, jacks, headsets, ringers, generators, remote controls, switch keys, push switches.

## Chicago Transformer Division

Essex Wire Corporation

3501 W. Addison St., Chicago 18, Ill.

Phone: Indiana 1120

V. P.-General Manager....Arni Helgason  
Sales Manager.....L. S. Racine

V. P.-Sales.....Earle Knight  
V. P.-Sales.....W. J. Leidy  
V. P.-Sales.....George Blackburn  
Chief Engineer.....Don Schwennesen

PRODUCTS: Power transformers for radio transmitting and receiving circuits, audio transformers, audio and filter reactors, vibrator transformer, wave filters, instrument transformers, general purpose power transformers, ignition coils.

## Cinch Manufacturing Corp.

2335 W. Van Buren St., Chicago 12, Ill.

Phone: Chesapeake 2000

President.....Lester W. Turr  
Vice-Pres. & Genl. Mgr.....Cary C. Wilson  
Treasurer.....A. W. Kimbell  
Asst. Secy.....John R. Nicholson  
Sales Manager.....E. J. Pool

PRODUCTS: Radio terminal strips, molded and laminated miniature octal and toktal sockets, miscellaneous laminated bakelite and metal assemblies, miscellaneous-molded plastic and metal assemblies.

## Clarostat Mfg. Co., Inc.

130 Clinton St., Brooklyn, N. Y.

Phone: Main 4-1190

Pres.-General Manager.....Victor Mucher  
Treasurer.....William Mucher  
Secretary.....Charles H. Burnell  
Chief Engineer.....George Mucher  
Sales Engineer.....E. J. Youngblood



EQUIPMENT MANUFACTURERS

BRANCH OFFICES: 540 No. Mich. Ave., Chicago. PRODUCTS: Fixed and Variable Power Resistors, Power Rheostats, Power Resistor Decade Boxes, Wire Wound Potentiometers, "T" "L" Cism Pads, 25 and 10 Watt Attenuators, Special Resistor Products, and Composition Potentiometers.

Collins Radio Co.

Cedar Rapids, Iowa
Phone: 3-3281

President... Arthur A. Collins
Exec. V. P. -New York... W. J. Barkley
Vice President... R. S. Gates
Secretary... Rose Hansen
Treasurer... S. J. Storm

BRANCH OFFICE: 11 W. 12nd St., New York, N. Y. Phone. Lackawanna 4-0229. Executive Vice President, W. J. Barkley.

PRODUCTS: Design and manufacture transmitting and receiving equipment for aviation, commercial, broadcast and amateur use.

Colonial Radio Corp.

254 Ranc St., Buffalo, N. Y.
Phone: Riverside 2150

President-Treasurer... A. H. Gardner
V. P. in charge of Eng... H. C. Forbes
Secretary-Comptroller... H. E. Riordon
Works Manager... J. C. Ryan
Director of Purchases... B. F. Valliere
Purchasing Agent... J. K. McDonough
Manager-Industrial Relations... C. J. Kolb
Sales Mgr.-Home Set

Division... T. P. Cunningham
Sales Mgr.-Automotive

Division... C. H. Symington
Service Manager... William Bruyere

PRODUCTS: AM and FM radio receivers, automobile receivers, battery operated radio receivers, radio-phonograph recorder combinations, television receivers.

Communication Equipment & Engineering Co.

5646 W. Race St., Chicago, Ill.
Phone: ESTelbrook 3109-10

President... Robert A. Clark
Vice-President... R. Farrell
Secretary-Treasurer... R. E. Meyers

PRODUCTS: Transmitters, receivers, amplifiers and test equipment, carriers telephone and telegraph equipment.

Continental Carbon, Inc.

13900 Lorain Ave., Cleveland 11, Ohio
Phone: Clearwater 6500

President-Sales Manager... G. F. Benkelman
PRODUCTS: Fixed composition resistors, suppressors, precision resistors.

Continental Electric Co.

Geneva Illinois
Phone: Col. 1216

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

Export Manager... E. D. Magnus
BRANCH OFFICE: 188 W. Randolph St., Chicago, Ill. Phone Andover 5029, Vice-President in charge of Publicity and Sales. R. E. Smiley.

PRODUCTS: Electronic tubes, phototubes, rectifier tubes, grid control tubes, fluorescent lamps, ultra violet and stationery lamps. Special tubes of all kinds.

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
Vice-President... Max Bleich
Secretary... Kenneth E. Ryan
Asst. Treasurer... L. F. Geiser
Asst. Secretary... M. F. Keating
Comptroller... J. A. Bertolacci

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... Charles Oliver

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  
 Shop Supt.....William L. Rollins  
 Export Manager.....Harry J. Schrel  
 Purchasing Agent.....Jenny Henriksen

PRODUCTS: Manufacturers of radio loudspeakers, record changers, tools, dies, jigs, fixtures and metal stampings.

**Croname, Inc.**

3701 Ravenswood Ave., Chicago, Ill.  
 Phone: BITtersweet 7500

President.....E. C. Coolidge  
 Sales Manager.....Marvin M. Lane  
 Chief Engineer.....Arnold Lelaine  
 Credit Manager.....E. G. Carlson  
 Purchasing Agent.....J. P. Wray  
 Advertising Manager.....A. F. Nosek  
 Export Manager.....W. L. Rayner  
 Service Manager.....J. I. Robinson

PRODUCTS: Escutechons, dials, cabinets, tuning devices, knobs, pointers, name-plates.

**The Crosley Corp.**

1329 Arlington St., Cincinnati, Ohio  
 Phone: Klrby 6600

President.....I. B. Babcock  
 Vice-President & General Manager,  
 Manufacturing Div.....R. C. Cosgrove  
 V. P. in Charge of  
 Production.....F. A. Schotters  
 Vice-Pres. in Charge of Research & Engr.  
 L. M. Clement  
 V. P.-General Sales Manager

(Mfg. Div.).....S. D. Mahan  
 Mgr. of Distribution.....E. C. Brode  
 Radio Product Mgr.....Clarence Felix  
 Dir. of Exports.....J. W. DeLind, Jr.  
 Dir. of Purchases.....Frank Warner  
 Asst. Secy. & Asst. Treas.....E. J. Ellig  
 Legal Counsel.....A. D. Redfield  
 Dir. of Industrial Relations...G. E. Gamber  
 Controller.....I. W. Adkins  
 Cincinnati Works Manager...H. W. Deuker  
 Richmond, Ind. Works Mgr.....J. W. Craig  
 Dir. of Facilities.....F. W. Scholder

BRANCH OFFICE: Crosley Distributing Corp., Phone, Medallion 3-1830, Branch Manager, Lee Conover.

PRODUCTS: Crosley Shelvador refrigerators, Howe radio receivers, kitchen equipment, laundry equipment.

**Crystal Research Laboratories, Inc.**

29 Allyn St., Hartford, Conn.  
 Phone: 7-3215

President-General Manager...Samuel I. Ward  
 Vice-President.....Henry F. Jochim  
 General Production Mgr....Ernest B. Lewis  
 Crystal Engineer.....Sydney E. Warner  
 Comptroller.....H. Kirk Jackson  
 Sales Engineer.....Ed Dench  
 Special Engineer.....Jules Pinsky

Purchasing Agent.....Ken O. Jacobs  
 Special Engineer.....W. Waffle  
 Condenser Division Head....Philip Schaar

PRODUCTS: Quartz oscillating crystals, super-sonics equipment and devices, electronic devices, fused quartz and Boule fabrications, metallic coating, mica and ceramic condensers, capacitors.

**Demornay-Budd, Inc.**

175 Grand Concourse, New York 51, N. Y.  
 Phone: Melrose 5-1900

President.....R. DeMornay  
 Sales Manager.....Eugene L. Berman  
 Chief Electrical Engineer...Leonard Sherbin  
 Comptroller.....Roger Baker  
 Production Manager.....Louis Della Penna  
 Sales Engineer.....Maxwell S. Symon  
 Chief Mechanical

Engineer.....Andrew A. Gass  
 Purchasing Agent.....Sylvia R. Crawford  
 Advertising Manager.....Ben Kerner

PRODUCTS: Navigational equipment, marine and aircraft radar, R. F. transmission lines, stub-supported coaxial lines, mixers, rotating joints, directional couplers, H. F. test equipment, modulators, amplifiers, I. F. strips, antennae, bench and field testing equipment, wave guides.

**Doolittle Radio, Inc.**

7421 S. Loomis St., Chicago 36, Ill.  
 Phone: Radcliffe 4100

President.....E. M. Doolittle  
 Chief Engineer.....Dudley Gray  
 Sales Manager.....H. V. Carlson  
 Purchasing Agent.....J. Domotor

BRANCH OFFICES: Manufacturers representatives throughout the United States.

PRODUCTS: Emergency radio communications equipment, including station transmitters and receivers, mobile transmitters and receivers and all accessories. Concentric transmission line, frequency monitors, distortion meters, broadcast frequency monitors.

**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  
 Sales Manager.....Leonard F. Cramer  
 Dir. of Research.....Thos. T. Goldsmith, Jr.  
 Chief Engineer.....P. S. Christaldi  
 Controller.....B. L. Graham  
 Tube-Instrument Div....C. Edwin Williams  
 Television Div.....Ernest A. Marx  
 Plant Supt.....Bruce T. DuMont  
 Contracts Dept.....Walter A. Knoop  
 Purchasing Div.....R. P. Rice  
 Personnel Director.....H. Houston  
 Mgr. Station WABD.....Samuel H. Cuff

BRANCH OFFICE: 515 Madison Ave., New York, N. Y., Phone. ELdorado 5-4822, Manager, Samuel H. Cuff.

**EQUIPMENT MANUFACTURERS**

PRODUCTS: Television Receivers, Transmitters and Studio Equipment, Cathode-Ray Tubes and Oscillographs and Material Test Instruments (Cyclograph).

**Dumont Electric Corp.**

34 Hubert St., New York, N. Y.

Phone: CAnal 6-7980

President & Sales Manager...Philip 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  
 Sales Manager.....George H. Timming  
 Chief Engineer.....John Laban  
 Credit Manager.....Corliss Bangart  
 Purchasing Agent.....Jane Sullivan  
 Advertising Manager.....Michael Mayger

PRODUCTS: Quartz xtals, toroid coils, coil transformers, screw machine parts, universal joints and mechanical assemblies, loud-speakers.

**Eastern Electronics Corp.**

11 Chestnut St., New Haven 11, Conn.

Phone: New Haven 8-3191

President.....Amy G. Annis  
 Director of Engineering...Roland S. Bruneau  
 Office Manager.....James T. Hagerty  
 Secretary-Treasurer.....John J. Sullivan  
 Chief Engineer.....Manfred Johnson

PRODUCTS: Radio and electronic test equipment, precision wire wound resistors, wheatstone bridges, impedance bridges, radio receiving sets, phono-record players, radio-phone combinations, phono-motor turntable units.

**Eastern Mike-Stand Co.**

56 Christopher Ave., Brooklyn, N. Y.

Phone DIckens 2-3538

General Manager.....S. Sherman  
 BRANCH OFFICES: 43 E. Ohio St., Chicago, Ill., Phone, Delaware 4566, W. L. Holst, Rep.; P. O. Box 3113, Houston, Texas, Phone, Jackson 2-8459, M. F. Kliepera, Rep.; 1456 Waterbury Road, Cleveland 7, Ohio, Phone, Academy 1932, John O. Olson, Rep.

PRODUCTS: Microphone stands, microphone boom stands.

**Hugh H. Eby, Inc.**

18 W. Chelton Ave., Philadelphia, Pa.

Phone: TENnessee 1800

President.....James L. Hawley  
 V. P.-Treasurer.....Frank Holmstrom  
 Secretary.....T. J. Mullaney  
 Chief Engineer.....L. Wanner  
 Purchasing Agent.....J. Gould

PRODUCTS: Binding posts, sockets, plugs, terminal strips, metal stampings, screw machine parts, custom moldings, electrical assemblies of all types like radio and radar, telephone, head-sets and microphones.

**Eckstein Radio and Television Co., Inc.**

914-18 LaSalle Ave., Minneapolis, Minn.

Phone: Main 8359

Pres.-Chief Engineer.....E. A. Eckstein  
 Sales Dept.....E. R. Bostrom  
 Purchasing Dept.....E. A. Eckstein  
 Export Manager.....Harry J. Scheel

PRODUCTS: Radio receivers, sound equipment and sound amplifiers.

**Electrical Reactance Corp.**

49 Elm St., Franklinville, N. Y.

Phone: 196-197

President.....C. E. Krampf  
 Chief Engineer.....D. W. Wagner  
 Purchasing Agent.....C. W. Bauer  
 Sales Manager.....John H. Wick  
 Personnel Director.....E. G. Schermerhorn  
 Accountant.....E. J. Thompson  
 Secretary to President...Mary C. Lennon

PRODUCTS: Condensers, resistors, choke coils, loop antennas.

**Electronic Corp. of America**

45 W. 18th St., New York 11, N. Y.

Phone: Watkins 9-1870

President-Treasurer.....Samuel J. Novick  
 Vice-President.....B. Fein  
 Sales Manager.....J. Geartner  
 Purchasing Agent.....T. Karlin  
 V. P. in Charge of Export...L. M. Braun  
 Chief Engineer.....F. Lester

PRODUCTS: AM, FM radio sets, record players, phonographs, television sets.

**Electronic Engineering Co.**

3223 Armitage Ave., Chicago, Ill.

Phone: Capitol 3130

General Sales Manager.....E. D. Rehfeldt  
 Chief Engineer.....H. Holubow  
 Chief Accountant.....T. D. Thorkelson  
 Purchasing Agent.....E. M. Falk  
 Superintendent.....S. Matz  
 Credit Manager.....K. C. Hawkins  
 Jobber Sales Manager.....J. S. Cislak

PRODUCTS: Transformers and chokes of all types, wave filters, saturable core reactors, rectifiers.

**Electronic Laboratories, Inc.**

24 W. 24th St., Indianapolis, Indiana

Phone: Talbot 2412, Riley 1351

President.....William W. Garstang  
 Vice-President-Engineering...R. H. Fryc  
 Vice-President-Sales.....W. E. Peck

Vice-President-Manufacturing...H. C. May  
 Treasurer.....T. D. Scheidler  
 Secretary.....W. J. Lochhead  
 Comptroller.....A. L. Mack  
 Chief Inspector.....H. Palin  
 Quality Control Head.....R. M. Loomis  
 Purchasing Agent.....D. A. Wilson  
 PRODUCTS: Vibrators, vibrator power supplies, inverters, fluorescent lighting, electrical toys, RR marine and bus fluorescent lighting.

**Electronic Specialty Co.**

3456 Glendale Blvd., Los Angeles 26, Calif.  
 Phone: No. 2-2168

Manager.....D. A. Marcus  
 Chief Engineer.....S. K. Babcock  
 Purchasing Agent.....W. C. Keeler  
 Controller.....Frank C. Mann  
 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  
 Chief Engineer.....Henry Benford  
 Sales Manager.....Deas Sinkler  
 Purchasing Agent.....Mary R. Scott  
 PRODUCTS: Cathode ray tubes, special electronic tubes (all types), electronic equipment (various types).

**Electro-Voice, Inc.**

1239 South Bend Ave., South Bend 24, Ind.  
 Phone: 2144

President.....Albert Kahn  
 Vice-President.....R. E. Sickman  
 Sales Manager.....W. F. Soules  
 Chief Engineer.....L. R. Burroughs  
 Research Director.....A. M. Wiggins  
 Treasurer.....M. M. Wilson  
 PRODUCTS: Microphones.

**Emerson Radio & Phonograph Corp.**

111 Eighth Ave., New York 11, N. Y.  
 Phone: Chelsea 2-1800

President.....Benjamin Abrams  
 Secretary-Treasurer.....Max Abrams  
 V. P.-Engineering & Production  
     Dorman D. Israel  
 V. P.-Controller.....Morton E. Ornitz  
 Sales Manager.....Edgar G. Herrmann  
 Dir. of Purchases-Electrical.....J. L. Herold  
 Dir. of Purchases-Mechanical.....H. J. Dostal  
 BRANCH OFFICES: 666 Lake Shore Drive, Chicago, Ill., Phone, Superior 7485.  
 E. N. Greenbaum, Jr., Manager, Subsidiary, 221 E. Cullerton St., Chicago 16, Ill., Phone, Victory 1613. Miss B. Engel, Secretary.

PRODUCTS: Radio electronic devices for military use, receiving sets, radio-phonograph combinations, television sets, FM receiving sets, record-players, tubes, parts.

**Ensign Coil Co.**

2516 S. Pulaski Rd., Chicago 23, Ill.  
 Phone: Crawford 1905

President.....G. S. Ensign  
 Vice-President.....D. G. Ensign  
 Vice-President.....F. M. Wesley  
 PRODUCTS: Complete line of electrical coils and associated products.

**Espey Manufacturing Co., Inc.**

33 W. 46th St., New York, N. Y.  
 Phone: Bryant 9-2300

President-General Manager.....Nathan Pinsley  
 Secretary-Chief Engineer.....Jacob Rosenbaum  
 V. P.-Production.....James Valladares  
 V. P.-Sales.....Herman Lewis  
 Exec. Ass't to President.....Arthur Dankner  
 Mlsc. Control Director.....Gordon Poole  
 Comptroller.....Max Goldberg  
 Personnel Director.....Julius Treuman  
 Mlsc. Manager.....Michael Ross  
 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: Acro 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.

**Fada Radio & Electric Co., Inc.**

30-20 Thomson Ave., Long Island City, N. Y.  
 Phone: Ironsides 6-5100

President.....J. M. Marks  
 Assistant to President.....E. C. Nicholides  
 Secretary-Treasurer.....D. I. Marks  
 Director of Procurement.....I. N. Marks  
 Sales Manager.....A. Wellington  
 Chief Engineer.....C. E. Honeywell  
 Comptroller.....H. Carlish  
 Plant Manager.....J. Lewandowski

PRODUCTS: Radio receivers, radio-phonograph combinations, portable receivers, portable phonograph amplifiers, phonograph wireless record players, FM receiver and radio-phonograph combinations, television receivers.

**Fairchild Camera and Instrument Corporation**

33-06 Van Wyck Blvd., Jamaica 1, N. Y.  
 Phone Jamaica 6-3800

President.....J. S. Ogsbury  
 Exec. Vice-President.....E. Robinson

**EQUIPMENT MANUFACTURERS**

Vice-President—Sales.....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 recorders (console and portable), amplifier-equalizers, transcription turntables, dynamic pick-ups, magnetic cutterheads, radio direction finders, precision potentiometers, special motors.

**Farnsworth Television & Radio Corp.**

3702 E. Pontiac St., Fort Wayne, Indiana  
 Phone: Anthony 5301

President.....E. A. Nicholas  
 Vice-President—Engineering

B. Ray Cummings  
 Vice-President—Sales.....E. H. Vogel  
 Vice-President—Secretary.....E. M. Martin  
 Vice-President—Manufacturing.....J. P. Rogers  
 Manager of Research.....Madison Cawein  
 Chief Engineer—Fort Wayne.....J. C. Ferguson  
 Public Relations Director.....Pierre Boucheron  
 Purchasing Manager.....R. L. Colfax  
 Sales Manager—Farnsworth.....E. H. McCarthy  
 Sales Manager—Copchart.....I. C. Hunter  
 Advertising—Sales Promotion.....J. S. Garceau

BRANCH OFFICES: 3301 S. Adams St., Marion, Indiana (Bluffton, Huntington, Indiana). Phone, 4600. J. P. Rogers, Manager; J. H. Pressley, Chief Engineer.

PRODUCTS: AM/FM radios, AM/FM radio-phonographs, automobile radios, television receivers, television transmitting equipment, television studio equipment, FM transmitters, railroad communications, police communications, mobile equipment, television tubes, Copchart automatic record changers, television antennas.

**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., Graumery 5-0711, 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.  
 Phone: Mitchell 2-5942

V.-P.—Finance & Public Relations

H. C. Roemer

V.-P.—Radio Engineering & Sales

E. N. Wendell

V.-P.—Telephone Engineering & Sales

R. E. Smith

V.-P.—Manufacturing.....T. M. Douglas

Purchasing Agent.....L. C. Mercier

PRODUCTS: Aviation and Point-To-Point equipment, Broadcast AM & FM, Megatherm, High Frequency Heating Equipment, FM Mobile Equipment, Rectifier Equipment, Vacuum Tubes, Crystals, Rectifier Stacks, Cables, Transformers.

**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

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

PRODUCTS: Audio and power, transformers, chokes, filters, wiring and assembly, sheet metal and bakelite fabrication.

**Finch Telecommunications, Inc.**

4th & Virginia Sts., Passaic, N. J.  
 Phone: Passaic 2-3440

President.....H. C. H. Finch  
 Treasurer—Controller.....Harold J. Frees

Secretary.....Frank R. Brick

Asst. Secretary.....Margaret C. Harkey

Plant Mgr.—Chief Engineer.....Richard E. Mathes

Sales Manager.....Herman H. Rathkamp

BRANCH OFFICES: 10 E. 40th St., New York 16, N. Y. Phone, Murray Hill 5-7976.

W. C. H. Finch, President, 1 Pleasant Ave., Clifton, N. J.

PRODUCTS: Facsimile, graphic arts, radar, custom built equipment.

**A. W. Franklin Mfg. Corp.**

175 Varick St., New York 14, N. Y.  
 Phone: Walker 5-9620

President.....Albert W. Franklin

V.-P.—Engineering.....Joseph M. Vananzi

Credit Manager.....Fred Weller

Purchasing Agent.....Joseph Avick

Service Manager.....William Telmoss

PRODUCTS: Sockets, plugs, switches, terminal strips, plastic and metal fabrications and assemblies, locking rings, metal stampings.

### **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, La.  
Phone: Raymond 4756

President.....W. T. Freeland  
Vice-President.....G. E. Olschner, Jr.  
Secretary-Treasurer.....J. H. Dallmann  
Director of Sales.....Howard S. Frazier  
Chief Engineer-Production Mgr.  
Paul M. Reyling

PRODUCTS: Radio transmitting tubes.

### **Billings S. Fuess**

24 Lackawana Place, South Orange, N. J.  
Phone: 2-2920

Chief Engineer-Proprietor—Billings S. Fuess  
Credit Manager.....Lucile Fuess  
Proprietor.....Billings S. Fuess  
PRODUCTS: Loud speaker cones, spiders, moulded and formed products.

### **Galvin Mfg. Corporation**

4545 Augusta Blvd., Chicago 51, Ill.  
Phone: SPaulding 6500

President.....Paul V. Galvin  
Vice-President in Charge of Production  
Frank J. O'Brien

Vice-President in Charge of Automotive  
Division.....Elmer H. Wavering  
Vice-President in Charge of Home Products  
Division.....W. H. Stellner

PRODUCTS: Motorola Home Receiving Sets, Radio Phonograph Combinations, FM Receiving Sets, Automatic Record Players, Auto Radio Receiving Sets, AM and FM 2-Way Police Radio Communication Systems, Aircraft Radio.

### **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.

### **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 Publicity Mgr.....E. L. Robinson

BRANCH OFFICES: 570 Lexington Avenue, New York, N. Y., District Manager, N. Y. 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 Laramie 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: Receivers, Transmitters, Tubes, Components.

### **General Electronics Inc.**

1819 Broadway, Room 1410  
New York 23, N. Y.  
Phone: CIrcle 7-8093

Vice-President-Treasurer.....D. E. Replege  
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.

Steve Hillebrant  
PRODUCTS: Molded plastics — electric spring phonograph motors, record changers; recorders — combination record changer; heater and defroster motors.

### **General Instrument Corp.**

Subsidiaries:

General Instrument & Appliance Corp.

General Electronic Apparatus Corp.

829 Newark Ave., Elizabeth 3, N. J.

Phone: Elizabeth 3-4400

Chairman of the Board.....Samuel Cohen  
President-Treasurer.....A. Blumenkrantz  
Executive Vice-President.....Richard E. Laux  
Vice-President—Sales.....Don J. Phelps  
Sales Manager.....George P. Marron  
Speaker Division.....Leon Golder  
Chief Engineer.....Berne N. Fisher

PRODUCTS: Variable condensers, push button devices, record changers, loud speakers.

## EQUIPMENT MANUFACTURERS

### 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: Coil Forms, Terminal Strips, Radio Backs, Baffle Boards, Loop Forms, Sockets and Special Assemblies, Fabricators of Laminated Phenolic Materials and other products.

### General Magnetic Corp.

2126 E. Fort St., Detroit, Mich.  
Phone: FItzroy 5760

President.....Charles M. Hofman  
Sales Manager.....O. H. Hofman  
Chief Engineer.....J. R. Hoven  
Laboratory Director.....M. R. Klippel  
Credit Manager.....F. E. Wiley  
Purchasing Agent.....W. M. Tilli

PRODUCTS: Magnets.

### General Radio Co.

275 Massachusetts Ave., Cambridge 39, Mass.  
Phone: TRowbridge 4400

Chairman of Board.....H. B. Richmond  
President.....E. H. Locke  
Vice-Pres. for Sales.....A. E. Thiessen  
Vice-Pres. for Production.....C. C. Carey  
Secretary-Treasurer.....F. L. Tucker  
Asst. Secretary-Treasurer.....C. E. Hills, Jr.  
Chief Engineer.....M. Eastham

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.

### The Hallicrafters Co.

2611 S. Indiana Ave., Chicago, Ill.  
Phone: Calumet 1600

President.....W. J. Halligan  
Vice-President.....R. W. Durst  
Vice-President—Engineering R. E. Samuelson  
Secretary-Treasurer.....J. J. Frendreis  
Assistant Secretary.....E. J. Corcoran  
Assistant Treasurer.....M. P. Heinz  
Advertising Manager.....E. G. Brown

PRODUCTS: Short-wave radio communications, 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  
Purchasing Engineer.....M. Z. Landau  
Office Manager.....L. Haber

PRODUCTS: Complete line of home receivers. AM and FM television receivers.

### The Hammarlund Mfg. Co., Inc.

460 West 34th St., New York 1, N. Y.  
Phone: LOnacre 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 2-0825

President & Treasurer.....Harold Cohen  
Secretary.....Hugo E. Kern  
Vice-President.....C. S. Loftus

PRODUCTS: Radio masts and towers.

### Frederick Hart & Co., Inc.

(Formerly Amertype Recordgraph Corp.)  
350 Madison Ave., New York 17, N. Y.  
Phone: Vanderbilt 6-3236

Vice-President.....Albert D. Stern  
PRODUCTS: Sound recording-reproducing instruments for radio stations, 2-way telephone conversations where authorized, radio interception and monitoring, film recorder-reproducers, magnetic recorder-reproducers.

### Hartenstine Zane Co., Inc.

225 Broadway, New York, N. Y.  
Phone BA 7-8390

Secretary-Gen.-Mgr.....Chas. J. Hartenstine  
BRANCH OFFICE: 571 Springdale Ave., East Orange, N. J. Phone, Orange 4-6054. M. A. Hartenstine, Asst. Secretary. 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.....Bernard J. Cosman

PRODUCTS: FM Broadcast Transmitters, Marine Radio Equipment, Police Radio Equipment, Regulated Power Supplies, Electronic Equipment, Communications Equipment.

### Haydu Brothers

P. O. Box 1226, Plainfield, New Jersey  
Phone: Plainfield 6-0878

Partner-Sales Manager...George K. Haydu  
Partner.....Zoltan Haydu  
Chief Engineer.....Zoltan Haydu  
Purchasing Agent.....E. Siebel

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 3-0793

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.

### Hewlett-Packard Co.

395 Page Mill Road, Palo Alto, Calif.  
Phone: Palo Alto 2-4651

Partner.....David Packard  
Partner.....William R. Hewlett  
General Manager.....Glenn Zieber  
Sales Manager.....W. Noel Eldred  
Chief Development Engineer...Bruton Bauer  
Plant Superintendent.....Albert A. Spear

PRODUCTS: Laboratory instruments.

### Hoffman Radio Corp.

3761 S. Hill St., Los Angeles 7, Calif.  
Phone: Prospect 3446

President-General Manager...H. L. Hoffman  
Vice-President.....W. D. Douglas  
Vice-President—Engineering...W. S. Harmon  
Secretary-Treasurer.....R. A. Yarcho  
General Sales Manager.....R. J. McNeely  
Asst. Sales Manager.....D. D. Spence  
Purchasing Agent.....P. L. Fleming  
Advertising-Sales Promotion...W. A. Watson

PRODUCTS: Radios, table models, consoles, combinations, combinations with recorders, box kites (commercial).

### Howard Radio Co.

1731-35 Belmont Ave., Chicago 13, Ill.  
Phone: Diversey 2000

President.....Joseph F. Riley  
Vice-President.....I. M. Munig  
Vice-President.....Howard C. Briggs  
Treasurer.....G. L. Turnquist  
Chief Engineer.....W. James  
Purchasing Agent.....N. J. McCurdie  
Asst. Sales Mgr.....Frank E. Burt

PRODUCTS: AM-FM radios and phonograph combinations, television receivers, recording discs and other electronic products.

### Hytron Corp.

76 Lafayette St., Salem, Mass.  
Phone: Salem 2260

President.....Bruce A. Coffin  
Treasurer.....Lloyd H. Coffin  
Sales Manager.....John O. Adams  
Chief Engineer.....C. F. Stromeier  
Credit Manager.....M. S. Jones  
Purchasing Agent.....Edward R. Carroll  
Advertising Manager.....Harry G. Burnhart  
Export Manager.....W. L. Urquhart

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 2-6166

Manager.....Herman K. Kuth

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 Kahn  
Asst. Secretary.....M. J. Drew

PRODUCTS: Permanent magnets, radar magnet assemblies, alloy castings, 119 Devonshire Court, Rochester, N. Y., Gerald Troy.

### Industrial & Commercial Electronics

601 O'Neill Ave., Belmont, Calif.  
Phone: Belmont 664

President.....Ralph C. Shermund  
Vice-President.....Charles V. Litton  
Chief Engineer.....D. Gordon Clifford  
Credit Manager.....G. C. Stuparich  
Purchasing Agent.....M. M. Fisch

PRODUCTS: Industrial transmitting tubes, vacuum condensers, vacuum relays.

### 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-Transmitting Parts and Accessories, Stamping Metal Goods, Radio Chassis, Metal Cabinets, Plugs, Jacks, Sockets, Screw Machine Parts, Test Tools, Test Leads.



**International Detrola Corporation**

Board Avenue at Chaffield, 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  
V.-P.—Mfg. Eastern Div....Fleming Johnson  
Director of Eng.....R. M. Daugherty

**PRODUCTS:** Electric sets: compact, table, portable, consoles; battery sets: automobile, portable, portable AC-DC, table; combinations: radio-phonograph-radio phonograph automatic record changers; frequency-modulation sets; console, also aviation sets and record-players.

**International Resistance Co.**

407 N. Broad St., Phila. 8, 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 Baggs

**BRANCH OFFICE:** 165 Broadway, Room 1138, New York, N. Y., Manager, A. H. Hardick, Sales Engineer, Malcolm Newhold.

**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  
Credit Manager.....F. M. Miller  
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

Directors.....Paul H. Mouraud.  
L. E. O'Rourke, A. F. Heard  
Ceramic Sales Manager.....William West  
Radio Sales Manager.....L. C. Sanford  
Works Manager.....Paul Mouraud  
Treasurer.....A. F. Heard

**BRANCH OFFICES:** 43 East Ohio Street, Chicago, Ill., Phone, Superior 5925, District Engineer, H. Pretat; Bulkley Building, Cleveland, Ohio, District Representative, C. E. White.

**PRODUCTS:** Steatite, high frequency radio insulators, coaxial transmission line and accessory equipment, special antenna equipment, radar assemblies.

**The Jackson Electrical Instrument Co.**

16-18 S. Patterson Blvd., Dayton 1, O.  
Phone: Hemlock 1076

President-Sales Manager....Paul F. Jackson  
Chief Engineer.....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  
Vice-President.....R. A. Hoagland  
V.-P., Engineer.....L. Maurer  
Executive Engineer.....R. J. Horstman  
Credit Manager.....Victor E. Lee  
Export Manager.....M. J. Schmitt  
Director of Purchases....Edward J. Banigan

**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. La Ramie Ave., Chicago 38, Ill.  
Phone: Portsmouth 7600

President.....Thomas A. White  
Vice-President.....Hugh S. Knowles  
Comptroller.....Herbert F. Harri  
Purchasing Agent.....George H. Turner  
Secretary.....A. L. Oliver  
Advertising Manager.....Bayard H. Clark  
Chief Engineer.....Hugh S. Knowles  
Export Manager.....Bayard H. Clark

**BRANCH OFFICE:** Box 825, Oakland, Calif. Phil Bechamber, rep.

**PRODUCTS:** Loud-speakers, reproducers.

**J. F. D. Manufacturing Co.**

4117 Fort Hamilton Parkway, Brooklyn, N. Y.  
Phone: WIndsor 8-3100

President.....Julius Finkel  
General Manager.....Albert Finkel  
Chief Engineer.....William Kissel  
Credit Manager.....Ethel Siegel  
Purchasing Agent.....Joseph Shapiro  
Sales Manager.....Edward Finkel

**PRODUCTS:** Antennas, replacement ballast tubes, dial belts, battery plugs, battery adapters.

**Johns-Manville Corp.**

22 East 40th St., New York 16, N. Y.  
Phone LEXington 2-7600

**PRODUCTS:** Sound-control materials and acoustical-engineering service.

## **Kellogg Switchboard & Supply Co.**

6650 S. Cicero Ave., Chicago, Ill.

Phone: Portsmouth 6900

President.....J. G. Kellogg  
Executive Asst. to President.....C. D. Manning  
Secretary.....J. H. Kellogg  
Treasurer.....H. C. McCluskey  
Sales Manager.....E. M. Parsons  
Purchasing Agent.....J. Geiger

PRODUCTS: Oil and wax condensers, communications equipment, microphones, earphones, noise filters, volume controls, retractable electrical cords (Kooled 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

PRODUCTS: Transformers, Reactors, Filters.

## **Kerrigan Lewis Mfg. Co.**

4421 W. Rice St., Chicago 51, Ill.

Phone: Spaulding 7208

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 Tapes.

## **King Laboratories, Inc.**

205 Onida St., Syracuse 4, N. Y.

Phone: 2-5209

President.....Aden J. King  
Vice-President.....E. 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, barex getters.

## **Kludge Electronics Co.**

1031 N. Alvarado St., Los Angeles 26, Calif.

Phone: Exposition 1742

President.....Myron E. Kludge  
Chief Engineer.....Paul D. Langrick

Sales Manager.....Ted Stark  
Production Manager.....Edward C. Bickhart

PRODUCTS: Radio transmitters; broadcast, aviation, police and amateur. Transmitting tubes, frequency monitors, modulation monitors, magnetic recording equipment.

## **Kuthe Laboratories, Inc.**

150 Summit St., Newark 4, N. J.

Phone: Mitchell 2-6466

President.....Herman K. Kuthe  
Vice-President.....Bernard Helling  
Treasurer.....Hedwig Kuthe

PRODUCTS: Electronic transmitting tubes, rectifiers, voltage regulators, indicators, fluorescent starter switches, specialty-gas filled tubes.

## **The Langevin Co., Inc.**

36 W. 65th St., New York 23, N. Y.

Phone: LINDICent 2-7200

President.....Carl C. Langevin  
V.P.—Sales.....H. B. Miller  
V.P.—Manufacturing.....P. E. Kavanagh  
V.P.—Field Engineering.....W. J. Jurek  
V.P.—Development.....W. J. Dallin  
Secretary.....Fredericka Dekan  
Treasurer.....A. J. Prins  
Purchasing Agent.....J. A. Barry  
Transformer Engineer.....Frank Edmonds  
BRANCH OFFICES: 1050 Howard St., San Francisco 3, Calif. H. A. Wollenberg, Vice-President. 1000 N. Seward St., Los Angeles 38, Calif. W. T. Brown, Vice-President.

PRODUCTS: Speech input equipment and audio amplifying facilities, rectifiers, transformers.

## **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  
Chief Engineer.....Ralph L. Jenner

PRODUCTS: Tower footing and guy insulators; standoff, entrance and antenna insulators; radio frequency high voltage condensers.

## **Lear, Inc.**

110 Ionia Ave., N. W., Grand Rapids 2, Mich.

Phone: 6-9651

President.....William P. Lear  
Vice-President.....Elmer R. Crane  
Mde. Manager—Home Radio Div. Nate Hast  
Sales Manager—Aircraft Radio Div.

Hal T. Sagert  
Manager—Wire Recording Div.

Andy W. Korb  
Advertising Manager.....Ben S. Bland

PRODUCTS: Radio Division (aircraft & home); automatic aircraft antenna reels, shielded antennae, gyro & directional compasses, control tower equipment, automatic

direction finders. Receivers: aircraft, home, beacon, grid marker, portable, phonograph combinations, receiver-transmitters, wire recording combination, ultra high frequency, very high frequency, wire record. Transmitters: aircraft, portable, ultra high frequency, very high frequency. Wire recorders for office, commercial and home use. Trade name, "Learadio."

**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, Supporting Towers for FM and Television.

**Lektra Laboratories, Inc.**

30 E. 10th St., New York 3, N. Y.  
Phone: ALgonquin 4-0230

President.....Milton W. Blatner  
Vice-President.....Ben Eisenberg  
Chief Engineer.....Ben Eisenberg  
Purchasing Agent.....A. Severin  
**PRODUCTS:** Electronic Photo Timers, Electronic Industrial Timers, Electro Shock Therapy equipment, Galvanic Generators, Faradic Generators, Sinusoidal Generators, Electrolysis Equipment.

**Lewyt Corp.**

60 Broadway, Brooklyn 11, N. Y.  
Phone: Evergreen 8-9600

President.....Alex M. Lewyt  
Works Manager.....Arnold Wolf  
Sales Manager.....Jerome L. Strauss  
Chief Electronic Engineer...R. Lee Freeman  
Director of Purchasing...J. Ralph Walker  
Director of Industrial Relations  
W. V. Ronner

**PRODUCTS:** Contract manufacturer of private brand radios, radio-phonograph combinations.

**Libbey Glass**

**Division of Owen-Illinois Glass Co.**

P. O. Box 1035, Toledo 1, Ohio  
Phone: Main 7131

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. Bairdon  
Purchasing Agent.....C. L. Rice  
Export Manager.....O. R. Hecht  
Production 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.....E. 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  
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 Company**

Fort Wayne 4, Indiana  
Phone: A-5474

President.....Richard A. O'Connor  
Executive Vice-President...Frank Freimann  
Factory Manager.....L. E. Quinnell  
Chief Electrical Engineer, Radio-Phonograph Division...R. H. Dreisbach  
Sales Manager—Components Div.  
Stanley S. Sondles

**PRODUCTS:** Receivers: Combination-radio-phonograph, radio-phonograph modulation-table, console, FM-AM console, television-console, speakers, capacitors, solenoids, sound slide film equipment.

**Majestic Radio & Television Corp.**

St. Charles, Illinois  
Phone: St. Charles 3860

President.....E. A. Tracey  
Vice-President.....E. V. Otis  
Vice-President Engineering...D. E. Foster  
Director of Sales.....Parker H. Erikksen  
Assistant Sales Manager...C. V. del Mercado  
Treasurer.....John W. Mathews

Purchasing Agent.....A. Ginsberg  
Works Manager.....John Stevens  
Director of Purchasing.....J. O. Copel  
Personnel Manager.....F. Ryron

**BRANCH OFFICES:** Majestic Records, Inc., 29 W. 57th St., New York, N. Y. Phone, Plaza 5-2621. James J. Walker, President. Majestic Records, Inc., 223 Raymond Blvd., Newark, N. J. Phone, Market 3-0472. Edward F. Barile, Works Manager.

**PRODUCTS:** Radio receiving and transmitting sets.

### Measurements Corp.

116 Monroe St., Boonton, N. J.  
Phone: Boonton 8-2131

President.....H. W. Houck  
Chief Engineer.....Jerry B. Minter  
Chief Research Engineer.....John van Beuren  
Treasurer.....Robert Meyer  
Sales Manager.....Nelson C. Doland, Jr.  
Purchasing Agent.....J. L. Hiss

**PRODUCTS:** Model 58 radio noise & field strength meter, model 62 vacuum tube voltmeter, models 65B, 78 FM, 80, 84 UHF signal generators, model 71 square wave meter, model 79B pulse generator, megacycle meters, megohm meters, moisture meters, FM & Television test equipment.

### John Meck Industries, Inc.

Liberty at Pennsylvania Sts., Plymouth, Ind  
Phone: Plymouth 33

President.....John S. Meck  
Chief Engineer.....Charles Wexler  
Sales Manager.....H. A. Hutchins  
Purchasing Agent.....B. L. Bethel  
Controller.....R. G. Eggo

**PRODUCTS:** Radio receiving sets, radio-phonograph combinations, phonographs, public address equipment, industrial sound equipment.

### Meissner Mfg. Division

### Maguire Industries, Inc.

Mt. Carmel, Illinois  
Phone: 733

Vice-President.....James T. Watson  
Sales Manager.....Oden E. Jester  
Sales Coordinator.....John F. Gibbs  
Director of Purchases.....William F. Covert  
Works Manager.....C. W. Hildenbran  
Chief Engineer.....E. J. Stanmyre  
Jobbing Sales Manager.....R. M. Karet  
Asst. Secretary.....Madge A. Hubbard  
Division Accountant.....G. W. Osbeck  
Service Manager.....W. M. Atkins

**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.

4427 N. Clark St., Chicago 40, Ill.  
Phone: Longbeach 6311

President.....Charles C. Koch  
Vice-President-Chief Engineer.....Harold Jones  
Secretary-Purchasing Agent.....Arthur J. Herold  
Treasurer.....Anne C. Schmidt  
Superintendent.....Harry R. Koch  
Sales Manager.....John I. Crockett, Jr.  
Credit Manager.....Dorothy Tekip

**PRODUCTS:** Transformers.

### 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.....Robert Price  
**PRODUCTS:** Fixed capacitors, resistors.

### Micro Switch Division of First Industrial Corporation

Freeport, Ill.  
Phone: State 900

President.....W. B. Schulte  
Exec. Vice-President.....W. W. Gilmore  
Vice-President.....A. L. Riche  
Sales Manager.....F. E. Wilsey

**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, aircraft switches.

### Midwest Electric Products, Inc.

1710 N. Luett St., Indianapolis 8, Ind.  
Phone: Belmont 5190

President.....W. J. Saeman  
Sales Manager.....W. J. Saeman  
Vice-President.....Wm. C. Hylan  
Chief Engineer.....R. D. Jefferies

**PRODUCTS:** IF transformer, oscillator and antenna coils, RF chokes, wire harnesses, relays and relay assemblies.

### Miles Reproducer Co., Inc.

812 Broadway, New York, N. Y.  
Phone GRamercy 5-9466

President.....Dr. R. Byrne  
Secretary-Ch. Eng.....J. M. Kullik, Sr.D.  
Treasurer.....H. B. Kullik  
Advertising Mgr.....A. Altomari  
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, Dictating Recording Machines, Dictating Transcribers, Throat Microphones, Sound Protection Equipment, Continuous Recorders and Transcribers for every occasion. "Talkie" Recorders for 8-16 mm. Motion Pictures.

**James Millen Manufacturing Co., Inc.**

150 Exchange Street  
Malden 48, Massachusetts  
Phone: Malden 4108 and 4109

President ..... James Millen  
Sales Manager..... James Millen  
Chief Engineer..... R. Wade Caywood  
Purchasing Agent..... George Pike  
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 5, Ill.  
Phone: Wabash 8800

President-Treasurer..... Leslie F. Muter  
Vice-President-Secretary..... A. A. Dailey  
Vice-President..... Paul J. Pfohl  
Chief Engineer..... K. E. Rollefson  
Production Engineer..... C. M. Kraemer

**PRODUCTS:** Re-istors, 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  
Vice-President..... C. O. Kleinsmith  
General Sales Mgr..... R. P. Bergan  
Mgr. Battery Eng. Dept..... W. H. Fritz

**PRODUCTS:** Dry Batteries.

**National Co., Inc.**

61 Sherman St., Malden, Mass.  
Phone: Malden 7950

Chairman of Board ..... W. B. Hopkins  
President..... W. A. Ready  
Vice-President..... H. W. Cairns  
Treasurer..... W. H. Baleke  
Engineering Manager..... W. J. Larkin

**PRODUCTS:** Receiving sets, FM receivers, transmitters, transmitting condensers, dials, coils, chokes, receiving condensers, transmitting parts, R. F. and I. F. transformers, sockets, couplings, receiving parts.

**National Design Service**

96 Liberty St., New York, N. Y.  
Phone: Beckman 3-0207

General Manager..... Jules M. Labert  
Executive Manager..... Lawrence Zeitsoff

Chief Engineer..... Irving Brand  
Director of Research..... Clarence Lundy  
Radio Engineer..... Charles Whaley  
Asst. Laboratory Director... T. McLaughlin  
Chief Mechanical Engineer..... H. Walton  
Field Engineer..... Victor Markosian  
Field Engineer..... Joseph Donnelly  
Field Engineer..... Jules Woelgesy

**PRODUCTS:** Consultant radio engineers. IF & RF sweep generators, television test equipment, centralized factory test equipment.

**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  
Dir. of Distributor Sales..... J. J. Clune  
Production Manager..... F. A. Turnquist  
Credit Manager..... H. A. Pope

**PRODUCTS:** Receiving Tubes, Cathode Ray Tubes, Television Tubes, Transmitting Tubes, Ballast Tubes, Phototubes, 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..... Burl Buckner  
Chief Engineer..... A. D. Silva  
Advertising Manager..... Guy C. Cyr

**PRODUCTS:** AM and FM radios for civilian use, electronic equipment for the Signal Corps.

**Northern Electric Co., Ltd.**

1261 Shearer St., Montreal, Quebec, Canada  
Phone: Wilbank 3131

President..... P. F. Sise  
Vice-Pres.-General Manager... R. D. Harkness  
Vice-President—Accounts & Finance

William Carswell  
Vice-President -Sales..... M. K. Pike  
Asst. Gen. Mgr.—Manufacture... J. S. Cameron  
Comptroller..... D. M. Farish  
Secretary-Treasurer..... W. E. McBain  
Manager—Electronics Div..... A. B. Hunt  
Sales Mgr.—Electronics Div... H. R. Varcoe  
Electronics Engineer..... F. F. Fulton  
Works Mgr. Electronics Div... J. G. Little

**PRODUCTS:** Aviation radio equipment, broadcasting equipment, round reproducing systems, navigation radio aids, police radio equipment, train radio equipment, radio receivers for home, power line carrier equipment, radio telephone systems, Northern-Hammond Organs, microphones, vacuum tubes, amplifiers.

### **Ohio Tool Company**

3160 W. 106th St., Cleveland 11, Ohio

Phone: Orchard 3200

Controlling Partner.....L. E. Butzman  
General Manager.....C. E. Quay  
Sales Manager.....O. F. Welshans  
Comptroller.....G. M. Craig  
Production Manager.....R. E. Palmer  
PRODUCTS: Manufacturing radio dynectron rotary converters.

### **Ohmite Mfg. Co.**

4835 Flournoy St., Chicago 44, Ill.

Phone: Austin 1070

President.....D. T. Siegel  
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.

### **Oxford-Tartak Radio Corp.**

3911 S. Michigan Ave., Chicago, Ill.

Phone: ATLantic 6161

President.....R. C. Walker  
General Manager.....Robert Adams  
Sales Manager.....James H. Wood  
Chief Engineer.....Madison Jones  
Credit Manager.....David Davis  
Purchasing Agent.....Howard Corey  
Advertising Manager.....Clay Crane  
Plant Manager.....Alexander Polak  
PRODUCTS: Loud speakers, output and line transformers, magnets.

### **Pacific Sound Equipment Co., Inc.**

130 N. Beaudry Ave., Los Angeles 12, Calif.

Phone Michigan 2381

President.....Robert G. Metzner  
Secretary-Treasurer.....William L. Maass

BRANCH OFFICE: 4821 Bethesda Avenue, Bethesda 14, Md. (Washington, D. C.).  
Phone, Wisconsin 3144, Representative, William H. Holmes.

PRODUCTS: Phonographs, electric and acoustic; transcription reproducers; public address systems; etc.

### **Packard-Bell Co.**

3143 Wilshire Blvd., Los Angeles 5, Calif.

Phone: Fairfax 2141

President.....Herbert A. Bell  
General Manager.....H. D. Thomas, Jr.  
Director of Sales.....J. M. Spain  
Chief Engineer.....R. H. Freck  
Purchasing Agent.....A. T. Baxter

PRODUCTS: Receivers: Electric—Compact, Table, Portable, Console; Battery—Portable, Portable AC-DC; Combinations—Radio-Phonograph, Radio-Phonograph-Recorder; Frequency Modulation—Table, Console, FM-AM Table, FM-AM Console; Television—Table, with FM, with AM, with FM-AM; Console, with FM, with AM, with FM-

AM and Phonograph; Miscellaneous—Amateur, Aviation; also record-players.

### **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

PRODUCTS: Radio receiving sets, automobile radio receivers, refrigerators, air conditioners, aircraft radio communications and radar equipment, Radio parts, tubes, accessories, dry batteries.

### **Philharmonic Radio Corp.**

528 E. 72nd St., New York 21, N. Y.

Phone: Butterfield 8-2300

President-Treasurer.....Z. Soucek

Vice-President—Engineering.....V. Brociner

Asst. Secretary-Treasurer.....L. Furtle

Plant Manager.....P. Cassata

Personnel Manager.....I. Juliber

Chairman of Board.....Thomas R. Jones

PRODUCTS: FM-AM radio-phonographs, FM-AM receiving sets, television sets, airborne radar equipment, radio transmitters, test equipment, synchroscopes, square-wave generators, underwater sound equipment, two-band high sensitivity portable receivers, cathode ray equipment, monitor and control equipment.

### **Philmore Mfg. Co.**

113 University Pl., New York 3, N. Y.

Phone: ALgonquin 4-3363

Manager.....Philip Schwartz

Chief Engineer.....Reginald Burke

Credit Manager.....C. Levine

Export Manager.....M. L. Granat

Purchasing Agent.....Murray Granat

PRODUCTS: Amateur sets, crystal sets, microphones (carbon type), detectors, plugs, 1, 2 and 3-tube receivers, headphones, signal keys, short wave and broadcast plug-in coils, aerial kits, speaker microphones.

### **Pilot Radio Corp.**

37-06 36th St., Long Island City 1, N. Y.

Phone: Stillwell 4-5455

President.....Isidor Goldberg

Executive Vice-President.....E. L. Hall

Secretary.....I. W. Wyckoff

General Works Manager.....J. Benjamin

Domestic Sales Manager.....Allen D. McGehee

Export Sales Manager.....J. E. Chorlian

Engineer—Radio Design.....E. Jahns  
 Engineer—Television Design.....W. Auerbacher  
 Purchasing Agent.....H. Zuckerman  
**PRODUCTS:** AM-FM table models and  
 phono combinations, portable radio receivers  
 and television receivers.

**Precision Specialties**

210 N. Western Ave., Los Angeles, Calif.  
 Phone: Hi. 8333

General Manager-Co-owner.....L. Glaser  
 Sales Manager-Co-owner.....J. Raeburn  
 Radio Dept. Head.....W. F. Frankart  
 Chief Purchasing Agent.....C. Gould  
 Chief Engineer—Plastics.....M. R. Roberts  
 Comptroller.....P. Gatov  
 General Sales Manager.....P. Belvin, 3rd  
 Plant Manager—Plastics.....Mr. Washburn  
 Plastic Stylist-Engineer.....Lee McMurray  
**PRODUCTS:** Broadcast receivers A.C.D.C.,  
 Phono-combinations, FM-AM consoles, crystal  
 sets, electronic toys, short wave commu-  
 nication equipment, civilian walkie-talkie,  
 radio equipment.

**Premax Products Division—  
 Chisholm-Ryder Co., Inc.**

College & Highland Aves., Niagara Falls, N. Y.  
 Phone 9186

President.....S. M. Ryde:  
 Secretary.....C. S. Maurer  
 Manager.....C. O. Benson  
**PRODUCTS:** Vertical Antennas, Mobile  
 Antennas, Insulators, Mountings, Ground  
 Rods.

**Press Wireless Mfg. Corp.**

1175 Broadway, New York 18, N. Y.  
 Phone: Bryant 9-5030

President.....A. Warren Norton  
 Vice-President-General Mgr. Ray De Pasquale  
 Treasurer.....James Humphry, Jr.  
 Secretary.....James E. Denning  
**PRODUCTS:** High and low power trans-  
 mitters for FM and AM, radio receivers for  
 FM-AM including diversity, radio printers  
 systems, moduplex and radio voice channel-  
 ing devices, radiophoto and facsimile trans-  
 mitters and receivers, central office terminal  
 equipment.

**Presto Recording Corp.**

212 W. 55th St., New York, N. Y.  
 Phone: Circle 5-7760

President.....George J. Saliba  
 Secretary.....Morris M. Gruber  
 Treasurer.....A. Benjamin  
 Comptroller.....Ruth B. Sholes  
 Sales Manager.....Ralph C. Powell  
**BRANCH OFFICERS:** 18288 Oppoline Ave.,  
 Detroit, Mich., Phone, University 1-0180, Art  
 Adams, Manager. 5060 City Line Ave., Phil-

adelphia, Pa. Phone Greenwood 0799, W. C.  
 Stewart, Manager. 350 Lake St., Boston, Mass.,  
 Phone, Belmont 4510, H. M. Lane, Manager.  
 309 Reliance Bldg., Kansas City, Mo., Phone,  
 Victor 4631, C. E. Terry, Manager. 88 S.  
 Tenth St., Minneapolis, Minn., Phone, At-  
 lantic 4216, E. H. VanKrevelen, Manager.  
 1836 Euclid Ave., Cleveland, Ohio, Phone,  
 Main 1565, E. P. Scott, Manager. 600 S.  
 Michigan Ave., Chicago, Ill., Phone, Harri-  
 son 4240, Leroy W. Beier, Manager. Wash-  
 ington, D. C. (Silver Spring, Md.), Phone,  
 Shepherd 4003, Morris F. Taylor, Manager.  
 7422 Melrose Ave., Los Angeles, Calif.,  
 Phone, Whitney 1147, Norman B. Neeley,  
 Manager. 104 Battery St., Seattle, Wash.,  
 Phone, Sen. 2560, L. D. March, Manager.  
 P. O. Box 180., Dallas, Texas, Phone, Tenni-  
 son 3-7093, J. Earl Smith, Manager. Dominion  
 Square Bldg., Montreal, Quebec, Phone,  
 Marquette 6368, W. P. Downs, Manager.  
 4253 Quitman St., Denver, Colo., Phone,  
 Grand 1768, Richard A. Hyde, Manager. 25  
 Warren St., New York, N. Y. (Export),  
 Phone, Barclay 7-5513, Norman Simons, Man-  
 ager. 910 Lake Elbert Drive, Winter Haven,  
 Fla., Phone, 22-684, R. H. Van Dusen, Man-  
 ager. Ellicott Square Bldg., Buffalo, N. Y.,  
 Phone, Washington 2517, R. W. Mitscher,  
 Manager. 3585 Dell Trail, Chattanooga,  
 Tenn., Phone, 4-4026, Jesse P. Johnson, Man-  
 ager. 1067 Alekea St., Honolulu, Hawaii,  
 Phone, 3966, Tommy Kearns, Manager.

**PRODUCTS:** Sound recording equipment,  
 discs, needles, transcription turntables, re-  
 cording amplifiers and accessory recording  
 equipment.

**Radex Corp.**

53 W. Jackson Blvd., Chicago, Ill.

President.....R. R. Cook  
 Comptroller.....P. S. Deasy  
 Asst. Secretary.....Leonora Webb  
 Engineer.....Harold A. Stein  
 Secretary.....E. S. Cook

**PRODUCTS:** Pocket signal tracer, radiat-  
 ing loop.

**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

**PRODUCTS:** Variable air condensers and  
 mechanical push-button controls.

## Radio Corp. of America (RCA Victor Division)

Front & Cooper Streets  
Camden, New Jersey  
Phone Camden 8000

Exec.-Vice-Pres., Charge of Division

Frank M. Folsom

Chief Engineer.....Dr. C. B. Jolliffe  
Operating V.P.....J. G. Wilson  
V.P.—Engineering Products Division

Meade Brunet

V.P.—General Attorney....J. H. McConnell  
V.P.—Home Instrument Dept....J. B. Elliott  
V.P.—Tube Div.....L. W. Teegarden  
V.P.—Record Div.....J. W. Murray

**PRODUCTS:** Custom built communication and sound equipment, sound reinforcing equipment, broadcast transmitters and studio equipment, Industrial Sound Equipment, records and transcriptions, electronic tubes, television transmitting and receiving equipment, FM transmitting and receiving equipment, special electronic apparatus and facsimile equipment.

## Radio Development & Research Corp.

26 Corneli-on Ave., Jersey City 4, N. J.

President.....S. Irving Weiss  
Sales Manager.....Isidore B. Meltzer  
Chief Engineer.....Robert Dorr  
Purchasing Agent.....George H. McCaffrey  
Service Manager.....Albert Cohn

**PRODUCTS:** Home receivers, two-way plane communications, magnetic steel tape recorders, public address systems, ship-to-shore communications, Trade names: Magitone, Chronovox.

## 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  
Chief Engineer.....Malbon H. Jennings  
Plant Manager.....Henry Dietz  
Sales Manager.....Joseph Behr  
Director of Purchases.....Marion Wade

**PRODUCTS:** Broadcast transmitters, frequency modulation and amplitude modulation, antennas, test equipment, FM speech consoles, FM studio to transmitter relays, FM receivers, loudspeaker units, portable transmitters for remote pick-up service, mobile two-way FM transmitters and receivers for Military and Municipal use.

## Raytheon Manufacturing Co.

Waltham 54, Mass.

President.....Laurence K. Marshall  
Vice-Pres.-Treas.....David T. Schultz  
Secretary.....D. L. Trouant  
Vice-President.....Joseph Pierson  
Vice-President.....Ray C. Ellis  
Gen. Sales Dept. Mgr. John H. Fenstermacher

**BRANCH OFFICES:** Offices in New York, N. Y.; Chicago, Ill.; Los Angeles, Calif.; Waltham, Mass.; Newton, Mass. Plants Located in Newton, Mass.; Waltham, Mass.; Chicago, Ill.

**PRODUCTS:** Electronic components, equipments, systems.

## 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, Chairman. Wells, Somerset, England, W. G. Elcock, Managing Director.

**PRODUCTS:** Television projectors, electronic devices.

## Sentinel Radio Corp.

2020 Ridge Ave., Evanston, Illinois

Phone: University 2400

President.....E. Alschuler  
Vice-President.....O. F. Taylor  
Production Manager.....I. Jacobsen  
Purchasing Agent.....P. O. Krumm  
Vice-President.....M. D. Block  
Secretary.....C. J. Stout  
Chief Engineer.....W. J. Schnell  
Sales Manager.....E. G. May

**PRODUCTS:** Radio receiving sets, Radio-Phonograph combinations, FM/AM Receiving sets, Record players.

## Sherron Electronics Co.

(Division of Sherron Metallic Corp.)

1201 Flushing Ave., Brooklyn 6, N. Y.

Phone: Evergreen 7-2820

President.....P. E. Sherron  
Director of Purchases.....M. C. Turner  
Chief Engineer.....M. V. Barasch  
Director of Television.....P. J. Gollhofer  
Sales Engineer.....E. P. Alisch

**PRODUCTS:** Test equipment for television, vacuum tubes and electrical components. Television, FM, Standard Broadcast, Relay and Fixed Station Transmitters, Studio Control Consoles. Custom-built electronic equipment for industry, designed, developed and manufactured to the customer's specifications and applications. Induction and dielectric heating units. W2XDK Experimental Television Station. Trade Name, Sherron Electronics.

## Sheridan Electro Corp.

2850 South Michigan Ave., Chicago 16, Ill.

Phone: Calumet 2100

President.....John J. Sheridan  
Sales Manager.....Robert Shellow  
Chief Engineer.....Sol Heyton  
Purchasing Agent.....John H. Stackhouse

**PRODUCTS:** Radio sets, transmitting apparatus, and electrical appliances, combinations, record players.



**Sonora Radio & Television Corp.**

325 N. Hoyne 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.....Marie Ruebens

BRANCH OFFICE: 730 Fifth Ave., New York, N. Y., Phone, Circle 75492, National Sales Manager, Record Division, Milton Benjamin.

PRODUCTS: Receiving sets, radio-phonograph combinations, phonograph records.

**Speak-O-Phone Recording & Equipment Co.**

23 West 60th St., New York, N. Y.  
Phone CO 5-1350

General Sales Manager.....C. A. Austin  
Secretary.....R. L. Lee

PRODUCTS: Recording and reproducing equipment.

**Speer Resistor Corp.**

Theresia St., St. Mary, Penna.  
Phone: St. Marys- 895

President.....Andrew Kaul, 3rd  
General Manager.....G. G. Herrick  
Chief Engineer.....H. N. Veley  
Sales Manager.....L. J. Weidenboerner  
Purchasing Agent.....A. E. Kronenwetter

PRODUCTS: Carbon insulated and non-insulated resistors, coil forms.

**Sperry Gyroscope Co. Inc.**

Great Neck, New York,  
Phone: Fieldstone 3-3600

President.....P. R. Bassett  
General Mgr.....C. R. Green  
Gen. Sales Mgr.....H. H. Willis  
Electronics Sales Mgr.....E. F. Lazar

PRODUCTS: KLYSTRON Tubes, radio direction finders; electronic measurement equipment, microwave communication equipment.

**Stamford Electric Products Co., Inc.**

Sunnyside Ave., Stamford, Conn.  
Phone: Stamford 4-7548

President.....Leo Jacobson  
Vice-President.....Jack Siegel  
Manager-Chief Engineer Transformer Div.  
W. W. Weiss

Asst. Chief Engineer.....Steven Powers  
Treasurer.....Joseph Kapp  
Asst. Sales Manager.....Murray Hahn

PRODUCTS: Transformers, transformer specialties, electronic devices.

**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-phonograph combinations, FM receiving sets, television receiving sets, record-players.

**Stromberg-Carlson Co.**

100 Carlson Road, Rochester, N. Y.  
Phone: Culver 260

Chairman of Board.....Wesley M. Angle  
President.....Ray H. Manson  
Vice-President-General Mgr....Lee CeCanne  
Vice-President—Finance, Edwin C. Rooworth  
Vice-President—Sales, Lloyd L. Spencer  
Vice-President—Engineering

and Research.....Frederic C. Young  
Secretary-Treasurer.....Wilbur W. Hetzel  
Controller.....Gordon G. Hoyt  
Assistant Treasurer.....Arthur F. Gibson  
Assistant Treasurer.....George E. Eyer  
Assistant Secretary.....George R. Town

BRANCH OFFICES: 564 W. Adams St., Chicago, Ill. Phone, State 1234; 2017 Grand Ave., Kansas City 8, Mo., Phone, Harrison 6618; 1355 Market St., San Francisco 3, Calif., Phone, Underhill 5388; Stromberg-Carlson Co., Ltd., 211-219 Geary Ave., Toronto, Ont., Canada, Phone, Melrose 2453, Ralph A. Hackensch, Vice-President-Managing Director.

PRODUCTS: Communications equipment, including radio, television, telephone, sound equipment and wire recording equipment.

**Sylvania Electric Products, Inc.**

500 Fifth Ave., New York, N. Y.  
Phone: CHickering 4-4470

President.....W. E. Poor  
Executive Vice-President,

Sales.....D. G. Mitchell  
Director of Engineering.....E. Finley Carter  
General Sales Manager, Radio Tube Sales  
C. W. Shaw

D. R. Adv. S. P.....Henry C. L. Johnson  
Director Public Relations.....Paul S. Ellison

PRODUCTS: Receiving tubes, cathode ray tubes, transmitting tubes, electronic devices.

**Teletone Radio Co.**

609 W. 51st St., New York 19, N. Y.  
Phone: Circle 6-7590

General Partner.....S. W. Gross  
General Sales Manager.....John S. Mills  
Chief Engineer.....B. Singer

PRODUCTS: Table model radios, table model radio-phonograph combinations.

**Telicon Corp.**

851 Madison Ave., New York 21, N. Y.  
Phone: Butterfield 8-1900

President .....S. Sagall  
Vice-President.....Colin C. Ives  
PRODUCTS: AM & FM broadcast receivers, television receivers, intra-video systems, television receiving antennas, quartz crystals.

### Templeton Radio Mfg. Corp.

Templeton Bldg., New London, Conn.  
Phone: New London 5346

President.....Oscar Dane  
Vice-President—Manufacturing....Eli Dane  
Vice-Pres., Charge of  
Engineering.....Dr. Dale Pollack  
Purchasing Agent.....M. A. Gardner  
Director Distribution.....S. A. Kelsey  
PRODUCTS: Radios and electronic test equipment, receivers, television receivers, record players, combinations.

### United States Television Mfg. Corp.

106 7th Ave., New York 11, N. Y.  
Phone: Chelsea 2-1154

President.....Hamilton Hoge  
Vice-President.....John Hoge  
V. P.—Secretary.....Francis H. Hoge, Jr.  
Chief Engineer.....Harold V. Nielsen  
PRODUCTS: AM & FM radios, television receivers, television test equipment and parts, television transmitting equipment.

### Universal Microphone Co.

424 Warren Lane, Inglewood, Calif.

President.....James L. Fouch  
Vice-Pres., Sales Director.....Cecil L. Sly  
Secretary.....Durwood D. Allen  
Sales Manager.....Dee Breen  
Advertising Manager.....Ralph L. Power  
Purchasing Agent.....Karl Mautz  
Chief Engineer.....Les Willyard  
Research Engineer.....Dunford Kelly  
BRANCH OFFICES: (Canada) 560 King St. W., Toronto 2, Ont.; (Export) 310 Clay St., San Francisco 11, Calif.; 259 W. 14th St., New York, N. Y.; 94 Portland St., Boston, Mass.; 210 E. Ohio St., Chicago, Ill.; 2321 2nd Ave., Seattle, Wash.

PRODUCTS: Microphones, stands, accessories and recording components.

### Western Electric Co., Inc.

(Radio Division)

120 Broadway, New York 5, N. Y.  
Phone COrtland 7-7700

Vice-Pres.-Mgr.....F. R. Lack  
Manager—Distributor Sales....S. P. Taylor  
PRODUCTS: AM and FM radio broadcasting transmitters, antenna phasing, coupling and monitoring equipment; speech input equipment and components; aviation, marine, police radio transmitters and receivers; mobile radio sound distribution systems and components; hearing aids and audiometers; microphones, loudspeakers and allied items; sound measuring equipment; vacuum tubes; thermistor; fa-tax camera; telephone ap-

paratus and cable; carrier telephone equipment and train dispatching apparatus. Field Engineering Services.

### Westinghouse Electric Corp.

Industrial Electronics Division  
2519 Wilkens Ave., Baltimore 3, Maryland  
Phone: Edmondson 2300

Home Radio Division  
Front Street and Susquehanna Ave.,  
Sunbury, Pa.

Phone: Sunbury 5220  
Lamp Division

MacArthur Ave., Bloomfield, N. J.  
Phone: Bloomfield 2-2200

President.....George H. Bucher  
Vice-President.....Walter Evans  
Asst. to Vice-President.....Walter E. Benoit  
Mgr., Industrial Electronics  
Div.....C. J. Burnside  
Sales Mgr., Ind. Elect. Div.....C. W. Miller  
Engr. Mgr., Ind. Elect. Div.....R. N. Harmon  
Purchasing Agent, Ind. Elect.

Div.....R. D. McGranahan  
Manager, Home Radio Division, H. B. Dunley  
Asst. Mgr., Home Radio Div., H. W. Schaefer  
Purchasing Agent, Home

Radio Div.....C. W. Lutz  
Vice-President, Lamp Div.....R. C. Stuart  
Sales Mgr., Electronic Tubes.....A. Frankel  
Engr. 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.  
Exec. V. P.—Treasurer.....Hugh Robertson  
V. P.—Director of Sales.....J. J. Nance  
V. P.—Household Radio

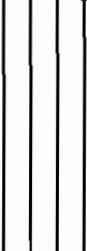
Div.....Henry A. Bonfig  
V. P.—Engineering.....Harvey Tullo  
V. P.—Production.....William E. Fullerton  
Asst. V. P.—Asst. Secretary.....Sam Kaplan

Asst. Treasurer.....Sam Kaplan  
Controller—Secretary.....

Asst. Treasurer.....R. D. Burnet  
Asst. V. P.....J. E. Brown  
Asst. V. P.....Karl E. Hassel  
Service Manager.....Frank E. Smolek

BRANCH OFFICES: All principal cities.

PRODUCTS: Receivers: Electric-compact, table, portable, console; Battery—automobile, portable AC-DC, table, console; Combinations: radio-phonographs, radio-phonograph-recorders; FM table, console; FM and AM table, console; Television: table console, video only; Hearing Aids; Miscellaneous: Amateur, aviation, marine, police, record players, receiving and transmitting apparatus. Tradename "Zenith."



# FREQUENCY MODULATION



*Frequency Modulation  
During 1945*

•

*FM Networks  
For Educational Use*

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*Applications Granted*



# FM Position Solidified In '45

By *ROBERT BARTLEY, Director, FM Dept. NAB*

**T**HE past year seems destined to become known as the one in which the foundations were solidified for the future of American broadcasting, FM. The merger of the Frequency Modulation Broadcasters, Inc., with the National Association of Broadcasters set the pattern for self-administration in the traditional American system, and the assignment of the 88-108 mc. band gave FM its long-awaited permanent position in the radio spectrum.

At a meeting held in Washington last October, representatives appointed by the FMBI and NAB boards worked out final details of the merger under which FMBI activities were transferred to the newly created FM Department of the NAB, with NAB memberships provided for FMBI members. The joint committee of the two organizations became the executive committee of the NAB's FM Department, with Walter Damm, FMBI president, as chairman.

Robert Bartley, the first secretary of FMBI and for the past two years director of government relations for NAB, was named director of the new department, which will have headquarters in the old FMBI offices at 1730 I Street, N.W., in Washington.

As one of its primary objectives, the NAB's FM Department is called upon "to seek to secure the assignment of sufficient additional channels for FM so that broadcasting may develop in the public interest to its fullest potentialities . . ." In one of its first official acts, the Department helped bring about the new system of consecutive numbering for FM channels.

Announcement of the switch to the higher frequencies brought about renewed protests by Edwin H. Armstrong, inventor of FM, and the Zenith Corp., both of whom objected to the 88-108 band on grounds that it would not provide satisfactory rural service. Following several stormy sessions with the FCC, Zenith's

proposal that both the 88-108 and the 44-50 bands be used was dropped by the commission.

During the year, FM licenses were sought by many newcomers to radio. Outstanding among these was the International Ladies Garment Workers Union, which has applied for licenses in New York, Philadelphia, Boston, Los Angeles, Chattanooga (conditional permit granted) and St. Louis. The union, which has retained Morris Novik, former director of WNYC, as radio consultant plans to operate the stations on a non-profit, community basis, with heavy public service programming. Conditional grants have been awarded also to the United Auto Workers, CIO, in Detroit, and to the Amalgamated Clothing Workers, CIO, Rochester, N. Y.

While some labor organizations sought to hasten the advent of FM, James C. Petrillo's American Federation of Musicians threw a wrench into the works by demanding added musicians where AM musical shows were duplicated on FM outlets. The edict, in effect, forced network-owned FM stations off the air. Settlement of the dispute is hoped to result from the NAB-AFM meetings slated for April.

With the first twenty FM channels—between 88 and 92 mc.—reserved for non-commercial educational operations by the FCC, the educational aspects of FM took on added importance. Traditionally the leader in educational radio, the Mid-West has again taken the lead with state-wide educational FM webs planned for Wisconsin and Ohio.

As of Mar. 8, 1946, the FCC had granted conditional licenses to 352 FM stations, with about 400 additional applications still pending, and Commission officials forecast several thousand FM outlets throughout the country "in a few years time."

# FM Networks For Educational Use

*By GEORGE JENNINGS, Assoc. Dir., Radio Council, Chicago Public Schools*

THE year 1946 will see a great increase in the number of Frequency Modulation stations, owned and operated by school systems, universities, schools and colleges, and in some instances by "radio councils" reporting directly to state universities or state superintendents of education.

Under the leadership of the United States Office of Education and through such organizations as the Chicago School Broadcast Conference and the Association for Education by Radio interest in FM for educational use has been greatly stimulated. And this interest, now that equipment is again available, is being translated into specific action by local and state groups.

The University of Wisconsin in the summer of 1945 announced the organization of a state-wide Radio Council to implement the setting up of a state-wide FM network, and late in 1945 the Council, through Harold McCarty, Director of station WHA, announced that funds had been granted by the state legislature and applications had been presented to the FCC for the installation of two FM transmitters, the first "leg" in a six station relay system which will cover the state.

In Michigan, under the chairmanship of Joseph E. Maddy of the University of Michigan, a state-wide plan of FM coverage has been worked out, and the coming year will probably see the start of that service to the people of the state. Louisiana, Kentucky, Illinois, Ohio, Iowa and some twenty other states have evinced enough interest in FM state-wide coverage for educational purposes to have surveys made of possible transmitter locations.

All this activity is a healthful sign, providing in the plans the problem of programming such stations and networks is thoroughly considered.

According to some of the plans for state-wide network operation, various schools or universities within the state are to assume responsibility for certain

programs to be fed to the network; in other words, the local stations will do the bulk of their local programming, taking from the net and feeding to the net only those programs of state-wide interest. This plan might cast a heavier burden on the larger institutions, such as state universities, and it might also be a source of friction within the network; i.e. the smaller schools might possibly present the question, "Is the state-wide FM network being hogged by the University or by the state department of education?"

In so far as hook-ups between states is concerned, there is no reason whatever that such might not be done. This is particularly true in the Middle-west, where there already have been, from time to time, hook-ups between the state owned stations, such as WILL at Urbana; WSUI, at Iowa City; and WIHA at Madison. It is quite conceivable that when and if Ohio, Michigan, Indiana, Illinois, Wisconsin and Iowa have state-wide FM networks various stations within the net may take responsibility for specific series of programs in definite subjects: for example, WROE in Cleveland might very well assume the responsibility of doing an elementary art program for the six state area; WBEZ in Chicago might assume the responsibility of doing a series in American history; WHA at Madison might very well do a science program.

Network operation is going to involve several problems the local school stations do not at present have to cope with. The problem of integrating schedules, clearing time, different hours of operation, wire or relay costs, all enter the picture.

Ideally, a network programming division should be set up to operate within the educational field exactly as the network operates within the commercial field. This presents the problem of financing, headquarters, and the employment of staff. Somewhere in the picture there would have to be a "Czar" (as the sports-writer puts it) of educational broadcasting in the network area.

# FM Broadcast Applications Granted AS OF FEBRUARY 4, 1946

City	Grantee	Kind of Station
<b>ALABAMA</b>		
Anniston	Harry M. Ayers	Metropolitan, possibly rural
Birmingham	The Birmingham News, Co.	Metropolitan, possibly rural
Birmingham	Johnston Broadcasting Co.	Metropolitan
Mobile	Pape Broadcasting Co.	Metropolitan
Mobile	Mobile Daily Newspapers, Inc.	Metropolitan
Montgomery	G. W. Covington, Jr.	Metropolitan
Montgomery	Montgomery Broadcasting Co., Inc.	Metropolitan, possibly rural
<b>ARKANSAS</b>		
Fort Smith	Donald W. Reynolds	Metropolitan, possibly rural
<b>CALIFORNIA</b>		
Alameda	Abraham and Sara Kofman, d/b as Times-Star Publishing Co.	Metropolitan
Berkeley	Central Calif. Broadcasters, Inc.	Metropolitan
Fresno	J. E. Rodman	Metropolitan, possibly rural
Fresno	KARM, the George Harm Station	Metropolitan
Marysville	Sacramento Valley Broadcasters	Metropolitan
Oakland	Tribune Building Co.	Metropolitan
Oakland	Warner Brothers	Metropolitan
Ontario	The Daily Reports, a Partnership	Community
Palo Alto	Peninsula Newspapers, Inc.	Community
Richmond	Contra Costa Broadcasting Co.	Community
Riverside	The Broadcasting Corp. of America	Metropolitan, possibly rural
Sacramento	McClatchy Broadcasting Co.	Metropolitan
Sacramento	Lincoln Dollar	Metropolitan
San Bernardino	The Sun Co. of San Bernardino	Metropolitan
	Lee Brothers Broadcasting Co.	Metropolitan
San Diego	Airfan Radio Corp., Ltd.	Metropolitan
San Francisco	The Associated Broadcasters, Inc.	Metropolitan
San Jose	Valley Broadcasting Co.	Metropolitan, possibly rural
San Luis Obispo	Christina M. Jacobson, tr/as The Valley Electric Co.	Metropolitan
San Mateo	Amphlett Printing Co.	Community
Santa Maria	Santa Maria Daily Times	Community
Stockton	E. F. Pepper	Metropolitan, possibly rural
<b>CONNECTICUT</b>		
Danbury	The Berkshire Broadcasting Corp.	Community
Meriden	Silver City Crystal Co.	Metropolitan
New Haven	Elm City Broadcasting Corp.	Metropolitan
New London	Thames Broadcasting Corp.	Metropolitan
Waterbury	American Republican, Inc.	Metropolitan

. . . **FM APPLICATIONS GRANTED** . . .

<i>City</i>	<i>Grantee</i>	<i>Kind of Station</i>
<b>FLORIDA</b>		
Ft. Lauderdale	Gore Publishing Co.	Metropolitan
Jacksonville	Florida Broadcasting Co.	Metropolitan
Miami	Miami Broadcasting Co.	Metropolitan
Miami Beach	A. Frank Katzentine	Metropolitan
Miami Beach	Isle of Dreams Broadcasting Corp.	Metropolitan
Orlando	Orlando Daily Newspapers, Inc.	Metropolitan, possibly rural
St. Petersburg	Pinellas Broadcasting Co.	Metropolitan
Tampa	The Tribune Co.	Metropolitan

**GEORGIA**

Atlanta	The Constitution Publishing Co.	Metropolitan
Augusta	The Augusta Chronicle Broadcasting Co.	Metropolitan
Augusta	Augusta Broadcasting Co.	Metropolitan
Columbus	Georgia-Alabama Broadcasting Corp.	Metropolitan
Columbus	Columbus Broadcasting Co.	Metropolitan
Macon	Middle Ga. Broadcasting Co.	Metropolitan
Macon	Southeastern Broadcasting Co.	Metropolitan
Moultrie	Frank R. Pidcock, Sr.	Metropolitan
Rome	Rome Broadcasting Corp.	Metropolitan
Savannah	Savannah Broadcasting Co.	Metropolitan
Valdosta	E. D. Rivers	Metropolitan, possibly rural

**IDAHO**

Boise	Boise Broadcast Station	Metropolitan
Pocatello	Radio Service Corp.	Metropolitan

**ILLINOIS**

Aurora	The Copley Press, Inc. (Aurora Beacon-News Division)	Metropolitan
Bloomington	Radio Station WJBC	Metropolitan
Brookfield	George M. Ives	Community
Carbondale	Southern Ill. Broadcasting Corp.	Community
Champaign	The Champaign News Gazette, Inc.	Community
Evanston	Sentinel Radio Corp.	Community
Evanston	North Shore Broadcasting Co., Inc. Freeport Journal-Standard Pub. Co.	Metropolitan
Harrisburg	Harrisburg Broadcasting Co.	Metropolitan, possibly rural
Herrin	Orville W. Lyerla	Metropolitan, possibly rural
Kankakee	Kankakee Daily Journal	Community
Mt. Vernon	Midwest Broadcast Co.	Metropolitan
Quincy	Lee Broadcasting, Inc.	Metropolitan
Quincy	Quincy Newspapers, Inc.	Metropolitan
Rockford	Rockford Broadcasters, Inc.	Metropolitan
Rock Island	Rock Island Broadcasting Co.	Metropolitan
Springfield	WTAX, Inc.	Metropolitan
Waukegan	Keystone Printing Service, Inc.	Metropolitan

**INDIANA**

Columbus	Syndicate Theaters, Inc.	Metropolitan
Connersville	News-Examiner Co.	Metropolitan
Elkhart	Truth Publishing Co., Inc.	Metropolitan
Kokomo	Kokomo Broadcasting Corp.	Metropolitan
Lafayette	WFAM, Inc.	Metropolitan
Shelbyville	Shelbyville Radio, Inc.	Metropolitan

<i>City</i>	<i>Grantee</i>	<i>Kind of Station</i>
<b>IOWA</b>		
Burlington	Burlington Broadcasting Co.	Metropolitan, possibly rural
Cedar Rapids	The Gazette Co.	Metropolitan
Des Moines	Central Broadcasting Co.	Metropolitan
Des Moines	Cowles Broadcasting Co.	Metropolitan, possibly rural
Dubuque	Telegraph Herald	Metropolitan, possibly rural
Dubuque	Dubuque Broadcasting Co.	Metropolitan, possibly rural
Waterloo	Josh Higgins Broadcasting Co.	Metropolitan, possibly rural

#### KANSAS

Lawrence	The World Company	Metropolitan
Topeka	Topeka Broadcasting Association, Inc.	Metropolitan
Wichita	Farmers & Bankers Broadcasting Corp.	Metropolitan
Wichita	The Rario Station KFH Co.	Metropolitan

#### KENTUCKY

Lexington	American Broadcasting Corp. of Kentucky	Metropolitan
Louisville	Courier Journal & Louisville Times Co.	Metropolitan
Louisville	WAVE, Inc.	Metropolitan
Louisville	Northside Broadcasting Corp.	Metropolitan
Owensboro	Owensboro Broadcasting Co., Inc.	Metropolitan
Paducah	Paducah Broadcasting Co., Inc.	Metropolitan
Paducah	Paducah Newspapers, Inc.	Metropolitan

#### LOUISIANA

Alexandria	Alexandria Broadcasting Co., Inc.	Metropolitan
Alexandria	Central La. Broadcasting Corp.	Community
New Orleans	The Times Picayune Pub. Co.	Metropolitan
New Orleans	Loyola University	Metropolitan
New Orleans	Supreme Broadcasting System, Inc.	Metropolitan, possibly rural

#### MAINE

Bangor	Portland Broadcasting System, Inc.	Metropolitan
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#### MARYLAND

Frederick	The Monocacy Broadcasting Co.	Metropolitan
Hagerstown	Hagerstown Broadcasting Co.	Metropolitan
Salisbury	The Peninsula Broadcasting Co.	Metropolitan

#### MASSACHUSETTS

Brockton	Cur-Nan Co.	Community
Fall River	Fall River Broadcasting Co., Inc.	Metropolitan
Fitchburg	Mitchell G. Meyers, Reuben E. Aronheim & Milton H. Meyers	Metropolitan
Greenfield	Recorder Publishing Corp.	Community
Greenfield	John W. Haigis	Community
Haverhill	The Haverhill Gazette Co.	Metropolitan
Haverhill	The Hampden-Hampshire Corp.	Metropolitan
Lawrence	Hildreth & Rogers Co.	Metropolitan
New Bedford	Bristol Broadcasting Co., Inc.	Metropolitan
North Adams	James A. Hardman	Metropolitan
Pittsfield	Monroe B. England	Metropolitan
Pittsfield	Eagle Publishing Co.	Community
Salem	North Shore Broadcasting Co.	Community
Springfield	WMAS, Inc.	Metropolitan



• • • **FM APPLICATIONS GRANTED** • • •

<i>City</i>	<i>Grantee</i>	<i>Kind of Station</i>
<b>MICHIGAN</b>		
Ann Arbor	Washtenaw Broadcasting Co.	Metropolitan
Benton Harbor	The Palladium Pub. Co.	Metropolitan
Dearborn	Herman Radner	Community
Detroit	WJR, The Goodwill Station, Inc.	Metropolitan
Detroit	UAW-CIO Broadcasting Corp. of Mich.	Metropolitan
Detroit	King-Trendle Broadcasting Corp.	Metropolitan
Escanaba	John B. Norton	Metropolitan
Flint	Flint Broadcasting Co.	Metropolitan
Lansing	WJIM, Inc.	Metropolitan
Muskegon	Ashbacker Radio Corp.	Metropolitan, possibly rural
Pontiac	Pontiac Broadcasting Co.	Metropolitan
Port Huron	Times Herald Co.	Metropolitan
Saginaw	Saginaw Broadcasting Co.	Metropolitan
Wyandotte	Wyandotte News Co.	Community
<b>MINNESOTA</b>		
Mankato	Southern Minn. Supply Co.	Metropolitan
Minneapolis	Minn. Broadcasting Corp.	Metropolitan
Minneapolis	Independent Merchants Broadcast- ing Co.	Metropolitan
Rochester	Southern Minn. Broadcasting Co.	Metropolitan
St. Paul	WMIN Broadcasting Co.	Metropolitan
St. Paul	KSTP, Inc.	Metropolitan, possibly rural
<b>MISSISSIPPI</b>		
Clarksdale	Birney Imes, Sr.	Metropolitan
Jackson	Lamar Life Insurance Co.	Metropolitan, possibly rural
<b>MISSOURI</b>		
Joplin	Joplin Broadcasting Co.	Metropolitan
Kansas City	WHB Broadcasting Co.	Metropolitan
Kansas City	The Kansas City Star Co.	Metropolitan
St. Louis	Thomas Patrick, Inc.	Metropolitan
St. Louis	Mo. Broadcasting Corp.	Metropolitan
St. Louis	The Pulitzer Pub. Co.	Metropolitan
St. Louis	Star-Times Pub. Co.	Metropolitan
St. Louis	St. Louis University	Metropolitan
<b>NEBRASKA</b>		
Lincoln	Cornbelt Broadcasting Corp.	Metropolitan
Omaha	Inland Broadcasting Co.	Metropolitan
Omaha	World Publishing Co.	Metropolitan, possibly rural
<b>NEVADA</b>		
Las Vegas	Nevada Broadcasting Co.	Community
Reno	Reno Newspapers, Inc.	Metropolitan
<b>NEW HAMPSHIRE</b>		
Claremont	Claremont Eagle, Inc.	Metropolitan
Manchester	Harry M. Bitner	Metropolitan
Portsmouth	WHEB, Inc.	Metropolitan
<b>NEW JERSEY</b>		
Asbury Park	Asbury Park Press, Inc.	Community
Atlantic City	Neptune Broadcasting Corp.	Metropolitan
Atlantic City	Press-Union Publishing Co.	Metropolitan
Bridgeton	Easton States Broadcasting Corp.	Metropolitan
New Brunswick	Home News Publishing Co.	Community
Paterson	The Passaic Daily News	Community
Trenton	Mercer Broadcasting Co.	Metropolitan

City	Grantee	Kind of Station
<b>NEW YORK</b>		
Buffalo	Roy L. Albertson	Metropolitan
Buffalo	WBEN, Inc.	Metropolitan, possibly rural
Buffalo	WEBR, Inc.	Metropolitan
Corning	W. A. Underhill and E. S. Underhill, Jr., d/b as The Evening Leader	Metropolitan
Dunkirk	Dunkirk Printing Company	Community
Hornell	The W. H. Greenhow Co.	Metropolitan, possibly rural
Ithaca	Cornell University	Rural
Jamestown	James Broadcasting Co., Inc.	Metropolitan
Ogdensburg	St. Lawrence Broadcasting Corp.	Rural
Oswego	Palladium-Times, Inc.	Metropolitan
Rochester	Amalgamated Broadcasting System, Inc.	Metropolitan
Syracuse	Syracuse Broadcasting Corp.	Metropolitan
Syracuse	WAGE, Inc.	Metropolitan
Syracuse	Central New York Broadcasting Radio Corp.	Metropolitan
Syracuse	Radio Projects, Inc.	Metropolitan
Syracuse	Onondaga Radio Broadcasting Corp.	Metropolitan
Troy	Troy Record Co.	Metropolitan
Utica	WIBX, Inc.	Metropolitan
Watertown	The Brockway Co.	Metropolitan
White Plains	Westchester Broadcasting Corp.	Community

**NORTH CAROLINA**

Burlington	Alamance Broadcasting Co., Inc.	Metropolitan
Charlotte	Southeastern Broadcasting Co.	Metropolitan
Durham	Durham Radio Corp.	Metropolitan
Fayetteville	Cape Fear Broadcasting Co.	Metropolitan
Gastonia	F. C. Todd	Metropolitan, possibly rural
Greensboro	Greensboro News Co.	Metropolitan
Hickory	Catawba Valley Broadcasting Co., Inc.	Metropolitan, possibly rural
High Point	High Point Enterprise, Inc.	Metropolitan
High Point	Radio Station WMFR, Inc.	Metropolitan
Raleigh	WPTF Radio Co.	Metropolitan, possibly rural
Roanoke Rapids	Telecast, Inc.	Metropolitan
Roanoke Rapids	WCBT, Inc.	Metropolitan
Rocky Mount	Josh L. Horne	Metropolitan
Rocky Mount	William Avera Wynne	Metropolitan
Salisbury	Piedmont Broadcasting Corp.	Metropolitan
Washington	Tar Heel Broadcasting System, Inc.	Metropolitan
Wilmington	Richard Austin Dunlea	Metropolitan
Wilmington	Wilmington Star-News Co.	Metropolitan
Winston-Salem	WAIR Broadcasting Co.	Metropolitan

**OHIO**

Cincinnati	The Cincinnati Times-Star Co.	Metropolitan, possibly rural
Cincinnati	The Crosley Corp.	Metropolitan
Cincinnati	L. B. Wilson, Inc.	Metropolitan
Cincinnati	Buckeye Broadcasting Co.	Metropolitan
Cincinnati	Scripps-Howard Radio, Inc.	Metropolitan
Columbus	Lloyd A. Pixley, et al, d/b as The Pixleys	Metropolitan
Dover	The Tuscora Broadcasting Co.	Community
Marion	The Marion Broadcasting Co.	Metropolitan, possibly rural
Toledo	The Fort Industry Co.	Metropolitan
Wooster	The Wooster Republican Printing Co.	Metropolitan

**OKLAHOMA**

Ardmore	John F. Easley	Metropolitan
Lawton	Okla. Quality Broadcasting Co.	Metropolitan

**FM APPLICATIONS GRANTED**

City	Grantee	Kind of Station
Muskogee	Muskogee Broadcasting Co.	Metropolitan
Oklahoma City	WKY Radiophone Co.	Metropolitan, possibly rural
Oklahoma City	KOMA, Inc.	Metropolitan, possibly rural
Oklahoma City	Plaza Court Broadcasting Co.	Metropolitan, possibly rural
Oklahoma City	O. L. Taylor	Metropolitan
Shawnee	KBFF Broadcasting Co.	Metropolitan
Tulsa	Fred Jones Broadcasting Co.	Metropolitan

**OREGON**

Modford	Mrs. W. J. Virgin	Metropolitan
Medford	Medford Printing Co.	Community
Portland	XXL Broadcasters	Metropolitan, possibly rural
Portland	Broadcasters Ore., Ltd.	Metropolitan
Portland	KALE, Inc.	Metropolitan
Portland	Pacific Radio Adv. Service	Metropolitan
Portland	Oregonian Pub. Co.	Metropolitan
Portland	KOIN, Inc.	Metropolitan

**PENNSYLVANIA**

Allentown	Lehigh Valley Broadcasting Co.	Metropolitan
Altoona	The Gable Broadcasting Co.	Metropolitan
Bethlehem	The Bethlehems' Globe Pub. Co.	Metropolitan
Bradford	Bradford Publications, Inc.	Metropolitan
Clearfield	Airplane & Marine Instruments, Inc.	Metropolitan
Du Bois	Tri-County Broadcasting Co., Inc.	Metropolitan
Erie	Presque Isle Broadcasting Co.	Metropolitan
Forks Township, Nr. Easton	Easton Publishing Co.	Community
Harrisburg	The Patriot Co.	Metropolitan
Harrisburg	WHP, Inc.	Metropolitan
Johnstown	WJAC, Inc.	Metropolitan
Lancaster	Peoples Broadcasting Co.	Metropolitan
Lancaster	WGAL, Inc.	Metropolitan
Meadville	H. C. Winslow	Metropolitan
Reading	Hawley Broadcasting Co.	Metropolitan
Scranton	Scranton Broadcasters, Inc.	Metropolitan
Sunbury	Sunbury Broadcasting Corp.	Metropolitan
Uniontown	Fayette Broadcasting Corp.	Metropolitan
Uniontown	Uniontown Newspapers, Inc.	Metropolitan, possibly rural
Wilkes-Barre	Louis G. Baltimore	Metropolitan
Williamsport	WRAK, Inc.	Metropolitan
York	Susquehanna Broadcasting Co.	Metropolitan
York	White Rose Broadcasting Co.	Metropolitan

**SOUTH CAROLINA**

Anderson	Wilton E. Hall	Metropolitan, possibly rural
Charleston	Atlantic Coast Broadcasting Co.	Metropolitan
Columbia	Surety Life Ins. Co.	Metropolitan
Greenville	The Greenville News Piedmont Co.	Metropolitan
Greenville	Textile Broadcasting Co.	Metropolitan
Greenwood	Greenco, Inc.	Metropolitan
Rock Hill	Spartanburg Advertising Co.	Community
Spartanburg	York County Broadcasting Co.	Metropolitan, possibly rural

**TENNESSEE**

Bristol	Radiophone Broadcasting Station WOPI, Inc.	Metropolitan, possibly rural
Chattanooga	Unity Broadcasting Corp. of Tenn.	Metropolitan
Chattanooga	WDOD Broadcasting Corp.	Metropolitan
Clarksville	Leaf Chronicle Co.	Metropolitan
Clarksville	William Kleeman	Metropolitan
Jackson	The Sun Pub. Co.	Metropolitan

**FM APPLICATIONS GRANTED**

City	Grantee	Kind of Station
Johnson City	WJHL, Inc.	Metropolitan
Knoxville	Knoxville Pub. Co.	Metropolitan
Knoxville	S. E. Adcock	Metropolitan
Memphis	Hoyt B. Wooten	Metropolitan, possibly rural
Memphis	Herbert Herff	Metropolitan
Nashville	WSIX Broadcasting Station	Metropolitan

**TEXAS**

College Station	Agricultural and Mechanical College of Texas	Metropolitan
Beaumont	KRIC, Inc.	Metropolitan
Brownsville	Brownsville Herald Pub. Co.	Community
Galveston	The KLUF Broadcasting Co., Inc.	Metropolitan
Harlingen	Harbenito Broadcasting Co., Inc.	Metropolitan
Houston	Houston Printing Corp.	Metropolitan
Houston	KTRH Broadcasting Co.	Metropolitan
San Antonio	The Walmac Co.	Metropolitan
Temple	Bell Broadcasting Co., Inc.	Community
Texarkana	KCMC, Inc.	Metropolitan
Wichita Falls	Times Publishing Co. of Wichita Falls	Metropolitan

**UTAH**

Salt Lake City	Intermountain Broadcasting Corp.	Metropolitan
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**VIRGINIA**

Lynchburg	Lynchburg Broadcasting Corp.	Metropolitan
Lynchburg	Old Dominion Broadcasting Corp.	Metropolitan
Norfolk	WTAR Radio Corp.	Metropolitan
Portsmouth	Portsmouth Radio Corp.	Metropolitan
Richmond	Havens & Martin, Inc.	Metropolitan
Winchester	Richard Field Lewis, Jr.	Metropolitan, possibly rural

**WASHINGTON**

Seattle	Queen City Broadcasting Co., Inc.	Metropolitan, possibly rural
Seattle	Evergreen Broadcasting Corp.	Metropolitan
Seattle	Radio Sales Corp.	Metropolitan
Seattle	Fisher's Blend Station, Inc.	Metropolitan, possibly rural

**WEST VIRGINIA**

Beckley	Beckley Newspaper Corp.	Metropolitan
Beckley	Joe L. Smith, Jr.	Metropolitan, possibly rural
Bluefield	Daily Telegraph Printing Co.	Metropolitan, possibly rural
Huntington	Huntington Broadcasting Corp.	Metropolitan
Morgantown	W. Va. Radio Corp.	Community

**WISCONSIN**

Town of Gr. Greenfield	Wm. C. Forrest	Metropolitan, possibly rural
Green Bay	Green Bay Newspaper Co.	Metropolitan
LaCrosse	WKBH, Inc.	Metropolitan, possibly rural
Madison	Badger Broadcasting Co.	Metropolitan, possibly rural
Milwaukee	Milwaukee Broadcasting Co.	Metropolitan
Oshkosh	Myles H. Johns, d/b as Oshkosh Broadcasting Co.	Metropolitan
Racine	Racine Broadcasting Corp.	Metropolitan
Sheboygan	Press Pub. Co.	Metropolitan
Wausau	Record Herald Co.	Metropolitan

**WYOMING**

Cheyenne	Frontier Broadcasting Co.	Metropolitan
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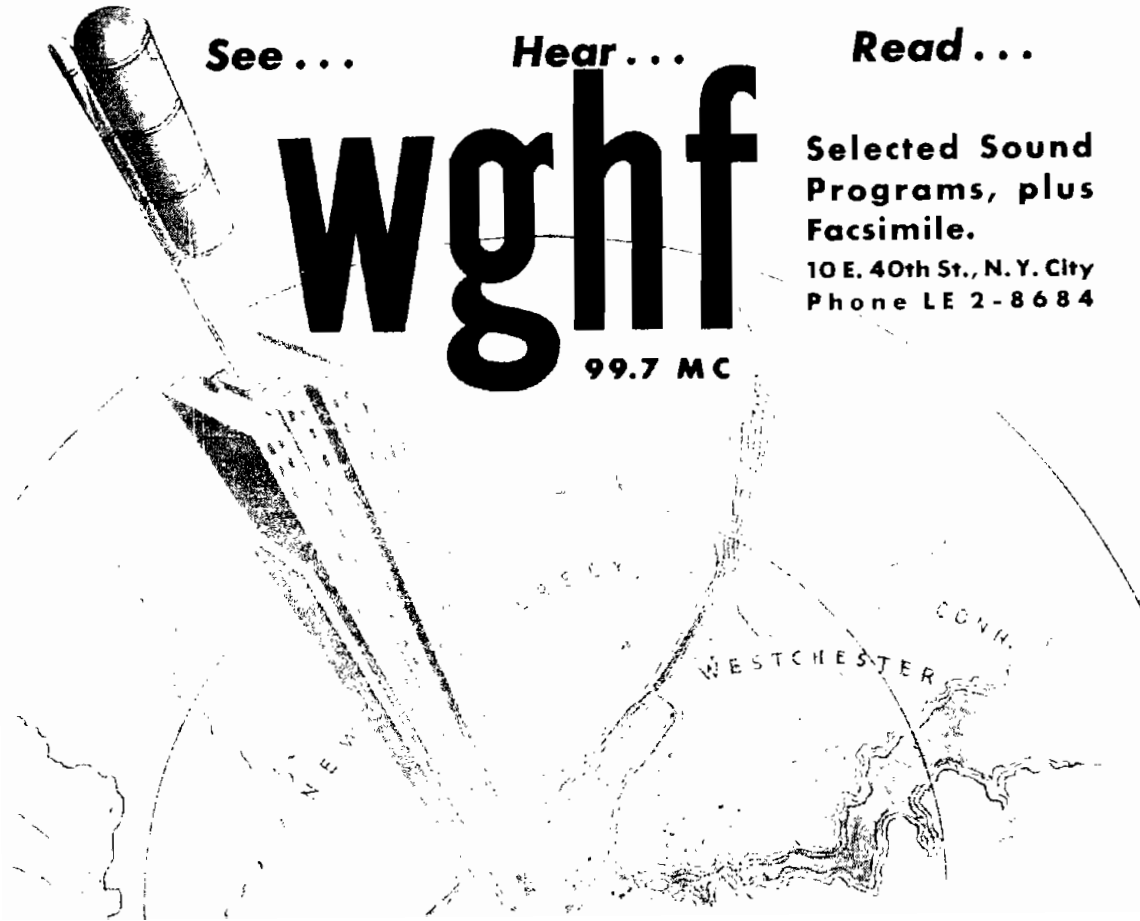
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